

The Cedars,
Raynham Road
Helhoughton
Landscape and Visual
Appraisal

April 2019

Revised October 2020.

THE CEDARS, Raynham Road Helhoughton

Landscape and Visual Appraisal
GreenPlan Associates

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SECTION 1; INTRODUCTION

- 1.1 GreenPlan Associates is a landscape architectural practice based in Norfolk with experience in landscape and visual impact assessment undertaken for a variety of clients.
- 1.2 GreenPlan has been appointed by the owner of the proposed new build site at the Cedars, Raynham Road, Helhoughton to undertake an appraisal of local landscape character and consider the potential effects of a proposed residential development on the land. The site was visited on 2st of April 2019.
- 1.3 The proposed site is located off Raynham Road, Helhoughton. The proposed site covers approximately 1.17 hectares of land. At present the site forms a large garden area to a single storey dwelling which is off centre to the plot, with the grounds containing derelict buildings and overgrown shrub and tree planting. The site is fronted by a mix of two storey houses and bungalows. The other boundaries are formed by hedgerows to agricultural land with emergent trees. With the exception of the exiting site access the site is well screened by mature trees.
- 1.4 The topography of the site is mainly flat with large open fields surrounding the proposed plot with perimeter hedgerows and trees to boundaries. The ground level rises gently from the main street through Helhoughton but due to the linear built form along the street there are limited views from the street towards the site.
- 1.5 The planning history for the site comprises: planning permission granted on the 5th of March 2001 for a certificate of lawfulness for existing use of former agricultural land as garden. Further permissions granted allowed for the siting of portable buildings for storage use and the retention of the existing vehicular access.
- 1.6 The level of assessment within this report is considered to be appropriate to the scale and nature of the development and the level of information currently available for the proposals.

Scope, limitations and constraints of this assessment

- 1.7 This appraisal will only consider the following landscape and visual matters relevant to the planning issues which affect the decision on this application.
- a) The landscape character of the site, surrounding land and wider setting.
 - b) The potential effects on local landscape character.
 - c) The site appraisal has been undertaken on 2nd of April 2019 when there was emerging foliage on trees and shrubs. Views towards the site therefore consider the worst-case scenario with limited greening of existing screening. Analysis of the landscape and viewpoints has been undertaken on site and not from photographs.

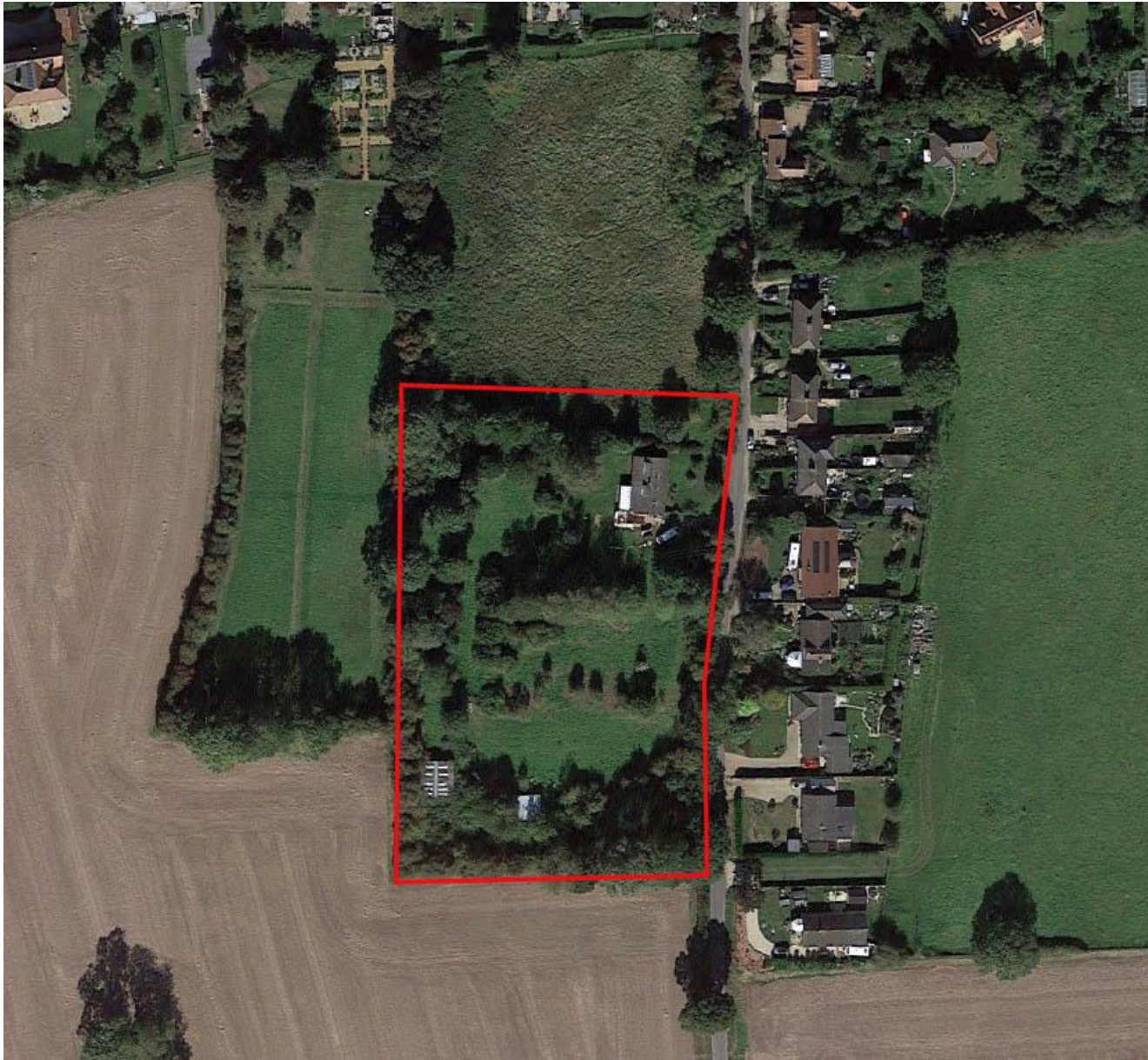
Development description

The proposed development comprises a two storey rendered property with a pitched tile roof with rooms and windows within the roof space. The main house is flanked by a single storey flint wing with integral garage/workshop area. The proposed property will sit more centrally to the plot allowing for the retention of a number of mature trees and will be accessed from Raynham Road which serves the existing dwelling on the site.

A new access will be formed to the site with graveled parking provided to the front (north/east) and southern elevation. Further secure parking will be provided in the single storey service wing. The existing permitted access will be retained forming a through access from the proposed to the existing.

To all the proposed site boundaries there are existing mature native hedgerow and tree planting. To front of the site existing trees and vegetation screen the proposed plot from the road and define the plot boundaries of the site from the surrounding farmed fields.

The proposed development would result in minimal initial loss of trees or hedgerows. The proposed vehicular access onto the site will need to be located in response to the arboricultural report for the site with a no dig construction to minimize potential damage to mature trees. There are opportunities for additional screen planting on the site to the frontage and other boundaries.



Aerial Photo 1. Site Location

Existing site views

Image 1 Existing site entrance.



