



Land at Whittingham Road, Longridge

Landscape and Visual Statement (LVS)

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1 Introduction

Outline

- 1.1 This Landscape and Visual Statement (LVS) has been prepared by Influence Landscape Planning and Design Ltd (Influence), a chartered Landscape Architecture and Environmental Planning practice, to advise the client on landscape and visual matters.
- 1.2 Influence have been appointed by Edgeplan on behalf of GA Pet Food Partners Estates Ltd and Hulton Land to carry out this LVS, to support representations to the Regulation 19 process for the new Central Lancashire Local Plan 2023-204.
- 1.3 The location of the proposed development is shown on figure INF_N251159(08)001.

2 Planning Context

Introduction

- 2.1 Aspects of planning guidance and policy, which are of particular relevance to the LVS, are examined below. Relevant statutory, non-statutory and planning designations within the LVS study area are shown on figure INF_N0251159(08)001.

National Legislation

- 2.2 This report takes into account the legislation and policy relevant to landscape and visual amenity, and the relevant ecology and cultural heritage including the following.
- 2.3 A PRoW (Public Right of Way), for example a temporary diversion during construction works, a permanent diversion as the result of a proposed development or any other changes to the routes.

National Planning Policy Framework

- 2.4 The National Planning Policy Framework (NPPF)¹ is a material consideration and provides guidance for regional and local planning. At the heart of the NPPF is a presumption in favour of sustainable development, which forms the basis of plan-making and decision-taking.
- 2.5 The NPPF sets out three objectives in order to achieve sustainable development – economic, social and environmental. The environmental objective is relevant to this report. Particularly relevant is the requirement to “contribute to protecting and enhancing our natural, built and historic environment”.
- 2.6 The NPPF provides guidance on how to deliver sustainable development. The planning principles of relevance to this LVS are summarised as:
- Section 12 Achieving well-designed places
 - Section 15 Conserving and Enhancing the Natural Environment

Local Planning Policy

- 2.7 The application site is located within the administrative jurisdiction of Central Lancashire Preston, South Ribble and Chorley. The relevant policies of the current Central Lancashire Core Strategy Local Development Framework 2012 (adopted July 2012)² are set out below.
- 2.8 A brief summary of the key aspects of the local planning policies that are considered relevant to the landscape and visual assessment are presented below.

¹ Ministry of Housing, Communities and Local Government, 2025

² Central Lancashire Adopted Core Strategy Local Development Framework July 2012

Central Lancashire Adopted Core Strategy Local Development Framework 2012

2.9 Policy 18: Green Infrastructure

2.10 Policy 19: Areas of Separation and Major Open Space

- *‘Protect the identity, local distinctiveness and green infrastructure of certain settlements and neighbourhoods by the designation of Areas of Separation and Major Open Space, to ensure that those places at greatest risk of merging are protected and environmental/open space resources are safeguarded;*
- *Areas of Separation will be designated around the following northern settlements and between the following central and southern settlements: Broughton, Goosnargh/Whittingham, Grimsargh’*

2.11 Policy 21: Landscape Character Areas

Preston Local Plan 2012-2026

2.12 Together with the Central Lancashire Core Strategy the Preston Local Plan forms the development plan for all parts of the city excluding the city centre. The relevant policies are:

- EN1 – Open Countryside
- EN4 – Areas of Separation

EN4 – Areas of Separation

2.13 Areas of Separation, shown on the Policies Map, are designated between:

- Broughton and the Preston Urban Area
- Goosnargh Whittingham and Grimsargh
- *Grimsargh and the Preston Urban Area*

2.14 Development will be assessed in terms of its impact upon the Area of Separation including any harm to the effectiveness of the gap between settlements and, in particular the degree to which the development proposed would compromise the function of the Area of Separation in protecting the identity and distinctiveness of settlements.

Emerging Central Lancashire Local Plan 2023-2041

Policy EN18 Areas of Separation

2.15 The Regulation 19 submission version of the CLLP 2023-241 seeks to retain the site as Green Infrastructure. However, in this location it will be significantly reduced with the majority of land around Cow Hill being removed from the previous designation.

- Areas of Separation will be maintained to protect areas where there is a risk of coalescence.
- Development proposed within the defined Areas of Separation as shown on the policies map will be permitted provided that it accords with the spatial strategy for growth set out in Policy SS1 Development Patterns, and:

- ii. a) it would not undermine the physical extent and/or visual separation of settlements;
and
 - b) it would not have an urbanising effect detrimental to *the character of the open countryside, or the separate identity of the adjoining settlements.*
- 2.16 Evidence to support this policy is the Open Space Designations Study³ which alongside other landscape elements reviews the Areas of Separation.
- 2.17 The assessment found that the settlement gap between Goosnargh/Whittingham and Longridge was '**Robust**' the definition of this being 'open land lies in a gap between settlement which is wide in relation to their size with significant separating features'

Longridge Neighbourhood Plan 2028

- 2.18 The site is located outside the LNDP, to the west of the boundary and therefore the policies are not applicable to the site. However, the overriding objectives are aligned with good practice and the NPPF, with particular reference to Objective 3: to protect local character, heritage and landscape.

Designations, Registered Sites and Public Rights of Way

- 2.19 The application site is not located within any national or local nature, heritage or landscape designation.
- 2.20 The nearest public footpaths are PRoW FP0609031 to the west of the site. PRoW FP0302112, FP0302110, FP0302106 and FP0609030 to the south of the site and FP0302116 and FP0302117 to the north of the proposed site.
- 2.21 To the north of the site, within the town centre is the Church of St Wilfrid and a war memorial at approximately 470m away, both grade II listed buildings. As well as this, around 360m to the southeast of the proposed site is the designated Grade II listed building Hacking Hobs. 130m to the west of the site, is Green Nook, another Grade II listed building.
- 2.22 Longridge conservation area is within the study area, the general character is described here – *'The Longridge Conservation Area contains mainly 19th century stone buildings arranged along three principal streets, giving it a very urban character in comparison to other conservation areas in the District. The boundaries of the conservation area currently encompass the main buildings along the streets, largely representing 18th and 19th century development. Beyond, Longridge has expanded in the 20th century and is now a relatively large settlement with a population of 7546'*.
- 2.23 Running adjacent to the east of the site is Savick Brook which is a watercourse that runs from the outskirts of Longridge westward north of Preston to the River Ribble.

³ Open Land Designations Study, Landscape Assessment, LUC October 2022

3 Landscape Baseline

- 3.1 The landscape character within the LVS study area is described and assessed below, and relevant information concerning landscape character is shown in figure INF_N0251159(08)002 which illustrates the existing relevant landscape character areas and the key landscape features within the study area.

