

# LANDSCAPE AND VISUAL IMPACT ASSESSMENT

MUNDESLEY HOLIDAY VILLAGE

CEASE THE USE OF THE AREA FOR SITE MAINTENANCE AND STORAGE  
AND STATION 6 HOLIDAY LODGES WITH DECKING AND ASSOCIATED  
WORKS.



Landmark Associates  
October 2021

# **LANDSCAPE AND VISUAL IMPACT ASSESSMENT**

**MUNDESLEY HOLIDAY VILLAGE  
PASTON ROAD,  
MUNDESLEY,  
NORFOLK,  
NR11 8BT**

**FOR**

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# 1 INTRODUCTION

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1.1 A planning application, submitted, to North Norfolk District Council seeks approval to

*“Cease the use of the area for site maintenance and storage and station 6-holiday lodges with decking and associated works.”*

A separate report of the assessment of the impacts of the development on the special qualities of the AONB including the cumulative impacts of recent developments has also been undertaken to accompany the application.

1.2 This report seeks to provide the assessment of the potential landscape and visual effects of the proposed development and previous developments upon the receiving landscape in line with current legislation and guidance. It should be read in conjunction with the Planning, Design and Access Statement and the plans. It comprises two main assessments, the first for landscape and the second for visual effects.

1.3 The application site is part of the Mundesley Holiday Village, which lies to the southeast of the coastal village of Mundesley. The site has been established for more than 50 years and has a long planning history. There are a significant number of buildings associated with the operation as a former holiday 'camp'. Some buildings have been demolished while others have been retained and converted into holiday accommodation in line with the new business model of a self-catering holiday village. Previous planning applications have resulted in the demolition of some buildings and the introduction of holiday lodges (caravans).

1.4 The whole of the application site and the Mundesley Holiday Village lies within the Norfolk Coast Area of Outstanding Natural Beauty, which was designated in 1968 under the National Parks and Access to the Countryside Act, 1949. The Mundesley cliffs are an SSSI but this designation does not have an impact on the site.

1.5 Following an assessment of the current and previous applications on the site, it is submitted that the previous and proposed development will not have a material adverse impact on the landscape and would not be contrary to the landscape policies of the local plan, which seek to protect the landscape of the locality.

## 2 BACKGROUND

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2.1 this report aims to determine if the receiving landscape can accommodate the changes in relation to the proposed application and previous applications on the site in line with current legislation and guidance.

2.2 The report contains two main assessments, the first for landscape and the second for visual effects.

2.3 Landscape effects derive from changes in the physical landscape, which may give rise to changes in its character and how this is experienced. This may, in turn, affect the perceived value ascribed to the landscape.

2.4 Visual effects relate to the changes that arise in the composition of available views as a result of changes to the landscape, to people's responses to the changes and the overall effects with the respect of visual amenity.

2.5 This report provides a landscape and visual impact assessment of the proposal to cease the use of the area used for site maintenance and storage and station 6-holiday lodges with decking and associated works.

### **Mundesley Holiday Village.**

2.6 Mundesley Holiday Village is located to the southeast of the coastal village of Mundesley and the east of the Paston Road. It has an isolated clifftop location. The site was formerly a traditional family-run holiday camp offering holiday accommodation, all meals in a restaurant, a laundry together with recreational and entertainment facilities including a swimming pool.

2.7 The proposals for 6 lodges logically follows from the demolition of the cafeteria, kitchens entertainment area and administrative offices and the stationing of 18-holiday lodges and associated works on the site. The application site lies within the overall context of the Mundesley Holiday Village (see plans accompanying the application).

2.8 This report includes an appraisal of the following:

Landscape Impacts, including:

- ❖ direct impacts upon specific landscape elements within and adjacent to the site;
- ❖ effects on the overall pattern of the landscape elements which give rise to the landscape character of the site and its surroundings; and
- ❖ impacts upon any special interests in and around the site.

Visual Impacts:

- ❖ direct impacts of the development upon views in the landscape; and
- ❖ the overall impact on visual amenity.

## Assessment Methodology

2.9 Both the landscape and visual assessments will include baseline studies that describe, classify and evaluate the existing landscape and visual resources, focusing on their sensitivity and ability to accommodate the change.

2.10 The assessment has been based on a desktop study of relevant guidance, including legislation and policy, baseline information production, and information followed by a detailed site appraisal.

The principal objectives of the study are:

- ❖ to identify and classify the existing landscape likely to be affected by the stationing of 6-holiday lodges on the application site;
- ❖ to identify the 'visual receptors' with views of the proposed development; and
- ❖ to assess the significance of effects of the developments which have taken place in the past and those which are proposed on the prevailing landscape character and visual amenity, taking into account any measures proposed to mitigate any impacts identified.

2.11 It is accepted that the prediction and extent of effect cannot always be absolute. It is for each assessment to determine the assessment criteria and the significance thresholds, using informed and well-reasoned professional judgement supported by a thorough justification for their selection, and the determination of the significance that each effect will have.

### Legislation and Policy Context - Landscape Planning Policies

2.12 Guidelines, legislation and planning policy documents provide the framework for the protection and conservation of landscape within the study area, the most relevant of which are outlined below.

2.13 Of these, statutory regulations exist to ensure both direct and indirect protection of our most valued and important landscapes, their intrinsic visual qualities and the individual elements and components that constitute their appeal.

2.14 The most relevant local planning policy is set out below:

#### ***“Policy EN 1 Norfolk Coast Area of Outstanding Natural Beauty and The Broads***

*The impact of individual proposals, and their cumulative effect, on the **Norfolk Coast AONB, The Broads** and their settings, will be carefully assessed. Development will be permitted where it;*

- *is appropriate to the economic, social and environmental well-being of the area or is desirable for the understanding and enjoyment of the area;*
- *does not detract from the special qualities of the Norfolk Coast AONB or The Broads; and*

- seeks to facilitate delivery of the Norfolk Coast AONB management plan objectives.

