

# LODGE ROAD, HURST

## LANDSCAPE AND VISUAL APPRAISAL

Prepared on behalf of

**Forays Homes**

FOR1578lva



Placing development well

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Landscape and Visual Appraisal	
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## 1.0 Executive Summary

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- i. LVIA Ltd were instructed to undertake a landscape and visual appraisal for 3 detached residential dwellings located at Lodge Road by Forays Homes in March 2025. The site and its surrounding landscape were assessed and a total of six viewpoints were selected to represent a variety of receptors in the surrounding area.
- ii. The aim of this report is to provide an assessment of the potential landscape and visual effects of a proposed development upon the receiving landscape, in line with current legislation and guidance. It comprises two main assessments, the first for landscape and the second for visual effects.
- iii. The assessment has been conducted in line with published best practice guidelines and includes a desk study; (review of local plan policies, published landscape character assessment and production of a computer generated Zone of Theoretical Visibility (ZTV)) and onsite observations.
- iv. The site is currently formed by a field in equestrian use that is bound by hedgerows with trees. Existing dwellings sit to the north and west on Lodge Road and to the south of the site at Nursery Close. Lodge Road is well vegetated with a dense canopy of trees and shrubs that create enclosure. Within the site the field is quite scrubby with the hedgerows around the site boundary are in better condition. The site is gently undulating. The site falls within no areas of national designation related to landscape.
- v. Due to the existing local area, the proposed scheme would not be out of character with its surroundings when considered as part of the wider landscape with development of a similar nature in close proximity to the site to the north, south and partially to the west.
- vi. Mitigation measures have been suggested to aid the schemes visual blending with the existing environs.
- vii. Six viewpoints were considered and of these three were considered to be subject to material visual impacts, viewpoints 2, 3 and 4 that sit close to the site's western boundary along Lodge Road.
- viii. With the implementation of a successful mitigation strategy, the overall impact on the landscape is considered to have a minor/negligible overall effect on the surrounding landscape character and a moderate effect on the visual baseline. It should be considered that this type of development is not out of character within the receiving landscape.

## 2.0 Introduction

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- 2.1.1 LVIA Ltd were commissioned by Forays Homes in March 2025, to carry out a landscape and visual appraisal of the proposed development site located at Lodge Road, Hurst.
- 2.1.2 The brief was to assess the likely landscape and visual impact of the development and identify the degree of change over the existing use and site conditions.
- 2.1.3 The field survey was carried out during April 2025, and all viewpoints were chosen from publicly accessible vantage points.
- 2.1.4 Particular attention was paid to the potential views of receptors of high sensitivity, e.g. users of Public Rights of Way (PRoW).
- 2.1.5 Landscape and visual impact assessments can be defined as a mechanism by which the landscape can be assessed against its capacity to accommodate change. The aim of this report is to provide an assessment of the potential landscape and visual effects of the proposed development upon the receiving landscape, in line with current legislation and guidance.

### **The Site**

- 2.1.6 The site is accessed from Lodge Road and the proposals are for 3 detached residential dwellings with associated landscaping.
- 2.1.7 The site is currently formed by a field in equestrian use that is bound by hedgerows with trees. Existing dwellings sit to the north and west on Lodge Road and to the south of the site at Nursery Close. Lodge Road is well vegetated with a dense canopy of trees and shrubs that create enclosure. Within the site the field is quite scrubby with the hedgerows around the site boundary are in better condition. The site is gently undulating. The site falls within no areas of national designation related to landscape.

## 3.0 Methodology

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- 3.1.1 In conjunction with the landscape survey and assessment of the study area, a detailed visual survey has been undertaken in order to assess any potential visual impact of the development. In order to evaluate what the visual impact of the development will be and what can be done to ameliorate the impact, it is necessary to describe the existing situation to describe a basis against which any change can be assessed.
- 3.1.2 As a matter of best practice the assessment has been undertaken in accordance with the advisory guidelines set out in the document - "Guidelines for Landscape & Visual Impact Assessment – Third Edition", published by The Landscape Institute and Institute of Environmental Assessment (2013).
- 3.1.3 The landscape assessment includes a baseline study that describes, and evaluates the existing landscape and visual resources, focusing on their sensitivity and ability to accommodate change.
- 3.1.4 The prime objective is to minimise the potential impact of the development by minimising the potential for visual impact wherever possible.
- 3.1.5 Information regarding the site and surroundings was gathered from Ordnance Survey maps, aerial photographs and on-site observations.
- 3.1.6 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings on views.
- 3.1.7 Landscape has two separate but closely related aspects; firstly is the impact on the character of the landscape which includes responses that are felt toward the combined effect of the development. The significance of this will depend partly on the number of people affected and also on the judgements about how much the changes will matter in relation to the human senses of those concerned. Secondly, visual impact, in contrast to landscape character, is perhaps less prone to being subjective. Visual impact may occur by means of intrusion and/or obstruction, where visual intrusion is impact on the view without blocking it and visual obstruction is impact on a view that would be hidden by the development.

