



Appeal on Behalf of Lifestorey

Site of The Rise And Three Neighbouring
Properties, Stanford Hill, Lymington

Townscape Proof of Evidence

Appendix A – TVIA Methodology

LPA Ref: 20/10481

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Townscape and Visual Impact Appraisal Methodology

1. This Appendix provides a synopsis of the methodology used in appraising the townscape and visual aspects of the proposed scheme which is in accordance with the Guidelines for Landscape and Visual Impact Assessment 3rd Edition (LI and IEMA 2013), referred to hereafter as GLVIA3.
2. This Townscape and Visual Impact Appraisal is not a full impact assessment as formally required as part of an Environmental Impact Assessment (EIA), it is a less formal appraisal. Paragraph 3.2 of GLVIA3 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.”
3. Our methodology reflects the approach advocated within GLVIA3, we apply the same methodology for formal impact assessments and informal appraisals. However, due to the less formal requirements, we provide a written summary of the likely sensitivity and magnitude with a conclusion relating to the overall importance of the effect¹.

General Approach

4. A rigid or overly formulaic approach to appraising effects, on both landscape resource and visual amenity, is avoided². This type of approach is often criticised due to its inflexibility, tendency to not respond to site specific conditions and misuse – something that GLVIA3 has focused on.
5. Matrices and tables are not used to determine judgements in respect of sensitivity or magnitude of effect, they are provided to assist in the analysis and communication of these matters. The emphasis of the appraisal, therefore, relies on explanation of the logic behind judgements of sensitivity and magnitude of effect, with matrices provided to summarise and support the various appraisal considerations³.
6. To assist with clarity of appraisal, the terms negligible, low, medium and high are used for susceptibility, value, sensitivity and magnitude of effect. The term ‘negligible’ is added to the assessment of magnitude of effect where the proposed change is entirely or barely perceptible. Nature of effect is judged to be beneficial, neutral or adverse.
7. Townscape susceptibility is particular to the type of change proposed, rather than inherent⁴.

¹ As per Landscape Institute GLVIA3 Statement of Clarification 1/13 (item 4) and GLVIA3 Statement of Clarification 1/14 (item 2) <https://www.landscapeinstitute.org/technical/glvia3-panel/glvia3-clarifications/>

² In accordance with GLVIA3 para 3.18

³ In accordance with GLVIA3 para 3.36

⁴ In accordance with GLVIA3 para 5.40

8. The appraisal includes reference to both 'impact' and 'effect'. 'Impact' is used in reference to the action being taken (such as vegetation loss), whereas the 'effect' is defined as the change (beneficial or negative) that results from that action, or from the whole development⁵.
9. The appraisal relies on professional judgement. To ensure a consistent and transparent approach, all judgements made are discussed and debated with at least one other assessor prior to completion.

Townscape and Visual Baseline

10. The baseline exercise initially considers the sensitivity of the townscape and in doing so identifies an appropriate study area within which the change is likely to be perceived, either directly or in sequence. Sensitivity is interpreted as a combination of the townscape's susceptibility and value. Susceptibility translates as a townscape's relative ability to accommodate change of a particular type without undue consequences to its baseline and an assessment involves an appreciation of the quality and cohesion of the existing townscape, the location of the proposed change in relation to key townscape features and the prevalence of the type of land use being proposed.
11. Assessing how a townscape is valued is informed by the presence of its recognition through national or local planning designations or reference in local guidance, characterisation studies or evidence base documents. The criteria for judging the susceptibility and value of the townscape is set out at Matrix 1, below.
12. The townscape and visual baseline appraisal is informed by existing characterisation studies available. The key characteristics identified by these studies are identified, validated by fieldwork, analysed as to where they can be located within the site and its context, and appraised as to how influential these features are.
13. The visual amenity baseline firstly identifies the likely visibility of the proposed change. This uses a variety of techniques, as deemed most appropriate to each specific site and context, including Zone of Theoretical Visibility Modelling and Mapping, Augmented Reality visibility tests and on-site field work and Visual Envelope mapping.
14. This exercise then considers the susceptibility of the viewer considering the type of receptor and activity, along with their expectation of a view, and its importance. Visual value is separately assessed by considering its likely popularity, volume of use and status (i.e. if it has been protected or recognised in any planning based documents). The criteria for judging the susceptibility and value of the visual amenity is set out at Matrix 2, below.
15. This process leads to the identification of representative viewpoints which reflect the typical experience of people living in and moving through the area where the change is likely to be perceived (and beyond this where appropriate). In this case two different approaches were used. The first was to establish with precision the likely visibility of the proposed change, this utilised an accurate architectural 3D model with building references to either side and topography to enable semi-verification (Type 3 visualisations). This approach was taken for Viewpoints 1-15 as identified at Figure 5, which were not used to assess the likely scheme effects, only to identify its visual envelope. The second visualisation type is full verified visualisations as contained at Appendix C (locations A-D on Figure 5), see the methodology at Appendix C for these visualisations.

