

Townscape and Visual Appraisal

Proposed Development,
Land at Lord Hill Hotel,
Abbey Foregate,
Shrewsbury

Prepared for:
SY Homes

Ref: 3083

June 2021

lingard•farrow•*styles*

Townscape and Visual Appraisal

Lingard Farrow Styles

Landscape Architects, Urban Designers and Environmental Consultants


**9 College Hill
Shrewsbury
Shropshire SY1 1LZ
&
The Studio
Farm Lodge
Welshpool
Powys SY21 8HJ**

Telephone: 0333 456 1132

Email info@lingardstyles.co.uk

www.lingardstyles.co.uk



Written	Checked	Approved	Revision
Tom Murray CMLI	PS	Peter Styles, FLI 	

lingard•farrow•*styles*

Table of Contents

1. INTRODUCTION	1
1.1 The Commission	1
1.2 The Proposed Development	1
1.3 The Site and Study Area Location	1
1.4 Methodology	1
2. DESCRIPTION OF THE SITE AND STUDY AREA	3
2.1 Description of the Site	3
2.2 Description of the Study Area.....	3
3. TOWNSCAPE CHARACTER	7
3.1 Shrewsbury's Townscapes	7
4. ZTV AND VISUAL BASELINE	10
5. TOWNSCAPE AND VISUAL RECEPTORS	11
5.1 Townscape Receptors	11
5.2 Visual Receptors	11
6. THE APPROVED AND PROPOSED DEVELOPMENTS	12
6.1 Approved Planning Application	12
6.2 The Proposed Development	12
6.3 Construction and operational impacts	13
6.4 Completion and Operational Impacts	13
6.5 Cumulative Effects	14
7. TOWNSCAPE ASSESSMENT	15
7.1 Townscape Character	15
8. VISUAL ASSESSMENT	20
9. SUMMARY AND CONCLUSION	28
9.1 Landscape Effects	28
9.1 Visual Effects	28
9.2 Conclusion.....	28

1. INTRODUCTION

1.1 The Commission

- 1.1.1 Lingard Farrow Styles were commissioned to undertake a Townscape and Visual Appraisal (TVA) for SY Homes to identify potential townscape and visual effects, and their likely significance in relation to a proposed development on land at the Lord Hill Hotel, Abbey Foregate, Shrewsbury, Shropshire. This assessment was undertaken by a Chartered Landscape Architect.

1.2 The Proposed Development

- 1.2.1 The proposed development is for two residential blocks, underground car parking, and landscaping to the rear of the Lord Hill Hotel, Abbey Foregate Shrewsbury, and is described in the drawings and documents that form the planning application which this document accompanies.
- 1.2.2 As part of the development the relatively modern buildings to the rear of the Georgian part of the Lord Hill Hotel, including the separate Wrekin Lodge will be demolished.
- 1.2.3 The following planning application for the conversion, change of use, and landscaping of the grade II listed Georgian part of the Lord Hill Hotel was approved in June 2021.

***21/02161/FUL** | Conversion and change of use of existing hotel to 3 residential units following demolition of recent additions and part demolition of rear buildings to allow construction access, reconfiguration of vehicular and pedestrian accesses, landscaping and including works to Listed Building | Lord Hill Hotel Abbey Foregate Shrewsbury SY2 6AX*

- 1.2.4 The proposed development is described in more detail in Section 6.2.

1.3 The Site and Study Area Location

- 1.3.1 The Site and Study Area are identified on Figure 1. The Site extends south-westwards from Abbey Foregate and includes the Georgian grade II listed Lord Hill Hotel building, modern additions, and the separate Wrekin Lodge. The Study Area extends to ~500m from the Site boundary and has been informed by a Zone of Theoretical Visibility for the proposed development (ZTV, see Figure 8), topography (Figure 3), the location of heritage features (Figure 5) and a visit to the site and surrounding area in June 2021.

1.4 Methodology

- 1.4.1 This TVA assesses the likely effects of the proposed development on the townscape and visual resource of the surrounding area. The methodology applied is described in Appendix 1 and has been informed by the Guidelines for Landscape and Visual Assessment, Third Edition (GLVIA3), published by the Landscape Institute and Townscape Character Assessment Technical Information Note 05/2017 (April 2018) published by the Landscape Institute. Appendix 1 also

includes a technical methodology for the accompanying photomontages (see Appendix 4) that have been produced with reference to the Landscape Institute's Technical Guidance Note 06/19 Visual Representations of Development Proposals.

2. DESCRIPTION OF THE SITE AND STUDY AREA

2.1 Description of the Site

- 2.1.1 The Site consists of the location of the Lord Hill Hotel, featuring a two-storey Georgian brick building with modern additions to parts of its frontage and large extensions to the rear, including pre-fabricated elements. To the immediate south of the main hotel building is a car park and further south alongside the southern boundary is a relatively modern 3-storey accommodation block (Wrekin Lodge). The Site is located on the southern side of Abbey Foregate with the Georgian frontage of the hotel set back from the road by an area of access and car parking which also extends southwards along both sides of the main hotel building. The northern boundary is defined by a low brick wall with brick piers with railing panel infills, two open vehicular accesses and a single central open pedestrian access. On the opposite side of Abbey Foregate are a series of three-storey grade II list townhouses of differing architectural styles, including 116-124 Abbey Foregate.
- 2.1.2 The western side of the site is defined by a tall brick retaining wall and parapet that descend to Bage Way and tapers down to the south (see panorama of viewpoint 3). Bage Way passes under Abbey Foregate and on the opposite side of Bage Way is the side of no. 133 Abbey Foregate, a three-storey grade II listed townhouse. The site descends south-westwards from Abbey Foregate from ~61m AOD to ~52m AOD at its south-western end with the majority of this fall being accommodated by sloping car parking and internal retaining wall in the southern portion of the Site. The southern boundary of the site is adjacent to the Rea Brook Valley Local Nature Reserve.
- 2.1.3 The eastern boundary of the Site is defined by a tall brick wall and buildings of Chaddeslode Gardens, a recent residential redevelopment of Chaddeslode House (planning ref: 18/01820/FUL) that includes grade II listed buildings.

2.2 Description of the Study Area

- 2.2.1 Figure 3 shows aerial photography of the Study Area.

Topography and water courses:

- 2.2.2 The topography of the Study Area is indicated on Figure 3 and is strongly defined by the valley of the Rea Brook, a tributary of the River Severn. The Rea Brook and its valley pass through the south-western quadrant of the Study Area with much of the lowland valley bottom at ~50m AOD. The north-western valley sides rise moderately steeply to an area of higher ground that occupies the majority of the Study Area, mostly between ~60 and ~70m AOD, descending gently towards the River Severn to the west. The south-westernmost part of the Study Area rises more gently from the valley bottom to around 55-60m AOD.

Road network

- 2.2.3 A number of roads key to traffic circulation in Shrewsbury pass through the Study Area. These include Abbey Foregate that extends north-westwards from Column Roundabout past the Site towards the town centre via English Bridge over the River Severn. Bage Way is part of more modern inner ring-road that extends northwards from the large Reabrook roundabout in the south of the Study Area,

passing via a bridge over the Rea Brook and then under Abbey Foregate via a deep cutting. From this same ring-road Old Potts Way extends north-westwards towards the town centre. Wenlock Road and London Road extend south-eastwards from Column roundabout which is connected to Reabrook roundabout via Haycock Way which bridges over the Rea Brook.

- 2.2.4 Bell Lane extends northwards from Abbey Foregate and runs parallel to but above Bage Way and provides access to a number of residential streets in Cherry Orchard to the west and also further north.

Rail Line

- 2.2.5 The Shrewsbury to Birmingham rail lines pass through the northern edge of the Study Area.