Image 2 Proposed site access and rear RHS boundary



Image 3 RHS boundary



View 4 LHS boundary





View 5 Looking towards rear of existing dwelling

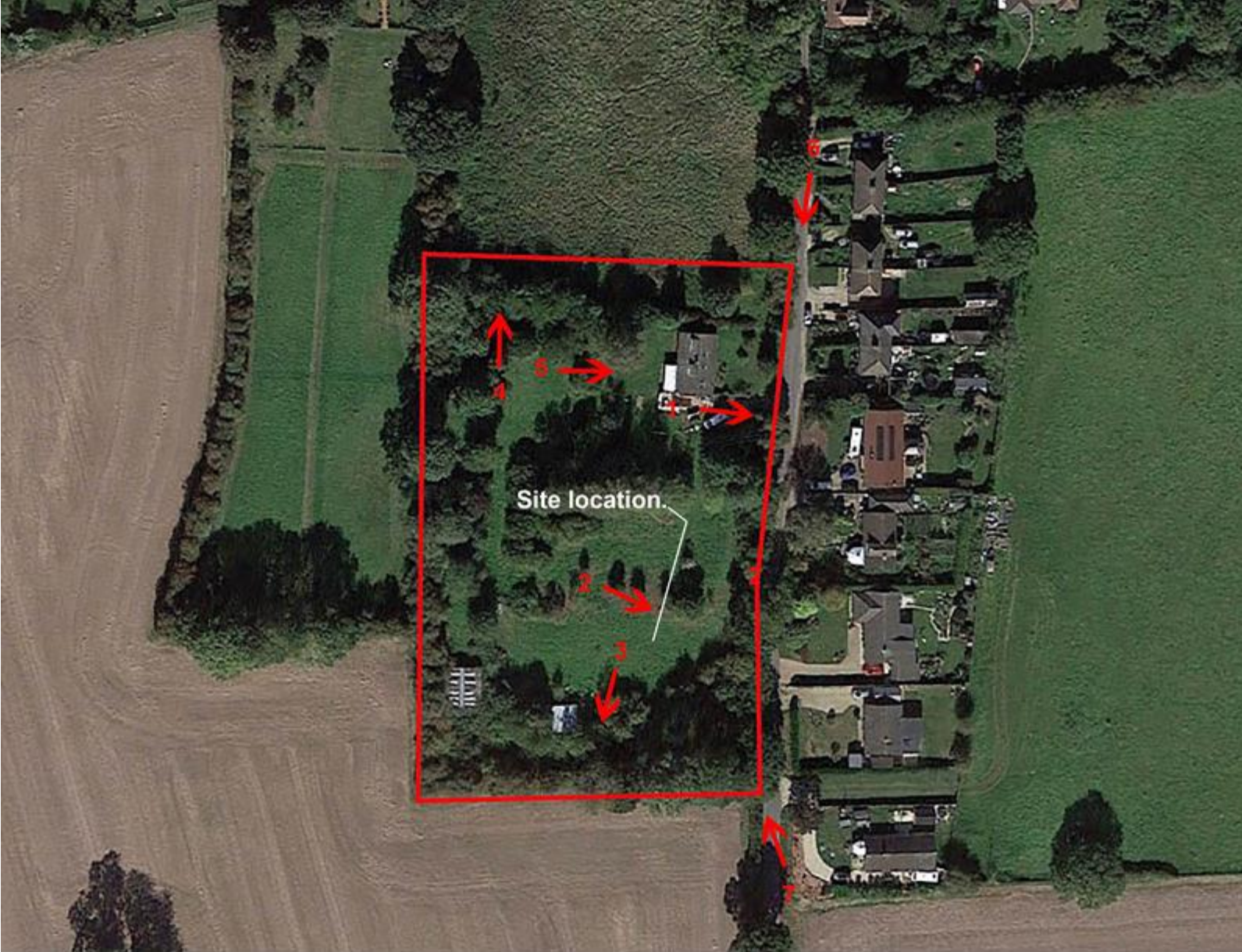


View 6 Looking from junction with the street to the plot



View 7 from Raynham Road looking back towards the plot.

Aerial photograph 2. Existing views locations.



Map 1. Proposed development plan Floor layout



Map 2. Proposed development elevation



SOUTH ELEVATION



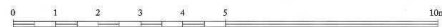
WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION



REV. NO.	AMENDMENT	DATE

Ben Pentreath		3 Langley Office Court Langley, Coulsdon Street London, W5 2JX, UK T +44 (0) 20 7460 3424 benpentreath.com	
PROJECT: HELHOUGHTON			
TITLE: PROPOSED ELEVATIONS			
DRAWING NO: X-XXX	REV. NO: X		
SCALE: 1:200 @ A3	DRAWN BY: AB		
DATE: 22.02.2019	CHECKED BY: BP		
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Map 3. Proposed site layout



REV NO	AMENDMENT	DATE
-	-	-

Ben Pentreath
 3 Lamp Office Court
 Lamb's Conduit Street
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 benpentreath.com

PROJECT: HELHOUGHTON

TITLE: PROPOSED SITE PLAN

DRAWING NO: L-102 REV. NO: -

SCALE: 1:500 @ A3 DRAWN BY: MU

DATE: 22.02.2019 CHECKED BY: BP

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SECTION 2; METHODOLOGY

- 2.1 The approach adopted in this study for assessing landscape sensitivity and capacity broadly follows recommendations in the latest edition of the GLVIA. It assumes from the outset that even though a landscape may be designated or protected, the landscape does not automatically have a high landscape and visual sensitivity, especially where there may be specific local factors which would mitigate potential landscape and visual effects. Furthermore, even some sensitive areas may not automatically have no or low capacity to accept change.
- 2.2 Landscape and visual appraisal involves an element of subjectivity on the part of the assessor. Professional judgement, taking into account a combination of quantitative and qualitative factors is now widely accepted as best practice for assessing effects on landscape character and on visual amenity. The approach taken for this study broadly follows the guidance recommended by the Landscape Institute/Institute of Environmental Assessment Guidelines for landscape and Visual Impact Assessment, Third Edition (GLVIA) and also Landscape Character guidance published by Natural England.
- 2.3 This study utilises source data on the government website www.magic.gov.uk, which combines a range for environmental material provided by partner organisations including Historic England. Reference has also been made to published planning policy and evidence documents, landscape character studies and other relevant information including digital mapping, satellite imagery and aerial photography.
- 2.4 The study area was largely defined by the extent of land within which the site and proposed development would be theoretically visible and would potentially experience significant landscape and visual effects. i.e. the Zone of Theoretical Visibility (ZTV). Where appropriate, the study area was extended beyond the ZTV to show the wider landscape/urban context and connectivity.
- 2.5 For the purpose of this report, the ZTV was established during field work undertaken in early April 2019 when deciduous vegetation was not in full leaf. It is not expected that the ZTV would substantially change throughout the year, however, any visual effects are likely to reduce to the additional screening effects of vegetation.

