

# Landscape and Visual Impact Assessment

Extension to Existing Poultry Unit  
Far Broadway Farm,  
Ford Heath,  
Shropshire.

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Berrys

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# Landscape and Visual Impact Assessment

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# **1. INTRODUCTION**

## **1.1 The Commission**

- 1.1.1 Lingard Farrow Styles were commissioned to undertake a Landscape and Visual Impact Assessment (LVIA) by Berrys. This LVIA is intended to identify potential landscape and visual effects of a proposed extension to an existing poultry unit at Far Broadway Farm, Ford Heath, Shropshire. The assessment was undertaken by a Chartered Landscape Architect in January and February 2022.

## **1.2 The Site and Study Area Location**

- 1.2.1 The Site and Study Area are identified on Figure 1. The Study Area has been informed by the proposed development, a Zone of Theoretical Visibility for the proposed development (ZTV, Figure 5), topography (Figure 2), and a visit to the site and surrounding area in January 2022.

## **1.3 The Proposed Development**

- 1.3.1 The proposed development is illustrated on the planning application drawing SA33086-BRY-ST-PL-A-0005 by Berrys and drawings 9028 Site Plan, 9028 Line Drops and 5513-01 by Powell & Co. Construction Ltd. The buildings and silos of proposed development have been designed to match the existing poultry unit in terms of scale, height, materials, and colour. The proposed development is described below:
- 2 No. poultry buildings separated by ~7m, positioned ~40m north-west of the existing poultry buildings.
  - Each poultry building will measure ~105m x ~24m in plan with the height of each shed measuring ~4.8m to the ridge and ~2.6m to the eaves. 6no. ridge vents for each building extend ~ 0.8m above the ridge height to a total height of ~5.6m.
  - There will be 3 No. feed silos in a single group located between the southern ends of the two proposed buildings. Each feed silo will be ~7.5m in height.
  - The buildings' and feed bins' principal colour will match the existing poultry unit, which is dark grey.
  - Creation of an area of hard-standing around the proposed the buildings and extending to join the existing hard-standing.
  - Access will be via the existing access for the exiting poultry unit off Yockleton Road.
  - Mitigation planting (see Landscape Mitigation Plan 3121-001) including native screen planting and hedge planting (see below).

## **1.4 Landscape Mitigation Plan**

- 1.4.1 A landscape mitigation plan (3121-001) has been developed in conjunction with the LVIA process. It has been designed to fit the surrounding landscape character, improve the biodiversity, structure, and connectivity of the vegetation resource, and provide screening/filtering of the proposed development. The landscape mitigation plan includes the following planting and seeding:
- ~2260m<sup>2</sup> of native screen planting, comprising 7 different species of trees and shrubs; and
  - ~43 linear metres of existing native hedgerow gapped up using 6 species;
  - Grass seeding as required.
- 1.4.2 The proposed native screen planting is of a nominal depth of ~10m and includes 'light standards' (~2m-2.5m height) which will provide some partial filtering of views immediately. These trees alongside shrub whips, are anticipated to provide a moderately dense screen as they establish over 3-5 years. Growth rates are likely to vary by species and planted size but are anticipated to be in the region of 0.3-1m per year for the species selected. The native screen planting is expected to achieve an overall height of 5-7m by year 5.
- 1.4.3 The proposed native hedges are anticipated to establish to full height (i.e. ~2m) and density within 3-5 years.

## **1.5 Methodology**

- 1.5.1 This Landscape and Visual Impact Assessment (LVIA) assesses the likely effects of the proposed development on the landscape 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) (2013), published by the Landscape Institute. Reference is also made to Landscape Institute's technical guidance note 06/19 *Visual Representation of Development Proposals* (2019).

## **2. DESCRIPTION OF THE SITE AND STUDY AREA**

### **2.1 Description of the Site and its immediate environs**

- 2.1.1 The Site's location can be seen in Figure 1. The Site occupies the southern corner of an open flat field and also extends southwards to cover an existing poultry unit and its existing access track that extends westwards. The open field covers an area of ~4.8ha. The Site covers a total area of ~3ha and of this ~1ha is within the open field<sup>1</sup>, with the remainder covering the existing poultry unit and access track. The Site is at ~107m AOD.

#### **Access**

- 2.1.2 The Site is accessed via an existing access track that connects westwards with Yockleton Road which itself runs from north-west to south-east. The open field of the Site is accessed directly from the existing poultry unit although a hedge partly marks the boundary between the two.
- 2.1.3 A Public Right of Way (0402/15/1) passes through the field of the Site, following its north-western boundary, connecting Yockleton Road further west to the A458 to the north. This PRow enters the field of the site via timber stiles, one located at the field's northernmost corner and a another located just south of its north-westernmost corner.

#### **Buildings and residential properties**

- 2.1.4 The Site features 4no. existing poultry buildings, occupying its southern part. The buildings are ~24m wide and ~105m long with an eaves height of ~2.6m and a ridge height of ~4.8m. The buildings are parallel with each other, located on an area of hard standing and are aligned north-west to south-east. There are also several feed bins that are ~7.5m in height, and 4no. smaller buildings/shipping container-sized units containing biomass boilers. The existing structures are a dark grey colour.
- 2.1.5 Immediately east of the existing poultry units is Far Broadway Farm which includes agricultural buildings and a farmhouse. To the south of the existing access track is a residential property called Oldscott and south of this is Holly Cottage, alongside Yockleton Road. West of the Site, alongside the opposite side of Yockleton Road is Oaklands. Further north along Yockleton Road is a small cluster of residential properties, including The Orchards on Yockleton Road and further residential properties further west, associated with Heath Farm. The Hamlet of Ford Heath is located south-east of the Site. The bungalow of Dukes Wood is located north-east of the Site, off a bridleway.

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<sup>1</sup> Note that the proposed buildings and hardstanding within the field are less than this area at ~0.8ha.

### **Land cover**

- 2.1.6 The field of the Site consists of grass. The majority of the land immediately around the site consists of similar fields with a mix of pasture and arable crops.

### **Boundaries**

- 2.1.7 The field of the Site is bound by native hedgerows, with a number of trees in places. The western hedgerow features a small tree group approximately half way along its length and is mostly dense at ~1.5m high, although it has some notable gaps in places. The hedgerow of the field's northern boundary is dense and ~1.5m in height and there is a small wooded area that may be associated with a former building at its eastern end. The eastern hedgerow is of a similar height and density, and features a number of large mature trees immediately east of the northern part of the Site.

## **2.2 Description of the Study Area**

### **Topography and watercourses**

- 2.2.1 The topography of the Study Area is indicated on Figure 2. The topography of the Study Area is mostly gently undulating and much of the central and eastern parts are at around ~100-110m AOD. The northern part of the Study Area features the shallow valley of Cardeston Brook that descends from ~100m AOD in the western part of the Study Area to ~70m at the village of Ford in the north-eastern part of the Study Area. Landform north of the valley is undulating and generally between ~80 and 110m AOD. The western part of the Study Area features a slightly flatter area at ~ 95-100m AOD. The southern edge of the Study Area features a shallow stream valley associated with Westbury Book that flows eastwards, passing the village of Yockleton, descending from ~90m AOD to ~80m AOD within the Study Area.

