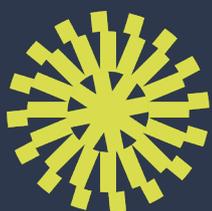


# Landscape and Visual Impact Assessment



**Tyler  
Grange**

**InBev Perfect Draught Building,  
Magor, Monmouthshire  
13<sup>th</sup> September 2021**

1586\_R30a\_KC\_MM

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# Section 1: Introduction and Scope

## Introduction

- 1.1. Tyler Grange (TG) Group Limited has been appointed by Gerald Eve LLP to undertake an assessment of the potential landscape and visual effects associated with the next phase of development at the existing InBev UK Ltd brewery at Magor (hereafter referred to as the 'Site'). The scheme comprises of the following proposed works:
  - Perfect draught building
  - Reconfigured trailer parking
  - New tanks/vessels
- 1.2. The site area comprises hardstanding used as a trailer park and for lorry storage, including an access road. Green spaces include multiple areas of amenity grassland with some tree planting at the centre of the site, as illustrated in **Plan 2: Site Context Plan**.
- 1.3. The assessment contained within this report has been prepared by a Licentiate Member of the Landscape Institute (LMLI) and has been reviewed by a Chartered Member of the Landscape Institute (CMLI). It has been prepared during July through to September 2021.

## Methodology

- 1.4. To assist the reader in understanding the purpose for undertaking landscape assessment work, the definition of 'landscape' as defined by the European Landscape Convention (ELC, 2000) is:

*'Landscape' means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors."*
- 1.5. This definition applies to all urban, peri-urban landscapes, towns, villages and rural areas. It applies to ordinary or degraded landscape as well as those that are outstanding or protected.
- 1.6. In the context of this definition the assessment process seeks to consider the effects in an objective and systematic manner whilst recognising the perceptual and therefore subjective response to the landscape. Whilst subjectivity can never be removed from the assessment process, by following a systematic and structured framework of assessment, a more robust assessment can be performed, and more rational and transparent conclusions drawn.
- 1.7. The ELC, 2000 also includes the following definitions that are relevant in understanding the approach taken in the assessment.
  - *"Landscape policy" – an expression by the competent public authorities of general principles, strategies and guidelines that permit the taking of specific measures aimed at the protection, management and planning of landscapes.*



- *Landscape protection* – actions to conserve and maintain the significant or characteristic features of a landscape, justified by its heritage value derived from its natural configuration and/or from human activity.
- *Landscape management* – action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonise changes which are brought about by social, economic and environmental processes.
- *Landscape planning* – strong forward-looking action to enhance, restore or create landscapes.

1.8. Furthermore, the Landscape and Visual Impact Assessment (LVIA) process deals with the separate but interlinked issues of:

- **Landscape Character:** The effects of the proposed development upon discrete character areas and/or character types comprising features possessing a particular quality or merit; and
- **Visual Context:** The effects of the proposed development on views from visual receptors, and upon the amenity value of the views.

1.9. Landscape character is defined in the Landscape Institute's guidance (*Guidelines for Landscape and Visual Impact Assessment*, Landscape Institute (LI) and Institute of Environmental Management and Assessment (IEMA) 2013) as:

*"A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse".*

1.10. Changes to the landscape character can arise as a result of:

- Changes to the fabric of the landscape including either the loss of key elements or introduction of new features which alter the distinct character of the landscape; and
- Changes which alter the way in which the landscape is perceived or appreciated.

1.11. Changes of the views will occur where there is:

- Alteration of the view in terms of elements present and the overall composition
- A change to the skyline; and/or
- There is a change to the distribution or dominance of features.

1.12. Such changes may or may not have an effect on the visual amenity of identified visual receptors.

1.13. The methodology and guidelines used in the preparation of this assessment have been developed from the following:

- *An Approach to Landscape Character Assessment*, Natural England, Second Version, March 2018;



- *Guidelines for Landscape and Visual Impact Assessment (GLVIA)*, Third Edition, LI and IEMA, 2013.
- Technical Guidance Note 06/19 '*Visual Representation of Development Proposals*' (Landscape Institute, 17 September 2019); and
- *An approach to landscape sensitivity assessment* – to inform spatial planning and land management, Natural England, 2019.