SECTION 3; APPRAISAL CRITERIA

Landscape appraisal

- 3.1 The approach adopted in this study for assessing landscape sensitivity and capacity broadly follows recommendations in the latest edition of the Guidelines for Landscape and Visual Impact Assessment third edition.
- 3.2 An assessment of landscape effects deals with the effects of change and development on landscape as a resource. This includes how the proposal will affect the elements that make up the landscape, the aesthetic and perceptual aspects of the landscape and its distinctive character.
- 3.3 An appraisal of landscape sensitivity is made by combining professional judgements in relation to the susceptibility of the landscape to change (particular to the proposed development type) and the value of the landscape receptor.
- 3.4 Professional judgements are made in relation to the susceptibility of the landscape receptor to change. This is the capacity of a landscape receptor to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies (whether the landscape receptor contributes to the overall character of a particular landscape type/area, or an individual element/feature or designation within it).
- 3.5 Judgements in relation to the value of the landscape receptor should reflect;
 - The value of the landscape character types or areas that may be affected based on a review of any designations at both national and local levels. Where there are no designations, judgements are based on criteria that can be used to establish landscape value.
 - The value of individual contributors to landscape character, especially key characteristics, which may include individual elements of the landscape, particular landscape features, notable aesthetic, perceptual or experiential qualities, and combinations of these contributors.
- 3.6 The appraisal of value is based on professional judgement and includes consideration of factors such as;

- Landscape quality (condition): A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
- Scenic Quality: The term used to describe landscapes that appeal primarily to the senses (primarily but not wholly the visual senses).
- Rarity: The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Type.
- Representativeness: Whether the landscape contains a particular character and/or features or elements which are considered particularly important examples.
- Conservation Interests: The presence of features of wildlife, earth science or archaeological or historic and cultural interest can add to the value of the landscape as well as having value in their own right.
- Recreational Value: Evidence that the landscape is valued for recreational activity where experience of the landscape is important.
- Perceptual Aspects: A landscape may be valued for its perceptual qualities, notably wildness and / or tranquility.
- Cultural Associations: Some landscapes are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area.

3.7 The resulting landscape sensitivity is described using a four-point scale (very high, high, medium or low) based upon the criteria set out in Table 1.

Table 1 – Summary of landscape sensitivity

Landscape sensitivity	Description
Very high	<p>Typically highly valued landscape of international or national landscape or conservation importance such as National Parks, Areas of Outstanding Natural Beauty in pristine condition with no/few detracting elements.</p> <p>Key characteristics of landscape are very vulnerable to change and are unable to accommodate development without significant character change; thresholds for significant change are very low.</p>
High	<p>Typically valued landscape of national or regional landscape or conservation importance such as some Special Landscape Areas, or areas within National Parks or AONBs with minor detracting factors.</p> <p>Key characteristics of landscape are vulnerable to change and development can be absorbed only in limited situations without significant character change; thresholds for significant change are low.</p>
Medium	<p>Typically valued landscape of regional or local landscape or conservation/amenity importance such as some Special Landscape Areas and Areas of Local Landscape Importance, areas within National Parks or AONBs with significant detracting factors or local areas with value expressed in local publications.</p> <p>Key characteristics of landscape are susceptible to change but with some ability to absorb development in some situations without significant character change; thresholds for significant change are intermediate.</p>
Low	<p>Typically undesignated landscape with some local community importance such as unmanaged/fragmented green space, highway corridors and remnant farmland.</p> <p>Key characteristics of landscape are resilient to change and are able to absorb development in many situations without significant character change; thresholds for significant change are high.</p>

Table 2 – Magnitude of change on landscape features

Magnitude of change on landscape features	Criteria
High	Major loss or major alteration to an existing landscape feature.
Medium	Some loss or some alteration to part of an existing landscape feature.
Low	Minor loss or alteration to part of an existing landscape feature.
Negligible	No loss or negligible alteration to existing landscape features.

Table 3 – Definition of magnitude of change.

Magnitude	Landscape effects	Visual effects
High	<p>The proposed development would be extremely damaging to landscape character and would;</p> <ul style="list-style-type: none"> • Result in a complete change to character, or introduce features, which are dominant, intrusive or totally uncharacteristic. • Be at complete variance with landform, scale and settlement pattern. • Result in the total loss or alteration of characteristic features and elements, and/or reduce or remove their setting. • Be incapable of mitigation. 	<p>Major permanent /long term change in the existing view, change very prominent in character and composition of view through obstruction, loss of key elements, addition of uncharacteristic elements.</p>

<p>Medium</p>	<p>The proposed development would damage landscape or visual character and would;</p> <ul style="list-style-type: none"> • Result in a clearly identifiable or prominent change to character, although may not necessarily be considered to be substantially uncharacteristic. • Be out of scale, or at odds with the landform, scale and settlement pattern. • Result in partial loss or alteration of characteristic features and elements, and/or reduce or remove their setting. • Be incapable of full mitigation and/or mitigation may conflict with local guidelines. 	<p>Medium permanent/long term change in the existing view, change may be prominent but not substantially different in scale and character to surroundings. View character partially changed through introduction of elements that may be uncharacteristic but not necessarily visually discordant.</p>
<p>Low</p>	<p>The proposed development would have a minor, but discernible change to landscape or visual character and would;</p> <ul style="list-style-type: none"> • Result in a discernible change to character, although not necessarily uncharacteristic when set within the attributes of the receiving landscape. • Slight change in landform, scale and settlement pattern. • Result in the minor loss or alteration of characteristic features and elements, and/or reduce their setting. • Cannot be entirely mitigated, due to the nature of the proposals or character or not fulfil local guidelines. 	<p>Minor permanent /long term change in view - change will be distinguishable from the surroundings whilst com position and character of view, although altered will be broadly comparable in quality to pre-change circumstances.</p>

<p>Negligible</p>	<p>The proposed development will have no noticeable effect due to;</p> <ul style="list-style-type: none"> • The development being barely discernible as a change in landscape or visual character. • It complements the scale, landform and settlement pattern. • It incorporates measures for mitigation/enhancement that enable the proposals to blend with the surrounding area, meeting local guidelines for the area. 	<p>Very slight permanent term change in view-change barely distinguishable from surroundings. Composition and character of view substantially unaltered.</p>
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Visual appraisal

- 3.8 An appraisal of visual effects deals with the effects of change on the views available to people and their visual amenity. This includes how the surroundings of individuals or groups of people may specifically be affected by changes in the content and character of views as a result of the change or loss of existing elements of the landscape and/or the introduction of new elements.
- 3.9 A visual receptor is a special interest or viewer group that will experience an effect. This includes residents, recreational users, visitors and groups of viewers present at or passing through the viewpoint.
- 3.10 An appraisal of visual sensitivity is made by combining professional judgements in relation to the susceptibility of the visual receptor to change (particular to the proposed development type) and the value of the visual receptor. In visual appraisal some visual receptors are considered more sensitive than others. Greater weight is given to the visual effects upon public viewpoints than upon private properties. Views from rooms that are used during daylight hours, such as sitting rooms, are also deemed to be more important than views from secondary rooms such as bedrooms.
- 3.11 Professional judgements are made in relation to the susceptibility of the visual receptor to change. This is mainly a function of;
- The occupation or activity of people experiencing the view at particular locations.
 - The extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.

- The contents/context of the existing view in relation to the type of development proposed. e.g. a view overlooking a moorland or other natural area devoid of any man-made features or intrusions has a higher susceptibility to change.

3.12 Judgements in relation to the value of the visual receptor should reflect;

- Recognition of the value attached to particular views i.e. in relation to heritage assets or planning designations.
- Indicators of the value attached to views by visitors, i.e. the appearance of them in tourist maps, provision of facilities for the enjoyment of views or references to specific views in literature or art.

Appraisal of effects

3.13 The magnitude of change (or nature of effect) arising from the proposed development at any particular viewpoint is described as high, medium, low or negligible based on the interpretation of a combination of largely quantifiable parameters, as follows;

- Degree of physical change in landscape features and landscape character.
- Duration of effect.
- Distance of the viewpoint from the development.
- Extent of the development in the view.
- Angle of view in relation to main receptor activity.
- Proportion of the field of view occupied by the development.
- Background to the development.
- Extent of other built development visible, particularly vertical elements.

3.14 The impact on the landscape and visual amenity is determined by combining the landscape sensitivity with the magnitude of change for each viewpoint, in accordance with the matrix and descriptions shown in Table 4.

