



Land South of Guarlford Road,
Malvern

Landscape and Visual Impact Assessment

Prepared by
CSA Environmental

on behalf of
Fisher German LLP

Report No: CSA/4783/04

July 2020

Report Reference	Revision	Date	Prepared by	Approved by	Comments
CSA/4783/04	-	26/05/2020	SG	CA	DRAFT
CSA/4783/04	-	27/07/2020	SG	CA	issue



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1.0 INTRODUCTION

- 1.1 CSA Environmental has been appointed by Fisher German LLP to undertake a landscape and visual impact assessment of land to the south of Guarlford Road, Malvern (the 'Site'). The proposal is for an outline planning application for residential development of up to 180 new homes, with access off Guarlford Road applied for in full.
- 1.2 The Site lies within the administrative area of Malvern Hills District Council. The location and extent of the Site is shown on the Location Plan at **Appendix A** and on the Aerial Photograph at **Appendix B**.
- 1.3 This assessment describes the existing landscape character and quality of the Site and the surrounding area. The report then goes on to discuss the ability of the Site to accommodate the development proposals, and the potential landscape and visual effects on the wider area.

Methodology

- 1.4 This assessment is based on a site visit undertaken by a suitably qualified and experienced Landscape Architect in May 2020. The weather conditions at the time were sunny and visibility was very good.
- 1.5 In landscape and visual impact assessments, a distinction is drawn between landscape effects (i.e. effects on the character or quality of the landscape irrespective of whether there are any views of the landscape, or viewers to see them) and visual effects (i.e. effects on people's views of the landscape from public vantage points, including public rights of way and other areas with general public access, as well as effects from any residential properties). This report therefore considers the potential impact of the development on both landscape character and visibility. The methodology utilised in this report is contained in **Appendix I**.
- 1.6 Photographs contained within this document (**Appendix C**) were taken using a digital camera with a lens focal length approximating to 50mm, to give a similar depth of vision to the human eye. In some instances images have been combined to create a panorama. The photographs and visualisations within this report have been prepared in general conformance with the Landscape Institute's Technical Guidance Note 06/19, as set out in the Methodology in **Appendix I**.

2.0 LANDSCAPE POLICY CONTEXT

National Planning Policy Framework (February 2019)

- 2.1 National policy is set out in the National Planning Policy Framework ('NPPF') and those parts relevant to this assessment are summarised below.
- 2.2 Paragraphs 10 and 11 of the NPPF state that at the heart of the Framework is a presumption in favour of sustainable development, which should be applied in relation to both plan-making and decision-taking.
- 2.3 Paragraph 20 of the NPPF states that strategic policies should set out an overall strategy for the pattern, scale and quality of development, and make sufficient provision for, among other elements, the '*(d) conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.*'
- 2.4 Section 12 of the NPPF sets out that planning policies and decisions should support the creation of high quality buildings and places. Paragraph 125 states that '*... design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics.*'
- 2.5 Paragraph 127 states that planning policies and decisions, should ensure that developments, amongst others:
- '*will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - '*are visually attractive as a result of good architecture, layout and effective landscaping;*
 - '*are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change...*'
- 2.6 Paragraph 130 states that development should be refused where poor design '*... fails to take the opportunities available for improving the character and quality of an area and the way it functions...*' after

having taken other design guidance into account. The paragraph continues that design should not be used for a reason for refusal when proposals accord with plan policies.

- 2.7 Section 15 of the NPPF deals with conserving and enhancing the natural environment. Paragraph 170 of the document states that the planning system should contribute to the protection and enhancement of the natural and local environment through, among other things, protecting and enhancing valued landscapes, '*... (in a manner commensurate with their statutory status or identified quality in the development plan)*'. The paragraph also outlines that the planning system should recognise the, '*...intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland.*'
- 2.8 Paragraph 172 notes that great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The paragraph goes on to state that planning permission should be refused for major developments in these designated areas except in exceptional circumstances and where it can be demonstrated they are in the public interest. Applications for development should include an assessment of potential detrimental effects on the environment, the landscape and recreational opportunities, and should show the extent to which these could be moderated.
- 2.9 Paragraph 175 notes that in the process of determining planning applications, local planning authorities should apply several principles. Among these, the paragraph notes that, '*(c) development resulting in the loss or deterioration of irreplaceable habitats (such as ancient woodland and ancient or veteran trees) should be refused, unless there are wholly exceptional reasons and a suitable compensation strategy exists*'.

Planning Practice Guidance

- 2.10 The Planning Practice Guidance ('PPG') is in the process of being updated to reflect the changes following the publication of the revised NPPF. Any PPG paragraphs which have not been updated remain relevant until they are updated, insofar as they are consistent with the Revised NPPF 2019. The guidance as relevant to this assessment covers landscape and the natural environment, and the design of new developments.

2.11 Paragraph 001 (ID 26-001-20191001) of the Design: process and tools section sets out the purpose of the guidance, which aims to explain the process and tools that can be employed to achieve well-designed places. The guidance refers to paragraph 130 of the NPPF which relates to ensuring good design, and states that the section should be read in conjunction with the National Design Guide (published Oct, 2019), which it notes should be used in both plan-making and decision making. Ten good design characteristics are identified in the National Design Guide, and these are set out as follows in the PPG:

- Context
- Identity
- Built form
- Movement
- Nature
- Public places
- Uses
- Homes and buildings
- Resources
- Lifespan.

2.12 Paragraphs 006 and 007 deal with masterplans, stating that they should be site specific and should '*... set the vision and implementation strategy for a development...*'. Paragraph 006 notes that they may need to be accompanied by other technical reports including landscape assessment and proposals for securing biodiversity net gain.

2.13 The Natural environment section of the guidance aims to explain the key issues to consider in relation to the implementation of policies to protect and enhance the natural environment, including local requirements.

2.14 Paragraph 004 defines Green Infrastructure, while in paragraph 005 it explains its importance as a natural capital asset that provides multiple benefits, including enhanced biodiversity, landscapes and urban cooling. In paragraph 006 the guidance sets out the planning goals green infrastructure can assist in achieving, and these are:

- *Building a strong, competitive economy;*
- *Achieving well-designed places;*
- *Promoting healthy and safe communities;*
- *Mitigating climate change, flooding and coastal change;*

- *Conserving and enhancing the natural environment.*

2.15 The final paragraph (008) in the green infrastructure sub-section notes that:

'Green infrastructure opportunities and requirements need to be considered at the earliest stages of development proposals, as an integral part of development and infrastructure provision, and taking into account existing natural assets and the most suitable locations and types of new provision.'

2.16 Within the Biodiversity, geodiversity and ecosystems section, the topic of net gain has been included. Paragraph 020 describes net gain as *'... an approach to development that leaves the natural environment in a measurably better state than it was beforehand. Net gain is an umbrella term for both biodiversity net gain and wider environmental net gain.'*

2.17 In the Landscape section of the guidance, paragraph 036 refers to that part of paragraph 170 of the NPPF which deals with the recognition of the intrinsic character and beauty of the countryside in local plans, and the need for strategic policies to *'... provide for the conservation and enhancement of landscapes. This can include nationally and locally-designated landscapes but also the wider countryside.'* Paragraph 036 goes on to note that:

'Where landscapes have a particular local value, it is important for policies to identify their special characteristics and be supported by proportionate evidence. Policies may set out criteria against which proposals for development affecting these areas will be assessed. Plans can also include policies to avoid adverse impacts on landscapes and to set out necessary mitigation measures, such as appropriate design principles and visual screening, where necessary. The cumulative impacts of development on the landscape need to be considered carefully.'

2.18 Paragraph 041 of the Landscape section deals with the approach to development within National Parks, the Broads and Areas of Outstanding Natural Beauty. It notes that their status as landscapes of the highest quality has to be reflected in the design and location of all development in these areas, and refers to the considerations for development as set out in paragraph 172 of the NPPF. Development in the setting of one of these protected landscapes is covered in paragraph 042, which states that, where important long views from or to the designated landscapes are identified, or where the land within

and adjoining the designated area is complementary, a sensitive approach which takes potential impacts into account will be needed to avoid significant harm.

National Design Guide

2.19 The National Design Guide (2019) provides guidance to illustrate '*... how well-designed places that are beautiful, enduring and successful can be achieved in practice.*'

2.20 The guidance identifies ten good design characteristics and the following are of most relevance to landscape and visual assessment (our emphasis):

- Context is described as '*... the location of the development and the attributes of its immediate, local and regional surroundings.*' The Guide goes on to state that,

'An understanding of the context, history and cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion.

- *The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings and how a place looks, but how it engages with all of the senses. Local character makes places distinctive. Well-designed, sustainable places with a strong identity give their users, occupiers and owners a sense of pride, helping to create and sustain communities and neighbourhoods.*
- *Nature contributes to the quality of a place, and to people's quality of life, and it is a critical component of well-designed places. Natural features are integrated into well-designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water.'*

Local Policy Context

South Worcester Development Plan 2016

- 2.21 Planning policy for the Malvern Hills District Council is set out in the South Worcester Development Plan, which was adopted in February 2016.
- 2.22 The land to the west of the Site, including Mill Lane adjacent to the northern half of the Site, is allocated for residential development (around 63 dwellings) within Policy SWDP 52d. A detailed planning application has since been approved on the site, for 63 new affordable homes (application reference: 18/01092/FUL), and the development is currently being built (as shown on the Site Location plan in **Appendix A**).
- 2.23 In addition, a further area of land to the south west of the sewage works, north east of Brook Farm Drive, is allocated for around 77 dwellings, within Policy SWDP 52w. Full planning permission has now been granted for the development of 81 new dwellings on the site (application reference: 17/00440/FUL), and the development is almost complete (as shown on the Site Location plan in **Appendix A**).
- 2.24 Further policies of relevance to the Site and the landscape include:
- Policy SWDP 1: Overarching Sustainable Development Principles;
 - Policy SWDP 2: Development Strategy and Settlement Hierarchy;
 - Policy SWDP 5: Green Infrastructure (for development on greenfield sites over 1ha, 40% should be green infrastructure);
 - Policy SWDP 6: Historic Environment;
 - Policy SWDP 21: Design;
 - Policy SWDP 23: The Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty ('AONB');
 - Policy SWDP 25: Landscape Character (which sets out that development proposals and their landscaping schemes should demonstrate that they have taken into account the Landscape Character Assessment and its guidelines; that they are appropriate to, and integrate with, the character of the landscape setting; and that they conserve, and where appropriate, enhance, the primary characteristics and important features of the Land Cover Parcel); and

- Policy SWDP 39: Provision for Green Space and Outdoor Community Uses in New Development (which sets out space standards for the provision of green space).

South Worcester Development Plan Review – Preferred Options Consultation November 2019

- 2.25 The emerging Local Plan was submitted for consultation towards the end of 2019.
- 2.26 The Site benefits from a draft allocation for around 180 dwellings, within draft policy SWDPR 55: Malvern Hills Allocation (site SWDP NEW 92).
- 2.27 Further policies of relevance to the landscape include:
- Draft policy SWDPR 4: Green Infrastructure (for development on greenfield sites over 1ha, 40% should be green infrastructure);
 - Draft policy SWDPR 5: Historic Environment;
 - Draft policy SWDPR 7: Health and Wellbeing;
 - Draft policy SWDPR 25: Design;
 - Draft policy SWDPR 26: Biodiversity and Geodiversity;
 - Draft policy SWDPR 27: The Cotswolds and Malvern Hills AONBs;
 - Draft policy SWDPR 28: Management of the Historic Environment;
 - Draft policy SWDPR 29: Landscape Character (which is similar to adopted policy SWDP 25); and
 - Draft policy SWDPR 44: Provision of Green Space and Outdoor Community Uses in New Development.

South Worcester Supplementary Planning Documents ('SPDs')

- 2.28 A series of adopted SPDs set out further planning information. These include the Design Guide SPD (adopted March 2018), which includes guidance on respecting the natural and historic environment in new developments.
- 2.29 Planning for Health in South Worcester SPD (adopted September 2017), sets out guidance on how to create healthy communities, including the incorporation of green infrastructure and play and recreation spaces within new developments.

Malvern Town Neighbourhood Plan (made August 2019)

2.30 The Site lies within the area covered by the Neighbourhood Plan. Policies of relevance to the Site and landscape include:

- Policy MG3: Woodland, Trees and Hedgerows;
- Policy MV1: Exceptional Key Views (which states that development proposals must demonstrate they are sited, designed, and of a scale so as not to significantly harm the Exceptional Key Views described in the Visual Study Report, as set out in more detail in Section 3);
- Policy MC2: Healthy Communities;
- Policy MD1: Building Design and Accessibility; and
- Policy MD2: Landscaping and Public Realm.

Malvern Hills AONB Management Plan 2019-2024

2.31 The AONB Management Plan provides guidance on conserving, managing and improving the AONB. While most of the guidance relates to the AONB itself, it should be taken into consideration in developing the layout and landscape design of proposed development, including guidance on the loss or degradation of views, and reflecting the landscape and historic character within new developments.

2.32 In addition to the Management Plan, there are two relevant guidance documents on views from and to the AONB. 'Guidance on Identifying and Grading Views and Viewpoints' sets out several concepts related to views within the area, including how development can affect these views.

2.33 The 'Guidance on how Development can Respect Landscape in Views' sets out detailed guidance to take into consideration when designing new development, to take account of views into and out of the AONB. Guidance relates to principles such as siting and orientation, scale and mass, texture, and colour.

3.0 SITE CONTEXT

Site Context

- 3.1 The Site comprises three arable fields to the south of Guarlford Road, along the eastern edge of Malvern. It extends to 15.05ha. The Site location and its immediate context are illustrated on the Location Plan and Aerial Photograph in **Appendices A** and **B**, and on the photographs contained within **Appendix C**. For ease of description, the Site's three fields have been labelled as areas A to C, as shown on the plans at **Appendix A** and **B**.
- 3.2 The Site is bound to the west by a track known as Mill Lane, which is also a public footpath (public footpath MV-881), with the rear gardens of the houses on Champion Drive adjoining the track to the north west of the Site. To the west of the track, at the southern half of Area A and to the west of Area C, is the land currently being developed for 63 new homes (as set out in Section 2.22), beyond which lies the Sunshine Children's Centre.
- 3.3 To the south of the Site is a sewage works, accessed off Mill Lane. At the western edge of the sewage works, adjacent to the Site's south western corner, are three dwellings, Dendrean, Hill View, and Allwynds, with the Old Mill House located further to the south. There is an area of woodland to the south east of the Site, east of the sewage works. Beyond the Site to the east are further arable fields, with the settlement at Guarlford located around 1.2km east of the Site. There are several scattered properties and farmsteads located between the Site and Guarlford, including several along either side of Guarlford Road.
- 3.4 Area B is bound to the east by another public footpath (public footpath MV-699) located outside of the Site, which leads south from Guarlford Road, past the Site and sewage works, and to Ox Hill and beyond. The eastern boundary of Area C follows a field boundary, located a short distance west of the footpath.
- 3.5 The deep, tree-lined highway verge on either side of Guarlford Road to the north of the Site, forms part of the Malvern Common (the main part of which is located to the south west of the Site). The Common also incorporates other verges within the area, including those along Poolbrook Road and Hall Green.
- 3.6 Area A is bound to the north by the rear gardens of the properties along the southern side of Guarlford Road. Area B is bound to the north by the highway verge forming part of Malvern Common, adjacent to

Guarlford Road. Two residential properties at number 110 and 112 Guarlford Road are indented into the north eastern corner of Area B, accessed off Guarlford Road. The Green Dragon Public House lies a short distance north east of the Site, along the south of the Guarlford Road. Further detached houses on large plots occur to the north of the Site, north of Guarlford Road, with denser, suburban development occurring to the north of Guarlford Road and west of Hall Green.

- 3.7 The spa town of Malvern lies to the west of the Site, located at the foot of the Malvern Hills, which rises up steeply to the west of the town. The Malvern Hills are designated as an AONB, and extend southwards, westwards and north westwards of the town.

Landscape Character Studies

National Character Areas

- 3.8 Natural England has produced profiles for England's National Character Areas ('NCAs'), which divides England into 159 distinct natural areas, defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. The Site is located within NCA 106 – Severn and Avon Vales.
- 3.9 The key characteristics of NCA 106 include a diverse range of flat and gently undulating landscapes. While woodland is sparsely distributed, there is a well wooded impression provided by the frequent hedgerow trees, parkland and surviving traditional orchards, as well as remnants of Chases and Royal Forests. Small pasture fields and commons are prevalent in the west. Many ancient market towns and large villages are located along the rivers, with their cathedrals and churches forming prominent features in the relatively flat landscape.

Worcestershire County Council Landscape Character Assessment Supplementary Guidance – August 2012 (extract contained in **Appendix E**)

- 3.10 The County Council have produced supplementary guidance to explain the concept of landscape character, and to offer guidance on its application. The assessment divides the County into several Regional Character Areas ('RCAs'), with the Site located within the Mid Worcestershire Forest RCA. The Technical Handbook (August 2013; extract in **Appendix E**) which accompanies the assessment describes the Mid Worcestershire Forest RCA as comprising a broad rolling plain stretching eastward from the Malvern and Abberley Hills in the west. The RCA forms part of a large area of Royal Forest, which has resulted

in the dispersed pattern of farmsteads and clusters of wayside dwellings associated with relic commons.

- 3.11 The RCAs are further subdivided into Landscape Types, with the Site located within the Principal Timbered Farmlands. The assessment describes the Principal Timbered Farmlands as having a small scale, wooded, agricultural appearance characterised by filtered views through densely scattered hedgerow trees. It has a dispersed pattern of farmsteads and wayside cottages. Key characteristics, as set out in the extract in **Appendix E**, include a notable pattern of hedgerow trees (predominantly oak), hedgerow boundaries to fields, and an ancient wooded character. The assessment includes a series of landscape guidelines, including maintaining the tree cover of the hedgerow oaks. It also notes the modern impacts on the character of the area, and that additional individual dwellings could be accommodated within the dispersed settlement pattern.
- 3.12 The County Council have also produced Landscape Type Information and Advice Sheets (as included in **Appendix E**). These set out the characteristics of the area, which are similar to those described in the Supplementary Guidance. The Advice Sheet includes guidance on planning and development within the area, including that there may be opportunities to plant new woodlands and hedgerows, and that they should reflect the organic field pattern. It also sets out how the small-scale, filtered views characteristic of the area can be maintained, including through the location and orientation of buildings, and the planting of new trees of appropriate scale.
- 3.13 The description of the RCAs character is generally consistent with our own assessment of the wider landscape, however, the Site is adjacent to the settlement edge of Malvern, and its character is therefore affected by the adjoining urban area.
- 3.14 The assessment further subdivides the Landscape Types into Landscape Description Units ('LDU'), and then further into Land Cover Parcels ('LCP'). The Site is located within LDU MW36, Blackmore Principal Timbered Farmlands. The assessment notes that the land use in the LDU is predominantly pastoral, with a small to medium scale field pattern. It also notes that the condition of the area is influenced by the localised non-inherent land uses, such as industrial estates, incinerator, and caravan sites, with a localised high impact of farm buildings. The field pattern is declining, with boundaries in poor condition, and a poor age structure of hedgerow trees. The assessment finds that the landscape condition of LDU MW36 is poor, and that it has a medium landscape

sensitivity. The Site forms part of LCP MW36a, the detailed characteristics of which are set out in the extract in **Appendix E**.

- 3.15 From our assessment, we would agree that the Site's character is influenced by the adjoining residential areas, which are clearly evident from the Site.

Malvern Hills AONB Environs Landscape and visual sensitivity study – May 2019 (extract in **Appendix F**)

- 3.16 White Consultants undertook a landscape and visual sensitivity study on behalf of the South Worcestershire Councils, of land around Malvern and east of the Malvern Hills AONB, to inform the Development Plan Review. The Site was assessed as part of the larger parcel M34, with parcel M34 identified as one of the more suitable development locations for housing/small scale mixed use development, for the next plan period, from a landscape and visual point of view.

- 3.17 The study considered views from three peaks: North Hill, Worcestershire Beacon, and Pinnacle Hill. It notes that parcel M34 is one of the parcels most visible from Worcestershire Beacon, but that it is not of visual importance in views from the other two peaks (as evident from the extract of the study in **Appendix F**).

- 3.18 The study also included an assessment of the various land parcels, with the extract in **Appendix F** showing the assessment for parcel M34 which includes the Site. As shown on the assessment sheets, the parcel was assessed as being of medium landscape value, stating that: '*The value of the area lies in its mature hedgerow tree cover, its relationship as setting to the Guarford Road common and associated listed common side cottages, location close to an exceptional view corridor and gateway defined on the common in the emerging Malvern Neighbourhood Plan and the views across the area from the Malvern Hills AONB and Ox Hill.*'

- 3.19 The study sets out opportunities and potential for mitigation if the area was to be developed, including that: '*Housing should be located only to the north or in the field south west of the sewage works. To the north it must be separated and screened from the Common and associated houses to the north, with extensive open space and trees to complement the Common's character. Field boundaries to the east should be reinforced with tree belts to form a screen to the east and link into the sewage works woodland. The field boundaries to the south west field should also be strengthened. The existing trees and ponds within the area should be retained to help form part of the GI.*'

Malvern Neighbourhood Plan Visual Study Report – October 2018
(extract in **Appendix G**)

- 3.20 Malvern Town Council commissioned a Visual Study Report to inform their Neighbourhood Plan. The study aimed to identify and map views around the town which are of 'significant' value to the local community, with these views covered by Neighbourhood Plan Policy MV1 (as set out earlier in Section 2.30). Views were scored as either 'exceptional', 'special' or 'representative'.
- 3.21 As shown on the plan in **Appendix G**, there is an 'exceptional view' along Guarlford Road (KVP1), to the north of the Site. In addition, there is a 'key gateway exceptional view' along Guarlford Road, from opposite New House Farm (key gateway 2, and KVP51). Guarlford Road also forms an 'exceptional key view route' (KVR17).
- 3.22 Views from the public rights of way in the vicinity of the Site were assessed as being 'special' (KVR36 and KVP24), as shown in **Appendix G**, and the study notes that these paths are well-used.
- 3.23 As set out later in Section 4, the Site is mostly screened from view from these footpaths, by the dense boundary vegetation along the Site boundaries and within the intervening areas. It should also be noted that the existing development west and north of the Site is already visible from parts of these footpaths, and forms a component of some of the views.

Statutory and Non-Statutory Designations

- 3.24 The Multi Agency Geographic Information for the Countryside Map ('MAGIC') and the Local Plan Proposals Map indicate that the majority of the Site is not covered by any statutory or non-statutory designations for landscape character or quality (please refer to MAGIC Map and Key Designations Plan in **Appendix D**). Guarlford Road and its wide verges form part of the Malvern Common, and are also locally designated as a Local Wildlife Site.
- 3.25 The Malvern Hills AONB lies around 1km south west of the Site at its closest, and incorporates the Malvern Common Site of Special Scientific Interest ('SSSI') here. The rising land within the Malvern Hills AONB is also designated as a SSSI, and lies around 2.2km west of the Site.
- 3.26 There are several Grade II Listed Buildings to the north of the Site, along either side of Guarlford Road. They are:

- 64 Guarlford Road, adjacent to the northern Site boundary;
- 84 Guarlford Road, c. 25m from the northern Site boundary;
- 110 Guarlford Road, immediately east of the Site;
- 112 Guarlford Road, immediately east of the Site;
- 52 Guarlford Road, c. 40m west of the northern extent of the Site; and
- 99 Guarlford Road, c. 80m north of the Site.