**Table 1: Landscape Quality (or Condition)**

Landscape Quality (or Condition)	Typical Indicators
<b>Very High</b>	All landscape elements remain intact and in good repair. Buildings are in local vernacular and materials. No detracting elements are evident
<b>High</b>	Most landscape elements remain intact and in good repair. Most buildings are in local vernacular and materials. Few detracting elements are evident
<b>Medium</b>	Some landscape elements remain intact and in good repair. Some buildings are in local vernacular and materials and some detracting elements are evident
<b>Low</b>	Few landscape elements remain intact and in good repair. Few buildings are in local vernacular and materials. Many detracting or incongruous elements are evident
<b>Very Low</b>	No landscape elements remain intact and in good repair. Buildings are not in local vernacular and materials. Detracting or incongruous elements are much in evidence

**Table 2: Landscape Value**

Landscape Value	Typical Indicators
<b>Very High</b>	Areas comprising a clear composition of valued landscape components in robust form and health, free of disruptive visual detractors and with a strong sense of place. Areas containing a strong, balanced structure with distinct features worthy of conservation. Such areas would generally be internationally or nationally recognised designations, such as Areas of Outstanding Natural Beauty (AONB).
<b>High</b>	Areas primarily containing valued landscape components combined in an aesthetically pleasing composition and lacking prominent disruptive visual detractors. Areas containing a strong structure with noteworthy features or elements, exhibiting a sense of place. Such areas would generally be national statutorily designated areas. Such areas may also relate to the setting of internationally or nationally statutory designated areas, such as AONB.
<b>Medium</b>	Areas primarily of valued landscape components combined in an aesthetically pleasing composition with low levels of disruptive visual detractors, exhibiting a recognisable landscape structure. Such areas would generally be non-statutory locally designated areas such as Areas of Great Landscape Value.
<b>Low</b>	Areas containing some features of landscape value but lacking a coherent and aesthetically pleasing composition with frequent detracting visual elements, exhibiting a distinguishable structure often concealed by mixed land uses or development. Such areas would be commonplace at the local level and would generally be undesignated, offering scope for improvement.
<b>Very Low</b>	Areas lacking valued landscape components or comprising degraded, disturbed or derelict features, lacking any aesthetically pleasing composition with a dominance of visually detracting elements, exhibiting mixed land uses which conceal the baseline structure. Such areas would generally be restricted to the local level and identified as requiring recovery.

**Table 3: Character Sensitivity**

Character Sensitivity	Typical Indicators
Very High	<p><b>Landscape elements:</b> Important elements of the landscape susceptible to change and of high quality and condition.</p> <p><b>Scale and Enclosure:</b> Small-scale landform/land cover/ development, human scale indicators, fine grained, enclosed with narrow views, sheltered.</p> <p><b>Manmade influence:</b> Absence of manmade elements, traditional or historic settlements, natural features and 'natural' forms of amenity parkland, perceived as natural 'wild land' lacking in man-made features, land use elements and detractors</p> <p><b>Remoteness and Tranquillity:</b> Sense of peace, isolation or wildness, remote and empty, no evident movement.</p>
High	Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium
Medium	<p><b>Landscape elements:</b> Important elements of the landscape of moderate susceptibility to change and of medium quality and condition.</p> <p><b>Scale and Enclosure:</b> Medium-scale landform/land cover/ development, textured, semi-enclosed with middle distance views.</p> <p><b>Manmade influence:</b> Some presence of man-made elements, which may be partially out of scale with the landscape and be of only partially consistent with vernacular styles.</p> <p><b>Remoteness and Tranquillity:</b> some noise, evident, but not dominant human activity and development, noticeable movement.</p>
Low	Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.
Very Low	<p><b>Landscape elements:</b> Important elements of the landscape insusceptible to change and of low quality and condition.</p> <p><b>Scale and Enclosure:</b> Large-scale landform/land cover/ development, Featureless, coarse grained, open with broad views.</p> <p><b>Manmade influence:</b> Frequent presence of utility, infrastructure or industrial elements, contemporary structures e.g. masts, pylons, cranes, silos, industrial sheds with vertical emphasis, functional man-made land-use patterns and engineered aspects.</p> <p><b>Remoteness and Tranquillity:</b> Busy and noisy, human activity and development, prominent movement.</p>



**Table 4: Landscape Visual Sensitivity**

Landscape Visual Sensitivity	Typical Indicators
Very High	<b>Visual interruption:</b> Flat or gently undulating topography, few if any vegetative or built features. <b>Nature of views:</b> <b>Densely populated, dispersed pattern of small settlements, outward looking settlement, landscape focused recreation routes and/or visitor facilities, distinctive settings, gateways or public viewpoints.</b>
High	<b>Where, on the whole, indicators do not meet the Very High criteria but exceed those for Medium.</b>
Medium	<b>Visual interruption:</b> Undulating or gently rolling topography, some vegetative and built features. <b>Nature of views:</b> <b>Moderate density of population, settlements of moderate size with some views outwards, routes with some degree of focus on the landscape.</b>
Low	<b>Where, on the whole, indicators do not meet the Medium criteria but exceed those for Very Low.</b>
Very Low	<b>Visual interruption:</b> Rolling topography, frequent vegetative or built features. <b>Nature of views:</b> <b>Unpopulated or sparsely populated, concentrated pattern of large settlements, introspective settlement, inaccessible, indistinctive or industrial settings.</b>

**Table 5: Definition of Magnitude of Landscape Impacts**

Magnitude	Description
Large	Total loss of or major alteration to key valued elements, features, and characteristics of the baseline or introduction of elements considered being prominent and totally uncharacteristic when set within the attributes of the receiving landscape. Would be at a considerable variance with the landform, scale and pattern of the landscape. Would cause a high quality landscape to be permanently changed and its quality diminished.
Medium	Partial loss of or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be considered to be substantially uncharacteristic when set within the attributes of the receiving landscape. Would be out of scale with the landscape, and at odds with the local pattern and landform. Will leave an adverse impact on a landscape of recognised quality.
Small	Minor loss or alteration to one or more key elements, features, characteristics of the baseline or introduction of elements that may be prominent but may not be uncharacteristic when set within the attributes of the receiving landscape. May not quite fit into the landform and scale of the landscape. Affect an area of recognised landscape character
Negligible	Very minor loss or alteration to one or more key elements, features, and characteristics of the baseline or introduction of elements that are not uncharacteristic when set within the attributes of the receiving landscape. Maintain existing landscape quality, and maybe slightly at odds to the scale, landform and pattern of the landscape.