### **Land Use and Vegetation**

- 2.2.2 The majority of the land-use within the Study Area is agricultural, being a mix of arable and grassland. The fields are mostly medium sized with some larger fields in the northern and southern edges the Study Area. Fields tend to have semi-regular boundaries defined by hedgerows. Some smaller fields are located around settlement and in the eastern part of the Study Area.
- 2.2.3 The north-eastern and southern parts of the Study area feature built form associated with villages as discussed under 'Settlement' below.
- 2.2.4 Tree cover is a notable feature of the Study Area with linear belts along watercourses and a railway line, and in small blocks of woodland particularly in the western part of the Study Area. Mature trees are also a common feature of the many hedgerows in the Study Area with further concentrations in and around villages and farmsteads.

### **Settlement**

- 2.2.5 The northern edge of the Study Area features part of the relatively large village of Ford, north of the A458. The southern part of the Study Area features the smaller

village of Yockleton either side of the B4386. The hamlet of Ford Heath is located south of the Site. The hamlet of Cardeston, which includes St Michael's church, is located south of the A458, north-west of the Site, as is the nearby Whiston Priory.

- 2.2.6 Settlement across the remainder of the Study Area includes a number of small farmsteads, small clusters of housing, and more isolated properties. These properties are slightly more concentrated in the eastern part of the Study Area.

### **Road and Rail network**

- 2.2.7 Roads within the Study Area can be seen on Figure 1. The principal road in the Study Area is the A458 which passes on a broadly east-west alignment through the northern part of the Study Area.
- 2.2.8 The B4386 runs parallel to the A458 through the southern part of the Study Area. These two roads are connected to each other via a network of more minor roads and lanes, including Yockleton Road that passes the western edge of the Site and a minor road that extends eastwards from Yockleton Road towards Shoot Hill.
- 2.2.9 The Cambrian railway line passes through the southern part of the Study Area and connects Shrewsbury to the east with Welshpool to the west.

### **PRoW network and Open Access Land**

- 2.2.10 Public Rights of Way (PRoWs) can be seen in Figure 4. The Study Area features a number of PRoWs, many of which connect with minor roads to form a moderately dense access network across much of the Study Area.
- 2.2.11 One PRoW passes through the northern edge of the field of the Site, namely:
- PRoW 0402/15/1 that passes south-west from near the A458 / Whiston Villa, following Cardeston Brook. The route then turns south, climbing out of the stream valley before turning south-westwards again to pass through northern edge of the field of the Site and continuing southwestwards, following a hedgerow to join Yocklet Road to the west of the Site.
- 2.2.12 No areas of Open Access Land have been identified within the Study Area.

### **Promoted recreational routes**

- 2.2.13 Two promoted long-distance trails pass through the Study Area, as identified on Figure 4. These routes are noted below:
- Humphrey Kynaston Way: a long distance bridleway promoted via the Shropshire's Great Outdoors website<sup>2</sup> and broken down into 8 connected routes. Route 4 (Pontesbury to Ford) of the Way passes through the eastern part of the Study Area via Public Rights of Way and minor roads on a broadly north-south alignment. The route passes east of the Site via Public Rights of

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<sup>2</sup> <http://www.shropshiresgreatoutdoors.co.uk/route/shropshire-cycleway-shrewsbury-circular/>



Way 0402/12/3 and 0416/25/1. Approximately 5.1km of the route passes through the Study Area.

- Shrewsbury Circular: a ~38mile cycle route promoted via the Shropshire's Great Outdoors website<sup>3</sup>. The route within the Study Area passes via minor roads between Ford and Yockleton.. The route passes south of the Site via a minor road that connects Shoot Hill with Yockleton. Approximately 4.9km of the route passes through the Study Area. The promotional website notes:

*'Cycling is one of the best ways to soak up the beautiful landscapes and experience the unique features of Shropshire. The Shrewsbury cycleway lets you experience some of the best of the Shropshire countryside only a short distance from the county's main town Shrewsbury, which is itself a fascinating, attractive and historic place to visit on any trip to Shropshire'*<sup>4</sup>

## **2.3 Landscape Designations**

- 2.3.1 No landscape designations pertain to the Site or Study Area.

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<sup>3</sup> <http://www.shropshiresgreatoutdoors.co.uk/route/shropshire-cycleway-shrewsbury-circular/>

<sup>4</sup> *Ibid.*

### **3. LANDSCAPE CHARACTER**

#### **3.1 The Shropshire Landscape Typology (2006)**

3.1.1 The Shropshire Landscape Typology (2006) by Shropshire County Council sets out 27 different Landscape Types for the county. Those Landscape Types within the Study area are identified on Figure 3 and noted below, along with their key characteristics. It should be noted that the Shropshire Landscape Typology incorporates the results of both the Shropshire Landscape Character Assessment and the Shropshire Historic Landscape Characterisation<sup>5</sup>.

##### **Enclosed Lowland Heath**

3.1.2 This Landscape Type covers the Site and the majority of the Study Area.

3.1.3 Key Characteristics:

- *Undulating lowland*
- *Impoverished, freely draining soils*
- *Planned woodland character*
- *Dispersed settlement pattern*

3.1.4 The Character Type's description also notes that it features '*localised areas of semi-natural heathland vegetation*' but overall features '*medium to large scale agricultural landscapes*'. It also notes that the '*pattern of tree cover creates a mixture of framed and lightly filtered views*'.

3.1.5 The part of this Character Type within the Study Area broadly conforms to the characteristics above.

##### **Wooded Estatelands**

3.1.6 This Character Type covers north-western parts of the Study Area and extends to cover a field to the immediate west of the Site.

3.1.7 Key Characteristics:

- *Rolling landform*
- *Large blocks of ancient woodland*
- *Large country houses with associated parklands*
- *Mixed agricultural land use*

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<sup>5</sup> <http://www.shropshire.gov.uk/environment/landscape/historic-landscape-characterisation/>

- 3.1.8 The Character Type's description also notes that it features '*high intensity mixed farming*' and that '*woodlands represent the dominant structural component, creating framed views and medium to large scale landscapes*'.
- 3.1.9 The part of this Character Type within the Study Area broadly conforms to the characteristics above.

### **Estate Farmlands**

- 3.1.10 This Character Type covers the northern edge of the Study Area.

Key Characteristics:

- *Mixed farming landuse*
- *Clustered settlement pattern*
- *Large country houses with associated parklands*
- *Planned woodland character*
- *Medium to large scale landscapes with framed views*

The Character Type's description also notes that it '*occurs across large areas of Shropshire*' and '*include some of the best agricultural land in the county, which has traditionally been associated with mixed farming*'. The description indicates that woodland '*tends to create framed views within medium to large landscapes*'.

- 3.1.11 The parts of this Character Type within the Study Area broadly conform to the above characteristics.

### **Principal Settled Farmlands**

- 3.1.12 This Character Type covers southern parts of the Study Area, and also includes a smaller area at the eastern edge of the Study Area.

- 3.1.13 Key Characteristics:

- *Mixed farming land use; and*
- *Varied pattern of sub-regular, hedged fields.*

- 3.1.14 The Character Type's description also notes that it is '*prevalent throughout northern Shropshire*' and is a '*settled lowland landscape of small villages and hamlets... predominantly utilised for mixed farming*'. The description also notes that the Character Type features '*...medium scale landscapes with predominantly filtered views*'.

- 3.1.15 The part of this Character Type within the Study Area broadly conforms to the characteristics above.

### **Riverside meadows**

3.1.16 This Character Type covers a small area at the south-eastern edge of the Study Area.

3.1.17 Key Characteristics:

- *Flat, floodplain topography*
- *Pastoral land use*
- *Linear belts of trees along watercourses*
- *Hedge and ditch field boundaries*
- *Unsettled.*

3.1.18 The Character Type's description also notes that these are linear floodplain landscapes that feature seasonal grazing.

