

Town and Country Planning Act 1990

Section 78 Appeal

**Appendix Report to
Proof of Evidence on
Landscape and Visual Matters**

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on behalf of Staffordshire Moorlands District Council.

January 2025

Appellant: Bloor Homes (NW) Ltd

Appeal Site: Land to east of Froghall Road, Cheadle

LPA Reference: SMD/2021/0610

PINS Reference: **APP/B3438/W/24/3351035**



List of RLC Appendices to Proof of Evidence

- A – Ryder Landscape Consultants' LVIA/LVA Methodology
- B – Published Landscape Character Information
- C – TGN 2/21 –Table I – Valued Landscape Assessment
- D – Single Plate Illustrative Photography



APPENDIX A – RYDER LANDSCAPE CONSULTANTS’ LVIA/LVA METHODOLOGY



I. Introduction

- I.1.1. This Landscape and Visual Impact Assessment (LVIA) methodology has at its core the guidance and recommendations made by the 'Guidelines for Landscape and Visual Impact Assessment (3rd Edition) published jointly by the Landscape Institute and the Institute of Environmental Management and Assessment in March 2013.
- I.1.2. This LVIA methodology addresses landscape effects and visual effects as two separate areas of study.
- I.1.3. Landscape is the term used to apply to areas of land that are being judged in their own right as environmental assets. Visual or visual amenity is the term used to the visual appreciation of an area.
- I.1.4. The LVIA is an objective and systematic way of initially identifying landscape areas and people that will potentially experience a change and then assessing the likely significance of the change arising for the proposed development.
- I.1.5. LVIA is used as a tool to guide decision makers and developers alike to best integrate proposed development into a landscape with the best possible landscape and visual effects.
- I.1.6. LVIA's such as this can be produced as standalone documents or as part of a wider Environmental Impact Assessment.
- I.1.7. This LVIA Methodology was produced in August 2016 and supersedes all previous LVIA Methodologies used by this practice.

2. Terminology

2.1.1. The terminology used in this methodology is the same as that used throughout the LVIA and is explained in the Glossary at the start of the LVIA.

2.1.2. By their nature LVIA's can appear to use similar terms and references which is why this methodology explains as far as reasonably possible what is meant by these terms. The key terms used in this LVIA process are explained below and are based on the GLVIA3 glossary explanation of the same;

Landscape Receptors – defined aspects of the landscape that have the potential to be affected by a proposal;

Visual Receptors – Individuals and/or defined groups of people who have the potential to be affected by a proposal;

Landscape Effects – Effects on the landscape as a resource in its own right;

Visual Effects – Effects on specific views and on the general visual amenity experienced by people;

Landscape Value – The relative value that is attached to different landscapes by society, it is recognised that a landscape may be valued by different people or groups for a variety of reasons; or view.

Visual Value – (Not defined in GLVIA3) but a mark of the overall value attached to a view by society in general. Visual value may be valued by different people or groups for a variety of reasons at different levels.

Susceptibility – the ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences.

Sensitivity – a term applied to defined landscape and visual receptors that combines judgements on value and susceptibility to change. It is subsequently used in the assessment of significance of an effect.

Magnitude (of effect) – the term that combines judgements about the size and scale of an identified effect and the extent of the area over which it occurs. It also considers whether the effect is reversible or irreversible for the receptor and whether it is short or long term in duration.

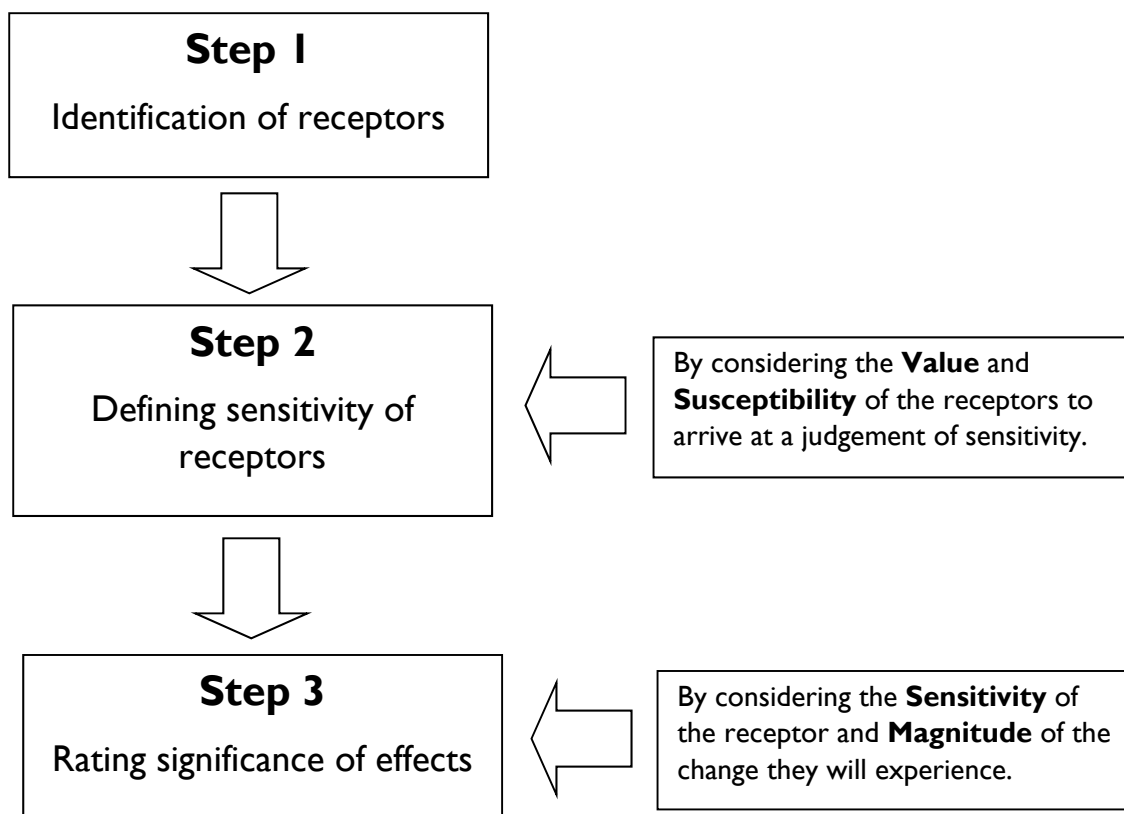
Significance (of effect) – a measure of the importance or gravity of the environmental effect arrived at by considering both sensitivity of the receptor and magnitude of effect.

3. Overview of assessment process

3.1.1. For both the landscape assessment and the visual assessment it is a three step process to arrive at an assessment of the significance of an effect on a receptor.

3.1.2. Appendix A - Figure 1 below represents the process as a flow diagram;

Appendix A – Figure 1



3.1.3. The subsequent sections describe the elements used in this process.

3.1.4. All landscape summary tables and boxes are shaded in green and their visual counterparts in blue.

4. Assessment of landscape effects

4.1. Overview of section contents

- Identification (scoping) of landscape receptors;
- Landscape baseline;
- Landscape value;
- Landscape susceptibility;
- Landscape sensitivity;
- Magnitude of landscape effects; and
- Assessing the significance of landscape effects.

4.2. Identification (scoping) of landscape receptors

4.2.1. The identification of receptors is based on understanding the proposed development.

The nature of the proposed development is considered during the following phases;

- Construction
- Completion but with no mitigation (Year 0); and
- Completion with mitigation.

4.2.2. These three stages accord with typical Environmental Impact Assessment (EIA) stages of assessment but can be added to with decommissioning and restoration stages should it be required for the effective assessment of a particular development.

4.2.3. Landscape receptors are typically identified in three ways.

4.2.4. Firstly by considering existing landscape characterisation of an area such as National Character Assessments, county and local authority landscape character assessments. The landscape character assessments are typically identified in a hierarchical fashion working from a national level to the finer grain of local level assessments.

4.2.5. Secondly by identifying any areas subject to a landscape designation e.g. Registered Historic Park or Garden or other form of designation where landscape is critical to the designated asset e.g. a Conservation Area.

4.2.6. Thirdly on an elemental basis by identifying those landscape elements such as trees, hedges, ponds and the like that make up the particular landscape and its aesthetic and perceptual qualities.

4.2.7. The study area i.e. the area used to identify the landscape receptors, is ideally agreed with the competent authority in advance of the assessment. However it is recognised that on occasions a competent authority is not able to give such advice and on these occasions professional judgement is used.

4.2.8. The study area will vary with the size, height and nature of the development. It will include the Site itself, the surrounding landscape as context to the Site and Landscape Character Areas that are likely to be affected directly or indirectly by the proposals.

4.2.9. The study area is formed by casting a line to an appropriate radius around the boundary of the proposed Site. It can also be informed by the use of Zone of Theoretical Visibility (ZTV) mapping which defines the theoretical extent of the area from which the development is potentially visible.

4.3. Landscape baseline

4.3.1. The landscape baseline is the description of the existing environmental qualities of the landscape receptors and the landscape as a whole against which any future changes can be measured against or landscape effects predicted and assessed.

4.3.2. The landscape baseline is established by considering both a desk study of existing sources and field work to identify and record the character of the landscape and the elements, features and aesthetic and perceptual factors which contribute to it.

4.3.3. Landscape Character Assessments is identified by GLVIA3 §5.4 as the key tool for understanding the landscape and should be used for baseline studies.

4.3.4. Existing Landscape Character Assessments should be critically judged for their applicability to the Site and the wider study area.

4.3.5. Typically the landscape baseline will identify and describe the elements that make up the landscape in the study area, including;

Appendix A – Table 1

Physical influences	Land cover	Influences of human activity
Geology	Vegetation	Land use and management
Soils	Tree cover	Settlement character
Landform/Topography	Built form	Building character
Drainage		Field pattern
Water bodies		Means of enclosure

4.3.6. Other forms of more specialist character assessment can apply to a study area and reference should be made to the following if applicable;

- Townscape Character Assessments;
- Seascape Character Assessments; and
- Historic Landscape Character Assessment.

4.4. Landscape value

4.4.1. As part of describing the landscape baseline the value of the potentially affected landscape is established. GLVIA3 at §5.19 defines landscape value as *‘the relative value that is attached to different landscapes by society, bearing in mind that a landscape may be valued by different stakeholders for a whole variety of reasons.’*

4.4.2. This is done an element by element basis within the Landscape Receptor Table.

4.4.3. Value is presented on a three point scale of High, Medium and Low.

4.4.4. Existing landscape designations are a mark of high landscape value and are identified through the desk study. However the lack of an existing landscape designation does not mean a landscape or the elements that combine to form it are without value. Value for designated and undesignated landscapes is assessed during the fieldwork stage. Appendix A – Table 2 below sets down the levels of value assigned to landscapes with different designations.

Appendix A – Table 2 – Value assigned to landscape receptors with designations

Type and Name of designation	Description of designation	Value
International designation World Heritage Site (WHS)	A natural or man-made site or area recognized as being of outstanding international importance and therefore deserving special protection.	High due to their international importance
National landscape designation National Park, Heritage Coasts and The Broads, Area of Outstanding Natural Beauty (AONB).	Areas by virtue of their attractive landscape have national importance and typically benefit from settings of high landscape quality.	High due to their national importance
National heritage designation or registration The setting and extents of Scheduled Monuments, Listed Buildings and Structures, Registered Historic Parklands and Gardens, Ancient Woodlands	Assets and their settings or curtilage that have cultural or natural links to the landscape.	High due to their national importance

Type and Name of designation	Description of designation	Value
Experiential classified landscapes Identified Dark Sky Areas and CPRE and CPRW areas of high tranquillity and wildness.	Landscape areas that have been mapped and defined for the quality of the experience that they evoke.	High / Medium due to their national and regional importance
Regional landscape designations Special Landscape Area (SLA), Areas of Special County Value (ASCV) and similar titled areas.	Areas designated at a county or local level on the basis of the quality of the landscape to the region or local authority area.	High / Medium due to their regional and local importance
Regional heritage designation Conservation Area / Area of Archaeological Interest	Areas designated at a regional or local level on the basis of the heritage importance including matters of setting and views.	High / Medium due to their regional and local importance
Local landscape designations Public Open Space, Green or Blue Infrastructure, Areas of Local Landscape Importance, Tree Preservation Order and Ancient Hedgerow.	Area designated at a local level to reflect the importance of a landscape, area or features within it at a local level.	High / Medium / Low depending on their assessed importance within the locality.
No formal designation or registration	The lack of a formal designation does not immediately make the value of the landscape or feature low as local importance has to be judged in the assessment of value.	High / Medium / Low depending on their assessed importance within the locality.

4.4.5. Should a landscape receptor be deemed to require further consideration to assess its value then Box 5.1 of GLVIA3 pg 84 is used as the basis of the assessment. This box which is reproduced in its entirety below as Appendix A – Figure 2 is based upon criteria established by the author of GLVIA3 Carys Swanwick and Land Use Consultants dated 2002.

Appendix A – Figure 2 – Criteria for the establishment of Landscape Value

Box 5.1

Range of factors that can help in the identification of valued landscapes

- **Landscape quality (condition):** A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
- **Scenic quality:** The term used to describe landscapes that appeal primarily to the senses (primarily but not wholly the visual senses).
- **Rarity:** The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Type.
- **Representativeness:** Whether the landscape contains a particular character and/or features or elements which are considered particularly important examples.
- **Conservation interests:** The presence of features of wildlife, earth science or archaeological or historical and cultural interest can add to the value of the landscape as well as having value in their own right.
- **Recreation value:** Evidence that the landscape is valued for recreational activity where experience of the landscape is important.
- **Perceptual aspects:** A landscape may be valued for its perceptual qualities, notably wildness and/or tranquillity.
- **Associations:** Some landscapes are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area.

Based on Swanwick and Land Use Consultants (2002)

As reproduced from the GLVIA3.

4.5. Landscape susceptibility

4.5.1. Susceptibility is the term used to describe the ability of an identified landscape receptor to accommodate the proposed development without undue consequences to the baseline condition of that individual receptor.

4.5.2. Receptor susceptibility is identified in the Landscape Receptors Table and is applicable to character areas as whole, designated areas or individual characteristics that contribute to the overall landscape. It can also be applicable to particular aesthetic or perceptual aspects.

4.5.3. GLVIA3 at §5.40 also identifies that matters of landscape planning policy and strategies should also be considered with regard to the effects that proposed development may have on them.

4.5.4. Susceptibility of a landscape receptor to change is specific to the type of development being proposed in that particular area to ensure relevancy to the assessment.

4.5.5. Judgements on susceptibility are presented in a three step scale of Low, Medium or High with definitions for each of these grades presented in Appendix A – Table 3 below;

Appendix A – Table 3 – Definitions of landscape susceptibility

Scale	Description of susceptibility
High	Little or no ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline or the delivery of landscape planning policies and strategies.
Medium	Some ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline or the delivery of landscape planning policies and strategies
Low	An ability to accommodate the proposed development without adverse consequences for the retention of the existing landscape baseline or the delivery of landscape planning policies and strategies

4.6. Landscape sensitivity

4.6.1. Landscape sensitivity is derived from combining the judgements on landscape value and landscape susceptibility together. It is itself then carried forward to determine the significance of landscape effects.

