

Utilita Bowl, West End

Landscape & Visual Appraisal – Proposed Floodlighting

2056/Version 1.0

Client: Hampshire Stadium Limited

Date: Sept 2026

DOCUMENT CONTROL

Report prepared for:
Hampshire Stadium Limited

Main contributors:
Jason Holmes CMLI

Reviewed by:
Matt Johns
BSc MSc CEnv MCIEEM FGS MIFM
Director

Issued by:
Jason Holmes CMLI

Glove Factory Studios, Brook Lane, Holt, Bradford on Avon, Wiltshire, BA14 6RL

T: 01225 723652 | E: info@johnsassociates.co.uk | W: www.johnsassociates.co.uk

DOCUMENT REVISIONS

Version	Details	Date
1.0	Landscape & Visual Appraisal	Sept 2026

Third party disclaimer

Any disclosure of this report to a third party is subject to this disclaimer. The report was prepared by Johns Associates at the instruction of, and for use by, our client named on the front of the report. It does not in any way constitute advice to any third party who is able to access it by any means. Johns Associates excludes to the fullest extent lawfully permitted all liability whatsoever for any loss or damage howsoever arising from reliance on the contents of this report. We do not however exclude our liability (if any) for personal injury or death resulting from our negligence, for fraud or any other matter in relation to which we cannot legally exclude liability.

TABLE OF CONTENTS

1	INTRODUCTION	4
1.1	Appointment.....	4
1.2	Site & Project.....	4
1.3	Project Scope.....	4
1.4	Landscape & Visual Appraisal Scope	5
2	METHODOLOGY	6
2.1	Guidance & Terminology.....	6
2.2	Appraisal Methodology.....	6
2.2.1	Baseline Assessment	7
2.2.2	Landscape Assessment Methodology	7
2.2.3	Visual Assessment Methodology.....	8
2.2.4	Assessment of Likely Landscape & Visual Effects	10
2.2.5	Limitations of Assessment.....	10
2.2.6	Summary.....	11
3	LANDSCAPE PLANNING AND POLICY	12
3.1	Local Plan: Eastleigh Borough Local Plan (2016 – 2036).....	12
3.2	National Planning Policy Framework 2026.....	13
4	LANDSCAPE CHARACTER	14
4.1	Landscape Character Assessment.....	14
4.2	County Level Character Assessment.....	14
4.3	District Landscape Character Assessment.....	14
4.4	Landscape Character of the Site and Study Area	18
4.5	Summary	20
5	VISUAL BASELINE	22
5.1	Visibility Within the Study Area	22
5.1.1	Daytime (Non-Operational).....	24
5.1.2	Nighttime (Operational)	25
5.1.3	Summary.....	25
6	PROJECT DESCRIPTION	27
6.1	Summary of Proposals	27
6.2	Existing Trees and Vegetation.....	28
6.3	Design Objectives	28
7	LANDSCAPE & VISUAL ANALYSIS	30
7.1	Landscape Analysis.....	30
7.1.1	Effects on Landscape Character	30
7.1.2	Effects on Heritage Assets.....	31
7.1.2	Summary.....	31
7.2	Visual Analysis	33
7.2.1	Effects on Visual Receptors.....	33
7.2.2	Summary	36
8	SUMMARY & CONCLUSIONS	37
8.1	Visual Effects Summary	37

8.2 Landscape Effects Summary.....	37
8.3 Conclusions	38
9 REFERENCES	39
10 GLOSSARY	40

APPENDICES

Appendix A:

- LS4065974-13LP - Utilita Bowl Location Plan
- Drawing LS4065974/13P&EM Proposed & Existing Mast Locations (Abacus Lighting)

Appendix B:

- Representative Photo Viewpoint Sheets VP1-VP19 (Johns Associates) – see separate document
- Drawing 2056-VS-01 Viewpoint Location Plan 2 (All Views)
- Drawing 2056-VS-02 Viewpoint Location Plan 2 (Close Range / Middle Distance Views)

Appendix C: Lighting Strategy Information

- Existing Floodlight Elevation (Paul Jones Architects)
- Proposed Floodlight Detail (Abacus Lighting)

Appendix D:

- Precedent Images Sheet – UK Cricket Stadia

Appendix E:

- Landscape & Visual Impact Assessment Tables & Methodology (Johns Associates)

1 INTRODUCTION

1.1 Appointment

Johns Associates Ltd have been appointed by Hampshire Stadium Limited (HSL) and the Applicant to provide a Landscape and Visual Appraisal (LVA) to support a planning application relating to the replacement of existing floodlights at the Utilita Bowl, West End (the Site).

1.2 Site & Project

The project description is as follows:

‘The proposed development comprises the replacement of the existing floodlighting columns at Utilita Bowl, Southampton, with taller columns and upgraded lighting equipment to meet the ECB and ICC lighting standards required for the continued hosting of elite domestic and international cricket’.

In compiling this LVA the following key tasks have been undertaken:

- A review of the local and National landscape planning policy context for the Site;
- A desktop study and web search of available reference documents and maps including Planning Authority publications and landscape character assessments;
- A field survey of the Site and its context, including a photographic survey taken from several representative publicly accessible locations, has been undertaken. The field survey work was undertaken by a Chartered Landscape Architect;
- An appraisal of any potential landscape and visual effects resulting from the Proposed Development.

The Site location is shown on drawing LS4065974-13LP - Utilita Bowl Location Plan (Appendix A)

1.3 Project Scope

The proposal is to replace the existing 6no. floodlights at the Site with taller and upgraded floodlights to deliver the necessary lighting standards to support the continued hosting of both domestic and international cricket matches at the Site.

It is understood that any floodlighting scheme needs to balance functional lighting requirements with landscape protection and visual amenity and must consider location and context, light behaviour, design of equipment, and environmental impacts.

The proposed floodlights would be c.24m taller than the current floodlights but would be equipped with the latest lighting technology including anti-glare to achieve the required upgrade and help to mitigate

landscape and visual effects when operational. This would include the use of modern LED technology to provide significantly greater certainty over future availability, maintainability, controllability and performance.

The Site is an established sporting venue and currently the use of floodlighting is permitted in advance with Eastleigh Borough Council (EBC).

Please refer to the Lighting Impact Assessment Report (DFL-UK, Sept 2026) for further details.

Details of the existing and proposed floodlights are included in Appendix C.

We have endeavoured to provide sufficient information, level of detail and analysis to explain the likely effects of the Proposed Development at a level suitable for the proposal and its location. This report should be read in conjunction with the following documents:

- Proposed & Existing Mast Locations (Drawing LS4065974/13P&EM Abacus Lighting)
- Baseline Lighting Survey Report (DFL-UK)
- Lighting Impact Assessment Report (DFL-UK)
- Design & Planning Statement (HSL)

1.4 Landscape & Visual Appraisal Scope

It should be noted that this report is a landscape and visual appraisal (LVA) which is considered proportionate for the scope of the Proposed Development to replace / upgrade existing floodlights at the Site. Full methodology is included in Appendix E.

However, guidance provided in GLVIA3 for landscape appraisals has been followed and which states:

“As a standalone ‘appraisal’ the process is informal and there is more flexibility, but the essence of the approach – specifying the nature of the proposed change or development; describing the existing landscape and the views and visual amenity in the area that may be affected; predicting the effects, although not their likely significance; and considering how those effects might be mitigated – still applies”.

The site defined by the red line boundary is herein described as the ‘Site’.

‘Proposed Development’ for the purposes of this report refers to all aspects of the Proposed Development comprising the planning application (6no. new floodlights).

2 METHODOLOGY

2.1 Guidance & Terminology

This Landscape & Visual Appraisal (LVA) follows the same principles and processes set out in the Guidelines for Landscape and Visual Impact Assessment (GLVIA3), Landscape Institute, third edition, 2013, and involves the following steps:

- Review of the existing landscape character and visual amenity associated with the Site and surrounding area through desk-based study and field appraisal;
- Appreciation of the nature, form and scale of the Proposed Development (6no. floodlights) having regard to the landscape and visual baseline context;
- Identification and evaluation of the sensitivity of the existing landscape and visual receptors likely to be affected by the Proposed Development (6no. floodlights);
- An assessment of the potential landscape and visual effects resulting from the Proposed Development (6no. floodlights).

For the avoidance of doubt:

- 'Km' means kilometre/s; 'm' means metre/s
- All distances are approximate
- All references to points of the compass are generalised and are used for descriptive purposes only
- 'Site' refers to the Application Site shown on drawing no. LS4065974-13LP - Utilita Bowl Location Plan within Appendix A.

It should be noted that the assessment work was undertaken during both the 'summer' and 'winter' seasons.

2.2 Appraisal Methodology

By nature, the process of assessing landscape and visual character is to some extent subjective - what appears beautiful to one person may be unattractive to another. This methodology does not, and cannot, remove this subjectivity, but explains the process of assessment, in order to make it easy for the reader to follow. The general process for both landscape and visual impact assessment is the same.

The assessment is divided into two main sections, the baseline assessment and the assessment of likely effects.

2.2.1 Baseline Assessment

To be able to assess the potential effects of the Proposed Development, an existing landscape and visual baseline condition is established, against which the potential effects of any Proposed Development can be measured. The baseline is investigated through a combination of desktop study and field visits. The baseline assessment reflects the present condition of the Site and Study Area.

The preliminary Study Area for this assessment was centred on the Site and included all areas within a 2.5km radius, except where otherwise stated, where the Proposed Development could potentially have an effect on landscape character and visual amenity.

2.2.2 Landscape Assessment Methodology

Landscape character

In this section, existing Landscape Character Assessments and other relevant documents are reviewed in order to give an understanding of the landscape within the Study Area.

The character of a landscape is typically defined by its key constituent elements which are considered under three broad headings of:

- Physical Influences eg geology, soils, topography, water bodies.
- Influences of Human Activity eg heritage assets, land use, buildings, settlements and field patterns.
- Aesthetic and Perceptual eg complexity, degree of enclosure / openness, tranquility, remoteness.

The combination of the above elements will influence how a landscape is perceived, eg openness, scale, complexity, tranquility and wilderness. Together, these landscape elements and the perception of them is used to inform the division of the landscape into distinct landscape character types and / or character areas; helping to define their key characteristics.

In order to assess the baseline landscape character of the Site and Study Area, a desktop study is used to identify relevant designations and planning designations as well as existing landscape character assessments. With the help of field work, these existing character descriptions are then tested and reviewed.

All landscapes have value, whether designated or undesignated. Having considered the key landscape characteristics of the Site and Study Area as a whole, value is then attributed to each key constituent element and an overall landscape value established.

Identification of landscape receptors

Landscape receptors are those constituent elements of the landscape which are considered likely to be affected by the Proposed Development either directly or indirectly. This can include local landscape character areas, designated landscapes or individual landscape features eg heritage assets such as Scheduled Monuments.

The assessment seeks to identify and evaluate the sensitivity of the existing landscape receptors that are likely to be affected by the Proposed Development. This is based on a combination of desktop analysis and field study.

Determining the sensitivity of landscape receptors

Each landscape receptor selected for assessment is evaluated according to:

- The value attached to them (established in the baseline)
- Their susceptibility to change (ability to accommodate the nature of the Proposed Development)

Susceptibility refers to the ability of a receptor to accommodate the nature of the Proposed Development without undue consequences for the maintenance of the baseline situation.

Landscape effects are particular to both the specific landscape and the specific nature of the Proposed Development. The assessment of susceptibility is therefore tailored to a particular project.

For example, a landscape already dominated by housing development is likely to be less susceptible to additional housing than a landscape in which housing development is not present.

To reach an assessment of the sensitivity of each receptor, susceptibility and value are then combined to establish whether a receptor is high, medium or low sensitivity.

2.2.3 Visual Assessment Methodology

Identification of visual receptors

Visual receptors include people who could potentially experience changes to a view or visual amenity resulting from the Proposed Development. Visual receptors can be private residential areas as well as the public domain, such as places of work, public rights of way, viewers travelling through an area on trains or in vehicles, or public viewing points.

It should be noted that potential effects resulting from a Proposed Development from the public domain rather than private residential areas are afforded greater weighting in terms of sensitivity (due to the potential for greater numbers of individuals to be affected by an impact).

Visual receptors have been identified through a desktop study and verified by visiting the Site and Study Area. For the purposes of this assessment, visual receptors have been grouped where effects are likely to be similar, to keep the scope of this report proportionate to the nature of the proposals.

Determining the sensitivity of visual receptors

Visual receptors at each viewpoint selected for assessment are identified and evaluated according to:

- Their susceptibility to change in a view and visual amenity.
- The value attached to each identified view.

Susceptibility is a function of the occupation / activity of the receptor at a particular location and, as a consequence, the extent to which their attention / interest may therefore be focused on the view and the visual amenity they experience.

Value takes account of the value attached to views in relation to heritage assets; landscape designations; and the value attached to views by visitors (eg those associated with art and literature) and by promoted views, or the provision of facilities for the enjoyment of the views (eg sign boards / interpretative materials / parking areas and benches).

Selection of photographic viewpoints

In order to help assess the potential change in view for different receptors, a number of representative photographic viewpoints were chosen. Where different receptors are likely to experience a similar change in view, these are represented by the same viewpoint. Viewpoints are principally taken from publicly accessible areas. Professional judgement is used to draw conclusions for private receptors. At each viewpoint, baseline conditions are recorded.

Site visibility within the Study Area

Views of a Site within a Study Area are categorized as follows:

- Close range: Up to 300m
- Middle distance: 300 to 2000m
- Long distance: Over 2000m

Where the extent of the Study Area is restricted in terms of visibility, views of the Site may be restricted to short and middle-distance views only.

2.2.4 Assessment of Likely Landscape & Visual Effects

Once the baseline has been established, the potential effects of the Proposed Development are identified and compared with those of the baseline conditions in respect of the identified receptors.

Appraisal of likely landscape effects

An appraisal of the likely magnitude of effects of the Proposed Development on each identified landscape receptor are described and takes into consideration the nature of the likely changes in the view, as well as their size and scale, when they would occur, their duration and whether they are reversible. The sensitivity of the landscape receptor to potential changes is also assessed. This depends on the presence or absence of other developments nearby, man-made features or other visual detractors, the maturity and stability of the landscape, the topography, scale and openness of the landscape and its degree of remoteness and tranquility. Any existing relevant sensitivity and capacity studies are also referred to.

Appraisal of likely visual effects

An appraisal of the likely magnitude of effects of the Proposed Development on identified visual receptors are described and takes into consideration the nature of the likely changes in the view, as well as their size and scale.

Consideration is given to the length of time a view is likely to be experienced as well as other factors such as whether the views are filtered or screened, the distance from the viewpoint to the Site and the angle of view.

The sensitivity of the visual receptor to any potential changes is also taken into consideration. Consideration is given to the type of pursuit visual receptors are likely to be engaged in and thus how much their focus would be on a particular view. For example, residents, tourists, or people participating in recreational outdoor activities are likely to be more susceptible to a change of a view than people working or travelling to / from work.

2.2.5 Limitations of Assessment

The assessments undertaken are based on certain assumptions and actions and therefore have certain limitations. Whilst the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) calls for assessments to be appropriate and proportionate to the nature of the Proposed Development these limitations should be recorded. For this study these have been identified as follows:

- The assessment assesses effects on visual receptors from publicly accessible land and from private residences (estimated). Whilst this is entirely normal it should be noted that visual effects from locations on surrounding private land are not covered.
- The visibility of the Site from private residential areas has been estimated both by looking towards the Site from publicly accessible areas, and by standing on the Site and looking outwards. No attempt has been made to access private property for more detailed assessment.
- For the visual assessments made, it has been assumed that there will be no significant change (growth or loss) in offsite / foreground vegetation.

2.2.6 Summary

In order to consider the likely level of any effect, the sensitivity of each receptor (landscape and visual) is combined with the predicted magnitude of change to determine the level of effect, with reference also made to the geographical extent, duration and reversibility of the effect within the assessment.

Taking a wide range of factors into account, a judgement regarding sensitivity and magnitude is made to establish predicted landscape and visual effects.

In considering the overall impact on landscape character it is important that the focus does not become purely on a single or limited number of “Significant” effects, when the bigger picture may be one of generally minimal effects (and may also include beneficial as well as adverse effects).

NB: The full Methodology applied to this report are included in Appendix E

3 LANDSCAPE PLANNING AND POLICY

3.1 Local Plan: Eastleigh Borough Local Plan (2016 – 2036)

The following policies are considered relevant to this Landscape & Visual Appraisal.

For detailed information regarding planning policy please refer to the Design & Planning Statement (HSL).

Eastleigh Borough Council's (EBC) current planning policy treats floodlighting at the Utilita Bowl as an *'amenity and environmental impact'* issue governed by the Eastleigh Borough Local Plan 2016–2036, particularly Policy DM1, supported by the Quality Places SPD (2026).

'Floodlighting' is not governed by a site-specific policy for the Utilita Bowl. Instead, it is assessed under general development criteria relating to residential amenity, lighting impact, and pollution.

Policy WE4, Land at Ageas Bowl (now Utilita Bowl) and Tennis Centre, Botley Road, West End

This policy is a 'site-specific' allocation in the Eastleigh Borough Local Plan 2016–2036 and governs what can be built at the Utilita Bowl complex and the surrounding land covered by this policy as follows:

'Development will be supported where it facilitates the site's important role in meeting sporting needs in the Borough and wider area; complements the high-quality design and open setting of the site; and protects the settlement gap'.

Policy WE4 includes some criteria relating to 'floodlighting' because the Utilita Bowl is a major sports venue where floodlighting is a planning issue and is summarised in the extract below:

'f. proposals for floodlighting on any part of the site must be of a scale, form, location and luminosity that would not affect the predominantly open character of the area or the biodiversity interests of the adjacent SINC or protected/priority species. The hours of use of any floodlighting may be limited in order to minimise its impact on nearby residential property'.

