Development Plans Manager
South Lakeland District Council
South Lakeland House
Lowther Street
Kendal
LA9 4DL

By email and post
developmentplans@southlakeland.gov.uk

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Indigo Planning Limited

Lowry House
17 Marble Street
Manchester
M2 3AW

T 0161 836 6910
F 0161 836 6911
info@indigoplanning.com
indigoplanning.com

Dear Sir or Madam

EXAMINATION OF SLDC LAND ALLOCATIONS DPD

REPRESENTATION TO SCHEDULE OF MAIN MODIFICATIONS

We write on behalf of Time & Tide (North West) Ltd in response to the Schedule of Main Modifications to the Land Allocations DPD.

We appeared at the hearing in October 2012 on behalf of Time & Tide who has an interest in land at M6 Junction 36.

Our representation addresses the following Main Modifications:

- MM009 – viability; and
- MM035 and MM036 – landscape mitigation.

Main Modification MM009

The Council commissioned a viability study to address the requirements of NPPF Paragraphs 173-175 to understand the deliverability of the proposed housing and employment allocations. This is noted at Main Modification MM009 in relation to housing allocations.

Missing from document Ex063 (the track changed Land Allocations DPD) is a similar Main Modification relating to employment development. We are unclear why this has been omitted.

At the hearing, we raised serious concerns to the Inspector that the Council had no evidence base to demonstrate that the proposed employment allocation at Scroggs Wood was deliverable (allocation L.A1.6). At the time, we asked the Inspector to find the DPD unsound on this basis.

Upon reading the viability study (document Ex065), our concerns over deliverability have been found to be true.

The viability of the proposed employment allocations is an important point missed in the summary letter to the Inspector prepared by the Council dated 28 March 2013 (document Ex059). The letter alludes to an issue with the delivery of the employment allocations at paragraphs 20 and 25, but does not mention the significant funding issues raised in the viability study:

> *'Paragraph 20: With regard to employment sites, the study recommends that the Council give careful consideration to how it can go further in facilitating non-residential development including ensuring that the specific highways works are included on the CIL Regulation 123 List and allowing enabling development (such as including a hotel or similar to provide an element of cross subsidy).'*
>
> *'Paragraph 25: The study concludes that most housing sites are viable having regard to all likely policy requirements. The proposed modifications and additional work on delivery and CIL provide confidence that the employment allocations are deliverable. A final study document will be available by the commencement of the consultation period.'*

The study raises significant concerns over the deliverability of the Scroggs Wood site. At Table 11.1, the appraisal calculates a residual value of minus £1.2m. At paragraph 11.3, the appraisal concludes that employment development at Scroggs Wood is not viable.

Neither the viability appraisal nor the other evidence base documents provide any concrete solutions for how to make the site viable. Suggestions are made at paragraph 12.10 including '*ensuring that the specific highways works are included on the CIL Regulation 123 List and allowing enabling development (such as including a hotel or similar to provide an element of cross subsidy)*'.

Firstly, the Infrastructure Delivery Plan (April 2013) provides indicative costings for access to employment sites. Table 11 suggests providing adequate access to Scroggs Wood could cost £385,387. Even if CIL met this cost, this would have little effect in making the site viable when considering its residual value of minus £1.2m.

Secondly, the suggestion that enabling development could cross subsidise employment development does not accord with the proposed allocation. Policy L.A1.6 proposes B1 (b,c), B2, B8 +ancillary B1a uses. There is no mention of hotels or other 'enabling uses'. Such higher value uses should therefore be discounted as a way of enabling employment development at Scroggs Wood. Indeed, the SEA does not consider such use and no policy justification has been made.

Further, some of the costings used in the viability study do not reflect the aspirations for the Scroggs Wood site. Page 74 of the study appendix displays a residual appraisal for the site as well as the other proposed employment allocations. Blanket construction costs of £990 per sqm for office and £429 per sqm are applied. This is at odds with the Land Allocations DPD Policy LA2.9,

which requires, for the land adjacent to Scroggs Wood, '*a quality of design which reflects this very high quality gateway site*'. High quality design comes at a price. This cannot be reflected in the viability study given all the other employment sites (which are not required by policy to provide a similar high design quality) all have the same construction costs.

In summary, our objection to the allocation of Scroggs Wood for strategic employment use remains. We ask that the Inspector finds the Land Allocations DPD unsound on the basis that the evidence base demonstrates that employment development on the Scroggs Wood site is unviable or achievable. There is no evidence to suggest that employment development could be made to be viable during the Plan period. This is contrary to Paragraph 173 of the NPPF which requires Plans to be deliverable.

This will leave the Council and Kendal without sufficient employment land to meet its strategic economic growth aspirations and therefore goes to the heart of the Plan.

We ask that the Inspector considers the alternative option of allocating land at Junction 36 for strategic employment use (sites E57 and M7). Contrary to development at Scroggs Wood, we have submitted a significant amount of information to the Council and Inspector to demonstrate that strategic employment development at Junction 36 is deliverable without the need for any grant or CIL funding.

There has been a material change in circumstances since the last representation was submitted. The auction mart and neighbouring commercial buildings are now in operation. This, along with the existing Moss End Business Village, has established Junction 36 as a commercial location. Infrastructure is already in place and strategic employment development can be proven to be viable and deliverable.

Main Modifications MM035 and MM036

At the hearing in October 2012, we raised serious concerns to the Inspector that the Council had not investigated whether large scale development at Scroggs Wood could be adequately mitigated in respect of likely landscape and visual impact.

We are disappointed that the Council has done little in the intervening six month period to address this critical issue. We note the addition of Main Modifications MM035 and MM036 into the DPD which requires a buffer zone of 10m between any development and Scroggs Wood. While this will encourage the growth of the existing woodland, it will do nothing to mitigate the development from prominent views.

To assist the Council and Inspector, Time & Tide has commissioned a Landscape and Visual Impact Assessment (LVIA) in order to understand the potential impact of development at Scroggs Wood. Please find this appended to this representation.

The proposed allocation L.A1.6 proposes B1 (b,c), B2, B8 +ancillary B1a uses, but does not set any floorspace restrictions or height and massing parameters. We are surprised that the Council has not sought to place any restrictions on the amount of B8 warehousing or massing parameters for any use given the site's prominent location. As such, as stated in our previous representations, the site could well be developed for high-bay warehousing.

The LVIA has considered the potential effect of developing the land upon landscape character and visual amenity. The assessment concludes that negative impacts associated with developing the site are most notable within 2km of the site, particularly to the immediate environs of the land and river corridor but also from settlements to the south and east, notably Natland and Oxenholme.

The assessment considers that major adverse visual impacts will be associated from the two viewpoints representing the approach to Kendal from the south along the A6. Development would also result in major adverse landscape effects as this would represent a significant change in the character of the immediate environs irrespective of the size and ultimate design quality exhibited with the type of development being considered.

The LVIA demonstrates that to mitigate for development on this land will require detailed consideration to a range of factors including: form, scale, height, massing, design and the materials used in the development of the site. The land occupies a gateway location to Kendal which currently serves to reinforce its position within a highly attractive rural landscape. Development would radically change this aspect and it will likely prove to be very challenging to build in a manner which serves to retain its status as a gateway entrance to Kendal comparable to what exists at present.

With respect to Core Strategy Policy CS8.2 Protection and enhancement of landscape and settlement character, it states that, '*Proposals for development should be informed by, and be sympathetic to, the distinctive character types identified in the…..Cumbria Landscape Character Guidance and Toolkit…and…Historic Landscape Character Assessment.*'

The LVIA considers that it is not feasible to undertake development on this land in a manner which is sympathetic to the character type within which it lies, namely type 8a Broad Valleys. Whilst the retention of boundary features is feasible and offsets are observed to, for instance, Scroggs Wood and the River Kent floodplain, development within the land would fundamentally alter landscape character within the local environs.

With regard to Core Strategy Policy CS8.10 Design it states that '*The siting, design, scale and materials of all development should be of a character which maintains or enhances the quality of the landscape…and, ...'…New developments should protect and enhance key local views and features/characteristics of local importance…*'

It is difficult to see how development of this land will be possible or consistent with these policies bearing in mind the lands high visibility and the significant change that would occur to landscape character.

On this basis, we ask that the Inspector finds the Land Allocations DPD unsound. We also ask the Inspector to request that SLDC reconsiders sites E57 and M7 as the preferred option for strategic employment development in a revised draft of the Land Allocations DPD.

We trust that this representation will be forwarded to the Inspector and taken into account in the examination of the Land Allocations DPD.

Yours sincerely

Daniel Jackson

Enc: Landscape and Visual Impact Appraisal for Land at Scroggs Wood, Kendal
cc: Mr J Asplin, Time & Time (North West) Ltd

Landscape and Visual Impact Appraisal for Land at

Scroggs Wood, Kendal, E4M

Contents

Introduction

This appraisal has been prepared by Pete Coe CMLI (responsible for the appraisal) and Mike Spence CMLI (figures and computer modelling) and presents the findings of a landscape and visual impact appraisal based upon development occurring on land at Scroggs Wood, Kendal, identified as E4M under the SLDC Land Allocations DPD. The appraisal is at a strategic level where the objective is to determine the capacity of the land to accommodate development of the nature of a Strategic Employment Site (rather than of a specific development proposal) and its effect upon landscape character and visual amenity.

Scope of the Appraisal

The landscape and visual impact appraisal (LVIA) presented has been organised in the following manner:

- An explanation of the methodology and significance criteria employed for the landscape and visual appraisal.
- A description of the existing landscape and visual resource is made under baseline conditions. The data collected includes recording existing landscape features, characteristics and the value and importance of the landscape and visual resources in the vicinity of the land. This data is analysed to predict how the fabric, character and quality of the landscape may be affected which includes designated landscapes and features.
- With respect to visual resources, the baseline establishes the area of study for visual appraisal within which all or part of the proposed development may be visible. This is established with reference to desk-top and computer generated visibility maps which are then checked in the field to identify a series of representative viewpoints.
- Potential mitigation measures are considered.
- The appraisal closes with a summary regarding the acceptability of development in landscape and visual terms.

In this appraisal, the following distinction is made between landscape and visual effects:

- Landscape effects are defined as physical changes in the fabric, character and quality of the landscape as a result of the proposed development; whereas

- Visual effects are defined as changes in views of the landscape resulting from the proposed development and the effects of those changes on visual receptors from viewpoints within the defined visual impact area around the site.