*Opportunities for remediation and improvement of damaged landscapes will be taken as they arise.*

*Proposals that have an adverse effect will not be permitted unless it can be demonstrated that they cannot be located on alternative sites that would cause less harm and the benefits of the development clearly outweigh any adverse impacts.*

*Development proposals that would be significantly detrimental to the special qualities*

## **National Planning Policy Framework**

2.16 The National Planning Policy Framework (NPPF) has at its core a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

## **Baseline Study**

2.17 The landscape and visual assessment includes a baseline study, which describes, classifies and evaluates the existing landscape and visual resources, focusing on their sensitivity and ability to accommodate the change.

2.18 The desktop study consisted of an assessment of aerial photography, Ordnance Survey mapping and Norfolk County Council Highways and Public Rights of Way in order to determine the number of representative viewpoints that were potentially affected by the development.

## **Method of Assessment**

2.19 The landscape and visual impact assessments have been based on an evaluation of the sensitivity of the receiving landscape and visual receptors, and the magnitude of change associated with the introduction of the proposed scheme into the landscape and visual context of the study area.

## **Landscape Character Assessment Criteria**

2.20 The Description and classification of existing landscape character have involved a review of the published and adopted North Norfolk Character Assessment published in June 2009. The Local landscape character and landscape sensitivity have been defined by taking account of landform, hydrology, vegetation, settlement, land use pattern, and cultural and historic features and associations, consequently the landscape character has been categorised as follows.

## **Quality**

2.21 Quality or condition relates to the physical state of the landscape and its intactness from the visual, functional and ecological perspectives, together with the state of repair of its constituent features or elements (e.g. hedgerows, woodlands, field pattern etc.). Local landscape quality within the study area has been considered based on the criteria described in table 1.

Table 1. Landscape Quality (or Condition)

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

## Value

2.22 The value attributed to an area of the landscape reflects communal perception at a local, regional, national or, occasionally, international scale. It is informed by a number of factors including scenic beauty, wildness, tranquillity and particular cultural associations. Cultural associations may be widely held at a national scale or more local in nature. Landscapes considered to be of the highest value would generally be formally designated at the national level, whereas those considered of lowest value would generally be undesignated, degraded landscapes, perhaps identified as being in poor condition and requiring either restoration or re-creation. Although value is largely determined by reference to statutory and planning policy designations, an absence of such designation does not necessarily imply the absence of a value, as other factors such as scarcity or cultural associations can establish an area of an otherwise unremarkable landscape as a valued local resource. The value of landscape character areas and designations has been determined using the criteria described in table 2.

Table 2. Landscape Value

<b>Landscape Value</b>	<b>Typical Indicators</b>
<b>Very High</b>	Areas comprising a clear composition of valued landscape components in robust form and health, free of disruptive visual detractors and with a strong sense of place. Areas containing a strong, balanced structure with distinct features worthy of

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

### **Character sensitivity**

2.23 Each landscape character area or designation is assessed for the sensitivity of its character to the introduction of the proposed development, taking into account its key characteristics, landscape elements, composition and cultural associations. Certain aspects of landscape character are particularly important indicators of the degree to which a landscape is likely to be able successfully to accommodate development. These include the general scale and complexity of its landforms and elements; the degree of enclosure or openness; the degree and nature of manmade influences upon it; and whether it offers particular experiences such as remoteness or tranquillity. The criteria used to determine the sensitivity of landscape character are set out in table 3.



Table 3. Landscape Character sensitivity

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

	<b>Remoteness and Tranquillity:</b> Busy and noisy, human activity and development, prominent movement.
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### Visual Sensitivity of Landscape Areas:

2.24 The visual sensitivity of an area of landscape relates to its general level of openness, the nature and number of visual receptors present within a landscape, and the probability of change in visual amenity due to the development being visible. It should be noted that landscape visual sensitivity refers to the visual sensitivity of the entire landscape that is being assessed, rather than an assessment of the visual effects of a specific, individual development.

2.25 The following table provides an overview of the typical indicators of visual sensitivity, which can be used to give a transparent, reasoned judgement regarding landscape visual sensitivity.

Table 4. Landscape visual sensitivity

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

2.26 The overall landscape sensitivity is derived by combining the assessed values attributed to landscape condition, landscape value, character sensitivity and effects on landscape elements and landscape visual sensitivity, to define an overall value within the range of Very High, High, Medium and Low.

2.27 Since each criterion has a varying weight in its contribution to sensitivity the overall value is determined by professional judgement.

2.28 For the purposes of this assessment, greater weight is attributed to Landscape Value and Landscape Character Sensitivity since these factors have greater defining criteria in the description of the landscape characterization.

### Magnitude of Change

2.29 Magnitude of change has been predicted by considering the anticipated loss or disruption to character-forming landscape elements (e.g. tree planting, landform, buildings, and watercourses etc.), which would arise through the introduction of the proposed scheme

Table 5. Definition of Magnitude of Landscape Impacts

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

## Significance of Landscape Effects of Change

2.30 The significance of the landscape character effects is determined by the assessment of landscape sensitivity set against the magnitude of change as indicated by the matrix in Table 6.

2.31 For the purposes of this assessment and with reference to the Town and Country Planning (Environmental Impact Assessment) Regulations 2011, 'Significant' landscape effects would be those effects assessed to be severe, major or major/moderate and are indicated by shading in the following table.

Table 6. Significance of Landscape Effects

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

### **3 VISUAL ASSESSMENT CRITERIA**

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3.1 In conjunction with the landscape character impact assessment, a visual impact assessment has been undertaken in order to assess any potential visual impact arising as a result of the proposed development.

3.2 In order to evaluate what the visual impact of the development will be and, if appropriate, what can be done, to ameliorate the impact, it is necessary to describe the existing situation to provide a basis against which any change can be assessed. The assessment of visual impact from any one location takes into account the:

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

#### **Visual Receptors**

3.3 Visual impact assessment considers the sensitivity to change of visual receptors within the study area, and the magnitude of change associated with the introduction of the proposed development into the existing visual context.

3.4 A range of fixed visual receptors were considered, with emphasis placed on identification and selection of locations with a clear relationship to the proposed scheme where potential visual implications were deemed greatest. The key visual receptors normally include statutory and non-statutory designated or protected areas, cultural heritage resources, residential properties and farmsteads, recreational/tourist resources, panoramic hilltop views, focused or directed views, and cumulative views. Viewpoints were selected to be representative of these visual receptor types.

