



APLEGARTH
RESTAURANT • COOKERY SCHOOL • DELICATESSEN

Produced by



Applegarth Farm
Landscape and Visual
Impact Appraisal
February 2021

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1. INTRODUCTION

LVIA APPOINTMENT

- 1.1. Urban Wilderness was commissioned by Applegarth Farm to undertake a Landscape and Visual Impact Appraisal for a proposed redevelopment of the Farm Shop and Restaurant located off Headley Road between Grayshott and Headley Down. This assessment will form part of a Full Planning Application submitted to the Local Authority, February 2020. An appraisal was provided for the previous outline application (27202/030) which was granted planning permission (5 Jun 2015). While the scope of the development has remained largely the same since Outline stage, the building and associated landscape proposals have changed sufficiently to warrant a review of the anticipated impacts. Similarly, the range of landscape and visual receptors has changed following the construction of new dwellings by Cala on the adjacent Applegarth Vale site, off Tennyson Way.
- 1.2. The objectives of this appraisal are to provide a baseline analysis of the site's Landscape and Visual condition. This will be followed by an analysis of the anticipated Landscape and Visual impacts on the baseline condition associated with the emerging proposals within the site.
- 1.3. This appraisal considers the change resulting from the development on both the landscape resources of the site and on the visual amenity of people who live, work and travel in the area. Landscape character and resources are considered separately from visual amenity. While these two important landscape considerations are interlinked, they perform different roles within their environment, have different pressures exerted on them and require separate evaluation.
- 1.4. The Landscape and Visual Impact Appraisal has informed the site masterplan as well as the Design and Access Statement which also forms part of the planning application.
- 1.5. The photography within this report was taken during site visits on 24th November in good weather and good visibility. All the viewpoint images we captured using a Nikon D50 DSLR using a 35mm focal length. All photographs and montages have been prepared in accordance with the Landscape Institute's "Photography and Photomontage in Landscape and Visual Impact Assessment" Advice Note 01/11.

THE SITE

- 1.6. Applegarth Farm is located off Headley Road between the settlements of Grayshott and Headley Down. The site, which is broadly square, occupies an area of 1.96 hectares or 4.84 acres, with existing vehicular access taken off Tennyson Way which forms the primary access of the recently completed Applegarth Vale residential development. The site currently offers a small farm shop, delicatessen and restaurant within an assemblage of timber agricultural style buildings. A small number of external cabins provide additional retail outlets for small independent businesses. The site also includes a large unused barn, car parking, a small area of horse paddock and growing space with one polytunnel to the west of the site.
- 1.7. The site is surrounded by dense vegetation to the west and south. Headley Road forms the south western boundary and is flanked by mature/veteran tree planting along the entirety of both the farm site and neighbouring Applegarth Vale extents. A run of alder makes up the western boundary between the site and the former golf driving range. To the north and east the site, the Applegarth Vale residential units abut the site with housing backing on to the site in the north-east and currently bound by closed board fencing. Tennyson Way forms the boundary further south with a substantial grass verge, chestnut post and rail fencing and new tree planting forming the site boundary.
- 1.8. The Site Location Plan and context are shown in Figures 1 and 2.

2. METHODOLOGY

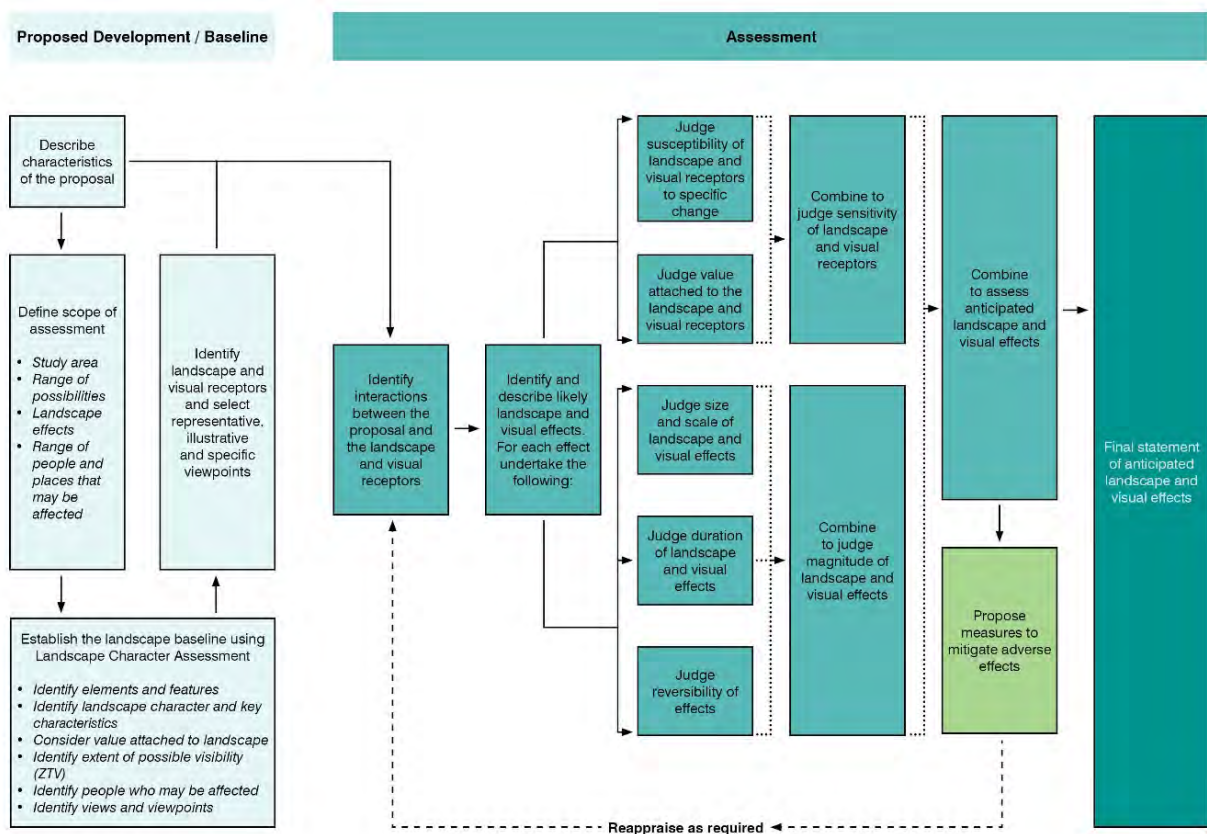
CURRENT GUIDANCE

- 2.1. This appraisal has been carried out in accordance with the “Guidelines for Landscape and Visual Impact Assessment” (3rd. Edition, 2013) produced by The Landscape Institute and the Institute of Environmental Management & Assessment.

PURPOSE OF APPRAISAL

- 2.2. The report studies the effects of a given development on (i) the landscape character and landscape resources of the site and its environs, and (ii) the visual amenity experienced by people within, through and surrounding the proposed development. These two components are described separately within this report (see Table 1).

Figure 3: LVIA Methodology



- 2.3. Landscape effects describe the likely changes of the development proposals on the physical character and quality of the landscape – i.e., the Environmental Resource. In a similar way, Visual effects describe the likely changes that the development will have within the views of receptors, i.e., people that have a viewing opportunity of the development such as local residents, walkers, road users, etc.