Methodology

Overview

The appraisal has been divided into two key areas, landscape and visual, both of which have the potential to be impacted upon by development.

Guidance

The appraisal has been undertaken in accordance with the following guidance:

- Guidelines for Landscape and Visual Impact Assessment Third Edition (The Landscape Institute and the Institute of Environmental Management and Appraisal, 2013)
- Landscape Character Assessment; Guidance for England and Scotland (Countryside Agency and Scottish Natural Heritage, 2002)

These guidelines are not prescriptive but seek to establish certain principles that will help to achieve a degree of consistency with regard to assessments and appraisals when carried out as part of an EIA. The landscape and visual appraisal uses a combination of quantitative and qualitative considerations involving the use of structured, informed and reasoned professional judgement.

With specific reference to landscape character, information has been obtained from the following documents at regional, county and district level:

- North West Landscape Character Framework, (Natural England, 2009);
- Cumbria Landscape Classification (1995);
- Cumbria Landscape Strategy (1998);
- Draft Cumbria Landscape Character Guidance and Toolkit (Consultation Draft 2010);
- South Lakeland Local Plan Land A.locations Development Plan Document incorporating changes to the Proposal Map (April 2013);
- South Lakeland Local Development Framework Core Strategy Adopted (October 2010)

- Technical Paper 5 Landscape Character for the Cumbria Joint Structure Plan (2002)
- A Guide to using Cumbria Historic Landscape Characterisation Database for Cumbria's Planning Authorities (2009).
- Kendal Local Level Character Assessment (March 2011)

Study Area

The LVIA is based on a 5 km study area which has been derived from establishing a Zone of Theoretical Visibility (ZTV) which is described in greater detail under Landscape and Visual Appraisal.

Study Criteria

A desk study appraisal of the site and its surroundings has been undertaken. This has involved document research to establish the broad landscape planning context of the proposed development and computer modelling has been used to generate a draft ZTV. For the purposes of the appraisal user classes B1, B2 and B8 have been assumed for development whereby a height of 8m above existing ground level over the whole site has been taken as a mean average for buildings appropriate to these classes.

Specific proposals could obviously incorporate buildings that are either greater or smaller than this. Furthermore, no allowance has been made for there being less than 100% development coverage and it is accepted that this is unlikely to be the case should development be brought forward. As a consequence, the grading scales and descriptions applied in the appraisal provide valuable information to inform subsequent and more detailed development proposals should they be made available, whereupon further assessment and appraisals may be made

To refine the appraisal further based on the above criteria, field surveys have been undertaken in May 2013 which has resulted in the finalised ZTV, see Figure 4.

The ZTV indicates the area of land within which there is the potential for a view of any part of the proposed development and this has been used to identify key viewpoints, sensitive receptors and landscape features. The following qualifications, however, apply to the ZTV:

- There may be a number of areas from which there is the potential to view part of or the entire proposed development but these are from areas which are not publically accessible and to which it is unlikely that they gain regular access, e.g. farmland.

- The ZTV does not account for the likely orientation of a viewer, for instance, whether they are static or travelling in a moving vehicle such as a car.

Viewpoint Appraisal

Desktop research and site investigation has enabled landscape and visual receptors to be identified, from which it is considered development of the land will have an impact. These receptors have been identified as viewpoints, from which the appraisal of landscape and visual effects has been carried out. Viewpoint locations are shown on Figure 4

Significance Criteria

The aim of the landscape and visual appraisal is to identify, predict and evaluate the potential landscape and visual effects arising from proposed development. In summary it comprises the following:

- An appraisal of the potential effects of the proposed development upon landscape character and quality; and
- An appraisal of the potential visual effects of the proposed development on properties and locations.

Wherever possible, identified effects are quantified but the nature of landscape and visual appraisals requires that there is a degree of qualitative judgement. In order to provide a level of consistency to the landscape and visual appraisal, the sensitivity, magnitude and significance of effects has been based upon the pre-defined criteria set out below.

Visual Appraisal Methodology

Visual Receptor Sensitivity

Visual receptor sensitivity is assessed using a five-point scale from low, low/medium, medium, medium/high to high. The key definitions are:

- High – Residents experiencing principal views from dwellings, recreational users focussing on landscape (walkers, cyclists) on footpaths/cycle ways, people experiencing views from important landscape features of physical cultural or historic interest, beauty spots and picnic areas.
- Medium – Road users and train passengers with views of affected landscape, residents experiencing secondary views, users of secondary footpaths/cycle ways experiencing views, outdoor recreational users focussing on activity (fox-hunting, golf, shooting).

- Low – Workers, users of facilities and commercial buildings (indoors) experiencing views from building.

Primary views are described as direct views of the site from key viewpoints, such as those from a living room. Secondary views are those that may be oblique or partially obscured from less sensitive locations, such as a garage window.

Assessing the Magnitude of Visual Effects

The magnitude of visual effects may be defined as the scale, extent and duration of the effect caused by a development and is assessed in this Chapter using a five-point scale that ranges from negligible, slight, moderate and substantial too severe. The magnitude of the visual effects is based on the following criteria as set out below:

- Extent of visibility of the proposed development;
- Proportion of the view occupied by the proposed development, which relates to the distance of the viewpoint from it and the breadth of the existing view;
- Apparent size and prominence taking account of modifying factors in the view likely to reduce or intensify this e.g. degree of contrast, framing, scale cues, backgrounding and disturbing effects e.g. proportional visibility;
- Degree of contrast or integration with the character of existing elements e.g. scale, texture, form and design resolution with visual dynamics of the composition e.g. stability, cohesion and separation; and.
- Angle of view, frequency and duration of sequential views and relative elevation.

Assessing the Significance of Visual Effects

The potential significance of visual effects is determined by combining the landscape sensitivity and the magnitude of the effect. As shown in Table 1 below, these two variables can be correlated in tabular form to arrive at the significance of the effect. It should be noted, however, that in certain instances, professional judgement has been applied where evidence from field surveys requires the result to be modified. An explanation is provided in these cases and the fact that an adjustment made is noted. The definitions for visual impacts are defined in Table 2 below.

Table 1 Rating scale for Significance of Visual Effects

Sensitivity / Magnitude	Low	Low / Medium	Medium	Medium / High	High

Negligible	Negligible Impact	Negligible/ Minor Impact	Minor Impact	Minor/ Moderate Impact	Moderate Impact
Slight	Negligible/ Minor Impact	Minor Impact	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact
Moderate	Minor Impact	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact	Major Impact
Substantial	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact	Major Impact	Major/ Maximum Impact
Severe	Moderate Impact	Moderate/ Major Impact	Major Impact	Major/ Maximum Impact	Maximum Impact

Table 2 Definitions for Visual Impacts

Significance	Definition
No change	The proposed development is not visible from a viewpoint. There will be no change from the current view to the predicted view (with the proposed development in place)
Negligible	The proposed development proposed scheme is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernable impact on receptors or key views.
Minor	The proposed development proposed scheme would cause a barely perceptible impact to receptors and key views.
Moderate	The proposed development proposed scheme would cause a noticeable difference from the existing view impacting receptors and key views.
Major	The proposed development proposed scheme would cause an obvious change to the existing view and would largely impact receptors and key views.
Maximum	The proposed development proposed scheme would completely change the existing view and would substantially affect receptors and key views.

Note: If the proposed development is not visible from a particular viewpoint then this is recorded as no change with reference to visual effects.

The Nature of Effects

Determination of the nature of a proposal's effects i.e. whether they are adverse or beneficial, is subjective and varies according to an individuals responses to a particular development. This is particularly the case with respect to the visual appraisal, which is heavily influenced by personal perceptions, in contrast to the landscape appraisal, which is more able to utilise quantitative measures. For the purpose of this appraisal on beneficial / adverse is considered thus:

- **Beneficial / Adverse**

  When the effects cause a loss of character or a specific element of the landscape that affects the landscape experience or sense of place, this is described as an adverse effect. Effects that improve character, landscape value thereby enhancing the landscape, will be considered beneficial.

Landscape Appraisal Methodology

Assessing Landscape Sensitivity

Landscape sensitivity to change has been assessed by classifying the relative sensitivity of elements, features and character of the landscape to the proposed development using a five-point scale ranging from:

- High;
- Moderate/high;
- Moderate;
- Low/moderate;
- Low;

Which are based on a selection of representative viewpoints. To make objective judgements about the sensitivity of the landscape the following criteria are assessed.

Landscape Value

The landscape character has been assessed in terms of the following categories:

- **Condition**: in terms of the state of an individual area of landscape such as the condition of the elements and features that occur to form a particular character area or unit.

- **Value**: in relation to its importance to the local community, historic or cultural associations as well as local, county, national or international level designations (statutory or non-statutory designations but with reference to the Cumbria Landscape Guidance and Toolkit 2010 Consultation Draft which suggests a shift away from local landscape designations to a landscape character approach where 'all landscapes matter').
- **Sensitivity to change**: reflected in the degree or capacity to which a particular character type or unit is able to accommodate change without adverse impacts on its character.

The conditions, value, and sensitivity of the landscape character are assessed in accordance with the scales described in **Tables L1, L2 and L3** in the Appendices.

Assessing the Magnitude of Landscape Effects

The magnitude is an appraisal of the scale, extent and duration of the landscape effects caused by the proposed development. This is assessed on a five-point scale ranging from:

- Negligible;
- Slight;
- Moderate;
- Substantial;
- Severe.

The magnitude of the landscape effects are based on the following criteria:

- Extent of physical change to key elements or features;
- Extent of the subject area subject to change and prominence of the proposed development;
- Degree of variance or compatibility between the proposed development and key characteristics of the landscape; and
- Degree of change to overall character and image brought about by incremental and combined effects on key characteristics.

The magnitude of landscape effects is assessed taking into account the potential effects of the criteria listed below:

- Scale and enclosure;

- Complexity and order;
- Manmade influence;
- Skyline;
- Connections with adjacent landscapes;
- Remoteness and tranquillity;
- Visual interruption; and
- Settlement and key views.