4.6.2. Landscape sensitivity is first recorded for each of the landscape receptors in the Landscape Receptor Table. It provides clear rationale for both the existing value and susceptibility to change for the individual landscape receptor. The rationale is a record of why a receptor has been graded in a particular way.

4.6.3. The scale of sensitivity is again graded using a High, Medium and Low ratings. Split grades are possible where a resulting sensitivity may fall between two grade levels.

4.6.4. Appendix A - Table 4 provides descriptive text for each of these grades of landscape sensitivity;

Appendix A – Table 4 – Description of grades of landscape sensitivity

Grade description	Typical indicators of sensitivity
High	<ul style="list-style-type: none"> Highly valued for its scenic quality.

Grade description	Typical indicators of sensitivity
<p>A landscape area with a particularly distinctive sense of place and character.</p> <p>Landscape characteristic that makes a highly notable contribution to a landscape area.</p>	<ul style="list-style-type: none"> • Highly valued for its landscape character. • Low tolerance to the type of proposed development. • Designed landscape of historical importance. • Other strong cultural or heritage associations. • Appreciated as a recreational resource. • Landscape characteristics that cannot be readily replaced. • Landscape in good condition.
<p>Medium</p> <p>A landscape area with some distinctive sense of place and character but not nationally rare.</p> <p>Landscape characteristic that makes a positive contribution to a landscape area.</p>	<ul style="list-style-type: none"> • Some scenic quality but also some less scenic elements. • Recognisable landscape character that has value. • Some tolerance to the type of proposed development. • A recognisably area or piece of designed landscape. • Possible cultural or heritage associations. • Some appreciation as a recreational resource. • Landscape characteristics that could be replaced with some effort. • Landscape in reasonable condition.
<p>Low</p> <p>A landscape area with no distinctive sense of place or notable character and not locally rare.</p> <p>Landscape characteristic that makes a contribution to a landscape area.</p>	<ul style="list-style-type: none"> • Limited or no scenic quality or elements. • Landscape character is ordinary or weak. • Tolerance to the type of proposed development. • Not a recognisable designed landscape. • No known cultural or heritage associations. • No obvious appreciation as a recreational resource. • Landscape characteristics that could be readily replaced. • Landscape in poor condition.

4.6.5. The judgement of landscape sensitivity as explained above is based on consideration of both the landscape receptor’s value and its susceptibility to change arising from the type of development proposed. Appendix A – Table 5 is used as a look-up table to achieve consistency in the definition of sensitivity.

Appendix A – Table 5 – Establishment of landscape sensitivity

Susceptibility to Change

Value	High	Medium / High	Medium	Medium / Low	Low
High	HIGH	HIGH	MEDIUM/ HIGH	MEDIUM	MEDIUM
Medium / High	HIGH	MEDIUM/ HIGH	MEDIUM	MEDIUM	MEDIUM / LOW
Medium	MEDIUM/ HIGH	MEDIUM	MEDIUM	MEDIUM / LOW	MEDIUM / LOW
Medium / Low	MEDIUM	MEDIUM	MEDIUM / LOW	MEDIUM / LOW	LOW
Low	MEDIUM	MEDIUM / LOW	MEDIUM / LOW	LOW	LOW

4.6.6. All the identified landscape receptors are first considered in the Landscape Receptor Table to establish sensitivity. It is only those landscape receptors that are identified as having a Medium, Medium/High or High sensitivity to the development that are carried forward to the assessment stage. However landscape receptors with Medium/Low and Low sensitivity can be carried forward should it be considered appropriate for the assessment after discussion with clients and ideally competent authorities.

4.7. Magnitude of landscape effects

4.7.1. The magnitude of landscape effects is assessed by considering a number of factors before arriving at an informed judgement. The factors are listed below and form the basis of the Landscape Effects Table in the LVIA;

- Size and scale of the proposed development
- Geographical extent of the effect
- Contrast or integration with the existing landscape character
- Duration of the landscape effect
- Reversibility or irreversibility.

4.7.2. The magnitude of landscape effect is considered for the three life stages of construction, on completion but with no mitigation and complete with foreseeable mitigation. This last life stage is typically taken at 15 years after completion to allow landscape mitigation proposals to have established. This period of time can be altered to suit the nature of the project and likely mitigation proposals. Any variations will be stated in the LVIA.

4.7.3. Landscape effects arising from developments can be either beneficial or adverse, permanent or temporary and these are stated within the Landscape Effects Table in the LVIA.

4.7.4. The magnitude of landscape effects is categorised as either Large, Medium, Small or None. Half grades between these categories will be used where the magnitude fits neither category. The narrative description of the magnitude categories is presented in Appendix A – Table 6.

Appendix A – Table 6 – Description of magnitude categories for landscape effects

Large	The Development would result in a substantial alteration to key landscape character or characteristics of the receptor.
Medium	The Development would result in a partial loss of or alteration to key landscape character or characteristics of the receptor.
Small	The Development would result in a minor alteration to landscape character or characteristics of the receptor.
None	The Development would not change the landscape character or characteristics of the receptor.

4.7.5. What is not normally stated in the LVIA is a critique of the architectural appearance of building proposals (should the development include built form) as this is a highly subjective matter. Instead the LVIA assesses the effects based on the scale and massing of the proposals and the resulting effects on the landscape receptors. However where the character or scale of buildings is highly critical to landscape character e.g. co-ordinated estate buildings then comments regarding their appearance may be made.

4.7.6. The size or scale of the magnitude of landscape effects relates to the loss or addition of features to the particular landscape receptor likely to be caused by the development.

The assessment takes into account the following;

- The extent/proportion of the landscape element that is lost or added;
- The contribution of that element to the character of the landscape;
- The revised setting of the landscape or landscape element resulting from the development;
- The degree to which aesthetic or perceptual aspects of the landscape receptor are altered; and
- Whether the effect changes the key characteristics of the landscape, which are critical to its distinctive character.

4.7.7. Geographical extent of landscape effects will vary according to the nature of the proposals but generally will consist of the following;

- Site level of the development itself;
- Landscape setting and context to the site;
- Larger scale of the landscape type or character area in which the site lies; and
- Largest scale of National Character Areas (typically for larger projects only).

4.7.8. Duration of landscape effects are typically classified as short, medium or long-term. For the purposes of this LVIA they accord with GLVIA 3 and are defined below. They can be altered to reflect the particular nature of a project and the alternative durations will be stated;

- Short-term 0 to 5 years
- Medium term 5 to 10 years
- Long term 10 to 25 years
- Permanency is considered anything above 25 years as this can be taken as a change that will last as long as a generation.

4.7.9. Reversibility is different to duration and passes a judgement on whether the landscape effect is reversible or not. The definitions of the various states of reversibility are;

- Fully reversible – landscape be able to be returned to its original condition after mitigation e.g. a rural landscape after installation of pipe routes or removal of wind turbines;
- Partially reversible – mitigation proposals would be able to return the landscape to something approaching its original appearance but changed to a certain degree e.g. the restoration of a quarry will likely have a changed appearance; or
- Irreversible – a permanent change to landscape character that is not foreseeable to be returned to the original landscape character i.e. a new housing area.

4.8. Assessing the significance of landscape effects

4.8.1. The assessment of the significance of landscape effects is derived by combining the judgements of landscape sensitivity and magnitude of effect for each landscape receptor. This is presented in the Landscape Effects Table alongside the judgement of magnitude with a clear narrative of the reasoning behind the assessment.

4.8.2. The significance of landscape effects can be beneficial or adverse, permanent or temporary and will occur at different levels of significance or as named for clarity in the Landscape Effects Table - ratings.

4.8.3. A look-up table is used to achieve consistency when judging the significance rating. This table is only a guide and alterations to the classifications it gives can be made based on professional judgement. Appendix A – Table 7 presents this table.

Appendix A – Table 7 – Significance of landscape effect rating

Magnitude of Effects	Receptor Sensitivity				
	High	Medium / High	Medium	Medium / Low	Low
Large	MAJOR	MAJOR	MAJOR/MODERATE	MODERATE	MODERATE
Medium / Large	MAJOR	MAJOR/MODERATE	MODERATE	MODERATE	MODERATE/MINOR
Medium	MAJOR/MODERATE	MODERATE	MODERATE	MODERATE/MINOR	MINOR
Medium / Small	MODERATE	MODERATE	MODERATE/MINOR	MINOR	MINOR
Small	MODERATE	MODERATE/MINOR	MINOR	MINOR	MINOR
Small / None	MODERATE/MINOR	MINOR	MINOR	MINOR	NEGLIGIBLE
None	NO EFFECT	NO EFFECT	NO EFFECT	NO EFFECT	NO EFFECT

4.8.4. Narrative descriptions of the different ratings of significance are presented below in Appendix A – Table 8 for both beneficial and adverse effects. It also defines what are considered neutral and negligible landscape effects.

Appendix A – Table 8 – Definitions of the significance ratings for landscape effects

Rating	Description of rating
Major beneficial landscape effect	The proposals will result in a large positive change in the key characteristics of the landscape receptor arising from either large scale improvement or introduction of extensive new positive elements to it so as to improve the notably improve its quality and integrity as a landscape receptor. The proposals may also be in full compliance adopted planning objectives for the landscape.
Moderate beneficial landscape effect	The proposals will result in a positive partial change in the key characteristics of the landscape receptor arising from either their partial addition or improvement in quality or introduction of some positive elements to it so as to moderately improve the quality and integrity of the landscape receptor. The proposals may also comply with adopted planning objectives for the landscape.
Minor beneficial landscape effect	The proposals will result in small positive change(s) in the character of the landscape receptor that is noticeable but does not alter its key characteristics. The change will arise from the addition or improvement of a small part of the receptor or through the introduction of some positive landscape elements to it so as to improve its integrity as a landscape receptor in a small way. The proposals may also be partly comply with adopted planning objectives for the landscape.
Neutral landscape effect	A neutral effect is one that has both beneficial and adverse in equal degrees and the two effects cancel each other out leaving a changed landscape receptor but one with equal quality.
Negligible beneficial or adverse effect	A negligible effect is one that may be discernible but is at first not obvious or debatable as to whether it will occur.
No landscape effect	There is no apparent landscape effect on the receptor.
Minor adverse landscape effect	The proposals will result in small negative change(s) in the character of the landscape receptor that is noticeable but does not affect its key characteristics. The change will arise from the loss or reduction of a small part of the receptor or through the introduction of some negative elements to it so as to reduce its integrity as a landscape receptor in a small way. The proposals may also be partly in conflict with adopted planning objectives for the landscape.
Moderate adverse landscape effect	The proposals will result in a partial change in the key characteristics of the landscape receptor arising from either their partial loss, reduction or introduction of some uncharacteristic elements to it so as to moderately reduce or degrade the integrity of the landscape receptor. The proposals may also be partly in conflict with adopted planning objectives for the landscape.
Major adverse landscape effect	The proposals will result in a large negative change in the key characteristics of the landscape receptor arising from either their loss, reduction or introduction of uncharacteristic elements to it so as to destroy it or seriously degrade the integrity of the landscape receptor. The

Rating	Description of rating
	proposals may also be in conflict with adopted planning objectives for the landscape.

5. Assessment of visual effects

5.1. Overview of section contents

5.1.1. Like the landscape assessment the visual assessment follows a very similar process;

- Identification (scoping) of visual receptors;
- Visual baseline;
- Value of views and visual amenity;
- Susceptibility of visual receptors to change;
- Visual sensitivity;
- Selecting viewpoints;
- Magnitude of visual effects; and
- Assessing the significance of visual effects.

5.2. Identification (scoping) of visual receptors

5.2.1. The identification of visual receptors is based on understanding the proposed development. The nature of the proposed development is considered during the following phases;

- Construction
- Completion but with no mitigation (Year 0); and
- Completion with mitigation.

5.2.2. Visual receptors are people who have a potential to see the proposed development and experience a change in the view or general visual amenity of an area. They are typically identified by the following methods.

5.2.3. Firstly by considering aerial photography and maps to identify people who will be able to see the development.

5.2.4. Secondly by attending Site and the areas around the Site looking to see which receptors would be able to see the proposed development.

5.2.5. Thirdly by conducting Zone of Theoretical Visibility (ZTV) modelling to identify through computer modelling of topography and visual barriers the theoretical extent of where the development is visible from before checking these possible views on the ground.

ZTV modelling is not conducted for all LVIA's and simpler developments, typically lower in height may not be subject to ZTV modelling.

5.2.6. The same study area is adopted for the visual assessment. However should it be deemed that visual effects extend beyond the range of the study area then these should also be considered for the sake of thoroughness.

5.2.7. In the description of views to a development the following distances apply;

- Local or short-range views – under 0.5km
- Medium or mid-range views – 0.5km – 2km
- Distant or long-range views – over 2km

5.3. Visual baseline

5.3.1. The visual baseline is the description of the existing qualities of the views and visual amenity for the individual visual receptors against which any future changes can be assessed against or visual effects predicted and assessed.

5.3.2. The visual baseline is established by considering both a desk study of existing sources such as landscape character assessments and OS Mapping to identify prominent or promoted views and field work to identify and record the character and extent of the views and the elements, features, aesthetic and perceptual factors which contribute to general visual amenity.

5.4. Value attached to views and visual amenity

5.4.1. As part of describing the visual baseline the value of the potentially affected views and general visual amenity is established. GLVIA3 at §6.37 identifies visual value attached to heritage assets and specific cultural views from paintings and like. However views do not need such cultural association to be considered of value by visual receptors, particularly local residents who will experience a view for longer.

5.4.2. The assessment considers the interest or reason a receptor has in experiencing a view and the value that they can reasonably attach to it.

5.4.3. This is done on a receptor group basis within the Visual Receptor Table with the value attached to views described as either Low, Medium or High.

Appendix A – Table 9 – Value assessment of views and visual amenity

Value	Indicative description
High	Views from and visual amenity associated with viewpoints of regional or national importance, popular visitor attractions where views and visual amenity form a key part of the attraction or route. Inclusion within guidebooks or cultural references such as painting and poetry or as part of heritage character. Views from areas with national designations such as National Parks and Areas of Outstanding Natural Beauty or regional or local landscape designations such as Special Landscape Areas or equivalent.
Medium	Views from and visual amenity associated with viewpoints of district or local importance, local visitor attractions or public open space and routes where views and visual amenity form an integral part of the attraction. Views from regional or local landscape designations such as Special Landscape Areas or equivalent.
Low	Views from and visual amenity associated with every-day locations or routes that do not benefit from any designation or cultural associations.

5.4.4. Value is also considered in terms of whether it is nationally, regionally or locally important. Value can also be increased by inclusion of views in historical or cultural references.