Table 4 – Criteria for assessing landscape and visual impact.

Magnitude of effect	Negligible	Low	Medium	High
Sensitivity				
Low	Neutral	Minor/Neutral	Minor	Moderate/Minor
Medium	Minor/Neutral	Minor	Moderate/Minor	Moderate
High	Minor/Neutral	Moderate/Minor	Moderate	Major/ Moderate
Very high	Minor/Neutral	Moderate	Major/ Moderate	Major

Table 5 – Significance of criteria for landscape and visual impact.

Level of significance	Definition
Neutral	The proposed scheme would affect no landscape or visual receptors.
Minor/Neutral	The proposed scheme is largely appropriate in its context and would have very little effect on its surroundings and affect very few receptors.
Minor	The proposed scheme would cause a minimal change in the landscape and would affect very few receptors.
Moderate/Minor	The proposed scheme would have a slight change on the landscape and would affect few receptors

Moderate	The proposed scheme would have a noticeable effect on the landscape and would affect several receptors, therefore changing the character of a view.
Major/Moderate	The proposed scheme would have a very noticeable effect on the landscape and would affect several or many receptors, therefore changing the character of a view.
Major	The proposed scheme would change the character and appearance of the landscape, either for a long period or permanently. It would affect many receptors and would therefore greatly alter the character of a view.

	Not significant
	Potentially significant
	Significant

3.15 Where an effect falls within a split category, professional judgement is used to evaluate which of the two categories most closely fits. While the matrices are helpful to moderate opinion, professional judgement may overrule a matrix in specific cases where this can clearly be justified.

3.16 The resulting significance values for appraisal of the effects upon both landscape and visual amenity are defined in Table 5.

3.17 This is combined with an appraisal of whether or not each effect is positive or negative or neutral. This is somewhat subjective and relies largely upon professional judgement, but can be broadly defined as follows:

- Beneficial - the effect would result in an improvement in the baseline situation
- Neutral - the effect would result in there being little or no change in the baseline situation, or a change that is neither negative nor positive
- Adverse - the effect would result in a deterioration of the baseline situation

SECTION 4; BASELINE CONDITIONS

The study area

- 4.1. This section describes the context of the of the proposal site, to establish baseline conditions. The baseline has been established through an analysis of the general study area and the site itself and a combination of desktop study and site surveys.
- 4.2 The study area covers the site and local area including the access to and from the site on surrounding routes along The Street, Park Lane, from All Saint's Church Helhoughton, the Cemetery, brick kiln and Gallond Plantation and principal views from surrounding fields.

Aerial photograph 3. Study area



 Study Area

Planning context

The local planning framework currently comprises

National Planning Policy Framework (March 2012)

North Norfolk Core Strategy updated 2012

The Local Plan adopted 2011 (currently being updated)

4.4 Relevant planning policies within the North Norfolk core strategy document with relevance to the proposed site include:

Policy HO8 House Extensions and Replacement Dwellings in the Countryside

Would both result in a disproportionately large increase in the height and scale of the original dwelling and

Would not materially increase the impact of the dwelling on the appearance of the surrounding countryside.

Although the scale of the proposed development is a significant increase on the existing dwelling in terms of height and scale there are precedent buildings of a similar scale in the vicinity and the high degree of screening on site limits the impact of the increased scale on the surrounding countryside.

EN2 Protection and Enhancement of the Landscape and settlement character.

Proposals for development should be informed by and be sympathetic to the distinctive character areas identified in the Norfolk Landscape Character Assessment and features identified in the relevant settlement character studies.

Development proposals should demonstrate that their location, scale. Design and materials will protect, conserve and where possible enhance

EN 4 Design

All development will be designed to a high quality, reinforcing local distinctiveness. Design which fails to have regard to local context and does not preserve and enhance the character and quality of the area will not be acceptable.

Development proposals along entrance routes into a settlement should have particular regard to their location. Enhanced through careful siting, design and landscaping of any new development.

EN 9 Biodiversity and Geology

Maximize opportunities for restoration, enhancement and connection of natural habitats and incorporate beneficial biodiversity conservation features where appropriate.

4.3 This report will not consider in detail the compliance with Policies HO8, EN2, EN4 and EN9 of the Local Plan or but will consider the potential effects on the character of the surrounding area, and the potential effects on the wider landscape.

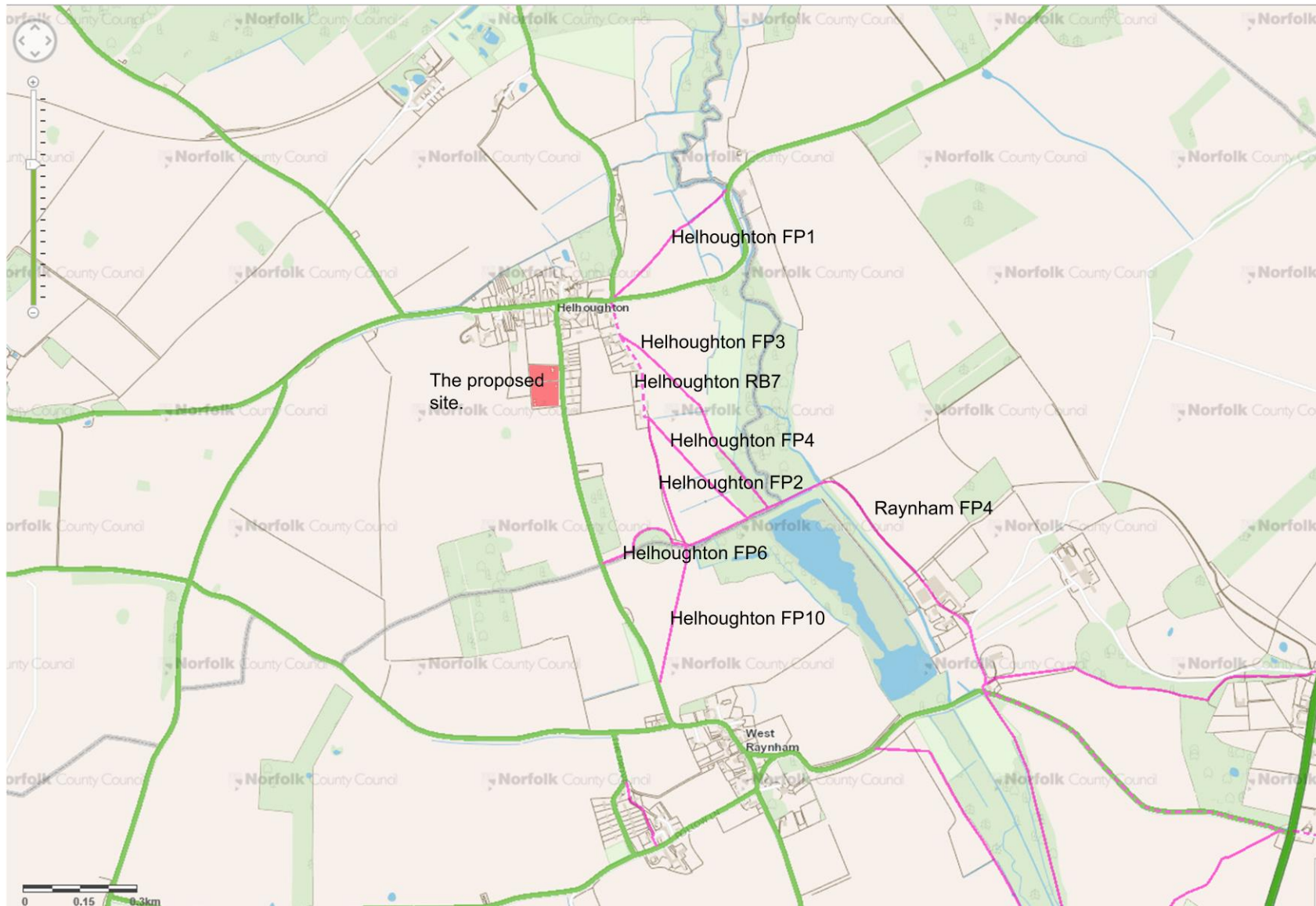
Landscape designations

4.4 There are no recorded landscape designations for the site however there is a County Wildlife site 1257 within Helhoughton, environmentally sensitive locations are identified along the river valley and rights of way exist adjacent to the site. County Wildlife site 1257 and recorded public footpaths as shown below. There is a site allocation for development adjacent to the Cedars within the conservation area.

