



**WREYLAND**  
RURAL PLANNING CONSULTANTS

# LANDSCAPE & VISUAL IMPACT ASSESSMENT

**Lucy Lane Fox Ltd, New Barn Farm, Chedworth, Glos GL54 4NG | JULY 2023**

*"Development of new soft-furnishing workroom premises and change of use of home office to office-use"*

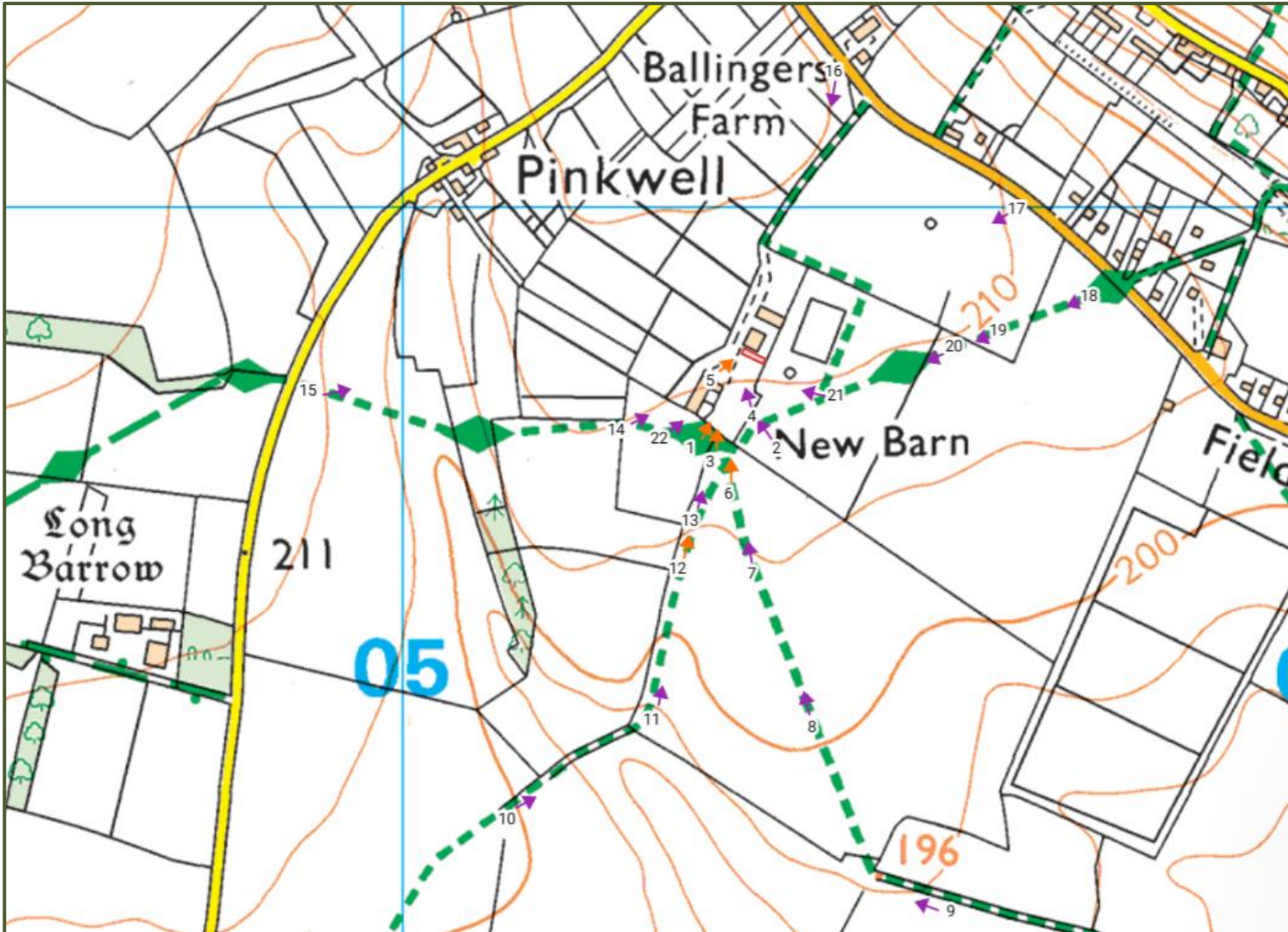


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## 1.0 Introduction and methodology

- 1.1 This Landscape Impact Assessment has been compiled in support of an application for a new workroom premises to support the existing commercial activities undertaken by Lucy Lane Fox Ltd and New Barn Farm, Chedworth.
- 1.2 This assessment specifically focusses upon the impact of the proposed development on view from public receptors and public rights of way.