3.1.8 'Material' landscape effects would be those effects assessed to be major or major/moderate and are indicated by shading in the following table.

**Table 6: Significance of Landscape Effects**

Magnitude	Sensitivity				
	Very High	High	Medium	Low	Very Low
<b>Large</b>	Major	Major	Major/ moderate	Moderate	Moderate/ minor
<b>Medium</b>	Major	Major/ moderate	Moderate	Moderate/ minor	Minor/ negligible
<b>Small</b>	Moderate	Moderate/ minor	Minor	Negligible	Negligible
<b>Negligible</b>	Minor/ moderate	Minor	Minor/ negligible	Negligible	Negligible

3.1.9 The prediction and extent of effect cannot always be absolute. It is for each assessment to determine the assessment criteria and the significance thresholds, using informed and well-reasoned professional judgement supported by thorough justification for their selection, and explanation as to how the conclusions about significance for each effect assessed have been derived, as noted in GLVIA 3rd edition para 2.23-2.26 and 3.32-36.

3.1.10 In order to determine the magnitude of impact for any critical viewpoints of the subject site, whether in the immediate locality or further afield, the assessment of visual impact takes into account the;

- Sensitivity of the views and viewers (visual receptor) affected;
- Extent of the proposed development that will be visible;
- Degree of visual intrusion or obstruction that will occur;
- Distance of the view;
- Change in character or quality of the view compared to the existing.

3.1.11 The locations from which the proposed development will be visible are known as 'visual receptors'. For the purposes of a visual assessment the visual receptors would be graded according to their sensitivity to change.

**Table 7: Visual Receptor Sensitivity**

Receptor Sensitivity	Description
High	Occupiers of residential properties. Users of outdoor recreational facilities, including public rights of way, whose attention or interest may be focused on the landscape <b>Communities where the development results in changes in the landscape setting or valued views enjoyed by the community.</b>
Medium	People travelling through or past the affected landscape in cars, on trains or other transport routes where higher speeds are involved and views sporadic and short-lived. <b>People engaged in outdoor recreation where enjoyment of the landscape is incidental rather than the main interest.</b>
Low	People at their place of work, Industrial facilities.

**Table 8: Definition of Magnitude of Visual Impact**

Magnitude	Description
Very Large	<p>The development would result in a dramatic change in the existing view and/or would cause a dramatic change in the quality and/or character of the view. The development would appear large scale and/or form the dominant elements within the overall view and/or may be in full view the observer or receptor.</p> <p>Commanding, controlling the view.</p>
Large	<p>The development would result in a prominent change in the existing view and/or would cause a prominent change in the quality and/or character of the view. The development would form prominent elements within the overall view and/or may be easily noticed by the observer or receptor.</p> <p>Standing out, striking, sharp, unmistakeable, easily seen.</p>
Medium	<p>The development would result in a noticeable change in the existing view and/or would cause a noticeable change in the quality and/or character of the view. The development would form a conspicuous element within the overall view and/or may be readily noticed by the observer or receptor.</p> <p>Noticeable, distinct, catching the eye or attention, clearly visible, well defined.</p>
Small	<p>The development would result in a perceptible change in the existing view, and/or without affecting the overall quality and/or character of the view. The development would form an apparent small element in the wider landscape that may be missed by the observer or receptor.</p> <p>Visible, evident, obvious.</p>
Very Small	<p>The development would result in a barely perceptible change in the existing view, and/or without affecting the overall quality and/or would form an inconspicuous minor element in the wider landscape that may be missed by the observer or receptor.</p> <p>Lacking sharpness of definition, not obvious, indistinct, not clear, obscure, blurred, indefinite.</p>
Negligible	<p>Only a small part of the development would be discernible and/or it is at such a distance that no change to the existing view can be appreciated.</p> <p>Weak, not legible, near limit of acuity of human eye.</p>

**Table 9: Significance of Visual Effects**

Magnitude	Sensitivity		
	High	Medium	Low
Very large	Major	Major	Major/moderate
Large	Major	Major/moderate	Moderate
Medium	Major/moderate	Moderate	Moderate/minor
Small	Moderate	Moderate/minor	Minor
Very Small	Minor	Minor	Negligible
Negligible	Negligible	Negligible	Negligible

(Shaded areas show material effects)