5.4.5. Existing landscape designations are generally a mark of visual value as well but this cannot be assumed and must be backed up by site assessment. Conversely the lack of an existing designation does not mean a view is without value. Value for designated and undesignated views and visual amenity is assessed during the fieldwork stage.

5.5. Susceptibility of visual receptors to change

5.5.1. Susceptibility of visual receptors to change in views and visual amenity is derived by considering two matters;

- the occupation or reason why they are experiencing that view or area; and
- the amount of interest or attention they have in the view and appearance of the area...

5.5.2. Visual receptor susceptibility is identified in the Visual Receptors Table and a rationale given for the judgement.

5.5.3. Judgements on visual susceptibility are presented in a three step scale of Low, Medium or High with definitions for each of these grades presented in Appendix A – Table 9 below;

Appendix A – Table 10 – Definitions of visual susceptibility

Scale	Description of susceptibility
High	<p>Little or no ability to accommodate the change caused by the proposed development without adverse consequences for the receptor groups experiencing the view and/or general visual amenity.</p> <p>Typical receptors being residents at home, outdoor recreation groups whose attention is on the view e.g. walkers, visitors to heritage attractions, public park users, wider communities where setting of an area contributes to general visual amenity, travellers on recognised scenic routes.</p>
Medium	<p>Some ability to accommodate the proposed development with some adverse consequences for the receptor groups experiencing the view and/or general visual amenity.</p> <p>Typical receptors include users of transport routes and areas of outdoor recreation where the view is not the primary focus of attention e.g. sports pitches.</p>
Low	<p>An ability to accommodate the proposed development without notable adverse consequences for the receptor groups experiencing the view and/or general visual amenity.</p> <p>Typical receptor groups include people at work or going about business that is not focussing on views or general visual amenity.</p>

5.6. Visual sensitivity

5.6.1. Visual sensitivity is derived from combining the judgements on value of a view or visual amenity and susceptibility of the visual receptor together. It is itself then carried forward to determine the significance of visual effects by combining it with the magnitude of visual effects.

5.6.2. Visual sensitivity is first recorded for each of the visual receptors in the Visual Receptor Table. It provides clear rationale for both the existing value and receptor susceptibility to change for the individual visual receptor. The rationale is a record of why a visual receptor has been graded in a particular way.

5.6.3. The scale of sensitivity is again graded using a High, Medium and Low ratings. Split grades are possible where a resulting sensitivity may be judged to fall between two grade levels. A look-up table is used to aid consistency but the grading can be modified based on professional judgement.

Appendix A – Table 11 – Establishment of visual sensitivity

Value	Susceptibility to Change				
	High	Medium / High	Medium	Medium / Low	Low
High	HIGH	HIGH	MEDIUM/ HIGH	MEDIUM	MEDIUM
Medium / High	HIGH	MEDIUM/ HIGH	MEDIUM	MEDIUM	MEDIUM / LOW
Medium	MEDIUM/ HIGH	MEDIUM	MEDIUM	MEDIUM / LOW	MEDIUM / LOW
Medium / Low	MEDIUM	MEDIUM	MEDIUM / LOW	MEDIUM / LOW	LOW
Low	MEDIUM	MEDIUM / LOW	MEDIUM / LOW	LOW	LOW

5.6.4. Appendix A - Table 12 provides descriptive text for each of these grades of visual sensitivity;

Appendix A – Table 12 – Description of grades of visual sensitivity

Grade description	Typical indicators of sensitivity
<p>High A highly attractive view or visual amenity area with an obvious attraction and general lack of distracting or negative features.</p>	<ul style="list-style-type: none"> • Highly valued for its scenic quality. • Low tolerance to the type of proposed development. • Designed landscape of historical importance. • Other strong cultural or heritage associations. • Focus of a recreational resource. • Views and visual amenity that cannot be readily replaced. • Possibly benefitting from a national, regional or local landscape or heritage designation.
<p>Medium An attractive view or visual amenity area with an obvious attraction and general lack of distracting or negative features.</p>	<ul style="list-style-type: none"> • Some scenic quality but also some less scenic elements. • Some tolerance to the type of proposed development. • A recognisably area or piece of designed landscape. • Possible cultural or heritage associations. • Some appreciation as a recreational resource. • Views and visual amenity that could be recreated with some effort. • Possibly benefitting from a regional or local landscape or heritage designation.

Grade description	Typical indicators of sensitivity
<p>Low An ordinary view with no differentiating character or an area with no increased visual amenity and general lack of positive visual features.</p>	<ul style="list-style-type: none"> • Limited or no particular scenic quality or elements. • Tolerance to the type of proposed development. • Not a recognisable designed landscape. • No known cultural or heritage associations. • No obvious appreciation as a recreational resource. • Views and visual amenity that could be readily replaced or recreated. • Unlikely to hold any landscape or heritage designations.

5.6.5. All the identified visual receptors are first considered in the Visual Receptor Table to establish their individual sensitivity. It is only those visual receptors that are identified as having a Medium, Medium/High or High sensitivity to the visual changes brought about by the development that are carried forward to the assessment stage. However visual receptors with Medium/Low and Low sensitivity can be carried forward should it be considered appropriate for the assessment after discussion with clients and ideally competent authorities.

5.7. Viewpoint selection

5.7.1. Viewpoints are selected to illustrate the views and visual amenity experienced by the different visual receptors.

5.7.2. Photography is used to record the views from each of the viewpoints and included in the LVIA or LVA report.

5.7.3. The photography is undertaken in line with the recommendations given in ‘*Landscape Institute Advice Note 01/11 – Photography and photomontage in landscape and visual impact assessment.*’

5.7.4. Viewpoint selection is a critical process and is based on the following considerations;

- Ideally agreed with the competent authority in advance of the visual assessment;
- Typically from publically accessible locations e.g. footpath, public open space or the like;
- It can however be from a private location e.g. to reflect a resident’s experience with the agreement of a client or at the request of a competent authority;

- Viewpoint choice can be informed by Zone of Theoretical Visibility mapping; and
- Objective choices need to be made to best represent a receptor's experience i.e. not behind obvious screening.

5.7.5. Viewpoints selected for inclusion in the LVIA / LVA generally fall into one of three categories as described at §6.19 of the GLVIA3;

1. **Representative viewpoints** – chosen to represent the experience of a receptor group who through their large numbers or extent of view e.g. along the route of a path would make it impractical to present each view.
2. **Specific viewpoints** – from key views say along a transport corridor or those promoted in guidebooks, OS Maps or are important within a public attraction or heritage asset.
3. **Illustrative viewpoints** – Photographs taken to illustrate a specific point say an initial view or lack of a view at certain points.

5.7.6. At times illustrations will be presented to prove a negative i.e. that a development is not visible in a view and does not lead to any visual change.

5.7.7. In selecting the viewpoints the following factors are taken into account;

- Viewing direction and distance – short, medium and long distance;
- The nature of the viewing experience – static views, views along routes, views from settlements;
- The type of view – e.g. framed, glimpsed, panorama, screened, partial; and
- The potential for cumulative views in conjunction with other existing and proposed development.

5.8. Magnitude of visual effects

5.8.1. The magnitude of visual effects is assessed by considering a number of factors before arriving at an informed judgement. The factors are listed below and form the basis of the Visual Effects Table (VET) in the LVIA;

- Size and scale of the change in the view - considering loss or addition of features, changes in composition and consideration of the proportion of the view occupied by the proposed development;
- Geographical extent of the effect – angle of view, distance of the receptor to the development and extent of the area over which the changes would be visible;

- Contrast or integration with the existing visual character – possible areas of consideration include form, scale and mass, lines, height, colour and texture;
- Duration of the visual effect – accord with the duration of landscape affects namely Short-term 0 to 5 years, Medium term 5 to 10 years and Long term 10 to 25 years. Permanency is considered anything above 25 years as this can be taken as a change that will last as long as a generation.
- Reversibility or irreversibility – is applied to the nature of the development. Renewable energy such as wind turbines and solar arrays can be classed as reversible visual effects whereas other forms of development such as housing and industrial uses are considered irreversible and permanent. Some developments such as mining and waste management have reversible effects that lead to a changed visual scene.

5.8.2. The magnitude of visual effect is considered for the three life stages of construction, on completion but with no mitigation and complete with foreseeable mitigation. This last life stage is typically taken at 15 years after completion to allow landscape mitigation proposals to have established. This period of time can be altered to suit the nature of the project and likely mitigation proposals. Any variations will be stated in the LVIA.

5.8.3. Visual effects arising from developments can be either beneficial or adverse, permanent or temporary and these are stated within the Visual Effects Table in the LVIA.

5.8.4. The magnitude of visual effects is categorised as either Large, Medium, Small or None. Half grades between these categories will be used where the magnitude fits neither category. The narrative description of the magnitude categories is presented in Appendix A – Table 13.

Appendix A – Table 13 – Description of magnitude categories for visual effects

Large	The development would result in a substantial alteration to the identified view or visual amenity of an area, largely affect key visual features in the view or introduce new prominent features within the scene or alter the general composition or character of the view.
Medium	The development would result in a partial alteration to the identified view or visual amenity of an area, moderately affect key visual features in the view or introduce new notable features within the scene or alter some part of the composition or character of the view.
Small	The development would result in a minor alteration to the identified view or visual amenity of an area, may affect key visual features in the view or introduce new features within the scene or alter some small part of the composition or character of the view.
None	The development would not change the appearance or characteristics of the view or an area’s visual amenity.

5.8.5. What is not normally stated in the LVIA is a critique of the architectural appearance of building proposals (should the development include built form) as this is a highly subjective matter. Instead the LVIA assesses the effects based on the scale and massing of the proposals and the resulting effects on the visual receptors. However where the character or scale of buildings is highly critical to visual qualities e.g. co-ordinated estate buildings then comments regarding their appearance may be made.

5.9. Assessing the significance of visual effects

5.9.1. The assessment of the significance of visual effects is derived by combining the judgements of visual sensitivity and magnitude of effect for each visual receptor. This is presented in the Visual Effects Table alongside the judgement of magnitude with a clear narrative of the reasoning behind the assessment.

5.9.2. The significance of visual effects can be beneficial or adverse, permanent or temporary and will occur at different levels of significance or as named for clarity in the Visual Effects Table - ratings.

5.9.3. A look-up table is used to achieve consistency when judging the significance rating. This table is only a guide and alterations to the classifications it gives can be made based on professional judgement. Appendix A – Table 14 presents this table. It is the same table as used for assessing the significance of landscape effects

Appendix A – Table 14 – Significance of visual effect rating

	Visual Receptor Sensitivity				
Magnitude of Effects	High	Medium / High	Medium	Medium / Low	Low
Large	MAJOR	MAJOR	MAJOR/ MODERATE	MODERATE	MODERATE
Medium / Large	MAJOR	MAJOR/ MODERATE	MODERATE	MODERATE	MODERATE/ MINOR
Medium	MAJOR/ MODERATE	MODERATE	MODERATE	MODERATE/ MINOR	MINOR
Medium / Small	MODERATE	MODERATE	MODERATE/ MINOR	MINOR	MINOR
Small	MODERATE	MODERATE/ MINOR	MINOR	MINOR	NEGLIGIBLE
Small / None	MODERATE/ MINOR	MINOR	MINOR	NEGLIGIBLE	NEGLIGIBLE

None	NO EFFECT	NO EFFECT	NO EFFECT	NO EFFECT	NO EFFECT
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5.9.4. Narrative descriptions of the different ratings of significance are presented below in Appendix A – Table 15 for both beneficial and adverse effects. It also defines what are considered neutral and negligible visual effects.

Appendix A – Table 15 – Narrative descriptions of visual effects

Category of visual effect and corresponding description
Major adverse visual effects
The proposals will result in a total change in the key characteristics of the view or an area’s visual amenity or will introduce elements totally uncharacteristic to the qualities of the scene such as scale, pattern; and/or the proposals will destroy or permanently degrade the qualities of the visual character; and/or the proposals and resulting effects are in large part in conflict with landscape planning objectives and/or result in a substantial or total loss, or alteration of key elements, features or notable characteristics in the view.
Moderate adverse visual effects
The proposals will result in a part change in the key characteristics of the view or an area’s visual amenity or will introduce elements partly uncharacteristic to the qualities of the scene such as scale, pattern and some inappropriate features; and/or the proposals will notably reduce or degrade the integrity of the view or visual amenity; and/or the proposals and resulting effects are in some part in conflict with landscape planning objectives and/or result in a part loss, or alteration of key elements, features or notable characteristics in the view.
Minor adverse visual effects
The proposals will result in some small change in the key characteristics of the view or will introduce elements largely characteristic to the qualities of the existing scene such as massing, scale, pattern and some small inappropriate features; and/or the proposals will marginally reduce or degrade the integrity of view or visual amenity; and/or the proposals and resulting effects are in some small part in conflict with landscape planning objectives and/or result in a small loss, or negative alteration of key elements, features or characteristics in the view.
Negligible adverse visual effects
The proposals will result in a some very small negative change in the key characteristics of the view or will introduce elements characteristic to the qualities of the existing scene such as massing, scale, pattern and features that can be considered inappropriate; and/or the proposals will very slightly reduce or degrade the integrity of view or visual amenity in a barely perceptible way; and/or the proposals and resulting effects are in some very small part in conflict with landscape planning objectives and/or result in a very small loss, or alteration of elements, features or characteristics that is perceivable but not necessarily obvious.
No visual effects

Category of visual effect and corresponding description
<p>The proposals will result in no adverse or positive change in the key characteristics of view or visual amenity nor will it introduce any uncharacteristic elements to the view or visual amenity and/or the proposals will neither reduce or improve the integrity of view or visual amenity in a perceptible way; and/or the proposals and resulting effects neither conflict or contribute with landscape planning objectives and/or result in any alteration of key elements, features or notable characteristics of the view or visual amenity.</p>
<p>Negligible positive visual effects</p>
<p>The proposals will result in a some very small positive change in the key characteristics of the view or visual amenity or will introduce elements characteristic to the qualities of the existing view or visual amenity such as massing, scale, pattern and features that can be considered appropriate; and/or the proposals will very slightly improve or enhance the integrity of visual character in a barely perceptible way; and/or the proposals and resulting effects are in some very small part in compliance with landscape planning objectives and/or result in a very small gain, or positive alteration of key elements, features or notable visual characteristics that is perceivable but not necessarily obvious.</p>
<p>Minor positive visual effects</p>
<p>The proposals will result in a some small change in the key characteristics of the view or visual amenity or will introduce elements largely characteristic to the qualities of the existing view or visual amenity such as massing, scale, pattern and some small appropriate features; and/or the proposals will marginally conserve or enhance the integrity of visual character; and/or the proposals and resulting effects are in some part in compliance with landscape planning objectives and/or result in a small loss, or negative alteration of key visual elements, features or notable characteristics.</p>
<p>Moderate positive visual effects</p>
<p>The proposals will result in a notable beneficial change in the key characteristics of the view or visual amenity or will introduce elements that are largely in keeping with the qualities of the existing view or visual amenity with no inappropriate features; and/or the proposals will notably conserve or enhance the integrity of visual character; and/or the proposals and the resulting effects are largely in compliance with landscape planning objectives and/or result in the retention of key visual elements, features or notable characteristics.</p>
<p>Major positive visual effects</p>
<p>The proposals will result in a wholesale beneficial change in the key characteristics of a view or visual amenity or will introduce elements that notably improve the qualities of the existing view or visual amenity with no inappropriate features; and/or the proposals will notably conserve or enhance the integrity of visual character; and/or the proposals and the resulting effects are totally in compliance with landscape planning objectives and/or result in the retention and improvement of key visual elements, features or notable characteristics.</p>

6. Significance of effect and cumulative effects

6.1. Significance of effect

6.1.1. It is up to the competent authority using the findings of this LVIA to determine what they believe to be 'significant' in terms of what effects should be considered in the overall planning balance.

