

# DITCHFORD BANK FARM, HANBURY

## LANDSCAPE AND VISUAL IMPACT ASSESSMENT

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| Landscape and Visual Impact Assessment |                              |
|--|------------------------------|
| Project:                               | Ditchford Bank Farm, Hanbury |
| Status:                                | Final                        |
| Date:                                  | April 2021                   |
| Author:                                | JPF                          |
| File Reference                         | IPA1181lvia                  |
| Revision                               | -                            |

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## 1.0 Executive Summary

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- i. LVIA Ltd were instructed to undertake a landscape and visual impact assessment for a poultry unit located at Ditchford Bank Farm, Hanbury by Ian Pick Associates Ltd in March 2021. The site and its surrounding landscape were assessed and a total of five viewpoints were selected to represent a variety of receptors in the surrounding area.
- ii. The aim of this report is to provide an assessment of the potential landscape and visual effects of a proposed development upon the receiving landscape, in line with current legislation and guidance. It comprises two main assessments, the first for landscape and the second for visual effects.
- iii. The assessment has been conducted in line with published best practice guidelines and includes a desk study; (review of local plan policies, published landscape character assessment and production of a computer generated Zone of Theoretical Visibility (ZTV)) and onsite observations.
- iv. The site forms part of a field in agricultural use which is defined by hedgerows with trees field boundaries. Seeley Brook forms the southern field boundary with riparian vegetation following its course as it meanders through the local landscape. The site sits adjacent to existing buildings in agricultural use that are situated at Ditchford Bank Farm. The site sits in a relatively flat landform.
- v. Due to the existing local area, the proposed scheme would not be out of character with its surroundings when considered as part of the wider landscape.
- vi. Mitigation measures have been suggested to aid the schemes visual blending with the existing environs.
- vii. Five viewpoints were considered and of these, one was considered to be subject to material visual impacts viewpoint 2 that sits close to the site boundary.
- viii. With suitable mitigation measures, the development will have a moderate visual impact and a minor/negligible landscape impact (i.e. not a material change). It should be considered that this type of development is not out of character within the receiving landscape.

## 2.0 Introduction

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- 2.1.1 LVIA Ltd were commissioned by Ian Pick Associates in March 2021, to carry out a landscape and visual assessment of the proposed development located at Ditchford Bank Farm. Hanbury.
- 2.1.2 The brief was to assess the likely landscape and visual impact of the development and identify the degree of change over the existing use and site conditions.
- 2.1.3 The field survey was carried out during April 2021, and all viewpoints were chosen from publicly accessible vantage points.
- 2.1.4 Particular attention was paid to the potential views of receptors of high sensitivity, e.g. users of Public Rights of Way (PRoW) or byways.
- 2.1.5 Landscape and visual impact assessments can be defined as a mechanism by which the landscape can be assessed against its capacity to accommodate change. The aim of this report is to provide an assessment of the potential landscape and visual effects of the proposed development upon the receiving landscape, in line with current legislation and guidance.

### **The Site**

- 2.1.6 The site is accessed from Ditchford Bank Road and the proposals are for four poultry sheds with access, boiler house, feed bins, concrete apron and turning area.
- 2.1.7 The site forms part of a field in agricultural use which is defined by hedgerows with trees field boundaries. Seeley Brook forms the southern field boundary with riparian vegetation following its course as it meanders through the local landscape. The site sits adjacent to existing buildings in agricultural use that are situated at Ditchford Bank Farm. The site sits in a relatively flat landform.

## 3.0 Methodology

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- 3.1.1 In conjunction with the landscape survey and assessment of the study area, a detailed visual survey has been undertaken in order to assess any potential visual impact of the development. In order to evaluate what the visual impact of the development will be and what can be done to ameliorate the impact, it is necessary to describe the existing situation to describe a basis against which any change can be assessed.
- 3.1.2 As a matter of best practice the assessment has been undertaken in accordance with the advisory guidelines set out in the document - “Guidelines for Landscape & Visual Impact Assessment – Third Edition”, published by The Landscape Institute and Institute of Environmental Assessment (2013).
- 3.1.3 The landscape assessment includes a baseline study that describes, and evaluates the existing landscape and visual resources, focusing on their sensitivity and ability to accommodate change.
- 3.1.4 The prime objective is to minimise the potential impact of the development by minimising the potential for visual impact wherever possible.
- 3.1.5 Information regarding the site and surroundings was gathered from Ordnance Survey maps, aerial photographs and on-site observations.
- 3.1.6 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings on views.
- 3.1.7 Landscape has two separate but closely related aspects; firstly is the impact on the character of the landscape which includes responses that are felt toward the combined effect of the development. The significance of this will depend partly on the number of people affected and also on the judgements about how much the changes will matter in relation to the human senses of those concerned. Secondly, visual impact, in contrast to landscape character, is perhaps less prone to being subjective. Visual impact may occur by means of intrusion and/or obstruction, where visual intrusion is impact on the view without blocking it and visual obstruction is impact on a view that would be hidden by the development.

**Table 1: Landscape Quality (or Condition)**

| Landscape Quality (or Condition) | Typical Indicators   |
|----------------------------------|--|
| <b>Very High</b>                 | All landscape elements remain intact and in good repair. Buildings are in local vernacular and materials. No detracting elements are evident                         |
| <b>High</b>                      | Most landscape elements remain intact and in good repair. Most buildings are in local vernacular and materials. Few detracting elements are evident                  |
| <b>Medium</b>                    | Some landscape elements remain intact and in good repair. Some buildings are in local vernacular and materials and some detracting elements are evident              |
| <b>Low</b>                       | Few landscape elements remain intact and in good repair. Few buildings are in local vernacular and materials. Many detracting or incongruous elements are evident    |
| <b>Very Low</b>                  | No landscape elements remain intact and in good repair. Buildings are not in local vernacular and materials. Detracting or incongruous elements are much in evidence |