1.14. This is a standalone report and does not constitute a landscape chapter in the context of an Environmental Statement (ES) required by an Environmental Impact Assessment (EIA). Table 3.1 of the GLVIA3 outlines what is required in this type of appraisal report, as a project outside of an EIA. This includes the following:

- *"Provides a description of the proposed development, identifying the main features of the proposals and the changes that will occur"*
- *"Establish the existing nature of the landscape and visual environment in the study area" and*
- *"Systematically identifies and describes the effects that are likely to occur, including whether they are adverse or beneficial".*

1.15. Professional judgement plays an important role in the landscape and visual assessment process where the assessment of landscape character and visual amenity is both a subjective and objective process. It is also important to note that the latest GLVIA (3rd Edition) places an emphasis on professional judgement as opposed to a formulaic approach; however, a transparent appraisal process should still be evident and the analysis process seeks to provide a narrative to explain the judgement reached.

1.16. The assessment process is set out in further detail below but involves the following steps:

- Baseline Appraisal
- Classification of Resources
- Assessment of Effects

## Baseline Appraisal

1.17. The baseline appraisal process is a crucial part of any assessment and includes:

- An overview of statutory plans and other data regarding relevant designations and landscape and visual related planning policies for the area;
- An assessment of the landscape character of the Site and surroundings with reference to published works and checked and verified through fieldwork. This includes the classification of the landscape into units of distinct and recognisable character and land use at a Site-specific level;
- Field work to determine the extent to which the Site can be seen from the wider area, taking into account any significant vegetation or built form which restricts or limits the extent of visibility; and



- Identification of representative viewpoints and determination of likely visual receptors.

## Classification of Resources

- 1.18. This stage seeks to classify the landscape resources in terms of their individual or collective sensitivity to change and will be set out in Section 4 of the report. This is dependent on:
- The susceptibility of the landscape
  - The type of change proposed; and
  - The value place on the landscape.
- 1.19. As a general rule those landscape resources which make a notable contribution to the character and cannot be replaced or substituted will be of high sensitivity, those resources which are replaceable or contribute little to the overall character of the landscape will be of low sensitivity.
- 1.20. Specific receptors, that is, people who may experience a change to views and visual amenity arising from the proposed development, are categorised according to their sensitivity to change. The sensitivity to change of the specific receptor is judged by combining the susceptibility of the receptor to the specific type of change and the value related to that receptor. Viewpoints are then selected to represent the various identified receptors. The sensitivity of the visual receptors will be dependent on:
- The location and context of the viewpoint;
  - The expectation and occupation or activity of the receptors; and
  - The importance or value attached to the view.
- 1.21. Those receptors that are classified as being of high sensitivity to change may include users of public rights of way or nearby residents, those of low sensitivity to change may include people in their place of work or travelling through the landscape in cars, trains or other modes of transport.
- 1.22. In order to assist in understanding the application of sensitivity to landscape and visual receptors, the tables at Appendix 1 set out a number of Assessment Criteria. These allow for the separate consideration of both value and susceptibility factors in order to establish a balanced assessment.

## Assessment of Effects

- 1.23. The assessment of effects is undertaken in the knowledge of the scheme proposals and the existing baseline situation.
- 1.24. The importance of any landscape and visual effect is a function of the sensitivity of the affected landscape resources and visual receptors (see above) against the magnitude of change that they would experience.
- 1.25. The magnitude of change lies along a continuum from high, where there is a prominent and notable change to the landscape character or view to low where the change is barely perceptible.



- 1.26. The consideration of mitigation with the aim where possible, of avoiding, reducing or offsetting significant adverse landscape or visual effects is determined during the course of the assessment where this can be addressed through a suitably worded condition.
- 1.27. The evaluation of landscape and visual effects following mitigation, are known as residual impacts. For the purposes of this report, the term 'impact' refers to the causation of change and effects that are the results of the changes to the landscape and visual context.
- 1.28. The assessment of the nature of the landscape and visual effects depends on the degree to which the development:
- Complements, respects and fits into the existing scale, landform and pattern of the landscape context;
  - Enables enhancement, restoration or retention of the landscape character and visual amenity and delivers policy aspirations; and
  - Affects strategic and important views in addition to the visual context of receptors.

## Criteria

- 1.29. Best practice guidelines stipulate that the importance of any landscape related impact should be evaluated, both during the construction works and following completion of the development. As such, the assessment of potential and residual effects is based upon the following thresholds:
- **High beneficial:** The development would fit well with the scale, landform and pattern of the landscape, and enhance the existing landscape character. The development would create a highly improved change in the view;
  - **Moderate beneficial:** The development would fit well with the scale, landform and pattern of the landscape, maintain and/or enhance the existing landscape character. The development would create a noticeable but improved change in the view;
  - **Minor beneficial:** The development would complement the scale, landform and pattern of the landscape, whilst maintaining the existing character. The development would result in minor improvements to the existing views;
  - **Negligible:** The development would cause very limited changes to the landscape and/or views but creates no important effects;
  - **Minor adverse:** The development would cause minor permanent and/or temporary loss or alteration to one or more key elements or features of the landscape, to include the introduction of elements that may not be uncharacteristic of the surrounding landscape. The development would cause limited visual intrusion;
  - **Moderate adverse:** The development would cause permanent loss or alteration to one or more key elements of the landscape, to include the introduction of elements that are prominent but may not be substantially uncharacteristic with the surrounding landscape. The development would be clearly visible; and
  - **High adverse:** The development would cause total permanent loss or major alteration to key elements and features of the landscape, to include the introduction of elements totally uncharacteristic of the surrounding landscape. The development would be clearly evident and would disrupt fine and valued views both into and across the area.