3.5 These preliminary viewpoints locations were assessed in terms of visibility during field investigation resulting in some preliminary viewpoints either being repositioned to locations offering improved visual representation or discounted as not offering any views.

3.6 Field investigation from the preliminary viewpoints was used to assess the actual visibility of the proposed development within the study area, taking into account the visual barrier effect of vegetation and buildings.

#### **Site Appraisal/Photographic Studies**

3.7 Viewpoints at varying the close distance from the site were selected to represent the typical views of the site.

3.9 In determining the viewpoints, whether in the immediate locality or further away, the main public highways, sections of public footpaths, and some of the publicly available spaces within the study area were visited. It is acknowledged that from public places, more viewers are likely to be affected thereby adding to the significance of the impact upon receptors in those locations.

3.10 The locations from which the proposed development will be visible are known as visual receptors. In accordance with the "Guidelines for Landscape & Visual Impact Assessment 3rd Edition", for the purposes of the visual assessment, the visual receptors have been graded according to their sensitivity to change.

3.11 To evaluate what the visual impact of the development will be and, if appropriate, what can be done to ameliorate the impact, it is necessary to describe the existing situation to provide a basis against which any change can be assessed. Each assessment of visual impact has therefore been made taking into consideration the character and quality of the existing view. The assessment of the significance of the effect is a result of the assessment of the magnitude of the impact related to the assessment of the sensitivity of the receptor.

**Site Appraisal/Photographic Studies**

3.12 The locations from which the proposed development will be visible are known as visual receptors. The assessment of visual sensitivity considers both the category of visual receptors and the nature of their existing view. It takes account of the location of the receptor or viewpoint; the expectations, occupation or activity of the people present; the quality of the existing visual context; and the importance or value likely to be attributed by them to the available view. Therefore, not all receptors within a given category are thought to have equal sensitivity.

3.13 For the purposes of the visual assessment, the visual receptors have been graded according to their sensitivity to change against the criteria set out in the table below.

Table 7. Visual Receptor Sensitivity

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

<b>Low</b>	People at their place of work, Industrial facilities.

3.14 The number of people likely to be present and the duration of time that a view is likely to be experienced may also influence the visual sensitivity of a particular location.

3.15 Sometimes different categories of visual receptors might be present at a selected representative viewpoint (e.g. a selected location may include both residential properties and workplaces suggesting different levels of sensitivity). In such cases, the primary receptor category is identified (usually the more sensitive).

**Visual Magnitude of Change**

3.16 The visibility of the proposals and the magnitude of their change upon a view and the resulting significance of visual effect are dependent on the range of factors already outlined, together with, the time of year and weather conditions. Of equal importance will be whether the site is seen completely, or in part; whether the site appears on the skyline; whether it is viewed with a backcloth of land or vegetation; or with a complex foreground; and whether the site forms part of an expansive landscape or is visible within a restricted view. The aspect of the receptor location and whether the view is from the main window or a secondary window, which may be used less frequently, is also a consideration. From highways, the direction and speed of travel are also a consideration. In the assessment, the magnitude of change is ranked in accordance with the following table.

Table 8. Definition of Magnitude of Visual Impacts

<b>Magnitude</b>	<b>Examples</b>
<b>Very Large</b>	The development would result in a dramatic change in the existing view and/or would cause a dramatic change in the quality and/or character of the view. The development would appear large scale and/or form the dominant elements within the overall view and/or may be in full view the observer or receptor.  Commanding, controlling the view.
<b>Large</b>	The development would result in a prominent change in the existing view and/or would cause a prominent change in the quality and /or character of the view. The development would form prominent elements within the overall view and/or may be easily noticed by the observer or receptor.  Standing out, striking, sharp, unmistakable, easily seen.
<b>Medium</b>	The development would result in a noticeable change in the existing view and/or would cause a noticeable change in the quality and/or character of the view. The development would form a conspicuous element within the overall view and/or may be readily noticed by the observer or receptor.

	Noticeable, distinct, catching the eye or attention, clearly visible, well defined.
<b>Small</b>	The development would result in a perceptible change in the existing view, and/or without affecting the overall quality and/or character of the view. The development would form an apparent small element in the wider landscape that may be missed by the observer or receptor.  Visible, evident, obvious.
<b>Very Small</b>	The development would result in a barely perceptible change in the existing view, and/or without affecting the overall quality and/or would form an inconspicuous minor element in the wider landscape that may be missed by the observer or receptor.  Lacking sharpness of definition, not obvious, indistinct, not clear, obscure, blurred, indefinite.
<b>Negligible</b>	Only a small part of the development would be discernible and/or it is at such a distance that no change to the existing view can be appreciated.  Weak, not legible, near limit of acuity of human eye.

3.17 The significance of the visual effects are determined by the assessment of receptor sensitivity set against the magnitude of change as indicated by the matrix in Table 9.

3.19 For the purposes of this assessment and with reference to the Town and Country Planning (Environmental Impact Assessment) Regulations 2011, 'Significant' landscape effects those effects assessed to be severe, major or major/moderate and are indicated by shading in the following table.

Table 9: Significance of Visual Effects

<b>Magnitude</b>	<b>Sensitivity</b>		
	<b>High</b>	<b>Medium</b>	<b>Low</b>
Very large	Major	Major	Major/moderate
Large	Major	Major/moderate	Moderate
Medium	Major/moderate	Moderate	Moderate/minor
Small	Moderate	Moderate/minor	Minor
Very Small	Minor	Minor	Negligible
Negligible	Negligible	Negligible	Negligible

### **Representative Viewpoint Assessment**

3.20 Viewpoint selection has been chosen by a review of visual receptors within the vicinity of the site as well as the presence of landscape designations. The baseline description of each view is contained within the visual impact assessment.



3.21 The starting point was to determine where the potential representative viewpoints existed;

- ❖ residential properties clustered around Stow Mill;
- ❖ The public highway running from Mundesley to Paston;
- ❖ The access road leading from the Paston Road past the Mundesley Holiday Village to the cliff edge. It is important to note that the online definitive map does not show this as a highway maintainable at public expense or a Public Right of Way. The conclusion is that this is a private road.
- ❖ The clifftop along which there is no Public Right of Way.
- ❖ The beach – the long-distance coastal path runs along the beach.