**Table 2: Landscape Value**

| Landscape Value  | Typical Indicators  |
|------------------|---|
| <b>Very High</b> | Areas comprising a clear composition of valued landscape components in robust form and health, free of disruptive visual detractors and with a strong sense of place. Areas containing a strong, balanced structure with distinct features worthy of conservation. Such areas would generally be internationally or nationally recognised designations, such as Areas of Outstanding Natural Beauty (AONB).   |
| <b>High</b>      | Areas primarily containing valued landscape components combined in an aesthetically pleasing composition and lacking prominent disruptive visual detractors. Areas containing a strong structure with noteworthy features or elements, exhibiting a sense of place. Such areas would generally be national statutorily designated areas. Such areas may also relate to the setting of internationally or nationally statutory designated areas, such as AONB. |
| <b>Medium</b>    | Areas primarily of valued landscape components combined in an aesthetically pleasing composition with low levels of disruptive visual detractors, exhibiting a recognisable landscape structure. Such areas would generally be non-statutory locally designated areas such as Areas of Great Landscape Value.   |
| <b>Low</b>       | Areas containing some features of landscape value but lacking a coherent and aesthetically pleasing composition with frequent detracting visual elements, exhibiting a distinguishable structure often concealed by mixed land uses or development. Such areas would be commonplace at the local level and would generally be undesignated, offering scope for improvement.   |
| <b>Very Low</b>  | Areas lacking valued landscape components or comprising degraded, disturbed or derelict features, lacking any aesthetically pleasing composition with a dominance of visually detracting elements, exhibiting mixed land uses which conceal the baseline structure. Such areas would generally be restricted to the local level and identified as requiring recovery.   |

**Table 3: Character Sensitivity**

| Character Sensitivity | Typical Indicators   |
|-----------------------|--|
| Very High             | <p><b>Landscape elements:</b> Important elements of the landscape susceptible to change and of high quality and condition.</p> <p><b>Scale and Enclosure:</b> Small-scale landform/land cover/ development, human scale indicators, fine grained, enclosed with narrow views, sheltered.</p> <p><b>Manmade influence:</b> Absence of manmade elements, traditional or historic settlements, natural features and 'natural' forms of amenity parkland, perceived as natural 'wild land' lacking in man-made features, land use elements and detractors</p> <p><b>Remoteness and Tranquillity:</b> Sense of peace, isolation or wildness, remote and empty, no evident movement.</p> |
| High                  | <p><b>Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium</b></p>   |
| Medium                | <p><b>Landscape elements:</b> Important elements of the landscape of moderate susceptibility to change and of medium quality and condition.</p> <p><b>Scale and Enclosure:</b> Medium-scale landform/land cover/ development, textured, semi-enclosed with middle distance views.</p> <p><b>Manmade influence:</b> Some presence of man-made elements, which may be partially out of scale with the landscape and be of only partially consistent with vernacular styles.</p> <p><b>Remoteness and Tranquillity:</b> some noise, evident, but not dominant human activity and development, noticeable movement.</p>  |
| Low                   | <p><b>Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.</b></p>   |
| Very Low              | <p><b>Landscape elements:</b> Important elements of the landscape insusceptible to change and of low quality and condition.</p> <p><b>Scale and Enclosure:</b> Large-scale landform/land cover/ development, Featureless, coarse grained, open with broad views.</p> <p><b>Manmade influence:</b> Frequent presence of utility, infrastructure or industrial elements, contemporary structures e.g. masts, pylons, cranes, silos, industrial sheds with vertical emphasis, functional man-made land-use patterns and engineered aspects.</p> <p><b>Remoteness and Tranquillity:</b> Busy and noisy, human activity and development, prominent movement.</p>                        |



**Table 4: Landscape Visual Sensitivity**

| Landscape Visual Sensitivity | Typical Indicators  |
|------------------------------|---|
| Very High                    | <b>Visual interruption:</b> Flat or gently undulating topography, few if any vegetative or built features.<br><b>Nature of views:</b> <b>Densely populated, dispersed pattern of small settlements, outward looking settlement, landscape focused recreation routes and/or visitor facilities, distinctive settings, gateways or public viewpoints.</b> |
| High                         | <b>Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium.</b>  |
| Medium                       | <b>Visual interruption:</b> Undulating or gently rolling topography, some vegetative and built features.<br><b>Nature of views:</b> <b>Moderate density of population, settlements of moderate size with some views outwards, routes with some degree of focus on the landscape.</b>  |
| Low                          | <b>Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.</b>   |
| Very Low                     | <b>Visual interruption:</b> Rolling topography, frequent vegetative or built features.<br><b>Nature of views:</b> <b>Unpopulated or sparsely populated, concentrated pattern of large settlements, introspective settlement, inaccessible, indistinctive or industrial settings.</b>  |

**Table 5: Definition of Magnitude of Landscape Impacts**

| Magnitude  | Description  |
|------------|--|
| Large      | Total loss of or major alteration to key valued elements, features, and characteristics of the baseline or introduction of elements considered being prominent and totally uncharacteristic when set within the attributes of the receiving landscape. Would be at a considerable variance with the landform, scale and pattern of the landscape. Would cause a high quality landscape to be permanently changed and its quality diminished.   |
| Medium     | Partial loss of or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be considered to be substantially uncharacteristic when set within the attributes of the receiving landscape. Would be out of scale with the landscape, and at odds with the local pattern and landform. Will leave an adverse impact on a landscape of recognised quality. |
| Small      | Minor loss or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be uncharacteristic when set within the attributes of the receiving landscape. May not quite fit into the landform and scale of the landscape. Affect an area of recognised landscape character  |
| Negligible | Very minor loss or alteration to one or more key elements, features, and characteristics of the baseline or introduction of elements that are not uncharacteristic when set within the attributes of the receiving landscape. Maintain existing landscape quality, and maybe slightly at odds to the scale, landform and pattern of the landscape.   |

3.1.8 'Material' landscape effects would be those effects assessed to be major or major/moderate and are indicated by shading in the following table.

**Table 6: Significance of Landscape Effects**

| Magnitude  | Sensitivity        |                    |                      |                    |                      |
|------------|--------------------|--------------------|----------------------|--------------------|----------------------|
|            | Very High          | High               | Medium               | Low                | Very Low             |
| Large      | Major              | Major              | Major/<br>moderate   | Moderate           | Moderate/<br>minor   |
| Medium     | Major              | Major/<br>moderate | Moderate             | Moderate/<br>minor | Minor/<br>negligible |
| Small      | Moderate           | Moderate/<br>minor | Minor                | Negligible         | Negligible           |
| Negligible | Minor/<br>moderate | Minor              | Minor/<br>negligible | Negligible         | Negligible           |

3.1.9 The prediction and extent of effect cannot always be absolute. It is for each assessment to determine the assessment criteria and the significance thresholds, using informed and well-reasoned professional judgement supported by thorough justification for their selection, and explanation as to how the conclusions about significance for each effect assessed have been derived, as noted in GLVIA 3rd edition para 2.23-2.26 and 3.32-36.