In planning terms, it is understood that this is likely to cover consideration of the following issues:

- lighting columns (location / design / performance);
- event-day illumination;
- visual effects at night;
- glare affecting residential amenity;
- light spill into Telegraph Woods.

3.2 National Planning Policy Framework 2026

The National Planning Policy Framework 2026 sets out the Government's planning policies for plan-making and decision-taking in England. In relation to landscape matters, the Framework continues to require planning decisions to contribute to sustainable development by responding positively to local character, protecting and enhancing the natural environment, and ensuring that new development is appropriately designed for its context.

For landscape and visual matters, the NPPF gives particular weight to the importance of achieving well-designed places, recognising the intrinsic character and environmental qualities of land, and integrating development with its surroundings through appropriate layout, scale, form, materials and landscaping. Development proposals are expected to respond to landscape character, protect existing landscape features where practicable, and incorporate green infrastructure and planting that contribute to climate resilience, biodiversity and long-term place quality.

The Framework also requires great weight to be given to conserving and enhancing Protected Landscapes, including National Parks and National Landscapes, with development in or affecting such areas expected to conserve and enhance their special qualities. Although the Site is not located within a nationally designated landscape, the NPPF remains relevant in requiring the effects of development on landscape character, visual amenity, the countryside and the wider setting of places to be considered in a proportionate manner.

In respect of lighting, public protection and amenity, the NPPF requires planning decisions to ensure that new development is appropriate for its location and that potential adverse effects from pollution, including artificial light, are avoided, mitigated or reduced to acceptable levels. For the Proposed Development, this is particularly relevant to the assessment of potential daytime visual effects associated with the replacement floodlight structures, and nighttime effects associated with glare, light spill, sky glow and perceived change in the existing night-time environment.

4 LANDSCAPE CHARACTER

4.1 Landscape Character Assessment

Landscape Character Assessment is the process of identifying and describing variations in the character of the landscape. It seeks to identify and explain the unique combination of elements and features (characteristics) that make landscapes distinctive.

The landscape character of the Site and Study Area has been considered at a number of scales.

However, only brief outlines are included here to bring out elements and features relevant to the Site and scope of the Proposed Development.

4.2 County Level Character Assessment

The Site is located within Landscape Character Area 2E Forest of Bere West and is described as follows:

Key Characteristics considered relevant to the Site and Study Area as follows:

- ‘A low-lying landscape with shallow undulations, predominantly south sloping.
- Locally popular accessible woodland areas.
- Extensive C.20th development, including urban expansion and infilling of common-edge settlements.
- Rich biodiversity, including woodland, heathland, grassland and wetland sites’.

Experiential/Perceptual Characteristics

“Views are predominantly short and often with a wooded backdrop. Outside the Lowland Mosaic Medium Scale landscape housing and development is frequently in the field of view.

This landscape is full of contrasts. The well wooded core Forest of Bere area is intimate, remote and secluded, but its peripheral landscapes have more development and urbanising influences. These are greatest in the western and southern parts of the character area, e.g the M27 and feeder road network, edge of town development, high voltage power lines and horse paddocks”.

4.3 District Landscape Character Assessment

Of more direct relevance to the Site is the Landscape Character Assessment for Eastleigh Borough (2011). This is a district wide Landscape Character Assessment which sits within the framework of the national and county character assessments and forms part of the evidence base for the Local Plan.

It classifies the district into nineteen Local Landscape Character Areas (LCAs) which are defined by their overriding geology, landform, and landscape pattern and provides commentary regarding visual sensitivity.

The Site falls within LCA Area 11: M27 Corridor which is summarised below.

Refer to Figure 1 below for location.

Area 11: M27 Corridor

“The character area is dominated by the motorway. In the northern part of the character areas, maturing but largely linear motorway planting obscures the cuttings and embankments....

The path of the motorway fractures the field pattern, fragmenting the land use and physically dividing the east and west sides of the character area. Land directly adjacent to much of the motorway consists of heath-associated pasture and woodland. This limits the visual intrusion of the motorway. The woodland is dominated by oak and birch with frequent patches of conifers; rhododendron and laurel often form the understorey. For much of its length the area is hemmed-in by development in West End, Hedge End and substantial belts of recent woodland, often with conifers at their edges.

The boundaries of this character area are defined primarily by the built edge of the settlements that run along its length.

The landform and white tensile architecture of the Rose Bowl (now Utilita Bowl) cricket ground is a landmark that creates a distinctive feature on the hillside south of Moorgreen. The surrounding golf course is at odds with the general landform/pattern, however, blocks of woodland serve to reduce its impact.

Despite the motorway, areas enclosed by woodland or within the small steep-sided valleys have a very rural character. Nevertheless, views of roads, urban edges and pylons tend to predominate. The motorway generates significant noise intrusion”.

Key Issues:

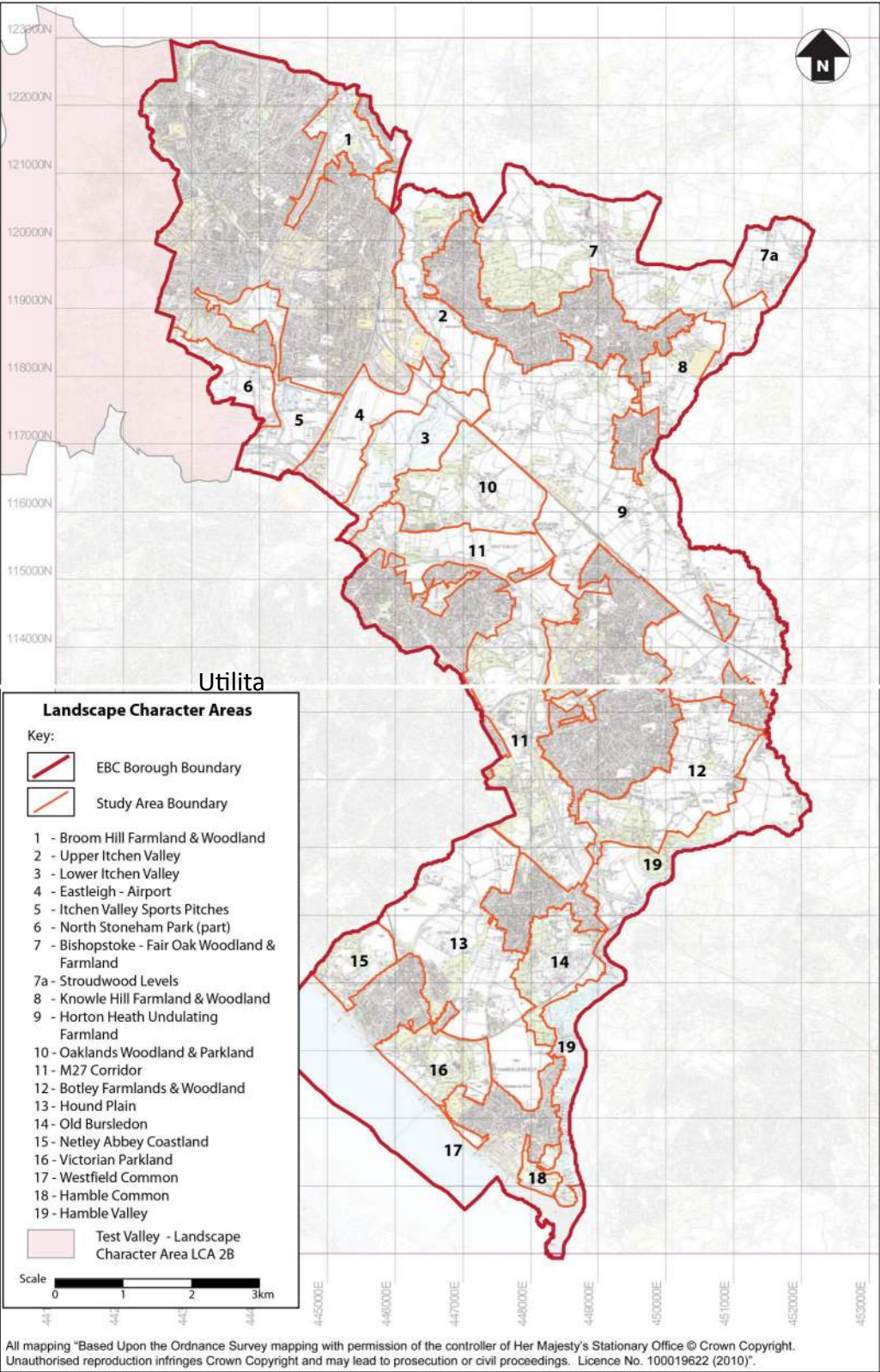
- *The edges of Southampton and Hedge End are in close proximity in some locations. The closure of these pinch points could result in fragmentation of the character area.*
- *Further development in the character area would be visually prominent due to the presence of the motorway and smaller highways that run throughout the character area.*
- *Parts of the landscape is degraded due to unsympathetic development associated with the urban edge.*

- Noise and visual disturbance from the motorway and smaller highway network.
- Pressure for new development within the character area.

Under visual sensitivity the LCA is described as follows:

“It has quite strong landforms and a varied vegetation structure of woodland and hedges. However, it forms a narrow corridor between settlements and could easily be compromised by further development”.

Figure 1 Landscape Character Areas (Source: Landscape Character Assessment for Eastleigh Borough, 2011)



4.4 Landscape Character of the Site and Study Area

With reference to the above landscape character summary, only a brief description of the Site's landscape character and context is provided here.

Whilst potential effects associated with the proposed floodlighting focus primarily on visual amenity, it is also important to consider the Site's landscape character and wider context to understand its value and susceptibility and its overall sensitivity to any such changes likely to result from the Proposed Development eg effects on dark skies or the introduction of features / components considered to be uncharacteristic of the attributes of the receiving landscape.

Key Characteristics

Key characteristics are summarised below:

- The Utilita Bowl is a well-established sporting venue that sits within a largely well-established landscape setting.
- It is located adjacent to a 6-lane motorway with lights and an urban area characterised by residential and commercial areas, with significant lit areas both sides of the motorway and adjacent to the Site.
- The setting of the Utilita Bowl is also characterised by adjacent woodland, mature trees and scrub planting which provides a mature landscape setting with some screening from views into the Site, as well as amenity, landscape and potential ecological value.
- The circular design of the Bowl is quite distinctive including floodlights and two large white tensile canopy structures.
- The Bowl is described in Section 4.3 above as '*a landmark that creates a distinctive feature on the hillside south of Moorgreen*'.
- The floodlights are an integral part of the Utilita Bowl skyline and help to distinguish the Site's functionality as a major sporting venue seen from the wider landscape setting.
- Leisure based activities including cricket, golf, fitness as well as general recreation form the predominant land use.
- Telegraph Woods forms an important, wooded backdrop to the Utilita Bowl especially when viewed from the east. The woods create a strong skyline feature / visual edge on elevated ground that rises to c.80m AOD, including a gentle ridgeline running to the west and southwest of the Utilita Bowl.
- To the east, the land continues to fall towards Hedge End but with some localised elevated areas further east / northeast eg Durley Manor Farm at c.64m AOD.
- The edges of Southampton and Hedge End are close in some locations creating an urban fringe or peri-urban character in places eg along Botley Road.

Land Use

To the north is the B3035 Botley Road with trees and scrub vegetation forming a well vegetated linear woodland feature.

To the northwest, is a Holiday Inn Express and David Lloyd Centre (leisure and tennis centre) set behind a deciduous linear tree belt and hedgerow. There are also light industrial / commercial areas including Princess Coaches and Pitter Self Drive car and van hire, adjacent to the David Lloyd site, and set beyond a mature line of evergreen trees.

To the west, there are residential properties including post war suburban housing at Westgate Mews, a large single residential property off Westgate Mews and Telegraph Heights which are mostly set behind mature trees / vegetation.

To the south-west, south and south-east of the Site, is the Boundary Lakes Golf Club course with its mix of mature trees and woodland copses and managed grassland areas, punctuated by a series of small lakes / large ponds. There is a strong visual edge formed by a tree and scrub belt / pockets of woodland in combination with intervening topography that provide effective screening of views towards the Site from the motorway and the wider landscape.

Glimpsed views across the golf course towards the Utilita Bowl stadium on the skyline from Charles Watts Way to the south are possible.

Beyond the golf course to the south and east is the M27 corridor. Beyond the M27 to the east lies an area of light industrial units containing a range of leisure and retail units.

In addition to the M27, major road corridors and associated infrastructure are notable land uses within the Study Area including Moorhill Road (A27) to the west and Charles Watts Way (A334) to the south of the Site.

Beyond Charles Watts Way to the south is a mixture of residential development (off Upper Northam Drive and West Road) and commercial uses including an Amazon Distribution Centre off Comines Way.

Landscape Designations

The Site is not located within an area designated for its landscape value, such as a National Park or National Landscape.

Heritage

There are no designated heritage assets within the Site boundary.

There are twelve listed buildings within 2.5km of the Site all of which have a Grade II listing classification. The nearest Listed Building is the Grade II Church of St James at Church Hill c.700m

to the west of the Site. There are a range of landscape and built features between the Site and the Church of St James restricting any intervisibility between the two.

There are 2 scheduled monuments within the Study Area located within Telegraph Woods to the south / south-west of the Site:

- Hickley Wood Hillfort (Monument No. 31152) located c.175m to the southwest of the Site
- Telegraph Woods Beacon (Monument No. 31157) located c.600m to the southwest of the Site

Due to the intervening feature of Telegraph Woods, there is no intervisibility between Telegraph Woods Beacon and the Site.

Similarly, Hickley Wood Hillfort is set within dense woodland and generally very well contained within this wooded context, although partial / glimpsed views of the Proposed Development may be possible from this location.

Public Rights of Way

There is a Public Right of Way (Ref: 241:509) that runs from Botley Road to the northeast of the Site and then meanders across the golf course where it then connects with Telegraph Woods to the southwest.

Other Public Right of Way (PRoW) footpaths in the area include a footpath leading from the north of Botley Road (Ref: 241:10) providing connections to Moorgreen Road and Tollbar Way. Views of the stadium complex and floodlights are possible from this route.

Another short footpath is located to the southwest of the Site adjacent to Moorhill Road with no intervisibility between the Site and this route.

Refer to drawing 2056-VS-02 which shows the location of relevant Public Rights of Way in Appendix B.

4.5 Summary

Overall, it is considered that the Utilita Bowl makes an established and positive contribution to the landscape character here with its 'distinctive design' and associated features that include the existing floodlights and tensile canopy structures which are located within an established landscape setting of mature woodland, trees, amenity grassland and lakes.

Seen within its landscape setting, the Utilita Bowl (including the floodlights) contributes strongly to the Site's identity, functionality and legibility.

Having considered the characteristics of the landscape as a whole, the value of the Site and its context is assessed as medium value.

The landscape is one that is undesignated, however, it contains valued components and is a landscape of moderate importance and rarity, valued at the local level.

5 VISUAL BASELINE

5.1 Visibility Within the Study Area

Extensive fieldwork was undertaken by a Chartered Landscape Architect on the 14th April 2025 to obtain 'winter' photography. Representative photographs were taken, and the assessment was concluded following fieldwork, desk top research, photographic survey, and an assessment of Ordnance Survey plans.

Representative photographs were taken from positions where the Site is likely to be most visible where many similar viewpoints were available. The photo viewpoint locations demonstrate the potential extent of the Proposed Development's visual envelope.

Additional nighttime photography with the floodlights in operation was undertaken on the 12th August 2026 from equivalent representative viewpoint locations

Representative viewpoints (winter' views) and equivalent nighttime photographs are included in Appendix B.

Representative viewpoints presented are summarised below in Table 1 which identifies the visual receptors represented at each location along with a judgment regarding their sensitivity.