Landscape Character Assessment

National Landscape Character

- 3.2 The site is located within National Character Area 33 the Bowland Fringe and Pendle Hill. The key characteristics of the NCA relevant to this proposal are summarised below:

Lancashire County Council Landscape Character Assessment 2000

Bowland Fringe and Pendle Hill NCA 33

- 3.3 The key characteristics of NCA 33, which are of relevance to the site and study area are summarised below:
- *'Undulating rolling landscape with local variation created by both the numerous river valleys and the outlying upland features of Beacon Fell, Longridge Fell and Pendle Hill*
 - *Meandering and commonly tree-fringed rivers with oxbow lakes form prominent features within the predominantly pastoral landscape.*
 - *Predominantly Grade 3 agricultural land supporting permanent pasture, mostly improved, for dairy and livestock farming.*
 - *Intensively managed landscape, with lush hay meadows in small- to medium-scale fields defined by well-maintained hedgerows with mature hedgerow trees.*
 - *Extensive semi-natural woodland, much of which is ancient, on main valley bottoms, side valleys and ridges.*
 - *Dense north-south communication corridor, which comprises the M6, the railway line and the Lancaster Canal, defines the western boundary and also provides a physical and psychological barrier.*
 - *Numerous water courses and bodies including the rivers Ribble, Hodder, Calder, Wyre, a number of reservoirs and field ponds north of Preston.*
 - *Small villages, hamlets and scattered farmsteads, mostly in local stone, are well integrated into the landscape and connected by a network of winding hedge-lined country lanes.*
 - *Bowland Fells provide a dramatic backdrop to the east and north with extensive views possible from high ground across the Lancashire and Amounderness Plain and across open valley bottoms.'*

Local Landscape Character Type 5: Undulating Lowland Farmland

3.4 The Landscape Strategy Document suggests the following are key environmental features for this landscape character type, however the character type covers a vast geography and therefore some are not applicable to the site or its local context:

- *Wooded river corridors and gorges*
- *Hedgerows and hedgerow trees*
- *Small mixed woodlands*
- *Historic villages, stone bridges and stone walls*
- *Limestone outcrops and knolls*
- *Roman remains and roads*
- *Historic drove roads*
- *Country houses and estates*

Landscape Observations of the Site and Surrounding Area

3.5 The site comprises of an area of land south off Whittingham Road, east of Green Nook Lane and west of the Shay Lane Industrial Estate. The northern most parcel benefits from permission for nine units. This part of the site were former tennis courts and an area of vacant land. The trees along the frontage to Whittingham Road are covered by a Tree Preservation Order (TPO 2010/0012). The parcel of the site has been cleared and is protected by fencing with the mature trees on the frontage retained. Whittingham Road itself is a busy road, comprising both residential and commercial/retail development. There are a number of modern residential developments to the south of the road.



Frontage of the site on Whittingham Road

- 3.6 The southern parcels of the site comprise of two fields direct to the south of the approved scheme and to the south of the relatively newly constructed Sapling Close. The farm buildings and reclamation yard which make up the rest of the wider site will remain in place.



View into the site from Green Nook Lane

- 3.7 The two fields are simple grassed fields bound by a robust hedgerow to the south and east. The boundaries to Sapling Close are a close board fence only. Currently this parcel of land is accessed off Green Nook Lane, a PRow Bridleway connecting from Whittingham Road to a wider PRow network to the south.
- 3.8 Beyond, the site comprises of two fields retained in their historic pattern, bound by Savick Brook and the Shay Industrial Estate and the southern section of Green Nook Lane. A PRow crosses centrally. There is a strong PRow network beyond the site to the west and south.



Panoramic view looking south from PRow

Visual Observations

- 3.9 Sensitive receptors to proposals on the site are:
- Residential receptors on Whittingham Road the surrounding developments
 - Users of the local PRow network
 - Recreational and residential receptors on Green Nook Lane

Residential Receptors

- 3.10 Those residents most sensitive to the development proposals are those on Sapling Close and north of Whittingham Road. These receptors are located on a busy road and will largely have oblique or glimpsed views of the site, which also encompass the road and the adjacent mixed uses. From the rear of Sapling Close there are currently views into the existing site



View from Sapling Close towards the site

- 3.11 Residential receptors located on Green Nook Lane experience a quieter location and comprise of smaller cottages and outlying larger properties associated with agricultural landscape. The closest to the site are located approximately 0.5km to the south.
- 3.12 These closest residents have a high sensitivity.

Receptors on Green Nook Lane

- 3.13 These receptors are primarily walkers, those accessing the play space in Mosses Farm Road development and the residents of the aforementioned properties. A portion of the proposed development will be located within the existing settlement edge where Green Nook Lane changes from being bound by development to mature trees within a hedged boundary.



View looking north along Green Nook Lane from just south of the site

- 3.14 From the southern section of Green Nook Lane, views are largely contained to the PRow route, by the mature vegetation along its eastern boundary. Where views are available, they are into the adjacent fields only, longer views contained by the mature vegetation on the Savick Brook and the Shay Industrial Estate which is a dominate feature.



View through field gate into the southern parcel

Users of PRowS in the wider area

- 3.15 The closest PRow, aside from Green Nook Lane, runs east west across the field in the southern part of the site. This PRow is limited as its connection into Longridge has been severed by the development of the industrial buildings to the east so it is unlikely to be utilised to a large degree. Largely recreational receptors will make use of the large number of routes connecting across the landscape from Green Nook Lane.
- 3.16 Users of these routes experience a historic field pattern across slightly undulating pasture fields bound by mature hedgerows and trees. Locally the routes are contained to tracks such as Green Nook Lane. Where there are gaps in the hedgerows, view west particularly feature the built edge of the settlement, the industrial units being a dominant feature.
- 3.17 The users of the PRowS and Green Nook Lane have a medium sensitivity to the development proposals.



View from Green Nook Lane along PRow FPO609031 looking east.

4 The Proposals

- 4.1 The proposals, as shown on the Urbanists' Concept Masterplan (shown below), concentrates built development on the northern section of the site, where development is already approved, within the settlement boundary and adjacent to the existing residential properties on Green Nook Lane. Beyond the PRow to the south, the site is to be retained as managed open space.
- 4.2 The proposals seek to develop new and improved pedestrian links, enhance biodiversity and retain the existing landscape features to maintain the historic field pattern. The buffer to the Shay Industrial Estate will be enhanced and the brook improved.