3.1.10 In order to determine the magnitude of impact for any critical viewpoints of the subject site, whether in the immediate locality or further afield, the assessment of visual impact takes into account the;

- Sensitivity of the views and viewers (visual receptor) affected;
- Extent of the proposed development that will be visible;
- Degree of visual intrusion or obstruction that will occur;
- Distance of the view;
- Change in character or quality of the view compared to the existing.

3.1.11 The locations from which the proposed development will be visible are known as 'visual receptors'. For the purposes of a visual assessment the visual receptors would be graded according to their sensitivity to change.

**Table 7: Visual Receptor Sensitivity**

| Receptor Sensitivity | Description   |
|----------------------|---|
| High                 | Occupiers of residential properties.<br>Users of outdoor recreational facilities, including public rights of way, whose attention or interest may be focused on the landscape<br><b>Communities where the development results in changes in the landscape setting or valued views enjoyed by the community.</b> |
| Medium               | People travelling through or past the affected landscape in cars, on trains or other transport routes where higher speeds are involved and views sporadic and short-lived.<br><b>People engaged in outdoor recreation where enjoyment of the landscape is incidental rather than the main interest.</b>         |
| Low                  | People at their place of work, Industrial facilities.   |

**Table 8: Definition of Magnitude of Visual Impact**

| Magnitude  | Description  |
|------------|--|
| Very Large | <p>The development would result in a dramatic change in the existing view and/or would cause a dramatic change in the quality and/or character of the view. The development would appear large scale and/or form the dominant elements within the overall view and/or may be in full view the observer or receptor.</p> <p>Commanding, controlling the view.</p>                                   |
| Large      | <p>The development would result in a prominent change in the existing view and/or would cause a prominent change in the quality and /or character of the view. The development would form prominent elements within the overall view and/or may be easily noticed by the observer or receptor.</p> <p>Standing out, striking, sharp, unmistakable, easily seen.</p>                                |
| Medium     | <p>The development would result in a noticeable change in the existing view and/or would cause a noticeable change in the quality and/or character of the view. The development would form a conspicuous element within the overall view and/or may be readily noticed by the observer or receptor.</p> <p>Noticeable, distinct, catching the eye or attention, clearly visible, well defined.</p> |
| Small      | <p>The development would result in a perceptible change in the existing view, and/or without affecting the overall quality and/or character of the view. The development would form an apparent small element in the wider landscape that may be missed by the observer or receptor.</p> <p>Visible, evident, obvious.</p>   |
| Very Small | <p>The development would result in a barely perceptible change in the existing view, and/or without affecting the overall quality and/or would form an inconspicuous minor element in the wider landscape that may be missed by the observer or receptor.</p> <p>Lacking sharpness of definition, not obvious, indistinct, not clear, obscure, blurred, indefinite.</p>                            |
| Negligible | <p>Only a small part of the development would be discernible and/or it is at such a distance that no change to the existing view can be appreciated.</p> <p>Weak, not legible, near limit of acuity of human eye.</p>  |

**Table 9: Significance of Visual Effects**

| Magnitude  | Sensitivity    |                |                |
|------------|----------------|----------------|----------------|
|            | High           | Medium         | Low            |
| Very large | Major          | Major          | Major/moderate |
| Large      | Major          | Major/moderate | Moderate       |
| Medium     | Major/moderate | Moderate       | Moderate/minor |
| Small      | Moderate       | Moderate/minor | Minor          |
| Very Small | Minor          | Minor          | Negligible     |
| Negligible | Negligible     | Negligible     | Negligible     |

(Shaded areas show material effects)

## 4.0 Receiving Environment

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### 4.1 Existing Features

4.1.1 The overall landscape character of the site and its surroundings can be determined as the result of the relationship between landform, land cover, landscape elements and climate.

4.1.2 An Approach to Landscape Character Assessment which was published by Natural England in 2014 offers five key principles of Landscape Assessment at paragraph 1.4. These are given as:

- Landscape is everywhere and all landscape and seascape has character;
- Landscape occurs at all scales and the process of Landscape Character Assessment can be undertaken at any scale;
- The process of Landscape Character Assessment should involve an understanding of how the landscape is perceived and experienced by people;
- A Landscape Character Assessment can provide a landscape evidence base to inform a range of decisions and applications;
- A Landscape Character Assessment can provide an integrating spatial framework – a multitude of variables come together to give us our distinctive landscapes.

4.1.3 The site falls within national character area (NCA) 106 – Severn and Avon Vales; as defined by Natural England in their nationwide assessment.

4.1.4 The key characteristics of NCA 106 are defined as:

- A diverse range of flat and gently undulating landscapes strongly influenced and united by the Severn and Avon rivers which meet at Tewkesbury.
- Prominent oolitic limestone outliers of the Cotswold Hills break up the low-lying landscape in the south-east of the area at Bredon Hill, Robinswood Hill, Churchdown Hill and Dumbleton Hill.
- West of the Severn the Mercia Mudstones predominate, producing poorer silty clay soils. Lias clays in the Avon Valley and east of the Severn create heavy but productive soils. River terrace gravels flank the edges of watercourses.
- Woodland is sparsely distributed across this landscape but a well wooded impression is provided by frequent hedgerow trees, parkland and surviving traditional orchards. Remnants of formerly extensive Chases and Royal Forests, centred around Malvern, Feckenham and Ombersley still survive.
- Small pasture fields and commons are prevalent in the west with a regular pattern of parliamentary enclosure in the east. Fields on the floodplains are divided by ditches (called rhines south of Gloucester) fringed by willow pollards and alders.
- Pasture and stock rearing predominate on the floodplain and on steeper slopes, with a mixture of livestock rearing, arable, market gardening and hop growing elsewhere.
- Unimproved neutral grassland (lowland meadow priority habitat) survives around Feckenham Forest and Malvern Chase. Along the main rivers, floodplain grazing marsh

is prevalent. Fragments of unimproved calcareous grassland and acidic grasslands are also found.

- The River Severn flows broadly and deeply between fairly high banks, north to south, while the Warwickshire River Avon meanders over a wide flood plain between Stratford, Evesham and Tewkesbury. The main rivers regularly flood at times of peak rainfall.
- A strong historic time line is visible in the landscape, from the Roman influences centred at Gloucester, earthwork remains of medieval settlements and associated field systems through to the strong Shakespearian heritage at Stratford-upon-Avon.
- Highly varied use of traditional buildings materials, with black and white timber frame are intermixed with deep-red brick buildings, grey Lias and also Cotswolds stone.
- Many ancient market towns and large villages are located along the rivers, their cathedrals and churches standing as prominent features in the relatively flat landscape.