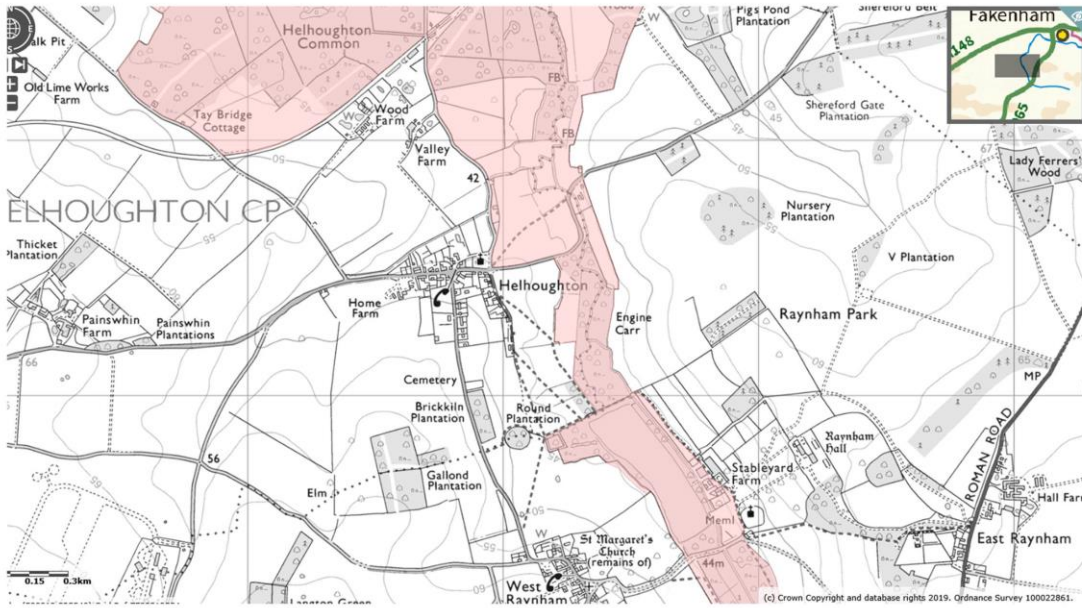


Aerial Photo 4. Site Allocation H1468

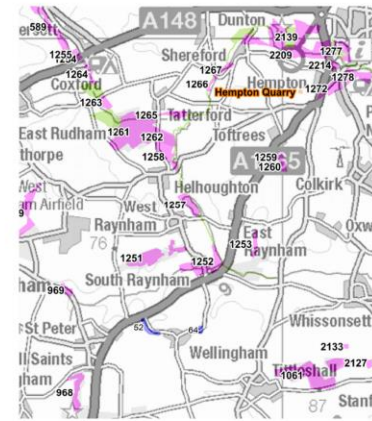
Map 4 Rights of Way



Map 5 Landscape Designations

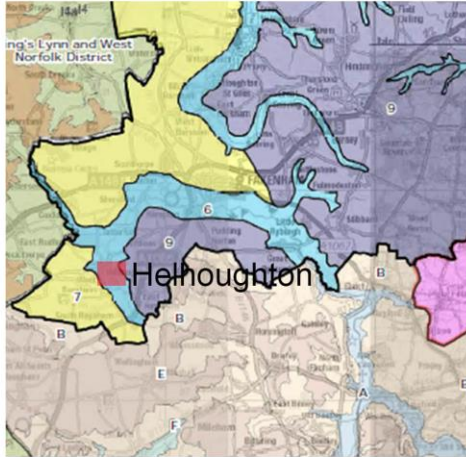


Environmentally sensitive Areas



County Wildlife Sites.

Map 6 Landscape Character Type and Conservation Area



Landscape Character Type 6
River Valleys



Site in relation to Helhoughton Conservation Area

Landscape character assessment

The site is covered by two published character assessments

- National Character areas (NCAs)
- Regional Character Area of East of England Landscape Typology (Landscape East)

4.5 The council has also produced a number of adopted supplementary planning documents and guidance. The most relevant to this report is being the North Norfolk Landscape Character Assessment (Draft 2018) and the new Landscape Sensitivity Assessment these reports are due to be adopted as supplementary planning Documents (SPD) in the summer of 2019.

4.6 National Character

The study area is reasonably central within NCA 84 Mid Norfolk a broadly flat rural landscape. described as, an ancient countryside with long settled agricultural character, where arable land is enclosed by winding lanes and hedgerow interspersed with woodland and heath and dissected by lush pastoral river valleys. A patchwork of cultivated land, numerous church spires, distant wooded horizons and big skies dominate the landscape. (pp3, NCA 84 Mid Norfolk profile Natural England 2014)

4.7 Regional Character East of England

The site itself sits within the valley meadowlands character type on the East of England Landscape Typology (Landscape East 2010) which is in turn set within plateau estate farmlands. This landscape is summarized flat, low lying valley floors supporting a pastoral land use, associated with notable watercourses/rivers. Generally unsettled with occasional areas of carr woodland and gravel extraction. lakes or ancient meres. An enclosed low-lying landscape comprising grassland meadows grazed by cattle in a wider arable setting. Valley floor woodland can define views.

4.8. Elements of this character type are considered to be representative of the existing landscape in the immediate vicinity of the site.

4.9 Plateau Estate farmland is summarized as a medium to large scale ordered, arable landscape for the most part associated with an open, rolling plateau on sandy soils, characterized by estate farms and discrete small villages/hamlets. This is a tranquil rural landscape, which in places can feel rather empty and remote.

4.10 Elements of this character type are considered to be representative of the existing landscape in the immediate vicinity of the site.

It is considered that any effects generated by the development proposals will be localised and will not result in significant effects beyond the site and the Study Area. For the purpose of this report, therefore, landscape character will only be considered at a local level without further reference to National, Regional or County Landscape Character studies.

Local Landscape Character

4.11 The North Norfolk Landscape Character Assessment shows Helhoughton sited on RV1 River Wensum and Tributaries bounded by TF1 North Norfolk Tributary Farmland and ROF 1 Rolling Open Farmland.