- 2.4. There are five principal parts to the appraisal process, namely:
- Identify the changes proposed as a result of proposed development and their likely effects, considering inherent mitigation from the outset.
 - Describe the baseline condition of the site, its environs and the extent of visibility available to surrounding receptors.
 - Ascribe an evaluation of the landscape's sensitivity to change, combining judgments of the landscape's susceptibility to change of the type proposed and the value attached to the landscape.
 - Ascribe an evaluation of each visual receptor's sensitivity, combining judgments of their susceptibility to change and the value attributed to their view.
 - Identify further mitigation to prevent, reduce or alleviate anticipated negative effects.
- 2.5. Predicted effects may occur both during construction as well as operation / occupation of the development and as such each stage of the development should be assessed individually.
- 2.6. Whilst quantitative measurements should be employed, where practicable the GLVIA guidance explains that a degree of professional experience and judgment should be exercised during the Landscape and Visual Impact Assessment (LVIA) process and that these judgments should be "appropriate and proportional" (GLVIA (2013), cl. 2.24, para. 1.17). Professional opinions are given within the framework of "clear and transparent methods so that the reasoning applied at different stages can be traced and examined by others." GLVIA (2013), cl. 2.24, page 21.

DEFINING THE BASELINE

- 2.7. The baseline study aims to provide an appropriate benchmark from which an appraisal of effects is based. The baseline sets out what the landscape is comprised of, describing its constituent parts, its function, its character, condition, value and susceptibility to change. It also describes the visual resource i.e., the area within which the development may be visible, the people (visual receptors) who may have views of the development and the nature of these views, i.e., whether they are distant, up close, open, constrained, transient, or prolonged, etc.
- 2.8. Where existing landscape character assessments are available, the baseline landscape is described with reference to published reports.

SENSITIVITY TO CHANGE

- 2.9. The GLVIA3 states that sensitivity is "*the nature of the receptor likely to be affected.*" GLVIA3 (2013), cl. 3.24, page 38.
- 2.10. Both the landscape and visual receptors with potential views of the proposed development are ascribed a 'sensitivity'. Judgments on sensitivity are derived by assessing the landscape value / value attributed to the view of the visual receptor and the landscape / receptor's susceptibility to change of the type proposed. Judgments regarding sensitivity are taken forward in combination with an assessment of magnitude to determine significance.

VALUE

- 2.11. The value of a landscape receptor is defined within the GLVIA3 as: “...the relative value that is attached to different landscapes by society, bearing in mind that a landscape may be valued by different stakeholders for a whole variety of reasons...Landscapes or their component parts may be valued at the community, local, national or international levels.” GLVIA3 (2013), cl. 5.19, page 80.
- 2.12. The value of the landscape is recorded on a scale of ‘National’, ‘Regional’ or ‘Local’. Where there is no published evidence to support an assessment of value, an evaluation should be made based on the criteria outlined in Box 5.1 of the GLVIA3 (refer to Figure 2). It is important to note, however, that an assessment of value requires professional judgment, where a standard approach cannot be considered appropriate in all cases and will vary from place to place. (GLVIA para 5.29 bullet 1)
- 2.13. The value of a visual receptor is determined through judgments made by combining an assessment of susceptibility to change of the type proposed with visual amenity, and the value attached to particular views (refer to Table 2). An assessment is made for each receptor with reference to representative views.
- 2.14. Where published evidence is available to support an assessment of value the following will be applied:
- International or national landscape designations, such as National Parks, Areas of Outstanding Natural Beauty, World Heritage Sites, and Scheduled Ancient Monuments (SAMs), typically comprise settings of high landscape quality and as such should be considered of High landscape value.
 - Regional designations such as Special Landscape Areas or Conservation Areas, listed buildings, registered parks and gardens, Green Belt and ancient woodland should be considered on their individual merits but are typically considered to be of medium or high value depending upon their extents and the cultural and / or natural links they have to the landscape.
 - Local landscape designations such as Public Open Space, Tree Preservation Orders, Areas of Local Landscape Importance etc, may be considered important at a local level and as such their value should be considered on a scale of Low to High. An assessment against Table 1 should be undertaken.

Table 1: Value of Landscape Receptors

Assessment of Landscape Receptor Value		
Low	Medium	High
Condition /quality		
A landscape with little or no sign of management and / or a neglected landscape, with individual elements in a poor state or repair.	A landscape with signs of piecemeal management and / or showing signs of decline, with individual elements in a moderate state of repair.	A well-managed and / or largely intact landscape, with individual elements in a good state or repair.
Scenic quality		
A landscape with little or no aesthetic appeal and/or amenity value.	A landscape with moderate aesthetic appeal and/or amenity value.	A landscape with high aesthetic appeal and/or amenity value.
Rarity and representativeness		
A landscape which does not contain rare landscape types or features.	A landscape which contains characteristic but un-unique landscape types or features.	A landscape which contains one or more rare landscape types or features.
Conservation interests		
A landscape with no or limited heritage /cultural /nature conservation content.	A landscape with some heritage /cultural /nature conservation content.	A landscape with rich heritage /cultural /nature conservation content.
Recreational value		
A landscape, with no or limited contribution to recreational experience and/or amenity value.	A landscape which provides some contribution to recreational experience and/or amenity value.	A distinct landscape which forms a strong contribution to recreational experience and/or amenity value.
Perceptual aspect		
A landscape with prominent detractors intrinsic to its character.	A landscape that retains some perceptual values (wildness/ tranquillity etc.) amidst some perceptual detractors.	A wild, tranquil or unspoilt landscape without noticeable detractors.
Cultural associations		
A landscape without recorded cultural associations.	A landscape with some and/or moderately valued cultural associations.	A landscape of rich and/or highly valued cultural associations.
Overall Judgment of Receptor Value		
Low value – receptor poorly reflects high and medium value criteria above.	Medium value – receptor moderately reflects high and medium value criteria above.	High value – receptor strongly reflects high and medium value criteria above.

Table 2: Value of Visual Receptors

Assessment of Visual Receptor Value		
Low	Medium	High
Value attached to particular views		
Views from and visual amenity associated with every-day locations or routes that do not benefit from any designation or cultural associations.	Views from and visual amenity associated with viewpoints of district or local importance, local visitor attractions or public open space and routes where views and visual amenity form an integral part of the attraction. Views from regional or local landscape designations such as Special Landscape Areas or equivalent.	Views from and visual amenity associated with viewpoints of regional or national importance, popular visitor attractions where views and visual amenity form a key part of the attraction or route. Inclusion within guidebooks or cultural references such as literature and art or as part of heritage character. Views from areas with national designations such as National Parks and Areas of Outstanding Natural Beauty or regional or local landscape designations such as Special Landscape Areas or equivalent.

SUSCEPTIBILITY

- 2.15. The GLVIA defines susceptibility as the ability of a landscape to accommodate change ‘*without undue consequences for the maintenance of the baseline situation*’. *With regard to visual amenity, susceptibility relates to the occupation or activity of receptors and ‘the extent to which their attention or interest relates to the view’.* (GLVIA paras 5.40 and 6.32 respectively).
- 2.16. Receptor susceptibility is identified in Table 2 and is applicable to landscape character areas as whole, designated areas, individual characteristics that contribute to the overall landscape as well as to visual receptors. Susceptibility can relate to particular aesthetic or perceptual aspects or the compliance or otherwise to current landscape planning policy / strategy.
- 2.17. Susceptibility of a landscape receptor and / or visual receptor to change is specific to the type and scale of development proposed. Judgments on susceptibility are considered on a scale of High, Medium or Low as per Table 3.
- 2.18. As noted, sensitivity is determined by combining judgments relating to value and susceptibility to change of the type proposed. Judgments on sensitivity are considered on a scale of High, Medium or Low as per Table 4.