## 4. ZTV AND VISUAL BASELINE

- 4.1.1 This section sets out the area in which the proposed development may potentially be visible.

### ZTV

- 4.1.2 A Zone of Theoretical Visibility (ZTV) for the proposed development is shown in Figure 5. The ZTV approximates theoretical views to the ridge of the roof central to one of the proposed poultry buildings (modelled at 4.5m above existing ground level). The ZTV is based on a 'bare earth' model and does not include any vegetation, built form or any proposed mitigation planting.

The ZTV shows that the theoretical views to the roof ridges of the proposed poultry buildings are moderately extensive within parts of the Study Area. An area of theoretical visibility is shown central to the Study Area while further areas of theoretical visibility are located within the western parts of the Study Area. Eastern, northern, and southern parts of the Study Area show only limited areas of theoretical visibility, as do north facing slopes of the shallow valley of Cardestson Brook, due to screening by landform. Neither of the village of Ford or Yockleton are within the ZTV. A visit to the Site and Study Area (January 2022) indicated that views to the proposed development are less extensive than shown on the ZTV due to screening by vegetation and built form in the landscape combining with the undulating landform.

### Photographic Record

- 4.1.3 During the visit to the Study Area a photographic record was made of 12 viewpoints, selected to represent a range of receptors, angles and distances to the Site. The locations of the viewpoints can be seen on Figure 5 and the photographs can be seen in Appendix 3. The approximate horizontal extent of the Site and the proposed poultry buildings are identified on the viewpoint photographs. Viewpoint photography is presented with reference to the Landscape Institute's technical guidance note 06/19 *Visual Representation of Development Proposals* (2019).

## **5. LANDSCAPE AND VISUAL RECEPTORS**

### **5.1 Landscape Receptors**

- 5.1.1 Following a review of the baseline information and a visit to the Study Area the landscape receptors identified to be taken through to the assessment stage of the LVIA are listed below. These receptors are selected to allow focus on those most likely to sustain significant landscape effects as a result of the proposed development.

#### **Landscape Elements**

- Vegetation of the Site and its boundaries
- Landform on which the Site is located

#### **Landscape Character (Shropshire Landscape Typology)**

- Enclosed Lowland Heaths
- Wooded Estatelands

- 5.1.2 Note that the other Landscape Types within the Study Area, namely Estate Farmlands, Principal Settled Farmlands, and Riverside Meadows are not taken forward in the assessment due to the extent of the ZTV (Figure 5) indicating that significant effects are unlikely.

### **5.2 Visual Receptors**

- 5.2.1 Following a review of the baseline information and a visit to the Study Area, the visual receptors identified to be taken through to the assessment stage of the LVIA process are listed below. These receptors are selected to allow focus on those most likely to sustain significant visual effects as a result of the proposed development.

#### **Users of promoted routes**

- Users of Humphrey Kynaston Way (includes users of PRowS 0402/12/3); and
- Users of Shrewsbury Circular cycling route

#### **Users of Public Rights of Way**

- Users of PRow 0402/15/1 (passing through northern edge of field of Site);
- Users of PRow 0402/20A/1 (extending south from Cardeston and passing west of the Site);
- Users of PRow 402/12/3 (north-east of Site, assessed as part of Humphrey Kynaston Way);
- Users of PRow 0416/25/1 (east of Site, assessed as part of Humphrey Kynaston Way); and

- Users of PRoWs 0402/16/1 and 0402/16/2 (in the western edge of the Study Area).

5.2.2 Note that users of several PRoWs south-east of the Site are not taken forward to the assessment due to the proposed development likely to be mostly screened by the existing poultry buildings on Site. These PRoWS include 0416/26/1, 0438/27Y/1, 0438/65/1, and 0431/63/2.

### **Road and Rail users**

- Users of Yockleton Road (west of Site);
- Users of minor road extending east from Yockleton Road to Shoot Hill (east of Site); and
- Users of A458

5.2.3 Note that users of the Cambrian Railway Line are not taken forward to the assessment due to the likely absence of notable views to the proposed development, as indicated by the ZTV (Figure 5).

### **Residents**

- Residents of Far Broadway Farm (east of Site);
- Residents of Oldscott (Yockleton Road, south of Site);
- Residents of Holly Cottage (Yockleton Road, south of Site);
- Residents of Oaklands (Yockleton Road, west of Site);
- Residents of The Orchards (Yockleton Road, west of Site);
- Residents of properties around Heath Farm (Yockleton Road, west of Site);
- Residents of Dukes Wood (north-east of Site); and
- Residents of Cardeston and Whiston Priory (north-west of Site); and

5.2.4 Note that residents of properties south-east of the Site are not taken forward to the assessment due to the proposed development likely to be mostly screened by the existing buildings on or near the Site. These include residents of some properties of Ford Heath.

### **Other receptors**

- Visitors to St. Michael's Church, Cardeston (north-west of Site)

## **6. CONSTRUCTION, COMPLETION AND OPERATIONAL IMPACTS**

6.1.1 Construction impacts are likely to result from the construction of the proposed development. The construction period is anticipated to be in the region of 12 months. Given the short-term and temporary nature of construction effects they will be discussed separately from operational effects only where pertinent.

6.1.2 Construction impacts are likely to include:

- Site clearance including vegetation removal;
- Stripping of topsoil;
- Storage for site-won and imported materials;
- Movement and operation of construction machinery;
- Temporary fencing; and
- Ground works

### **6.2 Completion and Operational Impacts**

6.2.1 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

### **6.3 Cumulative Effects**

6.3.1 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<sup>6</sup>*

6.3.2 Cumulative effects in this assessment are taken to factor in both existing and proposed (i.e. within the planning system) poultry unit development similar to

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<sup>6</sup> Guidelines for Landscape and Visual Assessment, Third Edition (2013), paragraph 7.2.



the proposed development within the Study Area. Cumulative effects are noted in the assessment where pertinent.

- 6.3.3 An online<sup>7</sup> search for planning applications (February 2022) within the Study Area indicated that no other poultry units are proposed or approved within the planning system, other than those already constructed.
- 6.3.4 A review of existing poultry units using aerial photography, OS mapping and a visit to the Study Area identified five existing sites of relevance within the Study Area, namely:
- Far Broadway Farm, within the Site
  - Leawood, next to Wood End Farm, ~1.7km west of the proposed poultry units
  - Lower House, Cardeston, ~800m north-west of the proposed poultry units
  - Snod Coppice, ~1.9km north-west of the proposed poultry units
  - The Firs, near Long Coppice, ~1.5km south-east of the proposed poultry units
- 6.3.5 The above existing developments will be considered in cumulative terms where pertinent.