3.22 The beach and the associated long distance footpath were eliminated at the outset from the selection of viewpoints as the cliff is 16m - 18 m in height and the distance of the application site from the cliff edge together with the land levels being below the height of the cliffs would mean that the holiday lodges would not be visible.

3.23 The following viewpoints in Table 10 were selected as being representative of the potential visual issues associated with the proposed development.

Table 10: Viewpoint Details

No	Location	Distance (m) and direction of view	Northing	Westing	Rationale for selection
1	Junction of a private road with Paston Road	520 m, NE	52°52'10	01°26'25	Residents, junction of the private road and the public road.
2	The gap in the hedge on Paston Road	485 m, NE	52°52'48	01°26'26	Road users
3	Private Road	5 m- 20 m, N	52°52'11	01°26'44	Walkers and car drivers accessing the cliff using the private road. Any walker on the private road will see into the present maintenance yard and the proposed holiday lodges.

## Limitations of Assessment

3.24 The field study and photographic appraisal was undertaken during September 2021 at a time when views have the benefit of vegetation in full leaf. In the summer months when deciduous species have their foliage, fewer views of the landscape will be available due to vegetation forming visual barriers. Photographs at the end of each viewpoint indicate the general outlook for receptors. There is no specific vegetation on the access road other than a single Pine tree and this does not provide any landscaping of significance.

3.25 In determining the viewpoints, whether in the immediate locality or further away, the main public highways, sections of public footpaths, and some of the publicly available spaces within the study area were examined for possible views. There are no public footpaths in the vicinity of the site or public spaces other than the beach.

3.26 It is acknowledged that from public places if they were available, more viewers are likely to be affected, thereby adding to the significance of the impact upon receptors in those locations. In some instances, it may be appropriate to consider private viewpoints. These are frequently dealt with in a separate residential amenity assessment (GLVIA, 3rd edition. Paragraph 6.17). However, they can also be used to supplement visual effects for example to illustrate the nature of the viewing experience from settlements (GLVIA, 3rd edition. Paragraph 6.20). Importantly, viewpoints should be selected "to cover as wide a range of situations as is possible, reasonable and necessary to cover the likely significant effects (GLVIA, 3rd edition. Paragraph 6.21).

3.27 For the purposes of this report, the assessment has been based on development proposals for the stationing of holiday lodges as illustrated in the planning application.

## **4 ESTABLISHMENT OF BASELINE ENVIRONMENT**

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### **Landscape Character Baseline**

#### **'Countryside Character Initiative' – Natural England**

4.1 Natural England has published a study on its website entitled 'Countryside Character Initiative'. This initiative is concerned with the management of England's countryside through an understanding of its character. It aims to guide policy developments, national decision making, and give a context to local planning, action and development. This initiative is based on 'The Character of England: landscape, wildlife and natural features' map, first published in 1997, which divides England into National Character Areas (NCA's). These character areas were updated and republished in April 2014.

4.2 The NCA of relevance to the study area, the site and its vicinity is located within NCA 79. North East Norfolk and Flegg.

4.3 The key characteristics of 79: North East Norfolk and Flegg area are:

- ❖ "A generally flat, low-lying landscape, compared to adjacent areas, which has limited topographic variation and slopes gently from west to east, becoming flatter as it merges with the Broads.
- ❖ Soils that are deep, loamy and free draining. They are very fertile and support productive arable farming. Horticultural crops are grown on the lighter soils towards the coast.
- ❖ Naturally active coastline of geological and geomorphological importance, providing the main source of sediment to the south of the NCA, within the sediment sub-cell. Internationally important Pleistocene sediment and fossil deposits are exposed in eroding coastal cliffs.
- ❖ Distinctive coastal sand dune system and deposits of marine shingle, with sections of sandy cliffs and long, wide, sandy beaches.
- ❖ Copses and large woodland blocks around Blofield Heath, East Rushdon and North Walsham, such as Bacton Woods, are important features of inland areas. They lend an intricate, enclosed character to the mix of pastures and arable land on the Broads margin, contrasting with the scarcity of woodland elsewhere. High hedgerows with prominent hedgerow oaks are notable features.
- ❖ The River Yare, which provides a distinctive riverine landscape and flows out through the tidal lake of Breydon Water to the North Sea.

- ❖ Strong vernacular style of domestic and agricultural buildings, reinforced by use of flint and red brick. Roofs are commonly pan tile. Norfolk Churches are very prominent in the open landscape with blocks of woodland and copses seen along the Broads margin. Reed thatch or pantiles. Isolated flint churches – either round-towered Saxon-Norman churches or medieval wool churches – are prominent in the open landscape.
- ❖ Nucleated villages and hamlets, linked by a dense network of small lanes. Chalet parks and large caravan sites dominate the settlement structure along parts of the coast.”

### **Sub-Regional Character - Assessment of Area of Outstanding Natural Beauty**

4.4 The Assessment of Landscapes within North Norfolk was commissioned by North Norfolk District Council and published in June 2009 as supplementary planning guidance. The purpose of the report was to assess the baseline study of the landscape character, at a sub-regional level that gives a further understanding of the landscape resource.

4.5 The key characteristics of the relevant sub-regional character area relevant to the study area are reproduced below:

“10.1 Bacton to Sea Palling (CP1)

**Key characteristics of this character area, which make it distinctive within its type**

- ❖ Generally, level or very gently rolling landscape which is relatively low compared with neighbouring coastal areas to the North. The landform gradually declines from Cromer to Sea Palling and then becomes sea level fen around Horsey.
- ❖ Settlement pattern is linear along the coast with large areas of ad hoc development straggling along roadways between settlements. The pattern is distorted and disturbed but an underlying nucleated ‘older’ (pre late C19th) settlement pattern is still discernible in the older properties, road network and location of churches.
- ❖ Away from the coast and mirroring the underlying pattern along the coastal part, the settlement structure is semi-nucleated with small villages (with a dispersed settlement pattern around a road network indicating small farmsteads and cottages with larger than average gardens) – an open, less controlled or estate type landscape based on individual small landholdings (other areas within the eastern part of the District demonstrate similar patterns).
- ❖ No major roads. The coast road and main, unusually straight B1159 are the only major roads servicing this Area. Road disturbance tends to be less than average.
- ❖ Bacton Gas Terminal dominates the landscape. Both in terms of daytime and night-time impact. It can be seen from miles away (communication towers and lights). It has a strong influence over the perception of the landscape for a wide area around Bacton

but not so much from the northern (Paston) side from which it is partly hidden by rising ground.