Assessing the Significance of Landscape Effects

The potential significance of the landscape effects are determined by combining the landscape sensitivity and the magnitude of the effect. As shown in Table 3 below, these two variables can be correlated in tabular form to arrive at the significance of the effect. It should be noted, however, that in certain instances, professional judgement has been applied where evidence from field surveys requires the result to be modified. An explanation is provided in these cases and the fact that an adjustment made is noted. The levels of significance for landscape impacts are defined below in Table 4

Table 3 Rating Scale for Significance of Landscape Effects

Sensitivity **Magnitude**	**Low**	**Low / Moderate**	**Moderate**	**Moderate / High**	**High**
Negligible	Negligible Impact	Negligible/ Minor Impact	Minor Impact	Minor/ Moderate Impact	Moderate Impact
Slight	Negligible/ Minor Impact	Minor Impact	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact
Moderate	Minor Impact	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact	Major Impact
Substantial	Minor/ Moderate Impact	Moderate Impact	Moderate/ Major Impact	Major Impact	Major/ Maximum Impact
Severe	Moderate Impact	Moderate/ Major Impact	Major Impact	Major/ Maximum Impact	Maximum Impact

Table 4 Definitions for Landscape Impacts

Significance	Definition
No change	The proposed development is not visible from a viewpoint. There will be no change from the current view to the predicted view
Negligible	The proposed development is appropriate in its context. It may be difficult to differentiate from its surroundings and would have no discernable impact on the character, fabric and quality of the landscape.
Minor	The proposed development proposed scheme would cause a barely perceptible impact, and would slightly affect the character, fabric and quality of the landscape.
Moderate	The proposed development proposed scheme would cause a noticeable difference to the landscape character, fabric and quality of the landscape.
Major	The proposed development proposed scheme would cause an obvious change to the character, fabric and quality of the landscape.
Maximum	The proposed development proposed scheme would completely change the character and/or appearance of the landscape for a long period of time or permanently.

Note: If the proposed development is not visible from a particular viewpoint (during field investigations), this is recorded as 'no change'.

Baseline Conditions

Location and Site Context

The land lies on the western side of the valley of the River Kent, see Figure 1. It is bounded by a drystone wall and the mature trees of Scroggs Wood to the north which forms the border with the urban development of Kendal. To the east lies the floodplain of the River Kent. A sealed road named Scoggs Lane run through the wood, the latter to access Helsington Snuff Mill. To the south the land is bounded by a drystone wall with fields and the intermittent mature trees of Young Spring Wood. The fields continue south towards Prizet wood and Prizet Farm which is located approximately 1km away on the edge of a ridge line.

Topography

The land falls west to east towards the river by in the order of 20 metres and currently comprises of two large fields of open improved pasture sub-divided by an immature hedgerow. There are no trees within the fields and other than Scroggs Wood, A drystone wall runs along the western boundary with the A6 with adjacent wide grassed verge and a

tarmac footpath. The eastern boundary is also formed by a drystone wall with the land falling more steeply beyond into the River Kent's floodplain. The landform is gently undulating within both fields but is more marked and hummock like (drumlins) within the southern field.

Transport Links

The land lies adjacent to the A6 Milnthorpe Road on its western boundary close to the junction with the A591 and is the main approach to Kendal from the south. The A591 continues north along the upper slopes of the valley and is the main road linking Windermere and the southern lakes with the M6 to the south. The A65 to Kirkby Lonsdale runs along the eastern side of the valley and forms an alternative route from the south but does not have a direct link with the M6.

Footpaths and Cycleways

There are no cycleways immediately adjacent to or within the site. National Route 6 which links Lancaster and Kendal, runs along Natland Road approximately 0.5km to the east of the site on the other side of the River Kent which also forms part of the Bird's Eye Kendal South Lakeland cycle route which links Kendal, Natland and Mealbank.

There are no public rights of way (PRoW) within the site but they exist within the vicinity. PRoWs run long either side of the River Kent south towards Hawes Bridge and north towards the centre of Kendal. A PRoW also runs through Scroggs Wood on Scroggs Lane towards Snuff Mill whilst continuing northwards to Helsington Laithes and under the A591 to land beyond to within the eastern extremity of the Lake District National Park (LDNP).

Landscape Character

This section identifies the principal policy guidance that is relevant to the appraisal with respect to landscape character. For the purpose of this section, descriptions of landscape character are grouped under three zones based on their distance from the site. These are:

- Broad landscape context (3 – 5 km);
- Local landscape context (between approximately 1 - 3 km); and
- Immediate landscape context (within approximately 1 km).

Detailed appraisal of the landscape character is focused on a study area of up to 3 km from the site. The distribution of these landscape character areas is shown in Figures L2 and 3 with the broader context up to 5 km distance also provided.

Broad Landscape Context

National Character Areas: Countryside Character, Volume 2: North West

The proposed development lies within an area of transition between the moors of the Yorkshire Dales National Park, and the fells of the Lake District National Park, see Figure 2. The proposed development lies within character area 20; Morecambe Bay Limestone's and is bordered to the east along the A65 by Character Area 19, South Cumbria Low Fells.

The ZTV has indicated that proposed development on the land would be visible within areas contained within these two character areas and, as a result, they are reviewed.

Character Area 19: South Cumbria Low Fells

The South Cumbria Low Fells are defined as an area that stretches from above the Duddon Estuary in the west, through the wooded hills and valleys of Broughton, the Crake and the Furness Fells, through Grizedale Forest to Coniston Water, Windermere and the more rugged landform of Whinfell to more undulating farmland in the east. The character area borders the A65 which runs to the east of the River Kent and encompasses a large expanse of the central and southern areas of the Lake District National Park (LDNP).

It is characterised by undulating low fells and ridges which, in the central section, are dissected by the two major lakes, Windermere and Coniston Water – and minor river valleys. The undulating fields, often of species-rich grassland, are bounded by dry stone walls with rocky outcrops. The land cover of the area consists principally of undulating pasture for grazing and silage for dairy cattle, store cattle and sheep with rougher grassland for sheep at higher altitudes. Woodland cover is more extensive in the central and western areas, Oak is the dominant native broadleaved species with beech, birch and alder along associated with watercourses.

Key characteristics of this character area are extracted from the character area description as follows:

- *A pastoral landscape with substantial woodlands and large mature trees which form a rich mosaic of textures, patterns and colours.*
- *Undulating low fells and ridges dissected by Lake Windermere and Coniston Water, numerous streams and minor river valleys covered by a dense pattern of semi-natural, mixed and conifer woodlands with small scale enclosures of semi-improved grassland.*

- *Rugged fells, over 300m in height, with a diverse pattern of rock outcrop, heathland, tarns and becks, small wetlands and mires, rough grassland, bracken and small broadleaved and coniferous copses.*
- *Well managed land with a parkland character associated with the edges of the principal lakes, valley bottom locations and large country house estates.*
- *Open semi-improved pasture on a plateau between the Rivers Kent and Lune with a shallow relief of ridges and hollows.*
- *Well maintained dry stone walls, villages, hamlets, isolated farms and barns and large country houses built from local limestone and slate.*
- *An intricate pattern of undulating and twisting minor roads serving the dispersed settlements.*

Character Area 20 Morecambe Bay Limestone

This character area is described as having a *'rich and varied character'* which is *'largely determined by the interrelationship between the species-rich grasslands, the semi-natural woodlands, the limestone hills, the contrasting drumlins, the coastal salt marsh and intertidal habitats and the presence of the wide expanse of Morecambe Bay.'*

Key characteristics of this character area are extracted from the character area description as follows:

- *Wide expanses of shifting intertidal sand flats and salt marsh, gravelly or muddy beaches, backed by low limestone cliffs.*
- *Low undulating farmland of pastures divided by dry stone walls with infrequent, individual, windswept trees but also areas of scrub and broadleaved woodland.*
- *Conspicuous limestone hills, with cliffs and scree slopes, rising above the low-lying pastures and wetlands.*
- *A richness of semi-natural habitats, including limestone pavements, scrub, semi-natural coppice woodland, herb-rich grasslands, peaty fenlands and mosslands.*
- *Inland, scrub woodland including juniper and unimproved grasslands on gently undulating hills divided by shallow valleys with hedgerows and damson orchards.*
- *Stately homes set in parkland landscapes with well maintained gardens.*

Local and Immediate Landscape Context

There are a number of documents which have been produced by Cumbria County Council which have been previously listed. These cover both the wider, broader landscape context, and the local and more immediate landscape context. In this instance it has been considered more appropriate to review the regional tier of this documentation for the local and immediate landscape. The character types are shown on Figure 3

The Cumbria Landscape Classification of 1995 was subject to review in 2002 resulting in Technical Paper 5 Landscape Character for the Cumbria Joint Structure Plan. The Consultation Draft Cumbria Landscape Character Guidance and Toolkit published in 2010 seeks to incorporate the Cumbria Landscape Strategy of 1998 and align the landscape character appraisal with the Lake District National Park Landscape Character Assessment and Guidelines. It retains all 37 landscape types and sub-types identified in the 1995 classification. Following previous consultation with South Lakeland District Council concerning another site, both Technical Paper 5 and the Consultation Draft Guidance have been referred to in this appraisal.

Cumbria Landscape Classification

The site falls within Type 8b Broad Valleys, see Figure 3. The ZTV indicates that the proposed development will also be visible from within character types 3a Open Farmland and Pavements (to the west) and 7b Drumlin Field as well as 11a Foothills (both to the east)

Character Type 8b Broad Valleys

This type is also found within the LDNP and they pass through a range of landscape types with varying topography. Throughout this sub type rivers have formed both open and wide floodplains and broad deep valleys where the river gently meander along the valley bottoms.

Key characteristics of character sub type 8b are extracted from the character area description as follows:

- *Wide and deep valleys with open floodplains.*
- *Rural farmland comprising significant area of improved pasture.*
- *Pockets of scrub, woodland and coniferous plantations*
- *Hedges and stone walls from a matrix of field boundaries.*
- *Roads and railways often follow the linear valley contours.*

Land cover is generally mixed although fields of improved pasture dominate which is broken up by pockets of scrub, deciduous woodland and small blocks of coniferous plantation.

Features that are sensitive to development are, in summary:

- Woodlands, orchards and the matrix of hedges and hedgerow trees and open meandering undeveloped river plains are sensitive to changes in land management.
- The limestone and sandstone vernacular; traditional scale of villages and their siting are sensitive to unsympathetic expansion.
- Undeveloped valley rims and their relationship with adjacent landscapes are sensitive to rime edge development.
- The remoteness and wildness associated with rivers and sense of calm are sensitive to changes in land management.