Table 3: Susceptibility to Change of Landscape and Visual Receptors

Susceptibility	Description
High	<p>Little or no ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline situation and / or the achievement of landscape planning policies and strategies.</p> <p>Little or no ability to accommodate the proposed development without adverse consequences to visual receptors whose primary viewing interest is proprietary, relates to heritage assets, visitor attractions, recognised scenic routes or whose attention or interest is focused on the landscape.</p>
Medium	<p>Some ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline or the delivery of landscape planning policies and strategies.</p> <p>Some ability to accommodate the proposed development without adverse consequences to visual receptors with a secondary interest in the landscape such as travelers passing through the landscape (motorists) or the users of recreation areas whose attention or interest is not the primary focus.</p>
Low	<p>An ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline or the delivery of landscape planning policies and strategies.</p> <p>An ability to accommodate the proposed development without adverse consequences to visual receptors with no or limited visual interest in the landscape such as people at work, travelers passing through an area at speed.</p>

Table 4: Sensitivity to Change of Landscape and Visual Receptors

High	<p>A landscape or visual receptor considered to be highly susceptible to change of the type proposed with little or no capacity to accommodate such change.</p> <p>A highly valued landscape or visual receptor with particularly distinctive characteristics whether directly demonstrable or perceived.</p>
Medium	<p>A landscape or visual receptor which is considered to be potentially tolerant to change of the type proposed.</p> <p>A landscape or visual receptor which have less obvious or partially degraded characteristics whether directly demonstrable or perceived.</p>
Low	<p>A landscape or visual receptor which is considered to be tolerant to change of the type proposed.</p> <p>A landscape or visual receptor with degraded characteristics and the capacity to accommodate change of the type proposed.</p>

MAGNITUDE OF CHANGE

- 2.19. The GLVIA3 states that magnitude is “*the nature of the effect likely to occur.*” GLVIA3 (2013), cl. 3.24, page 38.
- 2.20. The Magnitude of Change predicted is determined by the size and scale of effects on the landscape, the duration and reversibility of anticipated effects, the integration of effects with the baseline and the geographical extent of the area that will be affected.
- 2.21. With regard to visual receptors the magnitude of effects are considered in relation to the degree of change in the view, change in the composition of a view, the manner to which the proposed development visually integrates with its surrounds, (blends in or contrasts), the angle of view, the distance of the viewpoint from the proposed development and the extent of the development that will be visible i.e., all of the development or only a small proportion of the development.

- 2.22. For transient receptors, such as motorists for example, the relative amount of time over which views of the proposed development will be available are considered. Effects on the landscape and visual receptors can be permanent or temporary i.e., long term or short term. Also, they can be direct or indirect, i.e., directly as a result of the development or indirectly through for example off-site services diversions or junction alterations, etc.
- 2.23. The magnitude of effects is considered during construction, on completion of the development and following the establishment of planting, usually taken at 15 years post completion. The size and scale of effects includes the proportion or extent of the landscape or view that will be lost or altered, the degree to which aesthetic or perceptual elements are altered and whether changes effect key characteristics of the landscape or view which are considered critical to this character.
- 2.24. Scale relates to whether effects are considered to affect the site and / or the wider landscape setting of the site (local), the wider character area within which the site is located (regional) or the wider region (national).
- 2.25. Reversibility considers whether effects are fully reversible, i.e., the landscape or view can be returned to its baseline condition, partially reversible, i.e., mitigation would resemble the original baseline condition or irreversible, i.e., changes are permanent.
- 2.26. Duration is defined in the GLVIA as long term, between 10 to 25 years, mid-term 5 to 10 years and short term 0 to 5 years.
- 2.27. The following scale is used to quantify the magnitude of effect:

Table 5: Magnitude of Change as experienced by Landscape and Visual Receptors

Magnitude	Description
High Adverse	A considerable variance to the landscape, or view thereof, degrading its integrity
Medium Adverse	A noticeable variance to the landscape, or view thereof, which is at odds with the defined baseline
Low Adverse	A barely perceptible change to the landscape, or view thereof, which is slightly at odds with the defined baseline
No change/Negligible	No discernible change or a negligible change in the landscape, or view thereof
Low Beneficial	A modest change to the landscape, or view thereof, that results in discernible benefits to landscape/visual resource
Medium Beneficial	A notable variance to the landscape, or view thereof, that benefits the landscape/visual resource
High Beneficial	A considerable variance to the landscape, or view thereof, that results in significant benefits to the landscape/visual resource

OVERALL EFFECTS

- 2.28. The anticipated overall Landscape and Visual effects for each identified receptor are calculated by combining the scores for sensitivity and magnitude of change. This assessment should include a clear narrative to explain the reasoning behind judgments made, including whether effects are adverse or beneficial as attributed by the magnitude of change (see Table 5).
- 2.29. The following matrix identifies the correlation between receptor sensitivity and the anticipated magnitude of change exerted upon the receptor by the proposed development. This matrix acts as a guide to be used in conjunction with the professional judgment of the individual undertaking the LVIA,

to determine the anticipated effect the proposal may have upon each receptor. Where professional judgment is required to assess and qualify the overall effects this will be acknowledged and explained within the context of the appraisal.

Table 6: Anticipated Effect as Defined by Sensitivity and Magnitude

Magnitude of Change				
	No Change/Negligible	Low	Medium	High
Low	No Change/Neutral	Slight	Slight	Moderate
Medium	No Change/Neutral	Slight	Moderate	Substantial/Moderate
High	No Change/Neutral	Moderate/ Slight	Substantial/Moderate	Substantial

2.30. Descriptors of Effect are outlined in the following table.

Table 7: Anticipated Effect to Landscape and Visual Receptors

Significance	Description
Substantial	An effect considered very important in the decision-making process.
Moderate	An effect that is notable and one that is generally considered to be material in the decision-making process.
Slight	An effect that will be noticed, but is not considered to be an important factor in the decision-making process
No Change	No change.

MITIGATION

2.31. Three types of mitigation are considered as follows:

- ‘Inherent’ mitigation - or primary mitigation, where mitigation has been designed into the proposals described in Section 3 – Development Proposals and which is considered from the outset. Inherent mitigation may include screen planting, open space and habitat creation, assessed for its impact on the landscape or change to visual amenity;
- Construction - This relates to good practice during the construction stage of the development and include hoarding, tree protection, restricted working hours etc; and
- ‘Actionable’ mitigation - or secondary mitigation, where possible interventions will help prevent, reduce or offset the anticipated significant adverse effects on landscape or visual amenity predicted to arise as a result of development.

2.32. Due to the ‘Inherent’ measures taken within this iterative process ‘Actionable’ measures are not typically required. Should any ‘Actionable’ measures be identified these will be identified accordingly.

REPORTING

- 2.33. For the purposes of this report where text is shown in bold this has been done by the author to highlight key / relevant points from other documents. Where in italics, these are direct quotes from other relevant documents.

LIMITATIONS

- 2.34. No technical difficulties or practical problems were encountered in carrying out the visual appraisal presented in this document. The primary site visit was conducted on 24 November 2020 and so a comparison of visibility and visual effects over four seasons or during a wide range of light and weather conditions was not possible for the locations visited. However, with the images being taken in late November with very little leaf coverage remaining on the trees the images represent a worst-case scenario.
- 2.35. The GLVIA3 guidance suggests that consideration be given to seasonal variation in effects where appropriate but acknowledges that the timing of the appraisal may mean that this is not practical (p112, para 6.28). In this LVIA we adopt an approach that where there would be potentially significant differences between seasonal views, this would be indicated in the appraisal and taken into consideration in reaching conclusions.