**Figure 1 – OS plan of image locations**

Figure 1 (left) shows locations indicated in purple on public rights of way from which photographs have been taken to consider the impact of the proposed development.

Locations considered to be subject to the highest (relative) degree of impact (identified in orange) have been integrated into a CAD programme to produce computer generated images of how the development will appear upon completion.





Existing equestrian building

### Map Location 1

This is the principal view of the site from the nearest PRow. A gap in the trees allows a glimpse of the site which is set against the backdrop of the existing 20<sup>th</sup> century blockwork equestrian building.



Proposed development located in front of existing equestrian building showing a neutral landscape impact

### Map Location 1 CGI

Owing to the proposed development being located adjacent to an existing building which is greater in terms of scale, mass, height and volume, the existing view of the blockwork building will be exchanged for a view of the proposed building. There will be no increase in scale or mass to passers by and no material change and certainly no detriment to the existing view.





### Map Location 3

From the footpath junction, the view of the proposed development is obscured by existing vegetation with only the roof of the existing equestrian building being visible.



### Map location 3 CGI

The proposed building will be situated adjacent to the existing building and will be no greater in scale. Accordingly while it will be visible, its impact on public views will be neutral.





Existing equestrian building

**Map Location 5**

The image from Location 5 is not visible from the public realm and has been included to show the relationship between the existing site and the proposed development. The proposed building will be situated immediately adjacent to the existing equestrian building and between the existing building and the existing dwelling, forming a nucleated range of rural buildings.



Proposed development

**Map Location 5 CGI**

The proposed development will sit in an uncramped position and will form a natural part of the existing range of rural buildings.





### Map Location 6

Owing to existing mature foliage and natural screening there is extremely limited visibility from the PRow when approaching the footpath junction from the south-west.

In this instance the roof of the existing equestrian building is barely visible even from a point of relatively close proximity.



### Map Location 6 CGI

As a result, the roof too of the proposed building will be barely perceptible from the nearby PRow heading to the south-east.





#### Map Location 12

Approaching the site from the PRoW to the south, a relatively far-reaching view is provided of the existing equestrian building



#### Map Location 12 CGI

The proposed building will be visible, however as its scale is no greater than the existing equestrian building it will integrate into New Barn Farm's existing built form neutralising the impact of the development.





**Map Location 13**

Taken from a position closer to the proposed development from the PRow to the south again showing the roof of the existing equestrian building



**Map Location 13 CGI**

The proposed development will be similarly visible, however there will be no increase in scale, mass or volume. The view from the PRow will not be materially changed.





### Map Location 7

From further away to the south-east, the PRoW is afforded an unencumbered view of the farmhouse, however as a result of the existing mature landscaping neither the existing of proposed development is visible.



### Map Location 8

From further away to the south-east, the PRoW is afforded an unencumbered view of the farmhouse, however as a result of the existing mature landscaping neither the existing of proposed development is visible.