Extracts of the guidelines provided in the document state that for development:

- *Minimise the impact of infrastructure and housing development by careful siting, avoiding open valley floors, obstruction of corridor views and relating them to existing development. Set high standards of landscape treatment.*
- *Minimise developments impact on local character through ensuring design and scale respects the local vernacular and character particularly regarding the introduction of modern farm buildings.*
- *Reduce the impact of large scale new buildings by careful location, siting and design.*

Character Type: 7b Drumlin Field

This is described as a *'working landscape defined by its pronounced patterns of drumlins and regular field patterns'*. Key characteristics of character sub type 7b are extracted from the character area description as follows:

- *Tracts of high drumlins.*
- *Rounded tops with steep sides*
- *Distinct landform grain*
- *Hedges and stone walls form strong boundaries.*
- *Streams and wet hollows are found in the valleys and dips between the drumlins.*
- *Farms and development often nestle in intersecting valleys.*

- *Narrow lanes with tall hedges and steep banks criss cross through the drumlins.*

The combination of the drumlin landforms overlain by a geometric network of fields gives this landscape a *'strong identity'*. Features that are sensitive to development are, in summary:

- the matrix of field boundaries, predominantly hedgerows and walls;
- the rivers and watercourses provide a sense of tranquillity which are sensitive to changes in adjacent land management;
- rural lanes are sensitive to highway improvements for safety or to support new development;
- Open and expansive views to Morecombe Bay, the Lakeland Fells and Yorkshire Dales are sensitive to large scale infrastructure development.

Extracts of the guidelines provided in the document state that for development:

- *Ensure that all developments are of high quality and well related to the distinctive grain and scale of this landscape. Avoid prominent hill tops or cutting across slopes, particularly with reference to tall structure such as pylons and turbines and, take advantage of natural containment by landform and trees.*
- *Reduce the impact of new farm buildings by careful siting, breaking down mass, choice of sympathetic colours and non-reflective finishes and screen planting. Ensure any diversification from farming use does not disrupt the strong held pattern.*

Character Type 11a Foothills

This covers land around Oxenholm and further to the north and appears in the field as an extension to the rising ground covered by type 7a. Key characteristics include:

- *Rolling, hilly or plateau farmland and moorland.*
- *Areas of improved grassland.*
- *Semi natural woodland in small valleys.*
- *Large areas of farmland are bounded by stone walls and hedges.*

The higher ground which it covers to the east of Kendal permits wider views across the valley of the River Kent to the surrounding fells and sea. Sensitive characteristics or features include:

- The management of stone walls and hedges.

- The value of woodland and hedgerows in supporting biodiversity.
- Discrete farmsteads and villages which are sensitive to unsympathetic expansion and redevelopment.
- The more intimate scale of farms and woodland are sensitive to large scale infrastructure development.

Character Type: 3a Open Farmland and Pavements

This type is found on carboniferous limestone's with calcareous brown soils and the landscape has steep scarp slopes, exposed limestone pavement or other rough rocky outcrops in this instance forming the Helsington Barrows. The coastal limestone inland form distinctive scarp and rocky skyline features and rise to around 280m. Key characteristics of character sub type 3a are extracted from the character area description as follows:

- *Steep scarp limestone slopes, limestone pavement or other rocky outcrops*
- *Grazed land with stone wall field boundaries,*
- *Rough pasture as open common or fell in higher areas.*
- *Sporadic scrub and woodland on steep scarp slopes.*
- *Stately homes and parklands in lower areas.*
- *Extensive open and uninterrupted views from high ground.*

Land cover is predominantly improved and semi-improved grazing with pockets of scrub and woodlands associated with both pasture fields and limestone pavement. This type is large and open in scale with the limestone pavements and stone walls providing interesting features.

Features that are sensitive to development are, in summary:

- The ecological value of wooded limestone pavements outcrops and limestone grassland are sensitive to changes in management;
- The matrix of limestone walls and hedges are sensitive to changes in land management.
- Long interrupted views to the Lakelands Fells and Morecambe Bay are sensitive to large scale and infrastructure development.

Extracts of the guidelines provided in the document state that for development:

- *Protect uncluttered skylines and key views to and from the area from large-scale energy infrastructure developments such as wind turbines, pylons or telecommunications masts.*
- *Ensure new developments respect the scale, traditional form and materials of villages and do not infill important open spaces such as orchards and gardens integral to their character.*

Kendal Local Level Character Assessment

Kendal Town Council commissioned a local level landscape character assessment for Kendal which was completed in March 2011. The aim was to provide a local level landscape character assessment following the former Countryside Agency guidelines and the more recent Cumbria County Toolkit for landscape character assessment. Furthermore, it was to guide both conservation of the landscape and biodiversity and related to that, '*...contribute to the Land Allocations phase of the Local Development Framework (LDF) by identifying those areas which exhibit greater or lesser sensitivity to development.'*

The land falls within proposed landscape character unit Drumlin Pasture and further defined as East of Milnthorpe Road (D7). Of relevance as well is the unit Woodland within which Scroggs Wood (K8) is identified. Extracts for the two defined sites are as follows:

East of Milnthorpe Road

- *Sensitivity: Although there are few functionalities to this landscape character unit, the open aspect and visual amenity of this area is important. The landscape sensitivity is medium.*
- *Capacity: There is a low capacity for development of these fields as the strong presence of Scroggs Wood as a landscape feature forms a natural edge to the built form before the rural countryside.*

Scroggs Wood

- *Views: This is an important woodland viewed when entering Kendal from the A591 onto Milnthorpe Road.*
- *Sensitivity: High*
- *Capacity: None*

Landscape Designations

The proposed development lies approximately 1km from the nationally recognised designation of the Lake District National Park.

Other designations

Scroggs Wood (managed by the Woodland Trust) is of local nature conservation value and is on Natural England's ancient woodland inventory. The River Kent SAC and SSSI continues below Scroggs Wood. The Water Crook Roman Fort Scheduled Ancient Monument is located approximately 300m to the north east of the land on the opposite side of the River Kent. There is a Grade II listed building at Helsington Laithes approximately 100metres to the west on the opposite side of Milnthorpe Road and also at Snuff Mill at Helington Mills which is adjacent to the River Kent approximately 250m due east of the land.

Landscape and Visual Impacts

Potential landscape and visual impacts of development of this land are assessed on a viewpoint by viewpoint basis, comparing the existing view with their visual sensitivity and effects together with an appraisal of the magnitude and significance of landscape and visual effects. Computer generated wireframes have been prepared to aid the appraisal based on the criteria already described.

Due to the timing of the appraisal in early May, field work has been undertaken when vegetation was not in leaf. This has been taken into consideration in the appraisal by making an allowance for the potential view in summer, i.e. the better case scenario.

Views are assessed without any mitigation in place, mitigation considerations are discussed separately.

Landscape Appraisal

This section examines the significance of the landscape effects of development upon local landscape character and within the landscape type that the land is within. This includes the consideration of effects within designated areas. The potential effects upon the physical fabric of the site are not considered at this stage.

Potential effects upon landscape character

The effect upon the landscape character of the surrounding landscape is largely dependent upon a) the characteristics of the receiving landscape; b) the consistency or not of development in relation to the receiving landscape, and c) the perceptions of the proposed

development which are influenced by distance (to the site), weather conditions; appearance or 'fit' of the proposal; subjective reaction to the development. The four landscape character types assessed fall within the 5 km study area defined by the ZTV. For the purposes of assessing the Landscape Value, Landscape Condition and Sensitivity to change, this is based on the Cumbria Landscape Character type within which the land lies. Generic appraisals have been given for landscape effects associated with each Viewpoint and through which the view occurs.

Landscape Value

The land is not within an area of designated landscape. It is recognised, however, within the Kendal Local Level Landscape Character Assessment that the land forms an important gateway into Kendal along the main entry route into the town from the south where it is described as ' *The transition between high fell and the valley at this location is more gradual and restrained than elsewhere in Kendal and combined with the high fells to the north provides an attractive dynamic of very different but complementary landscape types'…*and '*…provide the viewer with a logical source of the River Kent which has formed the valley'.* The Landscape Value is accordingly identified as being of **Medium Value**.

Landscape Condition

The site is currently used for agricultural and at the time of the survey was laid to grass for grazing. The wider site context reflects the landscape characteristics identified above in the referenced documents of a predominantly working rural landscape notable for its drumlin topography and regular field pattern. It retains the open characteristic associated with a wide valley with views to distant ridge lines and in particular to Scroggs Wood which provides a natural boundary with urban settlement immediately to the north. Landscape Condition for the land is identified as being of **High Condition**.

Sensitivity to Change

The predominantly rural nature of the land and the fact that it has no visible detractors within it, albeit it is effected by the adjacent major transport route (such as by signage, lighting, traffic noise) means it is a landscape that is considered sensitive to change. The land is open with little visual containment save to the north and coupled with indigenous features such as hedgerows, drystone boundary walls and drumlins means that any development will result in a significant change and be very apparent. Sensitivity to change of the land is, therefore identified as being **High**.

Sensitivity

Based on an amalgam of the above the overall rating is assessed as: **Moderate/High.** The appraisal upon landscape character is made for each viewpoint.

Viewpoint Appraisal

The appraisal includes a summary of the existing view and the predicted view following development based on the criteria previously described. The appraisal considers the landscape and visual effects, the potential for mitigation is discussed separately. Viewpoint locations are shown on Figure 4.

Viewpoint 1 (Refer to Figure 5)

Existing View

From this location maturing planting within the highway verge of the A6 filters views into the land whilst further towards Kendal it is fully visible. Views are afforded across the land and to the eastern slopes of the River Kent valley and further north towards The Planting and Hay Fell. Scroggs Wood together with mature trees around Heslington Laithes form a natural visual boundary with the southern most urban development of Kendal and farmland.

Visual Sensitivity and Effects

Views from this location will remain partially filtered by the highway vegetation. This belt of planting, however is relatively narrow and the presence of development within the land would radically alter its appearance. Closer to Kendal views will be unimpeded. Residential properties overlooking the site will be of **high** sensitivity as will pedestrians walking along the highway. Road users and pedestrians are considered **medium** sensitivity users.