3. DEVELOPMENT PROPOSALS

- 3.1. The application seeks full planning permission for the construction of three conjoined buildings, comprising a restaurant, farm shop and greenhouse. An ancillary building for a Growing School is also proposed to the north of the main building complex.
- 3.2. In terms of externals, a multi-functional space is located to the south of the building assemblage, with greenhouse and retail offering providing enclosure. It is anticipated that this space will provide opportunities for outdoor farmers markets and seasonal food and events space.
- 3.3. There is provision for c.145 car parking spaces, fed from two main areas to the south and east of the building. An access road, off Tennyson Way, provides circulation to the car parks, back-of-house area for deliveries and also to the Glamping site to the north east of this development (see separate planning application).
- 3.4. All the existing buildings on site will be demolished. The location of the existing access off Tennyson Way will be retained. However, proposals include a widening of this access to facilitate two-way ingress and egress. A number of mature trees within the site boundary will be retained and no-dig construction methods will be used where required to help retain tree health. This is an important feature of the design, where it is anticipated that there will be minimal impact on the wooded character of the area and the level of existing screening by well-established woodland will be retained.
- 3.5. The Landscape Masterplan is shown in Figure 4.

4. PLANNING CONTEXT

INTRODUCTION

- 4.1. This section considers the relevant planning and legislative framework in the context of landscape and visual issues. Not all policies are referred to or listed in full but insofar as they are relevant to the proposal and this appraisal.

NATIONAL CONTEXT

National Planning Policy Framework (NPPF 2019)

- 4.2. The NPPF was revised February 2019 and sets out the Government's policy framework within which local and neighbourhood plans are to be developed. These plans once adopted aim to reflect the needs and priorities of local communities and are to be taken into material consideration in the determination of planning applications that fall within a plan area.

Supporting a prosperous rural economy (Chapter 6)

- 4.3. *Planning policies and decisions should enable:*
- a) *the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;*
 - b) *the development and diversification of agricultural and other land-based rural businesses;*
 - c) *sustainable rural tourism and leisure developments which respect the character of the countryside; and*
 - d) *the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.*

Achieving Well Designed Places (Chapter 12)

- 4.4. *"...decisions should ensure that developments:*
- *Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
 - *Are sympathetic to local character and history, including the surrounding built environment and landscape setting...; and*
 - *Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space)". (para 127, page. 38).*
 - *"Permission should be refused for a development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions". (para 130, p.39).*

Conserving and Enhancing the Natural Environment (Chapter 15)

- 4.5. *“Planning policies and decisions should contribute to and enhance the natural and local environment by:*
- *Protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils; and*
 - *Minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures...*’ (para 170, page.49).
 - *“Great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in all these areas...”* (para 172, page 49).

LOCAL CONTEXT

- 4.6. The subject site is located within the Local Authority of East Hampshire District Council. The current adopted local plan is the Joint Core Strategy. This is to be replaced with the emerging draft Local Plan 2017-2036. The following policies from the adopted document are considered to be relevant in the context of landscape and visual matters.

Local Plan: Joint Core Strategy (Adopted May 2014)

Policy: Sustainable Economic Development

- 4.7. *“Rural enterprise needs to benefit from diversification of activities on farms and support for landowners and rural services.”* Page 11
- 4.8. *“To maintain a sustainable, buoyant local economy designed to provide jobs to meet resident’s needs and improve the quality of life in East Hampshire, but always within the constraints of the local environment.”* Objectives Page 16

CP6 - RURAL ECONOMY AND ENTERPRISE

Policy to be superseded in emerging Local Plan by S15: Rural Economy

- 4.9. *“Development will be permitted:*
- a. *For farm, diversification schemes and enterprises that help maintain the viability of the farm businesses engaged in sustainable land management, including:*
 - *local food processing;*
 - *countryside pursuits;*
 - *farm shops selling local produce;*
 - *tourism facilities; visitor attractions and visitor accommodation;*
 - *equine enterprises and*
 - *green technologies*
 - b. *For the reasonable extension of existing firms in the countryside and new small-scale employment uses within the settlement policy boundaries of rural settlements.*

Provided that they do not harm the character of the site or its surroundings or do not adversely affect natural beauty, wildlife, cultural heritage and opportunities for recreation.” Policy CP6 Page 34

- 4.10. *“The rural economy and enterprise strategy is to retain and enhance both established and new businesses and rural enterprises subject to their being consistent in scale and environmental impact with their location. As a part of this strategy priority will also be given to:*
- *working with others to retain, develop and promote rural enterprise, in particular that associated with agriculture, horticulture and forestry infrastructure that can support local products and local markets;*
 - *developing markets for sustainably produced local, land-based products, including local foods sold through local outlets, and wood products;*
 - *developing initiatives that help nurture markets and business enterprise in rural skills including traditional building skills;*
 - *promoting understanding by the local community of the needs of rural enterprise; and*
 - *enabling residential development essential to maintain a rural workforce, including agricultural workers’ dwellings and rural affordable housing where there is an established local need (see Chapter 5 Housing).” Para 5.28 Page 35*
- 4.11. *“Business and enterprise in the rural parts of East Hampshire make an important contribution to the overall economic success of the District and contribute to the sustainability of the environment that is so highly valued by residents and visitors. This economic activity falls into several linked components, including farming and forestry, tourism, rural and village businesses (many located in redundant agricultural buildings) and an infrastructure of community services and affordable housing.” Para 5.29 Page 35*
- 4.12. *“According to the Rural Coalition, creating and maintaining sustainable rural economies is critical to supporting the sustainable and vibrant rural communities. It adds that there is a need for a more balanced approach to achieving social, economic and environmental wellbeing in rural communities.” Para 5.33 Page 35*
- 4.13. *“Evidence from rural-based businesses, property agents and developers support the view that for many rural businesses, growth is regarded as being stunted by a lack of appropriate premises and extremely limited scope for expanding or modernising existing premises. Businesses would like to have more scope to convert disused or redundant farm buildings into offices and light industrial to provide low cost premises or offices for start-up businesses (incubation centre). This would provide extra income for the rural business and at the same time cater for new businesses that can’t afford expensive rent elsewhere.” Para 5,35 Page 36*

CP19 DEVELOPMENT IN THE COUNTRYSIDE

Policy to be superseded in emerging Local Plan by DM24: Gaps between Settlements

- 4.14. *“The approach to sustainable development in the countryside, defined as the area outside settlement policy boundaries, is to operate a policy of general restraint in order to protect the countryside for its own sake. The only development allowed in the countryside will be that with a genuine and proven need*

for a countryside location, such as that necessary for farming, forestry, or other rural enterprises (see Policy CP6).” Page 55

- 4.15. *“Farming has a key influence on the landscape. Farm diversification and the reasonable expansion of existing rural businesses needs to be supported to help sustain agricultural enterprise and to maximise opportunities to strengthen the rural economy.” Para 7.5 Page 55*
- 4.16. *“It is therefore recognised that some development can take place which is beneficial to the countryside and the people that live and work there. The emphasis in the Joint Core strategy is therefore to allow development in the countryside where it can be demonstrated that a countryside location is both necessary and justified. Such an approach will preclude development for which a rural location is not essential. Inappropriate types and scales of development will not be permitted in order to maintain the landscape character and quality of the countryside. The countryside will continue to be protected for its intrinsic value. Even so, it is possible to maximise opportunities to strengthen the rural economy by encouraging uses related to the land, including appropriate forms of agriculture, forestry and green tourism.” Para 7.6 Page 55*