Table 1: Representative Viewpoint Locations

VP No.	Location	OS Grid Ref.	Distance and direction to development	Visual Receptor(s)	Sensitivity (Value x Susceptibility)
1	Close range view from Public Right of Way (Ref: 241:509) looking north / north-west across the practice cricket pitch towards the Utilita Bowl	E:447865 N:113857	c.110m / North to Northwest	Pedestrians	High
2	Close range view from Public Right of Way (Ref: 241:509) along south-east of the Practice Green looking west / north-west to boundary screen fence and earth mounding	E:447981 N:113921	c.150m / West to Northwest	Pedestrians	High
3	Close range view from western edge of overspill parking area looking east towards the Utilita Bowl with long distance views of countryside beyond	E:447338 N:114084	c.270m / East	Users of car park	Medium-low

4	Close range view from Marshall Drive at the junction with Botley Road looking south / south-west towards the Utilita Bowl	E:447750 N:114365	c.160m / South to Southwest	Vehicular traffic / Pedestrians	Low
5	Close range view from Holiday Inn Hotel car park looking south towards the Utilita Bowl stadium	E:447691 N:114292	c.90m / South	Users of car park	Low
6	Close range view from David Lloyd Club car park looking south / south-west to boundary vegetation with Utilita Bowl (West Gate) beyond.	E:447561 N:114198	c.85m / South to Southwest	Users of car park	Low
7	Close range view from B3035 Botley Road looking south towards the Utilita Bowl across residential and commercial properties	E: 447845 N:114365	c.180m / South to Southwest	Vehicular traffic / Pedestrians	Medium-low
8	View from B3035 Botley Road at M27 bridge and Public Right of Way (Ref: 241:10) looking south-west towards the Site	E:448229 N:114266	c.390m / Southwest	Vehicular traffic / Pedestrians	Medium-low
9	View from Public Right of Way (Ref: 241:509) within golf course (and Site) looking west / north-west	E:447984 N:114081	c.110m / West to Northwest	Pedestrians	High
10	Close range view from Westgate Mews looking south-east towards the Utilita Bowl	E:447301 N:114216	c.325m / Southeast	Pedestrians / Vehicular / Residential	Medium
11	Close range view from localised elevated location within Telegraph Woods looking east towards the Site	E:447274 N:114077	c.330m / East	Pedestrians	Medium
12	Close range view from informal pathway within Telegraph Woods looking east / north-east across the temporary parking area with the Utilita Bowl beyond.	E: 447498 N:113918	c.150m / East to Northeast	Pedestrians	Medium
13	Close range view from informal pathway within Telegraph Woods looking east / north-east towards the Utilita Bowl	E: 447433 N:113915	c.210m / East to Northeast	Pedestrians	Medium
14	Close range view from Botley Road at the junction with Public Right of Way (Ref: 241:509) looking south / south-west across the Boundary Lakes Golf Course towards the Utilita Bowl	E:448033 N:114299	c.235m / South to Southwest	Pedestrians	High
15	Long distance view from south-eastern corner of East Horton Golf Club looking south-west towards the Site	E:447433 N:113915	c.4km / Southwest	Users of golf course	Medium-low

16	Long distance view from The Church of the Holy Cross at Durley churchyard looking south-west towards the Site	E:450595 N:116943	c.3.9km / Southwest	Pedestrians	Medium
17	Long distance view from Greenwood Lane at junction with Durley Road and Church Lane looking south-west towards the Site	E:450595 N:116943	c.3.9km / Southwest	Vehicular traffic	Medium-low
18	Long distance view from Public Right of Way nr Durley Manor Farm looking south-west towards the Site	E:452761 N:117175	c.5.7km / Southwest	Pedestrians	High
19	VP19 Long distance view from Public Right of Way off Netherhill (lane) looking south-west towards the Site (Site not visible)	E:451989 N:115531	c.4.3km / Southwest	Pedestrians	High

None of the representative viewpoints are recorded or promoted views.

From the fieldwork and desk-based study, the visual amenity of the Site and scope of the Proposed Development are understood.

While the scope of the Visual Baseline Assessment does not extend to assessing individual visual receptors and describe specifically the potential nature of any change likely to be experienced at each location, potential visual receptors have been identified based on a detailed understanding of the Site and likely scope of the Proposed Development along with a judgment of potential effects.

The Boundary Lakes Golf Course (on private land owned by the Applicant) lies outside the Site boundary areas and therefore has not been assessed regarding visibility.

The following section provides an overall description of the visual baseline of the Site and Study Area.

5.1.1 Daytime (Non-Operational)

It is considered that the existing floodlights form an integral and 'designed' part of the Utilita Bowl infrastructure and skyline. Visibility of the existing lights varies depending on the angle of view, distance and intervening built form, topography and vegetation.

The proposed floodlights would be located in proximity to the existing floodlights (refer to Proposed & Existing Mast Locations Appendix A).

Generally, the Site is well screened from the identified viewpoint locations due to its extensive boundary and intermediate vegetation as well as the intervening topography, structures and built form associated with the Utilita Bowl itself.

Despite being located on the urban edge of Southampton and Hedge End including residential areas, major road corridors and commercial development in proximity, the number of potential receptors that are likely to experience clear views of the existing floodlights are judged to be relatively low.

Typically, views experienced at eye level from locations in proximity to the Site do not perceive the presence of the existing floodlights. Visibility of the existing floodlights is more apparent in middle-distance and longer-range viewpoints. Despite this, the floodlights have little presence in the wider landscape setting due to their design, colour and relatively lightweight structure.

5.1.2 Nighttime (Operational)

During operation, the existing stadium floodlighting washes over most of the Site and its immediate environs to varying degrees. This includes the fringes of Telegraph Woods as well as other properties / facilities in proximity including the Holiday Inn, David Lloyd Leisure Centre, the M27 Motorway footbridge and some residential properties to the north / northwest at Westgate Mews and Telegraph Heights.

However, such lighting effects are seen in the context of the existing street lighting and other facilities likely to be experienced in this urban context etc which is frequent in the local area (existing ambient lighting).

Such lighting effects are now an occasional but established effect associated with match days at the Utilita Bowl.

5.1.3 Summary

For the purposes of this report, the following potential visual receptors were identified:

- Users of Public Right of Way 241: 509 Bridleway running along the eastern and south-eastern Site boundary (Refer to VP1, VP2, VP8 and VP10)
- Residential properties along Telegraph Road and Westgate Mews (Refer to VP3, VP11 and VP12).
- Residential and commercial properties along Botley Road (Refer to VP7 and VP8).
- Recreational users of David Lloyd Southampton West End Gym and Holiday Inn (Refer to VP5 and VP6).
- Recreational users of Telegraph Woods (Refer to VP12, VP13 and VP14).
- Recreational users of Golf Club (Refer to VP10).
- Motorists on Botley Road (Refer to VP7 and VP8).
- Motorists on M27 (Refer to VP8).
- Users of Boundary Lakes Golf Club course (Refer to VP10).
- Users of David Lloyd Southampton West End Gym and Holiday Inn (Refer to VP5 and VP6).
- Users of East Horton Golf Club (Refer to VP15).
- Users of the Church of the Holy Cross at Durley churchyard (Refer to VP16).
- Motorists on Greenwood Lane at junction with Durley Road and Church Lane (Refer to

VP17).

- Users of Public Right of Way nr Durley Manor Farm (Refer to VP18).
- Users of Public Right of Way off Netherhill (lane) (Refer to VP19).

The Photo Viewpoint Location Plans 2056-VS-01 & 02 and Representative Photo Viewpoint Sheets VP1-VP19 (Johns Associates) are included in Appendix B.

Overall, during daytime, the Site is well screened from most viewpoint locations beyond the Site boundary due to existing mature boundary vegetation, local topography, and intervening structures / built form.

Partial / glimpsed views of the Proposed Development would be limited to localised views (close to middle distance); however, these would be largely filtered through mature trees / boundary vegetation and not open views.

The number of potential visual receptors having clear views of the Proposed Development is relatively low.

The distribution of the existing stadium infrastructure around the centrally located stadium complex often restricts visibility of the floodlights themselves with the focus of the horizontal field of view (eye level) being very much on the stadium and associated infrastructure.

6 PROJECT DESCRIPTION

6.1 Summary of Proposals

As described above, the Proposed Development comprises the replacement of the existing 6no. floodlights with taller and more efficient floodlights that provide greater operational efficiency and control.

The proposed location of the proposed floodlights is included in Appendix A.

The proposed floodlighting scheme has been designed to ensure it delivers functional and aesthetic benefits while safeguarding landscape character and visual amenity. Various options have been considered as set out in the Design & Planning Statement (HSL).

Effects of the proposed floodlights are assessed in detail in the accompanying Lighting Impact Assessment Report (DFL-UK) for details.

Key considerations include:

Context and Sensitivity

The design responds to the Site's setting, taking account of whether the surrounding area is rural or urban, existing ambient light levels, and the presence of heritage or visually sensitive features.

Minimising Visual Impact

Luminaires would be positioned within proximity to the current floodlight locations to mitigate any obvious change to daytime visual intrusion, using locations that avoid clutter and respect existing structures. Column heights, mounting positions, and finishes have been selected to be unobtrusive features visually and in terms of their design.

Control of Light Spill and Obtrusive Light

Modern LED units with precise optics, shields, and narrow beam angles would be used to minimise glare, sky glow, and overspill into neighbouring properties. 600mm glare shields are to be installed on individual luminaires to eliminate any glare onto neighbouring properties. Fade-in and fade-out controls will also be provided to minimise abrupt changes in lighting levels.

Environmental Protection

The lighting design would limit upward light and avoid any additional illumination of ecologically sensitive areas. Colour temperature and intensity have been selected in accordance with best practice to reduce disturbance to wildlife, including bats and nocturnal species. Operational controls (timers/curfews) ensure lighting is used only when required.

Floodlight Appearance & Maintenance

The proposed floodlights would be located and designed to remain unobtrusive during daylight hours. The new lights would be durable, easily maintainable, and designed to avoid visual clutter. The proposals seek to avoid adverse nighttime effects on residential amenity, including glare, light trespass, and increased night-time disturbance.

6.2 Existing Trees and Vegetation

The new floodlights would be located within proximity to the existing floodlights and within the established 'envelope' of the existing stadium. However, to deliver the requirements of the proposed lighting strategy, it is understood that a couple of trees would need to be removed.

The existing trees are semi-mature trees and individually not considered as important constraints to the proposals (Cat. B trees at best). However, these trees would be translocated using a 'tree spade' technique with suitable alternative locations for the trees to be agreed.

It is recommended that an Arboricultural Impact Assessment (AIA) and Method Statement be provided to ensure that effects on adjoining trees to be retained can be managed in accordance with BS5837 Trees in Relation to Construction.

6.3 Design Objectives

The principal design objectives are to:

- provide maintained lighting levels capable of meeting the applicable ECB and ICC requirements for elite cricket;
- achieve an appropriate and consistent distribution of light across the playing area;
- control light spill beyond the cricket ground;
- provide a reliable and maintainable lighting installation for the long term;
- enable the lighting levels to be appropriately controlled according to the requirements of individual events; and
- provide a system that is compatible with modern LED technology and its associated control systems.

Overall, the proposals seek to provide a well-controlled, sensitively designed lighting solution that enhances the Site's usability and appearance while respecting landscape character, residential amenity, and the wider environment and summarised below:

- The proposed LED system provides significantly greater scope for accurate optical control and dimming than the existing technology. This allows light to be directed towards the playing area and controlled according to the operational requirement.
- The intention is not to increase unnecessary illumination outside the cricket playing area.

Instead, the proposal seeks to improve the performance of the established floodlighting installation whilst controlling the associated environmental and amenity effects. Where appropriate, operating controls can also be used to reduce lighting levels when full competition lighting is no longer required.

- The new floodlights would remain within the established Utilita Bowl sporting complex envelope and would continue an existing use of the Site. The proposals would not introduce a new floodlit activity or materially alter the fundamental character or use of the Site. The principal change would be the replacement and rationalisation of the existing floodlighting infrastructure.
- The Eastleigh Borough Council Local Plan recognises the importance of balancing the sporting significance of the Site with its wider green and open landscape setting. Policy WE4 supports development which facilitates the important sporting role of the site whilst requiring appropriate scale, form and location and the protection of the wider landscape context. The proposals have been designed with this balance in mind.
- The location and height of the proposed masts have been considered in conjunction with the existing stadium structures and the requirements of the playing surface.

For context, most cricket stadia in the UK that have hosted international cricket matches have all upgraded their floodlighting infrastructure post 2000.

A quick search based regarding heights of existing floodlights at these famous venues are as follows. *NB: Height data not verified (guidance only)*. Refer to Precedent Images (Appendix D).

Ground	Floodlight Height (m)	Notes
Headingley	56–58 m	New LED towers installed 2015
Trent Bridge	45–50 m	Four corner towers
Old Trafford	60–65 m	“Bow tie” structures
Lord’s	42–45 m	Retractable floodlights
The Oval	55–60 m	Fixed towers

7 LANDSCAPE & VISUAL ANALYSIS

7.1 Landscape Analysis

7.1.1 Effects on Landscape Character

Having considered the characteristics of the landscape as a whole, the value of the Site and its context is assessed as medium value; having valued components or landscape/townscape of moderate importance and rarity typically of regional or local scale.

Susceptibility & Value is judged to be medium sensitivity, with the landscape character / component tolerant to the nature of the change proposed; having the potential to accommodate the nature of the Proposed Development without undue consequences for the maintenance of the baseline situation.

The Site is not located within a designated landscape; however, it does contain features which are important to the local landscape character, namely the woodland, mature trees and vegetation that form the landscape framework and setting to the Utilita Bowl. It is considered that there would be no notable change to the baseline landscape character or setting of the Site as a result of the Proposed Development.

The Site is covered by Policy WE4 of the Local Plan that permits the development of further sports and recreational facilities at the Utilita Bowl and Tennis Centre subject to compliance with the criteria outlined within the Policy (refer to the Design & Planning Statement by HSL for further details).

The introduction of the proposed floodlights is not predicted to cause any significant adverse effects on the current landscape character, including the setting of the stadium and the wider landscape context. The proposed floodlights would be a replacement for the existing floodlights and, whilst they would be taller, it is considered that they would not cause any undue adverse effects on the baseline landscape character.

As described above, the proposed floodlights would include the latest lighting technology including anti-glare measures and to deliver more efficient and effective light use during events at the stadium.

The proposed floodlight structures are anticipated to form a positive addition to the established setting of the cricket ground and its surrounding landscape / townscape context. Their slender, lightweight profiles would introduce a contemporary vertical accent to help reinforce the identity of the venue as a regionally significant sporting landmark.

Longer-distance views of the new floodlights would be read as well-proportioned features that integrate comfortably with the existing built form of the stadium complex and would maintain a coherent skyline composition.

In operation, the controlled illumination associated with the floodlights would be seen in the context of the existing ambient glow of the urban area, contributing only marginally to the established luminance levels

and avoiding any perceptible increase in skyglow or visual intrusion compared with the baseline. This is demonstrated in the Lighting Impact Assessment Report (DFL-UK) which states:

‘Following the consideration of the information retrieved from the site survey, as the predicted illuminance levels provided through Abacus Lightings modelling of the proposed lighting, were lower than the existing baseline, it was established that the installation had the potential to be a betterment on the existing baseline. However, as the other existing light sources identified within the surrounding area, were not modelled, the overall residual effect is conservatively assessed as Slight, with effects on all human amenity receptors assessed as Neutral or Slight’.

In this context, it is not considered that the new floodlights would cause any notable change to the baseline landscape character at night.

7.1.2 Effects on Heritage Assets

No views would be possible from Telegraph Woods Beacon located c.600m to the southwest of the Site due to intervening woodland vegetation and topography.

Hickley Wood Hillfort is located within Telegraph Woods c.175m to the southwest of the Site. It is not considered that the new floodlights would have any influence or materially affect the setting of this heritage asset causing a neutral magnitude of effect where the development proposals would, on balance, have little effect on the scene and are neither adverse or beneficial:

- The development cannot be seen or
- The development will be scarcely appreciated in the overall view, and/or
- The view may have changed but the overall effect is no worse or better than the existing.

This feature is set within dense woodland and generally very well contained within this wooded context. There is no dedicated pedestrian access or viewing area at this site although there is evidence of informal paths.

Views into the Site from this feature are possible although often filtered through dense vegetation.

However, such effects need to be considered in the context of the current setting of this feature that overlooks the existing overspill car park with the Utilita Bowl stadium complex with floodlights in the background and is represented by Viewpoint VP14.

7.1.2 Summary

It is considered that the Site has the capacity to accommodate the nature of the changes resulting from the Proposed Development without undue consequences on the landscape baseline.

The overall landscape baseline is judged to be **medium sensitivity**.

In summary, the potential magnitude of effects on the overall landscape character of the Site and Study Area are judged to be **neutral** leading to a **neutral effect and not significant**, where the development proposals would, on balance, have little effect on the scene and are neither adverse or beneficial.

This applies to both daytime and nighttime effects.

The existing floodlights are an integral part of the Utilita Bowl skyline and help to distinguish the Site's functionality as a major sporting venue when seen from the wider landscape setting. The proposals do not change this established context

In daytime, the increased height of the floodlights is not predicted to cause any adverse effects on landscape character. The existing floodlights are an established feature in the landscape associated with the Utilita Bowl Stadium and would be replaced by new floodlights in proximity to the existing positions. The design of the new floodlights would be complementary to the stadium.

Effects during nighttime are not predicted to cause any additional light spill / glare compared with the existing floodlights.

Although taller, it is predicted that this would be offset by the more effective and efficient lighting strategy compared with the existing floodlights.

7.2 Visual Analysis

7.2.1 Effects on Visual Receptors

Effects on identified Visual Receptors as a result of the proposed floodlights are summarised below.

Refer to the Photoview Sheets in Appendix B.

All Viewpoints (Represented by VPs 1 - 19)

DAYTIME

Effects on all the visual receptors identified during daytime are typically predicted to result in a low adverse to neutral magnitude (not significant).

Low adverse effects may be experienced from the Public Right of Way Ref: 241:509 (high sensitivity) resulting in a slight adverse effect where the development proposals would have a slightly detrimental effect on the character of the scene.

Typically, though, effects are predicted to result in a neutral magnitude of effect where the development proposals would, on balance, have little effect on the scene and are neither adverse or beneficial:

- The development cannot be seen or
- The development will be scarcely appreciated in the overall view, and/or
- The view may have changed but the overall effect is no worse or better than the existing.

The floodlights may be taller but the likely change in height as well as design / appearance is not predicted to result in an obvious or notable change likely to be experienced at ground / eye level (typical horizontal field of view).

Whilst views of the new lights would be possible from several visual receptors, they are predicted to have limited visual presence on the typical focus of any daytime views from the representative viewpoints presented.

From the suite of representative viewpoints presented, and where the existing floodlights can be seen, views of the floodlights within the horizontal field of view often form a 'background' feature with the stadium and its environs very much the focus of the views likely to be experienced. Often, views of the existing floodlights are screened / filtered by intervening built form and vegetation.

To the east, views of the Site are largely screened by boundary vegetation and topography and there are unlikely to be any effects on potential receptors within this area resulting from the new floodlights.

To the south / southeast, there are potentially sensitive views of the Proposed Development from the PRow Ref: 241:509 (high sensitivity) and are represented by Viewpoints VPs 1, 2 & 10. However, views towards the Site from the south are currently dominated by the stadium itself. The existing floodlights do not form the focus of these views.