- There are instances where the impact results in an effect which is neither adverse nor beneficial. These effects are considered to be **neutral**. Negligible and minor effects are not considered to be important. Other effects may be important and need to be considered in the planning balance.

1.30. For clarity, criteria that relate to receptor sensitivity and magnitude of change have been set out in more detail and contained at Appendix 1. These will be referenced as part of the assessment process of this report. It is also important to note that the latest GLVIA (3rd Edition) places greater emphasis on professional judgement and less emphasis on a formulaic approach; however, a transparent assessment process should still be evident.



## Section 2: Landscape Policy

### Relevant International, National and Local Designations

- 2.1. The site falls within the administrative remit of Monmouthshire County Council. **Plan 3: Landscape Planning Policy** illustrates the local policies applicable to the site in relation to landscape and visual matters. This section includes a review of planning policies relevant to landscape and visual issues at a national and local level.

### National Planning Policy Guidance

#### Planning Policy Wales Edition 11 (February 2021)

- 2.2. Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. As outlined in the introduction of the PPW, its primary objective is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales.
- 2.3. The Well-being of Future Generations Act drives planning policy in Wales by providing a clear definition of sustainable development and creating improvement in the delivery all aspects of well-being. The seven well-being goals are illustrated in Figure 2 of the PPW. Legislation secures a “presumption in favour of sustainable development” to ensure social, economic, cultural and environmental issues are balanced and integrated to provide the policy framework for the effective preparation of local planning authorities development plans.
- 2.4. Section 3 of the PPW sets out some of the strategic and spatial choices which should be considered as part of placemaking and developing specific proposals. Design is recognised at paragraph 3.3 as being fundamental to creating sustainable places. Its not only about the design of buildings but the relationship between all elements of the natural and built environment, and between people and places. A consideration in this case is the use of previously developed land. Paragraph 3.55 states “Previously developed (also referred to as brownfield) land (see definition overleaf) should, wherever possible, be used in preference to greenfield sites where it is suitable for development”.
- 2.5. In section 3 of the PPW the environmental and cultural components of placemaking are considered. Paragraph 6.3.3 states “considering landscape at the outset of formulating strategies and policies in development plans and when proposing development is key to sustaining and enhancing their special qualities, and delivering the maximum well-being benefits for present and future generations as well as helping to deliver an effective and integrated approach to natural resource management over the long term”. It is noted at paragraph 6.3.4 that “where adverse effects on landscape character cannot be avoided, it will be necessary to refuse planning permission”.
- 2.6. LANDMAP is identified as an important information source for the landscapes of Wales in paragraph 6.3.20 by describing and evaluating the physical, ecological, visual, cultural and historic aspects of the landscapes of Wales, and providing the basis of a consistent, quality assured national approach to landscape assessment.



## Local Planning Policy

- 2.7. The following text summarises the planning policies relevant to landscape and visual issues, as well as adopted Supplementary Planning Documents (SPDs) and other published guidance and studies that are of particular relevance.

## Monmouthshire County Council Adopted Local Development Plan 2011-2021

- 2.8. The current adopted development plan for Monmouthshire County Council is the Monmouthshire Local Development Plan which was adopted on 27 February 2014. This has now replaced the previous Monmouthshire Unitary Development Plan (2006).
- 2.9. In terms of the immediate planning context the site does not impact upon any Tree Preservation Orders (TPOs) nor any Listed Buildings or Conservation Areas. The site is located near to a Scheduled Ancient Monument (SAM) at Wilcrick Hill, which is sited approximately 600m from the western site boundary. The nearest Conservation Area is located approximately 700m from the site, within the village centre of Magor. There is no inter-visibility between this Conservation Area and the site.
- 2.10. As shown on **Plan 3: Landscape Planning Policy** the site is located within the Policy S1 Settlement Boundary. Whilst the policy primarily relates to the spatial distribution of new housing development, the sites chosen for each settlement or group of settlements within the Policy S1 Settlement Boundary result from a detailed analysis of the environmental and infrastructure capacity of the individual settlements with the policy seeking to focus new development to within the Settlement Boundaries. Outside the Settlement Boundary open countryside policies will apply.