3.27 There are several Conservation Areas within Malvern, with the nearest one to the Site being the Great Malvern Conservation Area, located around 1km west of the Site. There is a medieval moated site which is a Scheduled Monument, located around 750m north of the Site, but there is no intervisibility between it and the Site. Similarly, there is no intervisibility between the Site and the Grade II* Registered Park and Garden at Madresfield Court, around 1.5km north east of the Site.

Public Rights of Way

3.28 There are no public rights of way which cross the Site, and there is no public access to the majority of the Site (save for the area where the access is proposed, within the verge of Guarlford Road, which is common land).

3.29 Mill Lane to the west of the Site is designated as a public footpath (public footpath MV-881). It leads south from Guarlford Road, before splitting to continue east, south and westwards.

3.30 A further public footpath (public footpath MV-699) lies adjacent to the Site's eastern boundary, and leads south from Guarlford Road towards Ox Hill.

3.31 Mill Lane and public footpath MV-699 are connected by public footpath MV-705 to the south of the Site, along the southern edge of the sewage works. Further south, along Ox Hill, is bridleway MV-704, which becomes bridleway MV-502 further westwards. There are further public rights of way to the south east, south and south west of the Site, offering many walking routes within the countryside east of Malvern.

3.32 To the north of the Site, north of Guarlford Road, public footpath MV-698 leads north westwards towards Hall Green. There are also further public footpaths towards the north and north east of the Site.

- 3.33 There are many designated paths within the Malvern Hills to the west of Malvern, which together give access to almost all parts of the hills.

Tree Preservation Orders

- 3.34 There are no trees on the Site covered by a Tree Preservation Order ('TPO'). There are however several trees covered by TPOs along the western side of Mill Lane, west of Areas A and C (TPO reference 637 (2019)). This was confirmed by the examination of the Council's online planning map, on 12 May 2020.

4.0 SITE DESCRIPTION AND VISIBILITY

Site Description

- 4.1 The Site occupies three arable fields, located south of Guarlford Road, and west of the existing settlement edge at Malvern. There are several ponds and groups of trees scattered within the fields. A further small area of the Site extends within the verge along Guarlford Road, where the proposed vehicular access to the development will be taken from. The Site extends to 15.05ha. For ease of description, the fields have been labelled as Areas A to C on the Site Location Plan in **Appendix A**, and the Aerial Photograph in **Appendix B**. Photographs illustrating the Site are contained in **Appendix C**.
- 4.2 Area A is accessed via a field access gate along the edge of the verge along Guarlford Road, with the adjoining property siding onto the east of this linear part of Area A (photographs 5 and 13). Area A is bound to the north by the rear garden boundaries of the adjoining properties on Guarlford Road, with the boundaries formed of a mix of fencing and hedging, with scattered trees (photographs 1, 3, 4b and 5). The depths of these rear gardens vary, and the northern Site boundary therefore follows an irregular line. There are two ponds and several mature trees along the deepest indentation within the line of the northern boundary, in the north east of Area A.
- 4.3 The north western boundary of Area B is bound by a conifer hedge, with the adjoining property along Guarlford Road siding onto the Site. A fence marks the western part of the northern boundary of Area B, with a new house located beyond (photograph 8). The central part of the northern boundary of Area B is formed by an outgrown hedgerow along a ditch, with the Guarlford Road verge located beyond. The boundary of Area B with the two indented properties in the north east, is formed by hedges, with scattered mature trees (photographs 7 and 10).
- 4.4 The eastern boundary of Area B is formed by a dense, intact, outgrown hawthorn and blackthorn hedgerow, with scattered mature oak trees, with a ditch along the hedgerow (photographs 6, 7, 9 and 10). Towards the south of this boundary is a further pond, surrounded by vegetation and trees, with the southernmost part of this boundary being lower in height and less dense than the other parts of the hedge (photograph 22).
- 4.5 The eastern boundary of Area C follows the field boundary, which is marked by a grassed strip of land (photograph 23).

- 4.6 The southern boundary of the Site is formed by the fence along the edge of the sewage works, and that along the houses to the west of the sewage works (photographs 10, 11 and 12). To the south of the fence is a dense hedgerow with many scattered trees.
- 4.7 The Site is bound to the west along Mill Lane, by a dense, managed hedgerow, around 2 - 2.5m in height, with a few scattered mature trees located within it (photographs 1, 4b, 10 and 28). There are two field access gates at the junction of the southern boundary of Area A and northern boundary of Area C along Mill Lane, which allow access into the Site.
- 4.8 The boundary between Areas A and B, and Area C, is formed by a line of mature trees, mostly oak, with short sections of defunct hedgerow occurring in the far east, and intact native hedgerows occurring in the far west of this boundary (photographs 04a, 11 and 12).
- 4.9 The boundary between Area A and Area B is marked by a managed native hedgerow along a bank, with a gap in the north where there is a very large dead tree (photographs 4a and 7). There are mature oak trees within the southern part of this hedgerow.
- 4.10 In addition to the two ponds along the northern boundary of Area A, there is a further small pond within the south east of the Area. Within Area B, there is a pond surrounded by vegetation within the north of the field, as well as three further ponds surrounded by vegetation within the south of the field. In addition, there is a small pond along the south of the hedgerow between Areas A and B, and a further pond surrounded by vegetation, outside the hedgerow along the eastern boundary of Area B.
- 4.11 There are deeper areas of long grass within the far west and south west of the Site, along the field margins (photographs 1 and 10).

Topography

- 4.12 The Site is relatively level, rising gently from a low point in the north east at around 39.5 metres Above Ordnance Datum ('AOD'), to a high point in the south west at around 45.5m AOD.
- 4.13 The land around the Site remains relatively level at around 30 to 45m AOD within the River Severn Valley, although there are localised ridges and hills which stand out above the flat plain, and the Malvern Hills rise very steeply up from within Malvern town (to 425m AOD at Worcestershire Beacon), with the town partly located along the rising

hillside. To the south of the sewage works south of the Site, Ox Hill rises to around 60m AOD. There is a further wooded hill around 2.5km to the north east of the Site, at Dripshill Wood, at 74m AOD.

Visibility

- 4.14 An assessment of the visibility of the Site was undertaken and a series of photographs taken from public vantage points, rights of way and public highways. The viewpoints are illustrated on the Location Plan and Aerial Photograph contained in **Appendices A** and **B** and on the photographs in **Appendix C**.
- 4.15 From our assessment, it is apparent that the Site is well screened in near distance views, due to the dense boundary vegetation and intervening properties. There are however wide views from the higher ground on the east facing slopes of the Malvern Hills, with 360 degree views available from the peaks of the hills to the west of the town. The key views of the Site are described in the tables contained in **Appendix I** and are summarised below.

Near and Middle Distance Views

- 4.16 There is a framed view of Area A from Guarlford Road to the north, through the field access adjacent to Mill Lane (photograph 13). The remainder of Area A is screened in views from the north by the intervening properties along the south of the road, although these properties have views over parts of the Site from their rear and side windows and gardens (photographs 14 and 4b).
- 4.17 Views of Area B from Guarlford Road, the houses on the northern side of the road, and the southern end of public footpath MV-698, are mostly of the northern boundary vegetation, with the groundplain of the Site screened in views from here (photographs 15, 16, 17, 18 and 19). There are partial views of the northern part of Area B from the first floor windows of the two properties indented into the north east of the Site, with views from their gardens prevented by the boundary hedgerow (photographs 7 and 8).
- 4.18 Views from the public footpath along the east of the Site are limited to very heavily filtered glimpses, where there are gaps in the intervening hedgerow (photographs 20 and 21). There are larger gaps towards the south of the boundary of Area B, where views into the Site are more easily obtained (photograph 22). There are clear views across Area C from the southern part of the footpath, as it leads to Ox Hill (photograph 23). Views from further east, from the access track and

bridleway at Woodbridge Farm, are prevented due to the intervening vegetation and the level topography.

- 4.19 From further south along public footpath MV-701, the views of the Site become screened when adjacent to the sewage works, by the vegetation within and around the works (photograph 24). Similarly, views from public footpath MV-705 south of the sewage works, are prevented by the intervening vegetation.
- 4.20 Views of the Site from the higher ground at Ox Hill to the south of the sewage works, are also prevented by the dense vegetation at the works, as well as the dense vegetation along the bridleway where it follows the higher ground east and westwards (photographs 25 and 26).
- 4.21 Views from Mill Lane along the west of the Site are prevented by the dense intervening hedgerow, although there is the opportunity for views across the Site at the two field accesses. There are also partial, filtered views from the two properties to the south west of the Site, west of the sewage works, over and through the intervening vegetation (photographs 10, 28 and 29).
- 4.22 There are views of the Site over the intervening hedgerows along Mill Lane, from the first floor windows of the existing houses adjacent to the west of Mill Lane, as well as from the new homes which are currently being built to the south of the existing houses (as seen in photographs 2 and 4b, and 27)).

Long Distance Views

- 4.23 The Site will be visible in long distance views from some of the properties on the rising ground within the west of Malvern. The Site will become more visible the higher the viewer is, with views from the lower slopes prevented by the intervening vegetation and development (as seen in photographs 2 and 3).
- 4.24 There is a framed view of the Site from within the Rose Bank Gardens, within Great Malvern, with the Site partly visible through the intervening development, and seen within the context of the adjoining development at the Site (photograph 30).
- 4.25 There are wide panoramic views from the high ground upon the Malvern Hills, with the Site visible behind and adjacent to the existing built development within the town. The Site is visible from Worcestershire Beacon (photograph 31) and North Hill (photograph 32), however, the intervening trees allow only partial views of the Site

from Perseverance Hill (photograph 33) further south. In all these views, the Site comprises but a very small part of the overall panoramic views, and is seen within the context of the existing adjoining settlement.

Landscape Quality, Value and Sensitivity

- 4.26 The fields of the Site do not carry any statutory or non-statutory designations for landscape character or quality. The Site comprises ordinary arable land, with scattered trees and ponds occurring within the two northern fields. The Site benefits from strong native hedgerow boundaries, and there are many mature trees within these hedges, including mature oak trees. The Site is fairly typical of the wider arable land within the vicinity, although the character of the western part of the Site is influenced by the adjoining built edge of Malvern, which is clearly visible here.
- 4.27 The proposed access to the development at the Site crosses the Guarlford Road verge, which forms part of the Malvern Common, and is a Local Wildlife Site. The verge is characterised by wide areas of long and short grass, with mature specimen trees, mostly horse chestnut, lining the road. There are several Grade II Listed houses indented into the north of the Site.
- 4.28 The Site is pleasant, and has views across the intervening settlement to the Malvern Hills beyond, as well as limited very long distance views eastwards to the rising land beyond the River Severn.
- 4.29 The Site is well screened in near distance views due to the dense boundary vegetation, although it is expected that there will be filtered views into the Site from the adjoining public footpaths, during the winter months. Where the Site is visible from the higher land to the west, it is seen within the context of the existing adjoining settlement.
- 4.30 Overall, the Site is assessed as being of medium landscape quality and value, with the immediate surroundings assessed as being of medium to high landscape quality and value. Although the Site itself is not considered to constitute a valued landscape in relation to the NPPF paragraph 170, the Malvern Common along Guarlford Road, as well as parts of the wider town to the west, and the AONB further west, are considered to be valued landscapes.
- 4.31 The Site is physically and visually well contained, and bound by existing houses to the north east. Development at the Site will form a natural and logical extension to Malvern, and the Site is assessed as having a

good ability to accommodate residential development. The Site is assessed as being of medium landscape sensitivity.

5.0 ABILITY OF THE SITE TO ACCOMMODATE DEVELOPMENT

5.1 In the following section, the ability of the Site to accommodate the proposed development is considered, as well as the potential impacts on the character of the landscape and visual amenity.

5.2 The proposal is for an outline application, with all matters reserved except for access, for residential development of the Site to provide up to 180 dwellings, with vehicular access off Guarlford Road in the north west of the Site, and associated green infrastructure. A Development Framework Plan is contained within **Appendix H**, and the Design and Access Statement submitted with this application contains further information on the proposals. The key principles of the proposals are as follows:

- Up to 180 new dwellings, up to 2 storeys in height;
- The main vehicular access is proposed off Guarlford Road, roughly where Mill Lane connects to it;
- An emergency vehicle, pedestrian and cycle access is proposed through the existing field access gate in the north east of the Site, also off Guarlford Road;
- The houses will be contained to the northern part of the Site, with the southern part developed as green infrastructure;
- The homes are set back from the north eastern boundary behind an area of open space;
- Similarly, green open space corridors are incorporated into the west and east of the development, with the new homes set back behind these;
- The proposed homes will side onto the existing properties to the north, and new native hedgerow and tree planting will be incorporated along the boundary here to filter views of the new homes;
- The vast majority of structural vegetation on the Site will be retained and incorporated within the proposals. The ponds and tree groups around them will be retained within green pockets of open space, which will be linked through a network of green corridors;
- A section of hedgerow along Mill Lane, as well as between

Areas A and B, will require removal to allow for vehicular circulation within the development. Replacement hedgerow planting along Mill Lane is proposed to mitigate for the losses there;

- The southern part of the Site will be developed as green infrastructure, with new areas of long grass/meadows, thicket and tree planting incorporated into the area of public open space, and around the southern boundary of the proposed development area. New wildlife ponds will also be incorporated here;
- An equipped children's play area is proposed within the south east of the Site, and will be connected to the houses and other areas of open space through a series of recreational footways which will run within the green corridors;
- The recreational footways will link to Mill Lane, and the potential exists to link to the footpath to the east of the Site, to maximise links to the adjoining countryside; and
- A Sustainable Drainage System ('SuDS') attenuation basin is proposed within the north of the Site, to manage the surface water flow and run-off across the Site.

5.3 The key landscape and visual effects are summarised in the tables in **Appendix I** and described in the relevant section below.

Landscape Features

5.4 The vast majority of hedgerows, and the trees and ponds within and along the Site boundaries, are capable of being retained as part of the development proposals. A section of around 95m of hedgerow will require removal along the eastern edge of Mill Lane in the far north, to enable the vehicular access off Guarlford Road and the subsequent realignment of the northern part of Mill Lane. However, a replacement native hedgerow can be incorporated along the new alignment of the lane, to mitigate for the loss and reinstate the visual barrier afforded by the hedge.

5.5 The Arboricultural Impact Assessment has found that the mature tree along Guarlford Road, just east of the new access road, is capable of being retained whilst accommodating the proposed access arrangement.

- 5.6 The mature trees and ponds within the Site are proposed to be retained within green pockets within the development. These areas will be connected through green corridors, forming a connected network of green spaces. New native thicket and trees will be incorporated within the green spaces and along the Site boundaries, to increase the tree cover on the Site, and to strengthen the boundary vegetation.
- 5.7 The large area of open space in the south of the Site will include new grassland/meadows, as well as large areas of new thicket and tree planting, to strengthen the southern boundary of the development area, and to increase the habitat, landscape and recreational value of the Site. The proposed SuDS basin in the north, as well as the new wildlife ponds which will be incorporated within the south, will further increase the habitats and landscape features on Site.

Relationship to Settlement

- 5.8 The Site benefits from a draft allocation for housing development. It is well related to the existing settlement of Malvern, and continues the planned expansion of the settlement along the lower, level land within the south east of the settlement.
- 5.9 The proposed homes are bound to the west by the houses currently under construction west of Mill Lane, and to the north west by the existing houses at Campion Drive. To the north, the Site is partly bound by the adjoining houses along Guarlford Road, with four of these houses Listed.
- 5.10 The proposed development at the Site will not extend further south than the adjoining development to the west, and will be bound by the existing and proposed vegetation to the north of the new area of public open space. The public open space and sewage works to the south form a transition between the built development and the countryside beyond.
- 5.11 The houses within the west of the Site will be orientated to front onto Mill Lane, thereby creating a visual link between the existing settlement to the west and the new homes to the east.
- 5.12 The new homes have, for the most part, been set back from the northern boundary and the houses along it, behind an area of open space. New vegetation along the northern boundary will limit intervisibility between the new and existing houses, and also respect the setting of the Common.

- 5.13 The proposed development is contained by the dense, treed hedgerow to the east, and does not extend further eastwards than the two properties indented into the north east of the Site.
- 5.14 Overall, the proposed development will form a logical extension to the existing settlement, and will be well contained from the wider landscape to the south and east. As shown on the Development Framework Plan, the layout can also respond appropriately to the adjoining existing settlement edge.

Public Rights of Way

- 5.15 Mill Lane along the west of the Site is a public footpath. It is proposed to be realigned in the north, as part of the access proposals off Guarlford Road. Pedestrian access will be provided via two new 2m wide footways on either side of the new access road, with the western footway linking to Mill Lane a short distance south of the new access. Although the made route of the footpath will be diverted, the potential to follow the current alignment of Mill Lane on foot, will remain. The Development Framework Plan shows how the new recreational footways within the development can link to this public footpath.
- 5.16 The potential exists to connect the recreational footways to the existing public right of way to the east of the Site, and this can be explored further at the detailed design stage.
- 5.17 New pedestrian links will also be created to Malvern Common, along the two northern access points into the Site.
- 5.18 The exact character along the footpaths, as well as the views from them, will change, however, they will remain usable along their current alignment.

Visibility

- 5.19 As discussed in Section 4, the Site is for the most part well screened by the dense boundary vegetation, although there are long distance views from the high ground within the Malvern Hills (in which much of the settlement is visible). The key views and the visual effects of development at the Site are summarised in the tables in **Appendix I** and briefly discussed below.

Near and Middle Distance Views

- 5.20 The new access road will be visible from along Guarlford Road in the near vicinity. During the summer when the grass along the Common is

long, it will only be visible when adjacent to it. Mill Lane is already visible from here, and the proposed access will replace this section of Mill Lane, however, it will be more engineered and less informal than the current lanes and drives off Guarlford Road adjacent to the Site.

- 5.21 The new homes will be partially visible in a framed view from Guarlford Road, along the new access road. New tree planting can be incorporated within the north west of the Site to filter the views of the new homes from here. The houses will also be seen within the context of the existing houses west of Mill Lane and those to the south of Guarlford Road.
- 5.22 The new homes will be visible from the section of Guarlford Road to the north east of the Site, through and over the intervening vegetation. The new homes are proposed to be set back from the northern boundary here, and further structural landscaping is proposed in the intervening area, to further filter the views of the new homes. Where they are visible, they will be seen in the background of the existing houses along the south of the road, and will not appear out of character.
- 5.23 There will be partial views of the development from the rear and/or side windows of the properties to the north of the Site along the south of Guarlford Road. Open space and new structural vegetation are proposed between the new homes and the existing houses, in order to filter views between them.
- 5.24 The new homes will be visible in heavily filtered views through the intervening proposed and existing vegetation along the eastern boundary, from the public footpath beyond. Winter views will be filtered. From further south along the path, where it passes the southern field of the Site, the new area of public open space will be visible, with the new houses partially visible behind in heavily filtered views. Views towards the Malvern Hills, as well as the existing settlement west of the Site, from this section of the footpath, will remain.
- 5.25 Views from further east will remain screened by the intervening vegetation and due to the level topography. Similarly, views of the proposed development from further south along public footpaths MV-701 and MV-705, as well as from Ox Hill to the south of the Site, will remain screened by the intervening vegetation at and around the sewage works.
- 5.26 The new homes in the south west of the Site will be screened by the intervening existing and proposed vegetation, in views from the adjoining properties to the south west of the Site.

- 5.27 The tops of the new homes will be visible over the intervening hedgerow vegetation, in views from Mill Lane to the west. The new homes have been set back from the lane, and new tree planting is proposed to be incorporated between the lane and the houses, to further filter the views of the new houses. Where visible, the new homes will appear similar in character to the existing houses, as well as those currently under construction, to the west of the lane, and they will not appear discordant. Similarly, the new homes will be partially visible from the existing houses to the west of the lane, over and through the intervening vegetation.
- 5.28 The proposed development will not affect the 'exceptional view' along Guarlford Road, as identified within the Malvern Neighbourhood Plan Visual Study Report (extract in **Appendix G**). It will have a slight effect on some of the other 'special' views identified within the report, which are located around the Site. As set out in Section 3, the existing development around the Site is already partially visible from many of these routes, and where the new homes are visible, they will not appear out of character.

Long Distance Views

- 5.29 The new homes will be visible from the high ground along the Malvern Hills, however they will form a small part of the overall view, and they will be seen within the context of the existing settlement which is already visible from here. The retained trees within the development, as well as the proposed vegetation, will visually break up the mass of the built form, and assimilate the new homes into the existing landscape, when seen from here.

Landscape change and Effects

- 5.30 As set out in Section 4, the Site is assessed as being of medium landscape quality and value, with the surroundings of medium to high landscape/townscape quality and value. The Site is assessed as being of medium landscape sensitivity.
- 5.31 The fields which comprise the Site, will change from arable land to a new residential area, and new areas of public open space. The important landscape features of the Site which are of higher value, including the trees, hedgerows and ponds, are proposed to be retained and enhanced within the development, with large new areas of native landscaping incorporated. The existing boundaries of the Site are strong and well defined, however, they will be further strengthened with additional planting, to limit the visual effects of the proposals, and

to ensure a clear edge between the settlement and the countryside beyond. To this end, the new houses have also been set back from the boundaries, to ensure an appropriate transition between the settlement and the countryside beyond.

- 5.32 The Development Framework Plan and the Design and Access Statement show how an attractive development can be incorporated on the Site, which will respect the setting of the Common, as well as the adjoining houses and Listed buildings. The Development Framework Plan also shows how an effective ecological mitigation strategy can be incorporated, to reduce the overall harm to the landscape. At the detailed design stage, the layout and design of the new homes can be designed to reflect the high quality elements of the surrounding and vernacular settlement form.
- 5.33 The development will enhance the recreational value of the Site, and the new recreational paths will connect to the wider public footpath network.
- 5.34 Public views of the new homes will be limited to those from the adjacent public footpaths and highways, and the new homes will be filtered in these views; and also from the long distance on the Malvern Hills. They will be seen within the context of the existing development on the settlement edge, and will not appear discordant. Long distance views towards the Malvern Hills will remain available from within parts of the development, as well as from within the proposed area of open space in the south.
- 5.35 Overall, the new development will be well related to the existing settlement, it will respect and retain the existing Site and surrounding features of value, and it will be well contained from the wider countryside. While the effects of the proposed development on the character of the Site will be substantial, there will only be a slight effect on the immediate surroundings, and no material effect on the wider landscape/townscape.