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<sup>7</sup> <https://pa.shropshire.gov.uk/online-applications/spatialDisplay.do?action=display&searchType=Application>

## 7. LANDSCAPE ASSESSMENT

### 7.1 Landscape Elements

#### Vegetation of the Site and its boundaries

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	The existing hedgerow and trees within site have good potential to be retained and contribute to a partial continuation of the baseline condition.
<b>Value:</b>	Medium	The improved grassland, hedgerow and hedgerow trees within the Site are abundant elements within the Study Area but contribute to character locally.
<b>Magnitude of Landscape Effect:</b>	Negligible becoming Low beneficial  after ~3-5 years as planting establishes	<p>The proposed development will result in the loss of improved grassland that is abundant within the Study Area. No vegetation of note on Site is likely to be lost as a result of the proposed development.</p> <p>The Landscape Mitigation Plan (ref: 3121-001) includes ~2260m<sup>2</sup> of native screen planting, comprising 7 different species of trees and shrubs and gapping up of ~43 linear metres of existing native hedgerow.</p> <p>The proposed planting will represent an improvement to the quantity, quality, diversity, and structure of the vegetation resource of the Site as it establishes.</p>
<b>Nature of Effect</b>	<b>Negligible, becoming Slight Beneficial after ~3-5 years as planting establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

#### Landform on which the site is located

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Low	Susceptibility x Value
<b>Susceptibility to Change:</b>	Low	The landform of the Site is relatively flat within a broader lowland landscape.
<b>Value:</b>	Medium	The landform is not covered by landscape designations but has some value in contributing to local landscape character.
<b>Magnitude of Landscape Effect:</b>	Negligible	The proposed development is unlikely to notably affect the landform of the Site or its legibility.
<b>Nature of Effect</b>	<b>Negligible</b>	

<b>Significance of Effect</b>	<b>Not Significant</b>
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## 7.2 Landscape Character

### Enclosed Lowland Heaths

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	The Site is wholly located within the Landscape Type. The Landscape Type is a ' <i>medium to large scale agricultural landscape</i> '.
<b>Value:</b>	Medium	The Landscape Type within the Study Area is likely to be valued locally.
<b>Magnitude of Landscape Effect:</b>	Low	<p>There will be direct and permanent effects on the Landscape Type as a result of the proposed development.</p> <p>The proposed development is unlikely to notably affect the key characteristics of the Character Type, namely the undulating lowland (see 'landform on which the site is located' assessed above), the impoverished, freely draining soils, planned woodland character, or the dispersed settlement pattern.</p> <p>There will be permanent loss of part of an agricultural field. The existing field has an area of ~4.8ha, and the proposed development will result in the loss of ~0.8ha of it or approximately one sixth. This loss represents a minor change to an abundant landscape resource and is unlikely to notably affect the Landscape Type.</p> <p>The proposed poultry buildings are large in scale (each building is ~105m x ~24m) although relatively low in height (~2.6m to eaves, 4.8m to eaves). Although the buildings are large in plan, the landscape character type consists of '<i>medium to large in scale agricultural landscapes</i>' which are more capable of accepting large scale agricultural development such as that proposed without significant adverse effects compared to smaller scale and/or non-agricultural landscapes.</p> <p>It is recognised that the proposed poultry farming process is of high intensity, however, it must similarly be recognised that in landscape and visual terms, the proposed buildings have strong precedent within the landscape due to the adjacent existing poultry units. The form, footprint, height, materials, and colours of the proposed structures have been designed to match those of the existing poultry unit. The proposed development represents an increase of 50% in terms of number of poultry buildings (i.e. two buildings added to the existing four).</p> <p>The planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to be in keeping with the 'linear bands of</p>

	<p>trees' that are noted in the Landscape Type's description (also see 'Vegetation of the Site and its boundaries', assessed above).</p> <p>Although not key characteristics, framed and lightly filtered views are noted in the Landscape Type's description. The proposed development is unlikely to notably affect any notable views of this type.</p> <p><b>Cumulative effects:</b></p> <p>A total of four existing poultry units are located within the part of the Landscape Type within the Study Area, namely Far Broadway Farm (within the Site), Leawood (~1.7km west of the proposed units), Lower House (~800m north-west of the proposed units), and The Firs (~1.5km south-east of the proposed units).</p> <p>The proposed development will result in an intensification of landscape effects when considered in combination with the existing adjacent Far Broadway Farm poultry unit. However, this is unlikely to be sufficient to generate notable cumulative effects due to the similarity between the existing and proposed units and the proposed units being only a ~50% increase in area/buildings.</p> <p>The proposed unit is unlikely to have any notable interaction with other existing poultry units in terms of landscape effects, owing to their separation distances, levels of screening by topography, vegetation, and built form, and their generally low profile.</p>
<b>Nature of Effect</b>	<b>Slight adverse</b>
<b>Significance of Effect</b>	<b>Not Significant</b>

### Wooded Estatelands (Shropshire Landscape Typology)

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	The Site is not located within the Landscape Type but is adjacent to it. The Landscape Type features mixed agricultural use.
<b>Value:</b>	Medium	The Landscape Type within the Study Area is likely to be valued locally.
<b>Magnitude of Landscape Effect:</b>	Negligible	There will be no direct landscape effects on the Landscape Type as a result of the proposed development and therefore the key characteristics of the Landscape Type will be unaffected directly.  The Landscape Type's key characteristics make no reference to views out of the Landscape Type. However, the Landscape

	<p>Type’s description notes framed views created by woodlands. The ZTV (figure 5) indicates theoretical visibility from parts of the Character Type, both adjacent to the Site and, from around Cardeston. A visit to the Study Area indicates publicly available views from longer distances are unlikely to be notably affected, as indicated by viewpoint 9, where the proposed development would be seen as a low profile element in the context of the existing poultry unit, and partly screened by existing vegetation. The proposed development is unlikely to feature in any notable close distance views framed by woodland. In more general close distance views the development would appear in front of the existing adjacent poultry unit which would provide strong context for any change . The Landscape Type’s key characteristics includes ‘<i>mixed agricultural land use</i>’ and it’s description notes ‘<i>high intensity mixed farming</i>’, both of which provide further context for the proposed development where it would appear in views.</p> <p>The planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to further reduce any effects on the Landscape Type as it establishes.</p> <p><b>Cumulative effects:</b></p> <p>One existing poultry unit is located within the part of the Landscape Type within the Study Area, namely Snod Coppice (~1.9km north-west of the proposed units). The proposed unit is unlikely to have any notable interaction with other existing poultry units in terms of landscape effects, owing to their separation distances, levels of screening by topography and vegetation and their generally low profile.</p>
<p><b>Nature of Effect</b></p>	<p><b>Negligible</b></p>
<p><b>Significance of Effect</b></p>	<p><b>Not Significant</b></p>

## 8. VISUAL ASSESSMENT

### 8.1 Users of Promoted Routes

#### Users of Humphrey Kynaston Way (includes users of PRow 402/12/3 and 0416/25/1) (Viewpoint 7)

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	High	Susceptibility x Value
<b>Susceptibility to Change:</b>	High	Users likely to be actively engaged in landscape appreciation.
<b>Value:</b>	Medium	Locally promoted route with views of countryside.
<b>Magnitude of Visual Effect:</b>	Negligible	<p>The majority of the ~5.1km section within the Study Area is unlikely to offer views to the proposed development due to screening by landform, as indicated by the ZTV (Figure 5). However, a section of route that utilises PRow 0402/15/1 will offer some views in the direction of the Site. This section is at minimum separation distance of ~700m to the proposed poultry buildings and is ~400m in length (or less than 8% of the route within the Study Area). The route is lined by hedges and mature trees that screen views in the direction of the Site in some places. Nonetheless, users walking the route are likely to obtain some angled partial glimpse views of the proposed structures above the intervening hedges but filtered by intervening trees as indicated by Viewpoint 7. Where the proposed structures are glimpsed, they will appear a low-level development in conjunction with the existing poultry unit which will provide context for the change. Given the hedge alongside the route in combination with the angle of view, intervening trees, context of the existing units, and the small proportion of the route affected the magnitude of visual effect is likely to be Negligible.</p> <p>The ZTV also indicates visibility from sections of the route further south, however, users at these locations are unlikely to readily discern the proposed development due to additional layers of screening/filtering by hedges, trees and/or built form.</p> <p><b>Cumulative effects</b> Although users may discern, the existing Far Broadway Farm units and the proposed units in a combined view, cumulative effects are not likely to be particularly notable due to the short section of route affected, separation distance, and filtering by existing vegetation. Users are unlikely to readily discern any of the other poultry units within the Study Area and therefore there are unlikely to be any notable cumulative effects.</p>
<b>Nature of Effect</b>	<b>Slight adverse</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Users of Shrewsbury Circular cycling route (includes Users of minor road extending east from Yockleton Road to Shoot Hill (east of Site)**