Built form

- 2.2.6 Figure 4 (Indicative Building heights) indicates the footprint and heights of existing buildings using OS and LIDAR mapping of 1m plan resolution. It should be noted that narrow tall structures such as the Lord Hill Column (~40m height) and church spires are likely to have their heights underrepresented due to the 1m resolution of the drawing. For reference the proposed residential blocks are ~12.4m above ground level with some variation due to sloping ground.
- 2.2.7 The largest building footprints are associated with the retail units off Old Potts Way in the south-west of the Study Area and Shire Hall in the eastern part of the Study Area. Abbey Foregate features a number of relatively large buildings mixed with smaller buildings. There is a finer grain to parts of the residential areas of the Study Area in the north-west (mostly terraced housing), north-east (mostly semi-detached housing) and east (mixed housing).
- 2.2.8 The Study Area includes a number of relatively large buildings over 10m in height, these include residential blocks and rows of town houses off Abbey Foregate. The nearby Abbey Wharf and Mill Road residential buildings (opposite side of Bage Way) include residential blocks with eave heights of ~11m and ridge heights of ~14m. Parts of the four storey Cedars retirement block have ridge heights in excess of 13m and Stiperstones Court further east includes ridge heights of ~12m. The tallest building in the Study Area is Shirehall which includes a block to ~25m height or twice the height of the proposed development.

Land Uses

- 2.2.9 The Study Area features a range of land uses typical of a town. It also includes the Rea Brook Valley Local Nature Reserve which occupies a large part of the southern half of the Study Area. Residential land use dominates much of the rest of the Study Area with the exception of civic functions (Shire Hall and Magistrates Court) in the east of the Study Area and an area of large units, mostly for retail with some entertainment/hospitality including a supermarket and cinema in the south-west of the Study Area.

Vegetation

- 2.2.10 Vegetation within the Study Area can be seen within Figure 2. The southern part of the Study Area covered by the Rea Brook Valley Local Nature Reserve features

a high density of tree cover around more open grassed/meadow areas. Tree belts also line parts of the major roads that pass through the Rea Brook valley and beyond.

- 2.2.11 In more built-up parts of the Study Area tree cover is present at a lower density as street trees and garden trees.

Pedestrian access

- 2.2.12 The Study Area is well served by pavements lining the road network. In the case of some of the more major roads (Bage Way, Haycock Way, Pritchard Way) footways (and cycle paths in places) are located along only one side of the road. In the case of Bage Way the footway and off-road cycle path are located on the western side of the road.
- 2.2.13 The Reabrook Valley Nature Reserve (see Figure 6) features a network of paths and open spaces and is a notable recreational resource locally. It also features the Reabrook Valley Circular Walk¹. A number of signed access points to the Nature Reserve are located on the roads that pass through and alongside the Nature Reserve. These include access off the western side of Bage Way near the southern end of the Site.
- 2.2.14 Also of note is a pedestrian footbridge that passes over Bage Way in the northern part of the Study Area to connect Bell Lane with Dark Lane to the east.

Long Distance Trails

- 2.2.15 The Shropshire Way passes through the Study Area and the Reabrook Valley Local Nature reserve as indicated on Figure 6. The route follows the Rea Brook valley and includes a section that passes close to the southern end of the Site.

Landscape Designations

- 2.2.16 No landscape designations (e.g. AONB or Special Landscape Area) pertain to the Study Area.

Heritage Designations

- 2.2.17 Heritage designations are considered in the Heritage Impact Assessment by Casterling Archaeology but for reference an indication of heritage designations are shown on Figure 5 and noted below.
- Listed buildings: Listed buildings within the Study Area are mostly concentrated along either side of Abbey Foregate. Of particular note is the Grade II* listed Lord Hill's column and the Grade II listed Lord Hill Hotel within the Site.

¹ <https://www.shrewsburytowncouncil.gov.uk/wp-content/uploads/attachments/Rea-Brook-Valley-Circular-Walk.pdf>

- Conservation Areas. Shrewsbury Conservation Area covers a large proportion of the Study Area, including the Site, much of the area around Abbey Foregate, Cherry Orchard and the northern side of the Rea Brook valley.

3. TOWNSCAPE CHARACTER

3.1 Shrewsbury's Townscapes

- 3.1.1 No published townscape character assessment exists for Shrewsbury. For the purposes of this assessment a number of townscape character areas (TCAs) are identified in Figure 7 and described below. These have been determined with reference to the Landscape Institute's Townscape Character Assessment Technical Information Note 05/2017 (revised April 2018). It should be noted that the identified character areas should not be considered sharply demarcated but that adjacent areas may exhibit some overlapping characteristics.

TCA1: Abbey Foregate

- 3.1.2 This TCA is strongly defined by the presence of the red sandstone Shrewsbury Abbey (to the west of the Study Area) and the street scene of Abbey Foregate. The TCA is within the Shrewsbury Conservation Area and has a high density of listed buildings, particular with frontages onto Abbey Foregate, contributing to local character (see figure 5). Three storey town houses, typically Georgian in style, are a common feature lining the broad street of Abbey Foregate, although these are interspersed with both more modern (C20th) and older (C16th / C17th, half timbered) buildings, some of which are two storeys. Much of the area east of the Abbey is residential although there are some retail, hospitality and office usages. A number of larger scale and more modern residential or retirement courts and similar developments sit behind the frontage of Abbey Foregate, such as Stiperstones Court, Abbey Wharf, Rowland Court, and The Cedars. A number mature trees and townhouse gardens on Abbey Foregate soften what is otherwise an area otherwise dominated by built form.
- 3.1.3 Pavements tend to be broad and the area acts as a pedestrian thoroughfare to central Shrewsbury via English Bridge. Tranquility is reduced by traffic on Abbey Foregate itself (30mph zone) but is greater in adjacent residential areas. Green space is mostly limited to residential gardens. The area has a strong functional relationship and a visual connection to both the west (English Bridge and central Shrewsbury) and east (Lord Hill's column and eastern Shrewsbury).
- 3.1.4 Key views of the TCA include those up and down the length of Abbey Foregate, to Lord Hill's Column and to the Abbey and historic building frontages.

TCA2: Old Potts Way

- 3.1.5 The TCA is strongly defined by transport infrastructure, modern large scale commercial development and large expanses of car parking. Transport infrastructure includes Old Potts Way, an arterial route into Shrewsbury that is three lanes wide and has a 40mph speed limit for much of its route. Large scale commercial/retail/entertainment development line Old Potts Way and includes a supermarket, car dealership, and cinema, both with large expanses of car parking which lend then area a relatively open character. The area has lower levels of tranquillity than some other TCAs, due in large part to vehicle movements on Old Potts Way. Large parts of the TCA are hard surfaces but some linear tree and shrub belts are located alongside roads and railway embankments.

TCA3: Rea Brook Valley

- 3.1.6 The TCA is strongly defined by the Rea Brook and its valley. It features a naturalistic mosaic of tree cover and open grassed/meadow areas set within lowland valley topography defined by the Rea Brook. It is largely devoid of built development apart from the major roads that pass through the area and internal views are often scenic. Although well-used for recreation, tranquillity levels are mostly high, however road noise from the major roads that pass through the area diminishes this in places. The level of tree cover and designation as a Nature Reserve gives the area a strong sense of separation from much of the surrounding town although glimpses to buildings and landmarks outside of the area are a feature of views in places.
- 3.1.7 The key views of the TCA are principally internal to the TCA and include the Rea Brook, meadows and treed areas.

TCA4: Cherry Orchard

- 3.1.8 The TCA is principally a moderately dense residential area with rows of two-storey Victorian brick terraces laid out in long parallel streets. The TCA is mostly covered by part of the Shrewsbury Conservation Area. The residential streets are relatively tranquil and most properties have small front gardens making the streets appear relatively narrow. Views are mostly contained within the TCA by built form.
- 3.1.9 Key views of the TCA are principally internal to the TCA along the streets and the frontages of the terraces.

TCA5: Belvidere

- 3.1.10 The TCA is defined by early to mid C20th two-storey semi-detached housing of lesser density than TCA4 Cherry Orchard. Streets also tend to appear wider due to large front gardens and verges in places. Road layout features a number of cul-de-sacs. TCA5 also includes allotments, sports pitches and playgrounds, and is relatively tranquil.

TCA6: Shirehall

- 3.1.11 The TCA is defined by Shirehall and Lord Hill's Column. It also includes a the Magistrates Court and a local supermarket. The Shirehall is a large modernist concrete and glass building with a tall central block (~25m height). Lord Hill's Column is ~40m high and listed. The TCA includes large open areas of grass and paving around Shirehall and Lord Hill's Column. The southern side of the TCA is defined by the Column roundabout off which several major roads extend, including Abbey Foregate and Haycock Way. The traffic associated with the roundabout results in relatively low tranquillity levels.
- 3.1.12 Key views are to the Shirehall and Lord Hill's column. The TCA also includes some longer distance views down connecting streets in adjacent TCAs, including Abbey Foregate, Wenlock and London Roads.