6.1.2. The LVIA gives a whole series of ratings for the individual receptors rather than stating that an effect is significant in terms of EIA Regulations. This is to avoid any confusion about use of the term 'Significant' in line with Landscape Institute's GLVIA3 Statement of Clarification 1/13.

6.1.3. The conclusions to the LVIA present the various ratings of significance and identifies those that are considered more important for both landscape and visual receptors.

6.1.4. The conclusions also state what effect proposed mitigation measures would have on any adverse landscape and visual effects.

6.2. Cumulative effects

6.2.1. Cumulative landscape and visual effects must be considered in LVIA when it is carried out as part of an EIA. It is a discretionary task for LVIA's that are not subject to EIA.

6.2.2. Both cumulative landscape and visual effects are defined at GLVIA3 §7.2 as those that, *'result from additional changes to the landscape or visual amenity caused by the proposed development in conjunction with other developments (associated with or separate to it), or actions that occurred in the past, present or are likely to occur in the foreseeable future.'*

6.2.3. Cumulative effects are particularly important for large scale renewable energy projects such as wind turbine and solar array erection. The former has specific guidance from Scottish Natural Heritage on the production of cumulative effects assessment.

6.2.4. For the purposes of non-energy projects cumulative assessments are restricted to an identification of other projects, whether similar in development type or not in the vicinity of the site and if agreed with the competent authority across the wider study area.

7. Mitigation

7.1. Definition of mitigation

7.1.1. Mitigation is deemed to be the actions taken to prevent or avoid adverse effects or if they are unavoidable then to correct or ameliorate the adverse effects identified for the various landscape and visual receptors.

7.1.2. It can take many forms but usually includes elements of design, planting, material choices and possibly operational constraints or land remediation at a future date.

7.1.3. Mitigation specifically addresses adverse effects to return a landscape or visual receptor to its baseline condition. It should not be confused with enhancement measures which are actions that seek to improve the landscape resource or visual amenity above its original baseline.

7.2. Categories of mitigation

7.2.1. There are broadly three categories of mitigation.

7.2.2. **Primary or design measures** – that are developed through the design process and have become integrated into the proposals. Such primary measures may be generated by the professionals advising the project or in response to consultation with stakeholders. They typically include general site arrangements, retention of landscape assets such as trees and hedgerows or inclusion of key views onto and from the site.

7.2.3. **Good construction practice** – to keep the development as acceptable as possible during the construction phase but also protect assets such as trees, hedges and ponds so they remain as long-term features in landscape.

7.2.4. **Secondary measures** – those measures that are taken to address any residual adverse effects after the first two categories of mitigation. This could typically include hedge and tree planting or provision of alternative access arrangements.

7.2.5. Mitigation measures can take place on the site in question or off-site if considered to be of greater benefit or more feasible/sustainable to achieve the desired outcome.

When describing mitigation measures an assessment of the duration of time that is required to achieve the desired mitigation effect is given when possible. It is also noted that mitigation works do not always remove adverse effects but may only reduce them.

APPENDIX B – PUBLISHED LANDSCAPE CHARACTER INFORMATION

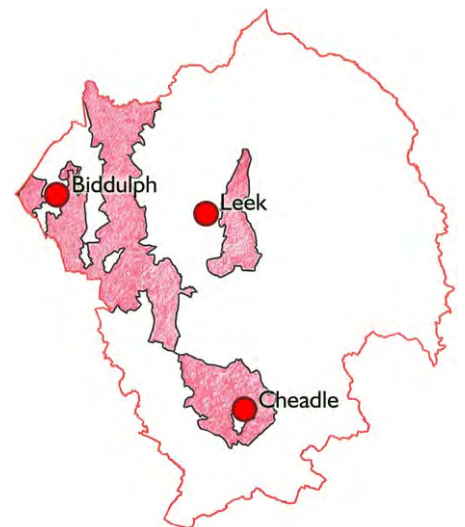


I INTRODUCTION

- 1.01 The Government has made it clear that the policies in local development documents must be founded on a thorough understanding of the needs of the area and the opportunities and constraints that exist. An up to date and comprehensive evidence base must be prepared to ensure that new development required in the District takes place in locations that are compatible with the unique quality of the Staffordshire Moorlands landscape and is in sympathy with the setting of the particular settlement. The Landscape and Settlement Character Assessment Study is a vital part of this evidence base.
- 1.02 The study was commissioned by Staffordshire Moorlands District Council to input into the emerging Local Development Framework for the District, in particular the Core Strategy and the Site Specific Policies and Allocations Development Plan documents. The Council will use the study to assist it in identifying general areas and specific sites which are most appropriate for development. It will inform new planning policy and be used in the determination of planning applications.
- 1.03 The overall aim of the Landscape and Settlement Character Assessment Study is to provide a robust framework to guide the future development and management of the landscape of Staffordshire Moorlands, ensuring that the distinctive character of the landscape is retained and change is managed positively.
- 1.04 All the documents that make up the study should be readily understood by both the public and by professionals.
- 1.05 The study comprises 3 elements:
- Landscape character assessment
 - Settlement setting assessment
 - Review of Visual Open Space designations
- Landscape character assessment
- 1.06 The Landscape Character Assessment relates only to the Staffordshire Moorlands District Council planning area. It excludes that part of the District that lies within the Peak District National Park.
- 1.07 Staffordshire Moorlands District Council's main requirements for the Landscape Character Assessment are:
- *'Provide an up to date and integrated description of Staffordshire Moorlands landscape, identifying key landscape characteristics (incorporating the Historic Landscape Characterisation carried out by Staffordshire County Council)*
 - *Identify key planning and land management issues*
 - *Identify key capabilities and sensitivities of the landscape to development and change*
 - *Propose landscape planning guidelines*
 - *Suggest land management guidelines'*
- 1.08 Staffordshire County Council (SCC) is currently preparing a county wide Integrated Environmental Assessment (IEA). The original historic landscape character data available on Staffordshire County Council's website was used to inform the Landscape and Settlement Character Assessment.
- Refined Historic Landscape Character data for Staffordshire Moorlands, when available from SCC, should be used in conjunction with this Landscape and Settlement Character Assessment.

Ancient slope and valley farmlands

This character type covers a large proportion of Staffordshire Moorlands. The largest area extends from the northern boundary of the district, south to the A52 at Cellarhead and west to the boundary with Stoke-on-Trent. There are two isolated areas from the main block, one surrounds Cheadle to the south of the district and the other narrowly separates two areas of Gritstone Highland to the east of Leek.



Key Characteristics

- Strongly undulating or sloping landscape cut by small scale steep sided stream valleys
- Small scale mainly ancient irregular fields bounded by trees and hedgerows
- Extensive views from higher ground
- Intimate wooded valleys
- Stone buildings and drystone walls towards uplands
- Isolated properties
- Narrow winding lanes
- Parklands
- Quarrying

Geology, Landform and Soils

Undulating or sloping landscape with small scale steep sided stream valleys that interrupt slopes. Extensive views out from higher ground are contrasted with an intimate feel within the valleys. Ancient field patterns remain intact although in places due to hedgerow removal field patterns have become enlarged.

Vegetation

Woodland belts of ash, oak and alder follow the streams creating a ribbon effect on the landscape which reinforces the vegetation cover of the farmland. Hedgerows mainly form field boundaries although these can be poorly maintained, left tall with frequent gaps. Infrequent small blocks of woodland include broadleaf and conifer plantations. Tree cover within the valleys softens the landscape and limits views. Historic parklands contribute towards the character of the local landscape.

Land use

The main land use for the area is low intensity pastoral farming. The JCB industrial site to the north of Cheadle is a major land use. Electricity pylons are intrusive features visible within the landscape. Stanley Pool and Knypersley Reservoir are significant open areas of water to the west of the character area.

Enclosure

Fields are generally enclosed with hedgerows although to the north of this character area, towards the Gritstone Uplands and Highland Fringe fields are bounded by dry stone walls. Hedgerows and drystone walls are generally poorly maintained and tend to be replaced by or reinforced with post and wire fencing.

Settlement and buildings

The ancient character of the area is reflected in the form of settlement. There are numerous isolated properties with occasional rundown farmsteads linked by narrow winding lanes. To the east of Biddulph Moor buildings are generally of local

stone. Development that has been built around the original rural settlement is of varied ages and styles. Individual large halls are sited within designed parkland landscapes (e.g. Cicely Haughton School).

The landscape can feel urbanised in places due to the high population density of the scattered farms, the expansion of nearby settlements and previous mining activities.

The character area adjoins Leek along its eastern boundary, extends around Biddulph in the west and contains Cheadle in the south. The villages of Brown Edge, Endon, Bagnall and Stanley are located in the west of the character area and Wetley Rocks lies along its Eastern boundary.

Transport and Access

The busy main roads A52, A53 and A521 pass through this area connected to a network of minor roads. Minor roads can be narrow, incised and steep linking small farms. Caldron Canal crosses through the character area.

Incongruous landscape features

Electricity pylons are intrusive features visible in the landscape. Replacement of hedgerows and drystone walls by replacement by fences that are often poorly constructed. Busy roads. Quarrying and mining activities. Localised industrial and residential development.

Key Planning and Management Issues

- Powerlines
- Quarrying and mineral extraction past and present
- Replacement of hedgerows and drystone walls by fencing.
- Busy roads
- Parklands

- Expansion of neighbouring settlements and localised industry
- Loss of some semi-natural vegetation (ancient woodland, hedgerows, semi-natural grasslands and wet heathland)

Capabilities and sensitivities of the landscape to accommodate change

Planning for Landscape Change Supplementary Planning Guidance to Staffordshire and Stoke on Trent Structure Plan, identifies this landscape character areas as an area requiring landscape maintenance although that part of the character type around Cheadle requires landscape enhancement. It is not identified as an area that is particularly sensitive to change.

Landscape Planning Guidelines

- Urban fringe pressures can have an adverse impact on landscape quality with the proliferation of incongruous features and the deteriorating condition of existing landscape features. Although this is generally a well structured landscape the impact of urban expansion needs to be monitored.
- Woodland planting of a small to medium scale is generally appropriate in this landscape, from field corner to field size, tying into the existing woodlands and hedgerows with attention to edge detail and predominantly of a broadleaved character.
- Planting, both trees and woodlands can be used effectively to reinforce the existing vegetational structure to enable it to more readily absorb new development and to screen the edges of existing settlement and industrial/commercial uses.
- The planting of small woodlands, hedgerows with associated trees and tree groups can help to restore the vegetational cover and re-articulate the scale of the landscape following its gradual erosion due to lack of maintenance of the hedgerow pattern;
- Woodland planting should be used to mitigate the impact of sand and gravel workings and in site restoration.
- Although both broadleaves and conifer species occur in this landscape some earlier coniferous plantations were unsympathetic to the scale and character of the landscape. New plantings should be used to reduce the visual impact of tree older plantations.
- New woodland planting should follow best practice advice provided by the Forestry Commission. The scale of woodland planting needs to reflect its position within the landscape, with small-scale tree planting schemes more appropriate in the valley bottoms, increasing in scale up the slope.
- New native woodland planting should be used to reduce the effects of fragmentation and isolation of ancient woodland through careful layout and design.
- Care needs to be taken to avoid obscuring important viewpoints and maintaining the interrelationship of open areas to woodland blocks relating to local landscape scale and field pattern.
- Development and new tree planting should take account of the setting of the historic parklands, of the setting of important buildings and of important local views. Any proposals for development or land use change which impacts upon the setting of an historic parkland must take account of the unique character of that designed landscape.
- Any proposals for development or land use change within an historic landscape should be informed by a detailed historic landscape appraisal.
- Historic landscapes contain introduced decorative tree species that are inherent to the design of the parkland and pleasure grounds and to its setting. It may be appropriate to introduce some of these species into the area identified as the setting of the parkland. Consideration should be given to protecting, in particular, individual specimen and groups of trees that are significant historically or visually to this landscape or to local settlement.

- Care should be taken not to introduce unnecessary urban features into the rural scene (e.g. signage, urban road kerbs)
- The grouping and form of new buildings should reflect the juxtaposition, scale, form, enclosure and materials of traditional local buildings characteristic of this area.
- The colour of prefabricated agricultural buildings should be determined taking careful account of position, predominant tones of adjacent vegetation, local materials and sky, so as to minimise the visual impact of the development.
- The loss of semi-natural vegetation should be checked and remaining habitats should be protected, managed and where possible extended to create sustainable communities.

Land Management Guidelines

The loss of some semi-natural vegetation, particularly ancient woodland, wet heathland, hedgerows and semi-natural grasslands, is one of the key planning and management issues for this landscape character type.

Ancient/semi-natural broad leaved woodland

It is of very high importance to the character and quality of the landscape that degraded ancient/semi-natural broad leaved woodlands are restored and that new woodlands should be recreated or regenerated.

Ancient and semi-natural broadleaved woodland is generally particularly important to the form and character of historic parkland landscapes. Similarly the maintenance, safeguarding and restoration of wood pasture and parkland is also important. It is also likely that a number of veteran trees will be found within an historic parkland.

Lowland Heathland (particularly wet heathland)

It is of very high importance that existing heaths are protected from development and damaging activities and that previous heathland areas are re-created and new heathlands created.

Hedgerows

It is highly important that ancient and diverse hedgerows, particularly the hedgerow trees along them, are maintained and managed. Where hedgerows are planted or restored it is important that they should be species rich reflecting local indigenous hedge mixes and that the plants where possible should be grown locally. Consideration should be given to how the current practice of the erection of stock proof fencing rather than maintenance and management of hedgerows can be checked and the retention and maintenance of hedgerows be encouraged.

Lowland Acidic Grassland

It is highly important that this habitat is maintained, enhanced and restored, and where possible by maintaining a buffer between it and other dominant/invasive habitats. Action should be taken to prevent further losses of acidic grassland other than to lowland heathland restoration. The number of such sites should be increased and support given to the linking of fragmented sites through habitat creation.

Peat Bogs

It is highly important that existing peat bogs are maintained and enhanced and that former raised bogs are restored.