The proximity of development from this viewpoint will likely have a significant impact on the immediate view. Views across the land to the surrounding hills would be compromised and the vegetation of Scroggs Wood as a backdrop to Kendal is likely to be similarly affected. The land is highly visible from this location and any development will have a significant impact changing an essentially rural scene into one potential dominated by built form and infrastructure, irrespective what design quality is invested in it or the amount of land that is developed.

Visual effects are assessed as:

Magnitude of Change: **Substantial**

Significance of effects: **Major/Maximum**

Nature of effects: **Adverse**

Landscape Effects

This viewpoint falls within character type 8b Broad Valleys and contains types 7b and 11a within the view. Whilst development is unlikely to occur over 100% of the land and existing boundary features could readily be retained and enhanced, the degree of change from open farmland to built form would be radical. Furthermore, the rolling nature of the terrain would prove challenging to retain in any development with the likely loss of this natural feature, even if, for instance, development is offset from the floodplain of the River Kent. Figure 12 shows views of the site from the public footpath following the River Kent and its floodplain. Similarly, these show the openness and gently rolling nature of the terrain with views across to the adjacent character type 3a formed by Helsington Barrows.

Development will also impinge upon the openness of the site and the visual connectivity which exists with the adjacent landforms and character types. Whilst it should be possible to retain a degree of visual permeability across the site, the change would still likely be significant.

As a consequence the appraisal for this landscape character type is:

Magnitude of Change: **Substantial**
Significance of effects**: Major Impact**
Nature of effects: **Adverse**

Mitigation Considerations

The degree to which development will have an adverse visual impact will depend upon a number of factors such as: form, scale, height, massing, design and the materials used in the development of the site. A high quality business park will likely have a very different impact for most receptors than say a large distribution warehouse with extensive external handling areas. The siting of buildings, infrastructure, external storage, parking and lighting will have significant influence reducing the adverse effects of development. Urban expansion will be seen to extend beyond what is currently a natural barrier and the nature of the terrain will prove challenging to ensuring buildings are integrated into the landscape so that existing landscape features are retained, even if, as is being considered, only part of the land is developed. It could be especially difficult from aspects facing the River Kent and its floodplain, see Figure 12, and would need to avoid being detrimental to the setting of the Roman Fort and Snuff Mill

Boundary treatments will be have to be considered which will be of benefit to retaining a natural element to this important gateway into Kendal, filtering built form from road users. A contrary effect however, is that there are adverse impacts associated with screen planting as this will further destroy the visual continuity of views across to the other side of the valley. These are important for understanding the relationship of the town centre with its surroundings and the valley of the River Kent.

There is the potential to undertake advance environmental and screening works and it will also be important to consider how development is implemented and phased. The quality of development will be critical but the approach and setting of Kendal from this approach would be radically changed with development of any kind.

Viewpoint 2; (Refer to Figure L6)

Existing View

This viewpoint is taken close to Viewpoint 1 from a slightly more elevated position.

Visual Sensitivity and Effects

Similar to Viewpoint 1 but the more elevated position shows more clearly the prominence of this land at the entrance to Kendal and the manner in which this will break the continuity of the landform as it slopes down to the River from the west. Views to Scroggs Wood will also be impeded by development. The appraisal of Visual and Landscape effects correspond to Viewpoint 2.

Appraisal of Visual Effects

Visual effects are assessed as:

Magnitude of Change: **Substantial**

Significance of effects: **Major/Maximum**

Nature of effects: **Adverse**

As a consequence the appraisal for this landscape character type is:

Magnitude of Change: **Substantial**
Significance of effects**: Major Impact**
Nature of effects: **Adverse**

Mitigation considerations are the same as for Viewpoint 1.

Viewpoint 3: (Refer to Figure L7)

Existing View

The viewpoint is located on the public footpath between Low House and Shenstone looking north eastwards towards Kendal. The elevated position permits panoramic views over the valley and beyond, the settlement of Oxenholme is visible due west. The urban centre of Kendal nestles in the landscape with scattered small villages and farmsteads dotted within an essentially rural landscape.

Visual Sensitivity and Effects

Walkers on the footpath/bridleway are considered **medium** receptor sensitivity although there will likely be some residential properties with views of the land who would be recorded as **high** sensitivity. At this distance from the land, approximately 1km, and due to the elevated position, views of development would probably be restricted to the roofs although this will ultimately depend on the size and scale as well as finishes i.e. reflective or non light reflective surfaces.

Appraisal of Visual Effects

Whilst the proposed buildings are likely to be visible in the landscape, they are not likely to have significantly adverse impact as from this distance, it would be seen against the backdrop of urban development and the surrounding hillsides.

The visual appraisal is recorded as:

Magnitude of Change: **Slight**

Significance of effects: **Minor**

Nature of effects: **Adverse**

Landscape Effects

The Open Farmland and Pavements landscape type encompasses land to the immediate west of the land including Helsington Barrows. Viewpoint 3 is from within this landscape character type.

Field work demonstrated that the more steeply rolling nature of this terrain compared to 7a and the presence of larger woodland blocks is likely to limit views. Furthermore, there are no settlements in this area although there are individual properties which have views to the land as well a network of small lanes and footpaths.

From this viewpoint, elevated and where distant fells provide a backdrop to a panoramic view, the effect is limited and it is not considered that sensitive features are compromised.

The appraisal of Landscape effects is:

Magnitude of Change: **Slight**

Significance of effects**: Minor/moderate**

Nature of effects: **Adverse**

Mitigation Considerations

Scale, height and massing will be influential in reducing negative impacts associated with this viewpoint. Perimeter screening and the degree to which development is permeable and retains green linkages across and down into the valley would help to break up built form. The materials used will also be an important consideration as will reflective materials and lighting, in the case of the latter in particular external and security lighting.

Viewpoint 4: (Refer to Figure 8)

Existing View

The viewpoint is located within the LDNP on the public footpath running from Brigsteer Road south west and across Helsington Fells. The view is a dramatic and panoramic one looking eastwards over Kendal and the settlements of Oxenholme and Natland towards the Yorkshire Dales. Computer modelling backed up by field work indicates no views will be recorded from within the current boundary of the LDNP and therefore no further comments are made and it is recorded as **no change**.

Viewpoint 5: (Refer to Figure 5)

Existing View

The Viewpoint is located on Oxenholme Lane, Natland opposite the residential properties of High Meadows and Balmacara. The view is a predominantly rural one looking across the River Kent valley towards Helsington Barrows which forms the skyline. Kendal is visible as is the land and Scroggs Wood, the latter which forms a quite distinctive feature even from this distance of approximately 1.43km.

Visual Sensitivity and Effects

The main receptors will be residents or from people travelling along this minor road which are considered to have **high** to **moderate** sensitivity respectively. Development of the land

will be clearly visible with there being limited intervening vegetation to screen or filter views but distance will provides a degree of mitigation depending on the scale and form of development.

Landscape Effects

Viewpoint 5 is from within this Character type 7b Drumlin Field. From here it can be seen that the land occupies a relatively prominent position within the valley. The gently undulating nature of the terrain is likely to make visibility quite localised but from higher up the valley sides, where vegetation cover is lightest, fairly unbroken views of the land are possible as occurs from residential properties on the fringes of the settlement of Natland in this Viewpoint. The significance of effects is reduced where distance to the land is increased and a greater degree of filtering by intervening vegetation, terrain or building is present through ultimately to no view at all. It is considered that whilst sensitive features associated with this type are not likely to be compromised, the guidelines for future development in the landscape make reference to ensuring they are of high quality and related to the grain and scale of the landscape which is relevant, as the site is seen through this landscape type.

As a consequence the appraisal for this landscape character type is:

Magnitude of Change: **Moderate**
Significance of effects: **Moderate (**adjusted down due to distance)
Nature of effects: **Adverse**

Mitigation Considerations
More than for Viewpoint 3, the design and quality of any development will have a material impact upon the degree of impact from this viewpoint. Although development should not impact upon the skyline, a large part of the land is visible and building massing, form and height together with landscape treatment, particularly to the eastern boundary, would be critical to reducing adverse impacts.

Viewpoint 6: (Refer to Figure 10)

Existing View

The viewpoint is located at Barrows Green near to the residential property of Yaffles. The view is due north across the western end of Natland and on to Helsington Barrows and Bradleyfield, both of which are in the LDNP. The main railway line is visible in the foreground and the south Lakeland fells in the background

Tthe view is predominantly rural and scenic affording views of the LDNP. Landform and vegetation serve to screen most of the urban development which lie just out of view. Similar to Viewpoint 5, the site is visible and Scroggs Wood forms a notable feature within the landscape. .

Visual Effects and Sensitivity

The main receptors will be the occasional residential property with views of the site together with road users although high, dense hedgerows and tree cover will influence this. These receptors are considered to have a **high** sensitivity.

Appraisal of Visual Effects

The land is approximately 2.35km from this viewpoint and this will naturally provide a degree of mitigation to views from this vicinity. Development will not affect the skyline and the surrounding landscape context should not be adversely affected. The main potential negative feature is the extension of urban development into view, which is currently largely hidden. The appraisal concludes:

Magnitude of Change: **Slight**

Significance of effects**: Minor - Moderate** (adjusted down due to distance)

Nature of effects: **Adverse, direct, permanent**

Landscape Effects

The viewpoint lies within character type 7b. Limited visibility coupled with the distance of the view reduces adverse impacts. Sensitive features are not considered likely to be affected but as for Viewpoint 5, high quality development which is relation to the grain and scale of this landscape.

Appraisal of Landscape Effects

The appraisal concludes:

Magnitude of Change: **Slight**

Significance of effects: **Minor/Moderate** (reduced down due to distance)

Nature of effects: **Adverse**

Mitigation Considerations

There is a reduced backdrop to the land from this viewpoint but development would be unlikely to breach the skyline. From this distance, perimeter treatments and screening will have the most beneficial impact in reducing adverse landscape and visual effects.

Viewpoint 7: (Refer to Figure 11)

Existing View

The viewpoint is located along Paddy Lane near Greyhound Farm.

From this position the site is just visible although when vegetation is in leaf this will probably decrease. Kendal nestles in the lower valley and the attractive rolling countryside in the foreground is mirrored by the distant ridgeline of Helsington Barrows with views further south possible to Morecambe Bay.