Overall, whilst some change to the floodlights may be perceived, it is considered that these would not result in any notable adverse visual effects likely to be experienced by people using this footpath route or network of routes in the wider Study Area. Any slight adverse effects are likely to be very localised here and not significant.

Along this route, the stadium already forms a recognisable and established component of the local landscape, with the existing floodlights visible in several open sections of the footpath. The introduction of the taller floodlights would therefore represent a perceptible but understandable change seen within an environment where large scale sporting infrastructure is already a defining feature.

To the southwest, there are potentially sensitive views of the Site from within Telegraph Woods, which is used primarily for informal recreation and are represented by Viewpoints VPs 12, 13 & 14 (medium sensitivity). However, views of the Site are limited due to the localised ridgeline running through the woods and the density of intervening trees and vegetation. However, it is important to consider for context that views from within Telegraph Woods fringes currently experience the overspill car park, the Utilita Bowl stadium complex and is represented by Viewpoint VP3.

To the northwest, visual effects may be possible from some upper floor windows of a limited number of private residential properties located to the southeast of Westgate Mews and Telegraph Heights (medium sensitivity) and any views would be limited to those properties in proximity to the Site boundary and are represented by Viewpoints VPs 11 & 12. Views that are likely to be experienced by viewers within gardens and living areas of residential properties (rooms normally occupied during waking / daylight hours) are therefore predicted to be very limited / filtered only. For context, any views towards / across the proposed Site from these properties currently experience the established Utilita Bowl stadium complex with floodlights.

There are likely to be some localised filtered views from the car parks of the Holiday Inn Hotel and David Lloyd Gym (low sensitivity) and are represented by Viewpoints VPs 5 & 6. Any views would be largely filtered through boundary trees / vegetation in proximity to the Site. The activity of receptors from these locations would primarily be focused on the activity in which they are involved in and not views of the new floodlights.

To the north, the only likely views possible would be of the northern section of the Site through two relatively small gaps in the boundary vegetation along Botley Road. However, views of the new floodlights from Botley Road are likely to be predominantly screened by existing roadside vegetation (mature trees) and intervening buildings / structures associated with the properties south of Botley Road. It is considered that any views of the new floodlights from Botley Road would not form the focus of the view here with the focus of the view being largely on the road ahead travelling in an easterly / westerly direction. Typical views are represented by Viewpoint VPs 7 & 8.

Some limited long-distance views are possible from the countryside to the east / northeast and are represented by Viewpoints VP15-VP19. However, these views are over 4km in distance and therefore not predicted to cause any discernible visual effects on receptors due to distance, angle of view and complexity of view from this distance.

NIGHTTIME

The introduction of the proposed floodlighting at the Utilita Bowl would result in a controlled and predictable pattern of night-time illumination that aligns with the venue's established role as a regionally significant sporting facility.

Within the immediate vicinity of the ground, the lighting would create a clearly defined and well-managed envelope of luminance that enhances legibility, safety and activity without giving rise to excessive glare or spill. The luminaires are designed to direct light precisely onto the playing surface, ensuring that illumination levels outside the stadium remains as low as possible including residential areas

In mid-range views, typically between 0.3–2 km, the floodlights would be perceived as part of the existing stadium complex. It is considered that the proposed floodlights would not materially alter the balance of nighttime brightness in these areas, instead reinforcing the established pattern of intermittent evening activity associated with matchday events at the Utilita Bowl.

The slender form of the masts would ensure that, even when illuminated, they remain visually lightweight and do not introduce significant vertical light sources that would compete with or dominate the surrounding night-time skyline.

At longer distances over 4km, including rural viewpoints from the more elevated countryside to the east / northeast, the floodlights would be seen in the context of the existing ambient glow that is currently perceptible from these rural locations. The Lighting Impact Assessment predicts a betterment in respect of the baseline effects.

The floodlights would be read as a subtle and infrequent component of the wider urban lighting environment, consistent with the stadium's established pattern of occasional evening use.

Overall, the night-time visual effects associated with the proposed floodlighting are assessed as neutral magnitude for both 'local' and long-distance receptors. The lighting design would ensure that illumination remains focused, controlled and contextually appropriate, supporting the continued vitality of the Utilita Bowl while respecting the visual amenity and night-time character of both the surrounding urban edge and the wider countryside.

7.2.2 Summary

The overall visual baseline includes a range of visual receptors judged to range from **high to medium and medium-low sensitivity** depending on location / receptor.

In summary, the Site is generally well screened from most visual receptor locations identified due to existing mature boundary vegetation, local topography and intervening built form / structures.

Views of the Site that are likely to be possible are typically localised and restricted to areas in proximity to the Site (close to medium distance). However, these views would be partial and, importantly, the whole of the Proposed Development would not be seen from any one location and typically experienced through boundary vegetation (glimpsed / filtered) and experienced in the context of the Utilita Bowl stadium complex and surrounding development.

Longer-distance views of the Proposed Development would be glimpsed / filtered at this distance

Overall, the magnitude of effects on visual receptors are judged at worse to be **low adverse** leading to a **slight adverse significance of effect and not significant**. Such effects would be localised due to the **high sensitivity** of a limited number of visual receptors (eg PRow route241:509), where the development proposals may have a slightly detrimental effect on the character of the scene.

Typically, the **magnitude of effects** is predicted to be neutral, where it is considered that the proposals would on balance, have little effect on the scene and are **neither adverse or beneficial**.

8 SUMMARY & CONCLUSIONS

8.1 Visual Effects Summary

In visual terms, it is considered that the Site has the potential to accommodate the nature of the Proposed Development without causing any significant adverse visual effects in both daytime and nighttime baseline scenarios.

During the daytime, clear views of the existing floodlights are mostly restricted to close-range only (within 300m distance) as well as some limited middle-distance views which are often screened by existing trees and vegetation, topography and existing development or a combination of these. Long distance views of the floodlights would be largely imperceptible at these distances.

It is notable how little 'presence' in visual terms, the existing floodlights have within the typical 'horizontal field of view' (eye level) that are likely to be experienced from publicly accessible locations around the Site and from the wider Study Area.

The existing floodlights do not form a prominent feature in visual terms with views invariably dominated by the stadium and associated infrastructure.

Although taller, it is not predicted that this perception would change as a result of the new floodlights that would introduce new operational controls and efficiency.

As described above, nighttime effects would be managed through the use of the latest lighting technology and good practice to minimise the potential for obtrusive light and associated visual discomfort and achieve betterment in respect of the baseline conditions. The lighting design has been developed to minimise the potential for light spill including upward light.

8.2 Landscape Effects Summary

In landscape terms, the Site has the potential to accommodate the nature of the Proposed Development without undue consequences for the maintenance of the landscape baseline in both daytime and nighttime scenarios. The established existing position is a material consideration in this regard, where the Site currently already has stadium floodlights.

The scale of the Floodlights and their intimate relationship to and influence by the Utilita Bowl stadium complex has been carefully considered to help complement its setting and improve this important facility in the longer term.

8.3 Conclusions

It is considered that the proposed upgrade from the existing c.30-metre metal-halide floodlights to modern c.54-metre LED floodlights represents a coherent and beneficial evolution of the Utilita Bowl's lighting infrastructure, with effects on landscape character and visual amenity assessed as **low adverse to neutral magnitude** across both daytime and night-time conditions.

During the day, the increased height of the new masts results would result in a higher degree of visibility; however, their slender, contemporary profiles would ensure that they remain visually lightweight and proportionate within the established stadium setting.

In views from nearby residential areas such as Westgate Mews and Telegraph Heights, it is predicted that the proposed floodlights would appear as visually recessive vertical elements that integrate with the existing built form and would not materially alter residential outlook or amenity.

In longer-distance countryside views, the new floodlights would be perceived as features in the landscape that would be largely consistent with the existing views of the Utilita Bowl from these locations.

At night, the transition to modern LED luminaires with advanced anti-glare technology is predicted to reduce off-site light spill compared with the older metal-halide units.

Illumination would be tightly focused on the playing surface, ensuring that nearby residential receptors experience of the existing floodlights would be largely maintained.

For Westgate Mews and Telegraph Heights, the controlled lighting design would maintain existing luminance levels at property boundaries, preserving residential amenity and avoiding any adverse effects on sleep, privacy or outdoor space enjoyment.

In longer-distance rural views, the LED lighting would be seen in the context of the existing ambient glow of Southampton / urban areas, contributing only marginally to overall skyglow and avoiding any perceptible increase in rural light intrusion.

Overall, the combined daytime and night-time effects of the proposed floodlights are assessed as low adverse to neutral magnitude, with the development delivering clear improvements in lighting quality, control and visual amenity.

The Proposed Development would support and reinforce the identity and functionality of the Utilita Bowl while remaining respectful of both nearby residential areas and the Site's wider landscape context; and ultimately ensuring that its role as an important sporting venue will continue.

9 REFERENCES

Map References

- 1:25,000 Ordnance Survey map.
- 1:10,000 Ordnance Survey map.

General Document References

- Landscape Institute & Institute of Environmental Management and Assessment; (2013); Guidelines for Landscape and Visual Impact Assessment, Third Edition.
- Landscape Institute: Landscape Advice Note 01/11, Photography and Photomontage in Landscape and Visual Impact Assessment.

Planning Documents

- Local Plan: Eastleigh Borough Local Plan (2016 – 2036).

Landscape Character Assessments & Associated Documents

- National Character Area (NCA) 128 - South Hampshire Lowlands (Natural England).
- The Hampshire County Integrated Character Assessment (2012).
- Landscape Character Assessment for Eastleigh Borough (2011).

Website references

- Multi-Agency Geographic Information for the Countryside (MAGIC). Web link - <http://magic.defra.gov.uk/> Environment Agency Flood Map for Planning.
- Historic England Map Search.
- Map of Public Rights of Way, Hampshire County Council.
- Google Maps.
- Bing Maps.
- Hantsweb.

10 GLOSSARY

GENERAL TERMS

Impact

Impact is defined in the Guidelines for Landscape and Visual Impact Assessment as *“The action being taken”*.¹

Effect

Effect is defined in the Guidelines for Landscape and Visual Impact Assessment as *“The change resulting from that action”*.²

Setting of a heritage asset

The surroundings in which a heritage asset is experienced.³

VISUAL TERMS

Visual amenity

Visual amenity is defined in the Guidelines for Landscape and Visual Impact Assessment as *“the overall pleasantness of the views that receptors enjoy of their surroundings”*.⁴

LANDSCAPE CHARACTER TERMS

Geology

In landscape character terms effects on geology are considered in terms of physical effects on geological features in the landscape (such as characteristic scarp slopes, ridges or low-lying river valleys). Effects on less visually obvious aspects of geology such as effects on groundwater reserves are the domain of other experts and fall outside the scope of Landscape Character Assessment.⁵

Soils

¹ GLVIA3 Paragraph 1.15.

² GLVIA3 Paragraph 1.15.

³ Annex 2: Glossary, National Planning Policy Framework.

⁴ GLVIA3 Paragraph 2.20.

⁵ Such effects won't affect landscape character unless they impact so greatly as to affect other factors such as vegetation.

In landscape character terms effects on soils are considered in terms of effects on the characteristics of that landscape. For example, clay soils give rise to poorly draining landscapes where water (ponds, lakes, streams etc.) often becomes a characteristic feature, and vegetation is characterised by clay loving species such as English oak.⁶

Vegetation

In landscape character terms effects on vegetation are considered both in terms of the effects on the physical resource (the amount and type of vegetation added or lost as a consequence of the proposals); and the effects on the wider landscape character.

Landform / Topography

In landscape character terms effects on topography / landform are considered both in terms of the effects on the physical resource (the amount the existing landform is changed by cut and fill operations to accommodate the proposals); and the effects on the wider landscape character

Drainage

In landscape character terms effects on drainage are considered both in terms of the effects on the physical resource (for example an effect on the course of a river or stream itself); and any effects on wider landscape character (for example the change in wider character caused by draining of an area of flood plain normally subject to seasonal flooding).

Heritage assets

In landscape character terms effects on heritage assets are considered both in terms of the effects on the physical heritage asset (including designated Sites of Archaeological Importance / Conservations Areas / Listed Buildings / Scheduled Ancient Monuments / Registered Parks and Gardens / Historic Battlefields); and undesignated assets (such as undesignated parkland), and their setting⁷.

Land use / management

In landscape character terms effects on land use are considered both in terms of the effects on the site itself and effects on wider landscape character (considering the nature of surrounding land uses, and the visibility of the site). The questions that are considered are *“what are the effects on the site itself”*; and *“what are the effects of this change on the wider setting”*.

⁶ Effects on soil structure caused by moving soils during construction of a project are not considered as part of the assessment of landscape effects as it is assumed that these effects will be managed and minimised through a detailed construction method statement and will, therefore, have a negligible effect on landscape character.

⁷ Setting of a heritage asset is defined in the NPPF as *“The surroundings in which a heritage asset is experienced.”*

Settlement pattern / character of settlement

In landscape character terms effects on settlement pattern and the character of settlement are considered in terms of the shape of settlements (e.g. linear, clustered etc); and their character (urban, suburban, rural etc.).

Character of buildings / built form

In landscape character terms effects on the character of buildings & built form are considered in terms of architectural style, heights, materials, massing etc. of buildings / built form; and whether the proposals will be compatible with the existing built form found in the surrounding landscape

Access / movement

In landscape character terms effects on access / movement are considered in terms of effects on public access within the landscape (roads, footpaths, bridleways, byways, access land etc.).

Landscape pattern

In landscape character terms effects on Landscape pattern are considered in terms of effects on the pattern of the landscape created by boundary features (eg roads, rail lines, hedgerows, woodlands, shelter belts, copses etc.).

Cultural elements

In landscape character terms effects on 'cultural elements' are considered in terms whether there are any references to the landscape in significant art or literature (such as Constable's view of Salisbury Cathedral or references to the "Secret Low Weald" in Rudyard Kipling's Poem Puck's Song), and the effects development would have on these views / characteristics.

Community spaces

In landscape character terms effects on community spaces are considered in terms whether there are any community spaces in the landscape (such as parks, village greens, allotments, playing fields, play areas, other publicly accessible green space, etc.): and the effects development would have on these.

Scale

In landscape character terms effects on scale are considered in terms of effects on the size of elements in the landscape such as fields or woodland areas (where large scale refers to large elements such as large fields / large areas of woodland and small scale refers to small fields / elements); and effects on the scale of built form.

Complexity

In landscape character terms effects on complexity are considered in terms of the effects on the number and type of differing elements that make up the landscape (where a complex landscape is composed of many interconnected parts; and a simple landscape contains a few component elements).

Degree of enclosure / openness

In landscape character terms effects on the degree of enclosure / openness are considered in terms of the openness (or otherwise) of views across the landscape (where openness refers to a landscape with wide, expansive views across an area). Landscape enclosure / openness is generally determined by the number of elements above eye level; including buildings, slopes, tall vegetation such as woods and tall hedgerows, and walls / fences.

Tranquillity

Tranquillity is measured in terms of both noise and visual intrusion. In landscape character terms a tranquil place is one that is calm, peaceful, quiet, serene; without detractors both aural and visual. Effects on tranquillity are therefore considered in terms of the effects on these characteristics of the landscape on and around a Site.

Wildness

A truly wild landscape is one that is uninhabited, uncultivated, unaffected by human intervention. Although clearly there are degrees of wildness, in landscape character terms effects are considered in terms of the effects on these characteristics both on site, and in the wider landscape.

Remoteness

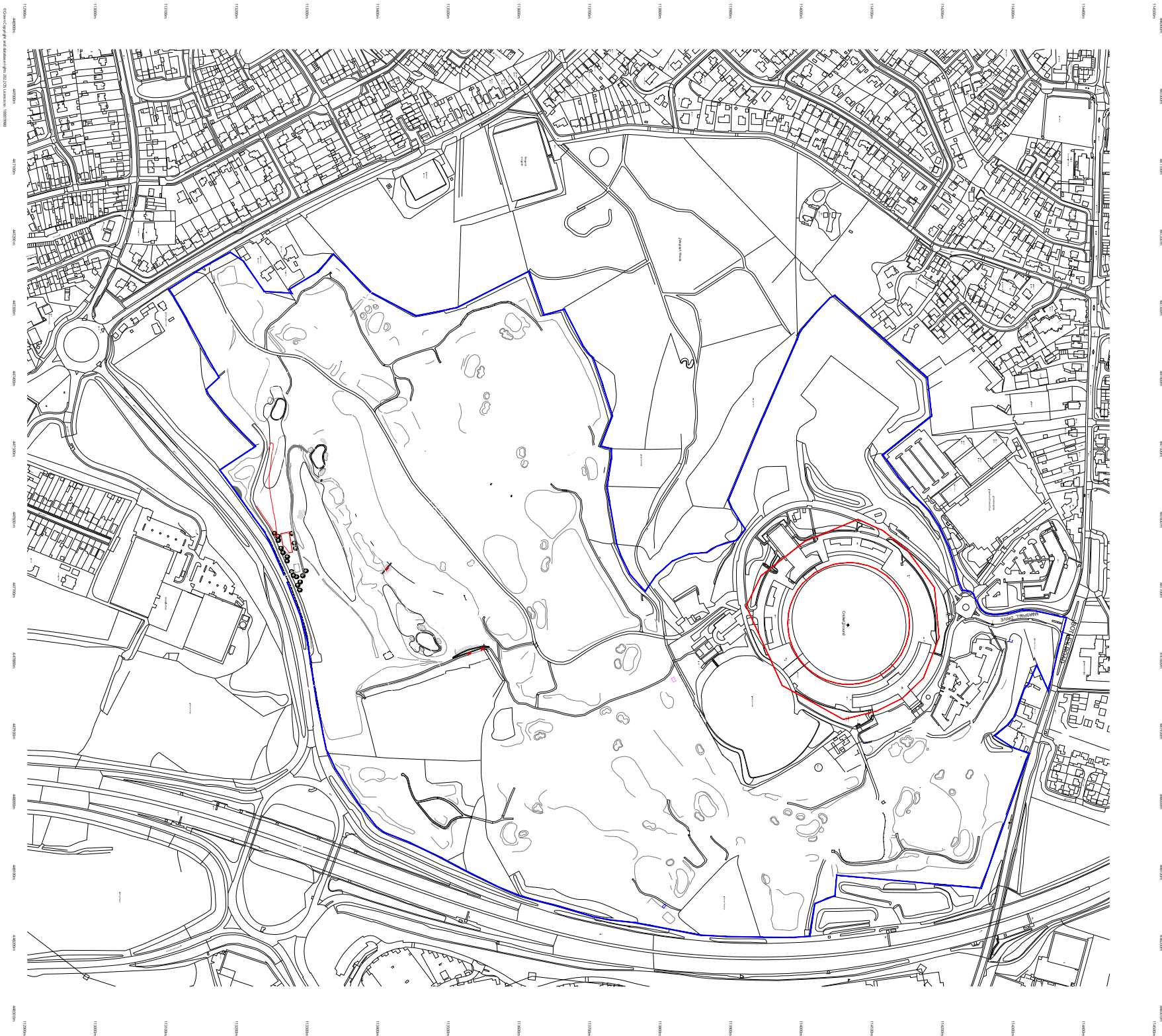
A remote landscape is one that is located far away, distant, far from civilization. Although clearly there are degrees of remoteness, in landscape character terms effects are considered in terms of the effects on these characteristics both on site, and in the wider landscape.