6.0 CONCLUSION

- 6.1 CSA Environmental has been appointed by Fisher German LLP to undertake a landscape and visual impact assessment of land to the south of Guarlford Road, Malvern. The proposal is for an outline planning application for residential development of up to 180 new homes, with access off Guarlford Road applied for in full.
- 6.2 The Site extends to 15.05ha and occupies three arable fields, located south of Guarlford Road, and west of the existing settlement edge at Malvern. There are several ponds and groups of trees scattered within the fields. A further small area of the Site extends within the verge along Guarlford Road, where the proposed vehicular access to the development will be taken from.
- 6.3 The deep, tree-lined highway verge on either side of Guarlford Road to the north of the Site, forms part of the Malvern Common (the main part of which is located to the south west of the Site). The majority of the Site is not covered by any statutory or non-statutory designations for landscape character or quality, however, Guarlford Road and its wide verges form part of the Malvern Common, and are also locally designated as a Local Wildlife Site. There are also several Grade II Listed buildings to the north of the Site.
- 6.4 As set out within the Worcestershire County Council Landscape Character Assessment, the Site is located within LDU MW36, Blackmore Principal Timbered Farmlands, with the landscape assessed as being in poor condition, and having a medium landscape sensitivity.
- 6.5 From our assessment, it is apparent that the Site is well screened in near distance views, due to the dense boundary vegetation and intervening properties. There are however wide views from the higher ground on the east facing slopes of the Malvern Hills, with 360 degree views available from the peaks of the hills to the west of the town.
- 6.6 The Site is assessed as being of medium landscape quality and value, with the immediate surroundings assessed as being of medium to high landscape quality and value. The Site is assessed as being of medium landscape sensitivity.
- 6.7 The Development Framework Plan, and Design and Access Statement, set out more detail on the proposed development.
- 6.8 The fields which comprise the Site, will change from arable land to a new residential area, and new areas of public open space. The

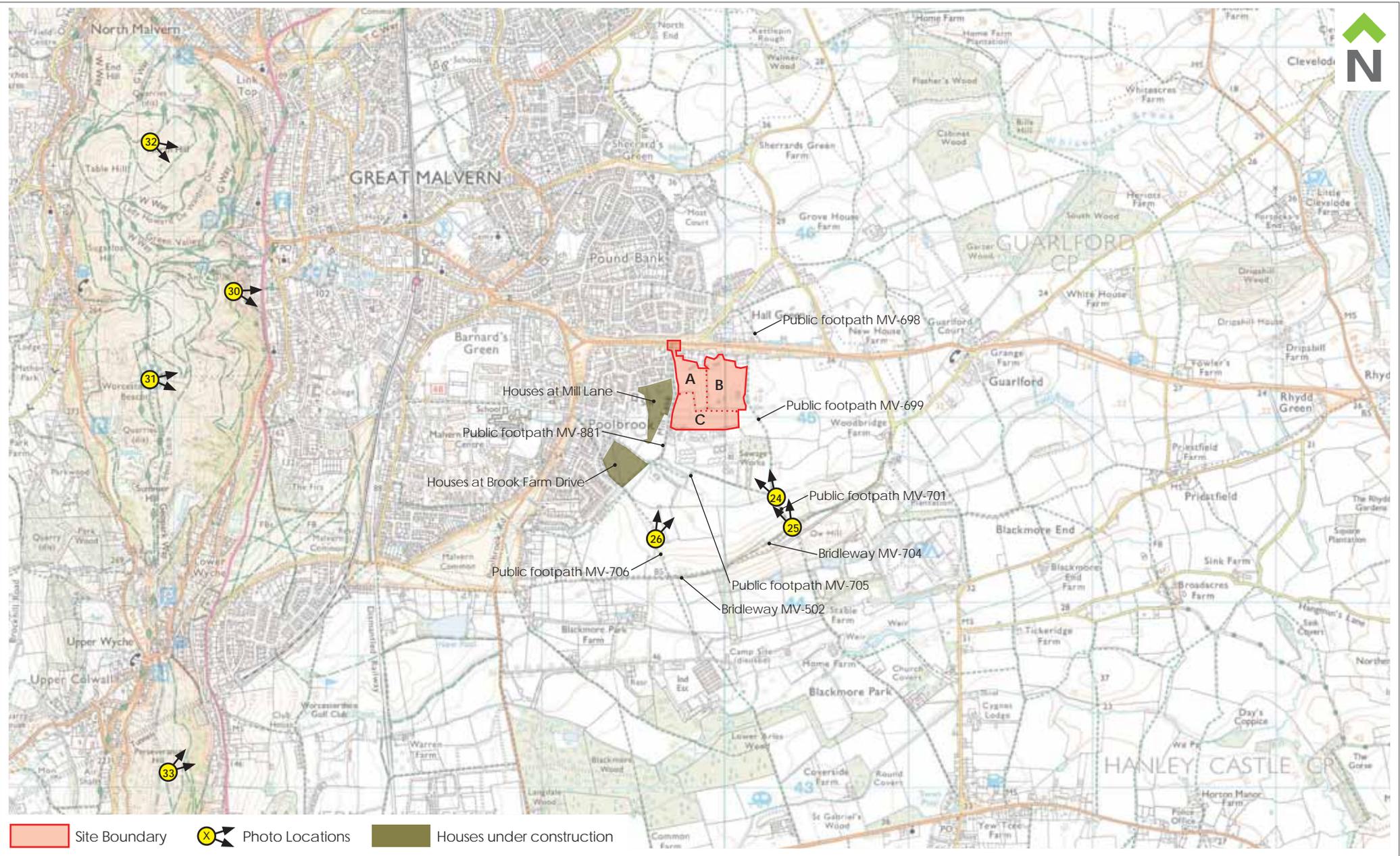
important landscape features of the Site which are of higher value, including the trees, hedgerows and ponds, are proposed to be retained and enhanced within the development, with large new areas of native landscaping incorporated. The Development Framework Plan and the Design and Access Statement show how an attractive development can be incorporated on the Site, which will respect the setting of the Common, as well as the adjoining houses and Listed buildings. The Development Framework Plan also shows how an effective ecological mitigation strategy can be incorporated, to reduce the overall harm to the landscape. At the detailed design stage, the layout and design of the new homes can be designed to reflect the high quality elements of the surrounding and vernacular settlement form.

- 6.9 Public views of the new homes will be limited to those from the adjacent public footpaths and highways, and the new homes will be filtered in these views; and also from the long distance on the Malvern Hills. They will be seen within the context of the existing development on the settlement edge, and will not appear discordant.

- 6.10 Overall, the new development will be well related to the existing settlement, it will respect and retain the existing Site and surrounding features of value, and it will be well contained from the wider countryside. While the effects of the proposed development on the character of the Site will be substantial, there will only be a slight effect on the immediate surroundings, and no material effect on the wider landscape/townscape.

Appendix A

Site Location Plan



Site Boundary
 X Photo Locations
 Houses under construction



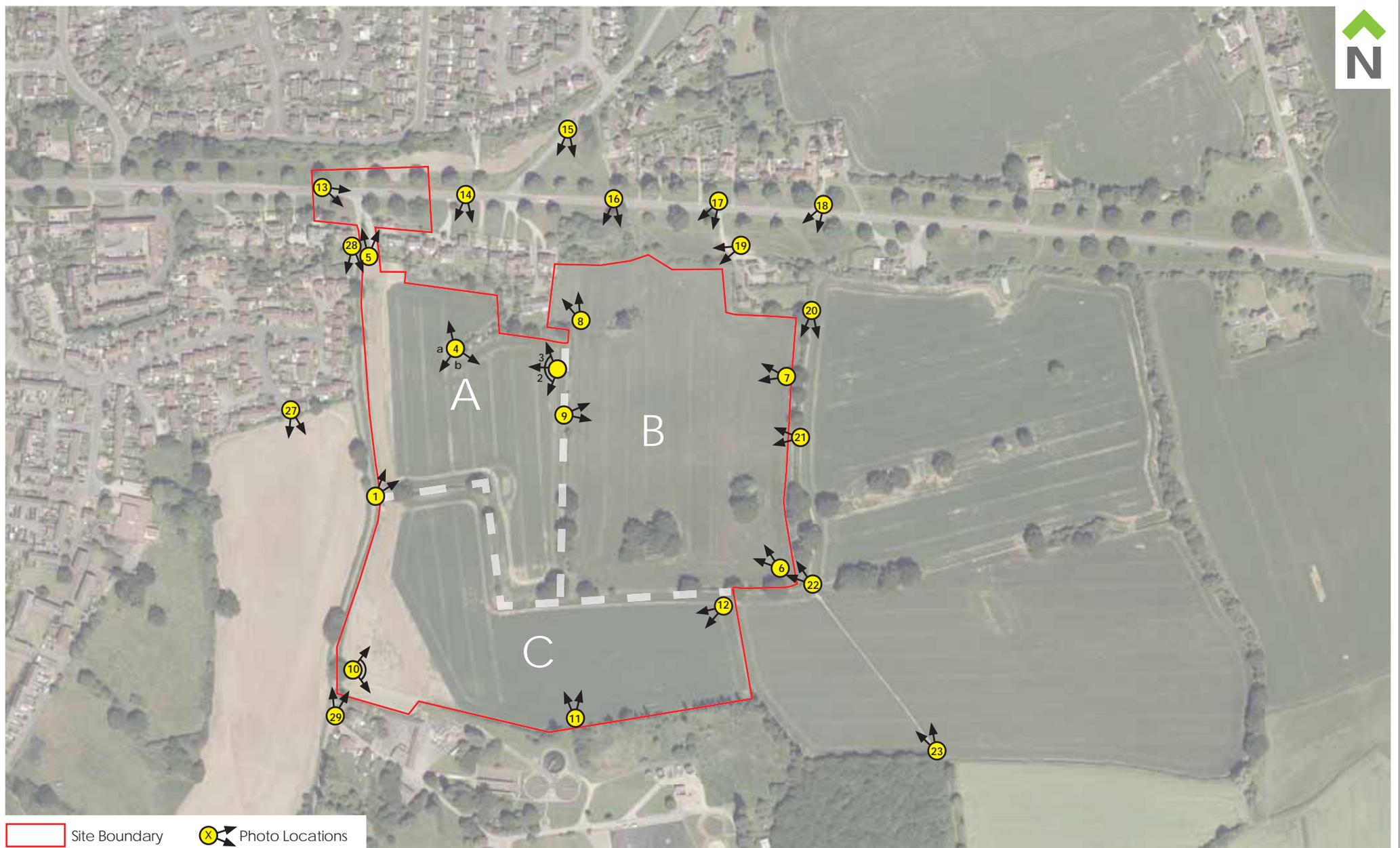
Dixies Barns, High Street,
 Ashwell, Hertfordshire SG7 5NT
 t 01462 743647
 e ashwell@csaenvironmental.co.uk
 w csaenvironmental.co.uk

Project Land South of Guarford Road, Malvern
Drawing Title Site Location Plan
Client Fisher German LLP

Date May 2020
Drawing No. CSA/4783/100
Scale @ A4 NTS
Rev -
Drawn PH
Checked SG

Appendix B

Aerial Photograph



 Site Boundary  Photo Locations



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Project Land South of Guarford Road, Malvern

Drawing Title Aerial Photograph

Client Fisher German LLP

Date May 2020

Scale @ A4 NTS

Drawn PH

Drawing No. CSA/4783/105

Rev -

Checked SG

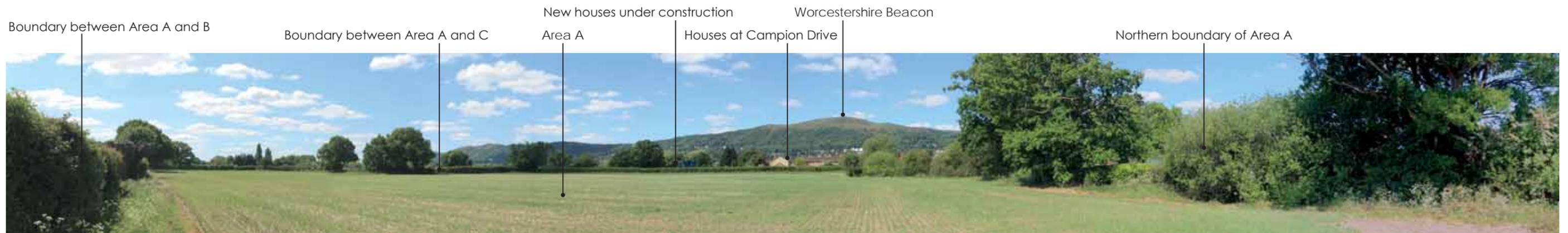
Appendix C

Photosheets

(a high resolution version of this report is available at:
<https://www.dropbox.com/sh/5z0vpofi9eommsm/AABWA7j-6o9FLvWVcN-9eaEna?dl=0>)



Photograph 01 View from field access on Mill Lane, over Area A

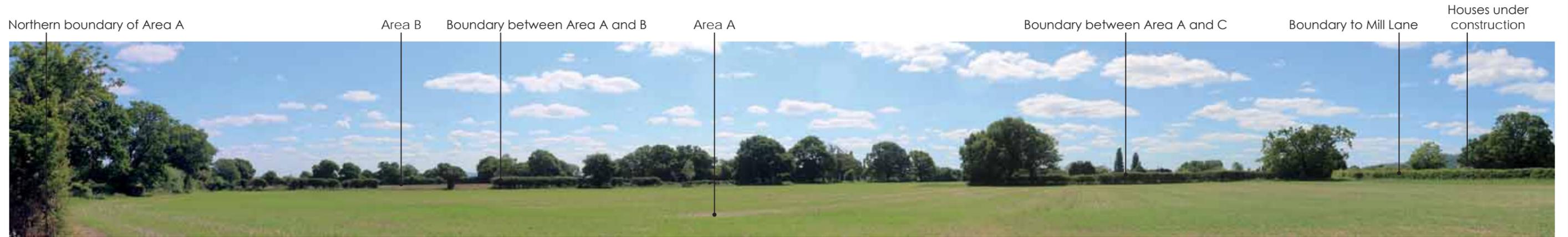


Photograph 02 View from the north east across Area A

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		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets	Date May 2020			
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	



Photograph 03 View northwards within Area A



Photograph 04a View southwards from the north of Area A

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Project	Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -



Photograph 04b View south westwards from the north of Area A



Photograph 05 View northwards along proposed area for access

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		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets	Date May 2020			
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	



Photograph 06 View northwards over Area B



Photograph 07 View west over Area B

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		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	



Photograph 08 View towards northern boundary of Area B



Photograph 09 View east over Area B

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
Project	Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -



Photograph 10 View eastwards over Area C



Photograph 11 View north across Area C

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		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	



Photograph 12 View across Area C from the north east

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	

Approximate extent of Site

Verge part of Malvern Common

Field access to Area A

Mill Lane



Photograph 13 View towards Site access from Guarlford Road

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 09:53
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: south east

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
Project	Land South of Guarlford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -

Houses bounding the northern Site boundary



Photograph 14 View southwards from Guarford Road

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 09:55
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: south

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk	
Project	Land South of Guarford Road, Malvern	Drawing No.	CSA/4783/106
Drawing Title	Photosheets	Date	May 2020
Client	Fisher German LLP	Drawn	SG
		Checked	CA
		Rev	-



Photograph 15 View southwards from Hall Green

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 09:56
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: south

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
Project	Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -

Approximate extent of Site

Northern Site boundary

Area B



Photograph 16 View from Guarlford Road towards Area B

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 09:57
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: south



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Drawing Title	Photosheets	Date	May 2020				
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Approximate extent of Site

House indented into Area B

Northern Site boundary



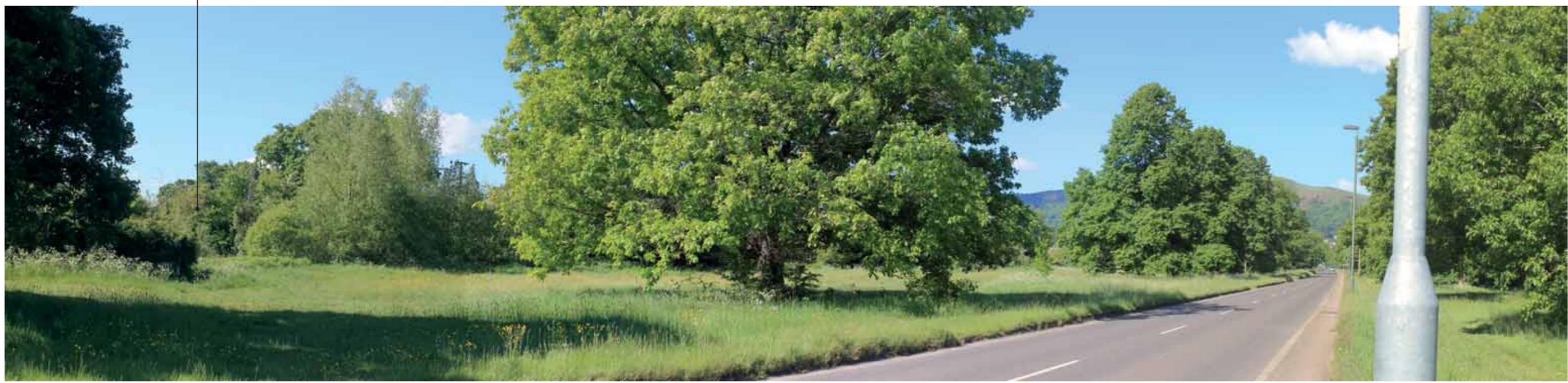
Photograph 17 View from Guarlford Road towards Area B

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 09:58
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: south

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
Project	Land South of Guarlford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -

Approximate extent of Site

Extension of eastern Site boundary



Photograph 18 View from Guarlford Road towards Area B

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 09:59
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: south west

	Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk	

Project	Land South of Guarlford Road, Malvern	Drawing No.	CSA/4783/106
Drawing Title	Photosheets	Date	May 2020
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Approximate extent of Site

Northern Site boundary at Area B

Trees along Guarlford Road



Photograph 19 View from verge along south of Guarlford Road

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 10:00
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: west

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk					
Project	Land South of Guarlford Road, Malvern	Drawing No.	CSA/4783/106				
Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-



Photograph 20

View towards the Site from public footpath MV-699

Visualisation Type 1
 Planar projection
 75% @ A3, 150% @ A1
 14.05.2020, 10:02
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 40°
 Looking direction: south west

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	

Approximate extent of Site

Glimpsed views of Area B

Houses west of Mill Lane



Photograph 21

View towards the Site from public footpath MV-699

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
14.05.2020, 10:03
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: west



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Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Approximate extent of Site

Houses west of Mill Lane

Area B

Eastern Site boundary

Public footpath MV-699



Photograph 22 View from public footpath MV-699 towards Area B

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 10:05
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: north west



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Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Approximate extent of Site

Sewage works

Area C

Southern boundary of Area B

Public footpath MV-699



Photograph 23 View from public footpath MV-699 northwards towards the Site

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 10:08
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: north west

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	

Approximate extent of Site

Vegetation around sewage works

Public footpath MV -701



Photograph 24 View from public footpath MV-701 south of the sewage works, towards the Site

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 10:10
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: north west



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Project	Land South of Guarford Road, Malvern	Drawing No.	CSA/4783/106				
Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Approximate extent of Site

Vegetation east of sewage works



Photograph 25 View from public footpath MV-701 at Ox Hill, towards the Site

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 10:15
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: north

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Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Approximate extent of Site

New houses north of Brook Farm Drive

Tall trees along sewage works boundary



Photograph 26 View from public footpath MV-706 towards the Site

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 10:27
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 90°
 Looking direction: north

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Drawing Title	Photosheets	Date	May 2020
Client	Fisher German LLP	Drawn	SG
		Checked	CA
		Rev	-

Approximate extent of Site

Mill Lane hedgerow

Trees west of sewage works



Photograph 27 View from Charlock Road, over the new development west of Mill Lane, towards the Site

Visualisation Type 1
 Cylindrical projection
 48% @ A3, 96% @ A1
 14.05.2020, 10.54
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 63°
 Looking direction: south east

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Project	Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106		
Drawing Title	Photosheets	Date May 2020		
Client	Fisher German LLP	Drawn SG	Checked CA	Rev -

Approximate extent of Site

Western Site boundary

Mill Lane

House on Campion Drive



Photograph 28 View along Mill Lane

Visualisation Type 1
Cylindrical projection
48% @ A3, 96% @ A1
14.05.2020, 11:08
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 90°
Looking direction: south east

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Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Approximate extent of Site

Western Site boundary

House at Dendrean

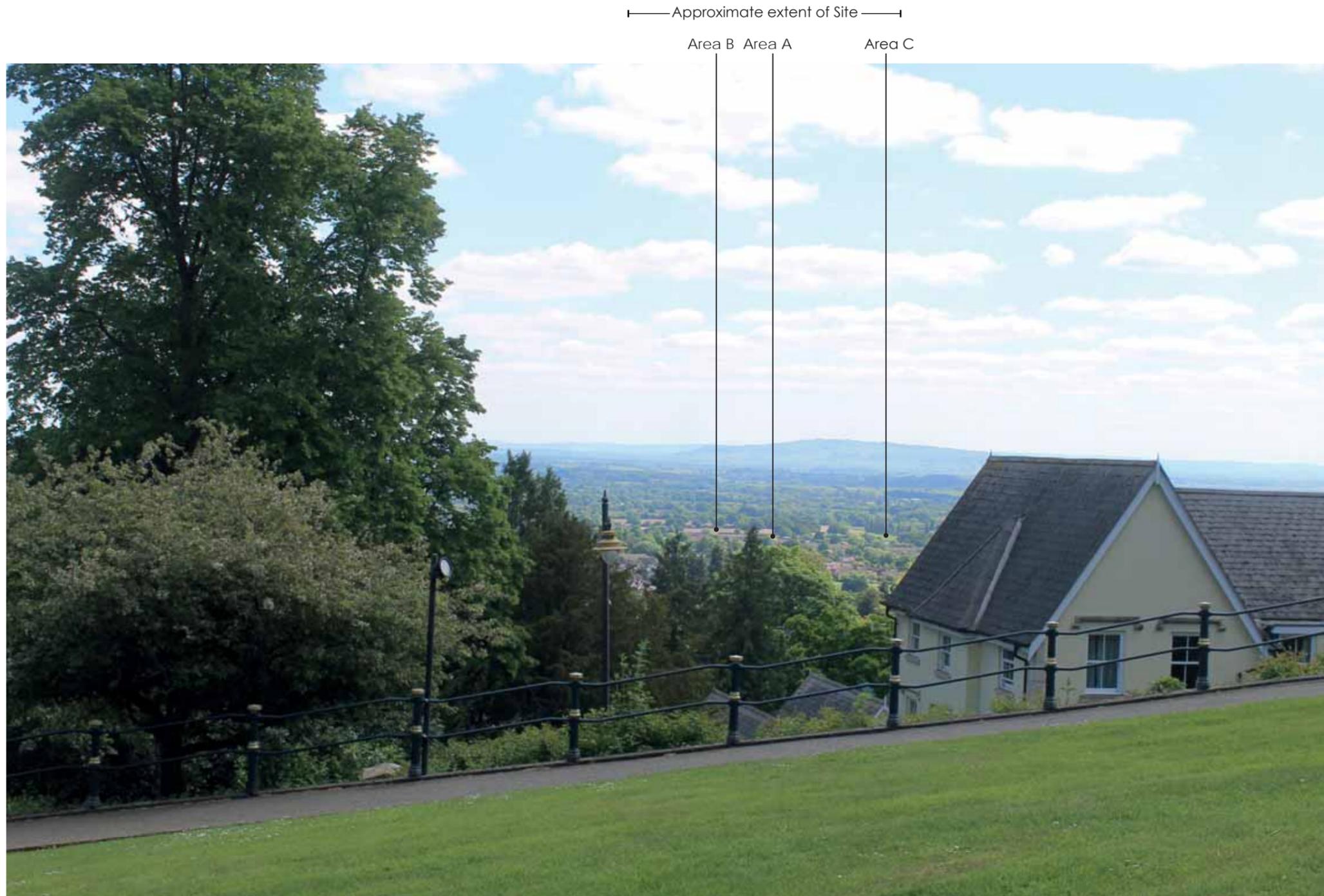
Photograph 29

View northwards along Mill Lane, from opposite Dendrean



Visualisation Type 1
 Planar projection
 75% @ A3, 150% @ A1
 14.05.2020, 11.10
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 Hfov 40°
 Looking direction: north east