River Wensum and Tributaries RV 1 is described as: providing a strong contrast to the typically open, large scale arable landscape through which they pass, being characterized by a pastoral land use, a high level of tree cover and a linear settlement pattern with significant local variations in land cover and consequently in views. The river valleys are a more intimate and enclosed with extensive woodland cover and hedgerows bordering narrow lanes

- With reference to this current proposal the landscape sensitivity to development considerations is described/defined as: *New development should be appropriate in scale, unobtrusive and readily accommodated in its landscape [e setting]. Woodland and hedgerows should be a major landscape element helping to contain development. The linear form should be apparent.*
-

Tributary Farmland TF is described as: generally open and rolling/undulating rural farmland with some elevated plateau areas and a rich diversity of minor settlement, woodland and historic estates. Elements of this character type are considered to be representative of the existing landscape in the immediate vicinity of the site

With reference to this current proposal the landscape sensitivity is described as:

Conserve sense or rurality, conserve the nucleated character of villages, protect and appropriately manage the rich cultural heritage of the area

Rolling Open Farmland ROF 1 is described as: high, level open, gently rolling arable farmland with relatively large geometric fields enclosed by hedgerows.:

- With reference to this current proposal key visual sensitivities within this character area are:
Open, expansive, rural character with a sense of remoteness and tranquility
- *richness of archeological heritage and historic environment.;*
- *Settlement expansion and infill to meet housing demand. Has the potential to undermine traditional character and the cohesive vernacular style and materials.*
-

Site and immediate area

4.12 Local context.

The proposed site at present forms the extended garden area of the existing Cedars bungalow. Overhead power cables cross the centre of the garden with vegetation and trees at ground level. As such the garden is sub divided into two distinct areas. The plot is well screened by existing vegetation to all boundaries and as such is screened from the row of 2 storey housing and bungalows opposite. The street or Raynham road as it is locally known runs between the front gardens and driveways of the housing opposite and mature hedgerows with emergent trees. The existing driveway into the site provides the only clear view into the Cedars. The site terminates the linear development along the street and the boundary of the site provides the hedgerows and tree margin to the field continuing to run along the street. To the rear of the site a small enclosed field provides further screening. From the main street through the village the site is screened from view due to the built form and the existing vegetation.

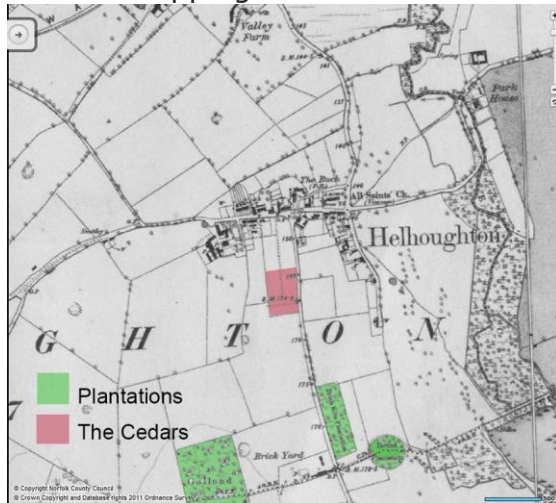
Historical maps

- 4.13 Historical maps of Helhoughton show the parklands of Raynham Hall running up to the street with the lake and tree plantations. Development had also progressed along Park Lane. The plantations along the street are still strong landscape features in the vicinity however the level of tree cover between the site and the Hall have severed any visual connection. Along the section of the street fronting the proposed site there have been a number of new properties of a mixed style and scale. The 1946 Aerial photograph of the villages shows development reaching the boundary of the site on the opposite side of the road. With the 1988 aerial photograph showing the cedars bungalow on site along with a range of agricultural buildings the housing and bungalows on the opposite side of the road are complete up to and past the site

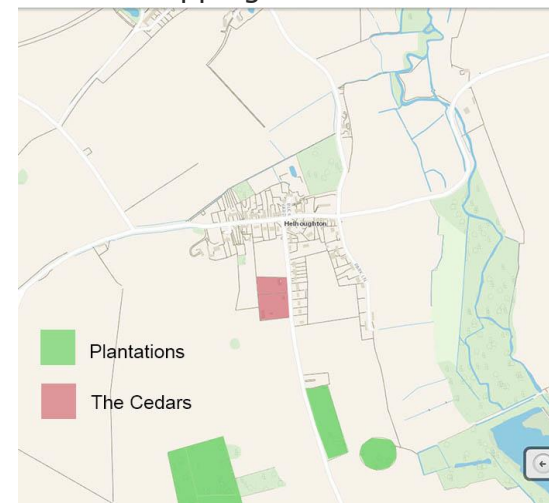
The landscape feature intact from the original enclosure mapping are the round plantation, brick kiln and Golland Plantation. The closer connection with Raynham Hall and the site has been severed by building and tree cover.

There are a number of listed buildings within the study area with the Grade I listed Raynham Hall being the most significant along with the parklands of Raynham Hall up to and including brickkiln and the round plantation listed grade II. The church of All Saints Helhoughton is grade II listed, The former Buck Public House grade II, 61 Buck Yard grade II. and the Grade II listed Church of St Margaret in Raynham. All these listings have no direct views of the site however the landscape features of the plantations are more closely linked visually to the site.

Historic Mapping



Current Mapping



Access

View of the site approach from the street.



View from existing site entrance along the Street.



The site is accessed along the Street also known as the Raynham Road the site is well screened from the road by existing vegetation.

4.14 The only public access to the site is from the Street with other boundaries formed by hedgerows to neighbouring fields.

Topography

4.15 The levels of the proposed site are largely flat surrounded by undulating farmland. There is a slight incline from the main street to the proposed site however due to existing fencing and vegetation there is no clear view of the site.

Views and intervisibility

4.16 There are glimpsed views of the site from the street and the surrounding farmland. The main views will be experienced by users of The Street (Raynham Road) and FP2, there are long views of the site from the surrounding roads. Views from the Street are restricted by the built form along the street, vegetation and existing infrastructure.



View from the street back towards the site.



View from Cemetery gate towards the site.

SECTION 5; POTENTIAL EFFECTS

- 5.1 The nature and magnitude of landscape and visual impacts will change during the phases of the development, through construction, at completion and after establishment of any landscape proposals i.e. the long-term residual impacts. Some types of development may generate impacts which are severe but short term, i.e. during construction, whereas others may have minor impacts with residual effects which may be of a permanent nature. In addition, some impacts could be significantly mitigated by landscape and other measures which will be of benefit in the longer term. This appraisal will focus on potential long-term residual impacts.
- 5.2 The following aspects of the proposed development may be of relevance in the consideration of potential landscape and visual effects;
- loss of open land
 - the visibility of new buildings and the effects on visual amenity

- the impact on local character and wider setting

5.3 Potential landscape and visual effects due to construction of the development have not been considered in this report as there is currently insufficient detail available on the construction period or detailed construction method. It should be noted that landscape and visual impacts due to construction of this scale of residential development are unlikely to give rise to significant impacts beyond the immediate site area and generally do not form part of a local authority's planning decision (for this type of development). Such matters would be normally considered through planning conditions. GLVIA clearly states that LVIA should focus on those matters which are relevant to the local authority's planning decision. Further study may be required if requested by the planning authority.

SECTION 6; LANDSCAPE AND VISUAL APPRAISAL

6.1 The following assessment is based on the proposals for a residential development on land at the Cedars, Helhoughton.

6.2 This section identifies the key landscape and visual receptors. It then provides an appraisal of the potential landscape and visual effects arising from the development.

Landscape appraisal

6.3 The proposed development may bring about some changes on local character due to the loss of open land introduction of a new access and the addition of a 2.5 storey building.