The Urbanists' Concept Masterplan

5 Landscape and Visual Appraisal

- 5.1 The proposals will deliver an approved permission, amended to form part of a cohesive development on the frontage to Whittingham Road, supported by additional residential development directly to the south within land perceived to be in the settlement boundary. Given the contained nature of these parcels of land and the surrounding modern housing on previously allocated land (Mosses Farm Road) and the 'robust' description of the Area of Separation in this location, this land does not fulfil the criteria for continued designation as AoS as its development will not undermine the physical extent and/or visual separation of settlements; and would not have an urbanising effect detrimental to *the character of the open countryside, or the separate identity of the adjoining settlements*.
- 5.2 Development of the southern parcels of the site will result in the loss of a very small portion of the countryside between Longridge, Goosnargh and Grimsargh. This is an extensive area of open countryside and there is not risk of coalescence or urbanising. Built development is proposed in the parcels of the site adjacent to existing built development, the area to the south retained as open landscape and improved through the opportunities arising from the concept masterplan.
- 5.3 Visually, there are limited sensitive receptors. Those on Whittingham Road already view, in planning terms, a developed site and the surrounding residential areas of Sapling Close and Mosses Farm Road are set in the context of settlement edge and built mixed development.
- 5.4 Residents and users of Green Nook Land and the wider PRoWs are the most sensitive to changes on the southern parcels of the site. Robust vegetated buffers are shown to the properties on the lane and although the view will be altered from the PRoW which crosses the site, as described, this PRoW does not lead anywhere as a result of the Shay Industrial Estate being developed. Instead the whole section of southern fields will be opened up to public use providing a significant improvement in the recreational resource offered.
- 5.5 Users of the wider PRoW network will experience a change to the countryside on the edge of the settlement, however due to the dominance visually of the industrial buildings and the new modern residential developments, they understand their proximal location to Longridge and the proposals will be experienced in this context.
- 5.6 Overall, it is considered that the development proposals will have very limited landscape and visual effects and will not be contrary to the emerging AoS policy. Overall, the proposals, in their entirety, will improve the landscape of the AoS through the delivery of new recreational links, enhanced and new biodiverse habitats, through securing the improved open space and in perpetuity through the long term positive management of the landscape through a HMMP or similar approved.

6 References

Communities and Local Government, 2012, *National Planning Policy Framework*

Council of Europe, 2004, *European Landscape Convention*

Former Countryside Agency and Scottish Natural Heritage, 2002, *Landscape Character Assessment Guidance for England and Scotland*

Landscape Institute and Institute of Environmental Management, 2013, *Guidelines for Landscape and Visual Impact Assessment Third Edition*

Landscape Institute, 2011, *Advice Note 01/11 Photography and photomontage in landscape and visual assessment*

Natural England, 2014, *An Approach to Landscape Character Assessment*

Parliament of the United Kingdom, 1995, *Environment Act (Part 5) Hedgerow Regulations 1997 (SI 1997 No, 1160)*

Appendices

Appendix A – LVIA Methodology

A Methodology

Guidance

- 1.1 The Landscape and Visual Impact Assessment (LVIA) and supporting studies and surveys were conducted in accordance with the principles set out by Landscape Character Assessment Guidance for England and Scotland¹ and Guidelines for Landscape and Visual Impact Assessment 3rd Edition².
- 1.2 Other guidance with regard to developments in the landscape that has informed the LVIA include Hedgerow Regulations³ and Lighting in the Countryside: Towards Good Practice⁴.
- 1.3 Viewpoint photographs have been presented in accordance with the Landscape Institute's (LI) Technical Guidance Note 06/19 Visual Representation of Development Proposals⁵.

Scope of the Landscape and Visual Assessment

- 1.4 The LVIA considers the predicted effects of development on landscape resources (both features and character) and on people's visual amenity.
- 1.5 Landscape and visual assessments are two separate but interlinked processes that are undertaken in parallel. The assessments are informed by a combination of desk and site based appraisal techniques and professional judgements.
- 1.6 The landscape assessment considers the effects of the proposed development on the physical landscape, which may give rise to changes in its character, and how this is experienced; separately considering the effects of development on:
 - Landscape character areas (area with recognisable, consistent pattern of landscape elements identified at different scales by Natural England, county and local councils);
 - Designated landscape resources (areas of landscape designated and protected under national and local policy);
- 1.7 The visual assessment considers the potential changes that would occur to available views in a landscape as a result of the development proposals, the resultant effect on visual amenity and people's responses to the changes.
- 1.8 The LVIA comprises, firstly the identification, understanding and description of the existing landscape and visual baseline conditions (landscape receptors and groups of views likely to be impacted by the proposed development within a defined study area) and secondly the

¹ Countryside Agency and Scottish Natural Heritage, 2002

² Landscape Institute and Institute of Environmental Management 3rd Edition, 2013

³ UK Parliament, 1997

⁴ Department for Communities and Local Government, 1997

⁵ Landscape Institute, 2019

identification and description of the impacts arising from the development on the landscape and the visual receptors.

- 1.9 The assessment examines both construction phase impacts and impacts on completion of the proposed scheme, to include assessing the impacts on Day 1 of completion and 15 years into operation. The impacts are assessed based on professional judgements and an understanding of the construction phases and phasing of completion, which are summarised in the LVIA and include any proposed landscape and visual mitigation works.

Stages in Landscape and Visual Impact Assessment

- 1.10 The LVIA process comprises the following stages:
- Baseline assessment: record and analyse the existing nature and value of the landscape character and features, and visual amenity of the study area through desk and field based appraisal;
 - Description of the nature, forms and features of the proposed development including and constraints and opportunities;
 - Assessment of sensitivity of the existing landscape and identified visual receptors to change and assessment;
 - Identification of potential landscape and visual impacts due to the proposed development;
 - Identification of proposed mitigation measures appropriate to the development and its landscape context;
 - Assessment of the magnitude of effect upon the identified receptors, likely to result from implementation of the proposed development;
 - Assessment of the significance of the residual effects on landscape and visual resource, taking into account appropriate mitigation.
- 1.11 The assessment process is iterative; the analysis of the baseline conditions and evaluation of the potential effects resulting from a development informs the evolution of the proposed development. It is, therefore, important to take into consideration the mitigation that is inherent or proposed as part of the development in order to assess the residual effects and their significance.
- 1.12 The assessment process is recorded in two principal stages: a baseline study of the existing landscape and surrounding visual receptor groups, followed by the impact assessment.

Study Area

- 1.13 Published guidance provides recommendations on the extent of the Zone of Theoretical Visibility (ZTV) that should be produced in order to assess the area that would potentially experience significant visual effects.
- 1.14 The purpose of the LVIA is to identify significant landscape and visual effects. It is, therefore, reasonable to limit the study area in various respects in order to meet the requirements of the specific project in its landscape context and to reflect the likelihood of significant effects arising over very long distances. It is also important that the more significant effects occurring over shorter distances are given appropriate emphasis. The report has adopted the following approach:

Computer based Visibility Analysis – Zone of Theoretical Visibility (ZTV)