⁵ In accordance with GLVIA3 para 1.16

Appraising Townscape and Visual Effects

16. The appraisal of effects on the townscape resource considers a range of factors including the size and scale of the change proposed considering the extent of townscape elements to be lost, the degree to which important perceptual aspects of the townscape are altered and whether the key townscape characteristics that are critical to its character are removed. The geographic extent of the change is assessed, as is the duration and reversibility of the change. The criteria for judging the magnitude of the landscape effect is set out at Matrix 3, below.
17. The appraisal of effects on visual amenity considers a number of factors including the scale of change visible, how much this change contrasts or integrates with the existing view, the angle of the view to the receptor, the distance of the view, and the extent of which the change occupies the view. The criteria for judging the magnitude of the visual effect is set out at Matrix 3, below.
18. The nature of the townscape and visual effects is also assessed by answering the questions as set out at 5.37 and 6.29 of GLVIA3. This includes assessing the degree to which the proposal fits with existing character, the contribution to the townscape the development may make in its own right (even if it does contrast with local character) and whether the proposed change would affect the quality of the visual experience, given the nature of the existing views. The nature of change is identified as being adverse, beneficial or neutral (see Matrix 4).
19. Conclusions relating to the sensitivity of the townscape resource / visual amenity are combined with the conclusions of the magnitude of effect to identify the importance of the predicted effect (see Matrix 5). For non-EIA development this does not assess the overall significance of effects arising (instead identifying the 'importance' of the effect⁶). Matrix 5 intentionally uses a non-rigid matrix to inform and support the assessor's judgement of what should be considered important.

⁶ In accordance with the Landscape Institute's GLVIA3 Statement of Clarification 1/14 28-01-14, non EIA development only assesses 'importance' not 'significance'

Matrix 1 - Townscape Sensitivity

	Susceptibility	Value
High	The townscape is typically of a high quality and cohesiveness. The proposed change would be prominent in the appreciation of this townscape. The type of change being proposed is not typical of the townscape.	The townscape includes listed buildings, conservation areas or is of a recognised high value in planning policy, guidance, characterisation studies or evidence base documents.
Medium	The townscape is typically of a medium quality and cohesiveness. The proposed change would be noticeable but not prominent in the appreciation of this townscape. The type of change being proposed is recognisable in the townscape.	The townscape includes buildings and townscapes that are recognised as having local value through planning policy, guidance, characterisation studies or evidence base documents.
Low	The townscape is typically of a low quality and cohesiveness. The proposed change would not be noticeable in the context of this townscape. The type of change being proposed is common in the townscape.	The townscape includes few buildings of merit, and has no recognised value in planning policy, guidance, characterisation studies or evidence base documents.