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets	Date May 2020			
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	



Photograph 30

View towards the Site from within Rose Bank Gardens, in Malvern

Visualisation Type 1
 Planar projection
 75% @ A3, 150% @ A1
 14.05.2020, 12.04
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 40°
 Looking direction: east

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets		Date May 2020		
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	

Approximate extent of Site

Area B Area A Area C



Photograph 31

View from Worcestershire Beacon towards the Site

Visualisation Type 1
 Planar projection
 75% @ A3, 150% @ A1
 14.05.2020, 12.38
 Canon 1100D 1.6x, Canon EF-S 18-55mm
 HfoV 40°
 Looking direction: east

		Dixies Barns, High Street, Ashwell, Hertfordshire SG7 5NT t 01462 743647 e ashwell@csaenvironmental.co.uk w csaenvironmental.co.uk		
		Project Land South of Guarford Road, Malvern	Drawing No. CSA/4783/106	
Drawing Title Photosheets	Date May 2020			
Client Fisher German LLP	Drawn SG	Checked CA	Rev -	

Approximate extent of Site

Area B Area A Area C



Photograph 32

View from North Hill towards the Site

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
14.05.2020, 13:00
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: south east



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Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

← Approximate extent of Site →

Area A Area B Area C



Photograph 33

View from Perseverance Hill towards the Site

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
14.05.2020, 13.48
Canon 1100D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: north east

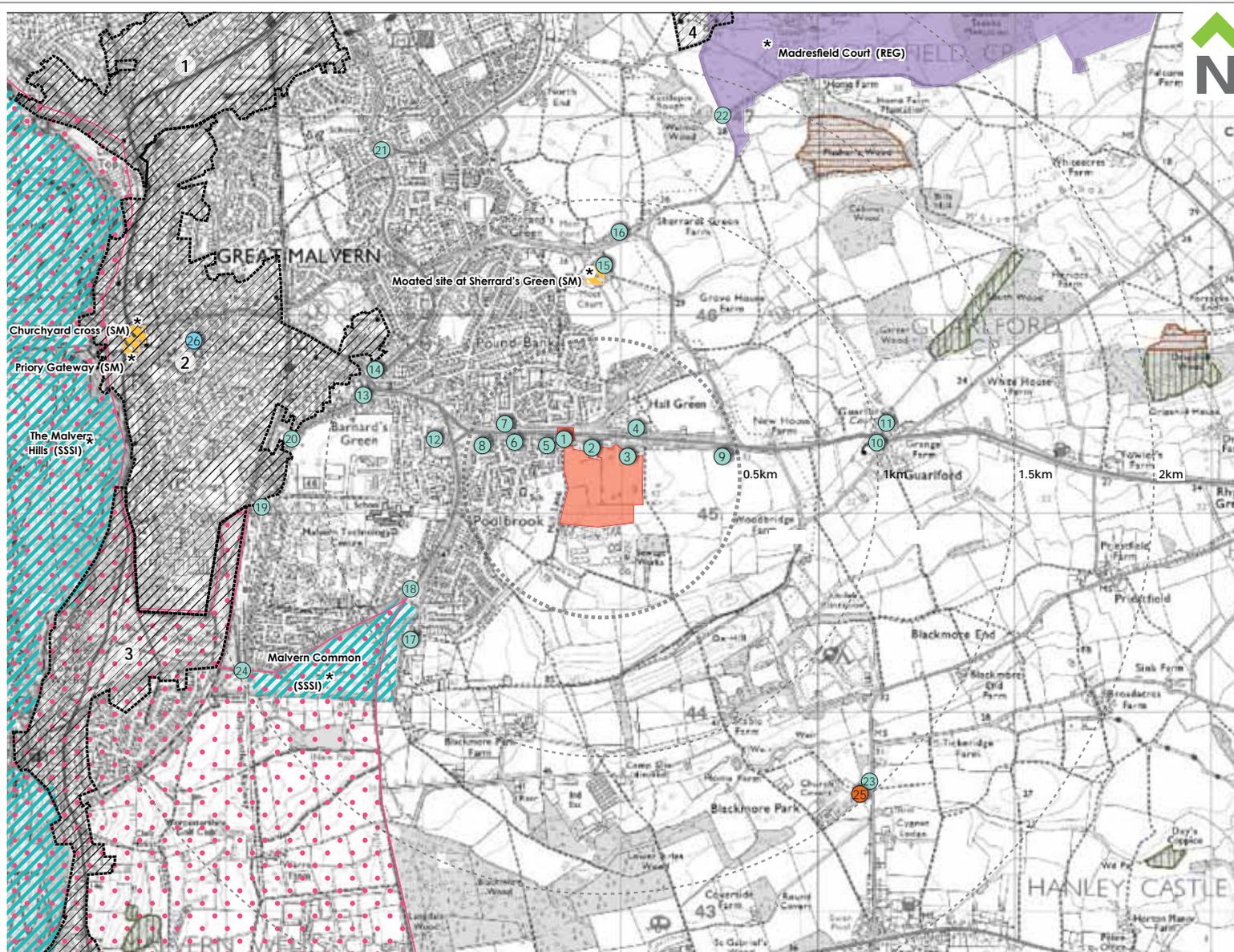
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Project	Land South of Guarford Road, Malvern	Drawing No.	CSA/4783/106				
Drawing Title	Photosheets	Date	May 2020				
Client	Fisher German LLP	Drawn	SG	Checked	CA	Rev	-

Appendix D

MAGIC Map and Key Designations



- Site Boundary
- Conservation Areas
 1. Trinity
 2. Great Malvern
 3. Malvern Wells
 4. Madresfield
- Ancient Woodland
- Ancient Replanted Woodland
- Scheduled Monuments (SM)
- Site of Special Scientific Interest (SSSI)
- Registered Parks and Gardens (REG)
- Malvern Hills Area of Outstanding Natural Beauty (AONB)
- Grade II Listed Buildings & Structures within 1.5km (Outside Conservation Areas)
 1. 64, Guarford Road
 2. 84, Guarford Road
 3. Group of 2: 110, Guarford Road; 112, Guarford Road
 4. 99, Guarford Road
 5. 52, Guarford Road
 6. Mill Farmhouse
 7. 17, Guarford Road
 8. Group of 2: The Blue Bell Public House; Cottage at the Blue Bell Public House
 9. 170, Guarford Road
 10. Group of 2: Church of St Mary; Guarford War Memorial
 11. Guarford Court
 12. Barnard's Green House
 13. War Memorial Bus Shelter
 14. No 392, Pickersleigh Road
 15. Dovecote at Moat Court
 16. Moat Cottage
 17. Group of 2: Peachfield House; Peachfield Cottage
 18. Littlewood House
 19. Number 3 and 4 House at Malvern College
 20. Group of 2: No 60, Court Road, Clumber Cottage
 21. Pickersleigh Court
 22. South Lodge
 23. Group of 2: Presbytery and Lychgate at Church of Our Lady and St Alphonsus
 24. Pillar box at junction of the St Andrew's Road and Peachfield Road
- Grade II* Listed Buildings & Structures within 1.5km
 25. Roman Catholic Church of Our Lady and St Alphonsus with attached covered way
- Grade I Listed Buildings & Structures
 26. Priory Church of St Mary and St Michael



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Project Land South of Guarford Road, Malvern

Drawing Title MAGIC Map and Local Plan Extract

Client Fisher German LLP

Date May 2020

Drawing No. CSA/4783/107

Scale @ A4 NTS

Rev -

Drawn PH

Checked SG

Appendix E

Extract from Worcestershire County Council Landscape Character Assessments

Landscape Character Assessment

SUPPLEMENTARY GUIDANCE



This Supplementary Guidance (SG) seeks to explain the modern concepts of landscape and landscape character and to offer guidance in the application of Landscape Character Assessment (LCA).

August 2012

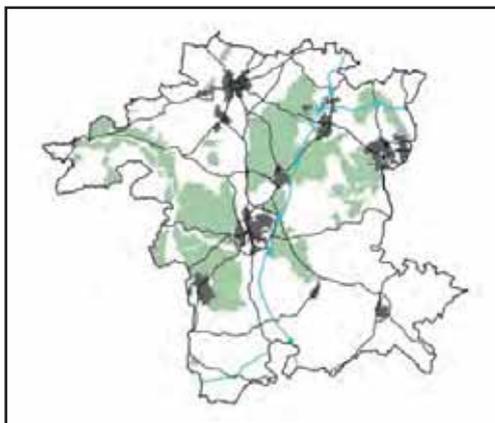


10.7 PRINCIPAL TIMBERED FARMLANDS

CHARACTER DESCRIPTION

Principal Timbered Farmlands are rolling lowland landscapes with occasional steep sided hills and low escarpments. They have a small scale, wooded, agricultural appearance characterised by filtered views through densely scattered hedgerow trees. These are complex, in places intimate, landscapes of irregularly shaped woodlands, winding lanes and frequent wayside dwellings and farmsteads.

The Principal Timbered Farmlands are characterised by a mosaic of agricultural land cleared directly from woodland, on a piecemeal basis, together with land enclosed from former localised areas of open fields, resulting in their dispersed pattern of farmsteads and wayside cottages and lack of strong settlement nuclei.



KEY CHARACTERISTICS

Primary:

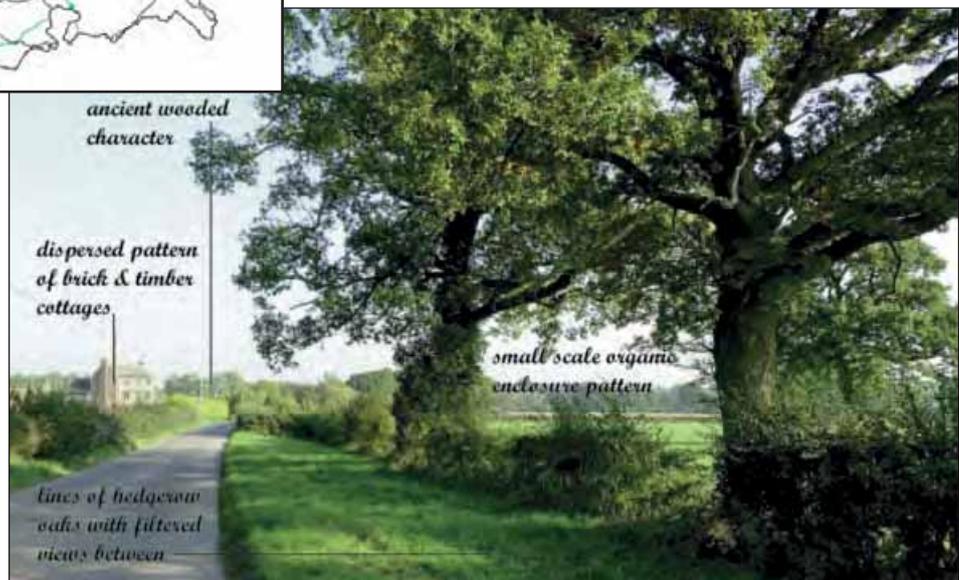
- Notable pattern of hedgerow trees, predominantly oak
- Hedgerow boundaries to fields
- Ancient wooded character

Secondary:

- Organic enclosure pattern
- Small-scale landscape with hedgerow trees creating filtered views
- Brick and timber building style of older properties
- Rolling lowland with occasional steep sided hills and low escarpments

Tertiary:

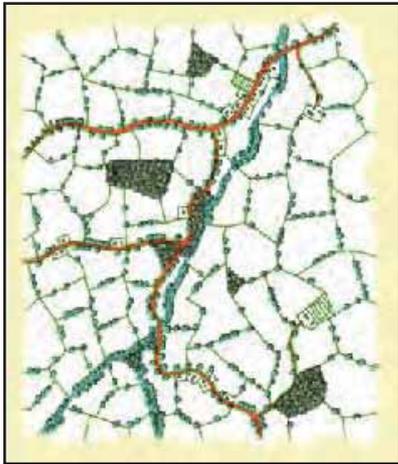
- Mixed farming land use
- Dispersed settlement pattern





DETAIL

The key element of these landscapes is the strongly unifying presence of tree cover in the guise of woodlands, hedgerow trees, and linear, stream side tree cover. The combined presence of these tree cover components creates the underlying sense of scale and enclosure, together with the filtered views that are distinctive in this landscape. The resulting woodland character is essentially that of mixed native broadleaves, with oak the dominant species, lines of mature oak being a particular feature of the hedgerows as befits a landscape with strong links to its woodland origins. The scale and shape of the woodlands is also important, the woodlands ranging in size from small field corner copses to those of a size exceeding that of the surrounding fields. The pattern of hedgerows is also important, not only in providing the basic fabric for the hedgerow tree populations, but also in emphasising scale and enclosure, the hedgerow composition being complex and rich in places where the links to woodland origins are strongest. The irregular outline of many of the woodlands, together with the pattern of hedgerows and winding lanes, contributes to the overall organic character of this landscape. A densely dispersed pattern of farmsteads and wayside cottages is typical with a notable number of buildings constructed out of brick and timber.



LANDSCAPE GUIDELINES

- Maintain the tree cover character of hedgerow oaks, and enhance the age structure of the hedgerow oak population.
- Conserve all ancient woodland sites and restock with locally occurring native species.
- Seek to bring about coalescence of fragmented relic ancient woodlands.
- Encourage the planting of new woodlands, reflecting the scale, shape and composition of the existing ancient woodland character, favouring oak as the major species.
- Conserve and restore tree cover along water courses and streamlines.
- Seek opportunities to enhance tree cover along highways and other non-farmed locations.
- Conserve and restore the pattern and composition of the hedgerow structure through appropriate management, and replanting.
- Conserve the organic pattern and character of the lane networks.
- Maintain the historic dispersed settlement pattern.

MODERN IMPACTS ON CHARACTER

Settlement Pattern:

Additional individual dwellings could be accommodated within the dispersed settlement pattern as long as they do not occur in sufficient density to convert the pattern to wayside or clustered status. Modern development favouring groups or clusters of new houses would not be appropriate in this landscape.

Enclosure Pattern:

Though traditionally a landscape of mixed farming, a gradual increase in arable land use is leading to the demise of the hedgerow structure. It is vital for the retention of landscape character that the organic pattern of enclosure is preserved and that a geometric pattern is not superimposed by subdividing fields or enlarging others and employing straight fence or hedgelines.

Tree Cover Pattern:

The accelerating loss of scale and structure in the landscape is due mainly to the decline and fragmentation of the elements of tree cover, particularly the hedgerow trees. The age distribution of hedgerow oak is unbalanced, with the majority classed as mature or veteran. The distribution of woodlands is also uneven and the streamside cover fragmented in places. There is scope for additional small-scale woodland planting but large scale planting or linking up existing fragmented woodlands to form large blocks would not be appropriate.

Landscapes of Worcestershire Landscape Type Information Sheet

Principal Timbered Farmlands

Landscape Type Description

A small- to medium-scale wooded, agricultural landscape characterised by filtered views through densely scattered hedgerow trees. This is a complex, in places intimate, landscape of irregularly shaped woodlands, winding lanes and frequent wayside dwellings and farmsteads. It is a landscape of great interest and exception, yet also one of balance.



Key Characteristics

Primary

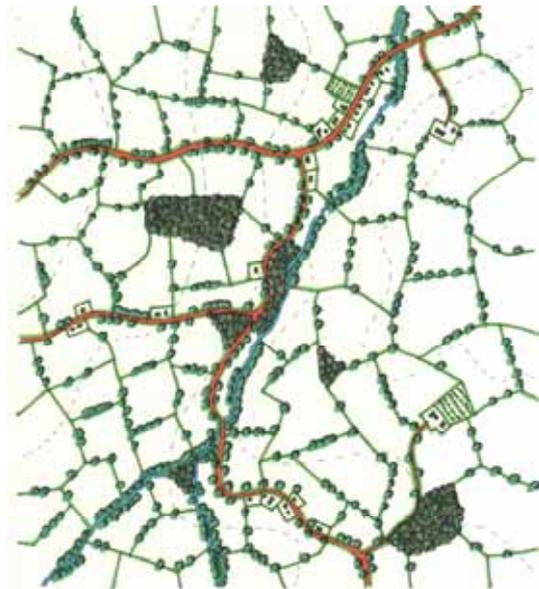
- Hedgerow boundaries to fields
- Ancient wooded character
- Notable pattern of hedgerow trees, predominantly oak

Secondary

- Organic enclosure pattern
- Small-scale landscape, hedgerow trees creating filtered views
- Brick and timber building style of old properties

Tertiary

- Mixed farming land use
- Dispersed settlement pattern



The Principal Timbered Farmlands are characterised by a mosaic of agricultural land cleared directly from woodland, on a piecemeal basis, together with land enclosed from former localised areas of open fields, resulting in the dispersed pattern of farmsteads and wayside cottages and lack of strong settlement nuclei.

The key element of these landscapes is the strong unifying presence of tree cover in the guise of woodlands, hedgerow trees, and linear tree cover associated with streams and watercourses, the combined presence of these tree cover components providing the essential sense of scale and enclosure, and creating the filtered views that are distinctive in this landscape. The resulting woodland character is essentially that of mixed native broadleaves, with oak the dominant species, lines of mature oak being a particular feature of the hedgerows as befits a landscape with strong links to its woodland origins. The scale and shape of the woodlands is also important, the woodlands ranging in size from small field corner copses to those of a size exceeding that of the surrounding fields.

Landscape Type Information Sheet

Principal Timbered Farmlands

In Principal Timbered Farmlands, the pattern of hedgerows is also important, not only in providing the basic fabric for the hedgerow tree populations, but also in emphasising scale and enclosure, the hedgerow composition being complex and rich in places where the links to woodland origins are strongest. The irregular outline of many of the woodlands, together with the pattern of hedgerows and winding lanes, contributes to the overall organic character of this landscape.

The basic concern for the retention of the character of this landscape is the loss of scale and structure that is already evident, and likely to accelerate. This is due to the decline and fragmentation of the elements of tree cover, most notably of the smaller scale elements, particularly the hedgerow trees. The age distribution of hedgerow oak is extremely unbalanced, with the majority of specimens classed as mature or veteran, with little evidence of new stock being planted, or natural regeneration being encouraged, to replenish these. This is an acute problem requiring priority attention. The distribution of woodlands is uneven throughout these landscapes and the streamside cover is also fragmented in places. Though traditionally a landscape of mixed farming, a gradual increase in arable land uses is evident locally, which can, in turn, be associated with loss of function, and eventual demise, of the hedgerow structure. Once this happens, the tree cover structure becomes fragmented, the scope for hedgerow trees become restricted and the sense of scale and enclosure lost. Although there is pressure for development in some of these landscapes, any concentrations of new development in particular localities would disrupt the inherent pattern of settlement dispersal.

It has to be recognised that the function of hedgerow trees in the landscape today, is primarily for environmental or visual enhancement. The lack of impetus to replenish stocks of hedgerow trees can, therefore, be attributed partly to a lack of motivation, but also for reasons of expense; the cost of establishment can be high - even trees arising through natural regeneration needing to be protected from stock in many instances-, the success rate of planted trees is often low, and the presence of hedgerow trees can reduce the efficiency of modern hedge trimming operations. Nevertheless the hedgerow oaks are considered to be perhaps the crucial element of the Timbered Farmland Landscapes, and appropriate initiatives need to be developed if the character of these landscapes is considered important enough to be perpetuated. These are landscapes where existing initiatives for woodland planting should be particularly focused. Opportunities for planting on non-farmed land should also be explored with tremendous scope existing along roadsides. Initiatives to protect, and to restore hedgerows should also be focused on these landscapes.

The overall strategy for the Principal Timbered Farmlands should, therefore, be one of both conservation and restoration, conserving the existing tree cover and hedgerow pattern together with the network of hedgerows, aiming to conserve and restore the historic, well wooded character of the landscape.

Landscape Guidelines

- maintain the tree cover character of hedgerow oaks, and enhance the age structure of the hedgerow oak population
- conserve all ancient woodland sites and restock with locally occurring native species
- seek to bring about coalescence of fragmented relic ancient woodlands
- encourage the planting of new woodlands, reflecting the scale, shape and composition of the existing ancient woodland character, favouring oak as the major species .
- conserve and restore tree cover along water courses and streamlines
- seek opportunities to enhance tree cover along highways and other non-farmed locations
- conserve and restore the pattern and composition of the hedgerow structure through appropriate management, and replanting
- conserve the organic pattern and character of the lane networks
- maintain the historic dispersed settlement pattern

For more information visit our website www.worcestershire.gov.uk/lca or contact the Worcestershire County Council Environmental Policy Team on 01905 766038

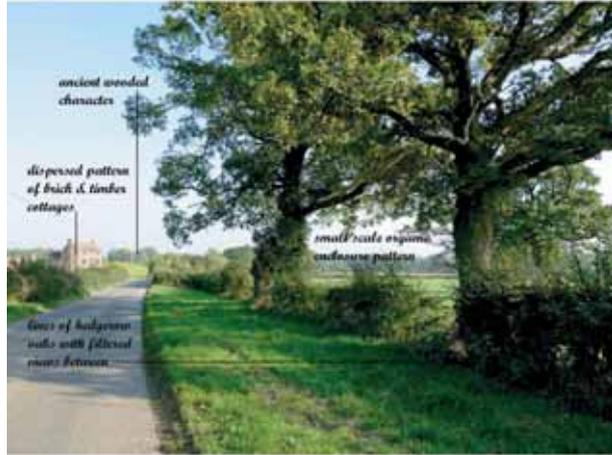
Landscapes of Worcestershire

Landscape Type Advice Sheet - *Planning and Development*

Principal Timbered Farmlands

Landscape Type Description

A small scale wooded, agricultural landscape characterised by filtered views through densely scattered hedgerow trees. This is a complex, in places intimate, landscape of irregularly shaped woodlands, winding lanes and frequent wayside dwellings. Its mosaic of agricultural land was cleared directly from woodland, on a piecemeal basis, and from former localised areas of open fields, resulting in a lack of strong settlement nuclei



Key Characteristics

Primary

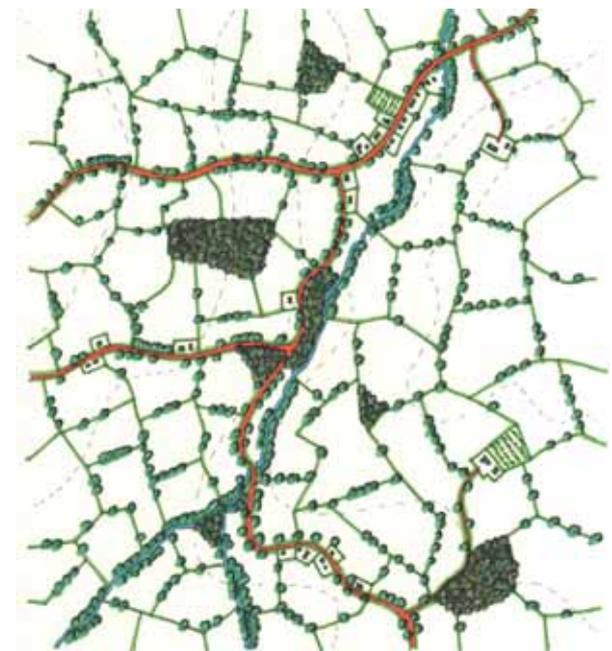
- Hedgerow boundaries to fields
- Ancient wooded character
- Notable pattern of hedgerow trees, predominantly oak

Secondary

- Organic enclosure pattern
- Small-scale landscape, hedgerow trees creating filtered views
- Brick and timber building style of old properties
- Rolling lowland with occasional steep-sided hills and low escarpments

Tertiary

- Mixed farming land use
- Dispersed settlement pattern



Current Concerns

The basic concern for the retention of the character of this landscape is the loss of scale and structure due to the decline and fragmentation of the elements of tree cover, most notably of hedgerow trees. The majority of hedgerow oaks are classed as mature or veteran, with little evidence of new stock being planted or natural regeneration being encouraged. The distribution of woodlands is generally uneven and the streamside cover is also fragmented in places. Though traditionally a landscape of mixed farming, a gradual increase in arable land uses is evident locally, which can be associated with loss of function of hedgerow structure. Once this happens, the tree cover structure becomes fragmented, the scope for hedgerow trees become restricted and the sense of scale and enclosure is lost.