## 4.0 Landscape Baseline

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### Landscape Baseline

- 4.1.1 The overall landscape character of the site and its surroundings can be determined as the result of the relationship between landform, land cover, landscape elements and climate.
- 4.1.2 An Approach to Landscape Character Assessment which was published by Natural England in 2014 offers five key principles of Landscape Assessment at paragraph 1.4. These are given as:
- Landscape is everywhere and all landscape and seascape has character;
  - Landscape occurs at all scales and the process of Landscape Character Assessment can be undertaken at any scale;
  - The process of Landscape Character Assessment should involve an understanding of how the landscape is perceived and experienced by people;
  - A Landscape Character Assessment can provide a landscape evidence base to inform a range of decisions and applications;
  - A Landscape Character Assessment can provide an integrating spatial framework – a multitude of variables come together to give us our distinctive landscapes.
- 4.1.3 The NCA of relevance to the study area, the site and its vicinity is NCA 115: Thames Valley. The key characteristics of NCA 115 are defined as below. Points of relevance to the site and setting are shown highlighted in bold text:
- Flat and low-lying land, rising to low, river-terraced hills, which include the prominent local outcrop of chalk on which Windsor Castle sits.
  - The underlying geology is dominated by the London Clay which, over much of the area, is overlain by river-lain sands and gravels.
  - The numerous hydrological features provide unity to an area which otherwise lacks homogeneity; these features include the River Thames and its tributaries, streams, lakes, canals and open waterbodies (the result of restored gravel workings).
  - Woodlands characterise the north-western area, with the wooded character extending up to the southern edge of the Chiltern Hills.
  - Farming is limited. Where it survives, grazed pasture is the major land use within a generally open, flat and featureless landscape. The field pattern is medium-scale and irregular, with smaller fields to the west. Localised areas of species-rich hay meadows provide a splash of colour in summer.
  - Although densely populated and developed, pockets of woodland, open grassland, parkland, wetlands and intimate meadows provide escape and tranquillity, and include a variety of habitats supporting important populations of many species, notably stag beetle, shoveler, gadwall and other invertebrates and wildfowl.
  - Towards London in the east, the natural character of the area is overtaken by urban influences: a dense network of roads (including the M25 corridor), Heathrow Airport,

railway lines, golf courses, pylon lines, reservoirs, extensive mineral extraction and numerous flooded gravel pits.

- There are small but biologically important areas of lowland heathland – especially on higher sandy ground in the north – and a small area to the south falls within the Thames Basin Heaths Special Protection Area (SPA) buffer zone.
- To the south, the open Thames flood plain dominates, with its associated flat grazing land, becoming characterised by a number of formal historic landscapes on higher ground. Between Hampton and Kew, the River Thames forms the focus of a series of designed landscapes.
- The area has an urban character, and there are very few villages of more traditional character, although almost half of the area is greenbelt land and development has been restricted in areas like Crown Estate land and Eton College grounds.
- The river is closely associated with numerous historic places and cultural events, such as the signing of Magna Carta at Runnymede. Tourists from all over the world are drawn to the rich heritage of the area, flocking to attractions like Hampton Court Palace and Windsor Castle.
- The area is important for recreation, both for residents and visitors. Historic parkland and commons provide access to green space, the Thames Path National Trail runs the length of the NCA, and a variety of activities are enjoyed on the river and other waterbodies.

4.1.4 The national character area NCA 115 covers a relatively wide and diverse area. The context of the site shows very few of the key characteristics which is to be expected due to the relatively large scale of the NCA.

### **Sub-Regional Character**

#### Wokingham Borough Landscape Character Assessment (WBLCA)

4.1.5 The site falls within landscape character type (LCT) C: River Terrace within a ‘pocket’ created by dwellings. The site’s western boundary along Lodge Road follows the boundary of LCT B: River Valley with Open Water.

4.1.6 LCT C is described as (points of relevance to the site and setting are shown highlighted in bold text):

*The LCT is distinguished by a flat landform of younger river terraces, close to the modern rivers. A semi-enclosed landscape of large-scale agricultural fields, divided by post and wire fencing or hedgerows, with settlement connections to the adjacent river.*

4.1.7 The LCT is further subdivided into landscape character areas (LCA). The site falls within landscape character area C2: Hurst River Terrace. The key characteristics of relevance to the study area are reproduced below. Points of relevance to the site and setting are shown highlighted in bold text:

- Flat lowland landscape with gently shelving slopes down to the Loddon river valley. Geologically varied, the area is underlain by clay with sand and gravel river terrace deposits with impervious soils affected by high groundwater and short-term flooding.

- Network of water features from minor drainage channels radiating into the Loddon Valley; deep drainage ditches around the fields; and scattered farm ponds.
- Simple agricultural landscape of mainly arable farmland, with pasture enclosed in relatively large straight-sided fields, **including smaller areas of horse and pony paddocks.**
- Open character with relatively few boundaries marked by vegetation. Hedgerow or roadside trees are relatively scarce and scattered.
- Villages located around historic cores including Whistley Green and Hurst, which has a Conservation Area. Newer linear development within these settlements is aligned along the network of roads and rural lanes. There is no strong local vernacular, although there are fine early buildings and building character is unified by the presence of red brick.
- Regular pattern of river terrace farmsteads along the rural lanes, some of which are listed. Many have large-scale modern agricultural buildings which are prominent in the landscape.
- A rural and tranquil area, with only southern edge affected by movement and noise of the M4 and its junction with the A329 (M) and crossed by pylons.
- Wooded horizons created by the wooded character of the adjoining Loddon valley and the woods and hedgerow trees of K1 and I4.

4.1.8 The context of the site exhibits few or none of the key characteristics of LCA C2. These are predominantly related to the current equestrian use of the site.

4.1.9 As the site falls close the boundary of the LCT, LCA and settlement it is likely that it will exhibit characteristics of more than one area and will feel more transitional in nature.

### **Landscape Sensitivity**

4.1.10 The site is currently formed by a field in equestrian use that is bound by hedgerows with trees. Existing dwellings sit to the north and west on Lodge Road and to the south of the site at Nursery Close. Lodge Road is well vegetated with a dense canopy of trees and shrubs that create enclosure. Within the site the field is quite scrubby with the hedgerows around the site boundary are in better condition. The site is gently undulating. The site falls within no areas of national designation related to landscape.