CP20 LANDSCAPE

Policy to be superseded in emerging Local Plan by S18: Landscape

- 4.17. *“The special characteristics of the district’s natural environment will be conserved and enhanced. New development will be required to:*
- a) protect and enhance local distinctiveness sense of place and tranquillity by applying the principles set out in the district’s Landscape Character Assessments, including the Community/Parish Landscape Character Assessments;*
 - b) protect and enhance natural and historic features which contribute to the distinctive character of the district’s landscape, such as trees, woodlands, hedgerows, soils, rivers, river corridors, ditches, ponds, ancient sunken lanes, ancient tracks, rural buildings and open areas;*
 - c) incorporate appropriate new planting to enhance the landscape setting of the new development which uses local materials, native species and enhances biodiversity;*
 - d) maintain, manage and enhance the green infrastructure networks (see Policy CP28 Green Infrastructure).” Page 56*

CP23 GAPS BETWEEN SETTLEMENTS

Policy to be superseded in emerging Local Plan by DM24: Gaps between Settlements

- 4.18. *“The generally open and undeveloped nature of the following gaps between settlements will be protected to help prevent coalescence and retain their separate identity”*

Headley Down/Grayshott

Development will only be permitted within gaps if:

- a) it would not undermine the physical and/or visual separation of settlements;*
- b) it would not compromise the integrity of the gap, either individually or cumulatively with other existing or proposed development; and*
- c) it cannot be located elsewhere.”*

- 4.19. *“The gaps have not been defined for the express purpose of protecting the countryside (Policy CP19) or landscape (Policy CP20), but rather as a planning tool designed to shape the patterns of towns and villages. A clear break between settlements helps to maintain a “sense of place” for residents of, and visitors to, the communities on either side of the gaps. When passing from place to place (by all forms of transport) these gaps give a recognisable structure to a group of settlements, establishing in travelers’ minds that they have left one settlement before they arrive somewhere else.”* Para 7.29 Page 61
- 4.20. *“Small scale developments, such as agricultural buildings and stables, that are in keeping with the rural nature of the gaps, are not ruled out, providing they are appropriately sited and designed to minimise impact on the openness of the gap and subject to other planning policies. Gaps have another positive aspect - the open land adjacent to urban areas can be used for recreation and other green infrastructure purposes.”* Para 7.30 Page 61

CP29 – DESIGN

Policy to be superseded in emerging Local Plan by S27: Design and Local Character

- 4.21. *“New development will be required to:*
- a) seek exemplary standards of design and architecture with a high quality external appearance that respect the area’s particular characteristics;*
 - b) take particular account of the setting and context of the South Downs National Park where relevant, be in accordance with the National Park purposes and duty if in the National Park and take account of these purposes and duty where the National Park’s setting is affected;*
 - c) reflect national policies in respect of design, landscape, townscape and historic heritage;*
 - d) ensure that the layout and design of development contributes to local distinctiveness and sense of place, and is appropriate and sympathetic to its setting in terms of its scale, height, massing and density, and its relationship to adjoining buildings, spaces around buildings and landscape features;*
 - e) ensure that development makes a positive contribution to the overall appearance of the area by the use of good quality materials of appropriate scale, profile, finish, colour and proven weathering ability;*
 - f) make provision for waste and recycling bin storage and collection within the site;*
 - g) be designed to the Lifetime Homes Standard as appropriate;*
 - h) take account of local town and village design statements, neighbourhood plans that identify local character and distinctiveness and the design elements of parish and town plans and conservation area appraisals;*
 - i) be accessible to all and designed to minimise opportunities for crime and antisocial behaviour without diminishing the high quality of the overall appearance;*
 - j) embrace new technologies as a considered part of the design and in a way which takes account of the broader impact on the locality;*
 - k) provide car parking in a way that secures a high quality environment and is conveniently located, within curtilage wherever possible, taking account of relatively high levels of car ownership where necessary.”* Page 71

Grayshott Village Statement (2006)

- 4.22. The statement contains the following relevant design guidelines:
- 4.23. With regards to location and setting the design guidelines state that development should:
- “Retain and where possible enhance important areas of nature conservation, woodland and heathland which contribute to the character and setting of the parish.
 - Not be permitted in undeveloped areas of woodland and heathland which are important features in the overall character, quality and appearance of the parish.”
- 4.24. Considering the history of Grayshott, settlement pattern and conservation area, the design guidelines state that “the layout and design of development should:
- Define property boundaries by the use of hedges, wide verges or low wooden fencing as these are features which characterise the village.
 - Include landscaping as an integral part of the design and protect mature trees.
 - Protect historic landscape features such as dry stone walls and boundary banks.”
- 4.25. In terms of building style and detail “in and around the village centre, development should:
- Generally not exceed two storeys.
 - Avoid flat-roofed buildings or extensions.
 - Use traditional materials where possible.”
- 4.26. Open space and landscape features should adhere to the design guidelines:
- “Development should be designed to respect the existing landscape framework of the parish and should retain and incorporate existing landscape features onto the proposals.
 - Existing woodland and important trees should be safeguarded.
 - Trees that have had to be felled should be replaced where it is appropriate to do so.
 - Indigenous trees and shrubs should be used for boundary planting.
 - Boundary treatments should blend with immediate and overall surroundings.”
- 4.27. For lanes, bridleways and footpaths the design guidelines state that development should:
- “Not detract from the network of footpaths, bridleways and lanes.
 - Maintain the rural character of footpaths, bridleways and lanes by avoiding inappropriate surfaces, markings, signs or street furniture.
 - Ensure tree and landscape management is carefully and appropriately applied.”

5. LANDSCAPE

BASELINE: LANDSCAPE CHARACTER

Introduction

- 5.1. The various elements of a landscape when viewed in combination, including historical and cultural associations, set one apart from another and make its character unique to the people who both live in or visit the area. These various landscape character areas and designations, with their unique attributes, define the landscape receptors relevant to the site in question.
- 5.2. Landscape Character Assessment (LCA) or Landscape Character Type (LCT) categorisation is a process of critically examining a landscape, recognising 'Character Areas' through the identification of distinctive features. There are a number of sources, produced nationally and at the local level, which can help form this benchmark or baseline. Natural England's National Character Area Profiles, together with other district-level assessment and townscape assessment can each help inform the Character baseline. Together, these reflect a division into areas with particular combinations of geology, soil, plants, animals, settlement history, land use, scenery, heritage and culture. A combination of these elements presents a landscape benchmark from which an assessment of each receptor's capacity to accommodate change can be measured.

NATIONAL CHARACTER AREA PROFILE (NCA)

- 5.3. At a national level the site and its environs fall within National Character Area 120 – Wealden Greensands (refer to Figure 4 – Landscape Character). The Key Characteristics of which are summarised below:

NCA 120: WEALDEN GREENSANDS

- 5.4. Relevant key characteristics for NCA 120 are described as the following:
 - *“A long, narrow belt of Greensand, typified by scarp-and-dip slope topography, including outcrops of Upper Greensand, Gault Clay and Lower Greensand. The Greensand forms escarpments separated by a clay vale: the overall undulating and organic landform – particularly in the west – gives a sense of intimacy to the landscape. Leith Hill in Surrey is the highest point in south-east England.*
 - *There are extensive areas of ancient mixed woodland of hazel, oak and birch, with some areas having been converted to sweet chestnut coppice in past centuries. These areas reflect the diverse geology, including the distinctive chalk grassland elements within the East Hampshire Hangers Special Area of Conservation (SAC), the wooded commons ('charts') of East Surrey and West Kent, and conifer plantations.*
 - *Semi-natural habitats include: remnant lowland heathland, mostly concentrated in West Sussex, Hampshire and West Surrey; the wetlands associated with the River Arun in West Sussex; and unimproved acid grasslands found in commons, parklands, heathland and other areas of unimproved pasture.*
 - *Fields are predominantly small or medium, in irregular patterns derived from medieval enclosure. Boundaries are formed by hedgerows and shaws, with character and species reflecting the underlying soils. On the clay, hedgerows are dense and species-rich, with occasional standard oaks. On more acidic soils they generally consist of hawthorn and blackthorn, also with occasional oak trees, and often trimmed low.*