- ❖ Large caravan and chalet parks. Most are sited along the coastal fringe and dominate the settlement structure – emphasising and encouraging (by additional development) the straggling structure. One centrally placed chalet park in Bacton is comprised of wooden huts of some antiquity; similarly the Ostend Crescent in Walcott; which gives a very definite historical ‘pre-War’ feel to this area. Others such as the Coastline flats and bungalows (Walcott) simply suburbanise, starkly rising out of the landscape.
- ❖ Similarly remnant older bungalows of a wood and asbestos nature put up between the Wars or post 1945 give a definite character to parts of the coastal area.
- ❖ The surprisingly large Bush Estate at Eccles is the epitome of ad hoc ‘plotlands’ holiday development being quite isolated down unadopted rough tracks.
- ❖ Older settlements such as Happisburgh, Lessingham and Ingham Corner have an almost ‘Broads’ feel in terms of vernacular architecture with thatched roofs, coursed high quality flint work and small cottages with large gardens.
- ❖ Field pattern is pre-Enclosure (mainly). But many field boundaries have been lost. Others are not hedged but banked only (and may always have been so). The presence of hedgerow trees is higher than the norm for the Type, but low compared to neighbouring Types (due to non-replacement of old trees – it appears that the landscape has become significantly less ‘treed’ during the past 50 years).
- ❖ Views of the Happisburgh Lighthouse, Water tower and Churches (especially Walcott, Happisburgh (and Ruston), Lessingham) are very visually dominant in this open landscape.”

#### 4.6 The evaluation states:

##### **Evaluation**

**10.1.1** The condition of the landscape character varies from Poor to Moderate. Areas close to the coast (Bacton Walcott) show the most degraded and eroded character due to recent overlying developments. Areas away from the coast yet not overly degraded by field boundary removals show Moderate character.

**10.1.2** The strength of character is Moderate – even the degraded or eroded parts demonstrate a highly distinctive if often unlovely, character which is often full of interest if somewhat generic nationally.”

4.7 The Norfolk Coast Partnership (NCP) was set up in December 1991 and brings together the many stakeholders who have a role in managing the area. Its objective is to

“To bring about the sustainable management of the AONB in such a way that meets its specific environmental, social and economic needs whilst conserving and enhancing its natural beauty.”

### **Landscape Character of the Site and its Surroundings**

4.8 This section describes in detail, the application site in the overall context of Mundesley Holiday Village and its surrounding area. The section also discusses the issue of visual amenity from certain areas within the landscape.

4.9 The application site is within the area of the Mundesley Holiday Village which has been used for the storage of building materials, plant and machinery and the general ‘left-overs’ of the operation of the site both as the Mundesley Holiday Village and the former Holiday Camp. The area has been used as a general “dumping ground” for a wide range of materials that had no other home within the Holiday Village

4.10 The difference in levels between the base of the area and the higher surrounding land has formed an enclosed space with access to the private road and into the site. There are no buildings on the site. Due to the difference in ground levels between the working area and the surrounding land, the operation has had little visual impact on the site or the surroundings. Access to the application site will be via the private road and the existing site.

4.11 The site comprises part of the wider Mundesley Holiday Village, a well-established former holiday camp that has been transformed into a self-catering holiday village consisting of self-catering accommodation, static holiday lodges, self-catering cottages, and administrative offices.

4.12 The holiday village is set on the cliff edge to the southeast of the village of Mundesley.

4.13 At the centre of the site is a water tower and radiating from this 4 single-story units of holiday accommodation. Around this, like the rim of a wheel are other single storey units of holiday accommodation. It is understood that this layout was originally meant to reflect Stow Mill near the entrance to the site.

4.14 Before their demolition, at the front of the site, facing onto the private road were the buildings forming the entertainments area, restaurant, kitchens and administrative offices. These buildings had a dominant presence. These were, as a block unattractive with no architectural merit and were highly visible in the public realm.

4.15 At the entrance to the site is a former farmhouse, which is used as self-catering accommodation. This building has pleasing traditional characteristics.

4.16 Planning permission has been granted for the stationing of holiday lodges on the western end of the site and the demolition of block 3 and its replacement with holiday lodges.

4.17 As part of the improvements to the site the original swimming pool and laundry building have been demolished.

4.18 An application to demolish block 4 and place 4 lodges on this site and area 5 has been approved

4.19 The application to demolish all the buildings at the front of the site and replace them with 18-holiday lodges has been approved.

4.20 The following photographs are taken to form a series of views along the private road from the point of the pine tree towards the clifftop car park and from the car park back towards the site. The photographs show the low level of the visual impact of the site in both directions. The road offers the greatest level of visibility to the public.



The starting point of the appraisal is adjacent to the Pine tree looking towards the clifftop car park. The most recent holiday lodges are to the left. The private road rises up towards the cliff edge. Hedges can be seen behind the building in the mid-ground and to the field edge.



View towards cliff with buildings to be removed on the left. The rise in the land and the hedge prevents any views into the site.



View further towards the cliff with buildings to be removed on the left. The rise in the land and the hedge continue to prevent any views into the site.





View further towards the cliff. The land rises towards the clifftop car park. On the left is an entrance into the Holiday Village. A glimpse of the security fence on the edge of the site can be seen. The rise in the land and the hedges continue to prevent any views into the site.



In this view towards the cliff, the entrance to the storage area and the security fence can be seen on the left. The car park is in the distance. The hedges continue to prevent any views into the site.



View into the site with the security gates and fence. The use of the site for the storage of materials and plant can be seen. The view also shows the height of the land behind the site.



View towards the clifftop car park. The banking on the left of the track will hide the holiday lodges.



View from the car park looking back along the access track, the application site and the Holiday Village. The application site is on the left and will mask from view by the surrounding land and plant material.



View from the access track looking into the application site, which will, masked from view by the surrounding land and plant material.