TCA7: Wenlock and London Roads

- 3.1.13 The TCA is defined by mostly residential development along the two arterial roads. Housing is mostly two-storey and a diverse mix of detached, semi-detached and short terraces. Housing is a mix of ages. The two roads reduce tranquility levels locally.

TCA8: Locke Street

- 3.1.14 The TCA is defined by a mix of terraced and semi-detached housing. The area is relatively tranquil except near Old Potts Way and Pritchard Way. It includes some small recreational open spaces and some long recreational gardens which provide a buffer to Old Potts Way and Pritchard Way.

4. ZTV AND VISUAL BASELINE

- 4.1.1 This section sets out the area in which the proposed development may potentially be visible and identifies likely visual receptors.

ZTV

- 4.1.2 A Zone of Theoretical Visibility (ZTV) for the proposed development is shown in Figure 8. The ZTV approximates theoretical views to points central to the proposed blocks at heights to represent the roofs (12m) and halfway up the proposed buildings (6m). The ZTV is based on a hybrid terrain model that combines the data shown in Figure 3 (topography) and Figure 4 (Indicative Building heights) derived from LIDAR topography data and includes existing buildings² but not vegetation.
- 4.1.3 The ZTV shows that the theoretical views to proposed buildings are most extensive in the southern part of the Study Area. Views to the proposed buildings from Abbey Foregate are likely to be mostly screened by built form (including by the retained frontage of the Lord Hill Hotel). Built form close to the Site is also likely to screen many potential views to the proposed buildings from the north, east and west.
- 4.1.4 The majority of the area of the ZTV covers the Rea Brook Valley Local Nature Reserve. However a visit to the area (June 2021) indicated that tree cover (when in leaf) is likely to greatly reduce the extent of visibility (e.g. see viewpoints 11 and 12).

Photographic Record

- 4.1.5 During the visit to the Study Area a photographic record was made of a number of viewpoints, selected to represent a range of receptors, angles and distances to the Site. The locations of the viewpoints can be seen on Figure 8 and the photographs can be seen in Appendix 3.

Photomontages

- 4.1.6 Appendix 4 shows photomontages for four of the viewpoints that form part of the photographic record, these are Viewpoint 2 (Abbey Foregate / Sainsbury's), Viewpoint 6 (Bell Lane / HiQ Autocare), Viewpoint 10 (Bage Way, south) and Viewpoint 11 (Rea Brook Valley Local Nature Reserve). The photomontages were selected to represent key receptors and a range of angles to and contexts of the proposed development. The photomontages indicate the form, scale and materials of the proposed development. A technical methodology for these photomontages is included in Appendix 1.

² LIDAR data dated 2009 so does not include some more recently constructed buildings.

5. TOWNSCAPE AND VISUAL RECEPTORS

5.1 Townscape Receptors

- 5.1.1 Following a review of the baseline information the Townscape Receptors identified to be taken through to the assessment stage of the TVA are listed below:

Townscape Character

- TCA1 Abbey Foregate
 - TCA3 Rea Brook Valley
 - TCA4 Cherry Orchard
 - TCA6 Shirehall
- 5.1.2 The following receptors are not taken through to assessment due to a likely absence of notable townscape effects: TCA2 Old Potts Way, TCA5 Belvidere, TCA7 Wenlock and London Roads, TCA8 Rocke Street.

5.2 Visual Receptors

- 5.2.1 Following a review of the baseline information, the Visual Receptors identified to be taken through to the assessment stage of the TVA process are listed below. These receptors are selected to allow focus on those most likely to sustain notable visual effects as a result of the proposed development.

- Users of Abbey Foregate
- Residents of Abbey Foregate
- Users of Bell Lane
- Users of Bage Way
- Users of Rea Brook Valley Local Nature Reserve
- Users of Shropshire Way
- Users of Haycock Way

6. THE APPROVED AND PROPOSED DEVELOPMENTS

6.1 Approved Planning Application

- 6.1.1 Existing proposals for the conversion of the existed listed building of the hotel have been submitted under the following application and approved in June 2021:
- *21/02161/FUL | Conversion and change of use of existing hotel to 3 residential units following demolition of recent additions and part demolition of rear buildings to allow construction access, reconfiguration of vehicular and pedestrian accesses, landscaping and including works to Listed Building | Lord Hill Hotel Abbey Foregate Shrewsbury SY2 6AX*
- 6.1.2 Landscape proposals around the retained part of the Lord Hill Hotel (ref: 3083-001) form part of approved application 21/02161/FUL and include formal hedges, topiary and lawns along with tree planting and bee-friendly herbaceous borders.

6.2 The Proposed Development

- 6.2.1 The proposed development is shown in drawings by Qu-est Design & Planning that accompany the application.
- 6.2.2 The proposed development consists of two residential blocks, each of four storeys above a connecting underground car park level. The top floor of each apartment block is of a smaller footprint than the floors below, reducing the overall massing. The height above ground of the proposed residential blocks is ~12.4m above ground with some variation due to sloping ground.
- 6.2.3 The southernmost part of the southern block steps down over two storeys, following the slope of the land, and includes apartments at the car park level and also includes a lower level to give it five residential storeys to the southern side (although the upper storey steps back). The uppermost storeys of the residential blocks, including the southernmost part, are smaller in footprint than the levels below, stepping back from the face of the building to reduce the overall massing.
- 6.2.4 The footprint of the northern of the two proposed buildings above the underground car park is ~515m² and for the southern building is ~555m². A proposed cycle and refuse/recycling store has a footprint of ~65m² giving a total footprint of above ground buildings of ~1135m². For reference the area of the main building to be moved from the rear of the Lord Hill Hotel is ~980m² and the area of Wrekin Lodge to be removed is ~285m² giving a total existing building footprint to be removed of ~1265m², less than the proposed building footprint.
- 6.2.5 Access to the residential blocks will be via two existing entrances off Abbey Foregate that pass either side of the Lord Hill Hotel frontage with the western route to provide access to the underground car park via a ramp.
- 6.2.6 The external materials of the proposed buildings include brick and ashlar stonework that are characteristic of the area, including the Lord Hill Hotel (brick) and nearby 121-124 Abbey Foregate (ashlar stone). Zinc cladding and roofing is specified for the roofing and top floors.

Landscape Proposals

- 6.2.7 Landscape Proposals (ref: 3083-002) by Lingard Farrow Styles form part of the planning application. These proposals include areas of ornamental planting, including trees, and an area of native tree and shrub buffer planting to the southern boundary with the Rea Brook Valley and the south-western corner adjacent to Bage Way.

6.3 Construction and operational impacts

- 6.3.1 Construction impacts are likely to result from the construction of the proposed development. The construction period is anticipated to be in the region of 18 months. Given the short-term and temporary nature of construction effects they will be discussed separately from operational effects only where pertinent.

- 6.3.2 Construction impacts are likely to include:

- Site clearance including vegetation removal;
- Storage for site-won and imported materials;
- Movement and operation of construction machinery;
- Temporary fencing
- Worker's facilities; and
- Ground works

6.4 Completion and Operational Impacts

- 6.4.1 Completion and operational impacts of the completed development are likely to include the presence of:

- Built structures;
- Hard standing;
- Vehicle movements / site operation;
- Hard landscaping; and
- Soft landscaping

6.5 Cumulative Effects

6.5.1 Cumulative landscape and visual effects may be defined as those that:

'result from additional changes to the landscape or visual amenity caused by the proposed development in conjunction with other developments (associated with or separate to it), or actions that occurred in the past, present or are likely to occur in the foreseeable future'³

6.5.2 Cumulative effects in this assessment are taken to factor in both existing and proposed (within the planning system) development similar to the proposed development within the Study Area.

6.5.3 It should be noted that the approved application 21/02161/FUL (*Conversion and change of use of existing hotel to 3 residential units...*) is considered part of the baseline scenario given that it is approved and will facilitate the proposed development.