Sense of place

In landscape character terms, sense of place is considered in terms of whether there are characteristics (or a combination of characteristics) that makes a place special and unique. A location with a strong sense of place has something unique or particular to that location, whilst one with little sense of place is unremarkable and looks much like many other similar locations.

APPENDIX A

- Drawing LS4065974-13LP - Utilita Bowl Location Plan
- Drawing LS4065974/13P&EM Proposed & Existing Mast Locations (Abacus Lighting)



Client: [redacted] and [redacted] 2020/2021 112020E 112025E

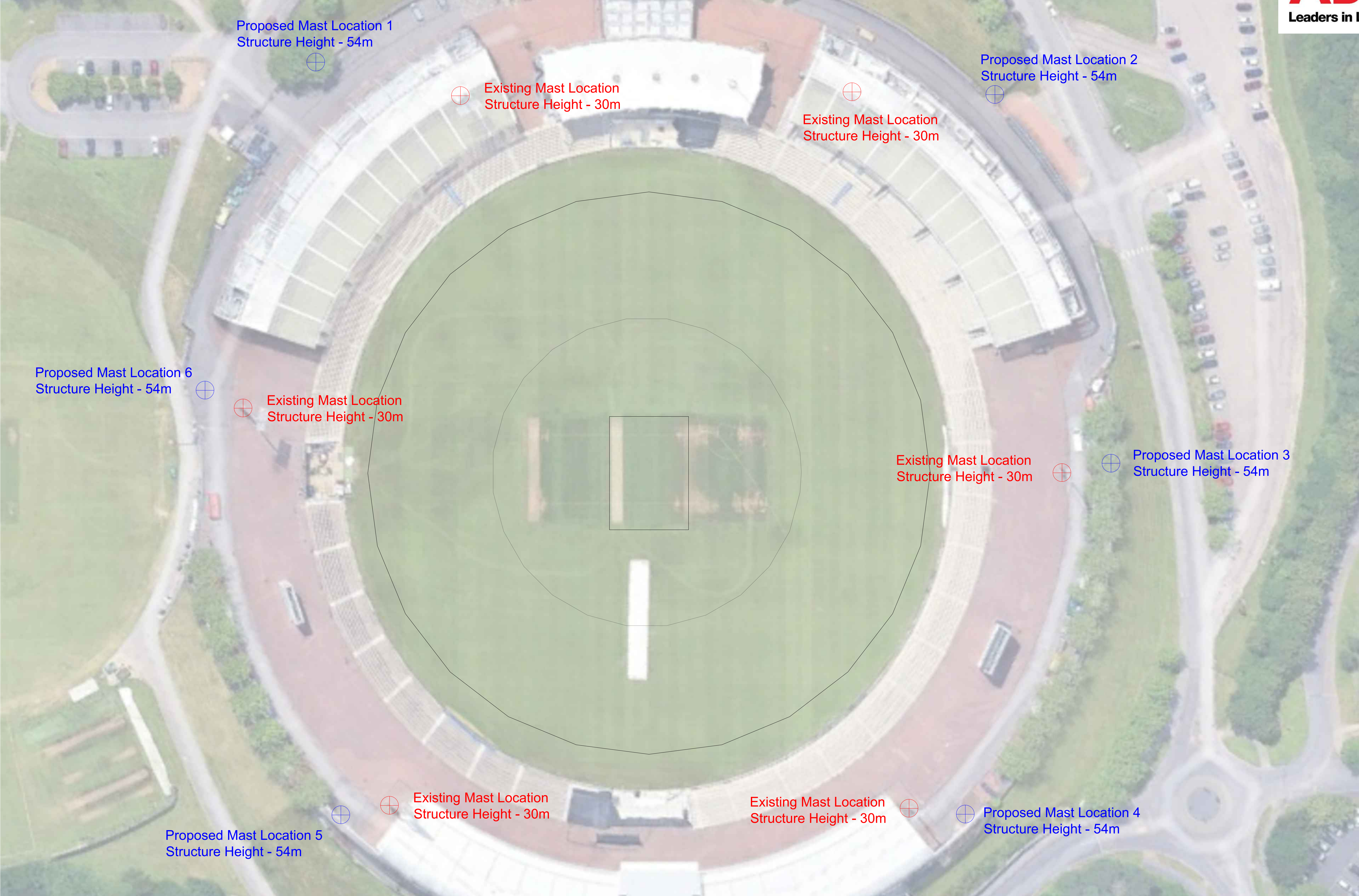
© Copyright
All rights reserved
The lighting design / scheme and results shown are based on the specific performance of Abacus Lighting products. The design and lighting documents are the sole property of Abacus Lighting Limited. The design lighting. Any use of the design with non-Abacus luminaires after passing this level is deemed to be a breach of the contract.



ABACUS LIGHTING LTD
5, The Mill, Mill Lane, Wokingham, Hampshire
RG40 3ET, England
Tel: (+44) 01623 511111
Fax: (+44) 01623 512133
Email: light@abacusalighting.com
Home page: www.abacusalighting.com

Lighting Project: Ullia Bowl		
Title: Location Plan		Revision(s) From Previous Design:
Design Ref:	LS405574/13.P	
Design By:	James Fogg	
Date:	14/09/2026	Scale: 1:2500 @ A0

Abacus Lighting Ltd is a registered company in England and Wales, registered number 01554000. The company is a limited liability company. The company is a limited liability company. The company is a limited liability company.



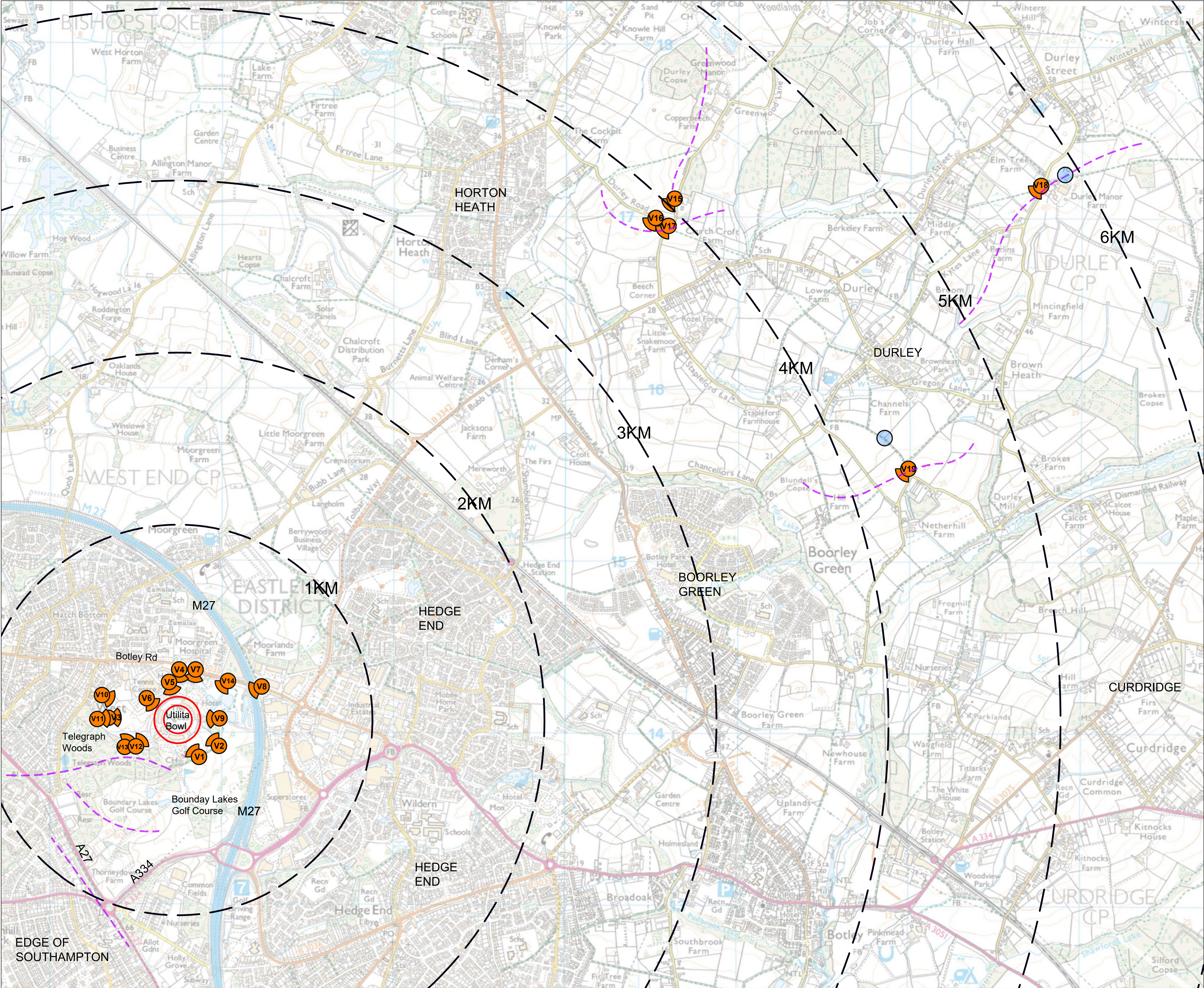
Proposed (Blue) and Existing (Red) Mast positions and Structure Height



ABACUS LIGHTING LTD. Sutton-in-Ashfield, Nottinghamshire NG17 5FT England Tel: (+44) 01623 511111 Fax: (+44) 01623 552133 Email: light@abacuslighting.com Home page: www.abacuslighting.com		Lighting Project: Utilita Bowl - Southampton	
		Title: Proposed & Existing Mast Locations	
Design Ref:		LS4065974/13P&EM	Revision(s) From Previous Design:
Design By: James Fogg			
Date: 16/09/2026		Scale: 1:500 @ A1	
All illuminance values are the result of computer calculations, based upon precisely positioned luminaires in a fixed relationship to each other and to the area under examination. In practice the values may vary due to tolerances on luminaires, luminaire positioning, reflection properties and electrical supply.			

APPENDIX B

- Representative Photo Viewpoint Sheets VP1-VP19 (Johns Associates) – SEPARATE DOCUMENT
- Drawing 2056-VS-01 Viewpoint Location Plan 2 (All Views)
- Drawing 2056-VS-02 Viewpoint Location Plan 2 (Close Range / Middle Distance Views)



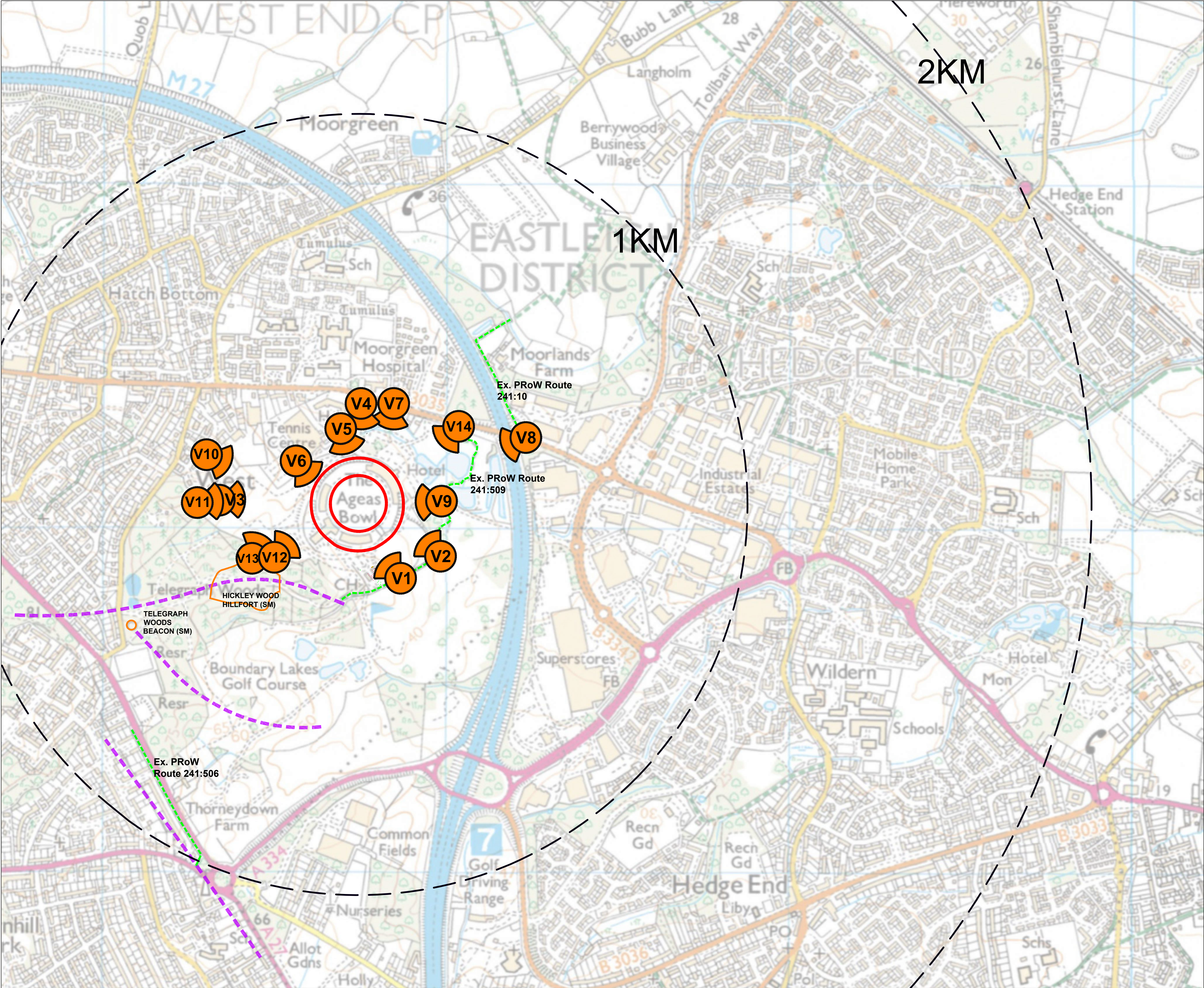
Notes
This information, whether drawn or as a data file, is copyright and issued strictly for use on the project for which it is provided.

0 100 200 300 400 500 750 1000
METRES

KEY

- Site boundary
- Photoview Locations (publicly accessible locations except where otherwise stated)
- Locations visited but no views possible
- Localised Ridge Lines
- Range rings (0.5m km)

Issue	Description	By	Date
Client	HAMPSHIRE STADIUM LTD		
Project	PROPOSED FLOODLIGHTING, UTILITA BOWL, BOTLEY RD, WEST END, SOUTHAMPTON		
Drawing Title	VIEWPOINT LOCATION PLAN 1 (ALL VIEWS)		
Date	2025-04-27	By	JH
Drawn By	2056	Drawn By	2056-VS-01
Scale	1:10,000@A1	Scale	PLANNING
Johns Associates Limited Glove Factory Studios, Brook Lane, Holt, Bradford on Avon, Wiltshire, BA14 6RL +44 (0)1225 723652 www.johnsassociates.co.uk			
 JOHNS ASSOCIATES			
This drawing is subject to copyright and is not to be reproduced, retained nor disclosed to any unauthorized person either wholly or in part without the consent of Johns Associates Limited.			



Notes

This information, whether drawn or as a data file, is copyright and issued strictly for use on the project for which it is provided.