### Policy S13: Landscape, Green Infrastructure and the Natural Environment

- 2.11. The policy assists in protecting, enhancing and managing Monmouthshire's natural heritage, including designated landscape areas as well as non-designated sites and the connectivity between them, for their own sake and to maximise benefits for the economy, tourism and social well-being. It also aims to:
- 2.12. *"Seek to integrate landscape elements, green infrastructure, biodiversity features and ecological connectivity features, to create multifunctional, interconnected spaces that offer opportunities for recreation and healthy activities such as walking and cycling."*

### Policy S17: Place Making and Design

- 2.13. This policy aims to protect and enhance the historic and built environment by ensuring good design that enhances the character and identity of Monmouthshire's settlements, but it also states that *"All development proposals must include and promote high quality, sustainable inclusive design which respects local distinctiveness, respects the character of the site and its surrounding in order to protect and enhance the natural, historic and built environments and to create attractive, safe and accessible places"*.



## **Policy LC5: Protection and Enhancement of Landscape Character**

- 2.14. The policy outlines the Council's approach to landscape character, with particular attention being given to landscape identified through LANDMAP as being high and outstanding quality. It states that:
- 2.15. *"Development proposals that would impact upon landscape character, as defined by LANDMAP Landscape Character Assessment, must demonstrate through a landscape assessment how landscape character has influenced their design, scale, nature and site selection."*
- 2.16. The policy adds that *"Development will be permitted provided it would not have an unacceptable adverse effect on the special character or quality of Monmouthshire's landscape in terms of its visual, historic, geological, ecological or cultural aspects"*.

## **Policy GI1: Green Infrastructure**

- 2.17. To comply with this policy *"Development proposals will be expected to maintain, protect and enhance Monmouthshire's diverse green infrastructure network"*.
- 2.18. The policy wording states that this can be achieved by *"Ensuring that individual green assets are retained wherever possible and integrated into new development"* and *"Incorporating new and / or enhanced green infrastructure of an appropriate type, standard and size"*.

## **Policy EP1: Amenity and Environmental Protection**

- 2.19. The policy is largely concerned with environmental protection; however, it does state that *"Development...should have regard to the privacy, amenity and health of occupiers of neighbouring properties"* and that development that would harm the character / quality of the landscape, due to: air pollution, light pollution, noise pollution, water pollution, contamination, land instability or any identified risk to public health and safety, will not be permitted.

## **Policy MV3: Public Rights of Way**

- 2.20. The locations of public rights of way (PRoW) in relation to the site are shown on **Plan 7: Viewpoint Locations** contained to the rear of this report. Policy MV3 seeks to protect and enhance the County's PRoW network stating that:
- 2.21. *"Development that would obstruct or adversely affect a public right of way will not be permitted unless satisfactory provision is made which maintains the convenience, safety and visual amenity offered by the original right of way and this will be reflected in the layout and conditions / obligations on any permission granted."*

## **Policy DES1: General Design Considerations**

- 2.22. This policy sets out the Council's approach to good design, stating that *"All development should be of a high quality sustainable design and respect the local character and distinctiveness of Monmouthshire's built, historic and natural environment"*.
- 2.23. In order to comply with this policy proposed development will need to:
- *"ensure a safe, secure, pleasant and convenient environment"*;



- “contribute towards a sense of place”;
- “respect the existing form, scale, siting, massing, materials and layout of its setting and any neighbouring quality buildings”;
- “maintain reasonable levels of privacy and amenity of occupiers of neighbouring properties”;
- “respect built and natural views and panoramas where they include historical features and / or attractive or distinctive built environment or landscape”;
- “use building techniques, decoration, styles and lighting to enhance the appearance of the proposal having regard to texture, colour, pattern, durability and craftsmanship in the use of materials”;
- “incorporate and, where possible enhance existing features that are of historical, visual or nature conservation value and use the vernacular tradition where appropriate”;
- “include landscape proposals for new buildings and land uses in order that they integrate into their surroundings, taking into account the appearance of the existing landscape and its intrinsic character, as defined through the LANDMAP process”;
- “take into account, and where appropriate retain, existing trees and hedgerows”;
- “make the most efficient use of land compatible”.

## Supplementary Planning Guidance (SPG)

2.24. This SPG supports the green infrastructure policies outlined in the adopted Local Development Plan (2014) and is a material consideration in relation to planning applications. It highlights “the Council’s expectations for how on and off-site green infrastructure should be considered and embedded within development proposals”.