4.21 The photographic survey demonstrates that it is only at the entrance of the site will a clear view of the proposed holiday lodges be seen

#### **Land to the North of the site**

4.22 To the north of the site, there is an area of open clifftop leading to the cliffs themselves. As a result of previous planning applications, it has been established that the northern edge of Block 4 is the extent of development and that the cliff edge past this point should remain free of development. Further north is the beach and the sea. The cliffs are approximately 16m – 18m high. The topography of the landscape is relatively flat with some undulations with the Holiday Village lying within a 'fold' in the landscape. The land is in the Area of Outstanding Natural Beauty.

#### **Land to the West of the site**

4.23 Immediately to the west of the application site is the area for the 18-holiday lodges to replace the former set of buildings.

4.24 Further to the west are holiday lodges, renovated holiday accommodation and the original farmhouse used for holiday accommodation. Outside the western boundaries of the Mundesley Holiday Village are open fields in agricultural use. To the north east as a small caravan site. At the entrance to the private road on the junction with Paston Road is a former farmhouse, which is a private dwelling. On the other side of the road is Stow Mill.

4.25 A hedgerow, which has been reinforced with additional planting as part of the improvements to the site and a condition of planning permission separates the holiday village from the agricultural fields.

4.26 The public highway lies to the west of the holiday village.

### **Land to the South of the site**

4.27 Immediately to the south of the site is the private access road.

4.28 Further to the south and outside the boundaries of the Mundesley Holiday Village are large open agricultural fields, which eventually lead to the Bacton Gas complex.

4.29 The private access road defines the south edge of the holiday village.

### **Land to the East of the site**

4.30 To the east of the application site and the overall complex is open clifftop followed by the cliff edge, beach and sea.

4.31 The topography of the landscape is relatively flat from Paston Road to the cliff edge.

### **The visual influence of the site**

4.32 The site's visibility is shaped by the surrounding changes in topography, existing built forms of the Mundesley Holiday Village, the open clifftop and the hedgerows on the boundaries. The original holiday camp on the site degraded the open nature of the cliff top, which can be seen to the north and south of the site. However, by virtue of the distance of the holiday village from public viewpoints, the fact that the majority of the buildings are single storey and the topography of the surrounding land means that the site is not visually intrusive and sits within the landscape.

4.33 In defining the zone of visibility, particular consideration was given to:

- ❖ The screening properties of the hedgerow on the western boundary of the holiday village and the hedgerows on the application site;
- ❖ Views along the Paston Road limited by roadside hedgerows and trees;
- ❖ The absence of residential properties close to the site;
- ❖ The absence of Public Rights of Way and footpaths within the vicinity of the site except for the access track;
- ❖ The absence of public open space in the vicinity of the site.

### **Identification and Assessment of Potential Impacts**

4.34 This section aims to identify the Landscape and Visual effects of the proposed development during construction and operation. In addition, it considers the impact of those developments, which have been approved and implemented on the site.

4.35 For the purposes of this report and as 'worst case', the construction and operational stages are assessed at peak construction and operational periods.

4.36 The characteristics of the proposed development that have been considered as part of this assessment are described below.

### **Characteristics of the Proposed Development**

4.37 The proposed length, width and height of the 6 proposed holiday lodges will fall within the legal definition of a 'caravan' (less than 20m x 6.8m, less than 3.05m when measured from internal floor to internal ceiling).

4.38 No taller features will be associated with the caravans and they will be similar in height to the holiday lodges already stationed on the site. In addition, they will be contextual with the other single storey elements of holiday cottages, which form the other blocks of self-catering accommodation.

4.39 Landscape and visual impacts will not arise during any construction phase as the holiday lodges arrive on a trailer and will be stationed on the concrete pads to be installed on the site. The laying of access roads to the units will not involve the removal of large quantities of material. Work will be undertaken during daylight hours and no site lighting will be required.

4.40 There will be a significant visual improvement to the area as a result of removing the existing unsightly activities taking place within the area.

4.41 The visual impact will arise from the stationing of 6-holiday lodges on the application site, associated works, and car parking.

### **Characteristics of Recent Developments**

4.42 Part of the requirement of the appraisal is to determine the impact of early developments, which have been approved and taken place overall site.

4.43 A number of applications were approved when the site was a holiday camp but the details of this are not readily available. It is intended to use, as a baseline the situation when Mundesley Holiday Village came into operation and the business model changed from a holiday camp to self-catering units.

4.44 Planning permission PF/15/1198 was for "Demolition of accommodation block B, swimming pool and laundry. Use of the land for the stationing of 21-holiday lodges, reception building and wardens accommodation together with the formation of maintenance compound, erection of maintenance building, realignment of internal roads and associated landscaping". The elements of the approval, which have been implemented at this time, have been:

- ❖ Demolition of swimming pool and laundry buildings;
- ❖ The stationing of 21-holiday lodges; and
- ❖ The stationing of the reception building and wardens accommodation.



4.45 Planning permission PF/16/1521 granted consent for the provision of pitched roofs on 3 existing accommodation blocks.

4.46 Planning permission PF/16/1743 - demolition of block 3 and replacement with 8 no. relocated holiday lodges. The block has been demolished and holiday lodges stationed on the land. A planning application has been granted to demolish block 4 and replace the building with 4-holiday lodges including an adjacent area. This permission has been implemented.

4.47 Planning permission has been granted and implemented for the demolition of the buildings comprising the entertainments complex, restaurant and kitchens, offices and other associated buildings and their replacement with 18- holiday lodges.

4.48 It should be noted, with the exception of the pitched roofs the introduction of holiday lodges has been accompanied by the demolition of buildings on the site either in the form of facilities or sub-standard holiday accommodation

4.49 In addition, to the planning applications listed above there has been a programme of improving the external appearance of the existing accommodation by the application of horizontal cladding in pastel colours agreed with the Council. This has unified the overall appearance of the site and created a sense of unity while at the same time giving a 'coastal holiday building' feeling to the whole site.

4.50 It is submitted that there has been an overall improvement to the landscape of the area by the loss of the ugly buildings consisting of the, swimming pool, laundry, block 3, entertainment and restaurant complex and offices and the introduction of holiday lodges and improvements to the appearance of the existing buildings on the site.

## **5 ASSESSMENT OF EFFECTS**

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5.1 This section aims to identify the issues relating to the impacts of the proposed development during construction and operation.