0 50 100 200 300 400 500m

METRES

KEY

Site boundary

Photoview Locations (publicly accessible locations except where otherwise stated)

Locations visited but no views possible

Localised Ridge Lines

Range rings (0.5m km)

Public Rights of Way

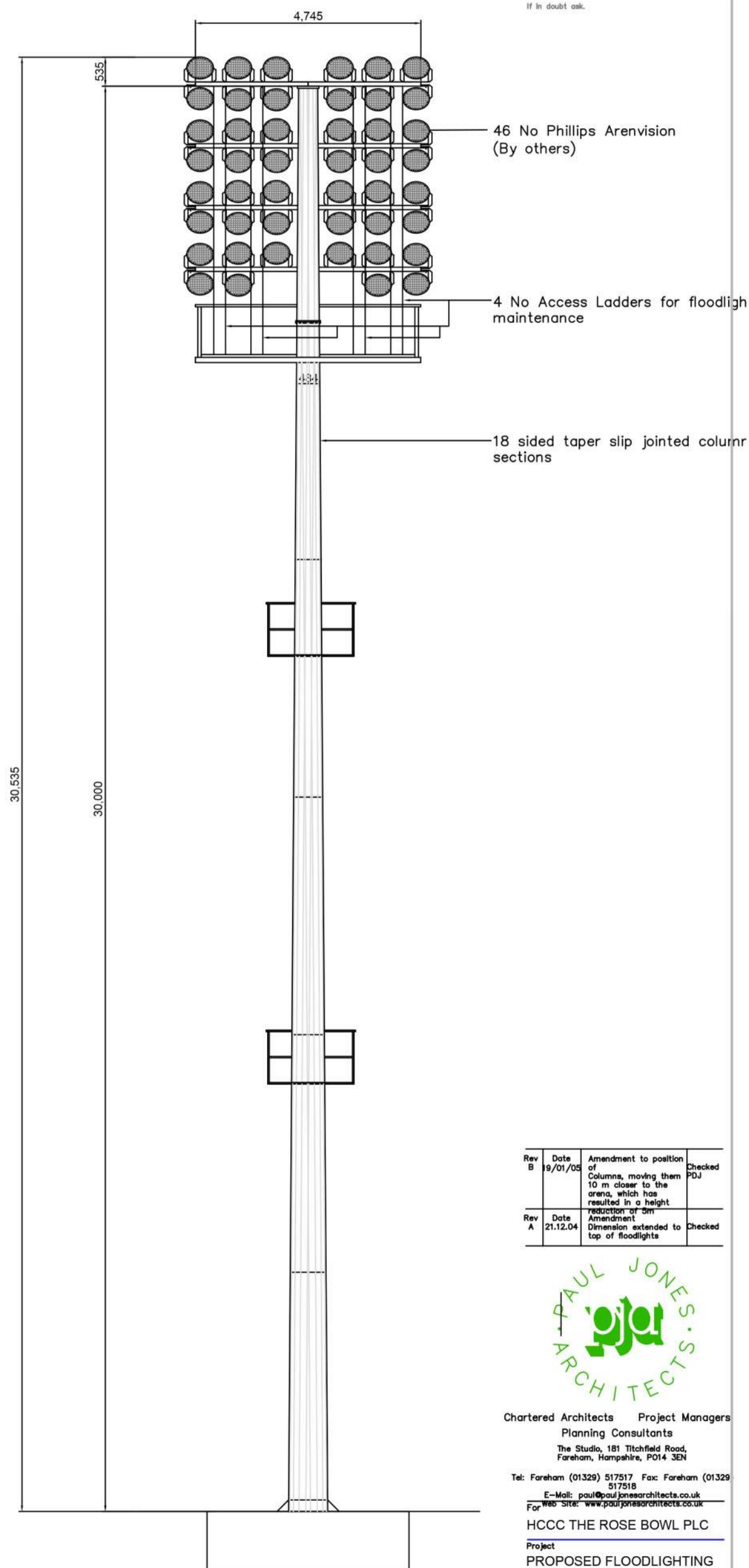
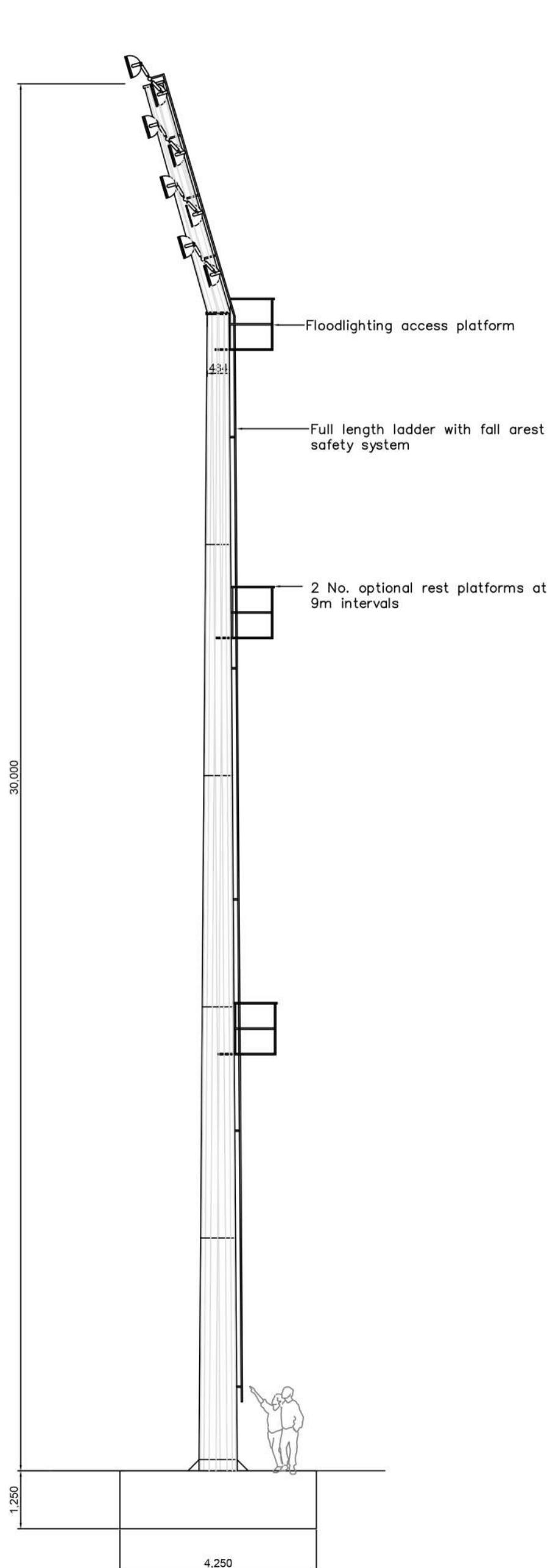
Scheduled Monument

Issue	Description	By	Date
Client	HAMPSHIRE STADIUM LTD		
Project	PROPOSED FLOODLIGHTING, UTILITA BOWL, BOTLEY RD, WEST END, SOUTHAMPTON		
Drawing Title	VIEWPOINT LOCATION PLAN 2 (CLOSE RANGE / MIDDLE DISTANCE VIEWS)		
Date	2025-04-27	By	JH
Drawn By	2056	Checked By	2056-VS-02
Scale	1:10,000@A1	Project Stage	PLANNING
Johns Associates Limited Glove Factory Studios, Brook Lane, Holt, Bradford on Avon, Wiltshire, BA14 6RL  JOHNS ASSOCIATES +44 (0)1225 723652 www.johnsassociates.co.uk This drawing is subject to copyright and is not to be reproduced, retained nor disclosed to any unauthorized person either wholly or in part without the consent of Johns Associates Limited.			

APPENDIX C

- Existing Floodlight Elevation (Paul Jones Architects)
- Proposed Floodlight Detail (Abacus Lighting)

NOTES:
This drawing is the copyright of PAUL JONES ARCHITECTS Ltd. and may not be copied, altered or reproduced in any way whatsoever without their written authority.
Dimensions to be checked on site before commencing work. Any discrepancies shall be reported to the architect immediately.
All dimensions in respect of softwood and hardwood, unless otherwise stated, are finished sizes.
Do not scale these drawings except for Planning purposes.
If in doubt ask.



Rev B	Date 19/01/05	Amendment to position of Columns, moving them 10 m closer to the arena, which has resulted in a height reduction of 5m	Checked PDJ
Rev A	Date 21.12.04	Amendment Dimension extended to top of floodlights	Checked



Chartered Architects Project Managers
Planning Consultants
The Studio, 181 Titchfield Road,
Fareham, Hampshire, PO14 3EN

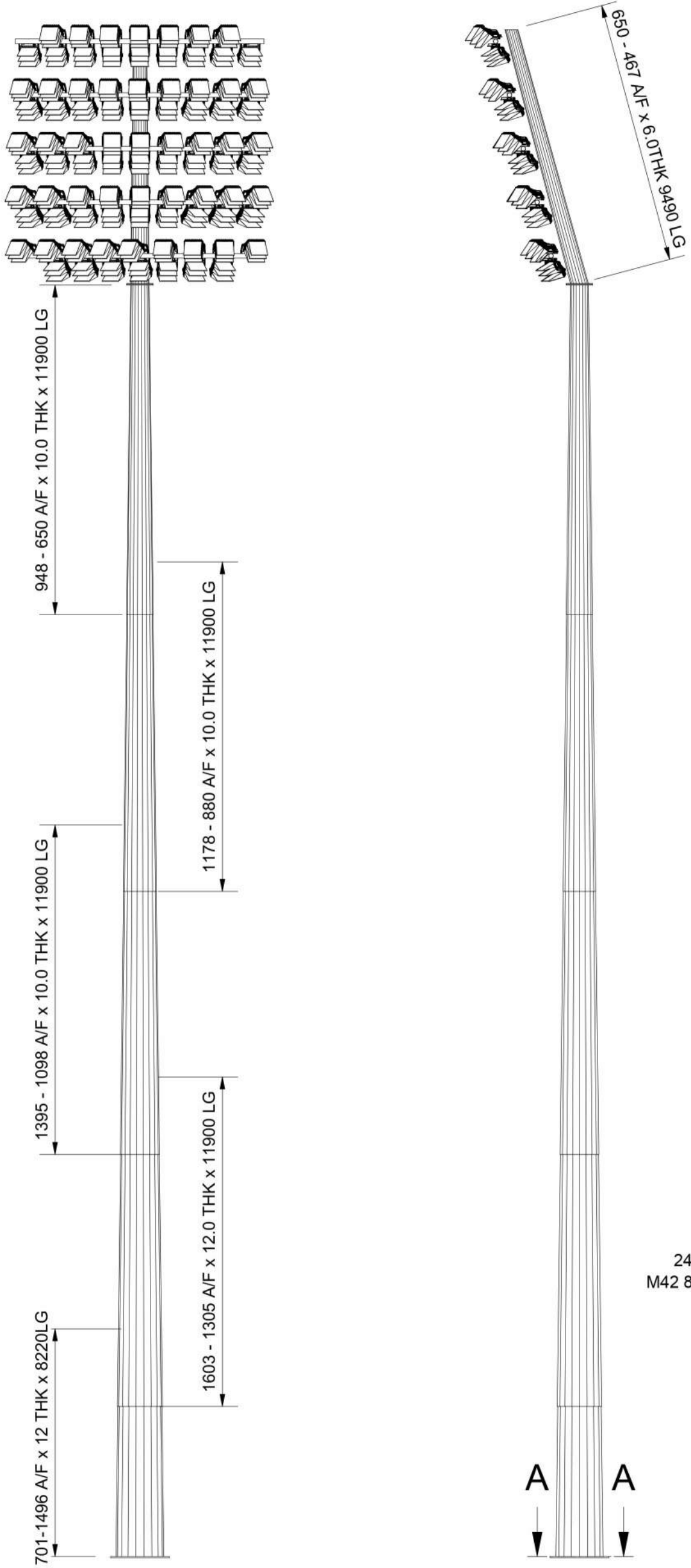
Tel: Fareham (01329) 517517 Fax: Fareham (01329) 517518
E-Mail: paul@pauljonesarchitects.co.uk
For Web Site: www.pauljonesarchitects.co.uk

Project
PROPOSED FLOODLIGHTING
AT THE ROSE, BOWL BOTLEY
ROAD WEST END
SOUTHAMPTON, HAMPSHIRE

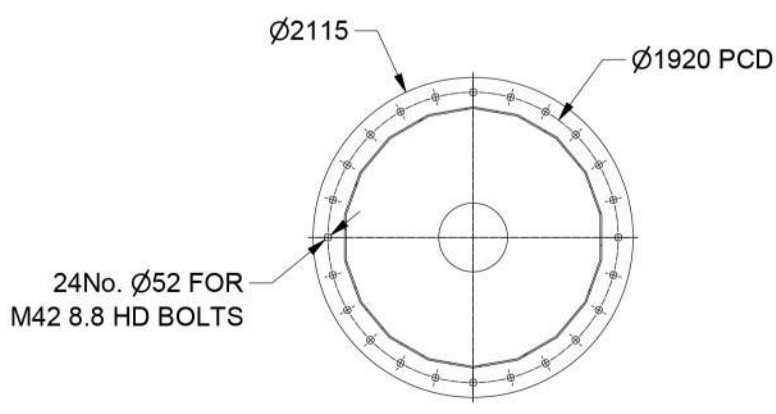
Title Scale
ELEVATIONS 1 : 100

Date 10.11.04	Drawn CRL	Checked PDJ
Job Number 04041	Drawing Number P 200	Revision REV B

- NOTES
1. FOR REFERENCE ONLY
 2. DO NOT SCALE IF IN DOUBT ASK.
 3. AS PER CALC D6891c4



SECTION - A-A
(SCALE 1 : 50)



FRONT
(SCALE 1 : 175)

SIDE
(SCALE 1 : 175)

APPENDIX D

- Precedent Images Sheet – UK Cricket Stadia

Proposed Floodlighting Strategy at the Utilta Bowl, Southampton

Precedent Images of Floodlighting at International Cricket Stadia in the UK

Headingley



Trent Bridge



The Oval



Old Trafford



For context, here's a selection of images that focus on existing floodlights associated with major cricketing venues including Headingley, Trent Bridge, The Oval and Old Trafford. These stadiums have seen floodlighting upgrades in order to meet ICC standards in the last 20 years which are all located within urban areas. Old Trafford's distinctive "bow tie" shaped floodlight structures were installed during the 2011–2013 redevelopment and are currently the tallest structures at ~61 m.

APPENDIX E

- Landscape & Visual Impact Assessment Tables & Methodology (Johns Associates)

1 LVIA METHODOLOGY

1.1 GUIDANCE AND TERMINOLOGY

The Landscape & Visual Impact assessment methodology is developed from the *Guidelines for Landscape and Visual Impact Assessment* (GLVIA), Landscape Institute, third edition, 2013.

The nature of landscape and visual assessment requires both objective analysis and professional judgement. This assessment is based on the best practice guidance listed above, information and data analysis techniques. It uses both professional judgement and quantifiable factors wherever possible and is based on clearly defined terms (see Glossary, Section 2). It also assesses the worst-case effects for each receptor (both landscape & visual) and notes any potential improvements that might arise following the establishment of mitigation.

Limitations of Assessment

The assessments undertaken are based on certain assumptions and actions and therefore have certain limitations. Whilst the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) calls for assessments to be appropriate and proportionate to the nature of the development proposed these limitations should be recorded.

For this study these have been identified as follows:

- The assessment only assesses effects on visual receptors on publicly accessible land and from private residences (estimated). Whilst this is entirely normal it should be noted that Visual effects from locations on surrounding fields are not covered.
- The visibility of the Site from residential Viewpoints has been estimated both by looking towards the Site from public areas, and by standing on the Site and looking outwards. No attempt has been made to access private property for more detailed assessment.

As set out above, for the visual assessments made in the short to longer term (Years 1 and 10) it has been assumed that there will be no significant change (growth or loss) in offsite / foreground vegetation.

For the avoidance of doubt:

- 'Km' means kilometre/s; 'm' means metre/s.
- All distances are approximate.
- All references to points of the compass are generalised and are used for descriptive purposes only.

1.2 METHODOLOGY

By nature, the process of assessing landscape and visual character is to some extent subjective - what appears beautiful to one person may be unattractive to another. This methodology does not, and cannot, remove this subjectivity, but explains the process of assessment, in order to make it easy for the reader to follow. The general process for both landscape and visual impact assessment is the same.

The assessment is divided into two main sections, the **baseline assessment** and the **assessment of likely effects**.

1.2.1 Baseline Assessment

In order to be able to assess the potential effects of the proposed development, an existing baseline condition is established, against which the potential effects of any proposed development can be measured. The baseline is investigated through a combination of desktop study and field visits. The baseline assessment reflects the present condition of the Site and Study Area.

The Study Area for this assessment was centred on the Site and included all areas within a 2.5km radius where the proposed development could potentially have an effect on landscape character and visual amenity.

The Study Area is then tested in the field to take into account localised landform features, built form and the presence of significant areas of vegetation. Where relevant, this enables a **Zone of Visual Influence (ZVI)** for the proposed development to be mapped; identifying the areas where the proposed development is likely to be seen.

Whilst the estimated ZVI is mapped to a good degree of accuracy and takes into consideration the screening effects of topography, built form and significant areas of vegetation as noted from site work, it should be understood that there will still be locations within the mapped ZVI where the complexity of landscape (such as intervening vegetation / buildings) or lack of public access makes it impossible reasonably to determine the exact visibility of the Proposed Development. In reality, there will be some areas within the mapped ZVI where the Proposed Development will not be visible, and there may be some un-mapped areas where glimpses of the Proposed Development would be.

1.2.2 Landscape Assessment Methodology

Landscape character

In this section, existing Landscape Character Assessments and other relevant documents are reviewed in order to give an understanding of the landscape within the Study Area.

The character of a landscape is defined by its key **constituent elements** which are considered under three broad headings of:

- Physical Influences eg geology, soils, topography, water bodies.
- Influences of Human Activity eg heritage assets, land use, buildings, settlements and field patterns.
- Aesthetic and Perceptual eg complexity, degree of enclosure / openness, tranquillity, remoteness.

The combination of the above elements will influence how a landscape is perceived eg openness, scale, complexity, tranquility and wilderness. Together, these landscape elements and the perception of them is used to inform the division of the landscape into distinct landscape character types and / or character areas; helping to define their key characteristics.