- 1.15 In order to identify landscape resources and visual receptors within the landscape surrounding the application site that may be affected by a development, a ZTV plan is produced to illustrate the worst case extent of the potential visibility of the proposed development. The ZTV identifies the maximum area over which it is theoretically possible to see some part of the proposed development, but does not take account of screening that may result from vegetation, localised variations in topography and built form. The ZTV is created using a terrain model, which is based on Ordnance Survey (OS) data at 1:25000 scale with contours at 5m intervals.
- 1.16 It should be noted that ZTVs are used as a working tool to inform the assessment and do not convey the nature or magnitude of visual effects. The actual visual effects of the proposed development are assessed through a more detailed analysis of specific viewpoints, and based on field survey observations. In combination with a site visit, this information enables the identification of a provisional list of representative viewpoints, and allows the determining authority and consultees to judge how representative these are and whether they include particularly sensitive receptors and vantage points.
- 1.17 A bare ground ZTV has been prepared around the proposed development site, to take account of the worst case scenario based on proposed building heights. This comprehensive ZTV has been examined in order to identify particularly sensitive locations that would potentially experience significant visual effects e.g. particularly important visitor destinations, or those in protected landscapes (if appropriate) or promoted viewpoints and national trails.
- 1.18 An appropriate study area has been selected for the assessment as it is considered to represent the most concentrated and significant potential impacts. This is based on professional experience of residential and mixed use development assessment, that visibility over greater distance does not have as much potential to result in significant changes to landscape and visual receptors in the landscape context.
- 1.19 The LVIA focusses on potentially significant landscape and visual effects likely to occur within the localised study area.

Landscape Assessment

- 1.20 The former Countryside Agency Landscape Character Assessment: Guidance for England and Scotland⁶ makes a distinction between the characterisation process and the judgement-making process. The baseline section of the LVIA, therefore, deals predominantly with the characterisation process, in which the attributes of the landscape are described.
- 1.21 In order to be effective, this LVIA needs to consider the landscape resource within the study area at an appropriate level of detail. Initially, a desktop study is undertaken in order to identify any existing landscape character assessments that describe landscape designations and character areas within the LVIA study area. Following this desk based analysis, site visits are carried out to verify the existing landscape characterisation and identify and assess the

⁶ Countryside Agency and Scottish Natural Heritage, 2002

physical components and structure of the landscape within the application site and its surroundings.

- 1.22 The baseline divides the application site and surroundings into a series of landscape character areas, which are then brought forward for the assessment if the potential for impact on the landscape resource is identified.
- 1.23 In addition to landscape character, the proposed development's effect on landscape elements and features is also considered. The relevant groups of landscape elements and features include:
- Landform;
 - Land cover and vegetation (trees, hedgerows, grassland etc.);
 - Land use (including Public Open Space);
 - Watercourses;
 - Accessibility (public footpaths/cycleways).

Landscape Sensitivity

- 1.24 Landscape is a combination of both cultural and physical components that give rise to patterns that are distinctive to particular localities and help to define a 'sense of place'. Landscape character is defined by the interaction of influences and components such as landform, hydrology, vegetation, landcover, land use pattern and cultural features and associations, and their relationship with the surroundings.
- 1.25 Although landscape has some intrinsic sensitivity, different landscape receptors have different elements and features that can accommodate a variety of development types. To reliably inform detailed assessment of impacts, landscape sensitivity needs to be determined with reference to the changes arising from a specific type of development. Therefore landscape sensitivity is assessed combining judgments on the value attached to a landscape and the susceptibility to the type of change or development proposed.
- 1.26 Landscape value is the relative value attached to a potentially affected landscape. Landscape value is relative in relation to the different stakeholders and different parts of society that use or experience a landscape. Factors that have been considered in making judgments on landscape value include designations (both national and local), local planning documents, status of features (eg. TPO's or Conservation Areas) and local community and interests (for example local green spaces, village greens or allotments). Landscape value will vary in response to the specific landscape that is being considered.
- 1.27 The value is assessed as high, medium or low and the assessment is made based on the following factors:
- The quality placed on the landscape, including the scenic quality;
 - The presence of rare elements or features, or rare landscape character types;
 - Whether the landscape contains a particular character and/or features or elements considered to be particularly important examples;
 - The presence of nature, historical or cultural features of interest;

- Evidence that the landscape is important for recreational users;
 - Perceptual aspects, such as tranquillity or wildness;
 - Associations of the landscape with particular people in history (such as artists or writers), or historical events, that contribute to the perception of natural beauty.
- 1.28 The second component of landscape sensitivity relates to susceptibility. Landscape susceptibility to change is the ability to accommodate change without undue consequences for the maintenance of the baseline situation. In this context, the term landscape receptors can be expanded to cover overall character areas, condition or a particular landscape character type or an individual landscape element or feature. Landscape susceptibility will vary in response to the specific landscape that is being considered and to the nature of the type of change that may occur.
- 1.29 To assess landscape susceptibility it is important to appreciate the key characteristics and attributes of the landscape of the application site and surrounding study area, in order to understand local landscape variations and if the landscape of the application site fits with the description of the LCT/LCA that it is within.
- 1.30 The characteristics of the landscape that should be considered with regard to their susceptibility to change include a variety of attributes, such as scale and enclosure, landform, nature of land use, nature of existing elements or nature of existing features. Landscape susceptibility is described on the verbal scale as high, medium or low.
- 1.31 Sensitivity is a term applied to specific receptors, combining judgments of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor. Receptors can include specific elements of features or may be judged at a wider scale and include landscape character parcels, types or areas.
- 1.32 The consideration of value of the landscape receptor combined with susceptibility to the type of change arising from the proposal, allows for assessment of sensitivity of the landscape receptor. The sensitivity of landscape receptors is categorised as high, medium or low; the criteria for each category is outlined in Table A-1.

Table A-1 Sensitivity of Landscape Receptors

Receptor Sensitivity	Typical Criteria
High	<p>A landscape of particularly distinctive character and high or exceptional scenic quality. Strong representation of the typical landscape character type.</p> <p>Intact landscape with excellent condition of elements and features. Presence of rare features in the landscape.</p> <p>May be nationally and/or regionally designated landscape for its scenic quality and character, such as an Area of Outstanding Natural Beauty (AONB) or National Park.</p> <p>High recreational value with strong cultural and historical associations.</p> <p>High susceptibility to changes arising from the proposal.</p>

Receptor Sensitivity	Typical Criteria
Medium	<p>A landscape of moderately distinctive character and scenic quality. Typical landscape character type is apparent.</p> <p>Relatively intact landscape with occasional features of interest. May be locally designated for its quality and character.</p> <p>Receptor of higher value but lower susceptibility to the type of change or development, or vice versa.</p>
Low	<p>A landscape of little distinctive character or scenic quality or is damaged, neglected or poor character and lacking scenic quality.</p> <p>Landscape has become eroded with no more than occasional elements and features of interest. Not subject to any form of landscape designation.</p> <p>Receptor of low value and low susceptibility to the type of change arising from the proposal.</p>

Magnitude of Landscape Effect

- 1.33 Once the sensitivity of the landscape receptors has been determined, the effect that the proposed development would have on the landscape resource can be assessed.
- 1.34 The magnitude of effect from the proposed development on landscape character, designations or features is appraised, taking into account each phase (construction and completion) of the proposed development and any inherent / proposed mitigation. The assessment of the magnitude of effect takes into account the following factors:
- The distance of the landscape receptor from the proposed development;
 - The degree to which aesthetic or perceptual aspects of the landscape are altered either by removal of existing components of the landscape or by addition of new ones, for example removal of hedges may change the small-scale, intimate landscape into a large-scale, open one, of the introduction of new buildings or tall structures may alter open skylines;
 - The extent of existing landscape elements that would be lost, the proportion of the total extent that this represents and the contribution of that element to the character of the landscape;
 - The scale of the overall predicted change to character;
 - The timescale or phasing of the construction stages;
 - Whether the landscape change would be reversible or not.
- 1.35 The magnitude of effect is categorised as high, medium, low or negligible. This is a professional judgement based on the criteria for each magnitude as outlined in Table A-2 below. Different combinations of the below variables can apply in reaching an overall judgement on magnitude.