2.25. The document describes Green Infrastructure as:

*“the network of natural and semi-natural features, green spaces, rivers and lakes that intersperse and connect villages, towns and cities. When appropriately planned, designed and managed, green infrastructure has the potential to deliver a wide range of benefits for people and wildlife”.*

2.26. The guidance outlines a 3-step process for embedding GI into development, which involves:

- *Identifying and mapping the GI assets in and around the site;*
- *Considering how the development can contribute to GI needs and opportunities; and,*
- *Incorporating proposals into development design that maintain, protect and enhance GI, ensuring connectivity with the surrounding GI network.*

2.27. The last point includes for –

- *“Retaining and integrating existing GI assets into development”;*
- *“Providing mitigation and compensatory measures where harm to/loss of existing GI assets is unavoidable”;* and
- *“Incorporating new and enhanced GI provision of an appropriate type, standard and size”.*



- 2.28. Appendix F of the SPG includes extracts from a range of evidence base studies that have sought to identify and assess the extent, quality and opportunities for further green infrastructure provision across the locality. The 'Ecological Connectivity Assessment' (2010) includes a range of opportunities for strengthening existing connectivity across green infrastructure assets, noting that within Magor / Undy an objective should be to *"Strengthen the railway and motorway corridors: ensure tree lines and hedgerows are well connected and sensitively managed. Ensure sensitive management of grassland verges"* and to enhance connectivity *"Between small groups of trees / scrub on-site, as well as linking them to the main route of connectivity, i.e. the B4245 corridor to the east and woodland strip to the west, in the vicinity of Magor Brewery"*.

## Interim Conclusions relating to Policy

- 2.29. The site is not currently subject to any qualitative, statutory or non-statutory, landscape designations and is located within the defined settlement boundary (Policy S1). Particular emphasis is given within local planning policy to the protection and enhancement of Green Infrastructure (Policies NE1, S13 and G1 and applicable SPG). Relevant landscape and visual policies for the local area are also concerned with issues of good design and amenity (Policy DES1, S17, LC1), the potential impacts on public rights of ways (Policy MV3) and the impact upon the amenity of neighbouring properties (Policy EP1).



## Section 3: Landscape Character Baseline

- 3.1. The characterisation process is a non-value judgement process; therefore, classifying landscapes and seascapes into distinct areas does not suggest that one character is more sensitive than another or valued by people more or less.
- 3.2. The landscape character appraisal process reviews the wider landscape character type at a national level and then explores more detailed character features at a regional / local level, before analysing site-specific land use, informed by fieldwork, that informs local distinctiveness and sense of place.
- 3.3. The published landscape character areas are illustrated on **Plan 4: Published Landscape Character**
- 3.4. This LVIA considers the local, Site specific character, features and context as identified by TG through fieldwork, and informed by a review of published assessments and designations to inform an understanding of the value and susceptibility of the landscape to accommodate change associated with the proposed development when identifying the sensitivity of the Site and associated features to the proposals. This sets out the context at a scale appropriate to the proposals.

### National Character

#### National Landscape Character Areas

- 3.5. National Landscape Character Areas (NLCA) form the broadest scale of landscape character assessment in Wales. NLCAs are defined at a broad landscape scale throughout Wales. The descriptive profiles for the 48 individual character areas highlight what distinguishes one landscape from another, with reference to their regionally distinct natural, cultural and perceptual characteristics.
- 3.6. The Site itself lies within the Gwent Levels National Landscape Character Area (NCLA34), described as a “distinctive, flat, lowland landscape with a geometric patchwork of watercourses that run between fertile fields”.
- 3.7. NCLA34 is described as “an exposed landscape in places with long views to surrounding areas and (from only areas with slight elevation) to the Severn Estuary and Bristol Channel”. In terms of major development, the “Llanwern Steelworks, a power station and pylons stand out in the flat landscape, while disproportionately large modern factory units outside Newport are also visible for long distances, and main motorways and rail lines are heard. Suburban development has enlarged settlements and urban development has spread from the adjacent Cardiff and Newport areas”. Away from the urban fringes, the Levels have comparatively little settlement, with small nucleated and ribbon settlements linked by narrow roads.

#### LANDMAP

- 3.8. LANDMAP is a national GIS based landscape database for Wales where landscape characteristics, qualities and influences on the landscape are recorded and evaluated into a nationally consistent data set. It is the formally adopted methodology for landscape assessment



and is advocated by Planning Policy Wales. It comprises five datasets known as 'Aspects' which are sub-divided into geographical 'Aspect Areas', forming the equivalent of character areas. The five Aspects are:

- Visual and Sensory;
- Historic Landscape;
- Cultural Landscape;
- Geological Landscape; and
- Landscape Habitats.