Rivers and Streams

It is highly important that the quality of all natural existing channel features is maintained. The quality and quantity of water should be improved where possible.

Canals, lakes and ponds

It is highly important that water bodies and catchments be maintained and enhanced and the number of existing features be increased.

Reedbeds

Opportunities should be taken to maintain and create reedbeds.

Unimproved and neutral grassland

It is highly important that existing unimproved and neutral grasslands that are in poor condition should be restored. These habitats should be maintained and safeguarded and habitat creation should be used

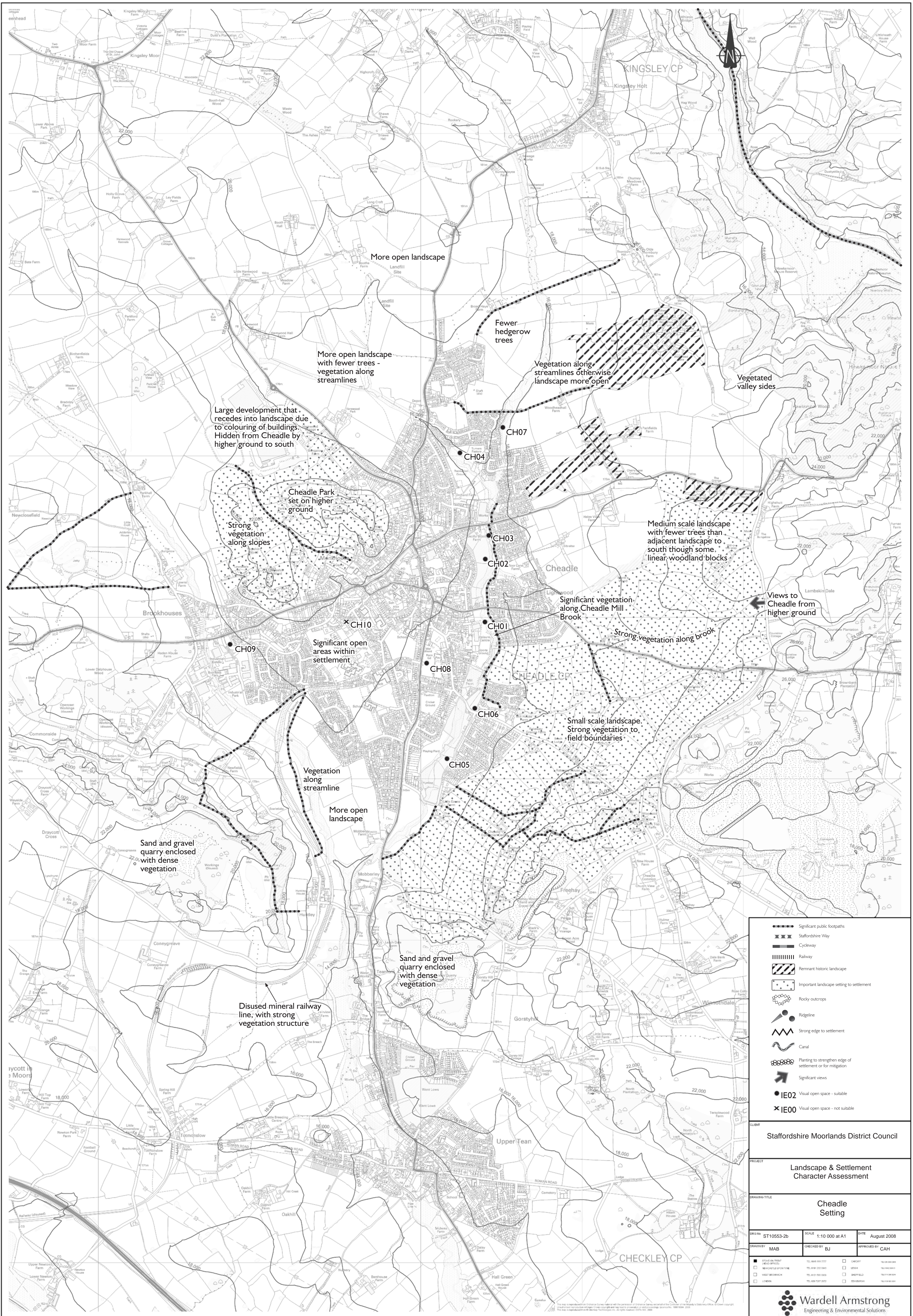
to link adjacent sites through the creation of new sites or re-creation of former areas.

Arable field margins

Arable field margins should be maintained, improved and restored where possible.

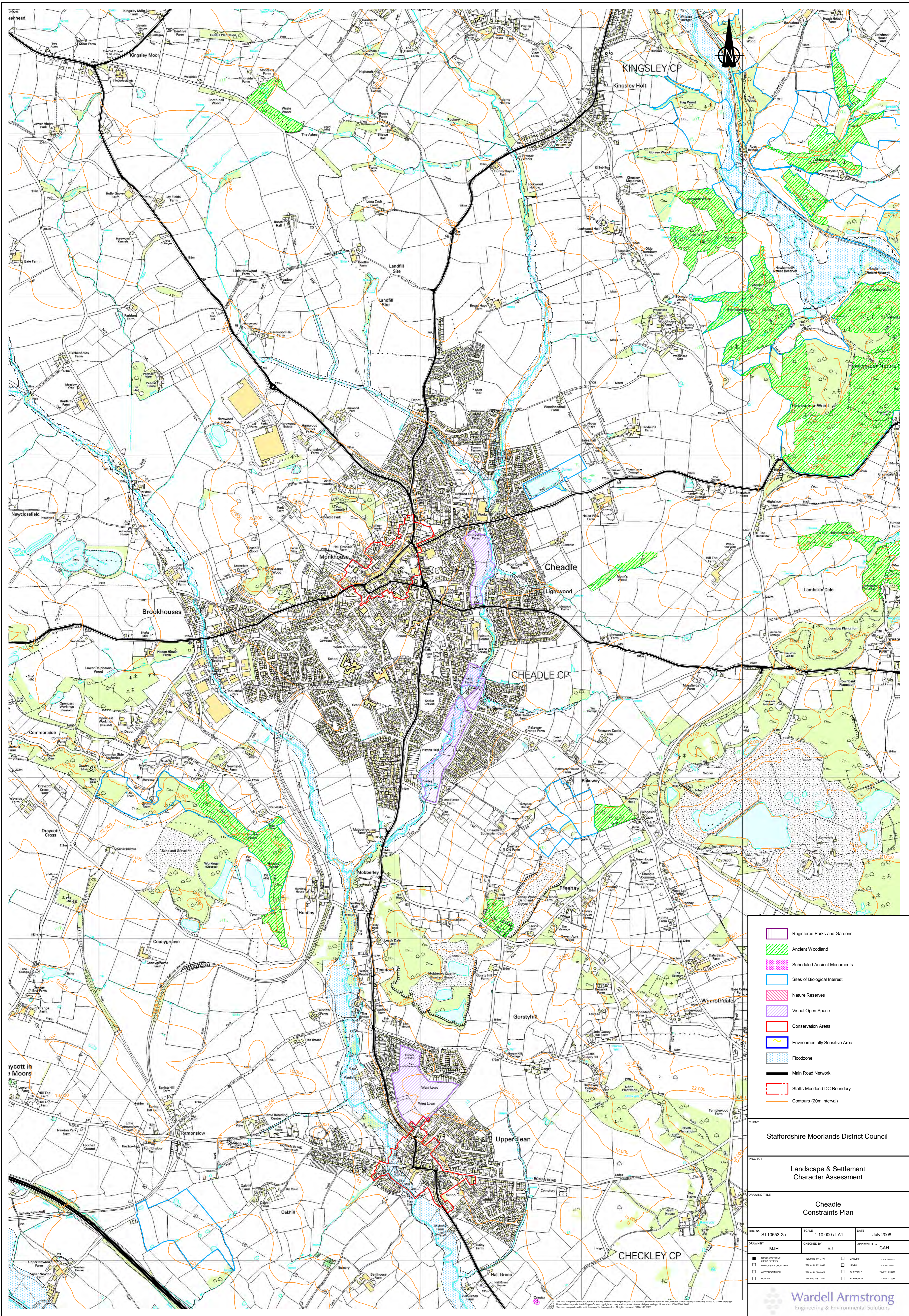
Wet Woodland

It is important that wet woodland is maintained, enhanced, restored and that further losses are prevented. Opportunities should be sought to increase the number of these woodlands.



	Significant public footpaths
	Staffordshire Way
	Cycleway
	Railway
	Remnant historic landscape
	Important landscape setting to settlement
	Rocky outcrops
	Ridgeline
	Strong edge to settlement
	Canal
	Planting to strengthen edge of settlement or for mitigation
	Significant views
	IE02 Visual open space - suitable
	IE00 Visual open space - not suitable

CLIENT																		
Staffordshire Moorlands District Council																		
PROJECT																		
Landscape & Settlement Character Assessment																		
DRAWING TITLE																		
Cheadle Setting																		
DRAWN BY	SCALE	SITE																
ST10553-2b	1:10 000 at A1	August 2008																
CHECKED BY	APPROVED BY																	
MAB	CAH																	
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Wardell Armstrong Engineering & Environmental Solutions																		



- Registered Parks and Gardens
- Ancient Woodland
- Scheduled Ancient Monuments
- Sites of Biological Interest
- Nature Reserves
- Visual Open Space
- Conservation Areas
- Environmentally Sensitive Area
- Floodzone
- Main Road Network
- Staffs Moorlands DC Boundary
- Contours (20m interval)

CLIENT			
Staffordshire Moorlands District Council			
PROJECT			
Landscape & Settlement Character Assessment			
DRAWING TITLE			
Cheadle Constraints Plan			
DWG No: ST10553-2a	SCALE: 1:10,000 at A1	DATE: July 2008	
DRAWN BY: MJH	CHECKED BY: BJ	APPROVED BY: CAH	
<input type="checkbox"/> STAKE ON FILE	TEL 0845 111 7777	<input type="checkbox"/> GARDY	TEL 0192 200 200
<input type="checkbox"/> NEWCASTLE UPON TYNE	TEL 0191 202 0843	<input type="checkbox"/> LEIGH	TEL 01924 66000
<input type="checkbox"/> WEST BROMWICH	TEL 0121 560 0800	<input type="checkbox"/> SHEFFIELD	TEL 0114 276 0000
<input type="checkbox"/> LONDON	TEL 020 7261 9000	<input type="checkbox"/> BIRMINGHAM	TEL 0121 635 0000

Cheadle Settlement Description

- Cheadle is a small market town, originating in Saxon times, that lies within the Ancient Slopes and Valley Farmlands character area. The town is set on the east and western banks of the River Tean with its tributaries lying to the north and southwest of the town.
- The original town centre lies along a medieval street pattern. Cheadle has expanded with much of the centre rebuilt following industrialisation.
- The original core consisted of long narrow plots with mainly three storey brick buildings fronting the High Street. There is a network of alleys behind leading to smaller properties behind. Brick building now predominates as much of the town centre was rebuilt in the late 18th and 19th Centuries.
- St Giles Roman Catholic Church spire dominates the skyline within Cheadle. This is a landmark listed building by the important Gothic architect Augustus W N Pugin. He also designed the adjacent Roman Catholic Primary School.
- Sand and gravel quarries lie to the south of the town, enclosed by dense vegetation.
- Cheadle Park, partly heathland, is situated on Monkhouse Hill, higher ground northwest of Cheadle. The slopes to the north of the park are well vegetated by strong woodland blocks.
- Large scale industrial development sited to the north west of the town, sits well into the landscape and further recedes with effective use of colour cladding. It is not visible from Cheadle due to the higher ground of Monkhouse Hill that lies between the main settlement and the industrial development.
- Brookhouses Industrial Estate lies to the west of the town.
- A disused mineral railway line with strong vegetation structure connects to the southwest of the town.
- The area to the south east of Cheadle is a small scale landscape with strong vegetation along field boundaries it is an area of important landscape setting for the settlement.

Visual Open Space

CH01 / Land to East of South Moorlands Leisure Centre

Suitable

- Narrow incised valley of the brook, mature trees, grass, pathway, with access from Ashbourne Road.

CH02 / Site Adjacent to Cecilly Brook

Suitable

- This site on the northern side of Ashbourne Road is more open than the site to the south. There is a line of fragmented trees along the brook with mown grassland and a winding formal public footpath running parallel to the brook.

CH03 / Land Between Ashbourne Road and Queen Street

Suitable

- Relatively flat, linear open space containing grass, scrub, mature trees and a stream with full public access.

CH04 / Area Between Queen Street and Froghall Road

Suitable

- The site is split into 2 parts; linked by a public footpath alongside the Brook which branches off at the edge of the recreation ground. Next to the recreation ground is a small plot of long grass and wildflowers while the remainder of the site is characterised by mature trees and a stream with mown grassland.

CH05 / Area Which Runs Between Park Avenue and Eaves Lane **Suitable**

- Large linear site with mature trees and hedgerows along the brook and small pastures and paddocks along the eastern side. There is also a public footpath through the site.

CH06 / Off Millhouse Drive **Suitable**

- Slightly sloping open grassland site with full public access, shrubs, some mature trees and a stream running through.

CH07 / Off Ness Grove **Suitable**

- District Council owned linear grassed site with mature trees and shrubs which slopes down to the stream eastward with some more overgrown sections present. The site is accessible by a public footpath which links to the open countryside to the east.

CH08 / Recreation Ground, Mill Road **Suitable**

- Flat, maintained recreation ground with mature trees, hedgerows, full public access.

CH09 / Sites Close to Brookhouse Way **Suitable**

- Flat, open grassland space left over from development with trees, shrubs and stream line.