Table A-2 Magnitude of Landscape Effects

Magnitude of Effect	Typical Factors
High	<p>The proposed development would cause a large, irreversible change to the existing landscape for a long period of time or permanently.</p> <p>Impact upon landscape features of international and national importance or on fundamental landscape elements such that this would change the key characteristics of that landscape.</p> <p>Long-term or permanent change to the existing landscape conditions.</p>
Medium	<p>The proposed development would cause a noticeable change to the existing landscape; however, few elements and features that contribute to the overall character would be affected.</p> <p>Medium or short-term change to landscape conditions.</p> <p>Moderate alteration to the individual components of the landscape, leading to small change in aesthetic and perceptual aspects of the landscape.</p>
Low	<p>The proposed development would cause a small impact / change and would affect relatively few receptors.</p> <p>Temporary or reversible change in landscape conditions.</p> <p>The key characteristics of the landscape contributing to its character would not be significantly affected.</p>
Negligible	<p>The proposed development is appropriate in its context or barely perceptible. It may be difficult to differentiate from its surroundings and has very little or no impact on receptors compared to the baseline situation.</p> <p>No key characteristics of the landscape, contributing to its character would be affected.</p>

Visual Assessment

- 1.36 Following desk studies and site visits a range of visual receptors (people) that have a potential to be affected by the proposed development are identified. They would include local residents, users of footpaths and other routes, road users, users of recreational facilities, visitors to popular tourist attractions and noted viewpoints, or people at their place of work.
- 1.37 Potential viewpoints and areas for investigation are then identified following an initial study of Ordnance Survey (OS) maps, analysis of Zone of Theoretical Visibility and, most importantly, site visits; based on the following criteria:
- Distance from the application site to the receptor;
 - The proportion of the application site / proposed development visible, as well as the absolute visibility of the proposed development;
 - The height of the proposed development relative to the receptor with reference also to the scale of other features in the view;
 - The number and character of elements that would be lost from or added to the view;

- High concentrations of viewers, such as settlements, local recreational facilities, public footpaths and attractions etc;
 - Views illustrating the visual character of the surrounding area; and
 - Areas identified as having a high potential for visual impact.
- 1.38 A Site visit was carried out to assess both general landscape character and views experienced by different types of visual receptors during the day.
- 1.39 Following desktop research to understand the surrounding potentially sensitive receptors, a selection of viewpoints was made to represent key relevant visual receptor types likely to be affected by the proposed development, such as residents of nearby properties, users of Public Rights of Way (PRoW), pedestrians, cyclists or road users; to enable the assessment of the proposed change in views and the significance of effect on these receptors.
- 1.40 Photographs illustrating views from this series of representative viewpoints were taken either using a Canon EOS 500D Digital SLR with lens set to a 35mm focal length to provide the closest possible approximation of a 50mm lens focal length ('true eye' vision) on a traditional 35mm film SLR camera, or a fixed 50mm FL Lens. The photographs have been reproduced in a series of viewpoint sheets with annotation and details of the image recorded. Where contextual views consist of more than one frame, the relevant frames are merged together using Photoshop Creative Cloud (CC) software. This is consistent with Visualisation Type 1: annotated viewpoint photographs and Visualisation type 3: Photomontage / Photowire.

Visual Receptors

- 1.41 Visual receptors are groups of people, which include the public or community at large, residents, visitors and other groups of viewers. Study of OS data, production of a ZTV and consultation with the Local Planning Authority (LPA) assist with identifying viewpoints for assessment that best represent the visual receptors likely to be affected by the proposed development.
- 1.42 Representative viewpoints are validated through site visits; resulting in the repositioning or exclusion of some of the preliminary viewpoints, due to lack of visibility towards the application site.

Visual Sensitivity

- 1.43 Sensitivity of visual receptors, whose groups are represented by a selection of viewpoints, depends on their susceptibility to change in views and the value attached to the views that they experience.
- 1.44 The susceptibility of different visual receptors to changes in views and visual amenity is judged, based on:
- The occupation or activity of people experiencing the view at particular locations; and
 - The extent to which their attention or interest may, therefore, be focussed on the views and the visual amenity they experience at particular locations.
- 1.45 Judgements about the value of views take account of:

- Recognition of the value attached to particular views, for example in relation to heritage / cultural assets, or through planning designations;
- Indicators of the value attached to views by visitors, for example through appearances in guidebooks or on tourist maps, provision of facilities for their enjoyment and references to them in literature and art (Landscape Institute and Institute for Environmental Management and Assessment, 2013).

1.46 The sensitivity of the visual receptors is categorised as **high, medium or low**, as defined in Table A-3 below.

Table A-3 Sensitivity of Visual Receptors

Receptor Sensitivity	Typical Criteria
High	<p>People with a particular interest in their surroundings or with prolonged viewing opportunities, examples include:</p> <ul style="list-style-type: none"> • Users of promoted viewpoints (often with interpretation boards); • Users of tourist and visitor destinations including recreational or heritage sites (such as ornamental parks and open spaces); • Visitors to recreational hilltops and peaks; • Residential locations and occupiers of residential properties; • People using important recreational routes, such as National Trails / long distance promoted routes, National Cycle Routes; • Users of paths and Public Rights of Way (PRoW) in nationally or locally designated landscapes.
Medium	<p>People with a general interest in their surroundings or with some viewing opportunities, examples include:</p> <ul style="list-style-type: none"> • Users of public open spaces and outdoor recreational spaces; • Users of other public routes and PRoW; • Visitors to local viewpoints and resting places.
Low	<p>People with a more limited or passing interest in their surroundings, examples include:</p> <ul style="list-style-type: none"> • Users of more transitory routes such as other public routes; • Users of the local road network and major highways; • People at their place of work; • Users of indoor or sporting recreational facilities.