3.9. For each Aspect Area, important characteristics and qualities, management and an evaluation of condition, trend and value are detailed. Each of the Aspects is evaluated in order to provide an indication of their sensitivity and value. A number of 'Evaluation Criteria' are used, in order to identify an 'Overall Evaluation'. An 'Overall Evaluation Score' is then provided, defining the Aspect's importance. These are defined by LANDMAP as the following (for further information see LANDMAP Guidance Note 1 (2013)):

- Outstanding – of International or National importance;
- High – of Regional or County importance;
- Moderate – of Local importance; and
- Low – of little or no importance.

3.10. The aspect areas that the site falls into are summarised in **Table 1**.

**Table 1 – LANDMAP Aspect Areas Summaries**

Aspect Area	Overall Evaluation	Notes
<b>Visual and Sensory: 'Magor Brewery Aspect Area'</b>	Low	The area is described as having a <i>'developed land cover pattern'</i> with the InBev UK Ltd Magor Brewery identified as a <i>'visually intrusive, large scale, yet distinctive developed landmark'</i> .  Scenic quality is described as being low, where the brewery remains a prominent industrial feature in an otherwise largely rural area.
<b>Geological Landscape: 'Magor Aspect Area'</b>	Low	The area as a whole is listed as being in a 'Poor' condition where <i>"intensively urban development has covered / sterilised most of the surviving features"</i>



<p><b>Landscape Habitats:</b></p> <p><b>'Magor Aspect Area' and 'Farmland N. of Magor and Rogiet Aspect Area'</b></p>	<p>Low / Moderate</p>	<p>The Magor Aspect Area has an overall low value due to the extent of its 'built up' area, which is a relatively <i>'low biodiversity value habitat'</i>.</p> <p>Owing to the presence of SSSI's within the wider 'Farmland N. of Magor and Rogiet Aspect Area' the overall evaluation of this aspect area is 'Moderate', but the study notes that habitats are generally low and that the overall evaluation could possibly be evaluates as low.</p>
<p><b>Historic Landscape:</b></p> <p><b>'Modern Magor and Undy Aspect Area'</b></p>	<p>Moderate</p>	<p>The assessment acknowledges that the dominant landscape pattern is one of late 20th century residential and industrial development linked to the modern road network with few elements surviving from earlier periods.</p>
<p><b>Cultural Landscape:</b></p> <p><b>'Magor with Undy Aspect Area'</b></p>	<p>Low</p>	<p>Whilst further development of the InBev UK Ltd Brewery is thought to represent a "significant threat to the current integrity and condition of the Cultural Landscape", the Aspect Area as a whole is considered to be of "little contemporary cultural merit", assessed as being 'blandly homogenous' in terms of diversity and of 'Low' overall value.</p>

## District / Local Character

- 3.11. Within Monmouthshire County Council's published Landscape Sensitivity Update Study (October 2020) - an update to the Landscape Sensitivity and Capacity Study carried out for the County in 2009 - Monmouthshire is classified into a number of Local Landscape Character Areas (LLCAs). The LLCAs are defined around each settlement and the study is based upon the existing LANDMAP aspect areas, OS mapping and aerial photos. Whilst the study is intended to indicate the capacity of the landscapes surrounding existing settlements to accommodate new housing proposals, the character assessment work also provides a useful reference in terms of the context and character baseline for the Site's surroundings.
- 3.12. The Site does not fall within a specific LLCA within the study as these predominantly focus on rural / undeveloped landscapes; however, the landscape south east of the Site is located within LLCA MA06 and to the north of the Site LLCA MA05 covers the undeveloped landscape south of the M4.
- 3.13. MA05 is described as:

*"A strip of land between the M4 and Magor and Undy with undulating landform falling from relatively flat hill top to east to a valley bottom with stream and rising again gently to the west. The area is generally enclosed with medium/small scale improved pasture fields and small-scale horse pasture mixed boundaries including outgrown hedges, low cut*



*hedges and fences. The tranquillity of the area is low due to the adjacent M4, commercial development and settlement. Key views are from the M4 to the area.”*

3.14. MA06 is described as:

*Rounded hillside falling to the levels with predominantly pastoral land use. The area provides a positive green edge to the eastern side of the settlement and links visually into the levels to the south with a mix of semi-regular and strip fields with mainly outgrown hedges. The area lies between the brewery and settlement with a road with commercial traffic running adjacent all of which reduce its tranquillity.*

3.15. For the purpose of assessing the effects of development, the LLCAs are relevant for understanding the broad landscape context, but these do not provide an appreciation of the Site-specific issues and context that needs to be taken into account in the determination process. The character descriptions above are focussed on the rural landscapes but some of the identified characteristics were discernible in relation the Site’s wider surroundings, notably the undulating landform in the wider landscape encompassing small to medium scale pasture with outgrown hedges, low cut hedges and fences. As well as a lack of tranquillity due to the adjacent road networks, brewery and settlement.