CH10 / Lid Lane, Adjacent to Property Known as “High Gables” **Not suitable**

- Flat, grassed, partly used for, sheep grazing.
DOES NOT SATISFY CRITERIA FOR VISUAL OPEN SPACE

Cheadle

Cheadle		
GENERAL CHARACTER / LANDSCAPE	Regional (Joint) Character Area	64 Potteries & Churnet Valley
	Landscape Character Types	<ul style="list-style-type: none"> • Ancient Slope and Valley Farmlands
	Historic Landscape Classification	Settlement itself described mainly as 'Settlement', with some small pockets of 'Ornamental, Parkland and Recreation' throughout, particularly in the southern half of the settlement. A couple of small areas of woodland exist in the NW of the settlement, with two main water courses flowing through the centre of the town. Another large water body lies in the W of the town, together with an area of 'Industrial and Extractive' which stretches out to the west and is bordered by woodland.
	Geology	Solid Geology: <ul style="list-style-type: none"> • The southern margin of the high ground is flanked by the Triassic Sherwood Sandstones. • Churnet Valley, associated with Carboniferous and Triassic sandstones, overlain in the main with brown earth and podzols. • To the south and west, Carboniferous Coal Measures are covered with glacial drift giving rise to stagnogley soils. • Edging the main sandstone plateau.
	Minerals	<ul style="list-style-type: none"> • Shallow coalfield underlies the settlement of Cheadle, together with sandstone deposits to the S, SW and E. • Sand and gravel quarries S & E
	Topography	<ul style="list-style-type: none"> • Ancient Slope and Valley farmlands surrounds Cheadle • Narrow/ slight valley sides along eastern edge. Slight slopes in a NW direction to Monkhouse area of the settlement
	Contour Range	<ul style="list-style-type: none"> • 150 (Southern edge) - 170m (Northern edge) • 220m (East to Rakeway/Freehay/) • 160-180m (West/ North West)
	SPECIFIC LANDSCAPE FEATURES	Significant Vegetation (e.g. trees, woodland, heathland, marshes, commons, parkland)

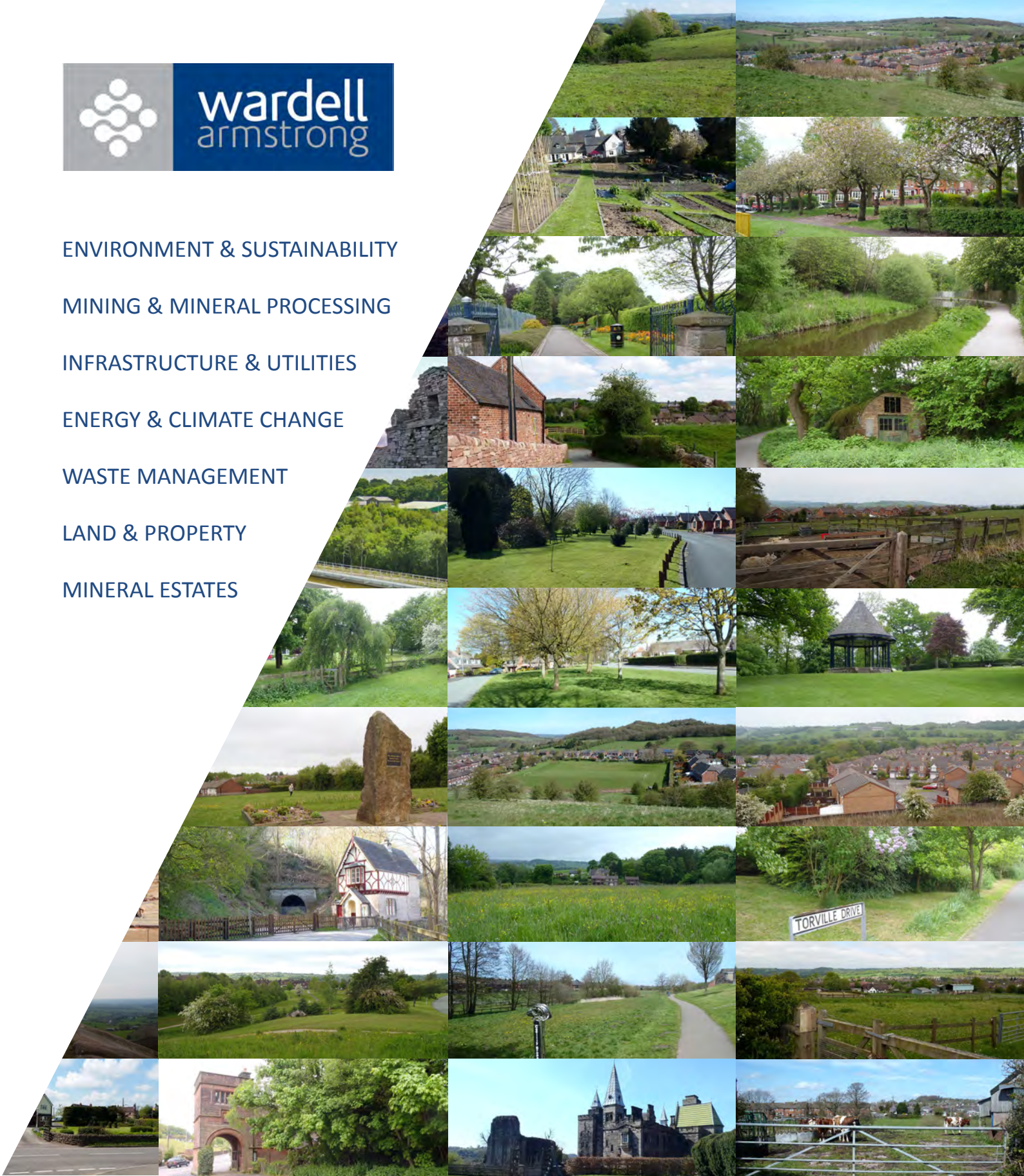
		<ul style="list-style-type: none"> • Monk's Wood • Gibriding Wood • Highshutt Wood • Pear Tree Farm • Huntley Wood SBI <p>Lowland Heath:</p> <p>Registered Commons:</p> <ul style="list-style-type: none"> • Highshutt • Counslow • Gorsty Hill • Freehay • Knowsley Common <p>Other Significant Woodland / Tree-Belts:</p>
	<p>Historic Parkland (1st Edn. OS Map)</p>	<ul style="list-style-type: none"> • Cheadle Park NW & S • Woodhead Hall • Hales Hall • Parkfields
	<p>Water Bodies / Water Courses</p>	<ul style="list-style-type: none"> • Mobberley Brook • Fish Ponds • Cecilly Brook • Hales Hall Pool • Reservoir adjacent to Cheadle
	<p>Floodplains</p>	<ul style="list-style-type: none"> • Narrow flood plain (1 in 100 yr or greater) along brook which flows from SE, N into Stanley Pool. • Stanley Moss (N of Stanley Moor) is also within a floodzone.
	<p>Major Routes (e.g. roads, railways, canals)</p>	<ul style="list-style-type: none"> • A521 Froghall Rd(N) /High St (W), • A522 Tean Rd (S)/ Leek Rd (N), • B5417 (Oakamoor Rd), • B5032 (Ashbourne Rd)
	<p>Significant Visual Features / Landmarks / Viewpoints (e.g. hedgerows, stone walls, significant architectural features)</p>	<p>Cheadle Conservation Area:</p> <ul style="list-style-type: none"> • Important green open space: around St. Giles' RC Church, St. Giles' Church, Bank Street, Monument off Chapel Street. • Landmark buildings: St. Giles' RC Church, St. Giles' Church, Market Hall, Cross Street/ High Street, Lodge (Friars Close/ Prince George Street) • Elevated viewing positions
	<p>Other Significant Landscape Features (e.g. mineral workings)</p>	

DESIGNATED AREAS	Green Belt / Special Landscape Area	<p>Green Belt To west of A520 beyond development boundary</p> <p>Special Landscape Areas:</p> <ul style="list-style-type: none"> • S (B5032 Lightwood to Mobberley) • NW (Beyond Cheadle Park including Brookhouses)
	<p>Designated Areas of Ecological Significance</p> <p>(e.g. SSSIs / SPAs / Nature Reserves / SBIs / SACs)</p> <p>(www.magic.gov.uk/Staffordshire Moorlands Local Plan)</p>	<p>SBIs:</p> <ul style="list-style-type: none"> • The Eaves (west of) • Rough Knipe • Crowgutter Wood • Knipe Wood and Belmont Wood • Mobberly Quarry • Cheadle Fish Ponds • Huntley Wood <p>Lowland Heath:</p> <ul style="list-style-type: none"> • Cheadle Park • Freehay Site, • Mobberley Quarry <p>Local Nature Reserves:</p> <ul style="list-style-type: none"> • Cecilly Brook • Hales Hall Pool <p>Ancient Woodland: See 'Significant Vegetation' section above.</p> <p>BAS: Draycott Common Wood</p> <p>RIGs: Huntley Railway</p>
	<p>Nature Conservation Sites</p> <p>(<i>Staffordshire Moorlands Local Plan</i>)</p>	<ul style="list-style-type: none"> • Fish ponds in NE of Cheadle • Cheadle Park, NW Cheadle • Area along Mobberley Brook, S Cheadle • Area of land along railway line, just S of Cheadle • Area of woodland along northern edge of quarry, S of Cheadle
	Scheduled Ancient Monuments	None
BUILT ENVIRONMENT	<p>Proposed/recent development</p> <p>(<i>Staffordshire Moorlands Local Plan (1998)/ Aerial photos</i>)</p>	<ul style="list-style-type: none"> • NW corner adjacent to Harewood Park <i>developed</i> (industrial) • Thorpe Rise off Froghall Road North <i>developed</i> (residential) • NE Ness Grove (residential) <i>partially developed</i> • NE edge Graffam Grove/ Bala Grove next to Hales Hall Pool (residential) <i>developed</i> • Area of Millhouse Drive off Rakeway Road

		<p>to south (residential) <i>developed</i></p> <ul style="list-style-type: none"> • Bramley Close next to Leisure Centre (industrial) <i>developed</i> • SW corner (industrial) open cast workings site <i>developed</i> • Majors Barn (residential & industrial) partially developed (large area)
	<p>Conservation Areas</p> <p><i>(Staffordshire Moorlands Local Plan (1998))</i></p>	Cheadle Conservation Area
	<p>Other</p>	



ENVIRONMENT & SUSTAINABILITY
MINING & MINERAL PROCESSING
INFRASTRUCTURE & UTILITIES
ENERGY & CLIMATE CHANGE
WASTE MANAGEMENT
LAND & PROPERTY
MINERAL ESTATES



Landscape, Local Green Space and Heritage Impact Study
August 2016

sensitivity are identified within a single site, the division between these levels is illustrated on a figure included within the relevant section of the table.

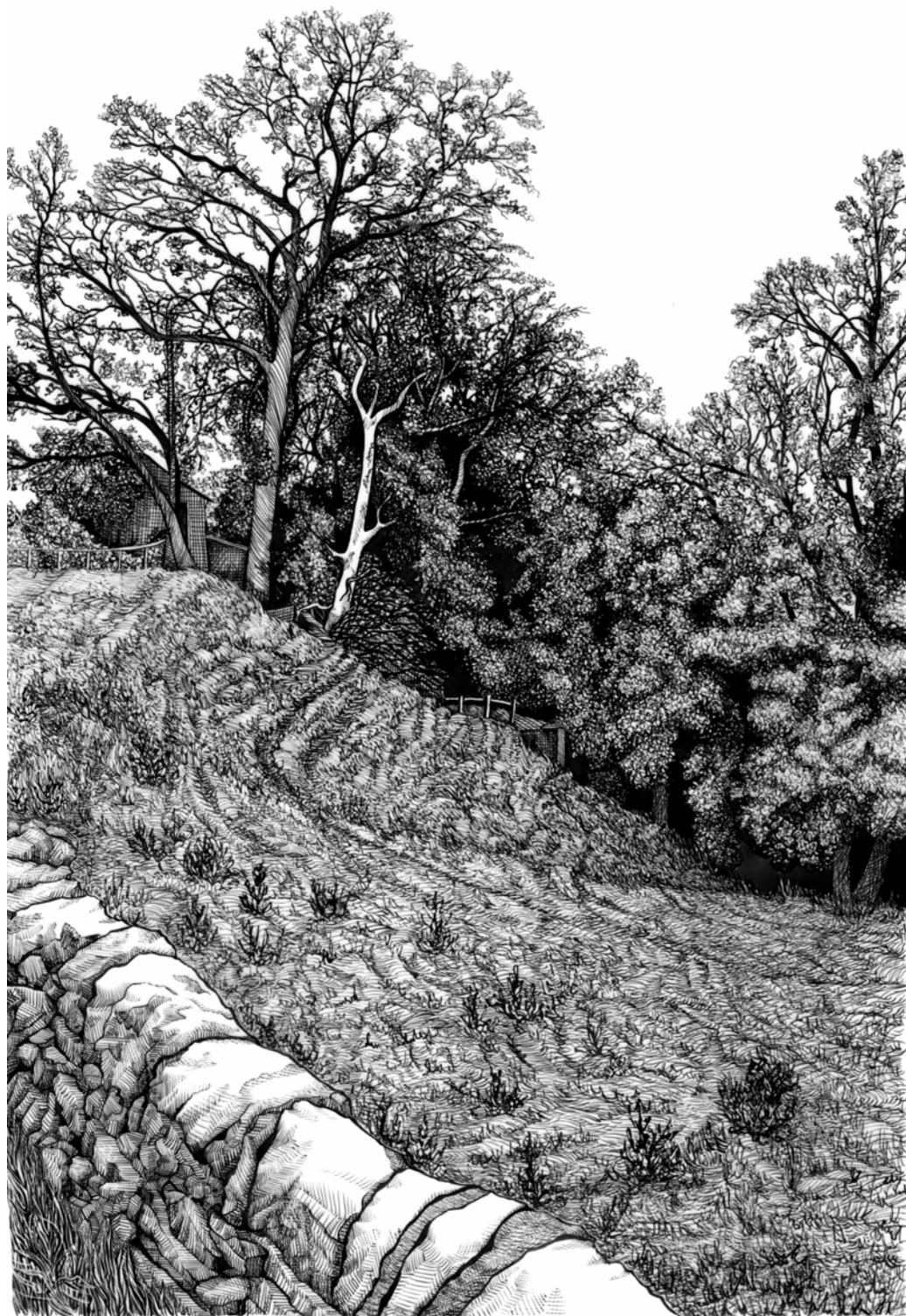
TABLE 7.3 CHEADLE LANDSCAPE ASSESSMENT	
Ref	Summary and Recommendations
PREFERRED OPTIONS	
CH004	<p>Thorpe Rise (west)</p> <p>A single field within the north of the settlement enclosed by residential development, north of the play area on Thorpe Rise. The site includes a track in the centre that provides access to Sunways, a property on the northern boundary. The site forms a gap within the settlement, and therefore fits in well within the existing settlement pattern. The site also has low visual prominence due to the surrounding housing, and the hedgerows that enclose the site.</p> <p><i>Site is of low landscape sensitivity.</i></p>
CH132	<p>Hammersley Hayes Road</p> <p>Site comprises a large field on the northern edge of Cheadle, which slopes down from the settlement edge to Cecily Brook. Broad Hayes Park (mobile home park) is adjacent to the north-west site boundary. The site is open and visually prominent, particularly when viewed from the opposite side of the valley. However the existing settlement edge is urbanised. Development could be limited to the north of the site, on the higher land adjacent to the existing development, allowing planting to be undertaken on the edge of the development and landscaping on the lower ground adjacent to the brook. This could create a vegetated edge to the settlement. Building heights could be limited to reduce the prominence of the development, particularly on lower land.</p> <p><i>Site is of medium landscape sensitivity. Site-specific landscape mitigation measures could include limiting building heights, limiting development to the higher ground, and advanced planting on the southern boundary.</i></p>
CH001	<p>Thorpe Rise (south)</p> <p>Large site located to the north of the settlement, east of Froghall Road. The site is enclosed by existing development to the north, west and south, and is open to the east. Therefore the site forms a large gap in existing development within Cheadle. The western extent of the site is enclosed with low visual prominence. Visual prominence increases to the east as the site becomes more open, and slopes down to Cecily Brook. If the site were to be developed, development should be limited to the higher ground in this section of the site, adjacent to existing development on Weaver Close. The eastern corner of the site should be retained as open space in order to reduce the visual prominence of the development, and allow a vegetated settlement edge to be created.</p> <p><i>Site is of medium landscape sensitivity. Site-specific landscape mitigation measures could include setting development back from the lower ground in the eastern corner of the site and advanced planting on the eastern boundary.</i></p>

BD117	<p>Mill Hayes Road</p> <p>There are no designated heritage assets within the 400m buffer. Development would be highly unlikely to adversely affect the HLC zone BBHECZ 5 (Historic Environment Character Assessment 2010).</p> <p><i>Site suitable for development in heritage terms.</i></p>
EMPLOYMENT ALLOCATION	
BD076	<p>Land west of Colliers Way (north-west)</p> <p>There are no designated heritage assets within the 400m buffer. Development in the site would change a small element of the HLC zone BBHECZ 3, although for the most part, it would remain unaltered (Historic Environment Character Assessment 2010).</p> <p><i>Site suitable for development in heritage terms.</i></p>

8.3 CHEADLE

8.3.1 Table 8.3 below details the results of the heritage assessment for sites within Cheadle. The location of these sites is illustrated on Map 3.