- *Agricultural land comprises a mosaic of mixed farming, with pasture and arable land set within a wooded framework. There is a fruit-growing orchard belt in Kent and also around Selborne in Hampshire.*
- *The rural settlement pattern is a mixture of dispersed farmsteads, hamlets and some nucleated villages. Large houses set within extensive parks and gardens are found throughout the area”.*
Page 6-7

LOCAL CHARACTER AREA PROFILE (LCA)

(see Figure 5 – Landscape Character)

- 5.5. At a local level, the site and its environs fall within Landscape Type 9, Greensand Hills of the East Hampshire District Landscape Character Assessment (Land Use Consultants, 2006). The Landscape Types have been sub-divided into individual character areas which are single and unique, discrete geographical areas. The site is located within the Ludshott and Bramshott Commons (9B) character type and the key characteristics are summarized below:
- *“Part of a series hills formed from the sandstones of the Lower Greensand group.*
 - *Elevated and undulating landform informed by the resistant sandstone of the Hythe beds. Incised by Coopers stream which creates more pronounced undulations.*
 - *A mosaic of woodland supporting variation in type and structure (including sessile oak and beech woodland, coppice and mixed and coniferous plantation) with some ancient woodland on the steeper valley sides.*
 - *Internationally important areas of unenclosed healthland common (Bramshott and Ludshott Commons SSSI) part of the Wealden Heaths SPA within clearings in the woodland.*
 - *Small regular pastoral fields occur in woodland clearings sometimes containing paddocks.*
 - *Quiet rural lanes enclosed by woodland and sunk deeply into the sandstone occur in association with the valleys.*
 - *Settlements of Grayshott and Headley Down are contained by woodland and well-integrated into the landscape.*
 - *Historic parkland with pre-1800 park at Downlands House, post-1800 parkland at Ludshott Manor and Grayshott Hall.*
 - *A large area of National Trust land (Ludshott Common, Hunters Moon, Bramshott Chase and Waggoners' or Wakeners' Wells) with a comprehensive footpath network and access facilities.*
 - *A rural and tranquil landscape with a sense of intimacy and secrecy. The corridor of the A3(T) in the southern part of the area is a local source of noise and disruption.”*

LANDSCAPE CONTEXT

- 5.6. The following section describes the existing conditions, comprising of different landscape features, that prevail within the site and its immediate landscape context. These features affect how the site is interpreted and are outlined below with further description in the following pages:
- Landcover
 - Vegetation
 - Topography
 - Designations
 - Settlement and Infrastructure
 - Public Rights of Way
- 5.7. An understanding of the above then provides a benchmark from which an appraisal of effects can be made.

Landcover

- 5.8. The land around the site is well wooded and has created pockets of open land associated with settlement, agriculture or development. Applegarth Farm is located alongside the Applegarth Vale residential development within one of these clearings. The site comprises of the building assemblage which includes a farm shop and restaurant as well as a number of agricultural style buildings including a large barn and open ground. Timber cabins are laid out in an arc to the south of the restaurant which form one side of a courtyard. The space is enclosed by a bamboo cane-clad timber fence.
- 5.9. To the west of the building assemblage is an open field with a small production garden, polytunnel and a small, enclosed horse paddock. A woodland boundary defines the edge of the application site, but a similar character is present in the adjacent land where open ground associated with the former golf driving range and more paddock (unused) are present.
- 5.10. A large, irregular stone-surfaced car park services the site to the east. Open views from the car park are available across the Suitable Alternative Natural Greenspace (SANG) associated with Applegarth Vale to the wooded boundary beyond. The Vale residential scheme is located beyond the SANG when viewed from Headley Road and although set back inevitably has an urbanising character.

Vegetation

- 5.11. Large mature trees adorn the front reception area of the farm shop and restaurant, as well as the area to the west of the buildings. These frame the existing outdoor play space which is in need of an upgrade. Together, the trees provide a well-established screen, shielding sightlines from the road and adjacent land and providing a strong sense of place for the outdoor dining area.
- 5.12. To the south of the building complex, mature trees flank Headley Road creating a dense canopy over the road. Some smaller trees and shrubs are scattered throughout the understorey. The western boundary between the site and the Golf Driving range is made up of Alder and some fragmented deciduous understorey planting.
- 5.13. As mentioned previously, the area is well wooded with blocks of protected trees and ancient woodland prevalent in the local context.
- 5.14. See Figure 6 – Aerial Photography

Topography

(see Figure 7– Topography)

- 5.15. In broad terms, the site is located just below a shallow ridgeline which runs from Hindhead to the east towards Headley Down in the west at approximately 185m Above Ordnance Datum (AOD).
- 5.16. The site is located between 185.5-183m AOD and appears broadly flat with the reducing levels towards Headley Road seemingly imperceptible. Headley Road connects Applegarth Farm with the village of Grayshott with a relatively flat single carriageway main road. Similar to the farm, the village sits at 183-200m AOD and combined with the new public footpath running parallel with the Headley Road, creates a physically undemanding for those on foot or cycle.
- 5.17. To the northeast of the site the land falls steeply into the narrow valley (Whitmore Vale) between Grayshott and Hindhead/Beacon Hill across the border in Surrey.

Designations

(see Figure 8 – Landscape Designations)

- 5.18. The following section notes the statutory and non-statutory designations sites and features in the study area. All related designations within the study are mapped on Figure 6 - Landscape Designations.
- 5.19. The study area is located a little over 20m from the boundary of the Surrey Hills Area of Outstanding Natural Beauty (AONB) which is afforded statutory protection at a national level.
- 5.20. The Bramshott and Ludshott Commons are a local Sites of Special Scientific Interest (SSSI), located approximately 400m south-west from the site for development. The SSSI is protected under the Natural Environment and Rural Communities Act (2006).
- 5.21. Wealden Heaths Phase II is a local Special Protection Area (SPA) located approximately 400m to the south and south-west of the development site. This SPA is protected under the Natural Environment and Rural Communities Act (2006).
- 5.22. The Whitmoor Hanger woodland is designated as a Site of Importance for Nature Conservation (SINC).

Scheduled Ancient Monuments

- 5.23. The study area contains one Scheduled Monument:
 - Cross Dyke on Hindhead Golf Course – List entry number: 1018020 – Date listed 08 Jun 1970.

Listed Buildings

- 5.24. There are 8 Listed Buildings within 1.5km of the development site, shown in Figure 5. These are covered in further detail below:
 - The Old Cottage – Grade II
 - Beacon Hill Lodge – Grade II
 - 1 and 2 Beacon House – Grade II
 - Stream Farmhouse – Grade II
 - Barn to North of Purchase Farmhouse – Grade II
 - Bowes Cottage – Grade II
 - Church of St Luke – Grade II
 - Church of St Joseph – Grade II

Conservation Areas

- 5.25. There is one conservation area contained within the study area in Grayshott village.
- 5.26. Applegarth Farm lies 1.5km west of the Grayshott Conservation area and as such the designation is not considered a landscape receptor.

Registered Parks and Gardens

- 5.27. There are no designated registered parks or gardens within 2km of the development site and it is thus considered that no such landscape will be affected by design proposals.