4.1.11 Road noise can be heard within the site from the wider road network and existing adjacent residential development that sits around the site has some visual interconnectivity with the site.

4.1.12 The area contains some features of landscape value but lacks a coherent composition. The landscape elements within the area are commonplace at the local level and are of varying quality. There is frequent presence of manmade elements and road noise and human activity is noticeable. Frequent vegetative and built features create enclosure. The site sits within a partial 'pocket' of residential dwellings formed by the existing settlement edge at Lodge Road and Nursery Close.

4.1.13 Due to the context formed by the receiving landscape, the susceptibility to change is considered to be medium and the value is considered to be medium. The overall sensitivity of the landscape is considered to be medium.



- 4.1.14 The proposal would be consistent with the current landscape character of the site and its surrounding context. With a successful mitigation strategy, the proposal would further integrate with its setting.

## 5.0 Visual Baseline

### Limits to study Area

- 5.1.1 The limits to the study area have been determined by the visual envelope of the development site. This area has been adopted as the main study area, as it surrounds the site and may be considered likely to be most impacted by physical change.
- 5.1.2 In order to assist in the assessment of the potential visual effects of any development, a computer-generated Zone of Theoretical Visibility (ZTV) has been modelled. The computer ZTV is used as a working tool to inform the assessment team of the extent of the zone within which the proposed development may have an influence or effect on landscape character and visual amenity and the areas within which the study area together with site survey work should be concentrated. It should be noted that this is a topographical information based exercise with no account being taken of the potential effects of vegetation or buildings acting as a visual barrier. The ZTV is shown in Figure 3: Zone of Theoretical Visibility.
- 5.1.3 The initial study area was set to a radius of approximately 2.5km from the centre of the site (approximately N51°27'20, W00°51'36) on the basis that at this distance, this form of development, when seen by the human eye, would be hardly discernible or not legible.
- 5.1.4 Viewpoints have been detailed in table 10: Viewpoint Details which outlines location and rationale for selection.

**Table 10: Viewpoint Details**

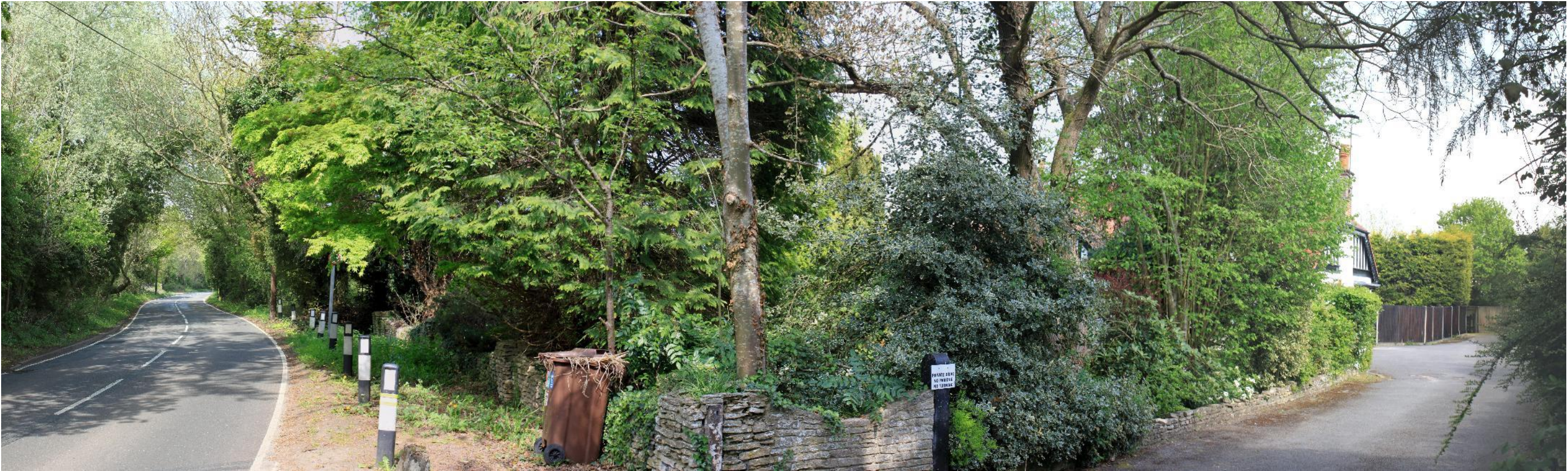
No	Location	Distance (km) and direction of view	Northing	Westing	Sensitivity of Visual Receptor
1	Lodge Road at access to Nursery Close	0.06, NE	51°27'17	00°51'39	Medium – Road users
2	Lodge Road	0.02, NE	51°27'18	00°51'39	Medium – Road users
3	Lodge Road	0.01, E	51°27'19	00°51'39	Medium – Road users
4	Lodge Road	0.01, E	51°27'20	00°51'39	Medium – Road users
5	Lodge Road	0.02, SE	51°27'22	00°51'38	Medium – Road users
6	Tape Lane	0.25, W	51°27'21	00°51'21	Medium – Road users

