

Landscape and Visual Impact Assessment.

SALESBURY VIEW ROAD, WILPSHIRE

PREPARED BY: PEGASUS GROUP | CLIENT: PERSIMMON HOMES | September 2025 | P21-0362.R001v8

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NOTE: This document is designed to be viewed at A3

01 METHODOLOGY

Published LVIA Guidance

- 1.1 This LVIA has been undertaken in accordance with the principles of best practice, as outlined in published guidance documents listed in the reference section of this report, notably the third edition of the Guidelines for Landscape and Visual Assessment (GLVIA3), (Landscape Institute and the Institute for Environmental Management and Assessment, 2013).
- 1.2 The methodology and assessment criteria for the assessment have been developed in accordance with the principles established in this best practice document. It should be acknowledged that GLVIA3 establishes guidelines, not a specific methodology. The preface to GLVIA3 states:
- 1.3 *"This edition concentrates on principles and processes. It does not provide a detailed or formulaic 'recipe' that can be followed in every situation – it remains the responsibility of the professional to ensure that the approach and methodology adopted are appropriate to the task in hand".*
- 1.4 The approach set out below and in detail in Appendix A has therefore been developed specifically for this assessment to ensure that the methodology is fit for purpose.

Distinction between Landscape and Visual Effects

- 1.5 In accordance with GLVIA3, landscape and visual effects are assessed separately, although the procedure for assessing each of these is closely linked. A clear distinction has been drawn between landscape and visual effects as described below:
 - Landscape effects relate to the effects of the indicative proposals on the physical and perceptual characteristics of the landscape and its resulting character and quality; and
 - Visual effects relate to the effects on specific views experienced by visual receptors and on visual amenity more generally.

Landscape and Visual Impact Process

- 1.6 The assessment of landscape effects follows a recognised process set out below:
 - Identify the baseline landscape resource (i.e. Individual landscape elements and a thorough understanding of landscape character both at a local scale and a wider scale) and its value;
 - Evaluate the sensitivity of the landscape resource to the type of development proposed;
 - Develop mitigation proposals / measures iteratively throughout the development process in order to avoid, reduce and

ameliorate potential adverse landscape impacts and to maximise the beneficial landscape impacts of the development;

- Identify predicted landscape impacts of the development;
 - Evaluate the magnitude of change to the baseline landscape resource; and
 - Assess the level of residual effect of the development on the landscape.
- 1.7 The assessment of visual effects follows a similar process as set out below:
 - Identify the geographical area within which views of the development are possible through field work;
 - Identify potential visual receptors for the development (i.e. Groups of people who would have views of the development);
 - Describe the nature of the baseline views towards the development for each receptor group, usually illustrated by a photograph;
 - Evaluate the sensitivity of the visual receptor groups;
 - Develop mitigation proposals / measures iteratively throughout the development process in order to avoid, reduce and ameliorate potential adverse visual impacts and to maximise the beneficial visual impacts of the development;
 - Identify predicted visual impacts of the development on receptor groups;
 - Evaluate the magnitude of change in the view of representative visual receptor groups; and
 - Assess the level of residual effects on the views from representative receptor groups and on overall visual amenity.
- ### Types of landscape and visual impacts considered and duration
- 1.8 The LVIA assesses both the permanent effects of the development and the temporary effects associated with its construction.
 - 1.9 Consideration has been given to seasonal variations in the visibility of the development and these are described where necessary.
 - 1.10 Both beneficial and adverse effects are identified in the assessment and reported as appropriate. Where effects are described as 'neutral' this is where beneficial effects are deemed to balance the adverse effects. The adverse and beneficial effects are communicated in each case so that the judgement is clear.
 - 1.11 As part of the proposed development, new planting would be introduced. Newly planted vegetation takes a number of

years to mature and average growth rates have been taken into consideration in this assessment. The effectiveness of vegetation would improve over time (both in terms of integrating the development into the surrounding landscape and in providing visual screening) and this needs to be considered appropriately.