**(Viewpoints 5 and 6)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Although cyclists may be travelling at speed and generally concentrating in the road ahead, views to surrounding landscape are likely to add to their experience.
<b>Value:</b>	Medium	Locally promoted route with views of countryside.
<b>Magnitude of Visual Effect:</b>	Negligible	<p>The majority of the ~4.9km section within the Study Area is unlikely to offer views to the proposed development due to screening by landform, as indicated by the ZTV (Figure 5).</p> <p>However, a section of minor road of ~700m length between Humphrey Kynaston Way and Yockleton Road is likely to offer some views in the direction of the proposed structures, at a minimum separation distance of ~400m. This minor road is lined by a hedgerow with some mature trees. For approximately half of this length of minor road, the proposed development is likely to be almost entirely screened by the existing intervening poultry unit and built form of Far Broadway Farm, for example see viewpoint 5.</p> <p>Nonetheless, ~300m of this route (or ~6% of the route within the Study Area) will offer users, some angled partial glimpse views of the proposed structures above the intervening hedges but filtered by intervening vegetation as indicated by Viewpoint 6. Where the proposed structures are glimpsed, it will appear a low-level development be in conjunction with the existing poultry unit which will provide context for any change. Given the hedge alongside the route in combination with the angle of view, intervening trees and the small proportion of the route affected the magnitude of visual effect is likely to be Negligible.</p> <p><b>Cumulative effects</b></p> <p>Although users may discern the existing Far Broadway Farm units and the proposed units in a combined view with the proposed units, cumulative effects are not likely to be particularly notable due to the short section of route affected, separation distance, and filtering by existing vegetation, and built form. Users are unlikely to readily discern any of the other poultry units within the Study Area and therefore there are unlikely to be any notable cumulative effects.</p>
<b>Nature of Effect</b>	<b>Negligible</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

## 8.2 Users of Public Rights of Way

### Users of PRow 0402/15/1 (passing through northern edge of field of Site)

#### (Viewpoints 1,2 and 3)

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Walkers likely to be actively engaged in landscape appreciation, although route passes by the existing poultry unit, providing some context for change.
<b>Value:</b>	Medium	Part of local PRow network
<b>Magnitude of Visual Effect:</b>	Medium, reducing to Low after ~3-5 years	<p>This PRow is ~1.3km in length. The ZTV (Figure 5) indicates that users may obtain views in the direction of the proposed poultry units for up to ~500m or ~40% of the route, with the remainder of the route being screened by landform (i.e. it is within the valley of Cardeston Brook).</p> <p>Users heading from the east are likely to obtain no views to the proposed structures until they cross a stile into the north-east corner of the Site, near viewpoint 1. At this point, as users walk across the field over a distance of ~150m to a second stile near viewpoint 2, they will have clear close distance views to the proposed poultry unit. This view already clearly features the existing poultry unit, providing strong context.</p> <p>Users of the PRow to the west of the field of Site will be adjacent to an existing boundary hedgerow that will screen views in some places from this ~300m section of the route and provide a strong sense of separation to the proposed development. However, this hedge is relatively low such that users may obtain some views over the top in places, such as at viewpoint 3. In these views the proposed development will appear adjacent to the existing poultry unit, providing strong context, with its lower parts screened by an existing site boundary hedge. The proposed development will not affect the more elevated views to the north-west across the valley of Cardeston Brook.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen the proposed development for walkers as it establishes reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Although users will discern the existing Far Broadway Farm units and the proposed units in a combined view with the proposed units, cumulative effects are not likely to be particularly notable due to the proposed buildings appear in front of and in close association with the existing units, screening parts of them. Users are unlikely to clearly</p>



		discern any of the other poultry units within the Study Area (including Lower House, which is mostly screened by vegetation) and therefore there are unlikely to be any notable cumulative effects.
<b>Nature of Effect</b>	<b>Moderate adverse, reducing to Slight adverse after ~3-5 years as mitigation planting establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Users of PRoW 0402/20A/1 (extending south from Cardeston and passing west of the Site)**

**(Viewpoints 10 and 11)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Walkers likely to be actively engaged in landscape appreciation, although existing poultry unit provides some context for change.
<b>Value:</b>	Medium	Part of local PRoW network
<b>Magnitude of Visual Effect:</b>	Negligible	<p>The ZTV (Figure 5) indicates that although the majority of the route is unlikely to offer views in the direction of the proposed development due to topography, a number of discrete areas may. However, a visit to route indicated that vegetation is likely to screen or filter the majority of these potential views, such that it is likely to be missed by the casual observer. Walkers heading south from Cardeston are unlikely to readily discern the proposed development as views are screened by vegetation in the valley and then a tall dense hedgerow after they cross the stream. At viewpoint 10, where the tall hedgerow ends, they may obtain partial glimpses to the uppermost parts of the proposed feed silos, however these may be missed by the casual observer as they would appear against taller trees beyond.</p> <p>At around viewpoint 11, walkers may obtain glimpses to the upper parts of the roofs of the proposed buildings and upper parts of feed silos over section of ~70m. However, these views would be filtered by intervening trees, and lower parts screened by intervening hedgerows in a view that contains housing and the existing poultry unit. South of this viewpoint is woodland that would screen views to the proposed development.</p> <p>The planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to further reduce any visual effects as it provides greater screening and filtering as it establishes.</p> <p><b>Cumulative effects</b></p> <p>Although users will discern the existing Far Broadway Farm units and the proposed units in a combined view with the proposed units, cumulative effects are not likely to be particularly notable due to most of the existing units being screened from the</p>

	overwhelming majority of the route. Users will discern a large round tank adjacent to Lower House poultry unit but this is in the opposite direction of the proposed development and the poultry units themselves are well filtered by vegetation and therefore there are unlikely to be any notable cumulative effects.
<b>Nature of Effect</b>	<b>Negligible</b>
<b>Significance of Effect</b>	<b>Not Significant</b>

**Users of PRoWs 0402/16/1 and 0402/16/2 (in the western edge of the Study Area).**

**(Viewpoint 12)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Walkers likely to be actively engaged in landscape appreciation, although existing poultry unit provides some context for change.
<b>Value:</b>	Medium	Part of local PRoW network
<b>Magnitude of Visual Effect:</b>	Negligible	<p>The entirety of this route is within the ZTV (Figure 5). However, as viewpoint 12 (minimum separation distance of ~1.6km to the Site) indicates, foreground trees and buildings are likely to partially screen and filter the development. Where it is visible, the upper parts of the proposed development would appear a minor background element, partially visible alongside the existing poultry unit, which would provide strong context. The planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to further reduce any visual effects as it provides greater screening and filtering as it establishes.</p> <p><b>Cumulative effects</b></p> <p>Users will obtain a combined view of the proposed units with both the existing Far Broadway farm units and the existing Lower House units at closer distance, as per viewpoint 12. However, the relatively low profile of existing and proposed units and the separation distance to the proposed units, combined with the level of filtering means that cumulative effects are unlikely to be notable.</p>
<b>Nature of Effect</b>	<b>Negligible</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**8.3 Road users**