Landscape Type Advice Sheet - *Planning and Development*

Principal Timbered Farmlands

Opportunities for Landscape Gain

Ancient Woodland

There may be opportunities to create new woodlands. Whilst ancient woodland itself cannot simply be created, from the landscape perspective new woodland can at least reflect ancient characteristics in terms of shape/outline and species composition.

There may be opportunities to restore areas of ancient woodland through the introduction of appropriate management, or the removal of alien species and appropriate replanting.

Development sites themselves may not always offer the best location to accommodate new woodland planting and to achieve its full potential. These opportunities cited above may be best realised on land elsewhere in the vicinity, by private agreement between the developer and landowner.

Hedgerows

There may be opportunities to plant new hedgerows, restore, strengthen or protect existing hedgerows and their patterns, and promote appropriate management – in terms of maintenance regimes and protection from stock.

The species composition of existing long established hedgerows should guide the composition of new hedgerow planting. Fencing and other uncharacteristic boundary treatments could be removed and replaced by hedgerows.

Hedgerow Trees

There may be opportunities to plant new hedgerow trees, extend the life of existing hedgerow trees through such means as tree surgery, protective measures, or protection of the setting (i.e. the hedgerow). The planting of new generations of hedgerow and field oak trees would be particularly beneficial. The use of protective designations such as TPOs might be relevant. The removal of inappropriate trees – such as belts of poplar may on occasion be appropriate, combined with new planting of a more appropriate nature in terms of species and location.

Enclosure Pattern

Opportunities to reflect the organic field pattern may materialise through the shape of newly planted hedgerows, the outline of new woodland planting, the definition of roadside boundaries and verges, the spatial distribution and orientation of new buildings, avoiding uniformity of pattern in all cases.

Small-scale, Filtered Views

Opportunities may arise to sub-divide large fields or parcels of land. Open plan schemes may be afforded some semblance of structure in order to create sub-division of area. The location and orientation of new buildings can create intimate areas, particularly if regular patterns are avoided. The planting of trees of appropriate scale can filter views, the incorporation of hedgerows can contribute to the small scale of an area. The incorporation of such features as chimneys, and other roof structures to reduce the uniformity of the roofscape can also contribute to creating an intimacy of scale and filtering of views.

Brick and Timber Building Style

Specialist advice should be sought from the District Council with regard to the specific details relating to this. It is not intended that new buildings should necessarily copy such characteristic styles although there may be opportunities to pick up certain details of scale, orientation, or finer detailing associated with doors, windows or other structures which could be reflected in new buildings. Care should be taken to avoid adverse affects to those buildings which exhibit such characteristics. Buildings which strongly reflect traditional styles may well be listed or situated in locations of Conservation Area status.

For more information visit our website www.worcestershire.gov.uk/lca or contact the Worcestershire County Council Environmental Policy Team on 01905 766038

Physical Environment	Land Cover Parcel Key	MW36a
	Geology	Drift
	Geology Origin	Glacial
	Topography	Lowlying
	Gradient	Gentle
	Soils Base Status	Base_Poor
	Soil Texture	G-poor
	Soil Type	L-Loamy
	Exposed Rock	None
	Scale	Medium
Land Use	Pasture Extent	None
	Pasture Pattern	N/A
	Associated Farming	N/A
	Field Origin	Mixed
	Commons Status	None
	Field Size	Medium-Large
	Orchard Extent	None
	Parkland	None
	Amenity Impact	None
	Primary Farming	Mixed
	Minerals Impact	None
	Other Impact	None
	Land Use Type	Farmland
Other Land Use	None	
Linear Structure	Aquatic Linear Habitat	Skeletal
	Terrestrial Linear Habitat	Skeletal
	Rivers and Streams	Apparent
	Boundary Shape	Semi-regular
	Boundary Species	Elm
	Boundary Type	Hedgerow
	Field Boundary Visual Unity	Interrupted
	Lane Verges	N/A
Woodland and Tree Cover	Fruit Trees	None
	Pollards	None
	Forestry Impact	None
	Amenity Tree Type	Insignificant
	Amenity Tree Age	Poor
	Ancient Woods Extent	Relic
	Ancient Woods Pattern	Small_woods
	Hedgerow Tree Age	Poor
	Hedgerow Tree Extent	Localised
	Hedgerow Tree Type	Scattered
	Plantation Pattern	None
	Plantation Species	N/A
	Secondary Woodland	Localised
	Watercourse Trees Age	Moderate
Watercourse Trees Extent	Widespread	

	Tree Cover Type	Ancient_woods
	Tree Cover Visual Unity	Fragmented
Other Habitats		
	Marsh/bog Extent	None
	Marsh/bog Pattern	N/A
Species Associations		
	Bracken	None
	Gorse	None
	Rushes	
Settlement and Built Features		
	Earthworks	None
	Field Barns	Localised
	Industrial Features	None
	Settlement Type	Dispersed
	Settlement Form/Pattern	Wayside
	Building Materials	Red_Brick
	Roofing Materials	Clay_Tile
	Impact of Farm Buildings	Low
	Impact of Other Settlement	None
	Dwellings Dispersal	Moderate
	Impact Of Dwellings	Low
	Lane Density	None
	Urban Impact	Low

Appendix F

Extract from Malvern Hills Environs Landscape and visual sensitivity study

Malvern Hills AONB Environs

Landscape and visual sensitivity study



Final Report

for

Malvern Hills District Council

May 2019

Email: sw@whiteconsultants.co.uk
Web: www.whiteconsultants.co.uk

Tel: 029 2236 2416



Definitions for levels of landscape and visual sensitivity

<i>Level</i>	<i>Definition</i>
Low	Landscape and/or visual characteristics of the land parcel are robust or degraded and/or its values are low and it can accommodate the relevant type of development without significant character change or adverse effects. Thresholds for significant change are very high.
Medium/ low	Landscape and/or visual characteristics of the land parcel are resilient to change and/or its values are medium/low or low and it can accommodate the relevant type of development in many situations without significant character change or adverse effects. Thresholds for significant change are high.
Medium	Landscape and/or visual characteristics of the land parcel are susceptible to change and/or its values are medium/low through to high/medium and/or it <i>may</i> have some potential to accommodate the relevant type of development in some <i>defined</i> situations without significant character change or adverse effects. Thresholds for significant change are intermediate.
High/ medium	Landscape and/or visual characteristics of the land parcel are vulnerable to change and/or its values are medium through to high (although this is not essential where landscape or visual susceptibility is a key issue). It may be able accommodate the relevant type of development but only in limited situations without significant character change or adverse effects <u>if</u> defined in the relevant land parcel summary. Thresholds for significant change are low.
High	Landscape and/or visual characteristics of the land parcel are very vulnerable to change and/or its values are high or high/medium and it is unable to accommodate the relevant type of development without significant character change or adverse effects. Thresholds for significant change are very low.

- 2.20. It is important to note that, even within smaller land parcels, there may be variations in sensitivity. For instance, a land parcel which is stated as medium sensitivity is likely to have some opportunity for development within it but not necessarily all. Therefore the sensitivity and therefore the resulting capacity do not necessarily apply to the whole area. We define the extent, size and location in the capacity evaluation and associated summary text. It should be noted that other land within a parcel may be? considered to be inappropriate to develop in terms of landscape and visual sensitivity. For high/medium sensitivity areas there may be some land which has high sensitivity with other parts which may have some very minor capacity but this does not amount to potential for a strategic allocation. Overall, this level of sensitivity is considered to be a substantive constraint in assessing potential strategic site allocations in terms of landscape and visual factors.

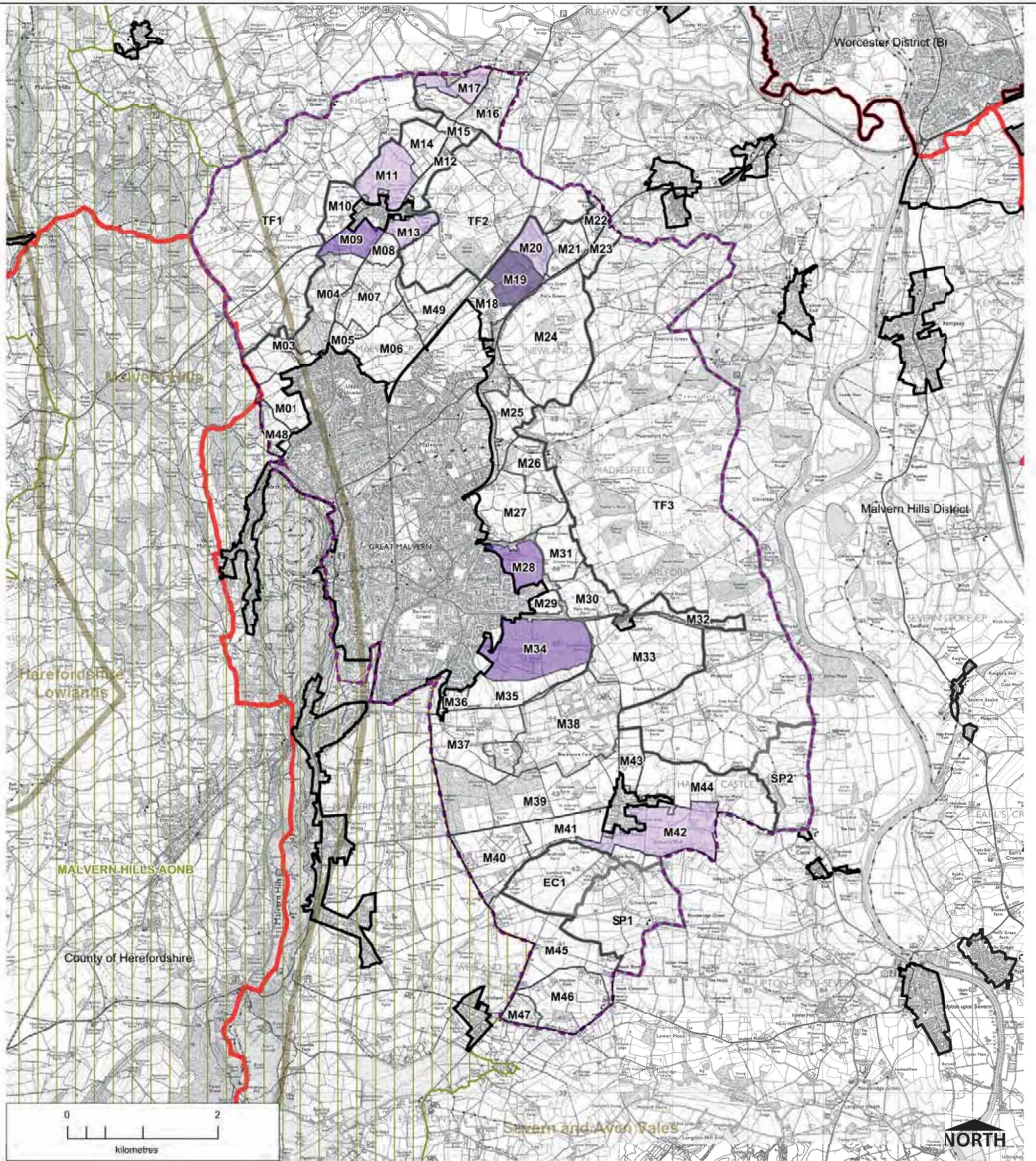
Proformas for detailed landscape and visual assessment

- 2.21. The proformas record all the relevant assessment information whether collected by data analysis of the constraints relating to each LCP or through site visits and subsequent assessment. This is in Access database and is exported to Excel and PDF for reporting.

STAGE 2 DETAILED ASSESSMENT

Malvern Hills visual relationship

- 2.22. Three viewpoints on the Malvern Hills have been visited to take photographic panoramas of the study area using a full frame digital camera with a 50mm fixed lens. The individual photo frames are digitally joined together to form panoramas. A layout of the study area with individual land cover parcels is draped over an elevation model and located in a virtual model along with each individual viewpoint. A photo visualisation from each of the three points with the location of each relevant land cover parcel has been prepared. This allows for the visual relationship with each area to be assessed from the point of view of the visitor to the Malvern Hills. This informs the evaluation of visual sensitivity of each LCP. It also informs an evaluation of the setting of the AONB taking into consideration the

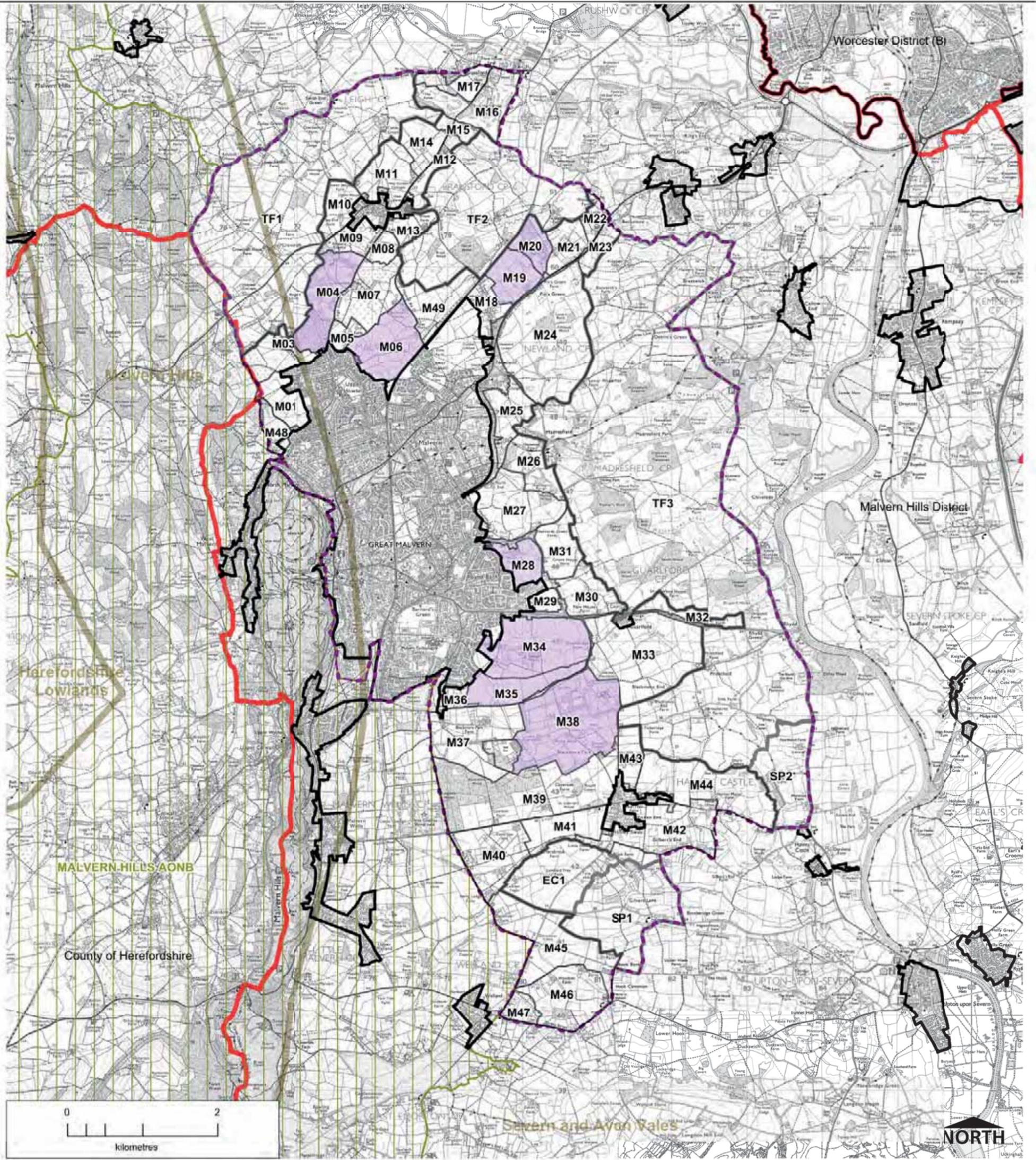


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Key

- District Boundary
- Study search area boundary
- Malvern Hills AONB
- Land Cover Parcels
- Settlement development limits
- National Landscape Character Areas
- 1-5 Ha
- 5-10 Ha
- 10-25 Ha

Figure 8 Housing/small scale mixed use capacity



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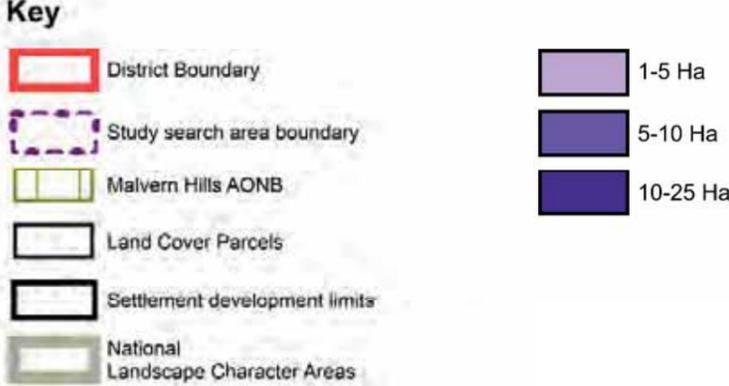


Figure 11 Recreation uses capacity



The existing view



Land cover parcels and AONB boundary



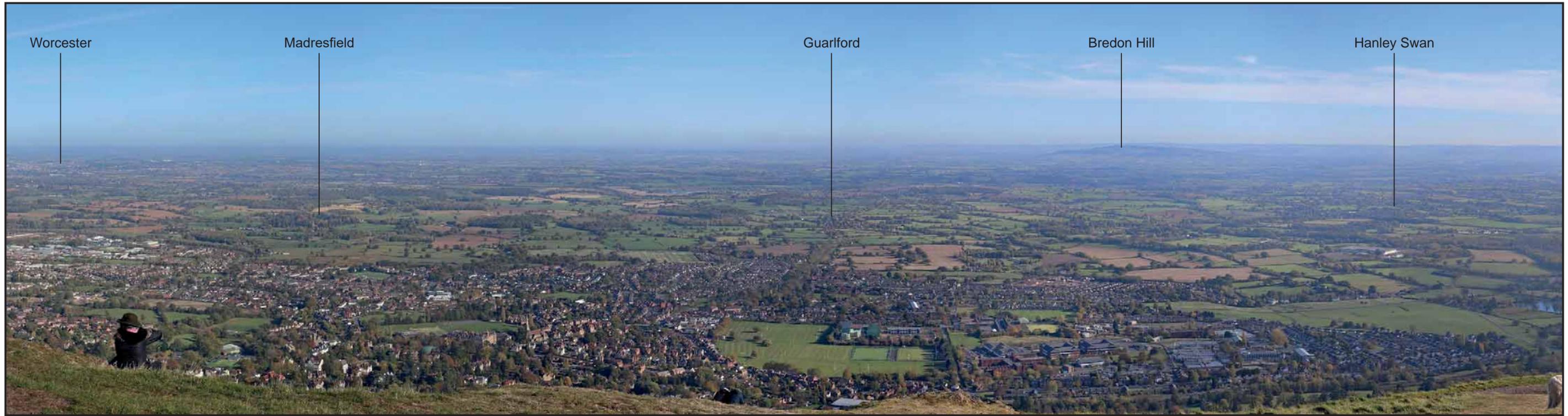
www.whiteconsultants.co.uk
Tel: 029 2236 2416

- Key:
- Land Cover Parcel
 - AONB boundary
 - Study search area boundary

Viewing distance: 36cm for A2 print
 Horizontal field of view: 90°
 Grid ref of viewpoint: E376999, N246465
 Height of viewpoint: 384m AOD
 Direction of view: 020 degrees
 Date of photograph: 2/11/18
 Camera: Canon Eos 6D full frame digital SLR with 50mm fixed lens
 Weather conditions: Sunny with slight haze

Title: **Photo View A: View from North Hill looking to the north/north east**

Project: **Malvern Hills AONB Environs Landscape and Visual Sensitivity Study**
 Client: Malvern Hills District Council
 Date: December 2018
 Status: Final



The existing view



Land cover parcels and AONB boundary



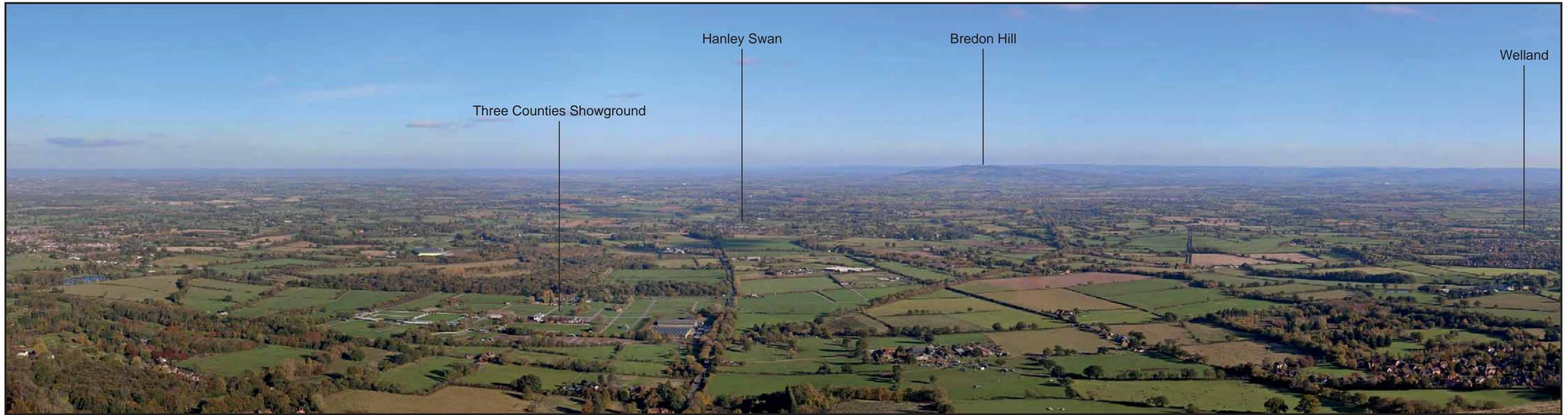
www.whiteconsultants.co.uk
Tel: 029 2236 2416

- Key:
- Land Cover Parcel
 - AONB boundary
 - Study search area boundary

Viewing distance: 36cm for A2 print
 Horizontal field of view: 90°
 Grid ref of viewpoint: E376887, N245226
 Height of viewpoint: 425m AOD
 Direction of view: 085 degrees
 Date of photograph: 2/11/18
 Camera: Canon Eos 6D full frame digital SLR with 50mm fixed lens
 Weather conditions: Sunny with slight haze

Title: **Photo View B: View from the Worcester Beacon looking east**

Project: **Malvern Hills AONB Environs Landscape and Visual Sensitivity Study**
 Client: Malvern Hills District Council
 Date: December 2018
 Status: Final



The existing view



Land cover parcels and AONB boundary



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Tel: 029 2236 2416

- Key:
- Land Cover Parcel
 - AONB boundary
 - Study search area boundary

Viewing distance: 36cm for A2 print
 Horizontal field of view: 90°
 Grid ref of viewpoint: E376793, N242133
 Height of viewpoint: 357m AOD
 Direction of view: 085 degrees
 Date of photograph: 2/11/18
 Camera: Canon Eos 6D full frame digital SLR with 50mm fixed lens
 Weather conditions: Sunny with slight haze

Title: **Photo View C: View from Pinnacle Hill looking east**

Project: **Malvern Hills AONB Environs Landscape and Visual Sensitivity Study**
 Client: Malvern Hills District Council
 Date: December 2018
 Status: Final

Land Parcel No. M34

Landscape Value **M**

Value Justification The value of the area lies in its mature hedgerow tree cover, its relationship as setting to the Guarlford Road common and associated listed common side cottages, location close to an exceptional view corridor and gateway defined on the common in the emerging Malvern Neighbourhood Plan and the views across the area from the Malvern Hills AONB and Ox Hill.