6.5.4 An online⁴ search for planning applications (June 2021) indicated that no other buildings similar to the proposed residential blocks are proposed or approved within the planning system in the Study Area.

6.5.5 Cumulative effects are noted in the assessment where pertinent.

³ Guidelines for Landscape and Visual Assessment, Third Edition (2013), paragraph 7.2.

⁴ <https://pa.shropshire.gov.uk/online-applications/spatialDisplay.do?action=display&searchType=Application>

7. TOWNSCAPE ASSESSMENT

7.1 Townscape Character

TCA1: Abbey Foregate

	Level	Rationale summary/narrative
Sensitivity:	High	Susceptibility x Value
Susceptibility to Change:	Medium	The proposed development is located within the TCA. The TCA has some distinctive townscape elements and a strong sense of place but also includes residential development of a type and scale similar to the proposed development.
Value:	High	The townscape includes a high density of listed buildings and is within the Shrewsbury Conservation Area.
Magnitude of Townscape Effect:	Low	<p>The proposed development will result in permanent direct effects on TCA1.</p> <p>However, the ZTV indicates that the overwhelming majority of the TCA is unlikely to offer views to the proposed development due to screening by intervening built form. The retained part of the Lord Hill Hotel is likely to screen most of the building in the majority of views from Abbey Foregate (e.g. see viewpoints 2 and 5).</p> <p>The proposed development represents a change in use from hotel to residential, however this is in keeping with the TCA which is principally residential.</p> <p>The proposed development represents a footprint of additional above-ground buildings on the site of ~1135m². However, this replaces ~1260m² of built form that comprise the part of the Lord Hill Hotel and Wrekin Lodge to be demolished. This is a reduction in building footprint of ~10%.</p> <p>The proposed buildings are mostly four storeys above ground (~12.4m above ground), although it should be noted that the uppermost storey is stepped inward from the outer edge of the building, reducing its massing. There is strong precedent for this height of building within the TCA. The nearby Abbey Wharf and Mill Road residential buildings (opposite side of Bage Way) include residential blocks with eaves height ~11m and ridge height of ~14m. Parts of the four storey Cedars retirement block have ridge heights in excess of 13m Stiperstones Court further east includes and ridge heights of ~12m. It should be noted that these existing developments have footprints similar or larger than the proposed development. It is further notable that all of these developments are located to the rear of buildings lining the southern side of Abbey Foregate, i.e. a similar type of location to the proposed development.</p> <p>Elevation drawings 1908-PL-30 indicate how the proposed building will relate to buildings on Abbey Foregate. The maximum elevation of the proposed building will be ~72.4m</p>

	<p>AOD. The is higher than the ~70.05m AOD ridge level of the retained Lord Hill Hotel building but below the 73.10m eaves and 74.65m ridge level of nos. 122 & 123 on the opposite side of Abbey Foregate.</p> <p>The proposed buildings are set back sufficiently behind the Lord Hill hotel (~45m to Abbey Foregate boundary) and are of a sufficiently low relative elevation and width (24m width facing Abbey Foregate, vs. 29m width of the retained Lord Hill Hotel facing Abbey Foregate) that they are unlikely to notably affect the character of the street scene or key views of the TCA (e.g. see views up and down the street at viewpoint 2, photomontage 2, and viewpoint 5)</p> <p>The facing materials of the proposed buildings including brick and ashlar stonework that are characteristic of the TCA, including the Lord Hill Hotel (brick) and nearby 121-124 Abbey Foregate (ashlar stone).</p> <p>The landscape design (3082-002) of the proposed development includes planting areas, trees, and a native tree and shrub buffer to the site's southern edge. This planting represents a notable improvement on the baseline landscape which is mostly hard surfacing.</p> <p>In conclusion the proposed development has strong precedent in terms of use, scale, materials and location and is unlikely to notably affect the underlying character of the TCA.</p> <p>No notable cumulative effects are likely.</p>
Nature of Effect	Moderate adverse
Significance of Effect	Not Significant

TCA3: Rea Brook Valley

	Level	Rationale summary/narrative
Sensitivity:	Medium	Susceptibility x Value
Susceptibility to Change:	Low	The proposed development is not located within the TCA but is adjacent. It is separated from the site by vegetation.
Value:	High	The TCA features a Local Nature Reserve and has high scenic and recreational value.
Magnitude of Townscape Effect:	Low	<p>There will be no direct effects on the TCA. However, the proposed development site is adjacent to the TCA and the proposed development will represent a new permanent addition to some outward views from the TCA.</p> <p>The ZTV indicates a large proportion of the TCA will offer views to the proposed development. However, a visit to the area indicated that the overwhelming majority of views are likely to be screened by intervening vegetation of the Nature Reserve.</p> <p>The existing Wrekin Lodge (to be demolished as part of the proposals) is present in a small number of localised views from the TCA (e.g. see Viewpoint 11). However across the overwhelming majority of the TCA it is screened by tree cover when in leaf (see Viewpoint 12).</p> <p>The southernmost block of the proposed development will be taller than the existing Wrekin lodge but will be located ~3m further away from the TCA and be narrower (~24m wide) than the existing Wrekin Lodge (~31m wide) relative to the southern boundary.</p> <p>The existing Wrekin Lodge is ~62.1m AOD to ridge. The upper storeys of the southern side of the proposed building closest to the TCA are stepped back, reducing the vertical massing of the building closest to the TCA. The southernmost edge of the building rises to ~66.4m AOD then steps back by ~5m before rising another storey to ~69.4 AOD and steps back again by ~9m then rising a further storey to rising to ~72.4 AOD). Where the proposed building is at its highest it is located a minimum of ~22m further back from the southern boundary of the Site compared to Wrekin Lodge.</p> <p>The photomontage of viewpoint 11 indicates that the proposed development would appear in a gap in the treeline and appear notably taller than the existing Wrekin Lodge and have a more substantial presence in this view. However, it should be noted that the proposed development is at a location where existing development is currently visible, the proposed development is of greater architectural merit (materials, aesthetics and form) than the building it replaces and is still lower than much of the adjacent tree line. It is also important to note that the proposed development is unlikely to be discerned from the overwhelming majority of the TCA and is unlikely to notably affect the key</p>

		<p>internal views of the TCA (for example it is unlikely to be discerned from nearby viewpoint 12).</p> <p>The landscape design (3083-002) indicates native shrub and screen planting along the site's southern boundary that will further filter and soften the built form as it establishes.</p> <p>No notable cumulative effects are likely.</p>
Nature of Effect	Slight adverse	
Significance of Effect	Not Significant	

TCA4: Cherry Orchard

	Level	Rationale summary/narrative
Sensitivity:	Medium	Susceptibility x Value
Susceptibility to Change:	Low	The proposed development is not located within the TCA and is at a minimum separation distance of ~100m. The TCA is clearly separated from the proposed development by built form and Abbey Foregate.
Value:	High	Within the Shrewsbury Conservation Area.
Magnitude of Townscape Effect:	Negligible	<p>There will be no direct effects on the TCA. However, the proposed development will represent a new permanent addition to some outward views from the TCA.</p> <p>The ZTV indicates that the overwhelming majority of the TCA is unlikely to offer views to the proposed development due to intervening built form. However, the ZTV indicates visibility from Bell Lane at the edge of the TCA (see viewpoint 6).</p> <p>Bell Lane itself is less characteristic of the TCA4 being strongly influenced by the adjacent Bage Way cutting and also HiQ Autocare to a lesser degree. Consequently, viewpoint 6 is not representative of the key views of the TCA (i.e. up and down the terraced streets of the TCA). The photomontage of viewpoint 6 indicates that the proposed development, although visible, would appear distinctly separate from TCA4, appearing on the opposite side of Abbey Foregate and beyond the retained part of the Lord Hill Hotel.</p> <p>Considering the above, the proposed development is unlikely to notably affect the character of key views from within the TCA.</p> <p>No notable cumulative effects are likely.</p>
Nature of Effect	Negligible	
Significance of Effect	Not Significant	