## **Views to the site**

- 5.1.5 It is clear that, despite the study area being potentially visible from a wide variety of locations, at varying distances and from a limited number of private and public areas, the visual envelope is actually quite limited.
- 5.1.6 The visibility of the site is dependent on a range of factors, including location of viewpoint, distance of view, the angle of the sun, time of year and climatic conditions. Of equal importance will be whether the site is seen completely or in part of the skyline, where land provides a backcloth and where there is a complex foreground or an expansive landscape surrounding the view. The aspect of dwellings and whether it is a main view or one from a secondary window less frequently used is also a consideration.
- 5.1.7 A photographic study of the site has been undertaken. The viewpoints are at varying distances from the site and have been selected to represent potential views seen by the most sensitive receptors from around the site.
- 5.1.8 The site visit has been undertaken during months when vegetation has begun to regrow its foliage and is acting as partial visual barriers. In months when vegetation has lost its foliage, it will act as less dense visual barriers and in months when it retains its foliage will act as denser barriers.
- 5.1.9 The sensitivity of most of the local receptors is assessed as medium as shown in table 7: Visual Receptor Sensitivity.
- 5.1.10 For the field assessment, a Canon EOS 500D camera with an 18-55mm lens was used, set at 35mm focal length. This is in line with best practice as shown in the Visual Representation of Development Proposals technical guidance note issued by the Landscape Institute (Technical Guidance Note 06/19).
- 5.1.11 The site was visited on the 25<sup>th</sup> of April 2025; the weather was bright and clear.



Viewpoint 1: View from Lodge Road at access to Nursery Close



Vp1	Panoramic View (Distance 0.06km looking north east)	
Baseline Description	This is a view from Lodge Road at the access to Nursery Close looking north east towards the proposed site. Lodge Road (B3030) is busy and vehicular noise and movement is clear in the area. Mature trees follow the road and sit on grass verges on either side which forms enclosure to potential longer range views of the landscape. Partial views of the existing dwellings that sit along Nursery Close are available with curtilages formed by a combination of vegetation, walls and fencing. Telegraph poles form manmade elements with a vertical emphasis on the view.	
Predicted change	From this viewpoint, the proposals will not be discernible in the view due to the vegetation that follows the road forming visual barriers to potential views. In winter months there exists the potential for filtered views towards the site of small parts of the proposals, which will be seen in the context of the existing residential dwellings.	
Type of effect	The introduction of the proposed building would be comparable to the type of residential dwellings that sit in close proximity to the site and would have no effect on the quality of the present environment.	
Magnitude of Change	The development would result in a weak change in the view that would be discernible to an observer during winter months.	
Assessment	Sensitivity	Medium – Road users
	Magnitude	Negligible
Significance of Effect		Negligible – Not a material change



Viewpoint 2: View from Lodge Road



Vp2	Panoramic View (Distance 0.02km looking north east)	
Baseline Description	This is a view from Lodge Road looking north east towards the proposed site. Lodge Road (B3030) is busy and vehicular noise and movement is clear in the area. Mature trees and a drystone wall follow the road and sit on a grass verge along the road. Street furniture in the form of road signage sits along the road. Partial views of an existing dwellings that sits along Nursery Close is available through the filter formed by the existing vegetation that follows the road. Telegraph poles form manmade elements with a vertical emphasis on the view.	
Predicted change	From this viewpoint, the proposals will be perceptible in the view due to the vegetation that follows the road forming partial visual filters to potential views. Views will be experienced from moving vehicles as they pass, and the evident change will be transitional.	
Type of effect	The introduction of the proposed building would be comparable to the type of residential dwellings that sit in close proximity to the site and would form a limited reduction to the quality of the present environment.	
Magnitude of Change	The development would result in a perceptible change in the view that would be evident to an observer.	
Assessment	Sensitivity Magnitude	Medium – Road users Small
Significance of Effect		Moderate/minor – Not a material change



*Viewpoint 3: View from Lodge Road – 0.01km looking east*





*Viewpoint 4: View from Lodge Road – 0.01km looking east*





Viewpoint 5: View from Lodge Road – 0.01km looking south east



Vps 3, 4 & 5		Panoramic Views	
Baseline Description	These are views from a section of Lodge Road from close range looking towards the site. The road is bound by mature hedgerows with trees with the east of the road which represent the site’s western boundary. Views into the site are available where the field access gateway forms a break in the vegetation boundary, but the amount of visibility varies along its route due to the relatively dense planting forming filters in most places. The vista that is created allows views of the field which forms the sites interior and vegetation that forms the site’s eastern boundary is partly visible beyond creating enclosure. Telegraph poles form manmade elements with a vertical emphasis on views. The walled front curtilage of The Old Lodge that sits to the west of the site is visible.		
Predicted change	From these viewpoints, the proposals will sit beyond the mature vegetation that follows this section of Lodge Road excepting where some limited gaps exist, such as at the field boundary gateway. The change will be prominent in the views and will be easily seen through these gaps in the vegetation, which is to be retained. This is to be expected given the close proximity of the viewpoints.		
Type of effect	The introduction of the proposed building would be comparable to the type of residential dwellings that sit in close proximity to the site but would form a reduction to the quality of the present environment.		
Magnitude of Change	The development would result in a prominent change in views that would be easily seen by an observer.		
Assessment	Sensitivity	Medium – Road users	
	Magnitude	Large	
Significance of Effect		Major/moderate – A material change	