**Users of Yockleton Road (west of Site)  
(Viewpoints 4 and 5)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	The road passes to the west of the Site. Drivers are likely to be focussed on the road ahead but passengers and slower road users (e.g. pedestrians) are likely to obtain views to surrounding countryside where adjacent vegetation allows.
<b>Value:</b>	Medium	Views to countryside likely to add to experience of users
<b>Magnitude of Visual Effect:</b>	Medium, reducing to Low after ~3-5 years	<p>The majority of the road is unlikely to offer views to the proposed development due to screening by topography, built form and vegetation (such as at Viewpoint 5). However, some views will be available over a distance of ~330m between Heath Farm and Holly Cottage, where the road is closest to the proposed buildings, at a minimum separation distance of ~200m over a low roadside hedge, such as at Viewpoint 4.</p> <p>In these clearest views the closest proposed building will be clearly visible from the road. It will appear a low-level but large-scale addition to the view. The existing roadside hedgerow will provide a sense of separation, the existing site boundary hedgerow will screen lowermost parts of the development, and the partially visible existing poultry unit will provide context.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen or heavily filter the proposed development as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Although users will discern the existing Far Broadway Farm units and the proposed units in a combined view, the views to the existing units are relatively limited due to vegetative screening/filtering such that cumulative effects are unlikely to be notable. Users will pass The Firs poultry unit further east but are unlikely to readily discern it, due to screening by vegetation and built form, such that sequential cumulative effects are unlikely to be notable.</p>
<b>Nature of Effect</b>	<b>Moderate adverse reducing to Slight adverse after ~3-5 years as mitigation planting establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Users of A458  
 (Viewpoint 8)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Low	Susceptibility x Value
<b>Susceptibility to Change:</b>	Low	This is an A-road and is designated National Speed Limit for the majority of its route within the Study Area.
<b>Value:</b>	Medium	Occasional views to countryside likely to add to experience of users
<b>Magnitude of Visual Effect:</b>	Negligible	The level of screening due to topography, vegetation and landform means that road users are unlikely to readily discern the proposed development.
<b>Nature of Effect</b>	<b>Negligible</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

## 8.4 Residents

### Residents of Far Broadway Farm (East of Site)

	Level	Rationale summary/ narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Farmhouse is ~140m from the closest proposed building but existing farm and poultry units provide context.
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Low	<p>The rear of the property faces north-west, broadly towards the proposed buildings. Garden hedges are likely to mostly screen views to the proposed development from the ground floor. However, residents may obtain slightly angled views from the upper storeys towards the proposed buildings. In these views the eastern side of the easternmost unit will appear as a more distant extension of the existing poultry units and will be partly screened/filtered by existing vegetation and feed silos. The field that occupies the centre of the view will remain mostly open.</p> <p><b>Cumulative effects</b></p> <p>Although residents will discern the existing Far Broadway Farm units and the proposed units in a combined view, the proposed units will be partly screened by existing units and more distant such that cumulative effects are unlikely to be notable.</p>
<b>Nature of Effect</b>	<b>Slight adverse</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

### Residents of Oldscott (Yockleton Road, south of Site)

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	House offers angled views in direction of proposed buildings. Existing poultry unit and farm provide some context for change.
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Low reducing to Negligible after ~3-5 years	<p>This 2/3 storey house features large scale windows and a first-floor terrace that face north-west. The proposed buildings are located to the north of the property at a minimum separation distance of ~210m. Tall existing hedges and trees along the existing poultry unit's boundary are likely to mostly screen or filter views to the existing poultry units, although some glimpses are likely. The proposed buildings will be mostly screened by the existing poultry buildings and tall boundary hedge / trees and further partly filtered by intervening vegetation. However, the north-western side of the western proposed building is likely to be clearly visible in an angled view, peripheral to the principal view to the north-west. It will appear as a low level but extensive structure that is a more distant extension of the existing poultry unit, which will provide strong context for the change.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen or heavily filter the proposed development as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Although users will discern the existing Far Broadway Farm units and the proposed units in a combined view, the views to the existing units are relatively limited due to vegetative screening/filtering such that cumulative effects are unlikely to be notable.</p>
<b>Nature of Effect</b>	<b>Slight adverse, reducing to Negligible after ~3-5 years as mitigation establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

### Residents of Holly Cottage (Yockleton Road, south of Site)

	Level	Rationale summary/narrative
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	House offers angled views in direction of proposed buildings. Existing poultry unit and farm provide some context for change.
<b>Value:</b>	Medium	Residents likely to value views of countryside

<b>Magnitude of Visual Effect:</b>	Negligible	The proposed buildings are likely to be entirely screened by the existing poultry buildings.
<b>Nature of Effect</b>	<b>Negligible</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Residents of Oaklands (Yockelton Road, west of Site)  
(near viewpoint 4)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	House offers views in direction of proposed buildings, on opposite side of Yockleton Road. Existing poultry unit provides some context for change
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Medium, reducing to Low after ~3-5 years	<p>This two-storey house is located at a minimum separation distance of ~260m from the closest proposed building. The front elevation faces on to Yockleton Road and towards the side elevation of the proposed buildings. Residents are likely to obtain clear views from upper storey windows of proposed buildings and may obtain some partial glimpses of upper parts of the proposed buildings and silos from ground floor windows, although there will be some screening by garden hedges. The proposed buildings will appear beyond Yockleton Road, which will provide some sense of separation, as will the intervening open field and hedges. However, the proposed development will appear as an extensive but low-level, new element central to the view. The existing poultry unit will provide some context for the change.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen or heavily filter the proposed development as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Although residents will discern the existing Far Broadway Farm units and the proposed units in a combined view, the views to the existing units are relatively limited due to the angle of view and an intervening garage such that cumulative effects are unlikely to be greater than those already identified.</p>
<b>Nature of Effect</b>	<b>Moderate adverse, reducing to Slight adverse after ~3-5 years as mitigation planting establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Residents of The Orchards (Yockleton Road, west of Site)  
 (near Viewpoint 4)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Bungalow offers views in direction of proposed buildings, on opposite side of Yockleton Road. Existing poultry unit and farm provide some context for change
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Medium, reducing to Low after ~3-5 years	<p>This bungalow house is located at a minimum separation distance of ~280m from the closest proposed building. The front elevation faces on to Yockleton Road and towards the side elevation of the proposed buildings. Residents are likely to obtain some views to upper parts of the proposed development from large ground floor windows, above intervening hedges. The proposed buildings will appear beyond Yockleton Road, which will provide some sense of separation, as will the intervening open field and hedges. However, the proposed development will appear as an extensive but low-level, new element central to the view. The existing poultry unit will provide some context for the change.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen or heavily filter the proposed development as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Although residents will discern the existing Far Broadway Farm units and the proposed units in a combined view, the views to the existing units are relatively limited due to the angle of view and intervening vegetation such that cumulative effects are unlikely to be greater than those already identified.</p>
<b>Nature of Effect</b>	<b>Moderate adverse, reducing to Slight adverse after ~3-5 years as mitigation planting establishes</b>	
<b>Significance of Effect</b>	<b>Not Significant after ~3-5 years as planting establishes</b>	