Ancient Woodland

- 5.28. Whitmoor Hanger is designated Ancient and Semi-natural Woodland and lies 150m north of the site.

Settlement and Infrastructure

- 5.29. The Site is located off Headley Road which connects the settlements of Grayshott and Headley Down. The farm site is located between the recently completed residential extension to Grayshott at Applegarth Vale with associated Suitable Alternative Natural Green Space (SANG) and the former Golf Driving range (now place of worship). Grayshott Hall is located on the opposite side of Headley Road.
- 5.30. Grayshott is located on the Hampshire / Surrey border 4 miles northwest of Haslemere and 46 miles southwest of central London. The A3 and Hindhead Tunnel, connecting London and Portsmouth, is a short distance from the site.
- 5.31. The nearest rail link is Haslemere railway station.

Public Rights of Way (PROWS)

(see Figure 9 – Public Rights of Way)

- 5.32. The following PROWs are located within the surrounding vicinity of the site for development and are reviewed within this appraisal:
- Footpath – Route number 7: Location approximately 250m north-east of the development site.
 - Footpath - Route number 8: Location approximately 350m south-east of the development site.
 - By-way open to all traffic - Route number 13: Location approximately 260m north of the development site.
 - Bridleway – Route number 5: Location approximately 330m west of the development site.

LANDSCAPE EFFECTS

- 5.33. This section considers the anticipated landscape effects that would arise as a result of the development.

Short Term Effects

- 5.34. Short term landscape and visual effects would result from alterations to the landscape during the construction of the development. These effects would be temporary and restricted in nature. Effects would be limited to the site and / or off-site highway works associated with modifications to site access and service provision.
- 5.35. Key landscape and visual effects resulting from construction include:
- The stripping and storage of topsoil;
 - Demolition of the existing buildings
 - Service connections to the site;
 - The storage of materials and installation of a contractor's compound;
 - Traffic movements into and out of the site;
 - Views of construction machinery;
 - The construction of a new building, access, footpaths and drainage features;
 - Lighting associated with construction and security
- 5.36. It is acknowledged that construction noise, vehicle movements, etc. would provide a degree of increased disruption to the landscape and a temporary visual intrusion. This would especially affect The Applegarth Vale residents particularly those on Tennyson Way and Beechen Row which overlook the site.

Effects on Landscape Character

- 5.37. There are two character typologies identified as of relevance to this appraisal. These are assessed below:

National Level

National Character Area: 120 - Wealden Greensand

- 5.38. The scale of the proposed development (1.96Ha) is not considered large enough to the point of realising any material impacts upon this 145,783Ha National Character Area.
- 5.39. It is therefore considered that the area's sensitivity to the type of development proposed is low and at this scale there will be no perceptible change. The anticipated effect is considered to be negligible.

County / District Level

Local Character Type (LCT): Ludshott and Bramshott Commons (9B)

- 5.40. The site proposals will nominally alter certain characteristics of this wider area. The main change is land use and scale with the loss of a small area of agricultural grazing and paddock in a woodland clearing. There is no loss of woodland with only a couple of existing trees required to be removed within the site to facilitate the proposals. The proposals have been developed to retain the mature trees within the site where possible.
- 5.41. It is therefore considered that the area's sensitivity to the type of change proposed is low/medium with the magnitude of the change proposed considered to be low adverse. The anticipated effect is therefore slight adverse.

Local Level

Scheduled Monuments

- 5.42. The study area contains one Scheduled Monument:
- Cross Dyke on Hindhead Golf Course – List entry number: 1018020 – Date listed 08 Jun 1970
- 5.43. Due to the distance between the site and this designation, the scale of development proposed, and the intervening landform and vegetation, it is deemed that this designation is of low sensitivity to the change proposed. In addition, it is considered that there will be no change to the landscape and setting of this designation as a result of the proposals. The anticipated effect is therefore negligible.

Listed Buildings

- 5.44. There are eight Listed Buildings within 1.5km of the development site, shown in Figure 5. These are covered in further detail below:
- The Old Cottage – Grade II
 - Beacon Hill Lodge – Grade II
 - 1 and 2 Beacon House – Grade II
 - Stream Farmhouse – Grade II
 - Barn to North of Purchase Farmhouse – Grade II
 - Bowes Cottage – Grade II
 - Church of St Luke – Grade II
 - Church of St Joseph – Grade II
- 5.45. It is considered that there will be no change to the landscape and setting of these local heritage features as a result of the proposals. This is due to the listing buildings distance from site and the intervening vegetation between the features and the proposals. The anticipated effect is therefore negligible.

Conservation Area

- 5.46. There is one conservation area contained within the study area: Grayshott Conservation Area. Due to the distance between the site and this designation, the scale of development proposed, and the intervening landform and vegetation, it is deemed that this designation is of low sensitivity to the change proposed. The anticipated effect is therefore negligible.

Area of Outstanding Natural Beauty (AONB)

- 5.47. Although the boundary of the Surrey Hills AONB is less than 250m from the development site there is a significant degree of separation, created by both the Applegarth Vale development and the Ancient Woodland which sits atop Whitmore Vale. When considering the intervening development, landform and vegetation, it is deemed that this designation is of low sensitivity to the type of change proposed. It is therefore anticipated that the effect upon it would be negligible.

Site of Special Scientific Interest (SSSI)

- 5.48. Due to the intervening vegetation associated with Grayshott Hall which is located between the site and The Bramshott and Ludshott Commons SSSI, it is deemed that this designation is of low sensitivity to the change proposed. The anticipated effect is therefore negligible.

Special Protection Area (SPA)

- 5.49. Wealden Heaths Phase II SPA is located c.400m from the site. Due to the intervening vegetation, it is deemed that this designation is of low sensitivity to the change proposed. The anticipated effect is therefore negligible.

SINC & Ancient Woodland (Whitmoor Hanger)

- 5.50. The proposals have the potential to increase the urban influence on the land surrounding Whitmoor Hanger. It is deemed that this designation is of medium sensitivity to the change proposed. The anticipated effect is therefore slight adverse.

LANDSCAPE SUMMARY

- 5.51. The anticipated effects on the Ludshott and Bramshott Commons LCT and both the designations associated with Whitmoor Hanger (Ancient Woodland & SINC) are judged as slight adverse. This is in part due to the scale of development within the LCT and the loss of pastoral land and paddock as well as the Whitmoor Hangers proximity to the site.
- 5.52. The remaining landscape receptors are judged to be unaffected by the proposals due to either their distance from the site of the intervening topography and or vegetation. The anticipated effect of the proposals on these remaining designations is therefore considered to be negligible.

Table 8: Landscape Appraisal Summary

Landscape Receptor	Sensitivity to Change	Magnitude of Change	Anticipated Effect
NCA 12 Wealden Greensand	Low	No Change	Negligible
Ludshott and Bramshott Commons (LCT)	Low/Medium	Low Adverse	Slight Adverse
Scheduled Monuments	Low	No Change	Negligible
Listed Buildings	Low	No Change	Negligible
Conservation Areas	Low	No Change	Negligible
AONB	Low	No Change	Negligible
SSSI	Low	No Change	Negligible
SPA	Low	No Change	Negligible
SINC	Medium	Low Adverse	Slight Adverse
Ancient Woodland	Medium	Low Adverse	Slight Adverse

6. VISUAL

INTRODUCTION

- 6.1. The interaction of urban and rural areas, vegetation, landform, buildings etc. in combination determine the potential for views towards the site. This baseline seeks to establish the visibility of the site from a representative sample of surrounding receptors (i.e., people who have a viewing opportunity over or towards the site).
- 6.2. A baseline analysis of the available views is set out below, with each identified receptor represented by a viewpoint on the Viewpoint Location Plans (Figure 10) and depicted via a corresponding photograph (Figures 11 to 18).
- 6.3. Photographs were taken on 24 November 2020 in clear weather and with good visibility.