Matrix 2 - Visual Sensitivity

	Susceptibility	Value
High	<p>The viewer's activity and expectation of a view is highly susceptible to change.</p> <p>This would typically include people engaged in outdoor recreation (using public rights of way for example), private residents or communities who have a high expectation of a view or visitors to heritage assets or similar attractions.</p>	<p>Consideration of the formal status of the view, reference to the view in published literature and visitor information leads to the conclusion that the view has high value.</p> <p>Such views are likely to be specifically identified in planning documentation or local guides/plans.</p>
Medium	<p>The viewer's activity and expectation of a view is of medium susceptibility to change.</p> <p>This would typically be travellers on road, rail or other transport routes, unless passing through an area of particular scenic interest.</p>	<p>Consideration of the formal status of the view, reference to the view in published literature and visitor information leads to the conclusion that the view has medium value.</p> <p>Such views might be located within a designated area identified in planning documentation or local guides/plans or be subject to policies that indicate their value.</p>
Low	<p>The viewer's activity and expectation of a view is of low susceptibility to change.</p> <p>This would typically include people engaged in outdoor sport that does not involve appreciation of the view, or people at work.</p>	<p>Consideration of the formal status of the view, reference to the view in published literature and visitor information leads to the conclusion that the view has some value but it is categorised as being low.</p> <p>Such views are very unlikely to be identified in planning documentation or local guides/plans.</p>