Visual Sensitivity and Effects

The main receptors will the scattered properties and farmsteads along the upper slopes. The road is also a popular cycle route and so receptors are considered to have **high** to **medium** sensitivity.

Appraisal of Visual Effects

Seen from this perspective, development will be seen as an extension to Kendal in the middle ground. Screening by intervening vegetation such as woodland blocks and hedgerows, combined with the distance to the land, approximately 3.62km, limit the potential for adverse effects associated with development.

Visual effects are assessed as:

Magnitude of Change: **Negligible**

Significance of effects: **Minor** (reduced down due to distance and existing screening)

Nature of effects: **Adverse**

Landscape Effects

This character type co joins with type 7b to form the higher valley sides east of the River Kent. Field work demonstrates that, similar to type 7b, visibility of the site varies due to the undulating nature of the terrain. From higher up the valley sides, where vegetation cover is lightest, fairly unbroken views of the land may be possible as occurs from residential properties on the fringes of the settlement of Oxenholme and individual residences and farms along Hayclose Lane which crosses the A684. The significance of effects is reduced

where distance to the land is increased and a greater degree of filtering by intervening vegetation, terrain or building is present ultimately to no view at all. No noticeable impact will occur to sensitive features although it is noted that expansions of settlements or farmsteads could erode local character if non vernacular materials were used.

Appraisal of Landscape Effects

As a consequence the appraisal for this landscape character type is:

Magnitude of Change: **Negligible**
Significance of effects**: Negligible – Minor** (reduced down due to distance)
Nature of effects: **Adverse**

Mitigation Considerations

Similar to Viewpoint 6, boundary treatments will likely have the biggest benefit in reducing adverse impacts due primarily to the distance between this viewpoint and the land.

Summary

The Landscape and Visual Impact Assessment (LVIA) has considered the potential effect of developing the land upon landscape character and visual amenity. The assessment concludes that negative impacts associated with developing the site are most notable within 2km of the site, particularly to the immediate environs of the land and river corridor but also from settlements to the south and east, notably Natland and Oxenholme. The assessment considers that major adverse visual impacts will be associated from the two viewpoints representing the approach to Kendal from the south along the A6. Development would also result in major adverse landscape effects as this would represent a significant change in the character of the immediate environs irrespective of the size and ultimate design quality exhibited with the type of development being considered.

The LVIA demonstrates that to mitigate for development on this land will require detailed consideration to a range of factors including: form, scale, height, massing, design and the materials used in the development of the site. The land occupies a gateway location to Kendal which currently serves to reinforce its position within a highly attractive rural landscape. Development would radically change this aspect and it will likely prove to be very challenging to build in a manner which serves to retain its status as a gateway entrance to Kendal comparable to what exists at present.

The height, volume, massing and cladding of development on the land will have a major bearing on how successful or otherwise it is in creating an appropriate and alternative approach to Kendal to the one which exists. Working with the landform will also be critical and it will be important not to place too much importance on landscape and landscape screening as by its nature, it can take anywhere from 15 to 20 years or more to establish and be effective, if at all depending on the scale of development. Advance works and permitted phasing of development will also be material considerations. The appraisal points out, however, that screening will likely destroy the very quality of the existing situation with views out across the countryside.

Should development of this land be accepted it is strongly recommended that further detailed environmental appraisals are undertaken to inform the development process rather than be undertaken when a design has become too far advanced. An iterative design process is essential coupled with stringent and detailed planning guidelines which are appropriate for such a prominent gateway site which will have such a radical impact to the conditions prevailing.

Appendices

Appendix L1

Landscape Character Tables

Value	Typical Criteria	Typical Scale	Typical Examples
Exceptional	High importance (or Quality) and Rarity. No or limited potential for substitution	International, National	World Heritage Site, National Park, AONB
High	High importance (or Quality) and Rarity. Limited potential for substitution.	National, Regional, Local	National Park, AONB, AGLV, LCI, ALLI
Medium	Medium importance (or Quality) and Rarity. Limited potential for substitution	Regional, Local	Undesignated but value perhaps expressed through non-official publications or demonstrable use.
Poor	Low importance (or Quality) and Rarity	Local	Areas identified as having some redeeming feature or features and possibly identified for improvement.
Very Poor	Low Importance (or Quality)and Rarity	Local	Areas identified for recovery.

Table L2: Landscape Condition

Category	Criteria
Exceptional	• Strong landscape structure, characteristic patterns and balanced combination of landform and landcover • Appropriate management for land use and landcover • Distinct features worthy of conservation • Sense of place • No detracting features.
High	• Strong landscape structure, characteristic patterns and balanced combination of landform and landcover • Appropriate management for land use and landcover but potentially scope to improve • Distinct features worthy of conservation • Sense of place • Occasional detracting features
Good	• Recognisable landscape structure, characteristic patterns and

	combinations of landform and landcover are still evident • Scope to improve management for land use and land cover • Some features worthy of conservation • Some detracting features
Ordinary	• Distinguishable landscape structure, characteristic patterns of landform and landcover • Scope to improve management of vegetation • Some features worthy of conservation • Some detracting features
Poor	• Weak landscape structures, characteristic patterns of landform and landcover are often masked by land use • Mixed land use evident • Lack of management and intervention has resulted in degradation • Frequent detracting features
Very poor	• Degraded landscape structure, characteristic patterns and combinations of landform and landcover are masked by land use • Mixed land use dominates • Lack of management/intervention has resulted in degradation • Extensive detracting features
Damaged landscape	• Damaged landscape structure • Single land use dominates • Disturbed or derelict land requires treatment • Detracting features dominate

Table L3: Sensitivity to change

Sensitivity to Change	Description
High	A landscape particularly sensitive to change. Proposed change would result in significant adverse effects on landscape character/features/elements
Moderate	A landscape capable of accepting limited change. Proposed change could be accommodated with some adverse effects on landscape
Low	A landscape capable of accepting or benefiting from considerable change. Proposed change could be accommodated with little or no adverse effects, or would result in beneficial effects on landscape character/features/elements.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

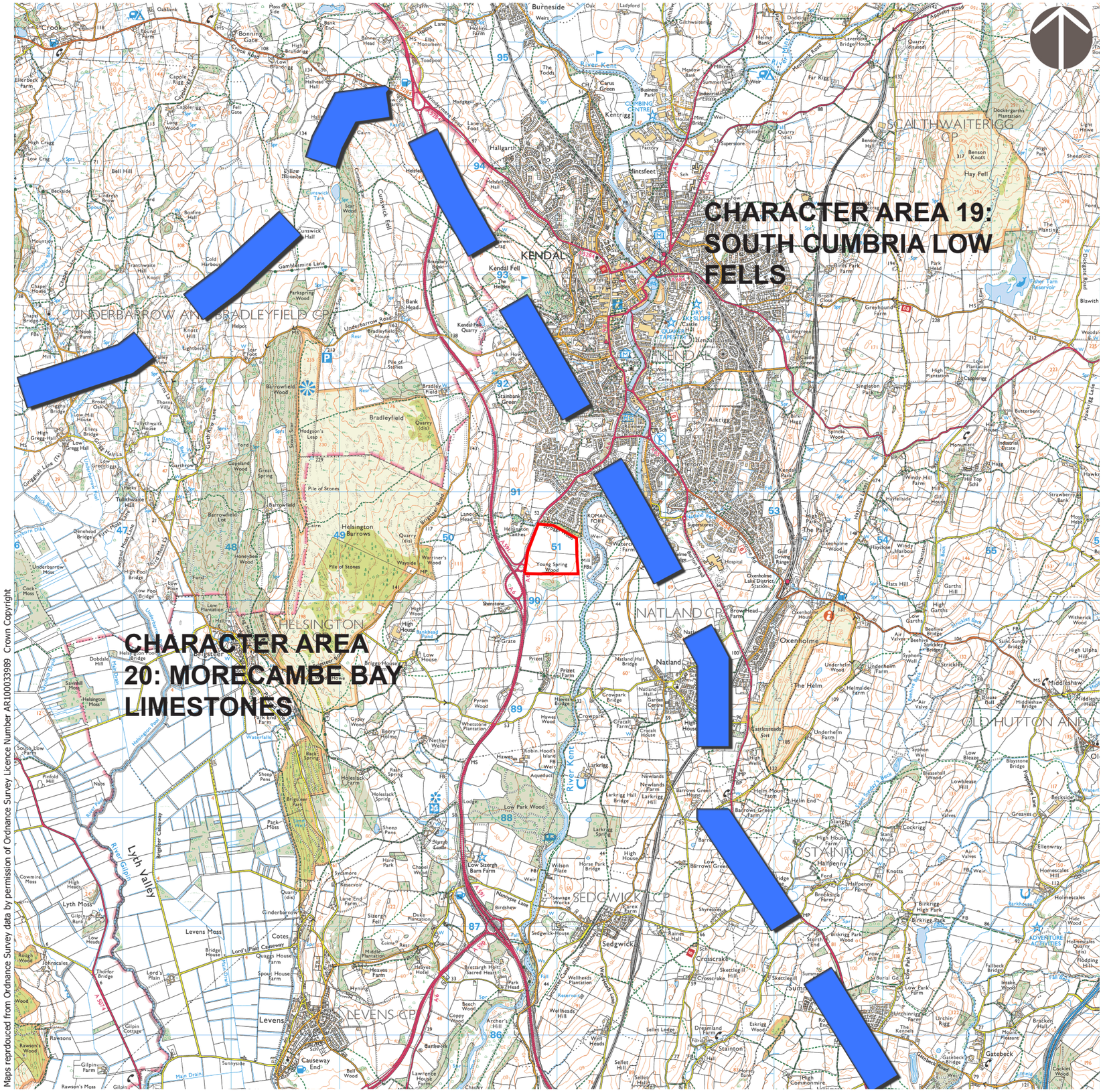
Figure 1

Landscape Context

Key:

Scroggs Wood proposed development site

Site Photograph location (see Figure 12 Appendix Photographs)