### **Land Use and Site-Specific Character**

3.16. The appraisal of existing land use is another useful tool for determining how the landscape has changed and for understanding the wider context of a Site. It does not involve the application of sensitivity or value, but does assist in exploring the suitability and ability of the landscape to absorb further change, restoration and enhancement in relation to such matters as condition, scale, relationship with other uses and spatial arrangement.

3.17. The Site is located within the InBev UK Ltd Brewery complex and encompasses existing hardstanding (currently used for trailer and car parking and lorry storage) and areas of amenity grassland and tree cover. To the east of the Site, existing vegetation filters views of the Site, with only the top of the existing built form being visible from the wider area. To the west of the Site, the existing boiler house building is located alongside the restaurant and another trailer park.

3.18. The wider context is traversed by a rail line and road network, including the M4 motorway corridor. The Wales 1 Business Park lies to the north of the Site off Magor Road with the M4 Magor Motorway Services at J23a situated beyond. The arrangement of such features in the locality clearly influences the degree of rurality which is noticeably degraded in close proximity to established developed features such as the brewery or transport network. This provides visual and audible detracting from the rural setting that surrounds the Site.

### **Interim Conclusions relating to Landscape Character**

3.19. At a national scale, the Site is covered by LANDMAP, a national database that sub-divides the landscape of Wales into five distinct ‘Aspect Areas’, forming the equivalent of character as summarised above.

3.20. Fieldwork has determined that the Site and its immediate surroundings are representative of these 5 ‘Aspect Areas’, with the identified attributes and descriptions largely matching the landscape experience on Site.



- 3.21. The overall character of the landscape surrounding the Site is considered to accord with the Council's published LLCA references MA05 and MA06 with the Site itself comprising an element of the InBev UK Ltd Brewery complex. The brewery itself is an established developed component of this landscape as identified in the published SPDs summarised above.
- 3.22. The wider undulating landscape of rolling hills and enclosed pasture fields are traversed by the M4 corridor, A4810 and B4245. This, coupled with the Newport to Gloucester railway line and the urbanising influence of adjacent industrial estates, introduces urban elements into the landscape.



## Section 4: Visual Context

### Extent of Visibility

- 4.1. In order to establish the degree of any change that may arise from the proposed development onsite and the extent to which such changes will affect identified local receptors, it is important to understand the existing situation in terms of visual amenity alongside the availability and context of views associated with the local area.
- 4.2. The extent of the baseline study area was established through a preliminary analysis of GIS topographical data (refer to **Plan 5: Topography**) with field work being informed by a Theoretical Zone of Visual Influence mapping exercise (refer to **Plan 6: GIS Zone of Theoretical Visibility (ZTV)**) which calculates the extent to which the Site could potentially be seen from the wider area. The computer generated ZTV is created using bare earth OS 3D modelling data and does not take into consideration the screening effect of built form, trees and vegetation and how this may influence the visibility of all phases and development upon it. This first sieve exercise was taken to Site to review any significant vegetation or built form which restricts or limits the extent of visibility. Field verification is essential in establishing the extent of the actual visual envelope for the development.
- 4.3. The field verification process enables the assessor to view the Site and define the limits of the visual envelope, so it only includes those locations from which the Site is evident in views, excluding those that are barely discernible and taking into account vegetation and built form.
- 4.4. The extent of the field verified visual envelope (VE) is described below:
- To the **north** – The existing brewery development is an established component of short and medium distance views from the north due to its size, scale and massing alongside the rising topography (See Photoviewpoints 1, 2, 3, 4 & 5) Due to the changes in topography and intervening vegetation, the degree of visibility from the oes vary Close-distance views are heavily filtered by the existing vegetation and built form associated with the brewery complex.
  - To the **east** – Views are restricted by the presence of a tall, dense woodland belt that is established along the eastern boundary of the brewery complex and adjoins the Site (See Photoviewpoint 9). There is no intervisibility with the existing settlement within Magor or the Magor Conservation Area.
  - To the **south** – Views are restricted by the presence of existing built form associated with the brewery and beyond, as well as intervening vegetation (See Photoviewpoints 10, 11 & 12). Within longer distance views, it is possible to see the taller elements of the built form associated with the brewery complex, including the chimney, (See Photoviewpoint 11) but not the Site itself.
  - To the **west** – Views are restricted by the presence of existing built form within the brewery and vegetation surrounding the Site. The closest footpath which runs parallel to the western boundary of the Site is overgrown and not usable to the public. Due to the increase in topography along Wilcrick Hill, views of the brewery complex are evident (See Photoviewpoint 6) Whilst it is possible to locate the brewery complex from a greater distance, it is a indiscernible feature and the Site is not visible due to distance, orientation, changes in topography and intervening vegetation, as well as the dominance of Wilcrick Hill in the foreground.
- 4.5. Photographs were taken from selected viewpoints with a digital camera with an equivalent 50mm focal length lens at eye level (approximately 1600mm above ground). A total of 12 representative



viewpoints have been chosen from locations surrounding the Site to enable the effects of the development to be assessed from all directions (see **Plan 8: Photosheets 1-12**). Whilst the views are chosen to be representative of the area, they cannot provide continuous coverage of all potential locations within the vicinity of the development.