TCA6: Shirehall

	Level	Rationale summary/narrative
Sensitivity:	Low	Susceptibility x Value
Susceptibility to Change:	Low	The proposed development is not located within the TCA and is at a minimum separation distance of ~40m. The TCA has some distinctive character unified by the Shirehall but is a clearly separate character to the area around the Site.
Value:	Medium	TCA is not within the Shrewsbury Conservation Area.
Magnitude of Townscape Effect:	Negligible	<p>There will be no direct effects on the TCA. However, the proposed development will represent a new permanent addition to some outward views from the TCA.</p> <p>The ZTV indicates that the overwhelming majority of the TCA is unlikely to offer views to the proposed development due to intervening built form.</p> <p>However, there is a glimpse to the proposed development from the edge of the TCA at Viewpoint 2. The photomontage at this location indicates that proposed development is likely to be mostly screened by intervening built form and tree cover.</p> <p>A further band of visibility is indicated from adjacent to the southern side of Lord Hill's Column, however, intervening tree cover screens this potential view as indicated in the nearby viewpoint 1.</p> <p>Given the above, the proposed development is unlikely to notably affect the character of key views from within the TCA.</p> <p>No notable cumulative effects are likely.</p>
Nature of Effect	Negligible	
Significance of Effect	Not Significant	

8. VISUAL ASSESSMENT

Users of Abbey Foregate

(Viewpoints 1, 2, 3, 4 and 5) (Photomontage of Viewpoint 2)

	Level	Rationale summary/narrative
Sensitivity:	High	Susceptibility x Value
Susceptibility to Change:	High	Visitors likely to be principally engaged in townscape appreciation
Value:	High	Visitors likely to highly value views of Abbey Foregate area
Magnitude of Visual Effect:	Up to Low	<p>Users of Abbey Foregate are unlikely to obtain views to the proposed apartment blocks from the overwhelming majority of the street due to intervening built form, as indicated by the ZTV (Figure 8). Street trees are likely to further reduce the area of visibility.</p> <p>Users heading north-west</p> <p>Users heading north-west from Lord Hill's Column are only likely to obtain some partial glimpse views of the proposed residential blocks, intermittently over a length of ~80m of the ~1000m long road (~8%). Users heading north-west from near the Column (viewpoint 1) are unlikely to obtain views to the proposed development until near viewpoint 2 (Sainsbury's, see photomontage). At this point users may glimpse upper parts of the northernmost residential block above and between intervening built form and trees, appearing a minor background element to the street scene and peripheral to the principal view down Abbey Foregate.</p> <p>As users continue north-west built-form including the retained part of the Lord Hill Hotel will almost entirely screen the proposed residential blocks.</p> <p>Overall, the proposed residential blocks may be missed by casual observers heading north-west along Abbey Foregate.</p> <p>Users heading south-east</p> <p>Users heading south-east from English Bridge are only likely to obtain any views to the proposed residential blocks for a length of ~40m of the ~1000m long road (4%). Users heading south-east are unlikely to obtain views to the proposed residential blocks until they have passed viewpoint 5 and are at the junction with Bell Lane (viewpoint 4). At this point they will obtain partial glimpses to upper parts of the proposed northernmost residential block to the rear of the retained part of the Lord Hill hotel. Intervening vegetation alongside the western side of Bage Way will partially screen and filter the residential block at this point.</p>

	<p>As users cross the bridge over Bage Way they will have relatively clear and close distance views to the proposed residential blocks, particularly from the southern side of Abbey Foregate (see viewpoint 3). At viewpoint 3, the proposed development will appear above the busy road and retaining wall of Bage Way. This existing view is oblique to the direction of travel and not particularly representative of the overall experience of moving along Abbey Foregate, where views are likely to be mostly focused ahead along Abbey Foregate itself and towards Lord Hill's Column. At viewpoint 3 the proposed residential blocks will appear notably taller than the existing buildings that it replaces and slightly taller than the retained part of the Lord Hill Hotel which is closer to the viewpoint. It is important to note that the existing view (viewpoint 3) is of poor quality aesthetically given the discordant selection of built form and materials to the rear of the Lord Hill hotel and the presence of Bage Way and retaining wall. The proposed development will replace the poor-quality buildings to the rear of the Lord Hill hotel with a higher quality architectural design using materials more appropriate to the local character.</p> <p>As users finish crossing above Bage Way the proposed residential blocks are likely to be almost entirely screened by the built form of the retained part of the Lord Hill Hotel.</p> <p>Overall, although users heading north are likely to discern the proposed residential blocks over a short distance they will be clearly set back and apart from the historic frontage of Abbey Foregate.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Up to Moderate adverse
Significance of Effect	Not Significant

Residents of Abbey Foregate

	Level	Rationale summary/narrative
Sensitivity:	High	Susceptibility x Value
Susceptibility to Change:	High	Some residents are likely to obtain views in the direction of the site from main living areas.
Value:	High	Residents likely to highly value views of Abbey Foregate area
Magnitude of Visual Effect:	Up to Low	<p>Residents on northern side of Abbey Foregate</p> <p>Views of the proposed residential blocks are likely to be mostly screened by the retained part of the Lord Hill Hotel. However residents may obtain some glimpse views to the upper parts of northern residential block from upper storey windows. In these views the proposed development would appear beyond and</p>

	<p>narrower than the roofline of the retained part of the Lord Hill Hotel and at minimum separation distance of ~60m. The retained part of the Lord Hill Hotel would provide a strong sense of separation and the proposed development would occupy an area of the view that already features built form.</p> <p>Residents on southern side of Abbey Foregate to the west of the Site</p> <p>A small number of side windows may offer views in the direction of the site, however these views are likely to be partially screened or filtered by intervening vegetation alongside Bage Way. If glimpsed the proposed development is likely to appear taller than the buildings they replace but of greater architectural quality and more appropriate materials.</p> <p>Residents of Chaddesloe Gardens</p> <p>Principal views for the majority residents are to the south and north rather than towards the Site. A tall brick boundary wall provides a strong sense of separation between the sites. Nonetheless some residents will obtain some close distance views, particularly from upper storey windows to the proposed residential blocks. It should be noted that the existing views contain the built form to the rear of the Lord Hill Hotel. The proposed development would appear notably taller than the existing rear buildings of the Lord Hill Hotel but would represent an improvement in terms of architectural design quality and more appropriate materials.</p> <p>Proposed planting indicated in landscape proposals (3083-002) are likely to partial filter and soften parts of the built form as it establishes.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Up to Moderate adverse
Significance of Effect	Not Significant

Users of Bell Lane

(Viewpoints 6 and 7, Photomontage of Viewpoint 6)

	Level	Rationale summary/narrative
Sensitivity:	Medium	Susceptibility x Value
Susceptibility to Change:	Medium	Visitors likely to be passing through to and from residential areas but townscape views are likely to contribute to experience.

Value:	Medium	Typical townscape views featuring a mixture of elements.
Magnitude of Visual Effect:	Up to Low	<p>Users of Bell Lane heading south are unlikely to readily discern the proposed development until they pass King Street, this is due to screening vegetation alongside the adjacent Bage Way. The length of Bell Lane over which the proposed development may be glimpsed is ~170m of the road's ~690m length or ~25%.</p> <p>Users on the pedestrian footbridge between Bell Lane and Dark Lane may obtain a longer distance partial glimpse to the uppermost western edge of the proposed residential blocks but within the context of the view over Bage Way this is unlikely to notably affect the overall view.</p> <p>As users heading south pass King Street they may obtain some longer distance glimpses to upper western parts of the proposed residential blocks. Cars and vans parked along Bell Lane may partially screen some of these views and given the separation distance and level of screening the proposed development is unlikely to notably affect user's experience of Bell Lane. As users pass the HiQ Autocare centre they will obtain views similar to photomontage 6. In these views the proposed residential blocks will appear beyond the retained part of the Lord Hill Hotel which will screen eastern parts of the buildings.</p> <p>At viewpoint 6 the proposed residential blocks will appear notably taller than the existing buildings that it replaces and slightly taller than the retained part of the Lord Hill Hotel which is closer to the viewpoint. The rear part of the Lord Hill which is partially visible is of poor quality aesthetically and the proposed development represents an improvement in terms of the quality of the architectural design and more appropriate materials.</p> <p>As users of Bell Lane get to the junction with Abbey Foregate they will have the closest views before turning either left or right along Abbey Foregate. At viewpoint 4 users will obtain partial glimpses to upper parts of the proposed northernmost residential block to the rear of the retained part of the Lord Hill hotel. Intervening vegetation alongside the western side of Bage Way will partially screen and filter the residential block at this point. The proposed development will appear in the background of the street scene of Abbey Foregate and is unlikely to notably adversely affect the experience of arrival onto Abbey Foregate.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Up to Slight adverse	
Significance of Effect	Not Significant	