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 2

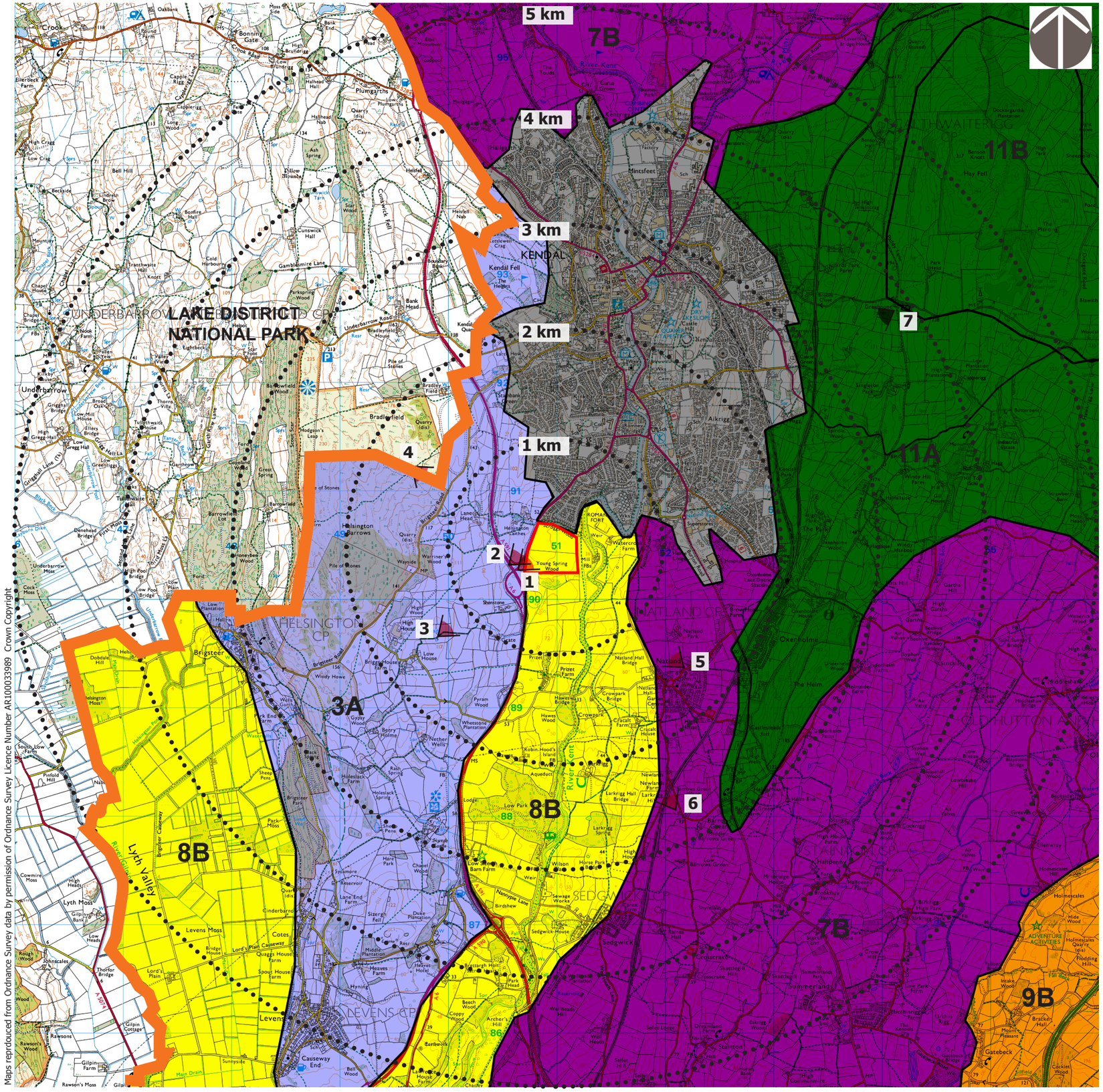
National Joint Landscape Character areas

Key:

Scroggs Wood proposed development site

NJLCA boundary

Notes
The National Joint Landscape Character Areas mapping has been taken from Countryside Character Volume 2: North West The character of England's natural and man-made landscape



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 3

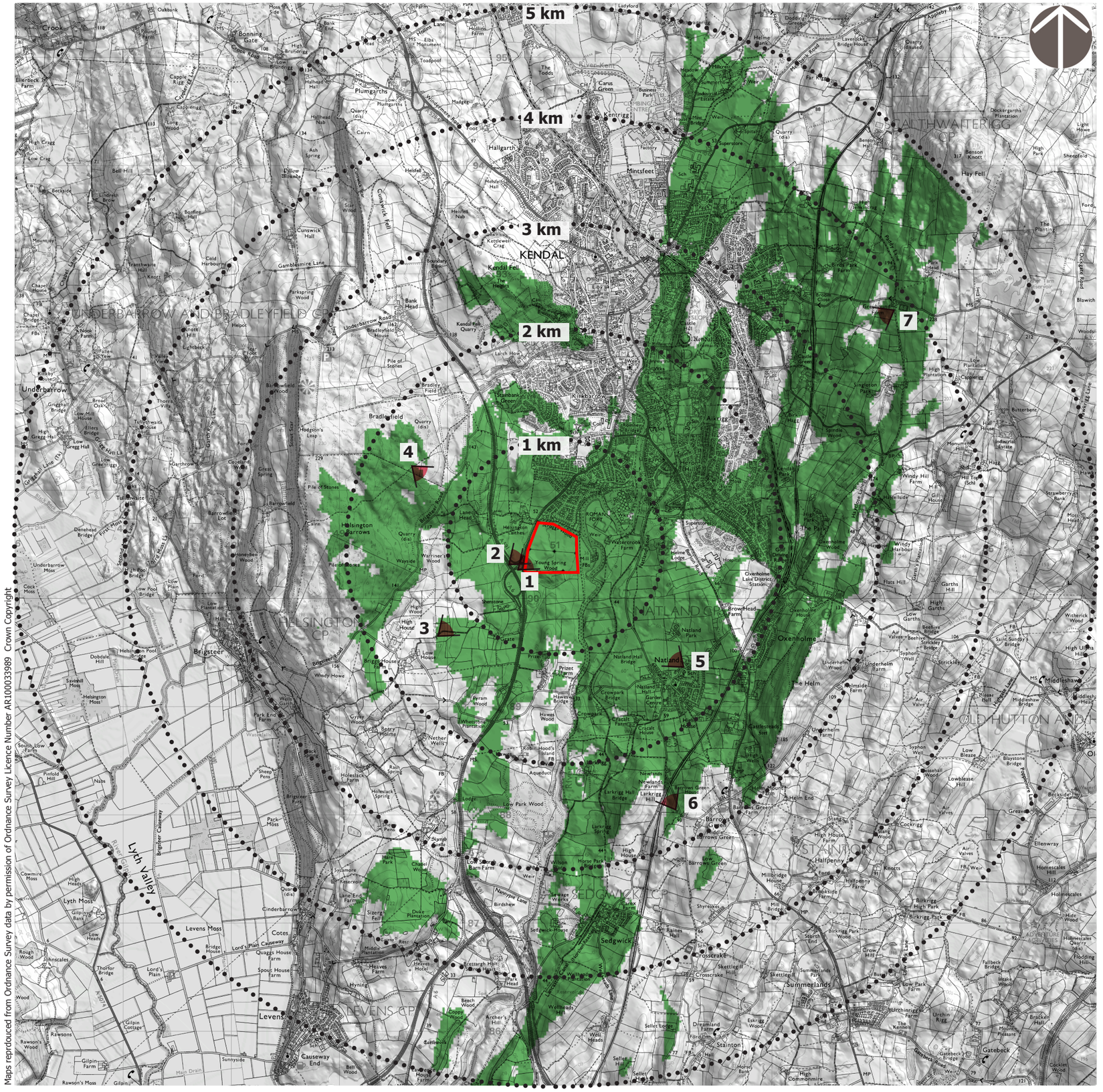
Cumbria Landscape Character Types and Viewpoint Locations

Key:

	Scroggs Wood proposed development site
1	Viewpoint locations
3A	Open Farmland & Pavements
7B	Drumlin Field
8B	Broad Valleys
9B	Rolling Farmland & Heath
11A	Foothills
11B	Low Fells

Notes

The Cumbria Landscape Character Types mapping has been taken from Cumbria County Council Insert 5: South Cumbria, Lune Valley & The Howgill Fells



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 4

Zone of Theoretical Visibility & Viewpoint Locations

Key:

Scroggs Wood proposed development site

Extent of theoretical visibility

1 Viewpoint locations

Notes

The viewshed calculations shown on this plan are based on a landform model of the surrounding terrain and does not include the screening effects of buildings and vegetation. The landform data was taken from the Ordnance Survey Landform Profile 1:10K DTM, with gridded heights at 10m intervals.

The viewshed calculations are based on target heights of 8m across the Scroggs Wood site, and the visibility mapping is calculated for a viewers height of 1.65m above ground level.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 5

Viewpoint 1
A6

Existing view

Viewpoint Information

Grid reference	350680 490345

Camera Information

Date of photography	4 May 2013
Time of photography	12:40
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 30m

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 6

Viewpoint 2
A591

Existing view

Viewpoint Information

Grid reference	350590 490300

Camera Information

Date of photography	4 May 2013
Time of photography	12:55
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 120m

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 7.1

Viewpoint 3
Footpath between Low House and Shenstone

Existing view

Viewpoint Information

Grid reference	349900 489653
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

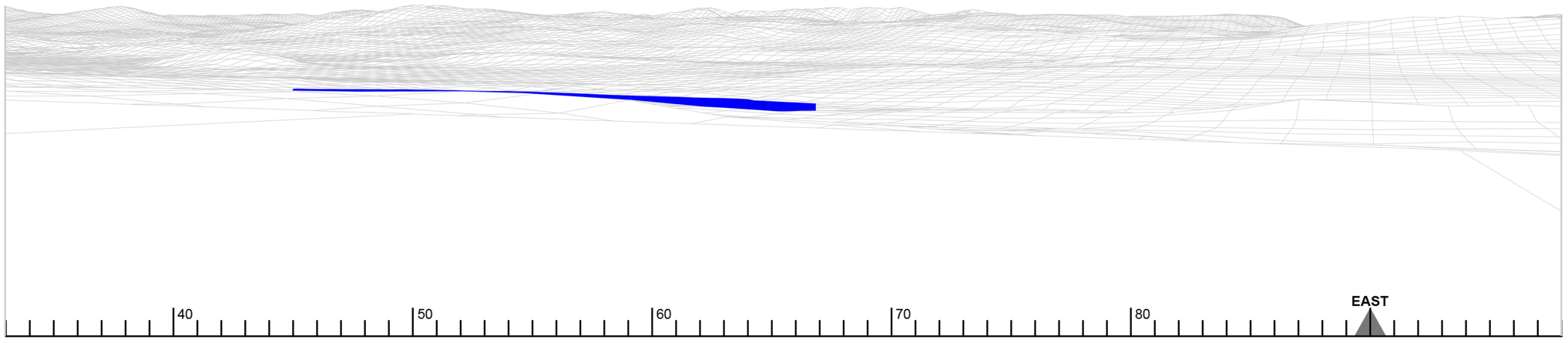
Date of photography	4 May 2013
Time of photography	15:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.00km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 7.2