**Residents of properties around Heath Farm (Yockleton Road, west of Site)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Low	Susceptibility x Value
<b>Susceptibility to Change:</b>	Low	Clear views in direction of proposed development unlikely.
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Negligible	These properties are well screened by intervening vegetation and built form or are oriented such that they are unlikely to offer readily discernible views of the proposed development.
<b>Nature of Effect</b>	<b>Negligible</b>	
<b>Significance of Effect</b>	<b>Not Significant</b>	

**Residents of Dukes Wood (north-east of Site)  
(newar Viewpoint 7)**

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Bungalow offers views in direction of proposed buildings, beyond opposite side of bridleway. Existing poultry unit and farm provide some context for change
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Negligible	<p>This is a single-storey bungalow, the front elevation of which faces in the direction of the Site, although is at a separation distance of ~720m from the closest proposed building. Although this property is located close to Viewpoint 7, views from the property to the proposed development are likely to be less clear due to partial screening/ filtering by mature garden vegetation and an intervening hedgerow with mature trees that extends towards the Site and will be broadly central to the view to the proposed buildings. The proposed development will be partially screened/filtered by multiple layers of intervening vegetation and where it is glimpsed will be in the context of the existing poultry unit.</p> <p><b>Cumulative effects</b></p> <p>Although residents may partially discern the existing Far Broadway Farm units and the proposed units in a combined view, the views to the existing units are relatively limited due to the angle of view and intervening vegetation such that cumulative effects are unlikely to be notable.</p>

<b>Nature of Effect</b>	<b>Negligible</b>
<b>Significance of Effect</b>	<b>Not Significant</b>

**Residents of Cardeston and Whiston Priory (north-west of Site)**

**(similar to viewpoint 9)**

	<b>Level</b>	<b>Rationale summary / narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Some more elevated properties have principal elevations that face towards the site. Existing poultry unit provides some context for change
<b>Value:</b>	Medium	Residents likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Low, reducing to Negligible after ~3-5 years	<p>Some residents may obtain glimpses in the direction of the Site similar to viewpoint 9, particularly from upper storey windows.</p> <p>In these views the proposed development would appear in an elevated position on the opposite side of the Cardeston Brook valley, in front of the existing poultry units at minimum separation distance from the viewers of ~750m. The lower parts of the proposed units are likely to be screened by the intervening hedge of the Site's field, but the upper parts of roofs and the feed silos are likely to be visible, appearing against a background of mature trees. The existing poultry units would provide strong context for the proposed development.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen the proposed development and the existing poultry unit as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Residents may obtain a combined view of the proposed units with the existing Far Broadway farm units, although the proposed units will appear in front of the existing ones and partly screen them such that notable cumulative effects are unlikely. It may be possible that some residents may obtain successional views with both the proposed units and the Lower House poultry units, however, the lower house poultry units are set low in the landscape and sufficiently separated from the proposed units such that the small change resulting from the proposed units is unlikely to result in notable cumulative effects.</p>

<b>Nature of Effect</b>	<b>Slight adverse, reducing to Negligible after ~3-5 years as mitigation planting establishes</b>
<b>Significance of Effect</b>	<b>Not Significant</b>

## 8.5 Other receptors

### Visitors to St. Michael’s Church, Cardeston (north-west of Site)

#### (viewpoint 9)

	<b>Level</b>	<b>Rationale summary/narrative</b>
<b>Sensitivity:</b>	Medium	Susceptibility x Value
<b>Susceptibility to Change:</b>	Medium	Views in direction of proposed development likely from churchyard. Existing poultry unit provides some context for change
<b>Value:</b>	Medium	Visitors likely to value views of countryside
<b>Magnitude of Visual Effect:</b>	Low, reducing to Negligible after ~3-5 years	<p>Visitors may obtain glimpses in the direction of the Site at viewpoint 9, although intervening vegetation screens the majority of potential views.</p> <p>In this view the proposed development would appear in an elevated position on the opposite side of the Cardeston Brook valley, in front of the existing poultry units at minimum separation distance from the viewers of ~750m. The lower parts of the proposed units are likely to be screened by the intervening hedge of the Site’s field, but the upper parts of roofs and the feed silos are likely to be visible, appearing against a background of mature trees. The existing poultry units would provide strong context for the proposed development.</p> <p>The screen planting of the scheme (see Landscape Mitigation Plan 3121-001) is likely to screen the proposed development and the existing poultry unit (where visible) as it establishes, reducing the magnitude of visual effect.</p> <p><b>Cumulative effects</b></p> <p>Visitors may obtain a combined view of the proposed units with the existing Far Broadway farm units, although the proposed units will appear in front of the existing ones and partly screen them such that notable cumulative effects are unlikely. Visitors are unlikely to obtain clear successional views to the Lower House poultry units due to partial screening by vegetation and landform such that notable cumulative effects are unlikely.</p>

<b>Nature of Effect</b>	<b>Slight adverse, reducing to Negligible after ~3-5 years as mitigation planting establishes</b>
<b>Significance of Effect</b>	<b>Not Significant</b>

## 9. SUMMARY AND CONCLUSION

### 9.1 Landscape Effects

9.1.1 The proposed development will have **no significant effects** on any of the landscape receptors assessed. The results of the LVIA process are summarised in the tables below:

#### Landscape Elements

Landscape Element	Nature of Effect	Significance
Vegetation of the Site and its boundaries	Negligible, becoming Slight Beneficial after ~3-5 years as mitigation planting establishes	<b>Not significant</b>
Landform on which the Site is located	Negligible	<b>Not significant</b>

#### Landscape Character

Character Types	Nature of Effect	Significance
Enclosed Lowland Heaths (Shropshire Landscape Typology)	Slight adverse	<b>Not significant</b>
Wooded Estatelands (Shropshire Landscape Typology)	Negligible	<b>Not significant</b>

## 9.2 Visual Effects

9.2.1 The proposed development will have **no significant effects** on any of the visual receptors assessed. The results of the LVIA process are summarised in the table below:

### Visual Receptors

Visual Receptor	Nature of Effect	Significance
Users of Humphrey Kynaston Way (includes Users of PRoW 402/12/3 and 0416/25/1)	Slight adverse	<b>Not significant</b>
Users of Shrewsbury Circular cycling route(includes Users of minor road extending east from Yockleton Road to Shoot Hill (east of Site)	Negligible	<b>Not significant</b>
Users of PRoW 0402/15/1 (passing through northern edge of field of Site)	Moderate adverse, reducing to Slight adverse after ~3-5 years as mitigation planting establishes	<b>Not significant</b>
Users of PRoW 0402/20A/1 (extending south from Cardeston and passing west of the Site)	Negligible	<b>Not significant</b>
Users of PRoWs 0402/16/1 and 0402/16/2 (in the western edge of the Study Area).	Negligible	<b>Not significant</b>
Users of Yockleton Road (west of Site)	Moderate adverse reducing to Slight adverse after ~3-5 years as mitigation planting establishes	<b>Not significant</b>
Users of A458	Negligible	<b>Not significant</b>
Residents of Far Broadway Farm	Slight adverse	<b>Not significant</b>
Residents of Oldscott (Yockleton Road, south of Site)	Slight adverse, reducing to Negligible after ~3-5 years as mitigation establishes	<b>Not significant</b>
Residents of Holly Cottage (Yockleton Road, south of Site)	Negligible	<b>Not significant</b>
Residents of Oaklands	Moderate adverse reducing to Slight adverse after ~3-5 years as mitigation planting establishes	<b>Not significant</b>
Residents of The Orchards	Moderate adverse reducing to Slight adverse after ~3-5 years as mitigation planting establishes	<b>Not significant</b>
Residents of properties around Heath Farm (Yockleton Road, west of Site)	Negligible	<b>Not significant</b>
Residents of Dukes Wood (north-east of Site)	Negligible	<b>Not significant</b>
Residents of Cardeston and Whiston Priory (north-west and north of Site)	Slight adverse, reducing to Negligible after ~3-5 years as mitigation establishes	<b>Not significant</b>
Visitors to St. Michael's Church, Cardeston (north-west of Site)	Slight adverse, reducing Negligible after ~3-5 years as mitigation planting establishes	<b>Not significant</b>

### **9.3 Conclusion**

- 9.3.1 No significant landscape or visual effects have been identified. No significant cumulative landscape or visual effects have been identified. The proposed development is considered acceptable in terms of its likely landscape and visual effects.