### **Sub-Regional Character**

4.1.5 Worcestershire County Council produced a Landscape Character Assessment which provides information about character information at the sub-regional level.

4.1.6 The site falls within landscape character type Principle Timbered Farmlands. The description for this landscape character type is defined as follows:

*A small- to medium-scale wooded, agricultural landscape characterised by filtered views through densely scattered hedgerow trees. This is a complex, in places intimate, landscape of irregularly shaped woodlands, winding lanes and frequent wayside dwellings and farmsteads. It is a landscape of great interest and exception, yet also one of balance.*

4.1.7 The key characteristics of this landscape character type are split into primary, secondary and tertiary and are defined as follows:

#### Primary

- Hedgerow boundaries to fields
- Ancient wooded character
- Notable pattern of hedgerow trees, predominantly oak

#### Secondary

- Organic enclosure pattern
- Small-scale landscape, hedgerow trees creating filtered views
- Brick and timber building style of old properties

#### Tertiary

- Mixed farming land use
- Dispersed settlement pattern

## **Landscape Sensitivity**

- 4.1.8 The site forms part of a field in agricultural use which is defined by hedgerows with trees field boundaries. Seeley Brook forms the southern field boundary with riparian vegetation following its course as it meanders through the local landscape. The site sits adjacent to existing buildings in agricultural use that are situated at Ditchford Bank Farm. The site sits in a relatively flat landform.
- 4.1.9 The site falls within the Birmingham Green Belt which is not a landscape designation but is considered as part of the assessment.
- 4.1.10 Road noise can be heard within the site from surrounding roads and manmade elements cross the landscape in the forms of pylons, having a somewhat urbanising effect on the otherwise generally agricultural landscape character.
- 4.1.11 The site would be consistent with the current landscape character of both the site and its surrounding context. With a successful mitigation strategy, the proposal would further integrate with its setting.



## 4.2 Limits to study Area

- 4.2.1 The limits to the study area have been determined by the visual envelope of the development site. This area has been adopted as the main study area, as it surrounds the site and may be considered likely to be most impacted by physical change.
- 4.2.2 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings acting as a visual barrier. The ZTV is shown in Figure 3: Zone of Theoretical Visibility.
- 4.2.3 The initial study area was set to a radius of approximately 2.5km from the centre of the site (N52°16'19, W02°01'05) on the basis that, at this distance, this form of development, when seen by the human eye, would be hardly discernible or not legible.
- 4.2.4 Viewpoints have been detailed in table 10: Viewpoint Details which outlines location and rationale for selection.

**Table 10: Viewpoint Details**

| No | Location            | Distance and direction of view | Northing | Westing  | Rationale for selection |
|----|---------------------|--------------------------------|----------|----------|-------------------------|
| 1  | Ditchford Bank Road | 0.23km, NE                     | 52°16'11 | 02°01'17 | Road users              |
| 2  | PRoW HB-620         | 0.02km, N                      | 52°16'12 | 02°01'03 | Users of PRoW           |
| 3  | PRoW HB-620         | 0.30km, SE                     | 52°16'27 | 02°01'18 | Users of PRoW           |
| 4  | PRoW HB-623         | 0.36km, SW                     | 52°16'34 | 02°00'48 | Users of PRoW           |
| 5  | PRoW HB-625         | 0.38km, W                      | 52°16'17 | 02°00'30 | Users of PRoW           |

### 4.3 Views to the site

- 4.3.1 It is clear that, despite the study area being potentially visible from a wide variety of locations, at varying distances and from a limited number of private and public areas, that the visual envelope is actually quite limited.
- 4.3.2 The visibility of the site is dependent on a range of factors, including location of viewpoint, distance of view, the angle of the sun, time of year and climatic conditions. Of equal importance will be whether the site is seen completely or in part of the skyline, where land provides a backcloth and where there is a complex foreground or an expansive landscape surrounding the view. The aspect of dwellings and whether it is a main view or one from a secondary window less frequently used is also a consideration.
- 4.3.3 A photographic study of the site has been undertaken. The viewpoints are at varying distances from the site and have been selected to represent potential views seen by the most sensitive receptors from around the site.
- 4.3.4 The site visit has been undertaken during the transitional spring months when vegetation is beginning to regrow its foliage and is acting as partial visual barriers. In months when vegetation has regrown its foliage, it will act as denser visual barriers and in winter months will act as less dense visual barriers.
- 4.3.5 The sensitivity of most of the local receptors is assessed as either high or medium as shown in table 7: Visual Receptor Sensitivity.
- 4.3.6 For the field assessment, a Canon EOS 500D camera with an 18-55mm lens was used, set at 35mm focal length. This is in line with best practice as shown in the Visual Representation of Development Proposals technical guidance note issued by the Landscape Institute (Technical Guidance Note 06/19).
- 4.3.7 The site was visited on the 19<sup>th</sup> of April 2021; the weather was bright and clear.

Viewpoint 1: View from Ditchford Bank Road



|  |  |   |  |
|--|--|---|--|
| Vp1  | Panoramic View   | <i>(Distance 0.23km looking north east)</i> |  |
| Baseline Description   | This is a view from Ditchford Bank Road looking north east towards the proposed site. The local topography is relatively flat to gently undulating, with fields laid out in agricultural use defined by hedgerows with trees and small woodlands. The existing farm buildings associated with Ditchford Bank Farm can be seen. Telegraph poles follow the road and pylons cross the landscape forming manmade elements with a vertical emphasis on the view. |   |  |
| Predicted change   | From this viewpoint, some taller parts of the sheds will be partly visible set within the agricultural landscape to the east of the existing Ditchford Bank Farm buildings. However, the buildings will appear similar to the existing barns and read as part of the existing agricultural complex.  |   |  |
| Type of effect   | The introduction of the proposed building would be comparable to the type of agricultural development that already exists in the local landscape.  |   |  |
| Magnitude of Change  | The development would result in a perceptible change in the view that would be visible to an observer but would not affect the overall quality or character of the view.   |   |  |
| Assessment   | Sensitivity Magnitude  | Road users – Medium<br>Small                |  |
| <i>Significance of Effect</i> Moderate/minor – Not a material change |  |   |  |