Assessment criteria

- 1.12 The criteria used as guidance in assessing the effects of the development is outlined in Appendix A.

Assumptions and limitations of the assessment

Assessed Proposal

- 1.13 The proposed scheme assessed in this LVIA (see Figure 2) has been developed iteratively with the productions of this LVIA with the intention of incorporating mitigation into the scheme from the outset.

Study Area

- 1.14 A 1.5km study area was selected as a proportionate distance within which the greatest effects would be experienced.

Baseline Information

- 1.15 The baseline landscape resource and visual receptors were identified in part through a desk based study of Ordnance Survey mapping, published landscape character studies, relevant planning policies, interrogation of aerial photography, as well as photographs taken and observations made during site visits conducted during June 2021.
- 1.16 Access during site visits was restricted to publicly accessible locations or land within the ownership of the site landowners. No access was possible to private properties and therefore, assumptions have been made regarding the view from private properties. These assumptions have been based on an understanding of the properties and features present within the wider landscape gained during the site visit from publicly accessible locations. Assumptions are guided by professional experience and judgement.
- 1.17 Site visits were conducted during optimal visibility conditions allowing a good understanding of the landscape and the general visual character of the surrounding landscape.

02 INTRODUCTION

- 2.1 This Landscape and Visual Impact Assessment (LVIA) has been prepared on behalf of Persimmon Homes by Chartered Landscape Architects at Pegasus Group. It concerns a planning application for proposed residential development west of Whalley Road (A6), Wilpshire.
- 2.2 This assessment reviews the site and its surrounding context in landscape and visual terms to assess the capacity of the site to accommodate residential development within the parameters of current planning policy. It also provides information to inform the evolution of the development proposals and to inform the planning application.
- 2.3 The report considers the potential effects of the proposed development on landscape features, landscape character and visual amenity, in accordance with best practice 'Guidelines for Landscape & Visual Impact Assessment Third Edition, Landscape Institute and Institute of Environmental Management & Assessment', (GVLIA 3) and the methodology set out in Appendix 1 of this document.
- 2.4 The assessment has been prepared through a desk study analysis of the site and its landscape and visual context, as well as a site visit in November 2018 and a review of the site conditions in 2023.
- 2.5 Following the production of a screened ZTV and assessment work undertaken on site, it was determined that an assessment study area of 1.5km from the site boundary was appropriate and proportionate to the development proposals as shown on Figure 8.
- 2.6 Following a further site visit in January 2024, Pegasus have created a winter photography record (see Appendix C) and a set of Photomontage Visualisations for viewpoints, 2,4 & 7 (see Appendix D).



View of the southern area of the site

03 SITE CONTEXT

- 3.1 The immediate landscape context is shown on the aerial mapping extract in Figure 1. The site is located on the southern edge of Wilpshire, a village north of Blackburn. The site lies on a valley side east of Whalley Road and north of Knotts Brook. Existing residential properties adjoin the site to the north and west; to the south beyond the well vegetated Knotts Brook is further residential development. Agricultural land extends eastwards from the site. A railway line runs parallel to Whalley Road connecting Clitheroe and beyond to the north and to Blackburn to the south.
- 3.2 A public right of way runs along the eastern boundary of the site connecting in to a wider network of footpaths to the north-east. Regional Cycle Route 91 runs along Parsonage Road to the south of the site. Parsonage Reservoir is located east of the site which outlets in to Knotts Brook. Agricultural land along with a good footpath network also extends beyond Whalley Road to the west.
- 3.3 Blackburn with Darwen Borough Council Allocation - Local Plan Policy H195 is located approximately 400m to the south east.

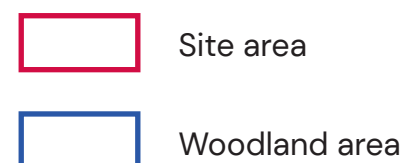


Figure 1: Landscape Context (Google Maps aerial extract)