## Appendix 1: Methodology

### Landscape and Visual Impact Assessment (LVIA) Overview

Landscape and Visual Impact Assessment is a tool used to inform planning decisions on the likely effects of a Proposed Development upon the landscape 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. 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).

LVIAs are composed of two types of assessment – the first of which is concerned with effects upon the landscape (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 Landscape Receptors

The Susceptibility to Change of landscape receptors describes the landscape’s ability to maintain its baseline condition while accommodating development. Determining Susceptibility is reliant on the interaction between the specific landscape 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 landscape receptor, the separation distance between the specific development and the specific landscape receptor is likely to be a modifying factor in considering susceptibility. The Susceptibility of a landscape to development is recorded on a verbal scale of High, Medium to Low, with justification for the judgement provided. Examples of landscape susceptibility are described below:

- **High** – landscapes which are highly cohesive, in good condition, with historical and vernacular features intact and low levels of development. These landscapes are likely to be subject to conservation designations. The proposed development is likely to be within the assessed landscape. May include smaller scale landscapes less likely to accommodate change. The landscape is unlikely to include existing development related to the proposed development.
- **Medium** – landscapes in which some development is present, but which are still largely intact and cohesive, in good condition, with some historical features. May include larger scale landscapes more likely to accommodate change. The landscape may include some examples of development that provide context for the proposed development.



- **Low** – landscapes which contain notable examples of development similar to the proposed development and/or landscapes that are separated from the proposed development. May also include landscapes generally regarded as being in poor condition, in which a large degree of change is present, with discordant features and where little historical or vernacular character is present.

**Value of Landscape Receptors**

The Value of the landscape considers the importance of that landscape to society. Landscape designations are considered as a starting point, but individual elements may also be considered, such as geological formations or tree planting. Examples of landscape valuation are given below:

- **High** – Landscapes of national or international importance, such as AONBs, National Trails, World Heritage Sites, and National Parks. Registered Parks and Gardens and Scheduled Ancient Monuments may also be included depending on their listing.
- **Medium** – Locally valued recreational landscapes, such as Country Parks, popular trails, Open Access Land or well-known areas of scenic beauty. Everyday landscapes valued by the local community, such as residential neighbourhoods.
- **Low** – Landscapes which are dominated by commercial and industrial development and/or with little evidence of being valued by the community.

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

**Table 1: Sensitivity of Landscape Receptors**

Landscape 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 and the relationship of the proposed development with those views. For example:

**High** – This category is for viewers principally engaged in activities involving enjoyment of the landscape where there is little or no visual context for the proposed change, or for principal views from residential properties where there is little context for the change

**Medium** – This category covers viewers where views may add to their experience in places and/or where there is some context for the proposed development in views. This includes users of local Public Rights of Way networks where high quality views are available in places but the

proposed development has some visual context. Includes users of National Cycle Routes and scenic road routes where the speed of travel is low enough to allow enjoyment of scenery. Includes views from residential properties where there is some context for the change or the change is not within principal views from the property.

**Low** – This category is generally for viewers who are engaged in activities which have little relationship to the landscape or are moving at high speeds, generally workers or others engaged in industrial, retail or high-speed travel activities. May also include viewers in a location where views to the proposed type and scale of development is commonplace.

**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, i.e. a view from a residential property over an industrial complex, or a view from a motorway which provides panoramas over an AONB.

- **High** – Highly valued views include those that take in well-known views associated with a designated or promoted landscape, public viewpoints associated with historic assets. Some high quality unrestricted, elevated panoramic views of the countryside or seascape may also be highly valued.
- **Medium** – More common, un-promoted or locally promoted views of open countryside, heritage assets or townscape.
- **Low** – Unrestricted views of degraded landscapes, close range views of industrial or infrastructure features.

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 Landscape Effect**

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

- **Scale:** The degree or scale of change to the landscape resource: some of these changes may be quantifiable, for example, through direct effects such as the number of trees to

be lost or the length of hedgerow lost as a result of a proposed development, often expressed as proportion of the resource. Nevertheless 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 or landscape management, for example, as a consequence of arable crop harvesting or coppicing and hedge laying;
- **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 landscape 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 landscape 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 landscape 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 landscape 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 landscape 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 LVIA distance is defined as:
  - Close distance - up to 200m;
  - Medium distance – 200m to 700 m;
  - Long distance - over 700m.
- **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 a view by new elements that are incongruous or discordant with the context of the baseline view and likely to appear in isolation from other development in the foreground with no sense of separation. Usually central to any principal direction of view. Users on routes through the landscape are likely to maintain continuous and focused clear views to the change over the majority of the route or from promoted viewpoints as they move along the route.
- **Medium Magnitude:** A moderate change or view to a new element(s) within the view which will be readily noticed 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 alter some of the key elements and qualities of the view. New elements may appear associated with some similar existing elements within the view. Users on routes through the landscape are likely to occasionally obtain clear views, some close distance, to the change.
- **Low Magnitude:** A low level of change. Typically partly screened or mitigated and appearing in the middle-ground of the view. In panoramic views likely to represent a small proportion of the view and not notably interrupting the overall view. View may be likely to maintain most of its key qualities. New elements may appear closely associated with similar existing elements within the view or of be relatively low contrast

to surrounding landscape. Users on routes through the landscape are likely to obtain occasional glimpses, at medium to long distances, to the change.

- **Negligible:** A small or intermittent change to the view which may be obliquely viewed and/or mostly screened and/or appearing mostly behind similar existing development and/or at medium to long distance and therefore small scale and/or viewed at high speeds over short periods and/or with strong context and/or may be capable of being missed by the casual observer. 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.

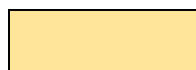
### Determining Significance of Effect

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 landscape and visual effects, in the assessor’s opinion, resulting from the proposed development, would tend to be 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 LVIA 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 of planning permission.

**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. In cases where the proposed design references local vernacular or has strong context, or provides interest a neutral effect may be recorded where this balances other adverse components of the effect.

### Photography

Reference is also made to Landscape Institute’s technical guidance note 06/19 Visual Representation of Development Proposals (2019). The photographic fieldwork for LVIA is carried out in fair weather conditions, such as sun, partly cloudy or high white overcast. Ideally LVIA 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 with 35mm prime lens.

### Zone of Theoretical Visibility (ZTV)

ZTVs are produced using GIS software using OS 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 earthworks.

### **Cumulative landscape and visual effects**

In assessing cumulative landscape effects, a similar approach to the initial project assessment is utilised with a focus on the key characteristics of the landscape 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 landscape effects, and the duration and reversibility of cumulative landscape

Types of cumulative visual effects considered include ‘Combined’ effects, where the observer is able to see two or more 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).