HOUSING/SMALL SCALE MIXED USE

Landscape susceptibility/sensitivity	1Ha - 5Ha	M	5Ha - 10Ha	M	10Ha - 25Ha	H/M
Visual susceptibility/sensitivity	1Ha - 5Ha	H/M	5Ha - 10Ha	H/M	10Ha - 25Ha	H/M
Overall sensitivity	1Ha - 5Ha	M	5Ha - 10Ha	M	10Ha - 25Ha	H/M

Sensitivity Justification The landscape susceptibility of the area lies in its hedgerow trees, hedgerows, the relic ponds, the floodplain and brook corridor and the tree belt associated with the sewage works. The visual susceptibility lies in the relationship with Guarlford Road Common which is a key gateway to the town with superb views to the Malvern Hills. The western part is relatively open, although the eastern part is behind intermittent common side houses and cottages with slightly greater tree cover. The area is also overlooked from Ox Hill with its distinctive common. The eastern part is sensitive to housing due to its rural open character by Guarlford Common, and clearly separate from the settlement. The western part (west of the PROW) has a greater visual and physical connection to the settlement and may have potential in parts.

Capacity	1Ha - 5Ha	Yes	5Ha - 10Ha	Yes	10Ha - 25Ha	No
----------	-----------	------------	------------	------------	-------------	-----------

Capacity Justification The capacity of the area lies to the north and south west of the sewage farm where the area has some association with the settlement edge and is already affected by the sewage works. There may be capacity for up to 7Ha housing to the north of the sewage works adjacent to the settlement edge and located away from the linear common. This is a sensitive area and would need to be designed and mitigated in line with the principles overleaf. There may be capacity for up to 3Ha in the small enclosed field to the south west adjacent the settlement edge.

EMPLOYMENT/COMMERCIAL USES

Landscape susceptibility/sensitivity	1Ha - 5Ha	H/M	5Ha - 10Ha	H/M
Visual susceptibility/sensitivity	1Ha - 5Ha	H	5Ha - 10Ha	H
Overall sensitivity	1Ha - 5Ha	H	5Ha - 10Ha	H

Sensitivity Justification The landscape susceptibility of the area lies in its hedgerow trees, hedgerows, the relic ponds, the floodplain and brook corridor and the tree belt associated with the sewage works. The visual susceptibility lies in the relationship with Guarlford Road Common which is a key gateway to the town with superb views to the Malvern Hills. The western part is relatively open, although the eastern part is behind intermittent common side houses and cottages with slightly greater tree cover. The area is also overlooked from Ox Hill with its distinctive common. The eastern part is very sensitive to commercial uses due to its rural open character by Guarlford Common, and clearly separate from the settlement. The western part (west of the PROW) has a greater visual and physical connection to the settlement but this is essentially residential, in scale with the commonside dwellings to the north. The sewage farm is low level, screened and discreet. Therefore , commercial development would be highly out of character overall.

Capacity	1Ha - 5Ha	No	5Ha - 10Ha	No
----------	-----------	-----------	------------	-----------

Capacity Justification The area has no capacity due to its sensitivity.

LEISURE/TOURISM/SPORT USES

Landscape susceptibility/sensitivity	1Ha - 5Ha	H/M	Visual susceptibility/sensitivity	1Ha - 5Ha	H
Overall sensitivity	1Ha - 5Ha	H/M			

Sensitivity Justification The landscape susceptibility of the area lies in its hedgerow trees, hedgerows, the relic ponds, the floodplain and brook corridor and the tree belt associated with the sewage works. The visual susceptibility lies in the relationship with Guarlford Road Common which is a key gateway to the town with superb views to the Malvern Hills. The western part is relatively open, although the eastern part is behind intermittent common side houses and cottages with slightly greater tree cover. The area is also overlooked from Ox Hill with its distinctive common. The eastern part is very sensitive to commercial uses due to its rural open character by Guarlford Common, and clearly separate from the settlement. The western part (west of the PROW) has a greater visual and physical connection to the settlement but this is essentially residential, in scale with the commonside dwellings to the north. The sewage farm is low level, screened and discreet. Sports development with associated floodlighting could be intrusive in this area and out of character overall.

Capacity	1Ha - 5Ha	No
----------	-----------	-----------

Capacity Justification The area has no capacity due to its sensitivity.

RECREATION USES

Landscape susceptibility/sensitivity	1Ha - 5Ha	M	Visual susceptibility/sensitivity	1Ha - 5Ha	M
Overall sensitivity	1Ha - 5Ha	M			

Sensitivity Justification The landscape susceptibility of the area to recreation uses lies in its open farmland character with trimmed hedges to the west. The visual susceptibility lies in the relationship with Guarlford Road Common which is a key gateway to the

town with superb views to the Malvern Hills. The eastern part is therefore inappropriate but the western part associated with hedgerow tree clumps, the relic ponds, the floodplain and brook corridor and the tree belt associated with the sewage works may be suitable. However, any building should not be visible from Guarlford Road.

Capacity 1Ha - 5Ha Yes

Capacity Justification There is capacity for a small country park in the western part linked with open space surrounded by housing.

LANDSCAPE CHARACTER CONTEXT

National Character Area	Severn and Avon Vales		Landscape Character Type (County)	Timbered Farmlands
Land Description Unit	Sensitivity		Field Pattern	
LCP baseline characteristics	Land Use		Field Size	
Field Boundaries				
Type	<input checked="" type="checkbox"/> Hedgerows	<input type="checkbox"/> Hedgebanks	<input type="checkbox"/> Wet ditches	<input type="checkbox"/> Estate Fencing
Species	<input type="checkbox"/> Thorn	<input type="checkbox"/> Elm	<input checked="" type="checkbox"/> Mixed	<input type="checkbox"/> Ancient
Condition	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Poor	<input type="checkbox"/> Redundant	<input checked="" type="checkbox"/> Relic
Management	<input checked="" type="checkbox"/> Trimmed	<input type="checkbox"/> Overgrown	<input type="checkbox"/> Mixed	
Hedgerow Trees				
Extent	<input type="checkbox"/> Dense	<input checked="" type="checkbox"/> Scattered	<input type="checkbox"/> Insignificant	<input type="checkbox"/> None
Age	<input type="checkbox"/> Mixed	<input checked="" type="checkbox"/> Overmature	<input type="checkbox"/> Immature	
Watercourse Trees				
Extent	<input checked="" type="checkbox"/> Dense	<input type="checkbox"/> Scattered	<input type="checkbox"/> Insignificant	<input type="checkbox"/> None
Age	<input checked="" type="checkbox"/> Mixed	<input type="checkbox"/> Overmature	<input type="checkbox"/> Immature	
Field Trees				
Extent	<input type="checkbox"/> Prominent	<input type="checkbox"/> Apparent	<input checked="" type="checkbox"/> Insignificant	<input checked="" type="checkbox"/> None
Age	<input type="checkbox"/> Mixed	<input type="checkbox"/> Overmature	<input type="checkbox"/> Immature	
Patch Survival				
Extent	<input type="checkbox"/> Widespread	<input type="checkbox"/> Localised	<input checked="" type="checkbox"/> Relic	
Management	<input type="checkbox"/> Intense	<input type="checkbox"/> Traditional	<input type="checkbox"/> Neglected	
Ecological Corridors				
Condition	<input type="checkbox"/> Intact	<input checked="" type="checkbox"/> Declining	<input type="checkbox"/> Fragmented	
Intensity of Use				
Impact	<input checked="" type="checkbox"/> High	<input type="checkbox"/> Moderate	<input type="checkbox"/> Low	

INHERENT VALUE FACTORS

Historic Designations

Scheduled Monument Conservation Area
Historic Park/Garden Listed Building

Nature Conservation Designations

SSSI Wildlife site and/or LNR
Ancient Woodland

Tranquillity

Noise Guarlford Road View of Settlement Views of modern settlement to the west and along Guarlford Road
Presence of People PROWs

Comment The area increases in tranquillity to the south and east away from existing housing, the sewage works and the Guarlford Road

Scenic Quality

There are clumps of trees around relic ponds and the area forms a neutral rural setting to the Guarlford Road with views to Ox Hill

Recreational value/community interest

Green Space (Policy) CROW Access Land
PROWs in LCP

Comment Two PROWs cross the area and the Guarlford Road common lies to the north

Historic features/cultural associations

Guarlford Road common with associated listed common edge cottages lies to the north

Rarity/Representativeness

The area is moderately representative of timbered farmlands.

Condition

The condition is moderate and poor in parts.

LANDSCAPE SUSCEPTIBILITY/SENSITIVITY FACTORS

Landform	Very gently sloping	Presence of Water	Brook to the south and relic field ponds	Floodzone 3
Land Cover Pattern	Semi-regular fields primarily in arable use with some hedgerow trees and a tre belt associated with the sewage works			
Settlement pattern in LCP	No settlement in area. Sewage Farm.			
Scale	Medium with some large and some smaller fields			
Function e.g. Floodplain, GI corridor	Brook floodplain and wildlife corridor to the south. Roadside common to the north.			
Amenity eg presence of footpaths/recreation corridors	Two PROWs and roadside common to the north.			
Functional relationship between the area and the settlement/key features	Two PROWs linking the urban edge to the countryside.			

VISUAL SUSCEPTIBILITY/SENSITIVITY FACTORS

Intervisibility/enclosure	Some tree enclosure but potential for views in larger fields		
Visual relationship between the area and visual receptors on the Malvern Hills	The area is intervisible with the Hills being sited on the urban edge and adjacent to the key view corridor of Guarlford Road.		
Key Views From MH	The LCP is visible from Worcester Beacon as a large tranche of arable land with some trees		
Key Views To MH	From Guarlford Road which is a key view corridor to the hills (defined as an exceptional view corridor and gateway in the emerging Malvern Neighbourhood Plan) and from PROW to the south		
Key Views General	There are views to and from Ox Hill		
Skyline Within Area	N/A		
Landmarks/features	None		
Detractors	The urban edge to the west is exposed with limited mitigation. The sewage farm is a detractor but is generally well screened.		
Settlement Edge Character	The urban edge is unsightly to the west and the ribbon development is apparent to the north in the western part of the LCP.		
Visual relationship between the area and the settlement	The western part is intervisible with the main settlement edge and common edge development. The eastern part is generally screened from the settlement edge.		

Receptors and sensitivity

Receptors	Sensitivity		
<input checked="" type="checkbox"/> Rural Residents	High	<input checked="" type="checkbox"/> Public Rights of Way	High
<input checked="" type="checkbox"/> Urban Residents	High/medium	<input checked="" type="checkbox"/> Roads/rail/cycleways	Medium to high/medium

Comments Users of the Guarlford Road Common are the prime receptors, along with PROW users.

OPPORTUNITIES AND POTENTIAL FOR MITIGATION IF AREA SUITABLE FOR DEVELOPMENT

Location, Layout Design	Housing should be located only to the north or in the field south west of the sewage works. To the north it must be separated and screened from the Common and associated houses to the north, with extensive open space and trees to complement the Common's character.
Landscape Mitigation	Field boundaries to the east should be reinforced with tree belts to form a screen to the east and link into the sewage works woodland. The field boundaries to the south west field should also be strengthened. The existing trees and ponds within the area should be retained to help form part of the GI.

Appendix G

Extract from Malvern Neighbourhood Plan Visual Study Report

Malvern Neighbourhood Plan

Visual Study Report



Prepared for Malvern Town Council

October 2018

when planning change in the area) - and identify VPs and vistas which have 'local' visual value, i.e. within the NP Visual Study area.

2.20 The criteria which were used to determine levels of visual value for the NP study included many of the above factors but at a local / neighbourhood level. For example, the criteria for a high level of visual value include:

- Views from well-used and popular local community / visitor attractions, including long-distance / themed trails, public footpaths, public open spaces / Local Green Spaces, parks, commons etc., used by relatively large numbers of people.
- Views with local social / cultural / historic associations / memories (including views which inspired the work of artists of all kinds, past and present, of national or local repute).
- Views that are indicative of Malvern's unique and special 'sense of place' and 'local distinctiveness', and which reflect its intrinsic character and key characteristics.
- Views and viewpoints that contribute to peoples' 'experience' of life, quality of life, health and wellbeing (physical / mental), education, recreation etc.

2.21 As mentioned above, for consistency, the same terms used for grading views and their associated view corridors in the AONB Unit's Guidance on Views were applied in the NP Visual Study, but at a later stage in the process, i.e. once the visual analysis was complete (see Results section below).

2.22 The categories used were 'Exceptional', 'Special' and 'Representative'; however, whilst the principles of the criteria are the same as the AONB's, they were adapted to reflect the 'local' (as opposed to 'national') context and value of the views, and without the focus of the view necessarily being the Malvern Hills.

- **Exceptional:** A high / very high quality view which reflects the best of the area's characteristic elements, features and qualities. View is a very good representation of the area's strong sense of place and / or local distinctiveness. Few or no visual detractors present in the view. View very accessible / widely enjoyed by local people.
- **Special:** A good / very good quality view within which at least one of the area's characteristic elements / features / qualities are present. View is representative of the area's sense of place / local distinctiveness but there are visual detractors. View accessible and many local people likely to experience the view.
- **Representative:** A moderate to good quality view within which at least one of the area's characteristic elements / features / qualities are present. View is representative of the area's sense of place / local distinctiveness but is currently noticeably degraded by visual detractors. View could potentially meet the criteria for 'Special' or 'Exceptional' if improved for example if detractors were removed. View likely to be appreciated by several local people.

2.23 Not all the criteria in each category needed to apply, and, as advised in guidance such as GLVIA3, professional judgement had to be used: for example views along a KVR may not have been judged as being of great 'scenic beauty', but individual or combined key features along the route, such as focal points, heritage assets, cultural associations and so on, were considered to be highly characteristic and distinctive, contributing to a strong sense of place; the views along the route may therefore have met the Exceptional criteria.

2.24 At the outset it was also agreed that the study would note areas / 'zones' where levels of visual value were low only because the views were 'degraded' in some way, and it was both desirable and potentially feasible for the view to be improved / enhanced - new development could contribute towards achieving that aim. However, following comments on the proposed draft 'Key Views' policy in September / October 2018, the proposed 'Visual Improvement Zones' (VIZs) were excluded from the study (see Consultation below).

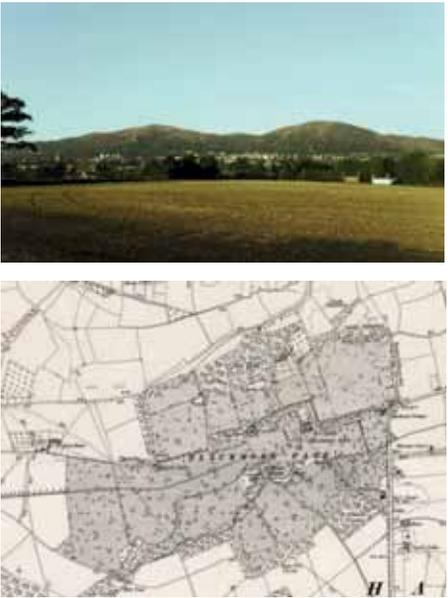
PUBLIC 'CALL FOR FAVOURITE VIEWS'

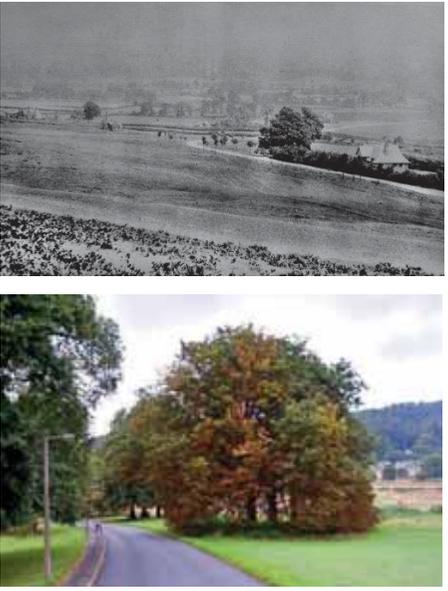
2.25 Although it was important for the study to be carried out by 'competent experts', it was equally important to factor in the local community's opinions about which views are valuable and why. It was therefore decided to launch a 'public call for favourite views'.

Table 1: Key Viewpoints (KVPs)

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP1	EXCEPTIONAL	Guarford Road looking west towards the Hills: illustrative of views along KVR17		<p>High quality view. Key historic approach to Malvern from the east. Very good representations of area's distinctive landscape characteristics. Fine views of Hills' ridges and summits on skyline, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land). Several important heritage assets and historic / cultural features along route.</p> <p>See also KVR17.</p>
KVP3	EXCEPTIONAL	Peachfield Road, near Malvern Common (lower) looking south west to north west: illustrative of views along KVR19B		<p>Near Key Gateway 3 (south). High quality uninterrupted panoramic view of Hills and Great Malvern town centre / spring line across well-managed commons (SSSI). Highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVR19B.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP51	EXCEPTIONAL	B4211 Guarlford Road approaching / at town boundary looking north west to south west / south at start of KVR17		<p>At Key Gateway 2 (south east). High quality view. Key historic approach to Malvern from east. Historic interest in local area ('lost' Baldenhall Manor (medieval) and Jackpit Lane). Very good representations of area's distinctive landscape characteristics. Glimpses of Hills's ridges and summits on skyline above trees, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land).</p> <p>See also KVR17, KVR35 and Key Gateway 2.</p>
KVP52	EXCEPTIONAL	At junctions of Poolbrook Road, Longridge Road and Churchdown Road looking south east to west along KVR19B		<p>High quality uninterrupted panoramic long view of Hills' profile across well-managed commons (SSSI). Highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVR19B, KVP2 and KFP10.</p>
KVP53	EXCEPTIONAL	At junction of Peachfield Road and St. Andrew's Road looking north east to south east along KVR19B		<p>Scenic and very good quality vista across commons and Severn plain as far as horizon. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include commons (SSSI), mature roadside trees, heritage assets (pillar box) and cultural associations (for example old golf course where Elgar played, and club-house).</p> <p>See also KVR19B.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP24	SPECIAL	Public fp and bridleway between Woodbridge Farm south west of Guarlford and south of Poolbrook looking west to north		<p>Well-used public fp and bridleway also known as Wood Street. Crosses Ox Hill (unusual and distinctive localised upstanding ridgeline), probably historic route of old 'salt way' - pack horse track used for transporting salt from Droitwich to Wyche Cutting - see 1904 map extract. Significantly, town boundary follows route for most of its length, so highly important key feature to be retained and reinforced. Significant vegetation along greater part of length: mature oak and native hedgerows / trees, woodland belts. Also network of public fps across fields to north, and triangle of roads south of B4211 / south west of Guarlford. Excellent representation of area's distinctive traditional historic rural landscape character. Sections of routes with panoramic views of Hills and built form of Great Malvern / Wyche Cutting (KFP11) / Wells along spring line. Some unmanaged areas close to settlement edge (which may have ecological value), views are across very good quality open countryside (including Pool Brook) which makes very important contribution to area's context and setting.</p> <p>See also KVR36.</p>
KVP26	SPECIAL	Illustrative of views along Halfkey Road (KVR6)		<p>Very good representation of area's distinctive traditional historic rural / agricultural landscape character. Undulating, winding lane is old trackway leading to Hills and town, mainly characterised by good native roadside hedgerows and mature escaped oak although also some erosion / visual detractors and room for improvement.</p> <p>See also KVR6.</p>