In order to assess the baseline landscape character of the Site and Study Area, a desktop study is used to identify relevant designations and planning designations as well as existing landscape character assessments. With the help of site visits, these existing character descriptions are then tested and reviewed.

All landscapes have value, whether designated or undesignated. Having considered the key landscape characteristics of the Site and Study Area as a whole, value is then attributed to each key constituent element and an **overall landscape value** established.

Identification of landscape receptors

Landscape receptors are those **constituent elements** of the landscape which are considered likely to be affected by the Proposed development either directly or indirectly. This can include local landscape character areas, designated landscapes or individual landscape features eg the setting of heritage assets such as Scheduled Monuments. The assessment seeks to identify and evaluate the sensitivity of the existing landscape receptors that are likely to be affected by the proposed development. This is based on a combination of desktop analysis and field study.

Determining the sensitivity of landscape receptors

Each landscape receptor selected for assessment is evaluated according to:

- The value attached to them (established in the baseline)
- Their susceptibility to change (ability to accommodate the nature of the Proposed development)

Susceptibility refers to the ability of a receptor to accommodate the nature of the Proposed development without undue consequences for the maintenance of the baseline situation.

Landscape effects are particular to both the specific landscape and the specific nature of the proposed development. The assessment of susceptibility is therefore tailored to a particular project. For example, a landscape already dominated by housing development is likely to be less susceptible to additional housing than a landscape in which housing development is not present.

To reach an assessment of the **sensitivity** of each receptor, **susceptibility and value** are then combined to establish whether a receptor is **high, medium or low sensitivity**.

Susceptibility of visual receptors is primarily a function of the expectations and occupation or activity of the receptor.

Susceptibility of landscape receptors is an assessment of the ability of a receptor to accommodate the nature of the Proposed Development without undue consequences for the maintenance of the baseline situation.

Landscape effects are particular to both the specific landscape and the specific nature of the Proposed Development. The assessment of susceptibility is therefore tailored to a particular project.

For example, a landscape already dominated by housing development is likely to be less susceptible to additional housing than a landscape in which housing development is not present.

A location may have different levels of sensitivity according to the types of visual receptors at that location and any one receptor type may be accorded different levels of sensitivity at different locations.

A degree of professional judgement is required to make a judgment regarding the susceptibility for both landscape and visual receptors.

Determining the sensitivity of landscape receptors

Tables 1 & 2 provide an indication of the criteria by which the overall sensitivity of a landscape receptor is judged within this assessment and considers both **value** and **susceptibility** independently.

Table 1 – Value of Landscape or Landscape Element

	Value
High	Important components or landscape / townscape of a particularly distinctive and highly valued character and/or rarity, typically of national or regional scale. <u>Guidance:</u> • Landscapes designated for the preservation of the beauty of the countryside / townscape at a national or international level (National Parks, AONB's and National Scenic Areas (Scotland), World Heritage Sites, Heritage Coasts). • Landscapes highlighted as being of high scenic value in local Landscape Character Assessments or given elevated status by virtue of the beauty of the landscape at the local level (AGLV). • Landscapes with stated preservation aim in planning policy. • Landscapes / components of historic importance or that form part of their setting¹ (e.g. Registered Historic Parks and Gardens / Archaeological sites of importance (Scheduled Ancient Monuments & Battlefields) / Listed Buildings / Conservation Areas). • <u>Designated</u> components of acknowledged value such as Tree Preservation Orders; Geological SSSI's; etc. • Undesignated components which have value at a national or regional scale such as national trails / long distance routes etc. • Grade 1 and 2 agricultural land. • Components or landscapes referred to in nationally famous art or literature. • Landscapes valued highly for aesthetic or perceptual factors such as wildness or tranquillity or sense of place. • Limited potential to recreate or replace the landscape / elements.
Medium	Valued components or landscape/townscape of moderate importance and rarity typically of regional or local scale. <u>Guidance:</u> • Landscapes designated locally or identified as of moderate scenic value in local Landscape Character Assessments. • Landscapes with stated conservation aim in planning policy – possibly identified for enhancement. • Landscapes / components particularly valued at the local level eg / village greens / allotments / certain local green spaces etc. • Undesignated components which nevertheless have value locally (eg significant but unprotected trees; general Public Rights of Way / undesignated heritage assets etc.). • Grade 3 agricultural land. • Components or landscapes referenced in local guidebooks / on tourist maps or in locally well-known literature. • Landscapes valued moderately for aesthetic or perceptual factors such as scale, complexity, degree of openness / enclosure, wildness, tranquillity, or sense of place. • There is moderate potential to recreate or replace the landscape / elements.
Low	Components or landscape/townscape of relatively low importance and rarity or degraded, typically of local scale. May have some redeeming features. <u>Guidance:</u> • Landscapes identified as of limited scenic value in local Landscape Character Assessments. • Landscapes identified for improvement in planning policy. • Undesignated components with limited value locally. • Grade 4 and 5 agricultural land. • Landscapes with limited aesthetic or perceptual value for factors such as wildness, tranquillity, or sense of place. • Components that are easily replaced.

Table 2 – Susceptibility of Landscape or Landscape Element

	Susceptibility
High	Landscape character / component particularly susceptible to <u>change of the nature proposed</u> . The landscape / component has limited ability to accommodate the nature of the proposed development without undue consequences for the maintenance of the baseline situation.
Medium	Landscape character / component moderately capable of accepting <u>change of the nature proposed</u> . The landscape / component has moderate ability to accommodate the nature of the proposed development without undue consequences for the maintenance of the baseline situation.
Low	Landscape character / component tolerant to substantial <u>change of the nature proposed</u> . The landscape / component has potential to accommodate the nature of the proposed development without undue consequences for the maintenance of the baseline situation.

Determining the sensitivity of visual receptors

Table 3 provides an indication of the criteria by which the overall sensitivity of a **visual receptor** is judged within this assessment and considers both **value** and **susceptibility** independently.

For **visual receptors**, judgements of susceptibility and value are closely interlinked considerations. Visual receptors include people who could potentially experience changes to a view or visual amenity resulting from the Proposed Development. Visual receptors can therefore be private residential areas as well as the public domain, such as places of work, public rights of way, roads, train lines or noted viewing points. It should be noted that the visual impact from the public domain is afforded greater weighting in terms of sensitivity (due to the potential for greater numbers of individuals to be affected by an impact).

Visual receptors at each Viewpoint selected for assessment are identified and evaluated according to:

- Their **susceptibility** to change in a view and visual amenity.
- The **value** attached to each particular view.

Susceptibility is a function of the occupation / activity of the receptor at that particular location and, as a consequence, the extent to which their attention / interest may therefore be focused on the view and the visual amenity they experience.

Value takes account of value attached to views in relation to heritage assets; planning designations; and value attached to views by visitors (eg those associated with art and literature) and by the provision of facilities for the enjoyment of the views (eg sign boards / interpretative materials / parking areas and benches).

Table 3 – Susceptibility and Value of Visual Receptors

	Susceptibility	Value
High	Viewers whose focus is primarily on the landscape setting: - Viewers using designated Public Rights of Way (Roads / Footpaths / Bridleways / Restricted Byways / Byways open to all traffic (BOAT's)); Access Land; or railways for <u>the enjoyment of the countryside / townscape</u>. - Viewers within gardens and living areas of residential properties (rooms normally occupied during waking / daylight hours).	- Viewers within landscapes designated for the preservation of the beauty of the countryside at a national level (National Parks, AONB's). - Viewers within Conservation Areas. - Viewers from the setting of a Scheduled Ancient Monument or Listed Building or Registered Parks and Gardens. - Nationally famous Viewpoints referenced in art or literature. - Viewpoints shown on Ordnance Survey maps – or which are locally well-known and may also be referenced in guidebooks / on tourist maps. Facilities may be provided for the enjoyment of the view (such as sign boards / interpretative materials).
Medium	Viewers whose focus is not primarily on the landscape setting, but who may value the setting as part of the activity in which they are involved: - People engaged in outdoor recreational sports. - Viewers using roads <u>for local access</u>. - Viewers accessing residential properties. - Viewers using Public Rights of Way and other areas with public access other than for specific enjoyment of the countryside / townscape (eg for local access). - Recreational area user groups. - Viewers within sleeping areas of residential properties.	- Viewers within landscapes judged to be of moderate or good strength of character (potentially identified in local Landscape Character Assessments). - Viewers within areas with local landscape / townscape designations. - Viewpoints where locally valued features are a major component of the scene. - Viewers within residential areas. - Viewpoints where limited facilities may be provided for the enjoyment of the view (such as / parking areas / benches), but no references on Ordnance Survey maps.
Low	Viewers whose focus is primarily on the activity in which they are involved and not on the landscape setting and / or whose view may be transitory: - Viewers travelling <u>through an area</u> on trains or in vehicles on major roads. - Viewers working in commercial premises. - Viewers working in and around industrial premises - People engaged in formal sports.	- Viewers within landscapes judged to be of limited strength of character / no particular merit (potentially identified in local Landscape Character Assessments). - No national or townscape designations. - No specific references to the location in art / literature / guidebooks / tourist maps. - No facilities provided. - Views dominated by negative elements in the scene or negative experiential aspects of the Viewpoint (for example a Viewpoint dominated by a noisy road).

When there are visual receptors of differing susceptibility to change to consider in one particular location, the estimated frequency of use by each receptor will normally determine the overall **susceptibility** of receptors from that location. For instance, when local roads are frequently used by walkers as part of a popular walk or a National Trail, the high susceptibility receptor (viewers using designated Public Rights of Way for the enjoyment of the countryside) will take precedence. However, when local roads are only used by occasional walkers then the medium sensitivity receptor (viewers using roads for local access) will take precedence. Only in specific situations will both be assessed.

To reach an assessment of the sensitivity of each receptor, '**Susceptibility**' and '**Value**' are then combined using Table 4 below. For example, a receptor playing a football match (low susceptibility) in a National Park (high value) would have a medium level of sensitivity.

Table 4 Sensitivity of landscape and visual receptors

		Value		
		High	Medium	Low
Susceptibility	High	High sensitivity	High sensitivity	Medium sensitivity
	Medium	High sensitivity	Medium sensitivity	Low sensitivity
	Low	Medium sensitivity	Low sensitivity	Low sensitivity

The tables above offer a template for assessing overall sensitivity of any landscape or visual receptor as determined by combining judgements of their susceptibility to the type of change or development proposed and the value attached to the landscape as set out at paragraph 5.38 of GLVIA 3rd Edition (2013).

For example, a **high** susceptibility to change and a **low** value may result in a **medium** overall sensitivity, unless it can be demonstrated that the receptor is unusually susceptible or is in some way considered more valuable. A degree of professional judgement applies in arriving at the overall sensitivity for both landscape and visual receptors.

1.2.3 Visual Assessment Methodology

Identification of visual receptors

Visual receptors include people who could potentially experience changes to a view or visual amenity resulting from the proposed development. Visual receptors can therefore be private residential areas as well as the public domain, such as places of work, public rights of way, roads, train lines or noted viewing points. It should be noted that the visual impact from the public domain is afforded greater weighting in terms of sensitivity (due to the potential for greater numbers of individuals to be affected by an impact).

Visual receptors have been identified through a desktop study and verified by visiting the Study Area. For the purposes of this assessment, visual receptors have been grouped where effects are likely to be similar, in order to keep this report proportionate to the nature of the proposals.

Selection of photographic viewpoints

In order to help assess the potential change in view for different receptors, several representative photographic viewpoints were chosen. Where different receptors are likely to experience a similar change in view, these are represented by the same viewpoint. Viewpoints are principally taken from publicly accessible areas. Professional judgement is used to draw conclusions for private receptors. At each viewpoint, baseline conditions are recorded.

Site visibility within the Study Area

Views of a Site within a Study Area are categorized as follows:

- Close range: Up to 300m
- Middle distance: 300 to 2000m
- Long distance: Over 2000m.

Where the extent of the Study Area is restricted in terms of visibility, views of the Site may be restricted to short and middle-distance views only.

1.2.4 Assessment of likely effects

Once the baseline has been established, the potential effects of the proposed development are identified and compared with those of the baseline conditions in respect of the identified receptors.

Appraisal of likely landscape effects

An appraisal of the likely **magnitude** of effects of the proposed development on each identified landscape receptor are described and takes into consideration the nature of the likely changes in the view, as well as their size and scale, when they would occur, how long they are likely to last and whether they are reversible. The **sensitivity** of the landscape receptor to potential changes is also assessed. This depends on the presence or absence of other developments nearby, man-made features or detractors, the maturity and stability of the landscape, the topography, scale and openness of the landscape and its degree of remoteness and tranquility. Any existing relevant sensitivity and capacity studies are also referred to.

Appraisal of likely visual effects

An appraisal of the likely **magnitude** of effects of the proposed development on identified visual receptors are described and takes into consideration the nature of the likely changes in the view, as well as their size and scale. Consideration is given to the length of time a view is likely to be experienced as well as other factors such as whether the views are filtered or screened, the distance from the viewpoint to the Site and the angle of view.

The **sensitivity** of the visual receptor to any potential changes is also taken into consideration. Consideration is given to the type of pursuit visual receptors are likely to be engaged in and thus how much their focus lies on the experience of the view. For example, residents, holidaymakers or people participating in recreational outdoor activities are likely to be more susceptible to change of a view than people working or travelling to / from work.

Limitations of Assessment

The assessments undertaken are based on certain assumptions and actions and therefore have certain limitations. Whilst the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) calls for assessments to be appropriate and proportionate to the nature of the development proposed these limitations should be recorded. For this study these have been identified as follows:

- The assessment only assesses effects on visual receptors on publicly accessible land and from private residences (estimated). Whilst this is entirely normal it should be noted that Visual effects from locations on surrounding fields are not covered.
- The visibility of the Site from residential Viewpoints has been estimated both by looking towards the Site from public areas, and by standing on the Site and looking outwards. No attempt has been made to access private property for more detailed assessment.
- For the visual assessments made, it has been assumed that there will be no significant change (growth or loss) in offsite / foreground vegetation.
- Finally, whilst the estimated Zone of Visual Influence (ZVI) is mapped to a good degree of accuracy and takes into consideration the screening effects of topography, built form and significant areas of vegetation as noted from site work, it should be understood that there will still be locations within the mapped ZVI where the complexity of landscape (such as intervening vegetation / buildings) or lack of public access makes it impossible reasonably to determine the exact visibility of the Proposed Development. In reality, there will be some areas within the mapped ZVI where the proposed development will not be visible, and there may be some un-mapped areas where glimpses of the proposed development would be.

Defining Magnitude of Change

The magnitude of any landscape or visual change is determined through a range of considerations particular to each receptor. The three attributes considered in defining the magnitude are:

- Scale of change;
- Geographical extent; and
- Duration and reversibility/proportion.

Receptor locations from which views of the proposed development are not likely to occur will receive no change and therefore no effect. With reference to the Zone of Visual Influence (ZVI) and site survey, the magnitude of change is defined for receptor locations from where visibility of the proposed development is predicted to occur.

Determining the magnitude of landscape effect

The **magnitude** of landscape effect predicts the degree to which changes will occur to the physical landscape elements or overall landscape character because of the proposed development. Change may arise from built form, engineered forms and / or from soft landscape elements of the development.

The magnitude of effect is initially considered (in accordance with the criteria set out in Table 5 below) for each key element of the landscape chosen for assessment; and then the magnitude of effect on the overall landscape character is concluded (in accordance with Table 6). In both cases, considering the magnitude of effect involves careful consideration of the complex interrelationships between the landscape elements set out below. An informed professional judgement is made on these relationships and whether effects are positive or negative (or neutral) and their consequences for landscape character / the landscape component in question.

A consideration in terms of duration is a factor in making judgments. In this way, the effectiveness of mitigating measures over time is considered within the assessment process and based on an agreed timeframe.

Table 5 – Magnitude of effect on individual elements of the landscape

Magnitude of effect	Criteria for assessing magnitude of landscape effects on individual elements of the landscape
High adverse	The proposals are very damaging to the landscape / townscape component in question in that they will cause substantial loss or substantial adverse change to that component.
Medium-high adverse	The proposals are very damaging to the landscape / townscape component in question in that they will cause major loss or major adverse change to that component.
Medium adverse	The proposals are damaging to the landscape / townscape component in that they will cause moderate loss or moderate adverse change to that component.
Medium-low adverse	The proposals are damaging to the landscape / townscape component in that they will cause slight loss or slight adverse change to that component.
Low adverse	The proposals cause minimal damage to the landscape / townscape component in that they will cause very slight loss or very slight adverse change to that component.
No change / Neutral	The proposals will cause no change to the component in question; or The proposals are in keeping with the existing landscape despite changes that occur; or Positive effects balance the negative effects of change.
Low beneficial	The proposals will be of minimal benefit to the landscape / townscape component in that they will cause only very slight enhancement to that component.
Medium-low beneficial	The proposals will be of benefit to the landscape / townscape component in that they will cause slight enhancement to that component.
Medium beneficial	The proposals will be of moderate benefit to the landscape / townscape component as they will cause moderate enhancement to that component.
Medium-high beneficial	The proposals will be of major benefit to the landscape / townscape component as they will cause major enhancement to that component.
High beneficial	The proposals will be of substantial benefit to the landscape / townscape component as they will cause substantial enhancement to that component.

In the case of overall landscape character, the assessment of magnitude takes account both the landscape elements individually assessed at the detailed level; and those for which individual assessment was not deemed necessary. The whole landscape resource is considered at this stage.

For example, in terms of magnitude of effect a development could have a **high adverse** effect on a single element of the landscape but minimal effects on all other components whilst another may have lots of less significant effects.

By considering all aspects of the landscape at this stage a considered assessment of the overall landscape character is made.