Users of Bage Way

(Viewpoints 8, 9, 10 and 13) (Photomontage 10)

	Level	Rationale summary/narrative
Sensitivity:	Low	Susceptibility x Value
Susceptibility to Change:	Low	Users will be either in vehicles on a major road with speed limit of 50mph or alongside it (pedestrians and cyclists).
Value:	Medium	Views of adjacent tree cover is attractive in places.
Magnitude of Visual Effect:	Up to Low	<p>The ZTV (Figure 8) indicates extensive theoretical visibility to the proposed development for users of Bage Way. However, users are unlikely to readily discern the proposed development from the majority of ~1km length of the road due to screening by roadside tree cover and built form.</p> <p>Users heading north</p> <p>Users heading north from Reabrook Roundabout are likely to have their views to the proposed development screened by intervening vegetation (e.g. see viewpoint 13) until around viewpoint 10. At this viewpoint (see photomontage 10) the upper parts of the southernmost residential block will appear above and among tree cover.</p> <p>As users start to pass the site (see viewpoint 9), they will obtain some close distance glimpse views to the proposed residential units. The proposed residential blocks will appear relatively large scale and tall elements above the viewers in close distance transient views. However, they will appear in conjunction with the retaining wall and represent an improvement in terms of architectural quality and materials relative to the buildings they replace at the rear of the Lord Hill Hotel. It should be noted that these close distance views are highly transient, including for pedestrians and cyclists.</p> <p>Vehicle users may not clearly observe the proposed development where alongside it due to the proximity of the retaining wall. Pedestrians and cyclists will have clearer views but again, these will be highly transient.</p> <p>Proposed planting (see landscape plan 3083-002) will soften and partially filter the built form as it establishes.</p> <p>Users heading south</p> <p>Users heading south towards the site (see viewpoint 8) may obtain some partial glimpses of the uppermost western parts of the proposed residential blocks. However, these will appear beyond the Abbey Foregate road bridge and they are unlikely to notably alter the quality of the view.</p> <p>Users of ramp between Bage Way and Abbey Foregate</p> <p>A narrow pedestrian ramp connects Bage Way and Abbey Foregate on the western side of Bage Way, broadly parallel with</p>

		<p>the retaining wall. Vegetation alongside this path screens much of the view to the Site. However, at some points pedestrians will obtain clear close distance views to the western side of the proposed development above the Bage Way retaining wall. This is not a view where pedestrians are likely to linger due to the presence of Bage Way, the narrowness of the path and the poor quality of view to the modern extensions to the rear of the Lord Hill Hotel. The proposed development will be notably taller than the existing buildings but will represent an improvement in terms of architectural quality and materials.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Negligible	
Significance of Effect	Not Significant	

Users of Reabrook Valley Local Nature Reserve (Viewpoints 11 and 12)

	Level	Rationale summary/narrative
Sensitivity:	High	Susceptibility x Value
Susceptibility to Change:	High	Users likely to be principally engaged in landscape appreciation
Value:	High	Visitors likely to highly value views within nature reserve
Magnitude of Visual Effect:	Up to Low	<p>The ZTV (figure 8) indicates a large proportion of the nature reserve may offer users views of the proposed residential blocks. However, a visit to the area indicated that tree cover is likely to greatly reduce this area to a small number of partial glimpse views to the proposed development. When not in leaf the layering of tree cover is likely to heavily filter or screen most potential views to the proposed development. The overwhelming majority of the nature reserve is unlikely to offer readily discernible views to the proposed development.</p> <p>Viewpoint 12 gives an indication of the level of screening close to the Site while viewpoint 13 (just outside the nature reserve) gives an indication of the level of screening across the wider nature reserve. The clearest views to the proposed development will be around viewpoint 11, where a gap in the tree cover allows a glimpse view (also see photomontage 11).</p> <p>The photomontage of viewpoint 11 indicates that the proposed development would appear in a gap in the treeline and appear as a background element notably taller than the existing Wrekin Lodge and have a more substantial presence in this view. However, it should be noted that the proposed development is at a location where existing development is currently visible, the proposed development is of greater architectural quality</p>

		<p>(materials, aesthetics and form) than the building it replaces and is still lower than much of the adjacent tree line.</p> <p>A gateway close to the site (visible in viewpoint 11) is an important access node, linking to an underpass under Bage Way that connects to another part of the nature reserve. As users approach this gate from the east the proposed building will be mostly screened by shrubs and trees at close proximity. However, as users pass through the gate they currently have very close-distance filtered views to the wall of Wrekin Lodge from within wooded vegetation. The wall of the proposed development will be similarly visible but set further back by ~3m. Users are unlikely to readily discern the increase in height of the built form at this location due to their very close proximity and being under the existing tree canopy.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Up to Moderate adverse	
Significance of Effect	Not Significant	

Users of Shropshire Way (Viewpoint 12)

	Level	Rationale summary/narrative
Sensitivity:	High	Susceptibility x Value
Susceptibility to Change:	High	Users likely to be principally engaged in landscape appreciation
Value:	High	Users likely to highly value naturalistic views from this part of the Shropshire Way.
Magnitude of Visual Effect:	Up to Low	<p>The Shropshire Way passes through the Rea Brook Valley Nature Reserve and users are likely to experience the proposed development similar to users of the nature reserve (see assessment for users of nature reserve above). However, it should be noted that viewpoint (and photomontage) 11 are not located on the Shropshire Way. Viewpoint 12 is on the Shropshire Way but at this point the proposed development is likely to be screened by intervening vegetation.</p> <p>Users will nonetheless obtain some close distance partial views as they pass the Site and also filtered views around where they pass through the gate that connects to the Bage Way underpass (see assessment for users of nature reserve above)</p> <p>No cumulative visual effects are likely.</p>

Nature of Effect	Up to Moderate adverse
Significance of Effect	Not Significant

**Users of Haycock Way
(Viewpoint 14)**

	Level	Rationale summary/narrative
Sensitivity:	Low	Susceptibility x Value
Susceptibility to Change:	Low	Users will be either in vehicles on a major road with speed limit of 50mph or alongside it (pedestrians).
Value:	Medium	Views of adjacent tree cover is attractive in places.
Magnitude of Visual Effect:	Negligible	<p>The ZTV (Figure 8) indicates extensive theoretical visibility to the proposed development for users of Haycock Way. However, tree cover alongside the route screens almost all views in the direction of the site except at a gap at around viewpoint 14. At this point the proposed development is likely to be almost entirely screened by more distant vegetation and at such an angle to direction of travel that it is likely to be missed by the casual observer.</p> <p>No cumulative visual effects are likely.</p>
Nature of Effect	Negligible	
Significance of Effect	Not Significant	

9. SUMMARY AND CONCLUSION

9.1 Landscape Effects

9.1.1 The proposed development will have **no significant effects** on the assessed townscape. No notable cumulative effects have been identified. The results of the TVA process are summarised in the table below:

Townscape Character

Townscape Character Area	Nature of Effect	Significance
TCA1: Abbey Foregate	Moderate adverse	Not significant
TCA3: Reabrook Valley	Slight adverse	Not significant
TCA4: Cherry Orchard	Negligible	Not significant
TCA6: Shirehall	Negligible	Not significant

9.1 Visual Effects

9.1.1 The proposed development will have **no significant effects** on any of the visual receptors assessed. No notable cumulative effects have been identified. The results of the TVA process are summarised in the table below:

Visual Receptors

Visual Receptor	Nature of Effect	Significance
Users of Abbey Foregate	Up to Moderate adverse	Not significant
Residents of Abbey Foregate	Up to Moderate adverse	Not significant
Users of Bell Lane	Up to Slight adverse	Not significant
Users of Bage Way	Negligible	Not significant
Users of Reabrook Valley Local Nature Reserve	Up to Moderate adverse	Not significant
Users of Shropshire Way	Up to Moderate adverse	Not significant
Users of Haycock Way	Negligible	Not significant

9.2 Conclusion

9.2.1 The proposed development is considered acceptable in terms of its likely townscape and visual effects.

Appendix 1: Methodologies

Townscape and Visual Appraisal (TVA) Overview

Townscape and Visual Appraisal is a tool used to inform planning decisions on the likely effects of a Proposed Development upon the townscape resources and visual amenity experienced in a given area.