Magnitude of Visual Effect

1.47 For each of the identified groups of receptors, the potential magnitude of visual effect (in comparison to the existing 'baseline' situation) was assessed, taking into account each phase of the proposed development and any inherent / proposed mitigation. The magnitude of visual effect takes into consideration the following factors:

- The scale of change to the view with respect to loss or addition of features within the view and changes in its composition, including the proportion of the view occupied by the proposed development;
- The degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics;

- The nature of the view of the proposed development, considering the relative amount of time over which it will be experienced and whether views would be full, partial or glimpsed;
- The degree of visual intrusion or obstruction that would occur from the proposed development;
- The angle of the view in relation to the main activity of the receptor;
- The duration and reversibility of the assessed effect.

1.48 The magnitude of effect is categorised as **high, medium, low** or **negligible**. As with landscape, different combinations of the variables in the below table may apply.

Table A-4 Magnitude of Visual Effects

Magnitude of Effect	Typical Factors
High	<p>Severe change to views;</p> <p>Removal of valuable landscape features / elements that highly contribute to the overall quality and nature of the view;</p> <p>Total change to the visual character of the surrounding landscape;</p> <p>Large number of viewers affected over a prolonged period of time;</p> <p>Development is highly prominent in the view.</p>
Medium	<p>Moderate alteration to views;</p> <p>Development affects few visual features / elements on or adjacent to the application site.</p> <p>Reversible effect, affecting only a part of the wider view.</p> <p>Development 'stands out' in the view.</p>
Low	<p>The proposed development would cause a small impact / change and would affect relatively few receptors.</p> <p>Change to views on transitory routes such as infrequently used paths and roads.</p> <p>Small change to more complex views for a small number of viewers with no particular focus on the proposed development.</p>
Negligible	<p>The proposed development is appropriate in its context or barely perceptible.</p> <p>It may be difficult to differentiate from its surroundings and has very little or no impact on receptors compared to the baseline situation.</p> <p>It would have no or minimal effect on visual features / elements on or adjacent to the Application Site.</p>

Nature of Effects

- 1.49 The nature of effects contributes to the assessment of magnitude of landscape and visual effects.
- 1.50 The LVIA considers whether the landscape and visual changes that would arise as a result of the proposed development would be beneficial or adverse. An adverse effect is one that introduces a new, discordant or intrusive element to the landscape or a view. A beneficial effect would be from an overall improvement to the landscape or a view, through the removal of existing discordant features and / or introduction of features of similar scale to those in the surrounding landscape or view that would contribute to its overall character.
- 1.51 With regard to the duration of landscape and visual effects, short to medium term effects are normally considered to be temporary and associated with the construction of the proposed development, and long-term effects are normally associated with a fully completed and operational scheme. Permanent effects are those which result in an irreversible change to the baseline conditions or will last for the foreseeable future.
- 1.52 The duration of landscape and visual effects is typically categorised as follows:
- Long-term – 15 years and beyond;
 - Medium-term – 5 to 15 years;
 - Short-term – 0 to 5 years.
- 1.53 Landscape and visual effects can be direct (effects that are caused by activities which are an integral part of the scheme) or indirect (effects that are due to activities that are not part of the scheme, e.g. regeneration benefits attributable to the scheme).

Significance of Landscape and Visual Effects

- 1.54 Assessment of landscape and visual effects refers to the change that is predicted to take place to the existing (baseline) condition of the landscape and views as a result of the proposed development.
- 1.55 The significance of an effect is broadly determined by assessing the sensitivity to change, of the landscape and visual receptors, against the magnitude of change predicted upon them. The assessment of the effects takes into account mitigation measures implemented as part of the proposed development. Table A-5 is used as a guide only and the assessment of the significance of effect takes into account other modifying factors, based on professional judgement. Ultimately the assessment of sensitivity and magnitude will lead to effects that are of **major**, **moderate**, **minor** or **negligible** significance.

Table A-5 Significance of the Effect to the Landscape and Visual Receptors

Magnitude of Effect	Description		
High	Moderate	Major	Major
Medium	Minor	Moderate	Major
Low	Minor	Minor	Moderate
Negligible	Negligible	Negligible	Negligible
	Low	Medium	High
Receptor Sensitivity			