VISUAL RECEPTORS AND SENSITIVITY

- 6.4. Receptors encompass residents, users of Public Rights of Way, views from highways and people at work. In overall terms, the first two categories are considered to be of higher sensitivity than the latter two due to the prolonged and or proprietary interest in the view, although the context of individual receptors can have a bearing on their sensitivity. The principal groups of visual receptors identified within the study area are considered in more detail below.

Residential

- 6.5. These receptors include those people living in properties within Applegarth Vale with potential views towards the proposed developments at Applegarth Farm. There are a small number of dwellings that that have an outlook over the farm, those along the southern end of Tennyson way and the second-floor rear windows of the properties along Beechen Row. Due to their prolonged exposure to the views identified, it is understood that they generally have a higher susceptibility to change and highly value the visual resource. They therefore have a high sensitivity to change, unless mentioned otherwise.
- 6.6. There are a small number of properties located at the southern extents of Hammer Lane and the western extents of Headley Down (accessed off Headley Road) which are at distance to the site where they have been considered in this appraisal. However, it is anticipated that both their orientation to site and the intervening vegetation prevents any views of the site/development.

Road users

- 6.7. These are considered to be road users driving or cycling along Headley Road. Vehicles may be travelling at speeds up to 40mph. Traffic moving along Headley Road will glimpse the site through boundary planting as they travel past. Many people travelling down Headley Road are likely to be local residents and may have more time and inclination to take stock of notable changes to views around the area.
- 6.8. This receptor group is considered to have a low susceptibility to change due to the transient nature of their experience of a given view. The value of the viewpoint is also considered to be low resulting in a general low sensitivity to change.

Recreational / Public Rights of Way (PRoW)

- 6.9. PROW receptors comprise of those none-vehicular users utilising the Public Right of Way network for recreation in the wider landscape. Those of particular relevance to the site include the following:
- **Footpath – Route number 7:** Location approximately 250m north-east of the development site.
 - **Footpath - Route number 8:** Location approximately 350m south-east of the development site.
 - **By-way open to all traffic - Route number 13:** Location approximately 260m north of the development site.
 - **Bridleway – Route number 5:** Location approximately 330m west of the development site.
- 6.10. It is anticipated that the susceptibility to change of PROW receptors will be high due to their prolonged and more considered experience of the view. Their sensitivity will therefore be high. Other Public Rights of Way within the study area are more distant from the site with visual links toward the site generally occluded by intervening topography and vegetation. These have not been included in this review therefore.

VIEWPOINT SUMMARY

- 6.11. Representative viewpoints have been selected to assess the effects on views experienced by receptors in the area surrounding the site. There are eight views to consider and all of which are in close proximity to the site. The viewpoint locations are illustrated on Figure 10 and a full description and assessment of the viewpoints can be found in Figures 11 to 18. A summary of the visual appraisal is shown below in Table 9.
- 6.12. Mid to long distance views of the site are not available due to the heavily wooded nature of the area. To the north, Beech woodland including Ancient woodland covers the valley between the site and Hindhead. To the south, the tree lined Headley Road is enclosed by more tree planting which surrounds the Grayshott Spa site. All of the views described below are within 200m of the site boundary.

Table 9 – Visual Appraisal Summary

VP	Location	Type	Sensitivity to Change	Magnitude of Change	Anticipated Effect (15 Years)
1	SANG Car Park	Recreational User	Medium	Medium Beneficial	Moderate Beneficial
2	SANG	Recreational User	Medium	Medium Beneficial	Moderate Beneficial
3	PROW	Recreational User	Medium	Low Beneficial	Slight Beneficial
4	PROW/ Hammer Lane	Recreational User	Medium	Low Beneficial	Slight Beneficial
5	Headley Road (West)	Road User	Low	Medium Beneficial	Slight Beneficial
6	Headley Road (East)	Road User	Low	Medium Beneficial	Slight Beneficial
7	Tennyson Way	Residential	High	Medium Beneficial	Moderate Beneficial
8	Plymouth Brethren Access	Road User	Low	Negligible	Neutral

7. APPRAISAL SUMMARY

- 7.1. In terms of the landscape receptors, the anticipated effects of the proposed development are varied. At a National Character Area or regional level, the development is too small and the effects imperceptible. At a district level, the general effect on the Local Landscape Character (Ludshott and Bramshott Commons LCT) is considered to be slight adverse.
- 7.2. The parcel of land which includes Applegarth Farm, the Vale and the former golf driving range is well-screened, with established woodland offering effective visual containment, even in winter when the leaves have fallen. This visual enclosure affords the site a high level of landscape separation from the significant landscape designations in the area. Listed properties and scheduled monuments are either sufficiently distant and/or totally screened by the well-established mature woodland which occludes any potential long-distance views out from the site. The local tree cover also screens the Surrey Hills AONB to the north and Bramshott and Ludshott Commons SSSI to the south from the site. There are no historic parks or gardens within a 2km radius which would be affected. Of the local landscape receptors, it is considered that only the designations associated with Whitmoor Hanger (SINC and Ancient Woodland) will be affected by the development. However, as the anticipated effect is only slight adverse and considering the maturing planting proposals within the scheme it is considered that there will be no long term effects on these designations and therefore no mitigation is required. The remaining landscape receptors are considered to be unaffected by the proposed commercial development at the farm.
- 7.3. Concerning the local gap (subject of Policy CP23 - 'Gaps between Settlements'), Applegarth Farm is located west of Grayshott. It is not physically connected to the existing urban area or the settlement boundary and as such lies within the gap between the settlements of Grayshott and Headley Down. The recent development of Applegarth Vale residential area has created substantial shift in the local landscape character and already made a significant change to the landscape within the gap. It is considered that the commercial development on Applegarth Farm would tie into this change and complement the new residential surroundings. The new building and associated upgrades to the external environment at Applegarth Farm will further change the existing character to a more organised, commercial and carefully managed series of spaces. It is anticipated that these upgrades, with the area of woodland and hedge screening extended along Headley Road, will have a positive effect on local landscape character, improving the landscape amenity around the new Vale housing and enhancing the sense of separation between Grayshott and Headley Down.
- 7.4. In terms of the visual resource, the receptors most significantly affected are the dwellings within the Applegarth Vale which overlook site. There will be short-term diminution of the visual resource during the construction process, but it is considered that the foreground tree and hedge planting proposed as well as that within the Vale development itself will serve to reduce the visual effects over time.
- 7.5. It is anticipated that there will be some negative visual interference along Headley Road, as motorists and pedestrians travel passed Applegarth Farm. Planting within and around the proposed car park would also help break up the visual impact of parked cars and restrict oblique views through the site from the road.
- 7.6. It is considered that the character, scale and quality of the proposals are sensitive to the local environment and in tune with local planning policy. As a result, it is anticipated that the development will make a positive contribution to local landscape character, built form and the cultural heritage of the wider Grayshott community.

8. REFERENCES

- Guidelines for Landscape and Visual Impact Assessment (3rd Ed.) – The Landscape Institute and Institute of Environmental Management and Assessment (2013)
- Landscape Character Assessment, Guidance for England and Scotland – The Countryside Agency (2002).
- The National Planning Policy Framework (2019)
- National Planning Practice Guidance (2012)