### **Landscape Character Impacts during Construction**

5.2 The current use of the application site and the whole site is that of a self-catering holiday village. The holiday village contains a series of single-storey elements formed by permanent single-storey buildings and holiday lodges. The built features dominate the site. There is a strengthened hedgerow on the western boundary and internal planting. The application site has hedgerows on the boundaries. However, overall there is a limited amount of landscaping due to the location of the holiday village on a clifftop.

5.3 The built form within the application site includes typical single-storey units associated with the former holiday camp and its communal facilities, which have now been removed. There have been numerous improvements to the site by the widespread application of horizontal cladding boards in pastel shades, which have improved the appearance of the former units and given a sense of unity to the whole of the site and a 'seaside quality'. The built elements are, with exception of the water tower, single storey.

5.4 The materials storage for the works and the stationing of the caravans on the resultant site will be barely perceived in respect of landscape elements. The removal of the current activities on the site will bring about significant visual improvements.

5.5 The assessment of landscape character impacts must be seen in the wider context of landscape elements that contribute and make up the character areas within the study area.

5.6 Construction traffic during the phase when the lodges are stationed on the site would be light and would be travelling along country roads, where traffic would generally be limited to cars, walkers and cyclists. The lodges would be delivered singly or in two sections on purpose-designed trailers. There have been no difficulties encountered with this approach to the delivery of other lodges to the holiday village.

5.6 Landscape quality, value, character sensitivity and visual sensitivity have been determined. Taking into account the perceived alteration to landscape character that the scheme will bring, it is assessed that the study area overall, will have a low landscape character sensitivity to this form of development in this location.

5.7 When seen as part of an essentially holiday village area, the character for this part of the study area's landscape character will continue to be of low sensitivity during the stationing of the lodges on the site and the associated works.

5.8 In summary, both the application site and the close local landscape in general, are assessed as having low landscape sensitivity to this development. For the proposed site itself, it is assessed to be subject to a small magnitude of change, due to the introduction of 6 holiday lodges of similar appearance to those already on the site and as a result, they are

not considered uncharacteristic when set within the attributes of the receiving landscape. Consequently, the significance of the landscape effect for the stationing period is assessed to be negligible.

## Operation Stage Impacts

### Landscape Effects

5.9 The introduction of the proposed additional self-catering holiday accommodation within the established holiday village will not be uncharacteristic when set within the existing attributes of the local receiving landscape. It can be determined that the introduction of the lodges, while not in the local vernacular, would be similar in terms of character, to the existing holiday lodges on the site and the other single-storey holiday accommodation as they would be of similar appearance. The magnitude of change on landscape character is determined to be minor/negligible.

5.10 Based on a poor to moderate landscape sensitivity of both the local and wider landscape rather than just of the site itself, the significance of the effect on the landscape character resulting from the proposed development is therefore assessed to be minor.

### Visual Effects

5.11 The introduction of the proposed tourism development of holiday lodges within the existing landscape and framework of the existing site would not be considered out of character. This includes the rural road network, existing development and surrounding uses.

5.12 The viewpoint analysis assesses this in more detail.


### Viewpoint Analysis

10.20 The viewpoints have been selected to be representative of the types of views experienced by a range of sensitive receptors and are listed in the preceding Table 10.

10.21 A full list of viewpoints is listed in Table 11 as follows;

Table 11: Viewpoint locations

No	Viewpoints	Direction Of View	Distance	Receptor Sensitivity At Viewpoint
1	Junction of a private road with Paston Road	NE	520 m	Residents, private roads and the public road.
2	The gap in the hedge on Paston Road	NE	485 m	Road users
3	Private Road	N	5 m - 20 m	Road users and walkers on the private road

	
V1	
Baseline Description	<p>This is a view from the junction of the private road leading to the cliff and Paston Road. It is at a point where drivers and walkers will get a distance glimpse of Mundesley Holiday Park. The application site is not perceptible.</p> <p>The topography is gently rolling in this location with an overall gentle fall towards the cliff edge. The original farmhouse on the edge of the holiday village is just discernible as are the original accommodation blocks and some of the new holiday lodges. The view has been improved by the removal of the swimming pool.</p> <p>The views from this direction are over agricultural fields and include a deciduous hedge on the boundary between the field and the holiday village.</p>
Predicted Change	<p>The previous approval consisting of additional holiday lodges and the removal of the swimming pool and the laundry together with the removal of the entertainment complex, restaurant and offices. As the application site lies behind existing caravans there is no predicted change from this viewpoint</p>
Magnitude of Change	<p>The proposed holiday lodges would not be discernible and no change to the existing view would be appreciated.</p>
Type of Effect	<p>The development would result in no change in the existing view, would cause no change in the character of the view, and would not be noticed by the observer due to the presence of the existing buildings and the topography of the land.</p>

Assessment	Visual Receptor Sensitivity <b>High</b> Magnitude <b>Neutral</b>
Significance of Effect <b>Neutral – not significant</b>	



V2	
Baseline Description	<p>This is a view from the gap in the hedgerow on Paston Road looking towards the site. The holiday village is discernible above the edge of the agricultural land. It is at a point where drivers and walkers will get a distance glimpse of Mundesley Holiday Park.</p> <p>The topography is gently rolling in this location with an overall rise from the road to the holiday village. The original farmhouse can be seen to the far right of the site together with a block of accommodation. The water tower is in the centre of the picture. Some of the approved holiday lodges can be seen. The view has been improved by the removal of the swimming pool. The application site is shielded from view by the existing structures on the holiday village and the rise in the land.</p> <p>The views from this direction are over agricultural fields and include a deciduous hedge on the boundary between the field and the holiday village.</p>
Predicted Change	<p>The previous approval consisting of additional holiday lodges and the removal of the swimming pool and the laundry. As the application site lies far behind existing buildings and caravans there is no predicted change from this viewpoint</p>
Magnitude of Change	<p>The proposed holiday lodges would not be discernible and no change to the existing view would be appreciated.</p>
Type of	<p>The development would result in no change in the existing view, would cause no change in the character of the view, and would not be noticed</p>