Viewpoint 2: View from PROW HB-620



|                        |   |  |  |  |
|------------------------|---|--|--|--|
| Vp2                    | Panoramic View  | <b>(Distance 0.02km looking north)</b> |  |  |
| Baseline Description   | This is a view from PROW HB-620 looking north towards the proposed site. The local topography is relatively flat to gently undulating, with fields laid out in agricultural use defined by a combination of post and wire fencing, hedgerows with trees and small woodlands. The existing farm buildings associated with Ditchford Bank Farm are set beyond the riparian vegetation to the left of the view that follows a local water course with only heavily filtered views available. Pylons cross the landscape forming manmade elements with a vertical emphasis on the view. |  |  |  |
| Predicted change       | From this viewpoint, some parts of the southern facades of the sheds will be visible set within the agricultural landscape. However, the buildings will appear similar to the existing barns and read as part of the existing agricultural complex.   |  |  |  |
| Type of effect         | The introduction of the proposed building would be comparable to the type of agricultural development that already exists in the local landscape.   |  |  |  |
| Magnitude of Change    | The development would result in a noticeable change in the view that would be clearly visible to an observer.   |  |  |  |
| Assessment             | Sensitivity Magnitude   | Users of PROW – High Medium            |  |  |
| Significance of Effect | <b>Major/moderate – A material change</b>   |  |  |  |



Viewpoint 3: View from PRow HB-620



|   |  |   |       |
|---|--|---|-------|
| Vp3                                     | Panoramic View   | <i>(Distance 0.30km looking south east)</i> |       |
| Baseline Description                    | This is a view from PRow HB-620 looking south east towards the proposed site. The local topography is relatively flat to gently undulating, with fields laid out in agricultural use defined by hedgerows with trees and small woodlands. The existing farm buildings associated with Ditchford Bank Farm can be seen with views filtered by the existing mature vegetation that follows the local water course. Pylons cross the landscape forming manmade elements with a vertical emphasis on the view. |   |       |
| Predicted change                        | From this viewpoint, some taller parts of the sheds will be partly visible set within the agricultural landscape to the east of the existing Ditchford Bank Farm buildings. However, the buildings will appear similar to the existing barns and read as part of the existing agricultural complex.  |   |       |
| Type of effect                          | The introduction of the proposed building would be comparable to the type of agricultural development that already exists in the local landscape.  |   |       |
| Magnitude of Change                     | The development would result in a perceptible change in the view that would be visible to an observer but would not affect the overall quality or character of the view.   |   |       |
| Assessment                              | Sensitivity Magnitude  | Users of PRow – High                        | Small |
| <i>Significance of Effect</i>           |  |   |       |
| <i>Moderate – Not a material change</i> |  |   |       |

Viewpoint 4: View from PROW HB-623



|                                      |   |   |            |
|--------------------------------------|---|---|------------|
| Vp4                                  | Panoramic View  | <i>(Distance 0.36km looking south west)</i> |            |
| Baseline Description                 | This is a view from PROW HB-623 looking south west towards the proposed site. The local topography is relatively flat to gently undulating, with fields laid out in agricultural use defined by a combination of post and wire fencing, hedgerows with trees and small woodlands. Pylons and telegraph poles cross the landscape forming manmade elements with a vertical emphasis on the view. Vehicular movements along the nearby Wallhouse Lane creates road noise in the local area. |   |            |
| Predicted change                     | From this viewpoint, some limited taller parts of the sheds will be partly visible set within the agricultural landscape with views filtered by intervening vegetation.   |   |            |
| Type of effect                       | The introduction of the proposed building would be comparable to the type of agricultural development that already exists in the local landscape.   |   |            |
| Magnitude of Change                  | The development would result in a barely perceptible change in the view that would be indefinite to an observer and would not affect the overall quality of the view.   |   |            |
| Assessment                           | Sensitivity Magnitude   | Users of PROW – High                        | Very small |
| <i>Significance of Effect</i>        |   |   |            |
| <i>Minor – Not a material change</i> |   |   |            |

Viewpoint 5: View from PROW HB-625



| Vp5                                | Panoramic View   | (Distance 0.38km looking west)     |
|------------------------------------|--|------------------------------------|
| Baseline Description               | This is a view from PROW HB-625 looking west towards the proposed site. The local topography is gently undulating, rising gently to the west with fields laid out in agricultural use defined by hedgerows with trees and small woodlands. Pylons cross the landscape forming manmade elements with a vertical emphasis on the view. Local field boundary vegetation and the rising landform creates a sense of enclosure to longer range views. |                                    |
| Predicted change                   | From this viewpoint, the proposals will not be visible due to the intervening landform and vegetation acting as visual barriers to potential views.  |                                    |
| Type of effect                     | The introduction of the proposed building would be comparable to the type of agricultural development that already exists in the local landscape.  |                                    |
| Magnitude of Change                | The development would result in no change in the view that would be discernible to an observer.  |                                    |
| Assessment                         | Sensitivity Magnitude  | Users of PROW – High<br>Negligible |
| <b>Significance of Effect</b>      |  |                                    |
| Negligible – Not a material change |  |                                    |

## 5.0 Characteristics of Proposal

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- 5.1.1 The proposed development consists of four poultry sheds with access, boiler house, feed bins, concrete apron and turning area.
- 5.1.2 The construction of building elements, together with associated traffic, parking, lighting and security fencing can temporarily but substantially change the landscape character of an area and impact upon its existing visual and/or recreational amenity.
- 5.1.3 In order to minimise potential impacts, together with the optimum benefit for landscape character and visual amenity the proposals should provide environmental enhancement and make a positive contribution to the landscape, not only of the development itself, but to its wider setting. This should include visual barriers as close to the viewer as possible. Its principal objectives are to:
- Minimise views from residential areas
  - Assist visual integration of the development
  - Provide an internal site landscape structure and enhance internal road corridors
  - Reinforce the opportunity to maintain wildlife corridors at the site boundaries.
- 5.1.4 The initial construction phase will give rise to temporary, short term impacts. Any modifications or extensions that occur from time to time in the future will also give rise to this short term construction impact.
- 5.1.5 The site and its context has an overall weighted medium landscape character sensitivity. This conclusion was reached in line with the definitions of landscape impact shown in tables 1 to 4 within this document.
- 5.1.6 The scale and nature of the proposal and its juxtaposition to other built form will have an overall weighted landscape impact that could be considered small as they are not uncharacteristic when set within the attributes of the existing landscape. This conclusion was reached in line with the definitions of landscape impact shown in table 5 within this document.
- 5.1.7 The overall weighted level of landscape effect can be considered minor (i.e. not a material change).
- 5.1.8 The visual impact and the significance of the impacts of the development on the open countryside have been assessed as potentially major/moderate without mitigation (i.e. a material change). Measures have been recommended to reduce these impacts and these are located in section 6.0; Conclusion.