The methodology has been developed in accordance with the Guidelines for Landscape and Visual Assessment, Third Edition (GLVIA3), published by the Landscape Institute, which is generally regarded as the industry standard. Townscape character has been reviewed with reference to Townscape Character Assessment Technical Information Note 05/2017 (April 2018) published by the Landscape Institute. In accordance with GLVIA3, the scope of this assessment has been tailored in response to the scale of the Proposed Development, to provide information that is “*appropriate and proportional*” for the understanding of the Proposed Development in its context (para. 1.17).

TVAs are composed of two types of assessment – the first of which is concerned with effects upon the townscape (i.e. physical and character changes) and the second is concerned with the visual effects experienced by people.

This assessment is based on a desktop study of publicly available information and field work undertaken on the Site and study area.

It is important to note that this assessment contains objective information and subjective judgements based on professional opinion. Subjectivity is avoided as much as possible by focusing on the objective description of the changes to views, rather than potential viewers reactions to these changes.

Susceptibility of Townscape Receptors

The Susceptibility to Change of townscape receptors describes the townscape’s ability to maintain its baseline condition while accommodating the proposed development. Determining Susceptibility is reliant on the interaction between the specific townscape in question and the specific development in question, therefore it does not form part of the baseline information (as recorded landscape character studies might record ‘Sensitivity’) but is part of the assessment of effects. (GLVIA3 para. 5.42). Given that susceptibility relates to the specific development and the specific townscape receptor, the separation distance and intervening features between the specific development and the specific townscape receptor are likely to be a modifying factors in considering susceptibility. The Susceptibility of a townscape to development is recorded on a verbal scale of High to Low, with justification for the judgement provided. Examples of townscape susceptibility are described below:

- **High** An area possessing particularly distinctive and cohesive townscape elements, characteristics or sense of place, and few townscape detractors. A townscape with limited tolerance to change of the type and location proposed. The proposed development is likely to be of a type, form, scale and/or style not found within or near the receptor.
- **Medium** – An area with some distinctive townscape elements, characteristics, or clearly defined sense of place, but with either some townscape detractors or a degree of diversity of architectural styles and/or forms. A townscape which is

partially tolerant to change of the type and location proposed. The proposed development is likely to have some precedent in type, form, scale and/or style within or near the receptor. May include more distinctive and cohesive townscape areas that are separated from the proposed development but likely to have a strong relationship with it.

- **Low** – An area with recognisable townscape character, but few distinctive townscape elements, characteristics, and some, or a number of townscape detractors. The townscape is mostly tolerant of change of the type and location proposed. May include more distinctive and cohesive townscape areas that are clearly separated from the proposed development.

Value of Townscape Receptors

The Value of the townscape considers the importance of that townscape to society. Designations are considered as a starting point, but individual elements may also be considered, such as landmark buildings or public spaces. Examples of townscape value are given below:

- **High** – Townscapes of national or international importance. Often indicated by a high density of listed buildings and/or Scheduled Monuments, depending on listings. Likely to include highly notable landmarks. May be promoted as tourist destinations nationally and internationally and feature high scenic quality.
- **Medium** – Locally valued townscapes. May include some listed buildings and/or Scheduled Monuments. Likely to have some scenic quality but also feature some visual detractors. May include locally appreciated landmarks but unlikely to feature nationally recognised landmarks. Everyday townscapes valued by the local community, such as residential neighbourhoods.
- **Low** – Townscapes which are dominated by commercial, industrial or infrastructure development and/or with little evidence of being highly valued by the community.

Susceptibility and Value are combined to identify Sensitivity as per Table 1.

Table 1: Sensitivity of Townscape Receptors

Townscape Value	Susceptibility to Change		
	High	Medium	Low
High	High	High	Medium
Medium	High	Medium	Low
Low	Medium	Low	Low

Susceptibility to Change of Visual Receptors

Visual receptors are always people but may be classed in different categories dependent upon the activities engaged in at the location where the view is experienced. For example:

High – Where the receptor is engaged in outdoor recreation and their principal attention is likely to be focused on the townscape or particular views. Visitors to heritage assets or visitor

attractions where the views to the townscape or surroundings are an important part of the experience.

Medium – People visiting destinations where the views to the townscape or surroundings are a notable but secondary part of the experience OR where the receptor, normally categorised as High is located in an area of lesser scenic value where the views to the surrounding area are unlikely to be the main focus of attention (e.g. walking routes to work).

Low – People engaged in outdoor sport or recreation that does not depend on an appreciation of the view. People travelling by road or rail (unless the route is specifically identified for its attractive views). People in a workplace or a place of education where the views to the townscape or surroundings are unlikely to be a factor in choosing to undertake the activity.

Value of Visual Receptors' Views

The value of a view is closely linked to its susceptibility, but the differentiation helps to distinguish between views that may relate to a given receptor, but which might themselves be of a different value. Examples within the categories include:

- **High** – Highly valued attractive views include those that take in well-known views associated with designated or promoted townscapes or public viewpoints associated with historic assets.
- **Medium** – More common, un-promoted but attractive views of townscape or heritage assets
- **Low** – Views of generic and less attractive components of townscapes such as infrastructure and commercial development.

Susceptibility and Value are combined to identify Sensitivity as per Table 2.

Table 2: Sensitivity of Visual Receptors

Value of View	Susceptibility to Change		
	High	Medium	Low
High	High	High	Medium
Medium	High	Medium	Low
Low	Medium	Low	Low

Magnitude of Townscape Effect

The magnitude of townscape effect is an expression of the degree of addition, change or loss which would be experienced by the baseline townscape conditions and is classified as high, medium, low or negligible. With regard to townscape character particular attention is focussed on understanding how the key characteristics that contribute to townscape character may be affected. The magnitude of predicted change sustained by any townscape receptor is a product of the following considerations:

- **Scale:** The degree or scale of change to the townscape resource: some of these changes may be quantifiable, for example, through direct effects such as the number of trees to be lost or height and footprint of a proposed development. The scale of other changes, in particular changes to more aesthetic characteristics are more difficult to precisely evaluate and must rely upon a degree of professional judgement.
- **Duration:** The changes and the consequent effect(s) may be restricted to particular periods of the day or they may be seasonal. Magnitudes of change may be affected by factors such as seasonal changes in vegetation;
- **Permanence:** Whether changes are likely to be permanent or not;
- **Contrast:** The degree to which how the type of changes contrast with attributes/characteristics/composition of the baseline situation;
- **Indirect effects:** these are effects which are not a direct result of the development, but are often produced away from it. Indirect effects often occur where proposals are in adjacent or distant character areas and the effect is on the context or setting.

General guidance is provided below which gives examples of how different considerations interact to produce different townscape magnitude categories. However, it is recognised that for some developments in certain locations there may be combinations of factors that do not comply with the range of effects set out below. In these situations, professional judgement has to be made concerning the definition of the level of townscape effects.

- **High Magnitude:** Total loss or major alteration to key elements/features/characteristics of the baseline conditions such that the post-development character/composition/attributes of the baseline will be fundamentally altered. These notable changes may occur over an extensive area or intensive change over a more limited area where there is the complete loss of notable features or elements or the addition of new uncharacteristic features or elements that would lead to a fundamental change in the overall townscape quality and character that are likely to be irreversible.
- **Medium Magnitude:** Partial loss or alteration to key elements/features/characteristics of the baseline conditions such that the character/composition/attributes of the baseline will be partially changed.
- **Low Magnitude:** Minor loss or alteration. Change arising from the loss/alteration will occur but the underlying character/composition/attributes of the baseline condition will be similar to the post-development circumstances/patterns.
- **Negligible:** Negligible loss or change to key elements/features/characteristics of the baseline conditions. Changes will not be notable when considering the receptor as a whole.
- **No Effect** approximates to a 'no change' situation.