#### Map Location 9

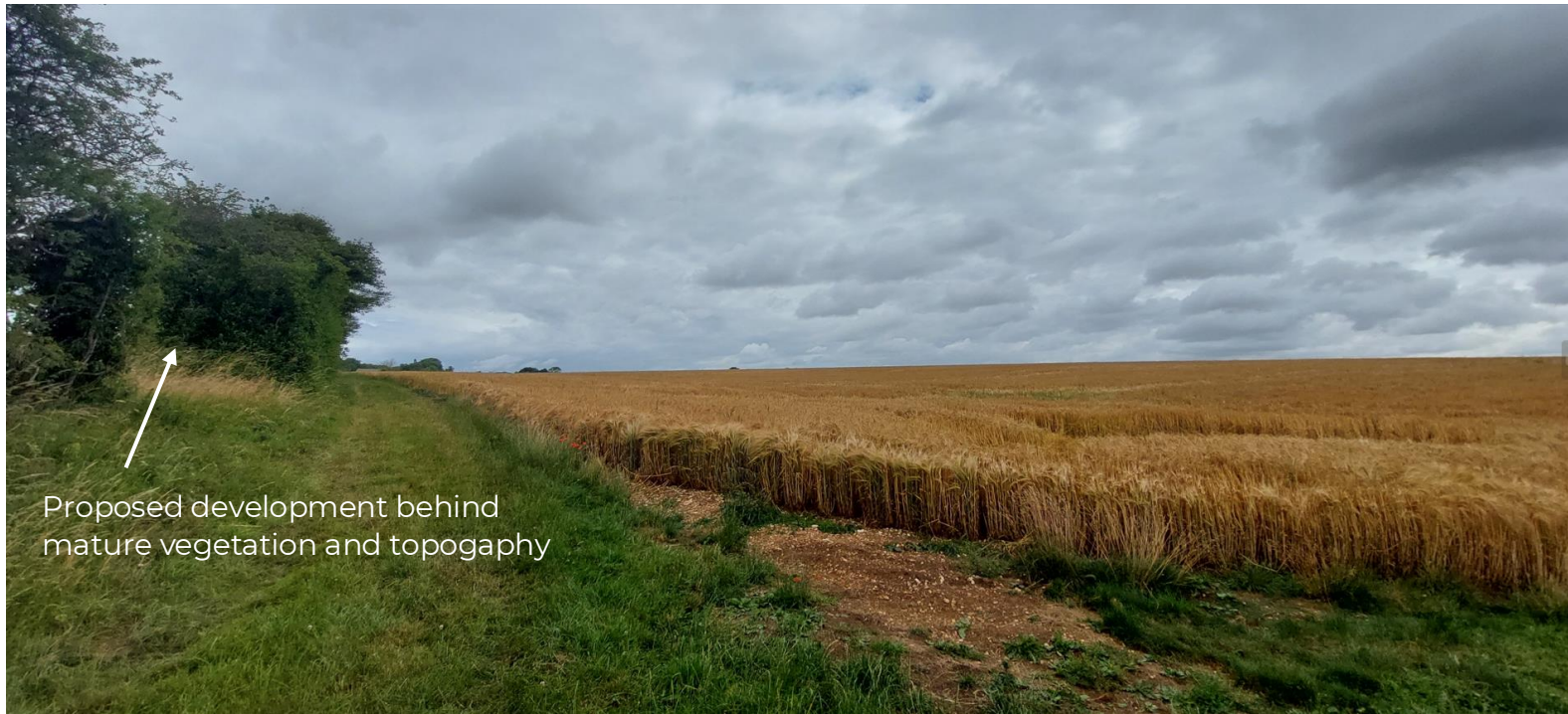
From further away on the PRoW to the south-east mature field boundaries negate any far-reaching views of the site.



#### Map Location 10

From Location 10, mature field boundaries and undulating topography negate any far-reaching views.





Proposed development behind  
mature vegetation and topography

#### Map Location 11

Location also shows how the PRow to the south of the site has far-reaching views constrained by the area's falling topography.



Proposed development behind  
existing built form

#### Map Location 14

From Location 14 the proposed development is entirely screened by an existing building and other mature landscaping





Proposed development behind  
mature vegetation and topography

**Map Location 15**

From Location 15 the proposed development is entirely screened existing mature vegetation and topography



Proposed development behind  
mature vegetation and topography

**Map Location 16**

From Location 15 the proposed development is entirely screened existing mature vegetation and topography





**Map Location 17**

From Location 17 the proposed development is entirely screened existing mature vegetation and topography



**Map Location 18**

From Location 18 the proposed development is entirely screened by existing mature vegetation





### Map Location 19

From Location 19 the proposed development is entirely screened by existing mature vegetation



### Map Location 20

From Location 20 the proposed development is entirely screened by existing mature vegetation





Proposed development behind  
mature vegetation

### Map Location 21

From Location 21 the proposed  
development is entirely screened by  
existing mature vegetation



Proposed development behind  
mature vegetation

### Map Location 22

From Location 22 the proposed  
development is entirely screened by  
existing mature vegetation



## 2.0 Conclusion

- 2.1 The location of the proposed development has been selected as it will be situated adjacent to the existing built form and the surrounding form of a 20<sup>th</sup> century rural yard. Accordingly, in the first instance the setting of the proposed development will mean that its location is not isolated and nor will it be an unexpected occurrence in the countryside. The proposed development will be set against the backdrop of existing buildings, blending into the existing setting.
- 2.2 In terms of the view from nearby Public Rights of Way, where the proposed development may be visible, computer generated images have been created to test its true impact. In each case the proposed development will simply be seen against the backdrop of the existing built form. In no instance will it constitute an imposition upon the landscape.
- 2.3 It is therefore the case that the proposal conserves the existing landscape setting and is compliant with Policy EN2 and EN5 of the Local Plan and Paragraph 176 of the National Planning Policy Framework





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