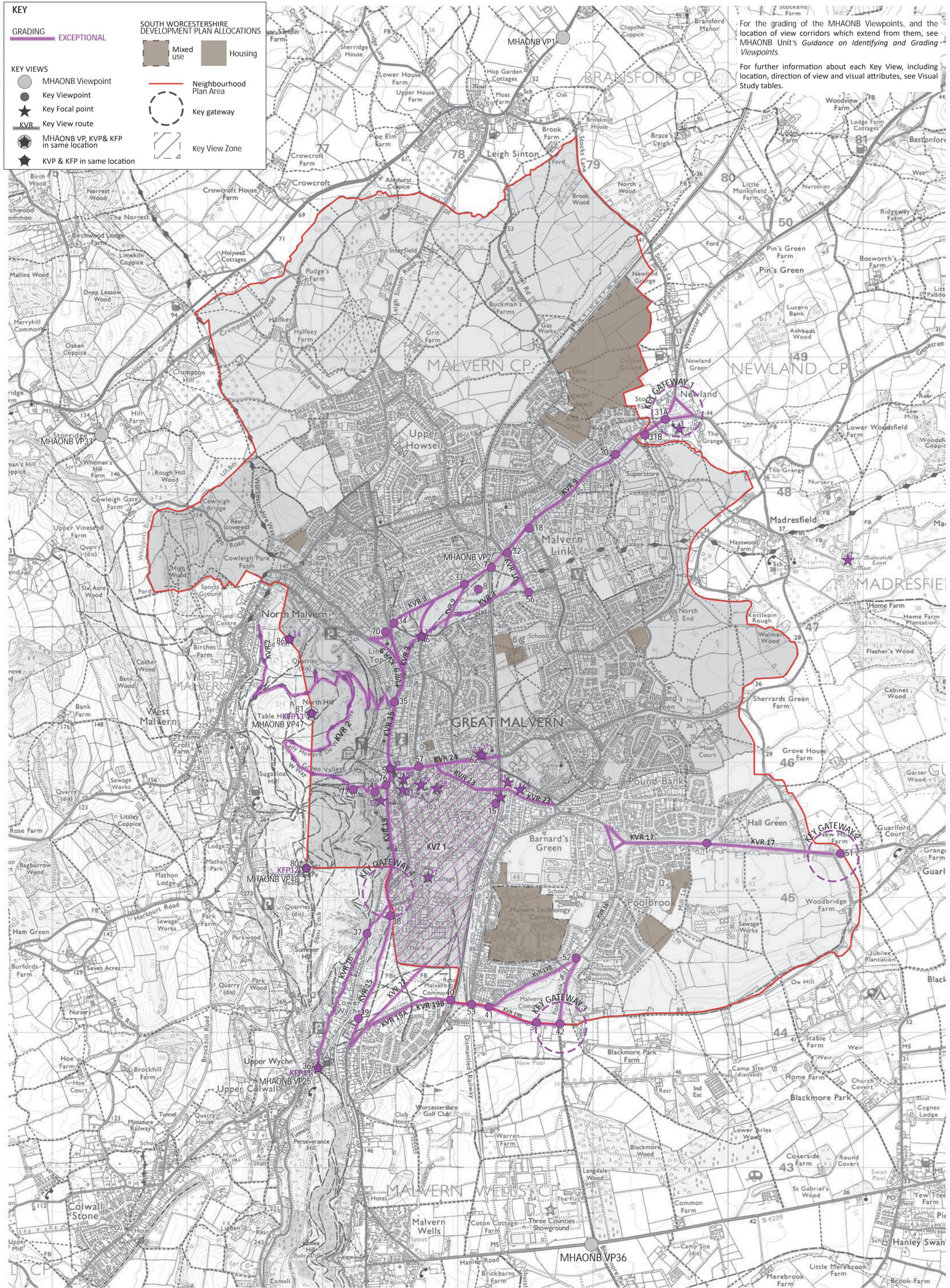
KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR17	EXCEPTIONAL	B4211 Guarlford Road between town's eastern boundary and B4208, including Barnard's Green 'Pool Triangle'. Travelling in both directions but views to west feature Hills		<p>Key historic approach to Malvern from east. Fine views of Hills, main view framed by avenue of mature trees along wide grassed verges (commons / Open Access Land). Several heritage assets and historic / cultural features along route including key buildings and Malvern Water feature.</p> <p>See also KVPs 1 and 51.</p>
KVR19A	EXCEPTIONAL	Peachfield Road between A449 and bridge over railway travelling in both directions but key views of NPA are to north		<p>Within AONB. Runs along south side of Malvern Common (upper), in transition zone between steep hill slopes and Severn Plain. Significant vegetation includes well-managed commons and native trees, and exceptional, highly distinctive avenue of lime and horse chestnut trees along north side of road: clumps of four trees planted in offset squares in c. 1880 (see black and white photo), designed to accommodate carriages under canopies.</p> <p>See also KVPs 39 and 40 and KVR22.</p>

KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR36	SPECIAL	Public fp and bridleway between Woodbridge Farm south west of Guarford and south of Poolbrook, and network of public fps across fields to north, travelling in both directions. Also triangle of roads south of B4211 / south west of Guarford	 	<p>Well-used public fp and bridleway also known as Wood Street. Crosses Ox Hill (unusual localised upstanding ridgeline), probably historic route of old 'salt way' - pack horse track used for transporting salt from Droitwich to Wyche Cutting - see 1904 map extract. Significantly, town boundary follows route for most of its length, so highly important key feature to be retained and reinforced. Significant vegetation along greater part of length: mature oak and native hedgerows / trees, woodland belts. Also network of public fps across fields to north, and triangle of roads south of B4211 / south west of Guarford. Excellent representation of area's distinctive traditional historic rural landscape character. Sections of routes with panoramic views of Hills and built form of Great Malvern / Wyche Cutting (KFP11) / Wells along spring line. Some unmanaged areas close to settlement edge (which may have ecological value), views are across very good quality open countryside (including Pool Brook) which makes very important contribution to area's context and setting.</p> <p>See also KVP24.</p>
KVR4	REPRESENTATIVE	Three Choirs Way between Pickersleigh Road and Townsend Way, travelling in both directions		<p>Well-used long-distance trail which traverses NPA north east - south west: this section follows line of native woodland belt and old trackway through what are now built-up parts of Malvern Link including Spring Lane and retail park west of Townsend Way. Several detractors along route esp. lack of management / maintenance and rubbish (with associated lack of sense of security), but in places retains pleasant sense of original rural character. Would benefit greatly from improvement / enhancement, and better waymarking.</p>

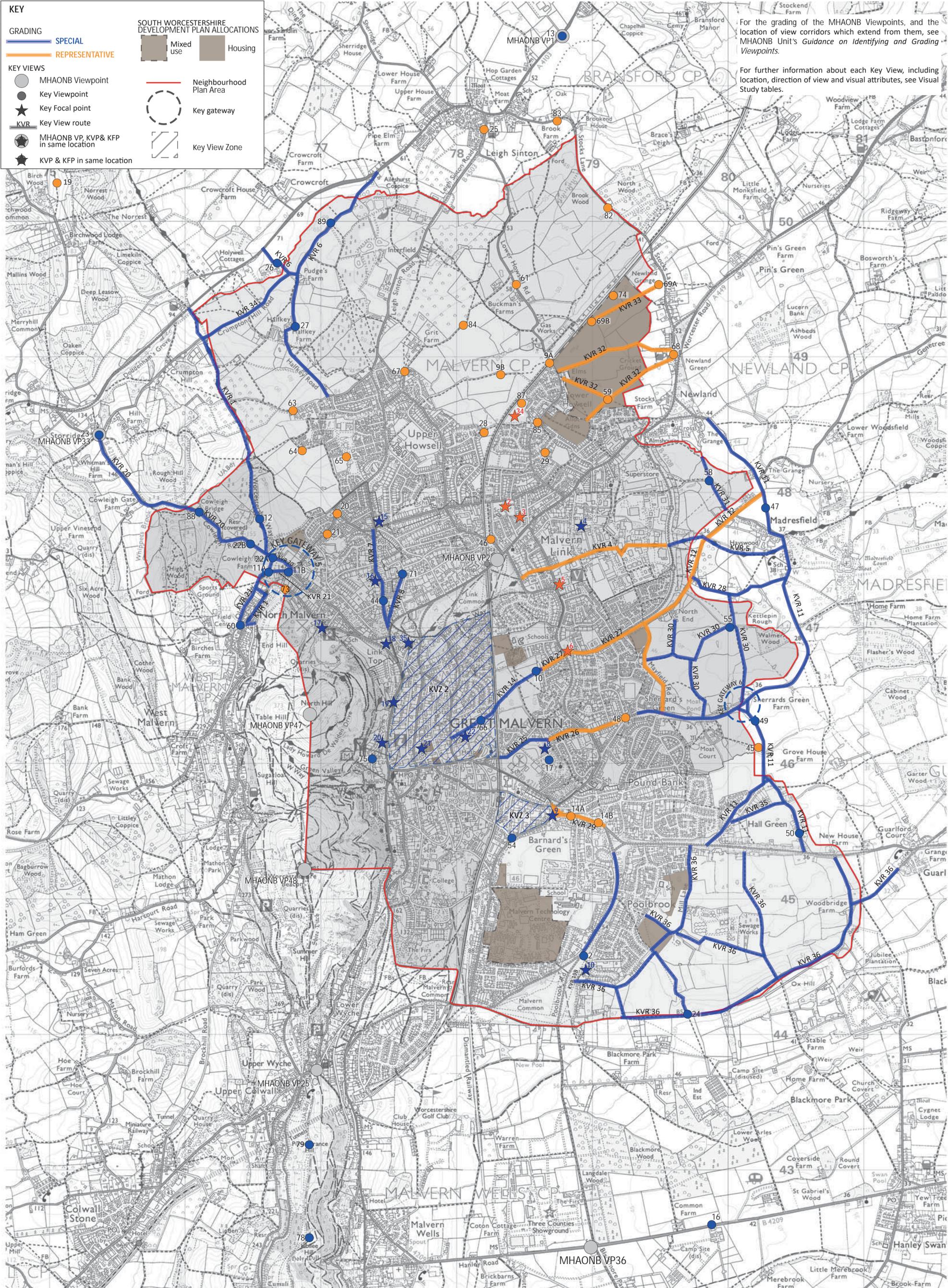
Table 5: Key Gateways

Key Gateway	Grading	Location	Photograph	Visual Attributes
Key Gateway 1 (north east)	EXCEPTIONAL	On A449 at Newland 'Triangle' and junction with Madresfield (just east of town boundary)		<p>Key Gateway 1 is along historic approach to town from north east and at junction of KVRs 9 and 11. Tantalising glimpses of Hills' ridgeline above trees. Apart from Beauchamp Community 'cluster' (KFP1), very little built form visible esp. in summer. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include significant vegetation (fine mature avenue trees along well managed wide grassed verges, and grass triangle lined with trees), Beauchamp Community Almshouses (cluster of grade II and II* listed buildings) and St. Leonard's Church (grade I listed).</p> <p>See also KFP1 (Beauchamp Community), KVP31A and KVRs 9 and 11.</p>
Key Gateway 2 (south east)	EXCEPTIONAL	On B4211 Guarlford Road at town boundary		<p>Key Gateway 2 is along historic approach to Malvern from east (B4211 Guarlford Road). High quality views along KVR17 and very good representations of area's distinctive landscape characteristics. Glimpses of Hills's ridges and summits on skyline above trees, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land).</p> <p>See also KVP51 and KVR17.</p>
Key Gateway 3 (south)	EXCEPTIONAL	On B4208 Blackmore Park Road at junction with Peachfield Road at town boundary		<p>Key Gateway 3 along B4208 offers travellers from south sudden / unexpected and high quality uninterrupted panoramic view of Hills, well-managed commons (SSSI), and 'tidy' southern edge of settlement. Area makes highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVP42 and KVR19B.</p>

Malvern Neighbourhood Plan: Visual Study- October 2018 'Exceptional' Key Views Plan Figure VS1



Malvern Neighbourhood Plan: Visual Study- October 2018 'Special' & 'Representative' Key Views Plan Figure VS2

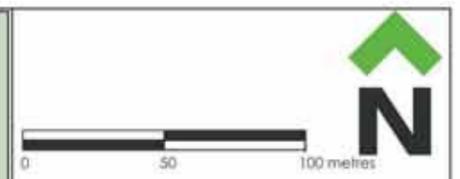


For the grading of the MHAONB Viewpoints, and the location of view corridors which extend from them, see MHAONB Unit's *Guidance on Identifying and Grading Viewpoints*.

For further information about each Key View, including location, direction of view and visual attributes, see Visual Study tables.

Appendix H

Development Framework Plan



- Site Boundary: 15.05ha
- Vehicular access point
- Emergency access, pedestrian and cycle access
- Proposed residential development and key frontages: 5.50ha (180 dwellings at 33dph)
- Proposed public open space: 9.21ha
- Existing vegetation and Roof Protection Areas
- Existing vegetation to be removed
- Proposed trees
- Proposed thicket
- Proposed hedgerows
- Meadow grassland
- Existing ponds/watercourses
- SuDS basin
- Proposed wildlife ponds
- Main street
- Secondary streets
- Recreational footways
- Potential connection to public footpath
- Shared surfaces/local squares
- Equipped children's play area
- Easements for existing pipelines
- Malvern Common
- Grade II Listed Building
- Designated Green Space
- Bus route and stop
- Public footpaths

Rev	Date	By	Description
A	27.07.2020	SG	General amendments

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Project Land south of Guarlford Road, Malvern

Title Development Framework Plan

Client Fisher German LLP

Scale 1:2,500 @ A3 **Drawn** SG

Date June 2020 **Checked** RR

Drawing No. CSA/4783/111 **Rev** A

Appendix I

Methodology and Summary Landscape and Visual Effects

METHODOLOGY FOR LANDSCAPE AND VISUAL IMPACT ASSESSMENTS

- M1 In landscape and visual impact assessment, a distinction is normally drawn between **landscape/townscape effects** (i.e. effects on the character or quality of the landscape (or townscape), irrespective of whether there are any views of the landscape, or viewers to see them) and **visual effects** (i.e. effects on people's views of the landscape, principally from public rights of way and areas with public access, but also private views from residential properties). Thus, a development may have extensive landscape effects but few visual effects if, for example, there are no properties or public viewpoints nearby. Or alternatively, few landscape effects but substantial visual effects if, for example, the landscape is already degraded or the development is not out of character with it, but can clearly be seen from many residential properties and/or public areas.
- M2 The assessment of landscape & visual effects is less amenable to scientific or statistical analysis than some environmental topics and inherently contains an element of subjectivity. However, the assessment should still be undertaken in a logical, consistent and rigorous manner, based on experience and judgement, and any conclusions should be able to demonstrate a clear rationale. To this end, various guidelines have been published, the most relevant of which, for assessments of the effects of a development, rather than of the character or quality of the landscape itself, form the basis of the assessment and are as follows:
- 'Guidelines for Landscape & Visual Impact Assessment', produced jointly by the Institute of Environmental Assessment and the Landscape Institute (GLVIA 3rd edition 2013); and
 - 'An Approach to Landscape Character Assessment', October 2014 (Christine Tudor, Natural England) to which reference is also made. This stresses the need for a holistic assessment of landscape character, including physical, biological and social factors.

LANDSCAPE/TOWNSCAPE EFFECTS

- M3 Landscape/townscape quality is a subjective judgement based on the condition and characteristics of a landscape/townscape. It will often be informed by national, regional or local designations made upon it in respect of its quality e.g. AONB. Sensitivity relates to the inherent value placed on a landscape / townscape and the ability of that landscape/townscape to accommodate change.

Landscape sensitivity can vary with:

- (i) *existing land uses;*
- (ii) *the pattern and scale of the landscape;*
- (iii) *visual enclosure/openness of views, and distribution of visual receptors;*
- (iv) *susceptibility to change;*
- (v) *the scope for mitigation, which would be in character with the existing landscape; and*
- (vi) *the condition and value placed on the landscape.*

- M4 The concept of landscape/townscape value is considered in order to avoid consideration only of how scenically attractive an area may be, and thus to avoid undervaluing areas of strong character but little scenic beauty. In the process of

making this assessment, the following factors, among others, are considered with relevance to the site in question: landscape quality (condition), scenic quality, rarity, representativeness, conservation interest, recreation value, perceptual aspects and associations.

- M5 Nationally valued landscapes are recognised by designation, such as National Parks and Areas of Outstanding Natural Beauty ('AONB') which have particular planning policies applied to them. Nationally valued townscapes are typically those covered by a Conservation Area or similar designation. Paragraph 170 of the current NPPF outlines that planning policies and decisions should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes '*...in a manner commensurate with their statutory status or identified quality in the development plan*'.
- M6 There is a strong inter-relationship between landscape/townscape quality, value and sensitivity as high quality/value landscapes/townscapes usually have a low ability to accommodate change.
- M7 For the purpose of our assessment, landscape/townscape quality, value and sensitivity is assessed using the criteria in Tables LE1 and LE2. Typically, landscapes/townscapes which carry a quality designation and which are otherwise attractive or unspoilt will in general be more sensitive, while those which are less attractive or already affected by significant visual detractors and disturbance will be generally less sensitive.
- M8 The magnitude of change is the scale, extent and duration of change to a landscape arising from the proposed development and was assessed using the criteria in Table LE3.
- M9 Landscape/townscape effects were assessed in terms of the interaction between the magnitude of the change brought about by the development and the quality, value & sensitivity of the landscape resource affected. The landscape/townscape effects can be either beneficial, adverse or neutral. Landscape effects can be direct (i.e. impact on physical features, e.g. landform, vegetation, watercourses etc.), or indirect (i.e. impact on landscape character as a result of the introduction of new elements within the landscape). Direct visual effects result from changes to existing views.
- M10 In this way, landscapes/townscapes of the highest sensitivity, when subjected to a high magnitude of change from the proposed development, are likely to give rise to 'substantial' landscape/townscape effects which can be either adverse or beneficial. Conversely, landscapes of low sensitivity, when subjected to a low magnitude of change from the proposed development, are likely to give rise to only 'slight' or neutral landscape effects. Beneficial landscape effects may arise from such things as the creation of new landscape features, changes to management practices and improved public access. For the purpose of this assessment the landscape/townscape effects have been judged at completion of the development and in year 15. This approach acknowledges that landscape/townscape effects can reduce as new planting/mitigation measures become established and achieve their intended objectives.

VISUAL EFFECTS

- M11 Visual effects are concerned with people's views of the landscape/townscape and the change that will occur. Like landscape effects, viewers or receptors are categorised by their sensitivity. For example, views from private dwellings are generally of a higher sensitivity than those from places of work.

- M12 In describing the content of a view the following terms are used:
- No view - no views of the development;
 - Glimpse - a fleeting or distant view of the development, often in the context of wider views of the landscape;
 - Partial - a clear view of part of the development only;
 - Filtered - views to the development which are partially screened, usually by intervening vegetation - the degree of filtering may change with the seasons;
 - Open - a clear view to the development.
- M13 The sensitivity of the receptor varies according to its susceptibility to a particular type of change, or the value placed on it (e.g. views from a recognised beauty spot will have a greater sensitivity). Visual sensitivity was assessed using the criteria in Table VE1.
- M14 The magnitude of change is the degree in which the view(s) may be altered as a result of the proposed development and will generally decrease with distance from its source, until a point is reached where there is no discernible change. The magnitude of change in regard to the views was assessed using the criteria in Table VE2.
- M15 Visual effects were then assessed in terms of the interaction between the magnitude of the change brought about by the development and also the sensitivity of the visual receptor affected.
- M16 As with landscape effects, a high sensitivity receptor, when subjected to a high magnitude of change from the proposed development, is likely to experience 'substantial' visual effects which can be either adverse or beneficial. Conversely, receptors of low sensitivity, when subjected to a slight magnitude of change from the proposed development, are likely to experience only 'slight' or neutral visual effects, which can be either beneficial or adverse.
- M17 Unless specific slab levels of buildings have been specified, the assessment has assumed that slab levels will be within 750mm of existing ground level.

MITIGATION AND RESIDUAL EFFECTS

- M18 Mitigation measures are described as those measures, including any process or activity, designed to avoid, reduce and compensate for adverse landscape and/or visual effects resulting from the proposed development.
- M19 In situations where proposed mitigation measures are likely to change over time, as with planting to screen a development, it is important to make a distinction between any likely effects that will arise in the short-term and those that will occur in the long-term or 'residual effects' once mitigation measures have established. In this assessment, the visual effects of the development have been considered at completion of the entire project and at 15 years thereafter.
- M20 Mitigation measures can have a residual, positive impact on the effects arising from a development, whereas the short-term impact may be adverse.

ASSESSMENT OF EFFECTS

- M21 The assessment concisely considers and describes the main landscape/townscape and visual effects resulting from the proposed development. The narrative text demonstrates the reasoning behind judgements concerning the landscape and visual effects of the proposals. Where appropriate, the text is supported by tables

which summarise the sensitivity of the views/landscape/townscape, the magnitude of change and describe any resulting effects.

CUMULATIVE EFFECTS

- M22 Cumulative effects are *'the additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together.'*
- M23 In carrying out landscape assessment it is for the author to form a judgement on whether or not it is necessary to consider any planned developments and to form a judgement on how these could potentially affect a project.

ZONE OF THEORETICAL VISIBILITY (ZTV)

- M24 A ZTV map can help to determine the potential visibility of the site and identify those locations where development at the site is likely to be most visible from the surrounding area. Where a ZTV is considered appropriate for a proposed development the following methodology is used.
- M25 The process is in two stages, and for each, a digital terrain model ('DTM') using Key TERRA-FIRMA computer software is produced and mapped onto an OS map. The DTM is based on Ordnance Survey Landform Profile tiles, providing a digital record of existing landform across the UK, based on a 10 metre grid. There is the potential for minor discrepancies between the DTM and the actual landform where there are topographic features that are too small to be picked up by the 10 metre grid. A judgement will be made to determine the extent of the study area based on the specific site and the nature of the proposed change, and the reasons for the choice will be set out in the report. The study area will be determined by local topography but is typically set at 7.5km.
- M26 Different heights are then assigned to significant features, primarily buildings and woodland, thus producing the first stage of an 'existing' ZTV illustrating the current situation of the site and surrounding area. This data is derived from OS Open Map Data, and verified during the fieldwork, with any significant discrepancies in the data being noted and the map adjusted accordingly. Fieldwork is confined to accessible parts of the site, public rights of way, the highway network and other publicly accessible areas.
- M27 The second stage is to produce a 'proposed' ZTV with the same base as the 'existing' ZTV. The proposed development is introduced into the model as either a representative spot height, or a series of heights, and a viewer height of 1.7m is used. Illustrating the visual envelope of the proposed development within the specific site.
- M28 The model is based on available data and fieldwork and therefore may not take into account all development or woodland throughout the study area, nor the effect of smaller scale planting or hedgerows. It also does not take into account areas of recent or continuous topographic change from, for instance, mining operations.

VISUALISATION TYPE METHODOLOGY

- M29 The photographs and visualisations within this report have been prepared in general conformance with the Landscape Institute's Technical Guidance Note 06/19. The 'types', as set out within the Guidance, comprise the following:
- Type 1 - annotated viewpoint photographs;
 - Type 2 - 3D wireline / model;
 - Type 3 - photomontage / photowire;
 - Type 4 - photomontage / photowire (survey / scale verifiable).

- M30 Photographs were taken with a digital camera with a lens that approximates to 50mm, to give a similar depth of view to the human eye. In some cases images have been joined together to form a panorama. The prevailing weather and atmospheric conditions, and any effects on visibility are noted. Images are displayed at the most appropriate size, taking into account the published guidance, legibility at A3 paper size, and context (which is often shown for illustrative purposes only), and allows for enlarged scale printing if required.
- M31 The Guidance Note advocates a proportionate and reasonable approach, which includes professional judgement, in order to aid informed decision making.
- M32 The determination of the suitable Visualisation Type to aid in illustrating the effects of the scheme, has been determined by a range of factors as set out below, including the timing of the project, the technical expertise, and costs involved.
- M33 Where it is deemed suitable or necessary to utilise the Visualisation Types set out within the Guidance Note, the table below has been used to determine which Visualisation Type is most appropriate to the project, unless otherwise specified within the report.
- M34 The table below (based on Table 1 within the Guidance Note) sets out the intended purpose and user of the report, and the Likely Level of Effect. The Likely Level of Effect is based on Tables LE4 and VE3 in this methodology, and takes into consideration the type and nature of the proposed development, as well as the sensitivity of the host environment and key visual receptors. The Likely Level of Effect is based on an initial consideration of the landscape and visual effects of the project as a whole, and the subsequent assessment may conclude a lesser or higher level of overall effect, once completed. Table VMT also provides an indication as to the appropriate Visualisation Type, noting that it is not a fixed interpretation and that professional judgement should always be applied.
- M35 Additional photographs (which do not conform to any Type) may be included to illustrate the character of the landscape/townscape, or to illustrate relevant characteristics, for example the degree and nature of intervening vegetation, or reciprocal views from residential properties.