Viewpoint 3
Footpath between Low House and Shenstone

Wireframe Model View

Viewpoint Information

Grid reference	349900 489653
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	15:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.00km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 8.1

Viewpoint 4
Footpath within Lake District National Park

Existing view

Viewpoint Information

Grid reference	349654 491212
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

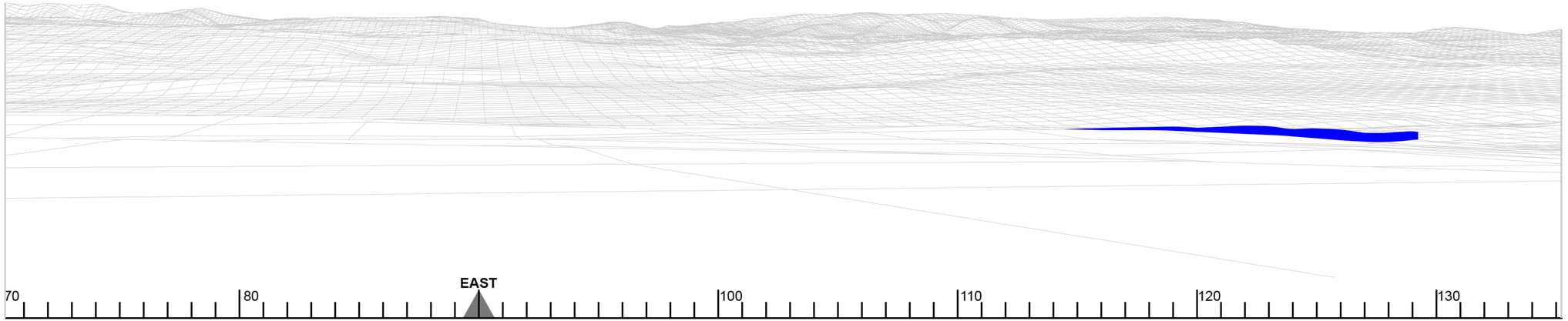
Date of photography	4 May 2013
Time of photography	14:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.29km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 8.2

Viewpoint 4
Footpath within Lake District National Park

Wireframe Model View

Viewpoint Information

Grid reference	349654 491212
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	14:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.29km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 9.1

Viewpoint 5
Oxenholme Lane, Natland

Existing view

Viewpoint Information

Grid reference	352455 489547
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	12:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.43km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

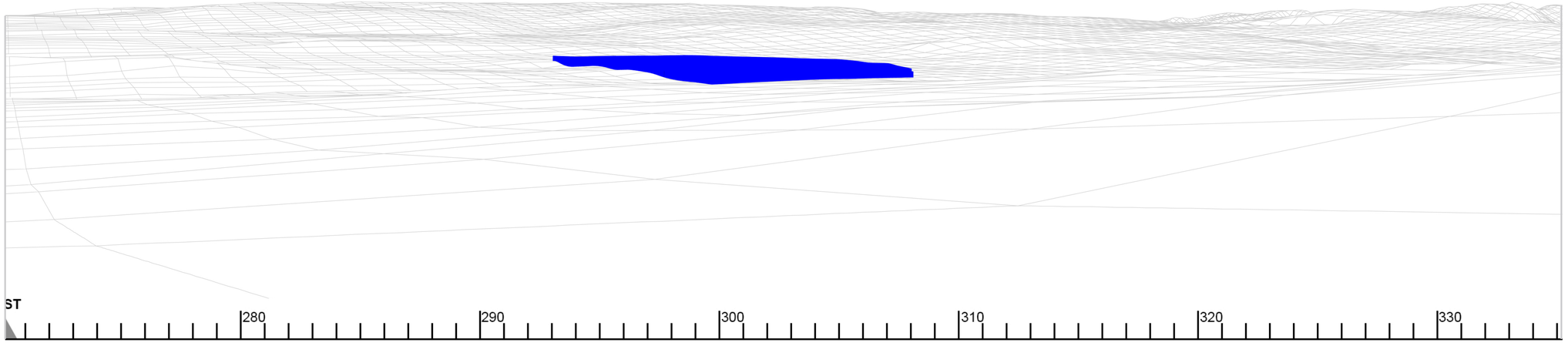
SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 9.2

Viewpoint 5
Oxenholme Lane, Natland

Wireframe Model View



Viewpoint Information

Grid reference	352455 489547
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	12:15
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 1.43km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

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The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65° . The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 10.1

Viewpoint 6
Barrows Green

Existing view

Viewpoint Information

Grid reference	352127 488087
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	11:20
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 2.35km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

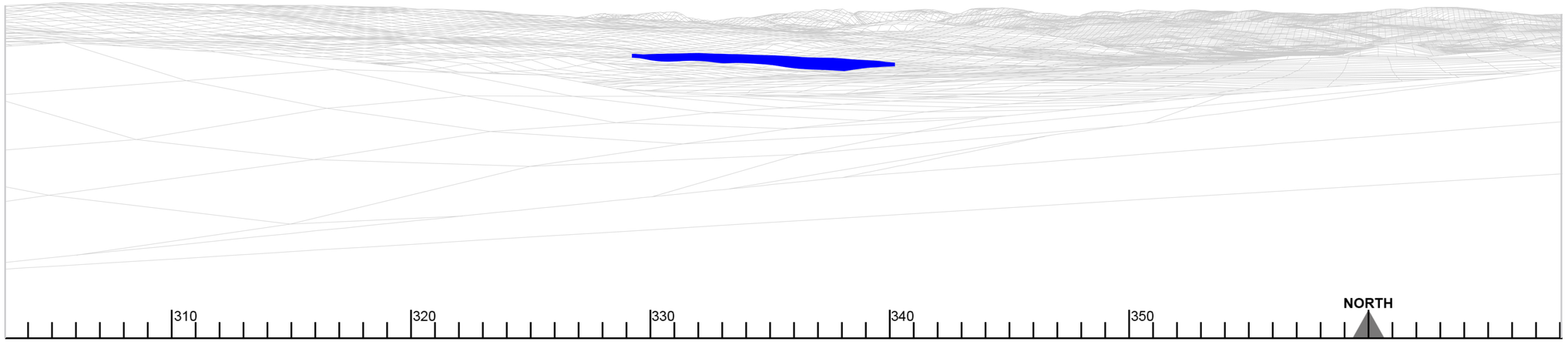
SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 10.2

Viewpoint 6
Barrows Green

Wireframe Model View



Viewpoint Information

Grid reference	352127 488087
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	11:20
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 2.35km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 11.1

Viewpoint 7
Greyhound Farm

Existing view

Viewpoint Information

Grid reference	354136 492682
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

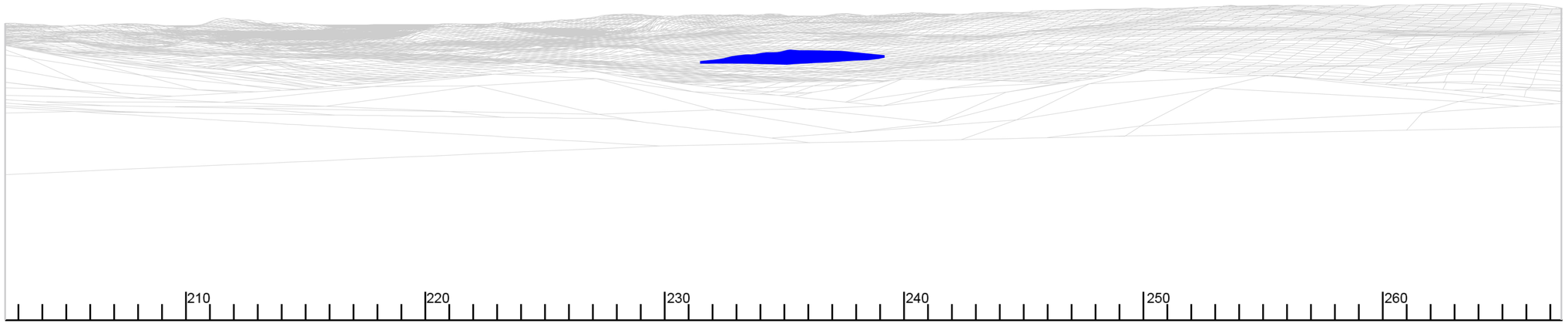
Date of photography	4 May 2013
Time of photography	10:50
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 3.62km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.



SCROGGS WOOD

LANDSCAPE AND VISUAL APPRAISAL

Figure 11.2

Viewpoint 7
Greyhound Farm

Wireframe Model View

Viewpoint Information

Grid reference	354136 492682
Included angle	65 degrees (planar)
Viewing distance	50 cm

Camera Information

Date of photography	4 May 2013
Time of photography	10:50
Camera	Canon EOS 5D Mk II
Focal length	50mm
Camera height	approx 1.65m

Layout Information

Distance to site	approx 3.62km

Note
This visualisation has been prepared by MSEnvironmental using current best practice techniques in both photography and the construction of 3D models and photomontages specified by the Landscape Institute.

Viewing Instructions
The visualisation is made up of 3 number of overlapping photographs joined together to form an overall horizontal field of view of 65°. The visualisation gives an impression of the predicted scale and mass of the proposed development as it would be seen from this location. For correct perspective viewing, this image should be viewed at a distance of 50cm with both eyes with the image held flat. This image should only be assessed in the field from the same viewpoint location. It should be noted that in reality neither photographs nor visualisations can convey a view exactly as it would be seen by the human eye.

P1 - view west from the river kent towards Helsington Barrows and Scroggs Wood

P2 - View south from Scroggs Wood along eastern boundary of land. PRoW towards Hawes Bridge, Helsington MIlls and Prizet Farm in view.