Table 6 – Magnitude of effect on overall landscape character

Magnitude of effect	Criteria for assessing magnitude of landscape effects on overall landscape character
High adverse	The proposals are extremely damaging to overall landscape / townscape character in that they will cause total loss of, or substantial alteration to, key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ they create a landscape / townscape whose character: ○ Is at total variance with the layout, mix, scale and appearance of the landscape / townscape. ○ Will introduce components considered to be totally uncharacteristic of the attributes of the receiving landscape / townscape. ○ Will be severely damaging to a high quality or highly vulnerable landscape / townscape, causing it to change and be substantially diminished in quality. ○ Is likely to destroy the integrity of a range of characteristic features and components and their setting. ○ Destroys existing sense of place. ○ Mitigation has little effect.
Medium-high adverse	The proposals are very damaging to overall landscape / townscape character in that they will cause major loss of, or major alteration to, key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ They would create a landscape / townscape whose character: ○ Is at considerable variance with the layout, mix, scale and appearance of the landscape / townscape. ○ Will introduce components considered to be substantially uncharacteristic of the attributes of the receiving landscape / townscape. ○ Will be substantially damaging to a high quality or highly vulnerable landscape / townscape, causing it to change and be considerably diminished in quality. ○ Is likely to degrade or diminish the integrity of a range of characteristic features and components and their setting. ○ Substantially damages existing sense of place. ○ Cannot be adequately mitigated.
Medium adverse	The proposals are damaging to overall landscape / townscape character in that they will cause partial loss of, or moderate alteration to, key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ They would create a landscape / townscape whose character: ○ Is out of scale or at odds with the layout, mix, scale and appearance of the existing landscape / townscape. ○ Will introduce components considered to be considerably uncharacteristic of the attributes of the receiving landscape/townscape. ○ Will have an adverse effect on a landscape / townscape of recognised quality or on vulnerable and important characteristic features or components. ○ Moderately damages existing sense of place. ○ Cannot be largely mitigated – mitigation will not prevent the scheme from impacting the landscape / townscape in the longer term.
Medium-low adverse	The proposals are slightly damaging to overall landscape / townscape character in that they will cause minor loss of, or slight alteration to, key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals are slightly damaging to the landscape in that they create a landscape whose character: ○ Does not quite fit into the layout, mix, scale and character of the landscape / townscape. ○ May introduce components that may not be characteristic of the attributes of the receiving landscape/townscape. ○ May have a slight adverse effect on a landscape / townscape of recognised quality. ○ Slightly damages existing sense of place. ○ Cannot be completely mitigated due to the nature of the proposal itself or the character of the landscape.
Low adverse	The proposals cause minimal damage to overall landscape / townscape character in that they will cause very minor loss or alteration to key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals cause minimal damage to the landscape/townscape in that they cause little effect on character, or incorporate measures for mitigation that balance any adverse effects and therefore create a landscape / townscape whose character: ○ Largely matches the layout, mix scale and appearance of the existing landscape/townscape. ○ Introduces components not considered uncharacteristic of the surrounding landscape/townscape. ○ Largely maintains existing landscape / townscape quality and character. ○ Largely maintains existing sense of place.
No change / Neutral	The proposals will cause no change to key components of the receiving landscape/townscape; or The proposals are in keeping with the existing landscape despite changes that occur; or Positive effects balance the negative effects of change.

Low beneficial	The proposals will be of minimal benefit to overall landscape / townscape character in that they will cause very minor enhancement to key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals cause minimal benefit to the landscape/townscape in that they cause little beneficial effect on character, and incorporate measures for mitigation that balance any adverse effects and therefore create a landscape / townscape whose character: ○ Matches or fractionally improves the layout, mix scale and appearance of the existing landscape/townscape. ○ Introduces components that are broadly characteristic or fractionally improve the characteristics of the surrounding landscape/townscape. ○ Maintains or fractionally improves existing landscape / townscape quality and character. ○ Maintains or fractionally improves existing sense of place.
Medium-low beneficial	The proposals will be of slight benefit to overall landscape / townscape character as they will cause minor enhancement to key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals will slightly enhance the landscape/townscape as they create a landscape / townscape whose character: ○ Slightly improves the layout, mix, scale and appearance of the surrounding landscape / townscape. ○ Introduces components that slightly improve the characteristics of the receiving landscape/townscape. ○ Slightly enhances existing landscape / townscape quality and character. ○ Will enable some sense of place and quality to be restored or enhanced through beneficial and sensitive design. ○ Incorporate measures for mitigation to ensure they will blend in well with the surroundings.
Medium beneficial	The proposals will be of moderate benefit to overall landscape / townscape character as they will cause moderate enhancement to key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals will moderately enhance the landscape/townscape as they create a landscape / townscape whose character: ○ Moderately improves the layout, mix, scale and appearance of the landscape / townscape. ○ Introduces components that moderately improve of the attributes of the receiving landscape/townscape. ○ Will have a moderately positive effect on existing landscape / townscape quality and character. ○ Enables the restoration of some characteristic features or components. ○ Will enable moderate sense of place and quality to be restored or enhanced through beneficial and sensitive design.
Medium-high beneficial	The proposals will be of major benefit to overall landscape / townscape character as they will cause major enhancement of key components of the baseline landscape / townscape. <u>Guidance:</u> ▪ The proposals will significantly enhance the landscape/townscape as they create a landscape / townscape whose character: ○ Considerably improves the layout, mix, scale and appearance of the landscape / townscape. ○ Introduces components that considerably improve the attributes of the receiving landscape/townscape. ○ Will have a considerably positive effect on a high quality or highly vulnerable landscape / townscape, causing it to be considerably enhanced in quality. ○ Enables the restoration of several characteristic features or components. ○ Will enable the sense of place and quality of a landscape of recognised quality to be considerably restored through beneficial and sensitive design.

Table 7 – Magnitude of visual effects

Magnitude of effect	Guidance for assessing magnitude of visual effects
High adverse	The development proposals have a substantially detrimental effect on the character of the scene, becoming the dominant feature to which all other elements are subordinate.
Medium-high adverse	Where the development proposals will have a considerably detrimental effect on the character of the scene.
Medium adverse	Where the development proposals will have a moderately detrimental effect on the character of the scene.
Medium-low adverse	Where the development proposals will have an appreciably detrimental effect on the character of the scene.
Low adverse	Where the development proposals will have a slightly detrimental effect on the character of the scene.
Neutral	Where the development proposals will, on balance, have little effect on the scene and are neither adverse or beneficial: • The development cannot be seen or • The development will be scarcely appreciated in the overall view, and/or • The view may have changed but the overall effect is no worse or better than the existing.
Low beneficial	Where the development proposals will cause a slight improvement in the overall scene.
Medium-low beneficial	Where the development proposals will cause an appreciable improvement in the overall scene.
Medium beneficial	Where the development proposals will cause a moderate improvement in the overall scene.
Medium-high beneficial	Where the development proposals will cause a considerable improvement in the overall scene.
High beneficial	Where the development proposals will cause a substantial improvement in the overall scene / sense of place restored.

The final factor in determining the predicted magnitude of change is duration and reversibility. Duration and reversibility are separate but linked considerations. Duration is judged according to the defined terms set out below, whereas reversibility is a judgement about the prospects and practicality of any identified effects being reversed. The categories used in this assessment where relevant are set out below.

Duration:

- Long term (20 years+);
- Medium to Long term (10 to 20 years);
- Medium term (5 to 10 years);
- Short term (1 year to 5 years).

Reversibility:

- Permanent with unlikely restoration to original state e.g. major road corridor, power station, urban extension etc.;
- Permanent with possible conversion to original state e.g. agricultural buildings, retail units;
- Partially reversible to a different state e.g. mineral workings;
- Reversible after decommissioning to a similar original state e.g. wind energy development; and
- Quickly reversible e.g. temporary structures such as solar farms.

In order to consider the likely level of any effect, the sensitivity of each receptor is combined with the predicted magnitude of change to determine the level of effect, with reference also made to the geographical extent, duration and reversibility of the effect within the assessment. Having taken such a wide range of factors into account when assessing sensitivity and magnitude at each receptor, the level of effect can be derived by combining the sensitivity and magnitude in accordance with the matrix in Table 8.

Table 8 – Landscape effect significance matrix

		Sensitivity of landscape / visual receptors		
		High	Medium	Low
Magnitude of effect	High adverse	Severe adverse effect	Substantial adverse effect	Major adverse effect
	Medium-high adverse	Substantial adverse effect	Major adverse effect	Moderate adverse effect
	Medium adverse	Major adverse effect	Moderate adverse effect	Slight adverse effect
	Medium-low adverse	Moderate adverse effect	Slight adverse effect	Very slight adverse effect
	Low adverse	Slight adverse effect	Very slight adverse effect	Negligible adverse effect
	No change / Neutral	Neutral effect	Neutral effect	Neutral effect
	Low beneficial	Slight beneficial effect	Very slight beneficial effect	Negligible beneficial effect
	Medium-low beneficial	Moderate beneficial effect	Slight beneficial effect	Very slight beneficial effect
	Medium beneficial	Major beneficial effect	Moderate beneficial effect	Slight beneficial effect
	Medium-high beneficial	Substantial beneficial effect	Major beneficial effect	Moderate beneficial effect
	High beneficial	Abundant beneficial effect	Substantial beneficial effect	Major beneficial effect

As set down in GLVIA3 (and as required under EIA legislation), the aim of this assessment is to determine any “Significant” landscape effects. ‘Significant’ effects vary from project to project and are appropriate to the nature, size, and location of the Proposed Development.

For landscape and visual effects, those effects identified at a **severe / abundant, substantial or major level** (highlighted in the matrix above) are generally considered to be significant and those effects assessed at a moderate, slight, very slight or negligible level are considered to be not significant.

However, those landscape elements where the effects are not considered to be “Significant” are discussed in the main LVIA and are not disregarded. Whilst EIA regulations only require the “Significant” effects to be identified (both adverse and beneficial) it is clearly important, in considering the overall effects of a development, to consider not only those receptors experiencing “Significant” effects, but those with lesser effects as well.

In concluding the overall impact on landscape character, it is important that the focus does not become purely on a single or limited number of “Significant” effects, when the bigger picture may be one of generally minimal effects (and may also include beneficial as well as adverse effects).

In certain cases, where additional factors may arise, a further degree of professional judgement may be applied when determining whether the overall change in the view will be significant or not.

1.2.5 Nature of Effect

Effects can be **adverse (negative), beneficial (positive) or neutral**. The landscape effects will be considered against the landscape baseline, which includes published landscape strategies or policies if they exist. Changes involving the addition of large-scale man-made objects are typically considered to be adverse as they are not usually actively promoted as part of published landscape strategies. Accordingly, in the assessment, landscape effects as a result of these aspects of the Proposed Development will be assumed to be adverse, unless otherwise stated within the assessment.

Visual effects are more subjective as people’s perception of development varies through the spectrum of negative, neutral, and positive attitudes. In the assessment of visual effects, objective professional judgement will be exercised in assessing the level of effects and, unless otherwise stated, will assume that all effects are adverse, thus representing the worse-case scenario.

The timescale of each effect is also important, and effects are assessed as temporary, short-term, medium-term, medium to long-term or long-term and as reversible or permanent. In the case of the Proposed Development, the effects considered in this chapter are principally associated with the operational lifetime of the proposed driving range water storage facility and are considered long-term and permanent with any residual effects considered as permanent.

1.2.6 Cumulative Effects

Cumulative effects generally occur where there may be simultaneous (in combination) or sequential visibility of two or more developments of the same type and scale, or where the consideration of other schemes would increase an effect identified. Where other similar schemes are in the planning system and made known to the applicant, or are under construction, these are considered in conjunction with the proposed scheme.

2 GLOSSARY

GENERAL TERMS

Impact

Impact is defined in the Guidelines for Landscape and Visual Impact Assessment as “*The action being taken*”.²

Effect

Effect is defined in the Guidelines for Landscape and Visual Impact Assessment as “The change resulting from that action.”³

Setting of a heritage asset

The surroundings in which a heritage asset is experienced.⁴

VISUAL TERMS

Visual amenity

Visual amenity is defined in the Guidelines for Landscape and Visual Impact Assessment as “the overall pleasantness of the views that receptors enjoy of their surroundings.”⁵

LANDSCAPE CHARACTER TERMS

Geology

In landscape character terms effects on geology are considered in terms of physical effects on geological features in the landscape (such as characteristic scarp slopes, ridges or low-lying river valleys). Effects on less visually obvious aspects of geology such as effects on groundwater reserves are the domain of other experts and fall outside the scope of Landscape Character Assessment.⁶

Soils

In landscape character terms effects on soils are considered in terms of effects on the characteristics of that landscape. For example, clay soils give rise to poorly draining landscapes where water (ponds, lakes, streams etc.) often becomes a characteristic feature, and vegetation is characterised by clay loving species such as English oak.⁷

Vegetation

In landscape character terms effects on vegetation are considered both in terms of the effects on the physical resource (the amount and type of vegetation added or lost as a consequence of the proposals); and the effects on the wider landscape character.

Landform / Topography

In landscape character terms effects on topography / landform are considered both in terms of the effects on the physical resource (the amount the existing landform is changed by cut and fill operations to accommodate the proposals); and the effects on the wider landscape character.

2 GLVIA3 Paragraph 1.15.

3 GLVIA3 Paragraph 1.15.

4 Annex 2: Glossary, National Planning Policy Framework.

5 GLVIA3 Paragraph 2.20.

6 Such effects won't affect landscape character unless they impact so greatly as to affect other factors such as vegetation.

7 Effects on soil structure caused by moving soils during construction of a project are not considered as part of the assessment of landscape effects as it is assumed that these effects will be managed and minimised through a detailed construction method statement and will, therefore, have a negligible effect on landscape character.

Drainage

In landscape character terms effects on drainage are considered both in terms of the effects on the physical resource (for example an effect on the course of a river or stream itself); and any effects on wider landscape character (for example the change in wider character caused by draining of an area of flood plain normally subject to seasonal flooding).

Heritage assets

In landscape character terms effects on heritage assets are considered both in terms of the effects on the physical heritage asset (including designated Sites of Archaeological Importance / Conservations Areas / Listed Buildings / Scheduled Ancient Monuments / Registered Parks and Gardens / Historic Battlefields); and undesignated assets (such as undesignated parkland), and their setting⁸.

Land use / management

In landscape character terms effects on land use are considered both in terms of the effects on the site itself and effects on wider landscape character (considering the nature of surrounding land uses, and the visibility of the site). The questions that are considered are “what are the effects on the site itself”; and “what are the effects of this change on the wider setting”.

Settlement pattern / character of settlement

In landscape character terms effects on settlement pattern and the character of settlement are considered in terms of the shape of settlements (e.g. linear, clustered etc); and their character (urban, suburban, rural etc.).

Character of buildings / built form

In landscape character terms effects on the character of buildings & built form are considered in terms of architectural style, heights, materials, massing etc. of buildings / built form; and whether the proposals will be compatible with the existing built form found in the surrounding landscape.

Access / movement

In landscape character terms effects on access / movement are considered in terms of effects on public access within the landscape (roads, footpaths, bridleways, byways, access land etc.).

Landscape pattern

In landscape character terms effects on Landscape pattern are considered in terms of effects on the pattern of the landscape created by boundary features (eg roads, rail lines, hedgerows, woodlands, shelter belts, copses etc.).

Cultural elements

In landscape character terms effects on ‘cultural elements’ are considered in terms whether there are any references to the landscape in significant art or literature (such as Constable’s view of Salisbury Cathedral or references to the “Secret Low Weald” in Rudyard Kipling’s Poem Puck’s Song), and the effects development would have on these views / characteristics.

Community spaces

In landscape character terms effects on community spaces are considered in terms whether there are any community spaces in the landscape (such as parks, village greens, allotments, playing fields, play areas, other publicly accessible green space, etc.): and the effects development would have on these.

Scale

In landscape character terms effects on scale are considered in terms of effects on the size of elements in the landscape such as fields or woodland areas (where large scale refers to large elements such as large fields / large areas of woodland and small scale refers to small fields / elements); and effects on the scale of built form.

⁸ Setting of a heritage asset is defined in the NPPF as “The surroundings in which a heritage asset is experienced.”

Complexity

In landscape character terms effects on complexity are considered in terms of the effects on the number and type of differing elements that make up the landscape (where a complex landscape is composed of many interconnected parts; and a simple landscape contains a few component elements).

Degree of enclosure / openness

In landscape character terms effects on the degree of enclosure / openness are considered in terms of the openness (or otherwise) of views across the landscape (where openness refers to a landscape with wide, expansive views across an area). Landscape enclosure / openness is generally determined by the number of elements above eye level; including buildings, slopes, tall vegetation such as woods and tall hedgerows, and walls / fences.

Tranquillity

Tranquillity is measured in terms of both noise and visual intrusion. In landscape character terms a tranquil place is one that is calm, peaceful, quiet, serene, without detractors both aural and visual. Effects on tranquillity are therefore considered in terms of the effects on these characteristics of the landscape on and around a Site.

Wildness

A truly wild landscape is one that is uninhabited, uncultivated, unaffected by human intervention. Although clearly there are degrees of wildness, in landscape character terms effects are considered in terms of the effects on these characteristics both on site, and in the wider landscape.

Remoteness

A remote landscape is one that is located far away, distant, far from civilization. Although clearly there are degrees of remoteness, in landscape character terms effects are considered in terms of the effects on these characteristics both on site, and in the wider landscape.

Sense of place

In landscape character terms, sense of place is considered in terms of whether there are characteristics (or a combination of characteristics) that makes a place special and unique. A location with a strong sense of place has something unique or particular to that location, whilst one with little sense of place is unremarkable and looks much like many other similar locations.