Effects on landscape features

6.4 There will be minimal loss of trees or other vegetation the boundary of the site other than that to form a new site access. On site there will be minimal loss of mature trees and this will be informed by the arboricultural report for the site. The proposed dwelling would result in the loss of approximately 504m² of existing grassed area, the footprint of the proposed property. In mitigation the demolition of the existing dwelling and two agricultural buildings with a combined footprint of 425.2m² reduces the net loss to 78.8m². This is further set against the 400 linear metres of improved hedgerow resulting from the proposed development and a soft garden area of approx. 9,696m².

6.5

Landscape receptors

Landscape receptors are the components of the landscape that could be affected by the proposals. They comprise physical features along with receptors associated with landscape characteristics. Within the study area these are identified as:

- Topography
- Vegetation, including trees, boundary hedges and other vegetation cover
- PRoW including The Street and Helhoughton FP2
- Character and general setting of the valley meadowland and Plateau Estate Farmland landscape character types

Effects on landscape receptors

6.6 The landscape receptors listed below have the potential to be affected by the development proposals.

Landscape receptor 1: The site and immediate surroundings

Landscape receptor 2: Brick Kiln Plantation, FP6 and FP2

Landscape receptor 3: Wider The Street and Broomthorpe Rd junction .

6.7 The following landscape assessment is based upon field survey work and an appraisal of the baseline conditions. Together, this provides a good level of baseline information and provides the basis for the judgements used in this study on the sensitivity of the landscape character.

Key considerations;

- The potential loss of existing grassland.
- The change in urban/landscape/settlement pattern.
- Views from public highways and footpaths.
- The effect on the landscape setting

Landscape receptor 1: The site and immediate surroundings.

6.8 The proposed development would introduce a residential property on open land currently forming part of the existing garden for the Cedars. The development would sit within the existing garden boundaries. The new development would be seen from glimpsed views from the surrounding road network and would sit in line with the current residential properties on the far side of The Street. The visual impact of the proposed property would be mitigated by the existing mature boundary hedging with focal tree planting, the proposed property sits well back onto the plot allowing for additional screen planting as required.

6.9 The roof of the proposed development will be partially visible from public viewpoints although with the existing native planting, these views will become glimpsed views of part of the proposed development. Partial views of the roof of proposed property are likely to be obtained from a short section of the Street however, this would be mitigated by views towards the proposed screening trees around the perimeter. There are in addition opportunities to increase the density of sub storey planting to ensure that any views of the proposed property are fully screened at eye level. The generous scale of the plot allows for the planting of additional broadleaf trees and native hedgerows. This additional planting would contribute to the quality of the wider landscape setting. The proposed development therefore has the potential to enhance the streetscape, biodiversity and visual character of the immediate area around the development site.

6.10 The landscape sensitivity of this **local landscape receptor** to a residential development of this scale in this location is considered to be **medium**. The potential magnitude of change in the landscape due to the development is considered to be **low**. The resultant landscape impact will be **minor** and therefore **is not significant**.

Landscape receptor 2: Helhoughton FP2 and Brick Kiln Plantation and Cemetery entrance.

6.11 This character area typically presents: *High hedges, woodland and smaller fields combine to create an intimate landscape in which much built development is hidden from wider view. Views widen out the higher one travels up the valley sides. The plateaus of some valleys are very open with extensive views.* North Norfolk Landscape Character Assessment 2018.. This is supported by the area surrounding the proposed site with large areas of open farmland contained within native hedgerow boundaries. The proposed site sits in line with the existing housing and would continue the built line siding on to the fields bounding the site. The proposals are for a single property sited within mature wooded boundaries, the scale of the plot results in a low-density development.

The river Valley landscape Guidelines within the North Norfolk Landscape Character Assessment outline the need to *Conserve large mature gardens and smaller fields on the edges of villages; ensure any new development is well integrated into the landscape and does not form a hard edge. Retain mature trees which contribute to the setting of the village and buildings.*

6.12 The absence of any effects on vegetation and opportunities for additional planting will enhance glimpsed views of the built form, from the Street. Enhancement of existing boundary treatments, through the introduction of new trees and hedging to gaps will also provide landscape and visual mitigation. The scale of the site presents opportunities for planting of significant native trees as part of a tree management plan for the proposals.

6.13 The long views to the site are framed by the existing mature planting. The proposed development has greater opportunity for boundary planting and although the roof line may be seen above the canopy in some locations the mature trees allow for mitigation of visual impact.

6.14 The distant open views of the area are maintained along the frontage of the proposed site and when viewed from the entrance to the cemetery and from FP2 and Helhoughton FP6. The opportunities to provide additional emergent tree plating along the boundaries along with additional native screening reinstate and enforce the field boundary hedgerows of the character area

6.15 The landscape sensitivity of this **local landscape receptor** to a residential development of this scale and design in this location is considered to be **medium**. The potential magnitude of change in the landscape due to the development is considered to be **low**. The resultant landscape impact will be **minor** and therefore **is not significant**.

Landscape receptor 3: Wider views form the street and Broomthorpe Road Junction

- 6.16 The proposed development will not result in any significant changes to the agricultural character of the Street. Any glimpsed views of the new property would not introduce new elements which are incongruous or uncharacteristic of the immediate area. Opportunities for new tree planting on site when mature will provide additional screening whilst reinforcing the existing field boundary.
- 6.17 Views of the site are afforded from the breaks in hedgerows and are screened on many approaches by the existing block planting of Gollond Plantation and field boundaries. Views of the site are marked by the mature trees on the boundary and the proposed roofline of the building would be subservient to these. There may be glimpsed views of the roofline from some approaches however there are precedents in the immediate vicinity of gable ends of buildings framed by wooded boundaries.
- 6.18 The landscape sensitivity of this **local landscape receptor** to a residential development of this scale and design in this location is considered to be **medium**. The potential magnitude of change in the landscape due to the development is considered to be **low**. The resultant landscape impact will be **minor** and therefore **not significant**.

Visual appraisal

- 6.19 The appraisal of visual effects was undertaken on the basis of viewpoint analysis recommended in best practice guidance. A number of viewpoints were identified to represent a range of effects likely to be experienced of the development by local receptors or to illustrate specific visual effects or features in the landscape. Photography and survey work was undertaken from publicly accessible roads and footpaths.
- 6.20 The viewpoints illustrate the setting of the proposed development and with particular reference to the local landscape sensitivity as described in the North Norfolk Landscape Character Assessment 2018.

Photographic views

- 6.21 The location of each viewpoint is shown on Aerial photograph 5.
- 6.22 The photographs included in this report are for illustrative purposes only. The photographic viewpoints are used as a tool to evaluate potential landscape and visual impacts on local receptors and to illustrate specific landscape features and visual characteristics. They do not represent every potential view or landscape feature in the study area. See also Section 3. Some viewpoints illustrate potential effects on one or more local visual receptors. Others provide a general illustration of local effects and visual character which are then used to inform the assessment on local receptors. Where required, independent assessment of this report should be based on an independent site survey. The viewpoints contained in this report can be assessed using the location data provided in this report.

6.23 Photographs were taken using a Digital SLR camera using a high-quality lens to provide the equivalent of a 50mm lens on a traditional SLR camera. In some instances, an alternative lens was used where this was useful in illustrating detailed features or the wider landscape context. The photographs have been stitched together using Adobe Photoshop software. Where possible the photographs have been cropped to illustrate specific views, landscape features and landscape/visual context. During the stitching process none of the photographs were distorted in terms of scaling.

Aerial photograph 5. Photographic locations local and wider context



Viewpoint 1. View from cemetery gates and Brick Kiln Plantation



Viewpoint 2. View from Helhoughton FP 6.along the street to the site.



Viewpoint 3 View across field from break in hedgerow.