Magnitude of Visual Effect

The magnitude of visual effect is described as high, medium, low or negligible to take account of possible townscape changes which may affect a visual receptor's view. The magnitude of visual effect is described by reference to:

- **Scale:** The scale of change in the receptor's view and the loss or addition of features in that view and changes in the composition and extent of view

affected. The scale of the development relative to its townscape setting may be more or less emphasised by the presence or lack of scale indicators;

- **Contrast:** The degree of contrast or integration of any new features or changes in the views with the existing or remaining visual elements and characteristics in terms of mass, scale, colour, form and texture;
- **Distance:** The distance between the visual receptor and the development and the frequency and ease with which the development may be viewed by visual receptors or from a particular Viewpoint taking into account seasonal factors such as leaf loss and weather conditions. For this TVA distance is defined as:
 - Close distance - up to 100m;
 - Medium distance – 200 to 500m;
 - Long distance - over 500m.
- **Angle:** The angle of the main direction of the view and whether the development would be viewed against the skyline or a background landscape;
- **Duration:** The duration, whether temporary or long term, intermittent (for instance along linear routes) or continuous, or seasonal.

General guidance is provided below which provides examples of how different considerations interact to produce different visual magnitude categories.

- **High Magnitude:** A major change, obstruction of a view or intrusion into the principal view by new elements that are incongruous or discordant with the context of the baseline view and which are directly visible and likely to appear in the foreground and may screen views to the horizon or form a prominent focal point on the skyline.
- **Medium Magnitude:** A moderate change or view to a new element(s) within the principal view which will be readily noticed directly and appearing in the fore-ground or middle-ground. Some key parts of the overall view are likely to remain but the change is likely to notably detract from the key elements and qualities of the view. Users on routes through the townscape are likely to obtain regular or continuous views to the change over much of the route and at particularly notable viewpoints.
- **Low Magnitude:** A low level of change. Typically partly screened or mitigated and appearing in the middle-ground of the principal view. In panoramic views likely to represent a small proportion of the view and not notably interrupting the overall view. New elements may appear associated with similar existing elements within the view or of be relatively low contrast to surrounding townscape. Users on routes through the townscape are likely to obtain occasional glimpses to the change and/or clearer views where the existing view has existing detractors or is not particularly notable/representative.
- **Negligible:** Few viewers affected or changes would appear in a non-principal part of the view(s) or over a limited area. Typically a small or intermittent change to the view which may be obliquely viewed and/or mostly screened and/or appearing in the background and/or at long distance and therefore small scale and/or viewed at high speeds over short periods and capable of being missed by the casual observer. Intervening features likely to create a strong sense of separation between viewer and the proposed development. Where the overwhelming majority of a route offers no views to the

proposed development and most remaining views are partly screened and /or have strong context for the proposed development.

- **No Effect** approximates to a 'no change' situation.

Determining Significance of Effect

Whether or not an effect is judged to be Significant is arrived at by combining the judgement of the Sensitivity of a receptor and the judgement of the Magnitude of Effect. Table 3 indicates the way in which these judgements are combined to arrive at a Nature of Effect from which a judgement of whether an effect is significant or not is made. Significant townscape and visual effects, in the assessor's opinion, resulting from the proposed development would be all those effects that result in a '**Major**' or a '**Major-Moderate**' Nature of Effect and any exceptions would be clearly explained. This emphasis upon professional judgement as opposed to a purely mechanistic approach is in line with the overarching approach to TVA that is advocated in the third edition of the GLVIA.

It should be noted that the conclusion that some effects may be 'significant' must not be taken to imply that they should warrant refusal.

Table 3: Nature of Effect

Magnitude	Sensitivity		
	High	Medium	Low
High	Major	Major-Moderate	Moderate
Medium	Major-Moderate	Moderate	Slight
Low	Moderate	Slight	Negligible
Negligible	Slight or Negligible	Negligible	Negligible



Major and Moderate-Major effects are considered most likely to be regarded as **significant**

Adverse / Beneficial effects

Wherever the Nature of Effect is greater than negligible a judgement as to whether it is likely to be adverse or beneficial to the receptor in question is recorded. If both adverse and beneficial effects are identified then an adverse effect is recorded to give the 'worst case scenario'.

Cumulative effects

In assessing cumulative effects, a similar approach to the initial project assessment is utilised with a focus on the key characteristics of the townscape in question. This approach considers the susceptibility of receptor, value attached to receptor, scale of cumulative effects identified, extent of area covered by the cumulative townscape effects, and the duration and reversibility of cumulative townscape

Types of cumulative visual effects considered include 'Combined' effects, where the observer is able to see two or more similar developments from one view point (either in combination or in succession) or 'Sequential' effects where the observer has to move to a different viewpoint to see different developments (either frequently sequential or occasionally sequential).

Photography

The photographic fieldwork for TVA is carried out in fair weather conditions, such as sun, partly cloudy or high white overcast. Ideally TVA fieldwork takes place in the winter, to avoid obstruction of views by trees and hedges in leaf, enabling a "worst case scenario" for visibility.

The camera used for viewpoint photography was a Nikon D3200 digital SLR.

Zone of Theoretical Visibility (ZTV)

ZTVs are produced using GIS software using OS and Environment Agency Digital Terrain Models. The ZTV is based on a 'bare earth' model (i.e. does not include existing vegetation or structures) and does not factor in any mitigation planting or proposed bunding.

Photomontage Technical Methodology

Guidance

This methodology and the photomontages provided in Appendix 4 have been prepared with reference to the Landscape Institute's Technical Guidance Note 06/19 *Visual Representations of Development Proposals*, referred to as the guidance note 06/19 within this

Visualisation Type and Purpose

The photomontages presented in Appendix 4 are 'Type 3 Visualisations' which are:

*'...intended to represent design, form and context to a reasonable degree of objectivity and accuracy, one which can be understood and relied upon by competent authorities and other.'*⁵

Viewpoint Selection

The viewpoints selected for photomontage are Viewpoint 2 (Abbey Foregate / Sainsbury's), Viewpoint 6 (Bell Lane / HiQ Autocare), Viewpoint 10 (Bage Way, south) and Viewpoint 11 (Rea Brook Valley Local Nature Reserve). Their location is indicated on Figure 8 with British National Grid Coordinates provided on each photomontage presentation sheet. These viewpoints have been selected to represent a range of angles, receptors, and contexts.

Photography:

Photographs were taken on 17th June 2021. The camera used was a Nikon D3200 digital SLR which features a DX sensor. A 35mm fixed-length lens was used in line with guidance note 06/19.

Method used to establish camera location

The camera location was established using a GPS and refined using geo-referenced aerial photography (OS Mastermap Imagery Layer) and OS Vectormap Local. The level of horizontal locational accuracy of the camera location is likely to be better than 1m. The vertical position of the camera was established using Environment Agency LIDAR Digital Terrain Model with a 1m spatial resolution. This LIDAR data has a vertical accuracy of better than +/- 15cm.

Method of placing virtual camera and model in software.

Three-dimensional coordinates were used to place the virtual camera and model in 3D CAD software. Virtual markers that appear within the baseline photographs were also placed within the model to orientate the virtual cameras using geo-referenced aerial photography (OS Mastermap Imagery Layer), OS Vectormap Local and Environment Agency LIDAR Digital Terrain Model with a 1m spatial resolution. These virtual markers include buildings, road signs and other

⁵ Page 19, Technical Guidance Note 06/19 Visual Representations of Development Proposals by the Landscape Institute

structures. The virtual cameras were given attributes to match the field of view of the real camera and lens.

Rendering of Image

The views generated by the virtual cameras were rendered using specialist rendering software, with textured coloured materials appropriate to the proposed design. Sun lighting of the 3D model was generated using the time, date and location of the baseline photographs. The rendered images were exported to match the size and resolution of the baseline photography.

Combining the rendered model and photograph

The rendered image was aligned with the baseline photography in photo-editing software using the virtual markers. The rendered images were masked to remove elements that would be screened by foreground structures and vegetation.

Baseline Image

A Baseline image for each photomontage is provided within Appendix 4..

Presentation

The baseline and proposed photomontages are presented on A3 sheets as 390 x 260mm images with technical information provided on each sheet as per Technical Guidance Note 06/19.

Limitations

The photographs were taken in June when deciduous trees are in full leaf.