Table VTM		VISUALISATION TYPE METHODOLOGY				
		Type 1	Type 2	Type 3	Type 4	
User, Purpose, and Likely Level of Effect	A	Evidence submitted to most Public Inquiries, most planning applications for EIA development accompanied by Landscape and Visual ES Chapters.				
		Neutral	Negligible	Slight	Moderate	Substantial
	B	Planning applications for most non-EIA development accompanied by LVIA/LVA, where there are concerns about landscape and visual effects and effective mitigation may be required. Some Landscape and Visual ES Chapters.				
		Neutral	Negligible	Slight	Moderate	Substantial
C	Planning applications where the character and appearance of the development is a material consideration, but where a LVIA/LVA may not be required.					
	Neutral/Negligible/Slight		Moderate	Substantial		
D	To inform the iterative process of assessment and design with client, and/or pre-application consultations with the competent authority.					
	Neutral/Negligible/Slight/Moderate			Substantial		

Table LE 1

LANDSCAPE / TOWNSCAPE QUALITY AND VALUE

	Very High	High	Medium	Low
Description of Landscape/Townscape Quality and Value	<p>Landscape Quality: Intact and very attractive landscape which may be nationally recognised/designated for its scenic beauty. e.g. National Park, Area of Outstanding Natural Beauty or World Heritage Site.</p> <p>Townscape Quality: A townscape of very high quality which is unique in its character, and recognised nationally/internationally, e.g. World Heritage Site</p> <p>Value: Very high quality landscape or townscape with Statutory Designation for landscape/townscape quality/ value, e.g. National Park, World Heritage Site, Registered Park or Garden. Contains rare elements or significant cultural/historical associations.</p>	<p>Landscape Quality: A landscape, usually combining varied topography, historic features and few visual detractors. A landscape known and cherished by many people from across the region. e.g. County Landscape Site such as a Special Landscape Area.</p> <p>Townscape Quality: A well designed townscape of high quality with a locally recognised and distinctive character e.g. Conservation Area</p> <p>Value: High quality landscape/townscape or lower quality landscape with un-fettered public access, (e.g. commons, public park) or with strong cultural associations. May have important views out to landmarks/designated landscapes and few detracting features. May possess perceptual qualities of tranquility or wildness.</p>	<p>Landscape Quality: Non-designated landscape area, generally pleasant but with no distinctive features, often displaying relatively ordinary characteristics. May have detracting features.</p> <p>Townscape Quality: A typical, pleasant townscape with a coherent urban form but with no distinguishing features or designation for quality.</p> <p>Value: An ordinary landscape/townscape of local value which may have some detracting features. No recognised statutory designations for landscape/townscape quality. A landscape which may have limited public access and/ or have pleasant views out, or be visible in public views.</p>	<p>Landscape / Townscape Quality: Unattractive or degraded landscape/townscape, affected by numerous detracting elements e.g. industrial areas, infrastructure routes and un-restored mineral extractions.</p> <p>Value: Landscape/townscape generally of lower quality. A landscape with limited public access, no designations or recognised cultural significance. Limited public views.</p>

Table LE 2

LANDSCAPE / TOWNSCAPE SENSITIVITY

	Very High	High	Medium	Low
Description of Sensitivity	<p>A landscape/townscape with a very low ability to accommodate change such as a nationally designated landscape.</p>	<p>A landscape/townscape with limited ability to accommodate change because such change may lead to some loss of valuable features or elements. Development of the type proposed could potentially be discordant with the character of the landscape/townscape.</p>	<p>A landscape/townscape with reasonable ability to accommodate change. Change may lead to a limited loss of some features or characteristics. Development of the type proposed would not be discordant with the character of the landscape/townscape.</p>	<p>A landscape/townscape with good ability to accommodate change. Change would not lead to a significant loss of features or characteristics, and there would be no significant loss of character or quality. Development of the type proposed would not be discordant with the landscape/townscape in which it is set and may result in a beneficial change.</p>

Table LE 3 LANDSCAPE / TOWNSCAPE MAGNITUDE OF CHANGE

	Substantial	Moderate	Slight	Negligible	Neutral
Description of the Change predicted	Total loss of or significant impact on key characteristics, features or elements				
	Partial loss of or impact on key characteristics, features or elements				
	Minor loss of or alteration to one or more key landscape/ townscape characteristics, features or elements				
	Very minor loss or alteration to one or more key landscape/ townscape characteristics, features or elements				
	No loss or alteration of key landscape/ townscape characteristics, features or elements				

Table LE 4 LANDSCAPE / TOWNSCAPE EFFECTS

	Substantial	Moderate	Slight	Negligible	Neutral
Description of the Effect	The proposals will alter the landscape/ townscape in that they: <ul style="list-style-type: none"> • will result in substantial change in the character, landform, scale and pattern of the landscape/ townscape; • are visually intrusive and would disrupt important views; • are likely to impact on the integrity of a range of characteristic features and elements and their setting; • will impact a high quality or highly vulnerable landscape; • cannot be adequately mitigated. 				
	The proposals: <ul style="list-style-type: none"> • noticeably change the character, scale and pattern of the landscape/ townscape; • may have some impacts on a landscape/ townscape of recognised quality or on vulnerable and important characteristic features or elements. • are a noticeable element in key views; • not possible to fully mitigate. 				
	The proposals: <ul style="list-style-type: none"> • do not quite fit the landform and scale of the landscape/ townscape and will result in relatively minor changes to existing landscape character; • will impact on certain views into and across the area; • mitigation will reduce the impact of the proposals but some minor residual effects will remain. 				
	The proposals: <ul style="list-style-type: none"> • complement the scale, landform and pattern of the landscape/ townscape; • development may occupy only a relatively small part of the Site; • maintain the majority of landscape features; • incorporates measures for mitigation to ensure the scheme will blend in well with the landscape/ townscape and mitigates any loss of vegetation. 				
	The proposals: <ul style="list-style-type: none"> • maintain existing landscape/ townscape character; • has no impact on landscape features, such as trees, hedgerows, watercourses, etc.; • utilises a highly degraded landscape or brownfield site. 				

Footnote:

1. Each level (other than neutral) of change identified can be either regarded as 'beneficial' or 'adverse'. The above table relates to adverse landscape effects, however where proposals complement or enhance landscape character, these will have a comparable range of beneficial landscape effects.

Table VE 1

VISUAL SENSITIVITY

	High	Medium	Low
<p>Description of the Receptor</p>	<p>Residential properties with predominantly open views from windows, garden or curtilage. Views will normally be from ground and first floors and from two or more windows of rooms mainly in use during the day.</p> <p>Users of Public Rights of Way in sensitive or generally unspoilt areas.</p> <p>Predominantly non-motorised users of minor or unclassified roads in the countryside.</p> <p>Views from within an Area of Outstanding Natural Beauty, National Park, World Heritage Site or Conservation Area and views for visitors to recognised viewpoints or beauty spots.</p> <p>Users of outdoor recreational facilities with predominantly open views where the purpose of that recreation is enjoyment of the countryside - e.g. Country Parks, National Trust or other access land etc.</p>	<p>Residential properties with partial views from windows, garden or curtilage. Views will normally be from first floor windows only, or an oblique view from one ground floor window, or may be partially obscured by garden or other intervening vegetation.</p> <p>Users of Public Rights of Way in less sensitive areas or where there are significant existing intrusive features.</p> <p>Users of outdoor recreational facilities with restricted views or where the purpose of that recreation is incidental to the view e.g. sports fields.</p> <p>Schools and other institutional buildings, and their outdoor areas.</p> <p>Users of minor or unclassified roads in the countryside, whether motorised or not.</p>	<p>People in their place of work.</p> <p>Users of main roads or passengers in public transport on main routes.</p> <p>Users of outdoor recreational facilities with restricted views and where the purpose of that recreation is unrelated to the view e.g. go-karting track.</p>

Table VE 2

VISUAL MAGNITUDE OF CHANGE

	Substantial	Moderate	Slight	Negligible	Neutral
Description of the Change predicted	Large and dominating changes which affect a substantial part of the view.				
		Clearly perceptible and noticeable changes within a significant proportion of the view.			
			Small changes to existing views, either as a minor component of a wider view, or smaller changes over a larger proportion of the view(s).		
				Very minor changes over a small proportion of the view(s).	
					No discernible change to the view(s).

Table VE 3

VISUAL EFFECTS

	Substantial	Moderate	Slight	Negligible	Neutral
Description of the Effects	The proposals would have a significant impact on a view from a receptor of medium sensitivity, or less damage (or improvement) to a view from a highly sensitive receptor, and would be an obvious or dominant element in the view.				
		The proposals would impact on a view from a medium sensitive receptor, or less harm (or improvement) to a view from a more sensitive receptor, and would be a readily discernible element in the view.			
			The proposals would have a limited effect on a view from a medium sensitive receptor, but would still be a visible element within the view, or a greater effect on a view from a receptor of lower sensitivity.		
				The proposals would result in a negligible change to the view but would still be discernible.	
					No change in the view.

Footnote:

1. Each level (other than neutral) of change identified can be either regarded as 'beneficial' or 'adverse'.

LANDSCAPE/TOWNSCAPE EFFECTS

Direct effects on landscape features	Quality & Sensitivity	Existing Conditions	Impact and Mitigation	Magnitude of Change	Effect Year 1	Effect Year 15
Hedgerows and trees	Medium-High	The Site and its fields are bound by dense mature hedgerows, with scattered mature trees. There are also several mature trees within the centre of the Site, and along the field boundaries. There is an avenue of trees along Guarlford Road, including in the vicinity of the Site entrance.	The vast majority of hedgerows and trees are capable of being retained as part of the development proposals. A section of around 95m of hedgerow will require removal along the eastern edge of Mill Lane in the far north, to enable the vehicular access off Guarlford Road and the subsequent realignment of the northern part of Mill Lane. However, a replacement native hedgerow can be incorporated along the new alignment of the lane, to mitigate for the loss. Large new areas of native thicket and tree planting are proposed within the development and open space to the south. The Arboricultural Impact Assessment has found that the mature tree along Guarlford Road, just east of the new access road, is capable of being retained whilst accommodating the proposed access arrangement.	Slight	Slight adverse	Slight beneficial
Arable land	Medium	The Site comprises three fields of arable land.	The area will be converted from arable land to a suburban development, and a large new area of public open space.	Substantial	Moderate Adverse	Moderate Adverse
Ponds	Medium	There are several ponds within the Site, as well as on the boundaries.	The ponds are proposed to be retained within the development, within areas of open space, with a network of open space linking them. Additional wildlife ponds are proposed within the south of the Site.	Neutral	Neutral	Neutral
Heritage assets	High	There are no identified heritage assets within the body of the Site, however, the proposed access lies within Malvern Common along Guarlford Road.	The existing junction and route of Mill Lane within the Common will be widened and realigned slightly.	Negligible	Negligible adverse	Negligible adverse

Public footpaths	Medium-High	<p>The northernmost part of Mill Lane (public footpath MV-881) lies within the application boundary. There is no public access to the fields of the Site.</p>	<p>Mill Lane along the west of the Site is a public footpath. It is proposed to be realigned in the north, as part of the access proposals off Guarlford Road. Pedestrian access will be provided via two new 2m wide footways on either side of the new access road, with the western footway linking to Mill Lane a short distance south of the new access. Although the made route of the footpath will be diverted, the potential to follow the current alignment of Mill Lane on foot, will remain. The Development Framework Plan shows how the new recreational footways within the development can link to this public footpath, and potentially the footpath to the east of the Site.</p>	Slight	Negligible adverse	Negligible adverse
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Indirect effects on landscape / townscape character	Quality & Sensitivity	Existing Conditions	Impact and Mitigation	Magnitude of Change	Effect Year 1	Effect Year 15
The Site	Medium	<p>The fields of the Site do not carry any statutory or non-statutory designations for landscape character or quality. The Site comprises ordinary arable land, with scattered trees and ponds occurring within the two northern fields. The Site benefits from strong native hedgerow boundaries, and there are many mature trees within these hedges, including mature oak trees. The Site is fairly typical of the wider arable land within the vicinity, although the character of the western part of the Site is influenced by the adjoining built edge of Malvern, which is clearly visible here.</p> <p>The proposed access to the development at the Site crosses the Guarford Road verge, which forms part of the Malvern Common, and is a Local Wildlife Site. The verge is characterised by wide areas of long and short grass, with mature specimen trees, mostly horse chestnut, lining the road. There are several Grade II Listed houses indented into the north of the Site.</p> <p>The Site is pleasant, and has views across the intervening settlement to the Malvern Hills beyond, as well as limited very long distance views eastwards to the rising land beyond the River Severn.</p>	<p>The fields which comprise the Site, will change from arable land to a new residential area, and new areas of public open space. The important landscape features of the Site which are of higher value, including the trees, hedgerows and ponds, are proposed to be retained and enhanced within the development, with large new areas of native landscaping incorporated. The existing boundaries of the Site are strong and well defined, however, they will be further strengthened with additional planting. The Development Framework Plan also shows how an effective ecological mitigation strategy can be incorporated, to reduce the overall harm to the landscape. At the detailed design stage, the layout and design of the new homes can be designed to reflect the high quality elements of the surrounding and vernacular settlement form. The development will enhance the recreational value of the Site, and the new recreational paths will connect to the wider public footpath network.</p>	Moderate	Significant adverse	Moderate adverse as the proposed vegetation and homes become assimilated into the surrounding landscape/ townscape

Immediate surroundings	Medium-High	The Site is bound by housing, arable fields and the sewage works. The verges of Guariford Road form part of the Malvern Common, and 4 Listed Buildings lie adjacent to the Site to the north. The Site is well screened in near distance views due to the dense boundary vegetation, although it is expected that there will be filtered views into the Site from the adjoining public footpaths, during the winter months.	The existing boundaries of the Site are strong and well defined, however, they will be further strengthened with additional planting, to limit the visual effects of the proposals, and to ensure a clear edge between the settlement and the countryside beyond. To this end, the new houses have also been set back from the boundaries, to ensure an appropriate transition between the settlement and the countryside beyond. The Development Framework Plan and the Design and Access Statement show how an attractive development can be incorporated on the Site, which will respect the setting of the Common, as well as the adjoining houses and Listed buildings. Public views of the new homes will be limited to those from the adjacent public footpaths and highways, and the new homes will be filtered in these views	Slight-Moderate	Moderate adverse	Slight adverse as the proposed vegetation and homes become assimilated into the surrounding landscape/ townscape
Wider landscape	Medium-High Very high for Malvern Hills AONB	The Site is physically and visually well contained from the wider landscape, and bound by existing houses to the north east. Where the Site is visible from the higher land to the west, it is seen within the context of the existing adjoining settlement. The majority of the settlement is of moderate quality and sensitivity, with the Conservation Areas and AONB of higher quality, value and sensitivity. The arable land to the west and south is of medium quality and value.	The development will be partially visible from the long distance on the Malvern Hills. They will be seen within the context of the existing development on the settlement edge, and will not appear discordant. Long distance views towards the Malvern Hills will remain available from within parts of the development, as well as from within the proposed area of open space in the south. The new development will be well related to the existing settlement, it will respect and retain the existing Site and surrounding features of value, and it will be well contained from the wider countryside.	Neutral	Neutral	Neutral
Heritage Assets	The impacts on heritage assets and their setting are assessed in a separate Heritage Assessment.					

Other Effects	
Cumulative impacts	We are not aware of any unbuilt permitted or allocated development in the vicinity of the Site which would result in a cumulative effect.
Lighting	The Site is currently in arable use and is unlit. The residential areas to the north and west of the Site have street lighting and background lighting from properties. The properties indented into the Site have background lighting. The proposal is for a medium density residential development with associated lighting. The development is not anticipated to give rise to any abnormal night time effects and will result in a moderate increase in background lighting levels which will be seen in the context of existing lighting within the neighbouring residential area. The Development Framework Plan shows how the layout can minimise lighting effects on the existing tree/hedgerow belts.
Construction Phase	There will be temporary landscape and visual effects arising from the construction phase of the scheme. These will include, amongst other things, stock piling of materials, temporary hoardings/fencing and vehicle and plant movements, both on Site and on the surrounding road network. It is not anticipated that the scheme will give rise to any abnormal landscape or visual effects above those that would be expected from a development of this nature. It is anticipated that the extent and timing of these effects will be controlled through a Construction Management Plan.

VISUAL EFFECTS

Views	Sensitivity	Existing Conditions	Proposals and mitigation	Magnitude of Change	Visual Effect Year 1	Visual Effect Year 15
<p>Guarford Road and southern end of public footpath MV-698 (Photographs 14-19)</p>	<p>Medium-Low</p>	<p>There is a framed view of Area A from Guarford Road to the north, through the field access adjacent to Mill Lane. Views of Area B are mostly of the northern boundary vegetation, with the groundplain of the Site screened in views from here.</p>	<p>The new access road will be visible from along Guarford Road in the near vicinity. During the summer when the grass along the Common is long, it will only be visible when adjacent to it. Mill Lane is already visible from here, and the proposed access will replace this section of Mill Lane, however, it will be more engineered and less informal than the current lanes and drives off Guarford Road adjacent to the Site.</p> <p>The new homes will be partially visible in a framed view from Guarford Road, along the new access road. New tree planting can be incorporated within the north west of the Site to filter the views of the new homes from here. The houses will also be seen within the context of the existing houses west of Mill Lane and those to the south of Guarford Road. The new homes will be visible from the section of Guarford Road to the north east of the Site, through and over the intervening vegetation. The new homes are proposed to be set back from the northern boundary here, and further structural landscaping is proposed in the intervening area, to further filter the views of the new homes. Where they are visible, they will be seen in the background of the existing houses along the south of the road, and will not appear out of character.</p>	<p>Slight</p>	<p>Slight adverse</p>	<p>Negligible adverse as the proposed vegetation matures</p>

<p>Public footpath MV-699/701 (Photographs 20-22)</p>	<p>High</p>	<p>Views from the public footpath along the east of the Site are limited to very heavily filtered glimpses, where there are gaps in the intervening hedgerow. There are larger gaps towards the south of the boundary of Area B, where views into the Site are more easily obtained. There are clear views across Area C from the southern part of the footpath.</p>	<p>The new homes will be visible in heavily filtered views through the intervening proposed and existing vegetation along the eastern boundary, from the public footpath beyond. Winter views will be filtered. From further south along the path, where it passes the southern field of the Site, the new area of public open space will be visible, with the new houses partially visible behind in heavily filtered views. Views towards the Malvern Hills, as well as the existing settlement west of the Site, from this section of the footpath, will remain.</p>	<p>Moderate-Slight</p>	<p>Moderate adverse</p>	<p>Slight adverse as the proposed vegetation matures</p>
<p>Middle and long distance to the south, including public rights of way (Photographs 24-26)</p>	<p>High</p>	<p>From public footpath MV-701, the views of the Site are screened when adjacent to the sewage works, by the vegetation within and around the works. Similarly, views from public footpath MV-705 south of the sewage works, are prevented by the intervening vegetation. Views of the Site from the higher ground at Ox Hill to the south of the sewage works, are also prevented by the dense vegetation at the works, as well as the dense vegetation along the bridleway where it follows the higher ground east and westwards.</p>	<p>Views of the proposed development from further south along public footpaths MV-701 and MV-705, as well as from Ox Hill to the south of the Site, will remain screened by the intervening vegetation at and around the sewage works.</p>	<p>Neutral</p>	<p>Neutral</p>	<p>Neutral</p>
<p>Mill Lane (Photograph 27)</p>	<p>Medium-High</p>	<p>Views from Mill Lane along the west of the Site are prevented by the dense intervening hedgerow, although there is the opportunity for views across the Site at the two field accesses.</p>	<p>The tops of the new homes will be visible over the intervening hedgerow vegetation, in views from Mill Lane to the west. The new homes have been set back from the lane, and new tree planting is proposed to be incorporated between the lane and the houses, to further filter the views of the new houses. Where visible, the new homes will appear similar in character to the existing houses, as well as those currently under construction, to the west of the lane, and they will not appear discordant.</p>	<p>Moderate</p>	<p>Moderate adverse</p>	<p>Moderate adverse</p>

Malvern Hills (Photographs 30-32)	High	There are wide panoramic views from the high ground upon the Malvern Hills, with the Site visible behind and adjacent to the existing built development within the town. The Site is visible from Worcestershire Beacon and North Hill, however, the intervening trees allow only partial views of the Site from Perseverance Hill further south. In all these views, the Site comprises but a very small part of the overall panoramic views, and is seen within the context of the existing adjoining settlement.	The new homes will be visible from the high ground along the Malvern Hills, however they will form a small part of the overall view, and they will be seen within the context of the existing settlement which is already visible from here. The retained trees within the development, as well as the proposed vegetation, will visually break up the mass of the built form, and assimilate the new homes into the existing landscape, when seen from here.	Negligible	Negligible adverse	Neutral as the proposed vegetation matures
Residential Views						
Houses to north of the Site along Guarlford Road (Photographs 1,3,4b,5,7,8,14)	High-Medium	Some of the properties along the south of the road have views over parts of the Site from their rear and side windows and gardens. Views from the houses north of the north are mostly of the northern Site boundary vegetation at Area B, with the groundplain of the Site screened in views from here. There are partial views of the northern part of Area B from the first floor windows of the two properties indented into the north east of the Site, with views from their gardens prevented by the boundary hedgerow.	There will be partial views of the development from the rear and/or side windows of the properties to the north of the Site along the south of Guarlford Road. Open space and new structural vegetation are proposed between the new homes and the existing houses, in order to filter views between them.	Moderate-Substantial	Substantial-Moderate adverse	Moderate-Slight adverse as the proposed planting matures
Houses west of Mill Lane (Photographs 2,4b,27)	Medium	There are views of the Site over the intervening hedgerows along Mill Lane, from the first floor windows of the existing houses adjacent to the west of Mill Lane, as well as from the new homes which are currently being built to the south of the existing houses	The new homes will be partially visible from the existing houses to the west of the lane, over and through the intervening vegetation. The new homes have been set back from the lane, and new tree planting is proposed to be incorporated between the lane and the houses, to further filter the views of the new houses.	Moderate	Moderate adverse	Slight adverse as the proposed vegetation matures
Houses south west of the Site (Photographs 10,28,29)	Medium	There are partial, filtered views from the two properties to the south west of the Site, west of the sewage works, over and through the intervening vegetation.	The new homes in the south west of the Site will be screened by the intervening existing and proposed vegetation, in views from the adjoining properties to the south west of the Site.	Slight-Negligible	Slight adverse	Negligible adverse as the proposed vegetation matures

<p>Houses within higher ground in Malvern to the west (Photographs 2,3)</p>	<p>Medium</p>	<p>The Site will be visible in long distance views from some of the properties on the rising ground within the west of Malvern. The Site will become more visible the higher the viewer is, with views from the lower slopes prevented by the intervening vegetation and development.</p>	<p>The new homes will be visible from the houses on the higher ground within Malvern, however they will form a small part of the overall view, and they will be seen within the context of the existing settlement which is already visible from here. The retained trees within the development, as well as the proposed vegetation, will visually break up the mass of the built form, and assimilate the new homes into the existing landscape, when seen from here.</p>	<p>Negligible</p>	<p>Negligible adverse</p>	<p>Neutral as the proposed vegetation matures</p>
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Seasonal Variation

The above assessment is based upon an appraisal of summer views. During the winter, views from the east, north east and the houses to the north, will be filtered by the existing and proposed vegetation along the boundaries of the Site.



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