Viewpoint 4 View across fields to Gollond Plantation and the site.



Viewpoint 5. View across adjacent site allocation site towards the Cedars.



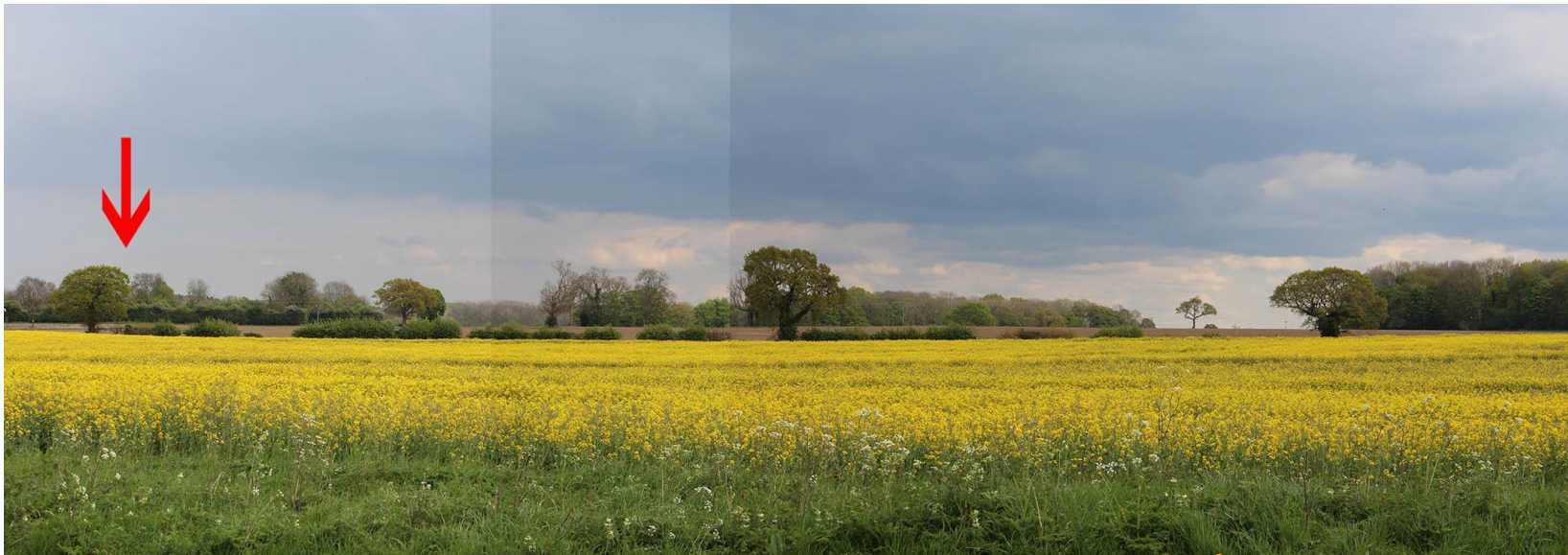
Viewpoint 6. View to side of farm towards the site.



Viewpoint 7. View from wider area towards the site#.



Viewpoint 8. View towards site from Road junction.



SECTION 7; CONCLUSION

- 7.1 This report examines the effects on the landscape and visual environment associated with the proposal for a new property on land currently occupied by a bungalow at the Cedars. The effects on the landscape and the visual environment should form part of the overall consideration in determining the suitability of the site for development.
- 7.2 The landscape effects identified within this report are limited to the immediate environs of the site with the formation of the new access road and the siting of the proposed development. Those effects identified as potentially significant can be mostly mitigated through mature existing and additional onsite screen planting. The appraisal has identified that effects on the wider character and setting of the Tributary Farmland landscape character area are limited.
- 7.3 The proposed development would introduce a residential property onto existing garden land however it will not extend the built edge further along the street and sits opposite existing housing. The existing hedging and trees can be augmented with new tree planting around the existing retained site entrance and offsetting the proposed entrance strengthening the vegetated frontage to the site.
- 7.4 The height of the proposed building will exceed those in the immediate environs however there are precedent buildings within the local area of a similar height including Home Farm House. The setting back of the proposed building footprint from the street allows for trees of significant height to filter any potential views of the house on completion.
- 7.5 There may be glimpsed views of the proposed building by pedestrians passing the site and users of the local footpaths however the existing mature trees and hedging augmented by additional strategic planting to all boundaries will minimize any impact. Views to and from the street towards the site are screened by existing peripheral planting. With careful management supported by a detailed arboricultural assessment mature trees and strategic sightlines can be retained and enhanced.
- 7.6 The potential views of the site when viewed from wider sections of the street and surrounding roads would be glimpsed views of the roof line due to the proposed building height. The existing plantations, hedgerows and emergent trees filter views of the site. When close to the site viewed from the surrounding farmland the existing site boundary planting restricts views of the proposed building site
- 7.7 Local character is typified as River Wensum and Tributaries RV 1 and is described as: providing a strong contrast to the typically open, large scale arable landscape through which they pass, being characterized by a pastoral land use, a high level of tree cover and a linear settlement pattern with significant local variations in land cover and consequently in views. The river valleys are a more intimate and enclosed with extensive woodland cover and hedgerows bordering narrow lanes

7.8 With reference to this current proposal the landscape sensitivity to development considerations is described/defined as: *New development should be appropriate in scale, unobtrusive and readily accommodated in its landscape [e setting. Woodland and hedgerows should be a major landscape element helping to contain development. The linear form should be apparent.* The proposed development will sit within a mature landscape setting with the retention of mature trees and hedgerows. The proposed ridge height of the new development will exceed those in the immediate vicinity however the existing trees and any additional on-site planting will mitigate the impact. The proposed building sets back and to the side of the proposed entrance and as such any views when passing the frontage of the site will be oblique and glimpsed. The proposed dwelling sits within the existing linear form of the village but outside of the conservation area.

7.9 The development would not result in any significant changes to the long views back to the site when viewed from the street, due to existing vegetation and the built form edge within the main village. The surrounding roads are mostly bordered by mature hedgerows with emergent trees and there are glimpsed views towards the site in breaks in the hedgerow.

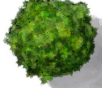
From FP2 the slight rise in the topology along with the mature vegetation to the site frontage will result in possible glimpsed views of the roofline set against the backdrop of vegetation to the rear of the site.


7.10 There are no predicted long-term significant effects on the immediate site and wider area including the wider setting of Raynham Hall, or local character resulting from the proposals. Any glimpsed views of the proposed property would not introduce new elements which are incongruous within the character of the area. Existing natural elements which contribute to the character and visual quality of the setting will be unaffected by the proposals. It is advised that a landscape management plan for the site is considered supported by the commissioned arboricultural report. This plan would identify any works required to ensure the long-term health of any mature planting on site along with recommendations for clearance of any failing vegetation or trees supported by new planting.

7.11 On completion of the tree survey for the site any significant gaps in boundary screening resulting from management works can be identified. Any anticipated significant views can be screened with new native tree planting allowing for succession planting ensuring the long-term success of the landscape setting for the proposed building.

Map 7 Landscape Proposals Map



 Indicative locations of additional tree planting.

 Indicative locations of additional screen planting.

REV. NO.	AMENDMENT	DATE

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PROJECT: HELHOUGHTON

TITLE: PROPOSED SITE PLAN

DRAWING NO: L-102 REV. NO: -

SCALE: 1:500 @ A3 DRAWN BY: MU

DATE: 22.02.2019 CHECKED BY: BP

All dimensions to be checked on site.
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