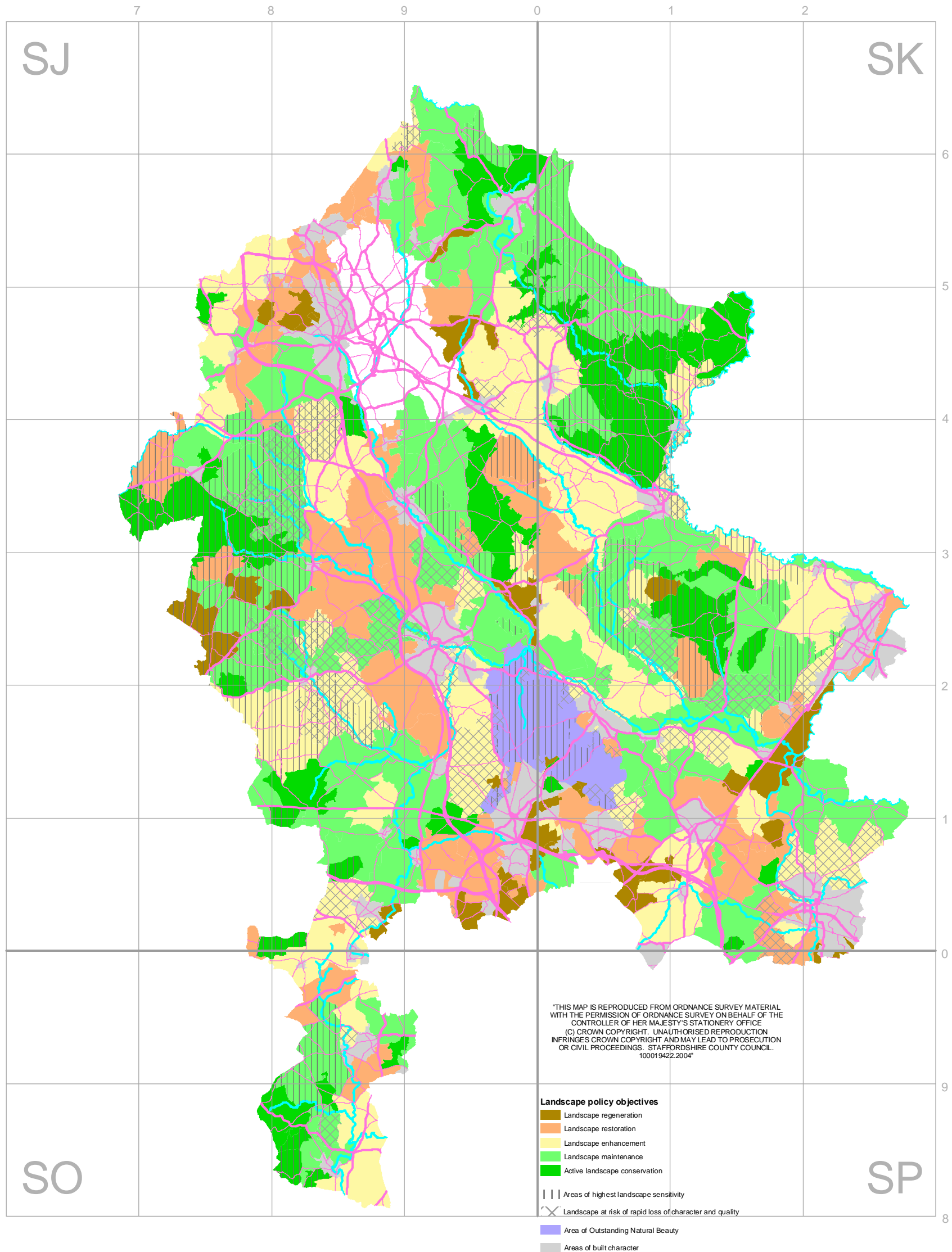
TABLE 8.3 CHEADLE HERITAGE ASSESSMENT	
Ref	Summary and Recommendations
PREFERRED OPTIONS	
CH004	<p>Thorpe Rise (west)</p> <p>There are no designated heritage assets within the 400m buffer. Development would be highly unlikely to adversely affect HUCA 7 (Cheadle Extensive Urban Survey report 2012).</p> <p><i>Site suitable for development in heritage terms.</i></p>
CH132	<p>Hammersley Hayes Road</p> <p>There is one Grade II Listed Buildings within the 400m buffer. As a farm, the wider agricultural setting is considered to contribute to the overall significance of the asset. The site is not within the immediate setting of the asset and development would likely be viewed as part of the existing residential to the west. However, development may cause adverse effects to its wider setting which could be reduced through mitigation including screening of the north-eastern boundary. Development would be highly unlikely to adversely affect the HLC zone CHECZ 3 (Historic Environment Character Assessment 2010).</p> <p><i>Site suitable for development in heritage terms subject to appropriate masterplanning.</i></p>
CH001	<p>Thorpe Rise (south)</p> <p>There are no designated heritage assets within the 400m buffer. Development would be highly unlikely to adversely affect the HLC zone CHECZ 3 (Historic</p>



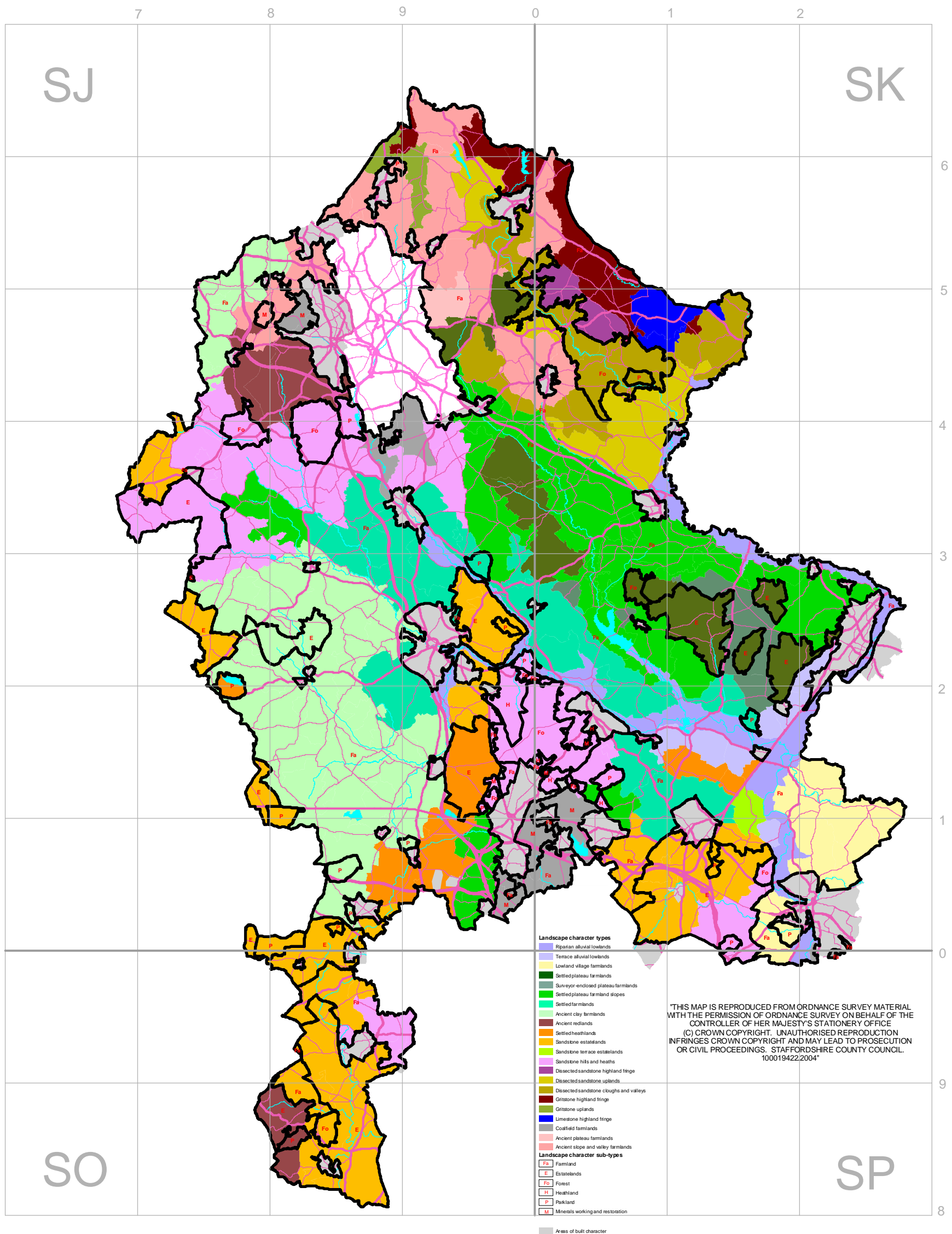
***Planning for Landscape Change:
Supplementary Planning
Guidance to the
Staffordshire and Stoke on Trent
Structure Plan 1996 – 2011
Appendix 1: Maps and Plans***

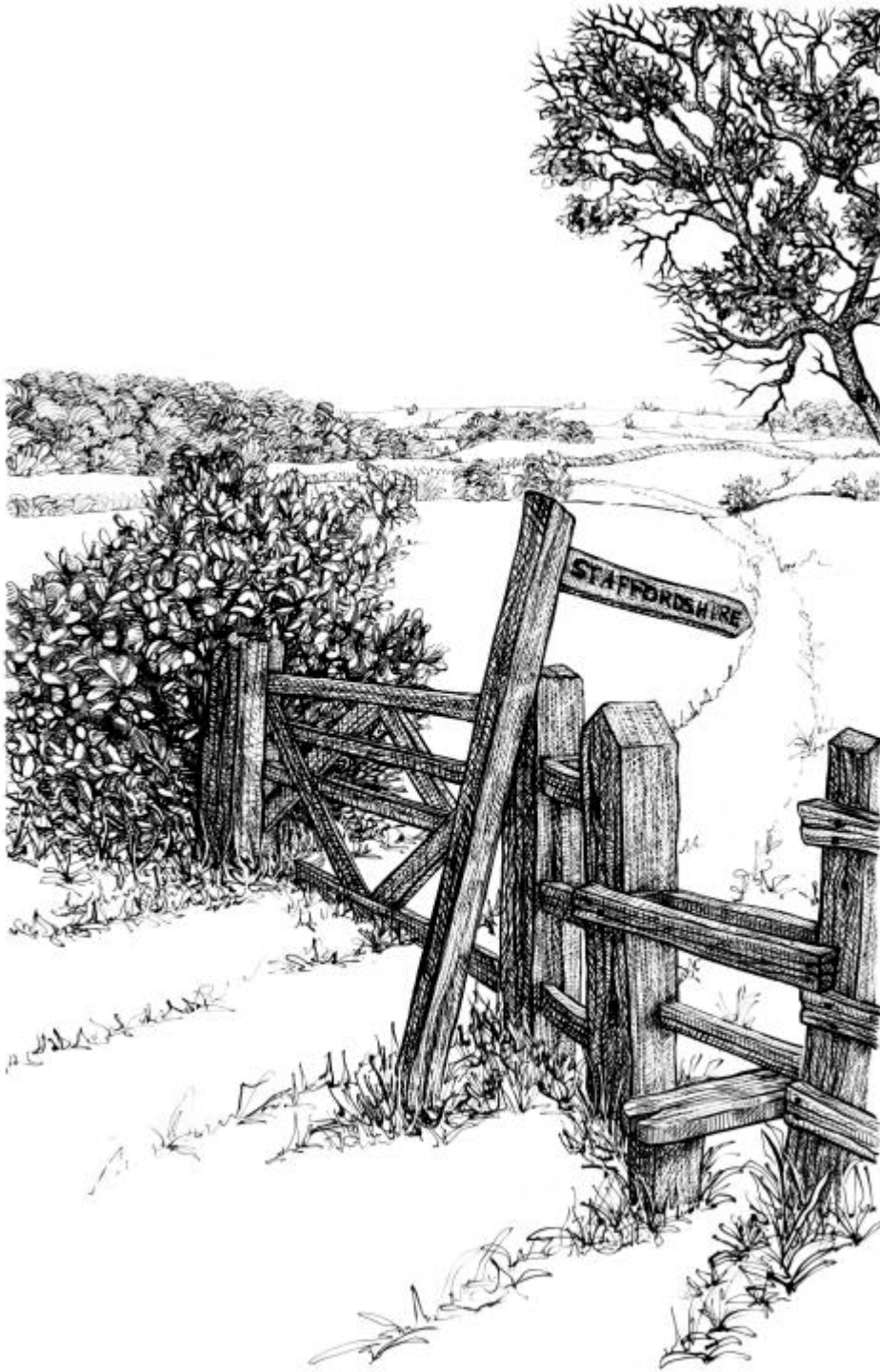


Landscape Policy Zones in Staffordshire



Landscape Character Types in Staffordshire





***Planning for Landscape Change:
Supplementary Planning
Guidance to the
Staffordshire and Stoke on Trent
Structure Plan 1996 – 2011
Landscape Descriptions***



Ancient slope and valley farmlands

This is a close relative of the previous type, occupying the slopes and valleys running down from the plateau top.

Visual character

This is a strongly undulating or sloping landscape interrupted by localised smaller scale steep sided stream valleys. These provide a range of scales from small and intimate in the valley bottoms to the larger scale, with extensive views offered from the higher ground. The generally intact ancient field pattern, hedgerow trees, and ribbons of broadleaved woodland running up side valleys are all subordinate to the strong effects of localised landform, but they provide important structure to the landscape. The woodlands, both broadleaved and coniferous in nature, have a strong visual influence on the landscape as a result of their interlock and relative position on the surrounding higher ground.