## 6.0 Conclusion

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- 6.1.1 The scale and nature of the development and its juxtaposition to other agricultural development will have a medium landscape character sensitivity and the magnitude of change is small; therefore resulting in a level of landscape effect of minor (i.e. not a material change).
- 6.1.2 The visual effects are minimal due in most part to dense intervening vegetation between the viewer and site, the topography in the area and the similar agricultural setting of the proposed scheme.
- 6.1.3 For the proposed site and the surroundings during construction, an increase of delivery vehicles and people travelling to the works can be expected. These effects will be short lived however and will not require mitigation during the construction process.
- 6.1.4 The viewpoints assessed showed that the site is at least partially visible from four of the five assessed and that one of these views can be considered to have a material change. The majority of receptors in the local area can be considered high or medium, (users of P<sub>Ro</sub>W or road users). The visual impact of the development on the open countryside has been assessed, at worst case scenario, as major/moderate (i.e. a material change)., from viewpoint 2 that sits close to the site boundary.
- 6.1.5 Mitigation measures would include:
- Native tree and hedgerow planting to the site boundaries to include oak species;
  - Management and maintenance of existing surrounding hedgerow and trees;
  - Conserve and strengthen the riparian vegetation that follows the Seeley Brook;
  - The use of materials for the external envelope of the buildings which minimise potential visual intrusion and follow the local vernacular to aid visual blending, for example green metal sheeting.
- 6.1.6 With suitable mitigation measures, the development will have a moderate visual impact and a minor/negligible landscape impact (i.e. not a material change).

## 7.0 Appendices

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Figure 1: Ordnance Survey Map

Figure 2: Aerial Photograph

Figure 3: Zone of Theoretical Visibility

Figure 4: Viewpoint Location Plan

Figure 5: Designation Plan



Site boundary

LEGEND

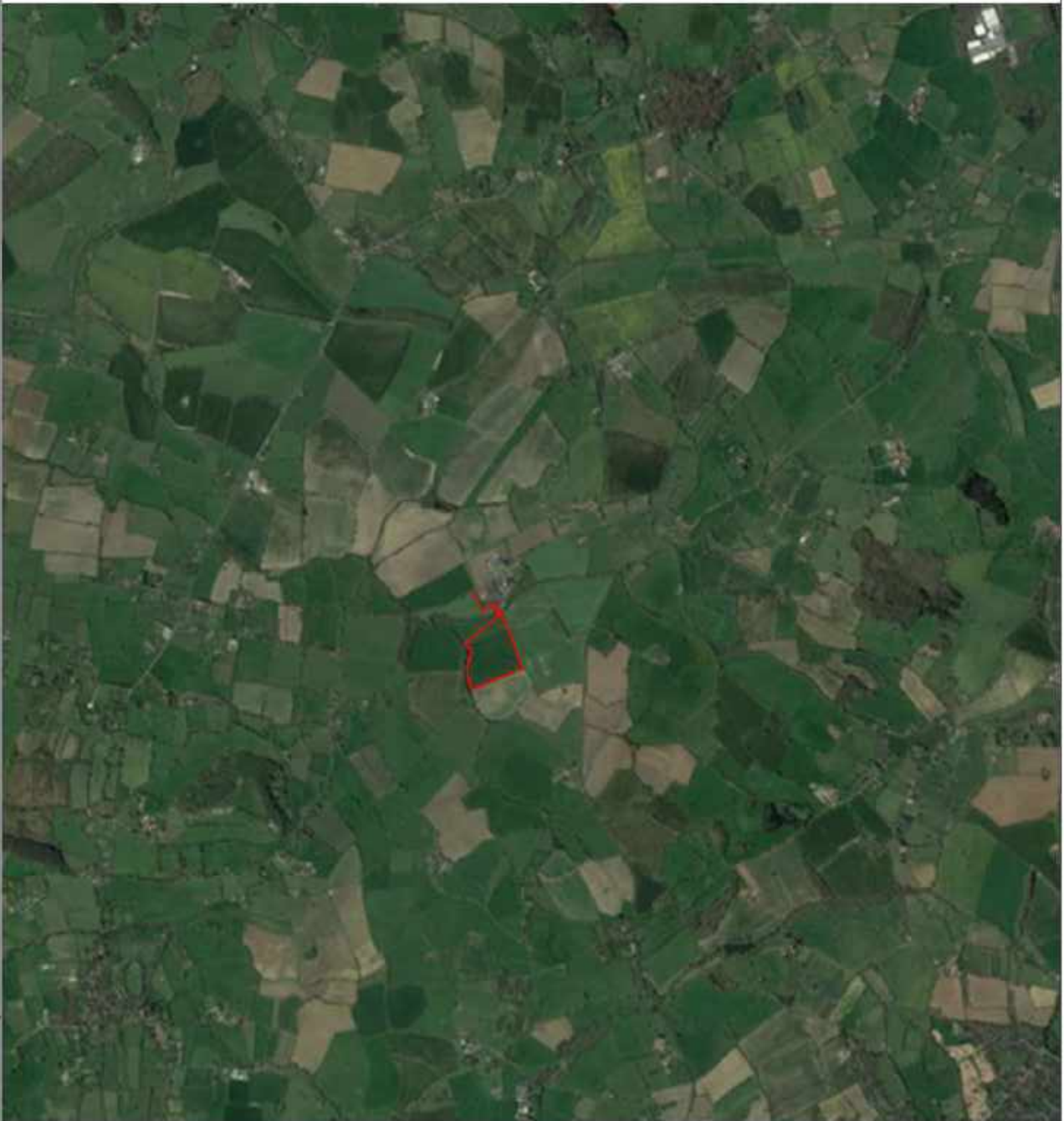
|                                      |              |
|--------------------------------------|--------------|
| Client: Ian Pick Associates          |              |
| Scheme: Ditchford Bank Farm, Hanbury |              |
| Drawing: Ordnance Survey Plan        | Figure No: 1 |
| LVIA Ltd Ref: IPA1181                |              |
| Scale: NTS@A3                        | Drawn: SC    |
|                                      | Checked: JPF |



For Ordnance Survey map legend, refer to:  
<https://www.ordnancesurvey.co.uk/docs/legends/25k-raster-legend.pdf>







**LEGEND**



Site boundary



Image supplied by Google Maps  
<https://maps.google.co.uk/>  
Accessed 21/04/2021