1.56 The following table A-6 provides a brief definition of the key landscape and visual significance criteria.

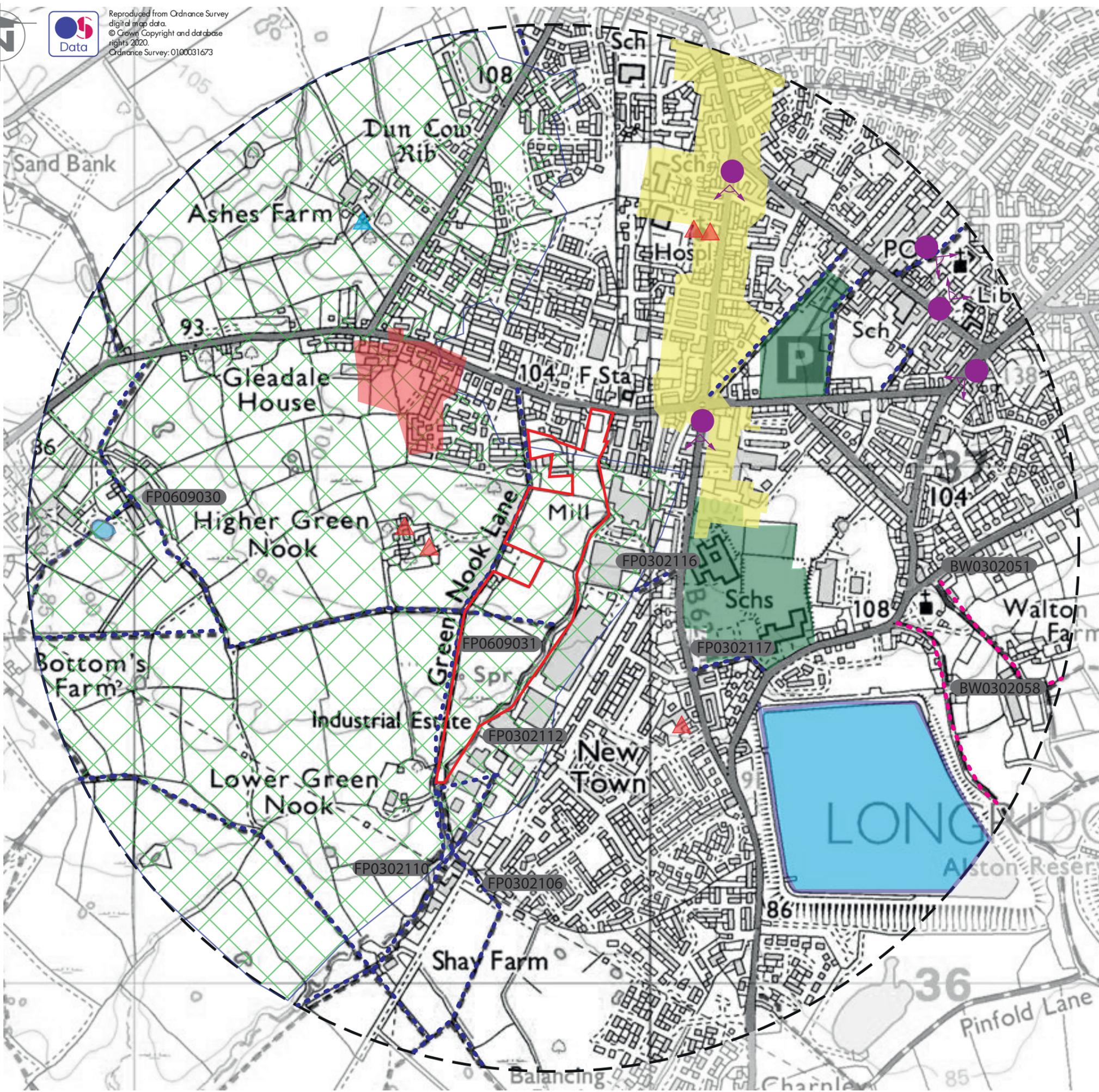
Table A-6 Definitions of Significance

Significance	Description
Major	Important or substantial change in landscapes of national, district or local importance, or substantial changes in views experienced by most sensitive visual receptors.
Medium	Noteworthy or medium change to sensitive landscape and visual conditions.
Low	Inconsiderable or small change in landscape and visual conditions.
Negligible	No discernible effect upon landscape or visual conditions. No effect or an effect that is beneath the level of perception, within normal bounds of variation or within the margin of forecasting error.

1.57 Major effects are usually deemed significant. Similarly, effects of medium magnitude on a highly sensitive receptor or effects of high magnitude on receptors of medium sensitivity may also be judged 'significant'.

Figures

INF_N0251159(08)001	Context and Designations
INF_N0251159(08)002	Landscape Character
INF_N0251159(08)003	Viewpoint Location
INF_N0251159(08)004-006	Contact Sheet



Legend

- Application site
- 1.5km radius
- Road
- Water body
- Rail line
- PRoW Footpath
- PRoW Bridleway
- ▲ Grade II Listed Buildings
- ▲ Grade II* Listed Buildings

Longridge Neighbourhood Development Plan 2028

- Policy LNDP12 - Green and Open Spaces
- Longridge Conservation Area
- Significant Views

Central Lancashire Local Plan 2023-2041

- EN18: Areas of Separation
- HS4: Housing Allocations Preston



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PROJECT
 Land at Whittingham Road, Longridge

CLIENT
 The Urbanists

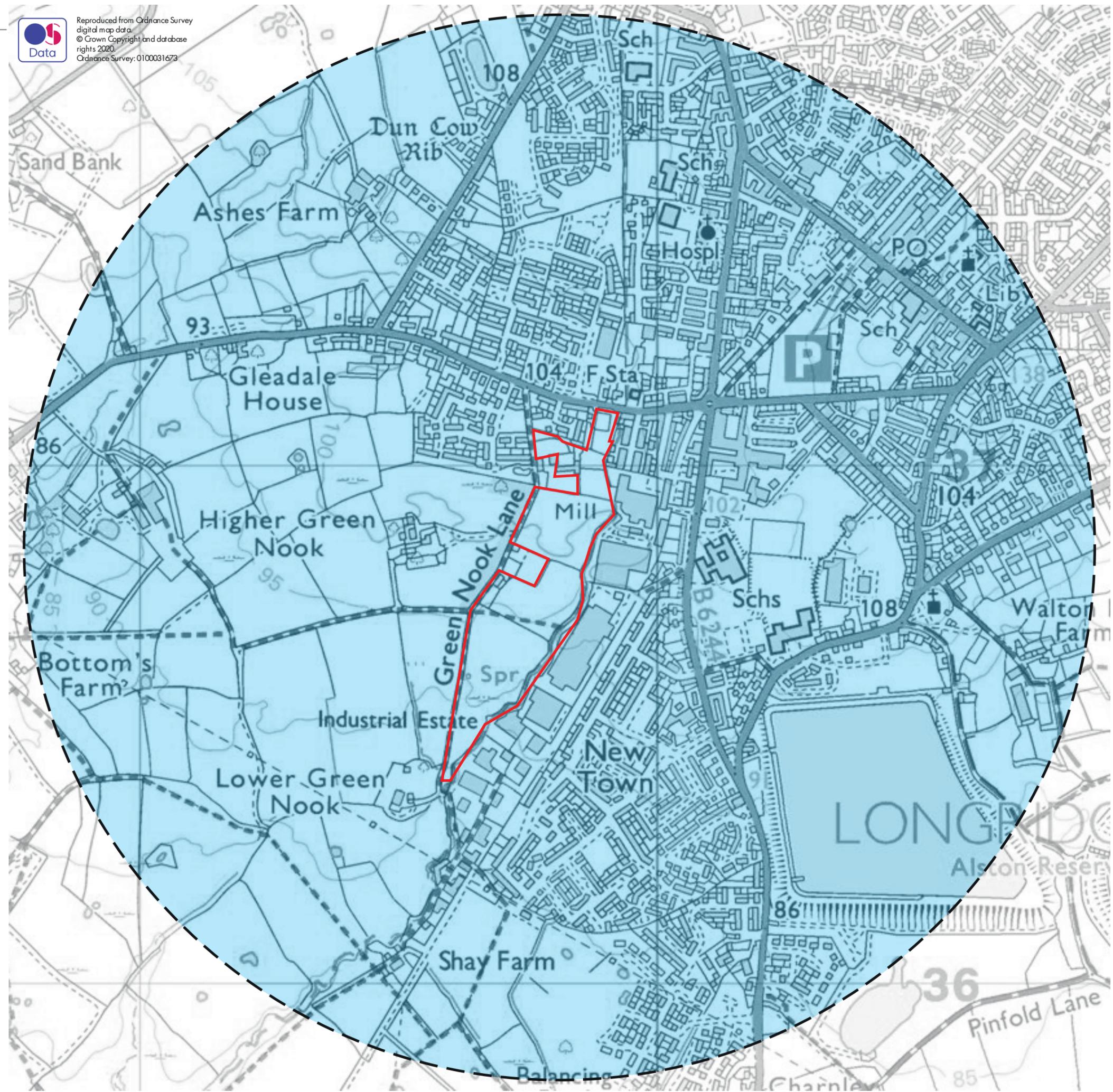
TITLE
 Context and Designations

STATUS DRAFT
 SCALE NTS DATE 04.25
 DRAWN PH CHECKED SB

JOB NO: N251159	DWGNO: (08)001	REV NO: -	ORIGINAL SIZE A3
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Legend

Application site

1.5km radius

National Character Areas (NCAs)

The whole study area is within NCA 33 Bowland Fringe and Pendle Hill national character area

Lancashire County Council Landscape Character Assessment 2000

Within the Lancashire County Council Landscape Character Assessment the site lies within the Landscape Character Area (LCA) of Undulating Lowland Farmland.