Viewpoint 6: View from Tape Lane



Vp6	Panoramic View (Distance 0.25km looking west)	
Baseline Description	This is a view from Tape Lane looking west towards the proposed site. A hedgerow with intermittent trees follows Tape Lane and sit on a grass verge which creates a filter to views of the field beyond. The field is in equestrian use and enclosed to the west by a mature tree line which sits to the east of the site boundary. Telegraph poles form manmade elements with a vertical emphasis on the view.	
Predicted change	From this viewpoint, the proposals will not be discernible in the view due to the vegetation that sits in the intervening landscape forming visual barriers to potential views. In winter months there exists the potential for heavily filtered of small parts of the proposals.	
Type of effect	The introduction of the proposed building would be comparable to the type of residential dwellings that sit in close proximity to the site and would have no effect on the quality of the present environment.	
Magnitude of Change	The development would result in a weak change in the view that would be discernible to an observer during winter months.	
Assessment	Sensitivity	Medium – Road users
	Magnitude	Negligible
Significance of Effect		Negligible – Not a material change



## 6.0 Characteristics of Proposal

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- 6.1.1 The proposed development is for 3 detached residential dwellings with associated landscaping.
- 6.1.2 The construction of building elements, together with associated traffic, parking, lighting and security fencing can temporarily but substantially change the landscape character of an area and impact upon its existing visual and/or recreational amenity.
- 6.1.3 In order to minimise potential impacts, together with the optimum benefit for landscape character and visual amenity the proposals should provide environmental enhancement and make a positive contribution to the landscape, not only of the development itself, but to its wider setting. This should include visual barriers as close to the viewer as possible. Its principal objectives are to:
- Minimise views from residential areas
  - Assist visual integration of the development
  - Provide an internal site landscape structure and enhance internal road corridors
  - Reinforce the opportunity to maintain wildlife corridors at the site boundaries.
- 6.1.4 The initial construction phase will give rise to temporary, short term impacts. Any modifications or extensions that occur from time to time in the future will also give rise to this short term construction impact.
- 6.1.5 The site and its context has an overall weighted medium landscape sensitivity. This conclusion was reached in line with the definitions of landscape impact shown in tables 1 to 4 within this document.
- 6.1.6 The scale and nature of the proposal and its juxtaposition to other built form will have an overall weighted landscape impact that could be considered small as they are not uncharacteristic when set within the attributes of the existing landscape. This conclusion was reached in line with the definitions of landscape impact shown in table 5 within this document.
- 6.1.7 The overall weighted level of landscape effect can be considered minor (i.e. not a material change).
- 6.1.8 The visual impact and the significance of the impacts of the development on the open countryside have been assessed as potentially major/moderate (i.e. a material change) without mitigation from viewpoints that sit close to the site boundary along Lodge Road.
- 6.1.9 The visual change from the local landscape is generally localised and limited due to the mature vegetation that sits in the surrounding landscape and the similar setting of the receiving landscape.
- 6.1.10 There will likely be some level of intervisibility with dwellings that sit close to the site boundary such as those at Nursery Lane and Lodge Road.
- 6.1.11 Measures have been recommended to further reduce these impacts and these are located in section 7.0: Mitigation.

## 7.0 Mitigation

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### 7.1.1 Mitigation measures would include:

- Management and retention of the native tree and hedgerow planting that sits around the site boundary;
- Additional ornamental planting within residential frontages to encourage year round interest and pollinators;
- The heights of the proposed dwellings to reflect those of the surrounding dwellings;
- Built form set back from boundaries to allow growth of boundary vegetation;
- The use of materials for the external envelope of the buildings which minimise potential visual intrusion and follow the local vernacular to aid visual blending.

### 7.1.2 With suitable mitigation measures, the development will have a moderate visual impact and a minor/negligible character impact (i.e. not a material change).

## 8.0 Conclusion

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- 8.1.1 The scale and nature of the development and its juxtaposition to other existing residential development and the receiving settlement fringe will have a medium landscape character sensitivity and the magnitude of change is small; therefore resulting in a level of landscape effect of minor (i.e. not a material change).
- 8.1.2 The visual effects are generally localised and limited due in most part to dense intervening mature vegetation between the viewer and site, the topography in the area and the similar setting of the proposed scheme formed by residential dwellings.
- 8.1.3 For the proposed site and the surroundings during construction, an increase of delivery vehicles and people travelling to the works can be expected. These effects will be short lived however and will not require mitigation during the construction process.
- 8.1.4 The viewpoints assessed showed that although the site is at least partly visible from most of the six assessed, only views from close the site's eastern boundary along Lodge Road can be considered subject to a material change, these are viewpoints 2,3 and 4.
- 8.1.5 The majority of receptors in the local area can be considered of a medium sensitivity (road users). The visual impact of the development on the open countryside has been assessed, at worst case scenario, as major/moderate (i.e. a material change) from viewpoints 2, 3 and 4 that sit close to the site's boundary. Other viewpoints offer limited views of the site due in most part to mature vegetation acting as visual barriers.
- 8.1.6 With suitable mitigation measures, the development will have a moderate visual impact and a minor/negligible landscape impact (i.e. not a material change).

## 9.0 Appendices

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Figure 1: Ordnance Survey Map

Figure 2: Aerial Photograph

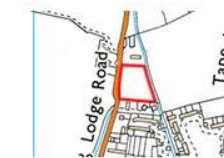
Figure 3: Zone of Theoretical Visibility

Figure 4: Viewpoint Location Plan





# LEGEND



Site boundary



For ordnance survey map legend, refer to:  
<https://www.ordnancesurvey.co.uk/docs/legends/25k-raster-legend.pdf>

Scheme: Lodge Road, Hurst

Drawing: Ordnance Survey Plan

Figure No: 1

LVIA Ltd Ref: FOR1578

Scale: NTS@A3

Drawn: SC

Checked: JPF







# LEGEND



Site boundary



Image supplied by Google Maps  
<https://maps.google.co.uk/>  
 Accessed 30/04/25

Scheme: Lodge Road, Hurst

Drawing: Aerial Photograph

Figure No: 2

LVIA Ltd Ref: FOR1578

Scale: NTS@A3

Drawn: SC

Checked: JPF







## LEGEND



Site boundary

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 8.0m height with mapinfo and represents surface topography, without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.