Client: Ian Pick Associates

Scheme: Ditchford Bank Farm, Hanbury

Drawing: Aerial Photograph

Figure No: 2

LVA Ltd Ref: IPA1181

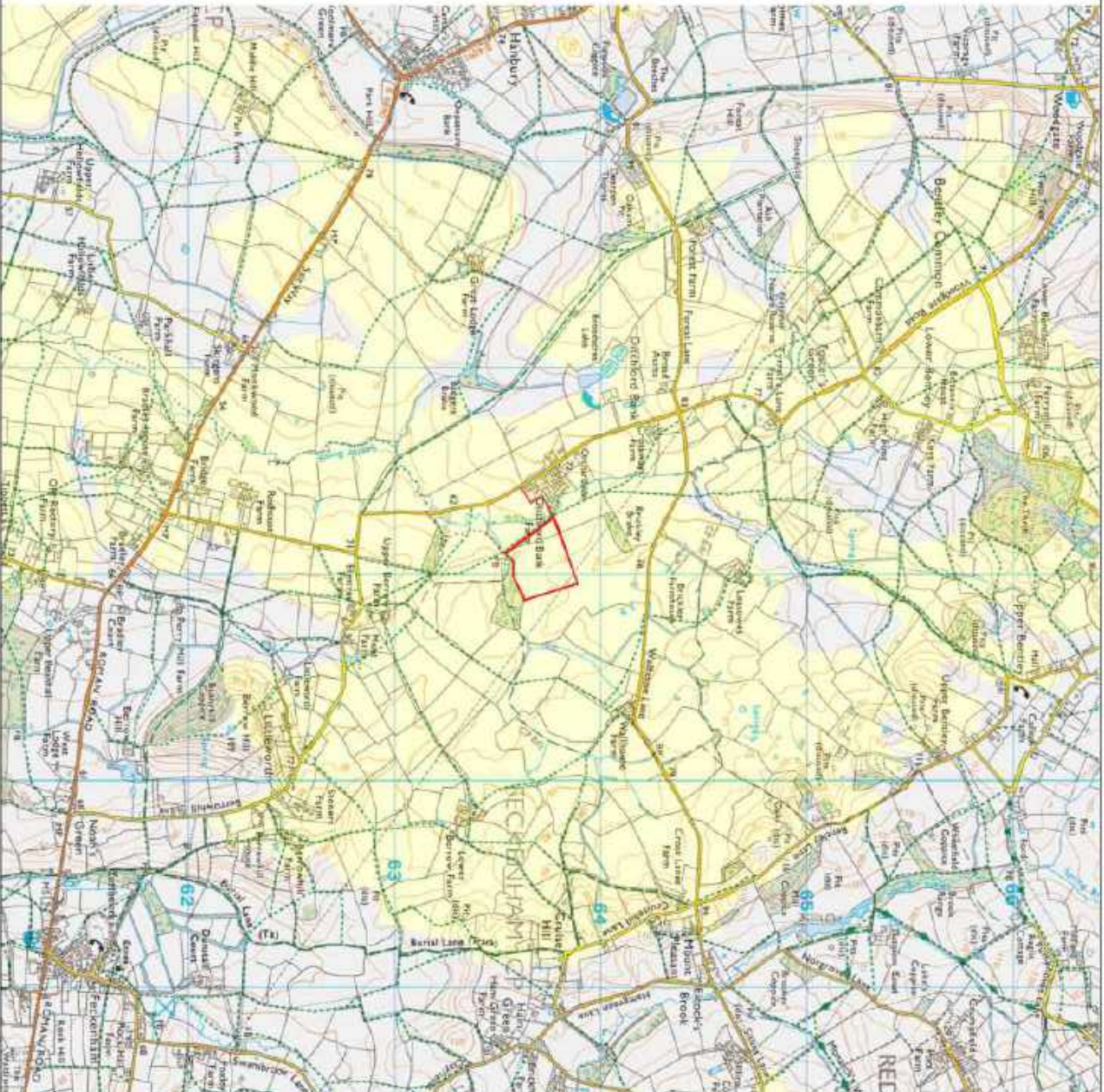
Scale: NTS@A3

Drawn: SC

Checked: JPF







**LEGEND**



Site boundary

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 7.46m height with mapinfo and represents surface topography without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.