LCA 1: Undulating Lowland Farmland



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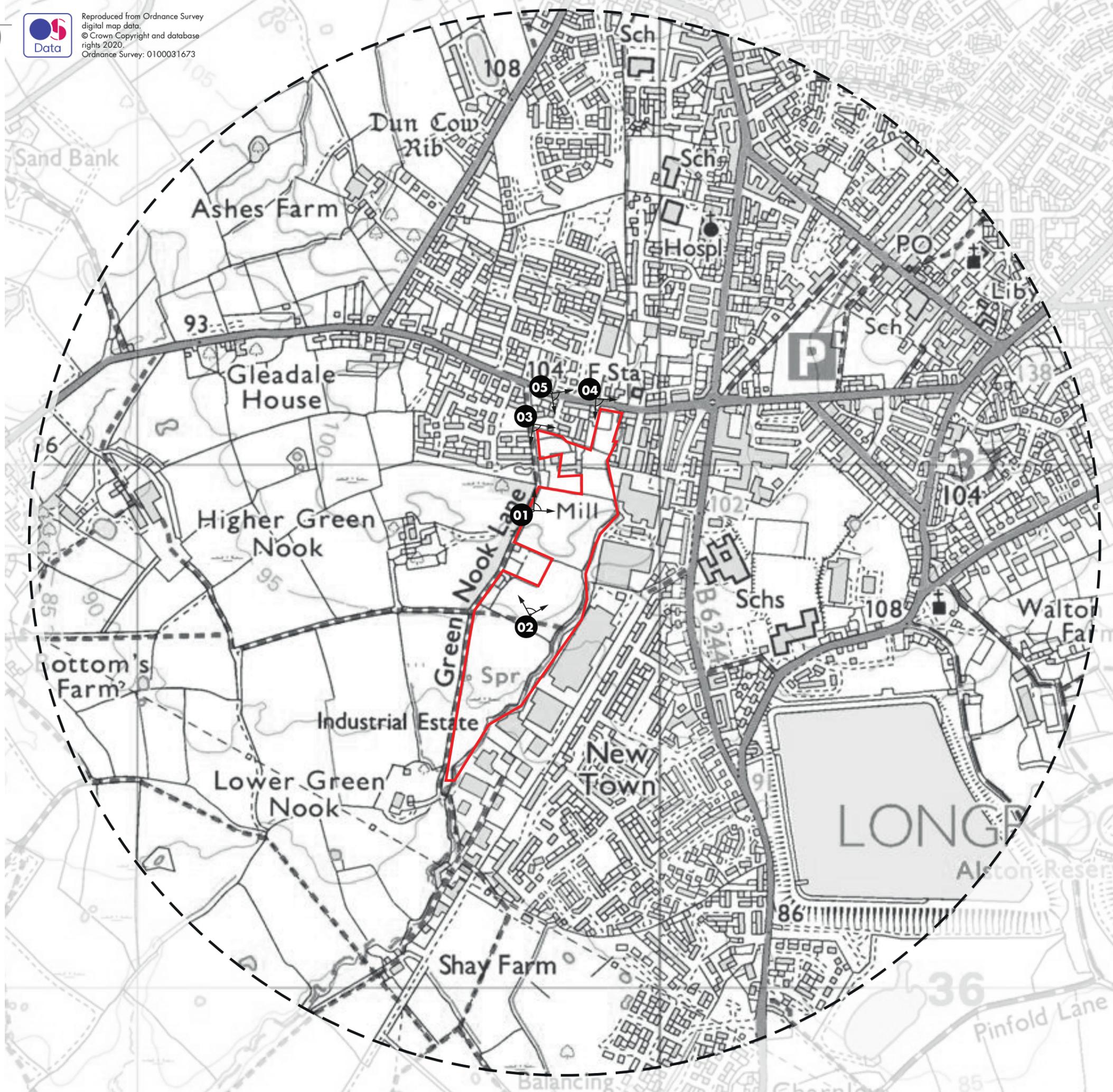
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Landscape Character Plan

STATUS	FINAL	DATE	04.25
SCALE	NTS	CHECKED	SB
DRAWN	PH		

JOB NO:	DWGNO:	REV NO:	ORIGINAL SIZE
N0000	(08)002	-	A3



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Legend

-  Application site
-  1.5km radius
-  Viewpoint Locations



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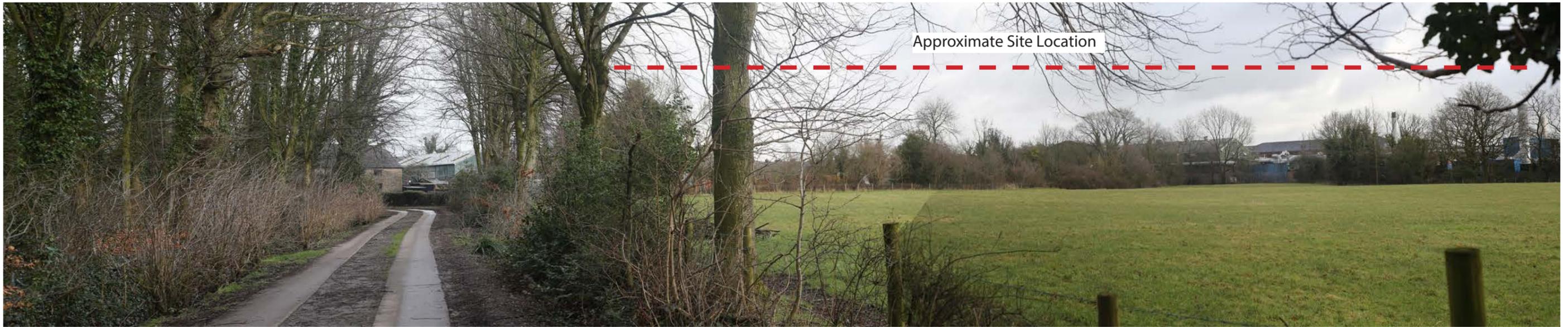
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TITLE
Viewpoint Location Plan

STATUS FINAL
SCALE NTS DATE 04.25
DRAWN SM CHECKED SB

JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE
N251159	(08)003	-	A3



Representative Viewpoint 01



Representative Viewpoint 02

Drawing Number:
N251154(08) 004

Land at Whittingham Road, Longridge
Representative Viewpoints

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Shaping the environment [®]



Representative Viewpoint 03

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Representative Viewpoint 04

Drawing Number:
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Representative Viewpoints



Approximate Site Location

Representative Viewpoint 05

Drawing Number:
N251154(08) 006

Land at Whittingham Road, Longridge
Representative Viewpoints

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