Scheme: Lodge Road, Hurst

Drawing: Zone of Theoretical Visibility

Figure No: 3

LVIA Ltd Ref: FOR1578

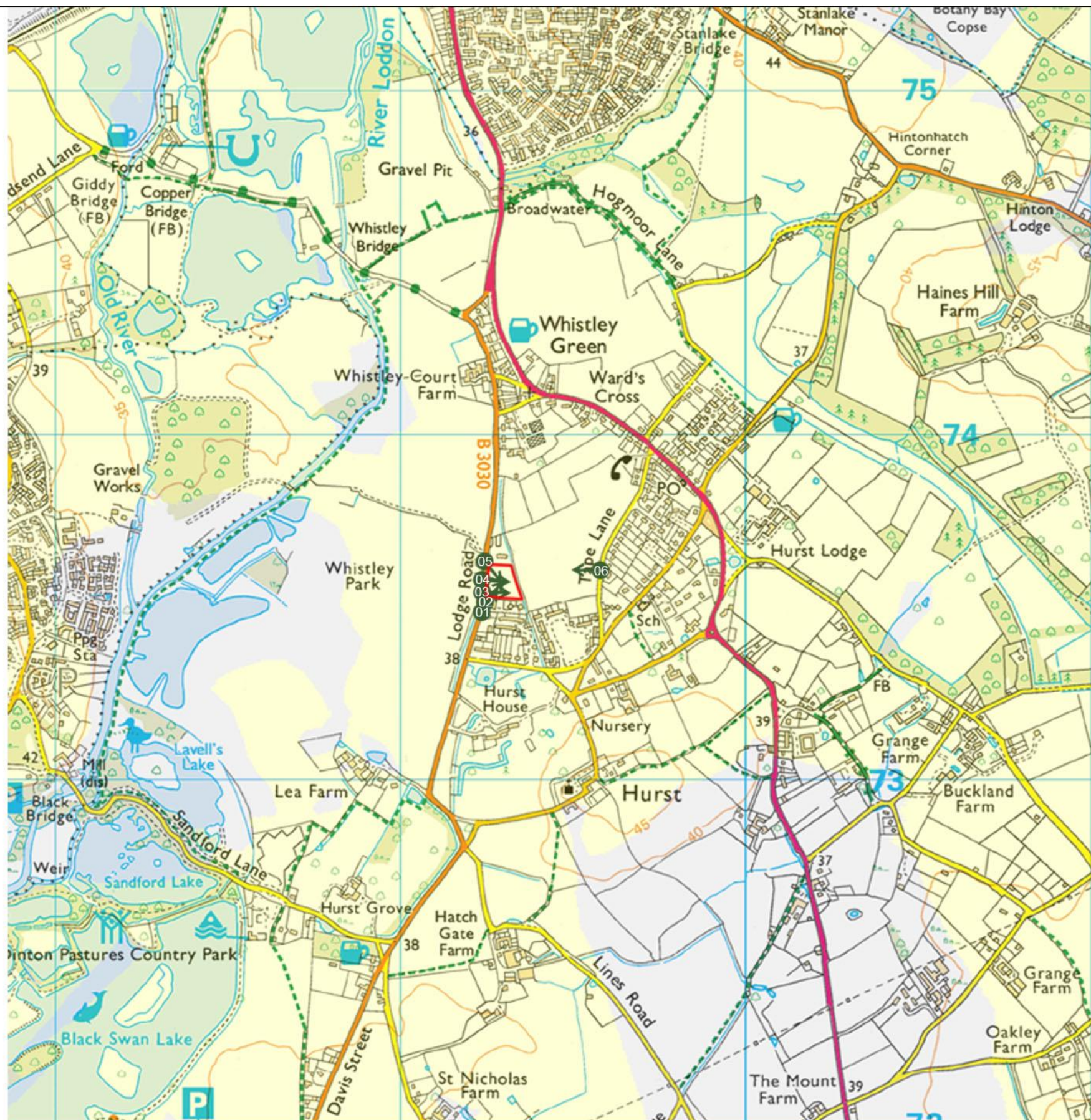
Scale: NTS@A3

Drawn: SC

Checked: JPF







# LEGEND



Site boundary



Viewpoint location

Zone of theoretical visibility



Yellow wash - Potential view



Grey wash - No potential view

NB: Viewshed analysis run with 1.6m viewer height and buildings at a 8.0m height with mapinfo and represents surface topography, without taking into account potential visual barriers in the form of trees, hedgerows, woodland, buildings and other manmade elements.

Full extent of ZTV shown on Figure 3



Scheme: Lodge Road, Hurst

Drawing: Viewpoint Location Plan

Figure No: 4

LVIA Ltd Ref: FOR1578

Scale: NTS@A3

Drawn: SC

Checked: JPF







## Placing development well

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LANDSCAPE / TOWNSCAPE & VISUAL IMPACT ASSESSMENT | GREEN BELT ANALYSIS  
PROJECT MANAGEMENT | EXPERT WITNESS | LANDSCAPE DESIGN & PLANNING  
LANDSCAPE MANAGEMENT