Client: Ian Pick Associates

Scheme: Ditchford Bank Farm, Hanbury

Drawing: Zone of Theoretical Visibility Figure No: 3

LVA Ltd Ref: IPA1181

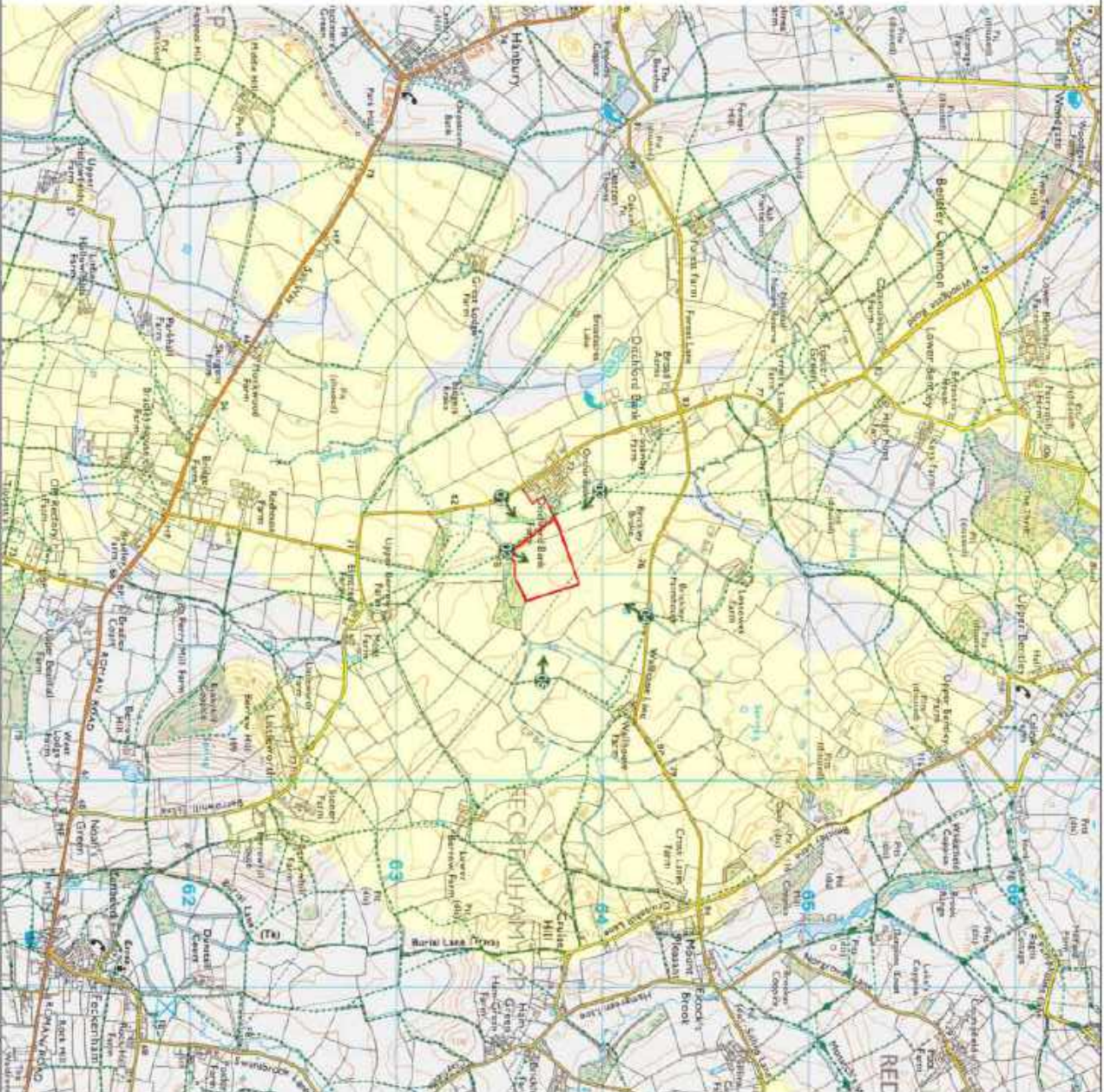
Scale: NTS@A3

Drawn: SC

Checked: JPF







**LEGEND**



Site boundary



Viewpoint location

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 7.6m height with mapinfo and represents surface topography- without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.

Client: Ian Pick Associates

Scheme: Ditchford Bank Farm, Hambury

Drawing: Viewpoint Location Plan

Figure No: 4

LVA/Id Ref: IPA1181

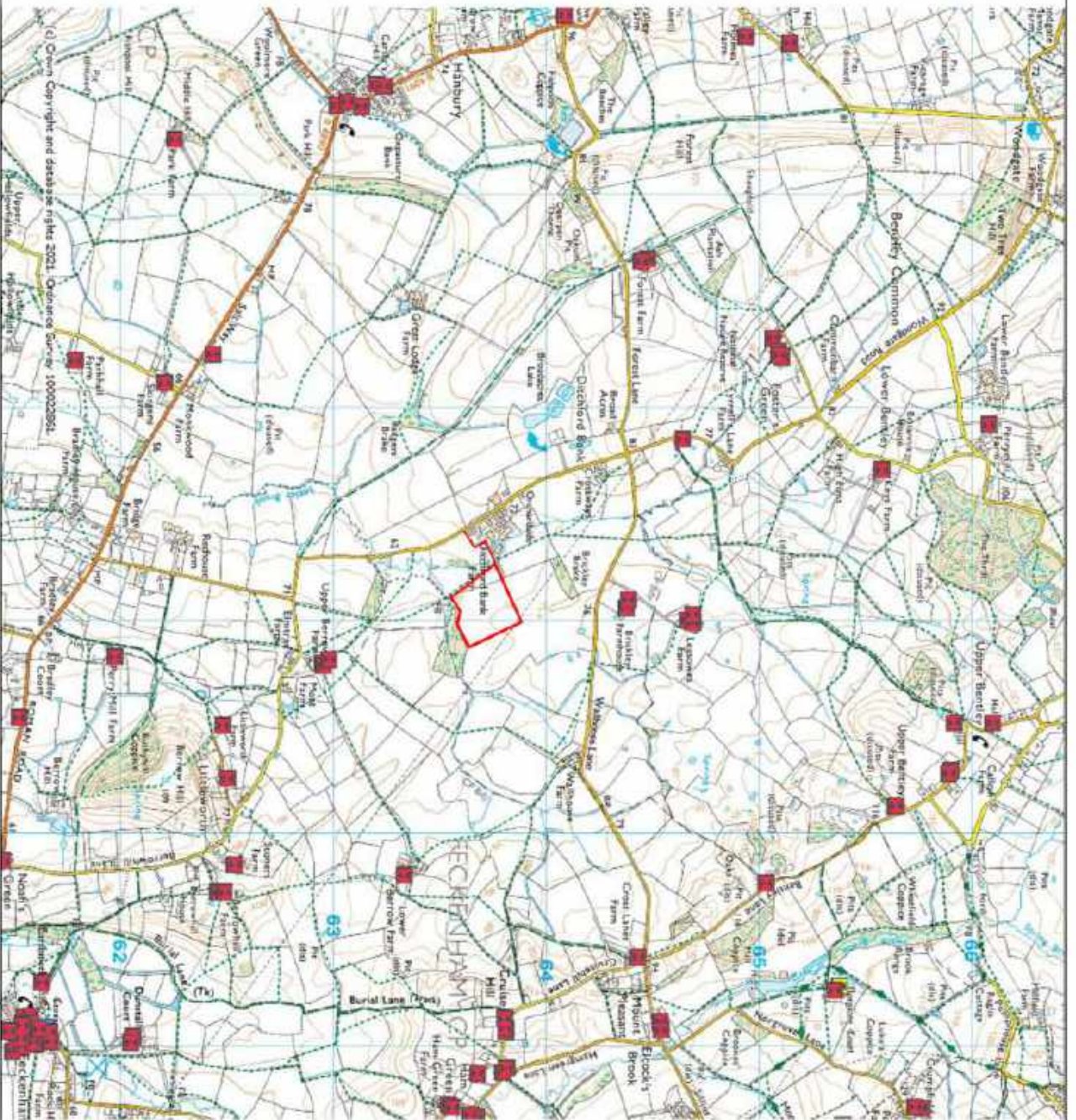
Scale: NTS@A3

Drawn: SC

Checked: JPF







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**LEGEND**

-  Site Boundary
-  Listed Buildings (England)
- 
- 

NB: The entire study area falls within the Birmingham Green Belt

Client: Ian Pick Associates

Scheme: Ditchford Bank Farm, Harbury

Drawing: Designations Plan Figure No.: 5

LVA/Id Ref: IPA1181

Scale: NTS@A3 Drawn: SC Checked: JPF





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\*PROJECT MANAGEMENT \* EXPERT WITNESS\* LANDSCAPE DESIGN & PLANNING \*  
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