The field pattern, predominantly irregular but with some geometrically planned areas, is deteriorating in places. There is some hedgerow removal, some general decline until only overgrown individual thorns remain, and some areas in which hedges are well trimmed but gappy, with extensive fencing. The size of fields varies from small to medium scale, with low intensity pastoral sheep and cattle farming predominating. Hedgerow trees of ash, oak and sycamore are never numerous enough to interrupt views through this enclosed landscape.

Settlement reflects its ancient character, with narrow winding lanes, often sunken in nature, linking small farms. Halls and associated parkland impart their particular character on specific areas. Throughout the area, the high population density in the form of scattered farms, spreading nearby settlements and early mining activities, increases the urbanised nature of this landscape. On the edge of the conurbation there are a number of detractors, such as old industrial developments linked with a canal, areas of old housing and factories, together with later developments such as ribbon housing development and sewage works.

In upland areas nearer to the moorland edge, field boundaries are of drystone walls giving a smoother, more cared for appearance to the landscape. In these areas, buildings are more generally of local stone and associated with groups of sycamore, giving a particularly strong local character.

Characteristic landscape features

Strong ridge and valley landform; small dissected stream valleys; small sunken lanes; low intensity pasture farming; intact hedgerow pattern; drystone walls and stone buildings; hedgerow trees; broadleaved valley woodlands; conifer plantations; many isolated properties.

Incongruous landscape features

Expanding urban edge; fencing; present and past quarrying and mining activities; busy roads; power lines; localised industrial and residential expansion.

Factors critical to landscape character and quality

The critical factors which currently limit landscape quality are a decline in the condition of some of the characteristic landscape features, a proliferation of the incongruous features as listed above, and the loss of some of the semi-natural vegetation characteristic of this landscape type (i.e. ancient woodland and hedgerows, semi-natural grasslands and wet heathland).

Potential value of new woodland planting.

Generally of high value, to reinforce the unifying effect of woodland on a landscape in which the urbanising elements and isolated settlements will become visually subservient or screened; to provide urban tree planting and a woodland setting to residential and industrial expansion; as a major component of sand and gravel quarry restoration and screening; to mitigate the visual impact of earlier unsympathetic conifer plantations by modifying them following current forestry design guidelines; to restore the landcover structure of the landscape following gradual decline due to lack of maintenance of the hedgerow pattern; to reduce the effects of fragmentation and isolation of ancient woodland through the strategic siting of new native woodland.

Significant parts of the areas falling within this landscape type are also within the boundary of a Community Woodland Zone as defined in the Newcastle under Lyme Local Plan. Within these areas the Borough Council will encourage the establishment of new woodlands with similar objectives to those of Community Forest Areas, albeit on a smaller scale.

Potential value of other habitat provision and management

The following Staffordshire Biodiversity Action Plan Targets are relevant at landscape scale:

Habitat type	Objective or target	Priority
Ancient/ semi-natural broadleaved woodland	maintain and enhance	very high
	restore degraded sites	medium
	recreate/ regenerate	medium
Ancient/ diverse hedgerows	maintain and manage	high
	maintain trees	high
Hedgerows	plant species-rich hedges	medium
Arable field margins	maintain, improve and restore	lower
Canals, lakes and ponds	maintain and enhance water bodies and catchments	high
	increase the number of such features	medium
Lowland acidic grassland	maintain, enhance, restore and buffer	high
	prevent further losses (except to heathland restoration)	medium
	increase the number of such sites	medium
	link fragmented sites through habitat creation	lower

Habitat type	Objective or target	Priority
Lowland heathland	protect existing heaths from development and damaging activities	very high
	re-create or create new heathlands	very high
Peat bogs	maintain and enhance	high
	restore former raised bogs	high
Reedbeds	maintain and create	medium
Rivers and streams	maintain and improve the quality and quantity of water	high
	maintain the quality of all natural existing channel features	high
Unimproved neutral grassland	maintain and safeguard existing areas	medium
	restore	high
	link adjacent sites through habitat creation	medium
	create/ re-create new areas	lower
Wet woodland	maintain, enhance and restore	lower
	prevent further loss	lower
	increase the number of such woodlands	lower

Further details of these habitat targets can be found in the Staffordshire Biodiversity Action Plan.

Specific guidelines

Tree and woodland planting

Woodland planting of a small to medium scale is generally appropriate in this landscape, from field corner to field size, tying into the existing woodlands and hedgerows with attention to edge detail and predominantly of a broadleaved character.

Because of the steeply sloping nature of the valley sides, the woodlands need also to respond to landform as appropriate and care needs to be taken over the internal design of species blocks, although some conifer content is appropriate.

The scale of woodland planting needs to reflect its position within the landscape, with small-scale tree planting schemes more appropriate in the valley bottoms, increasing in scale up the slope. Planting should be kept away from popular viewpoints and the interlock between planting and open areas retained to respect views through the area.

'Stepping stone' plantations, sited to reduce the isolation of existing ancient woodlands, should comprise locally native species.

APPENDIX C – TGN 2/21 – TABLE I – VALUED LANDSCAPE ASSESSMENT



Appendix C – Landscape Institute TGN 2/21 Table 1 – Assessment of valued landscape status

Location – Land to east of Froghall Road, Cheadle

Revision – N/A

Factor and definition	At the Site and within its context	Evidence
<p>Natural heritage <i>Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest which contribute positively to the landscape</i></p>	<p>Ordinary/Good – Natural heritage at the Site is largely confined to the boundary hedges and the mature trees they contain. The improved nature of the pasture reduces its interest as a grass sward. Cecilly Brook at the bottom of the valley is a positive geomorphological feature and the undulating landform provides physiographic interest.</p>	<p>Site observations and Magic Maps.</p>
<p>Cultural heritage <i>Landscape with clear evidence of archaeological, historical or cultural interest which contribute positively to the landscape</i></p>	<p>Good – The Site provides the agricultural setting to Broad Haye Farmhouse (Grade II) and in return the three storey farmhouse provides an element of time depth to its contextual landscape that includes the Site.</p>	<p>Magic Maps, Historic England and site observations.</p>
<p>Landscape condition <i>Landscape which is in a good physical state both with regard to individual elements and overall landscape structure</i></p>	<p>Ordinary - The Site is generally in a good state of agricultural management and appears no different to other fields in the area. Hedges are generally shaped and cut and the trees, even the Ash trees appear in a good state of management.</p>	<p>Site observations and site photographs in Application LVA..</p>
<p>Associations <i>Landscape which is connected with notable people, events and the arts</i></p>	<p>None known – No obvious associations.</p>	<p>Proof research</p>
<p>Distinctiveness <i>Landscape that has a strong sense of identity</i></p>	<p>Ordinary/Good - The Site has a better than ordinary sense of identity arising from the ridge landform, its positioning on the edge of town and the presence of the three Category A hedgerow trees in the middle of the Site with their size and equal spacing apparent in the more open landscape where hedgerow trees are present but not abundant.</p>	<p>Site observations and SMDC Landscape Character and Settlement Assessment (LCSA) – 2008 (CD 8.4)</p>
<p>Recreational <i>Landscape offering recreational opportunities where experience of landscape is important</i></p>	<p>Ordinary – There is no direct access onto Site but it is readily visible from a number of footpaths to the east with FP40 running adjacent to the Site itself. FP40 is marked as a 'significant footpath' in the SMDC (CD 8.4) plan that considers the setting of Cheadle.</p>	<p>Site observations and SMDC Landscape Character and Settlement Assessment (LCSA) – 2008 (CD 8.4)</p>
<p>Perceptual (Scenic)</p>	<p>Good - The Site, its rural context and Broad Haye Farmhouse contribute positively as part of the foreground in views eastwards from Froghall</p>	<p>Site observations.</p>

Factor and definition	At the Site and within its context	Evidence
<i>Landscape that appeals to the senses, primarily the visual sense</i>	Road. Likewise in views from the east where the Site forms part of the upper mid-ground its sloping form, hedgerow trees and the farmhouse all add scenic interest to the landscape	
Perceptual (Wildness and tranquillity) <i>Landscape with a strong perceptual value notably wildness, tranquillity and/or dark skies</i>	Ordinary/Poor - There is no sense of wildness at the Site or in its immediate setting given its maintained, pasture appearance. Tranquillity is largely lacking with vehicle noise and movement on Froghall Road evident. However there is a sense of separation from urban form on FP40 when walking towards Broad Hay Farm.	Site observations.
Functional <i>Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape</i>	Ordinary - The Site acts as part of productive farmland and part of a wider dairy farm. The valley floor is part of the functional flood plain of Cecilly Brook and its meanders and riparian woodland assists to slow the flow in time of spate or flood.	Flood zone mapping and site observations.

The landscape is able to demonstrate noteworthy value in four of the nine listed factors but generally these are just above ordinary at a Ordinary/Good level. The stronger factors are its cultural interest because of the agricultural landscape setting for Broad Hay Farm and perceptual (scenic) facets, these factors have been assessed as Good.

The Site has a poorer ratings for Perceptual (Wildness & Tranquillity) and has no known associations with historical or cultural sources.

Taking all these factors into account the Site and its contextual landscape cannot be considered as a valued landscape under NPPF 187 a).

Gradings

To assist in defining what factors have an elevated or lower value rating a five-point scale has been used to grade the contribution of the Site and its contextual area to the overall value of the landscape. The five-point scale is set below;

Grading	Description
Excellent	A high-value element typically recognised by a national designation or protective policy e.g. Listed Building, Ancient Woodland or Registration.
Good	Some notable factors or presence in the landscape that make the factor more notable but not of sufficient merit to warrant protection in its own right.
Ordinary	No notable features that either contribute to, or detract from, the overall landscape value of the area.
Poor	The characteristics that contribute to the factor are negative but are still recognisable within the landscape.
Degraded	Total loss of the particular landscape factor through other land use e.g. quarrying or dominant development type such as an industrial area.

APPENDIX D – SINGLE PLATE ILLUSTRATIVE PHOTOGRAPHY



Appendix D - Illustrative photographs of Land to east of Froghall Road and Context– Sheet 1 of 5



Plate 1 – The three Category A trees set in the inter field hedge with longer view to east. View taken from Froghall Road towards north end of proposals.



Plate 2 – View south down Froghall Road from the vicinity of the proposed new roundabout that will act as the main entrance to the Site.



Plate 3 – View to the improved pasture of the Site’s northern field with the roadside hedge to the west (right) and open longer view to east.



Plate 4 – View to Broad Haye Farm from Froghall Road with Trees T4 and T5 framing the view to the Grade II Listed farmhouse.



Plate 5 – End of Froghall Road ribbon of semi-detached properties who’s rear elevations look over the proposed Site. This is the current edge of Cheadle



Plate 6 – Gaps between the semi-detached properties allow the openness beyond the single line of houses to be perceived.

Client Staffordshire Moorlands District Council		
Project Land to east of Froghall Road, Cheadle		
Figure Title Illustrative Photos 1		
Date 2/1/25	Scale Not to scale	
Job No 24-537	Figure No App D Sheet 1	Rev

Appendix D - Illustrative Photographs of Land to east of Froghall Road and Context– Sheet 2 of 5



Plate 7 – Hammersley Hayes Road with its mix of houses forms the Site’s southern boundary along with the Public Open Space (POS) set to its end.



Plate 8 – View north west from the Hammersley Hayes Road POS looking up to the local ridge with the three Category A trees prominent.



Plate 9 – The POS facilities are limited to this set of goalposts. However it has open views out to the wider countryside including Broad Hays Farm.



Plate 10 – Broad Hays Farm as viewed from the POS with the access lane visible that Footpath FP40 runs along.



Plate 11 – Broad Hays Park sits to the south of Hammersley Hayes Road and consists of single storey park homes. Allocated site CHI32 is set beyond park.



Plate 12 – View north down the access track to Broad Hays Farm that is also Footpath FP40’s route. Land to east (left) of photograph is part of CHI32.

		
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Project Land to east of Froghall Road, Cheadle		
Figure Title Illustrative Photos 2		
Date 2/1/25	Scale Not to scale	
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Appendix D - Illustrative Photographs of Land to east of Froghall Road and Context– Sheet 3 of 5



Plate 13 – Broad Haye Farm with the Grade II Listed, white painted three storey farm house set within a collection of modern and older farm buildings.



Plate 14 – View south west from FP40 illustrating that Broad Haye Farm is still a working dairy farm.



Plate 15 – View south west down FP40 that shows the edge of Cheadle is set within the view but on lower ground than the Site.



Plate 16 – View south from layby on Froghall Road to north of Site that shows the roofs of the Froghall Road ribbon dwellings and the spire of St Giles in town.



Plate 17 – View north from the junction of Froghall Road and Leek Road with the Site appearing as a the green, open field above the uppermost white houses.



Plate 18 – Road sign and brown tourist information sign at the Froghall Road / Leek Road junction. The route is marked as an access to the Churnet Valley.



Client
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Project
Land to east of Froghall Road, Cheadle

Figure Title
Illustrative Photos 3

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Appendix D - Illustrative Photographs of Land to east of Froghall Road and Context– Sheet 4 of 5



Plate 19 – View top west side of the Cecilly Valley on which the Site is located showing hedgerow patterning and isolation of Broad Haye Farm.

Plate 20 – Access track to Woodheadhall Farm that Footpath FP 39 follows.

Plate 21 – Scene when looking north from FP38 near Hayes Hall Farm looking towards Broad Hayes Farm taking in Site and allocation CHI 32.



Plate 22 – Harewood Park Care Home to the left of the shot taken from the A522 Leek Road towards the Site set on the ridge in the mid-ground.

Plate 23 – Focussed view to the Froghall Road ridge with the ribbon of existing houses visible running up it. The Site is set behind and to the right of the houses.

Plate 24 – The views from the FP31 to the west of the Site are quite discrete given the Site's landform falls away from the viewer.



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Land to east of Froghall Road, Cheadle

Figure Title
Illustrative Photos 4

Date 2/1/25	Scale Not to scale
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Appendix D - Illustrative Photographs of Land to east of Froghall Road and Context– Sheet 5 of 5



Plate 25 – View south along Froghall Road when cresting the hill and gaining an appreciation of Cheadle for the first time.



Plate 26 – Scene looking south west from Froghall Road across the Site fields to the edge of Cheadle set lower down valley side. Inter-field trees evident.



Plate 27 – National speed limit signs mark end of built form on Froghall Road near the north end of the ribbon properties.



Plate 28 – Potters Gardens has been built out by Persimmon Homes on the allocated site CH001 to the south of the Appeal Site by 340m.



Plate 29 – View east from field entrance off Froghall Road looking across the Green Belt land into the adjacent valley..



Plate 30 – View across eastern valley towards Harewood Park Care Home.



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Land to east of Froghall Road, Cheadle

Figure Title
Illustrative Photos 5

Date 2/1/25	Scale Not to scale
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