Effect	by the observer due to the presence of the existing buildings and the topography of the land.
Assessment	Visual Receptor Sensitivity <b>High</b> Magnitude <b>Neutral</b>
Significance of Effect <b>Neutral – not significant</b>	



V3	
Baseline Description	This is a view looking from the private road into the application site. Other photographs have shown the activities taking place in relation to the storage of plant equipment and rubble. The most obvious view for a driver of a car or walker along the private road will be into the site at his entrance at this point.
Predicted Change	The predicted change will involve the loss of the activities associated with this area and the introduction of 6-holiday lodges with verandas.
Magnitude of Change	The proposed holiday lodges would be discernible at this point and will result in a change to the existing view. It is considered that this would be a visual improvement to the existing situation.
Type of Effect	The development would result in a change in the existing view and would cause a minor change in the character of the view and would be noticed by the observer due to the removal of the existing buildings and the introduction of holiday lodges.
Assessment	Visual Receptor Sensitivity <b>High</b> Magnitude <b>Small</b>
Significance of Effect <b>moderate</b>	



Table 12 Summary and comparison of Residual Visual Significance of Effects

No	Viewpoints	Receptor Type	Receptor Sensitivity	Magnitude of Change	Significance of Visual Effect	Magnitude of Change	Significance of Visual Effect
				Operational Stage		Residual Stage	
1	Junction of a private road with Paston Road	Residents, private road and the public road.	High	Neutral	Not Significant	Neutral	Not Significant
2	The gap in the hedge on Paston Road	Road users	High	Neutral	Not Significant	Neutral	Not Significant
3	Private Road	Road users and walkers	High	Minor	Not Significant	Small	Moderate

## **6 DEVELOPMENT MITIGATION**

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6.1 The stationing of additional 6-holiday lodges at Mundesley Holiday Village as a replacement for the activities in the storage area is to be in line with the North Norfolk Local Development Plan and the precedent established by the grant of previous planning permissions on an existing site.

6.2 In addition to the above, the following approaches have been adopted for the site's mitigation strategy.

6.3 The scale of the development is limited to single-storey holiday lodges to maintain the lowest possible skyline to views from the local landscape. The holiday lodges, particularly in terms of height will be similar in height and appearance to the existing units on the site and will be lower than the existing buildings.

6.4 The materials that form the external envelope and roof of the holiday lodges will match that use on existing lodges and permanent units of accommodation as this approach will be sensitive to their context and surroundings.

6.5 The existing established hedgerow and landscaping on the wider site are retained and augmented where possible to ensure the impact of the proposal is minimised.

## **7 SUMMARY OF RESIDUAL IMPACTS AND SIGNIFICANCE**

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### **Summary of Residual Landscape and Visual Effects**

7.1 While the visual assessment has examined, as necessary, the stationing stage and operational stage separately, the residual impacts will only cover the operational stage since the stationing stage is temporary.

7.2 The most effective mitigation will be the existing landform and existing holiday units and lodges which will block any views of the site in the wider landscape. This visual barrier effect will reduce the visibility of the development to form either inconspicuous minor elements which might be glimpsed within the view or that no part of the development would be appreciated.

### **Landscape Character**

7.3 With the introduction of new tourist accommodation at Mundesley Holiday Village into this part of the existing site the overall magnitude of landscape character impact is assessed as still being minor/negligible since in accordance with Table 5 the development would give rise to a minor alteration to one or more of key landscape features and does not quite fit into the landscape and scale of the landscape. Assessed against a landscape character that has been determined to have sensitivity, and a magnitude of change assessed, as very small the Significance of Effect will remain as minor.

### **Visual Impact**

7.4 Over time, the existing hedging will increase in terms of size and effectiveness in containing the development. Materials that form the external envelope and roof of the buildings will weather and have more subdued tones. This will help limit views of the development in time and therefore alter and reduce some of the magnitudes of visual change from the viewpoints.

## **8 CONCLUSION**

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### **Landscape Character**

8.1 The site falls within the North Norfolk Area of Outstanding Natural Beauty (AONB).

8.2 Due to the distances in views, topography and existing buildings and lodges the development of the application site will not have an impact on the character of this designation.

8.3 The NCA of relevance to the study area, the site and its vicinity is located within NCA 79. North East Norfolk and Flegg. The site and study area displays a number of characteristics, which have been identified within the National

### **Character Area.**

8.4 Within the Assessment of Landscapes within North Norfolk 2009 the site is shown as being located within Bacton to Sea Palling (CP1).

### **Stationing Stage**

8.5 The significance of the landscape effect for the stationing stage of the proposal is assessed to be minor/insignificant. It is also temporary. This assessment of the landscape effect is not classified as significant.

### **Operational Stage**

8.6 It has been assessed that a minor loss of landscape elements and the introduction of elements that will not be prominent but are characteristic within the overall will occur, and the subsequent landscape effects are considered not significant in planning terms.

### **Residual Significance of Landscape Effects**

8.7 The landscape character assessment from the viewpoints discussed above, has determined that there are no significant residual effects caused by the proposed development.

### **Visual Effects**

8.8 All viewpoints are from publicly accessible areas and have been specifically chosen to represent certain views or users of certain views. These include footpaths, residential areas, points of interest and roads.

### **Operational Stage**

8.9 The visual impact assessment has identified the largely neutral and negligible significance of visual effects. In most cases, the development is obscured by existing landscape features. This is due to the scale of the proposals, which are considered not to be noticeable.

8.10 The assessment has found that where parts of the development might be visible such views are glimpsed and would not have significant visual effects in planning terms.

### **Residual Significance of Visual Effects**

8.11 With the heights of these structures being of a single storey, the existing planting on the boundary of the site will provide a visual barrier. When seen within the context of the wider landscape, the viewpoints show, the proposals are barely noticeable and would consequently have no significant visual effect. In many views, the proposed development is not noticeable.

### **Conclusion Overall**

8.12 Following this assessment, the overall impact of the proposal is considered negligible, with many views resulting in the neutral magnitude of change and neutral significance of the visual effect. Previous planning approvals have removed a number of ugly and outworn buildings from the landscape. The changes, which occur for those on the private road, consist of considerable improvements due to the removal of the existing activities and a minor change from the introduction of holiday lodges. The development will not have a material adverse impact on the landscape and would not be contrary to the landscape policies of the local plan.