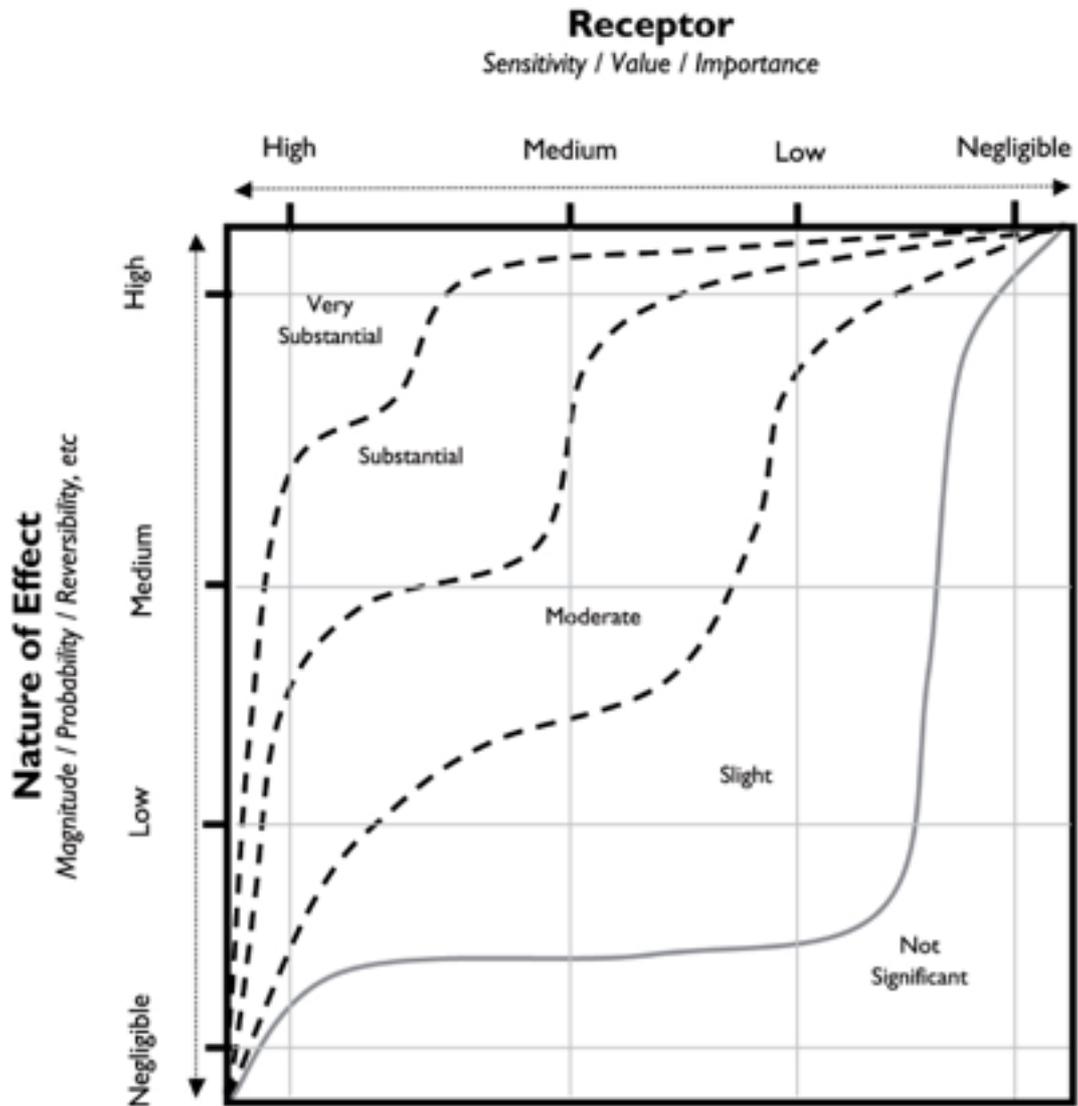
Matrix 3 – Magnitude

	Visual	Townscape
High	The proposed change to the view provides a significantly different built form, with high contrast to the existing view, the loss of key visual features and the type of view typically being a full view in nature.	The proposed change creates a significant loss of existing townscape that contributed positively to the character of the area, or alters it to the extent that the perception of the local townscape has fundamentally changed. This effect typically (but not always) is felt over a wide geographic area.
Medium	The proposed change to the view provides a recognisably different built form, with some contrast to the existing view, the loss of some (not key) visual features and the type of view typically not being a full view in nature.	The proposed change creates a recognisable loss of existing townscape that contributed positively to the character of the area, or alters it to the extent that the perception of the local townscape has notably changed. This effect typically (but not always) is felt over a local geographic area.
Low	The proposed change to the view provides a subtly different built form, with little contrast to the existing view, the loss of minor visual features and the type of view typically being a glimpse or partial view in nature.	The proposed change creates a minor loss of existing townscape or alters it to the extent that the perception of the local townscape has slightly changed. This effect typically (but not always) is felt within the site and its immediate setting.
Negligible	The proposed change to the view is either entirely or almost imperceptible.	The proposed change to the townscape is either entirely or almost imperceptible.

Matrix 4 – Significance

	Visual	Townscape
Very Substantial	A combination of the sensitivity to change and magnitude of effect results in a development that has a very substantial effect on visual amenity.	A combination of the sensitivity to change and magnitude of effect results in a development that has a very substantial effect on landscape character and resource.
Substantial	A combination of the sensitivity to change and magnitude of effect results in a development that has a substantial effect on visual amenity.	A combination of the sensitivity to change and magnitude of effect results in a development that has a substantial effect on landscape character.
Moderate	A combination of the sensitivity to change and magnitude of effect results in a development that has a moderate effect on visual amenity.	A combination of the sensitivity to change and magnitude of effect results in a development that has a moderate effect on landscape character and resource.
Slight	A combination of the sensitivity to change and magnitude of effect results in a development that has a slight effect on visual amenity.	A combination of the sensitivity to change and magnitude of effect results in a development that has a slight effect on landscape character and resource.
Not Important	A combination of the sensitivity to change and magnitude of effect results in a development that has a non-important effect on visual amenity.	A combination of the sensitivity to change and magnitude of effect results in a development that has a non-important effect on landscape character and resource.

Matrix 5 – Combining Judgements



NB. In accordance with the Landscape Institute's GLVIA3 Statement of Clarification 1/14 28-01-14, non EIA development only assesses 'importance' not 'significance' and therefore for this type of development 'not significant' becomes 'not important'.

Matrix 6 – Nature of Effect

	Visual	Townscape
Adverse	When comparing the existing and proposed visual experience, the proposed changes reduce its quality. This is usually achieved by adding discordant or incongruous visual elements to the composition of the view.	The proposed change introduces elements that are discordant or incongruous with the existing townscape. The proposed change makes a negative contribution to the townscape in its own right, even if contrasting with the prevailing character.
Beneficial	When comparing the existing and proposed visual experience, the proposed changes increase its quality. This is usually achieved by adding positive visual elements to the composition of the view.	The proposed change introduces elements that enhance the existing townscape. The proposed change makes a positive contribution to the townscape in its own right, even if contrasting with the prevailing character.
Neutral	When comparing the existing and proposed visual experience, the proposed changes have no notable impact on its quality. This is usually achieved by there being no notable change in the composition of the view, or by the change in the view being consistent with the existing visual experience and not being sufficiently different to arrive at an adverse or beneficial conclusion.	The proposed change fits into the existing character without introducing either positive or negative elements, or that these balance to create a neutral effect.