- 4.6. The photoviewpoints and corresponding photosheets have been prepared using our vast experience of the Site, having been involved in multiple applications associated with development at the brewery.. These are illustrated on **Plan 7: Viewpoint Location Plan**). These photoviewpoints are considered as being an established baseline position with Monmouthshire Council following the recent grant of planning permission for both proposals.

## Visual Receptors

- 4.7. Within the field verified visual envelope, the visual receptors, i.e. those people or groups of people who are likely to see the Site and experience a potential change in the view should it be developed in-part, can be summarised below.
- Workers and visitors to the InBev UK Ltd Brewery complex;
  - Road users travelling in vehicles along the B4245 Magor Road north of the brewery complex and the A4810 to the east.
  - Local businesses and hotel guests at Ty Hotel, located to the north east of the Site.
  - Users of the local Public Rights of Way (PRoW) network in close-distance views (less than 500-metres) to the north and east of the Site (*namely views from public footpaths 372/69/2, 372/69/25 and 372/69/4*).
  - Users of the PRoW network in middle to longer distance (500-metre to 5km) views to the north and south of the Site, including from the Wales Coast Path
  - Residential properties at the eastern edge of Magor, Scubor Fach, Upper Grange Farm and Pencoed Castle located to the east and north west of the Site.
  - Workers within agricultural fields surrounding the Site.

## Interim Conclusions relating to Visual Context

- 4.8. Views towards the Site are heavily filtered by the built form and vegetation associated with the brewery complex which surrounds the Site in all directions. The majority of longer distance views relate to the upper reaches of the built form at the InBev UK Ltd brewery complex. The multiple layers of vegetation and built form that is present in the wider landscape surrounding the brewery complex, alongside the topographical changes, further limits any views into the Site



# Section 5: Classification of Resources

## Landscape Character and Landscape Resources

- 5.1. The threshold and terminology referred to in this section are set out in **Appendix 1**. The classification of the sensitivity of the landscape character and landscape resources is related to:
- The susceptibility of the landscape;
  - The type of change proposed; and
  - The value placed on the landscape.

### Landscape Susceptibility

- 5.2. This means the ability of the landscape to accommodate the development proposed without undue consequences for the maintenance of the baseline situation.
- 5.3. GLVIA3 defines the susceptibility of a landscape receptor to change as:
- "...the ability of the landscape receptor (whether it be the overall character or quality / condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies". (Para 5.4)*
- 5.4. When considering the susceptibility of the Site to accommodate development, it is in the context of the existing settlement which directly abuts the northern and eastern boundary and is present nearby to the south. In relation to the classification of susceptibility to change we apply the thresholds of susceptibility as high, medium and low.
- High susceptibility: The landscape is such that changes (in terms of the development as proposed) would be entirely at odds with the character of the local area.
  - Medium susceptibility: The landscape is capable of receiving a considered scheme where a degree of consistency is sought in relation to the existing scale, pattern, grain and use. Mitigation may be appropriate to enhance assimilation.
  - Low susceptibility: The landscape has the ability to receive the development as proposed without undue negative consequences and would be consistent within the local area.
- 5.5. Considering the character assessment in Section 2 and the settlement context, the susceptibility of the receiving landscape to accommodate the development is **low**. This reflects the scale of the proposed development and the Site's relationship to the existing development both within and around the Site.
- 5.6. There is a mix of building styles and industrial / commercial land use adjoining the Site that is considered to have a high tolerance to the introduction of the scheme without altering the wider qualitative context. Given the massing and prominence of the existing brewery complex, the proposals on Site will not represent a departure in landscape character terms from the existing



scenario where the scheme will be experienced as a continuation of the current surrounding industrial character. The proposals that are to be implemented will also reference the surrounding industrial development and whilst the scheme proposals will introduce additional built form, the proposals will not appear incongruous in landscape character terms given the current use as a functioning industrial complex.

- 5.7. Given the baseline context described in this report, it is determined that the Site and surrounding landscape is of **low** susceptibility to the changes proposed.

## Landscape Value

- 5.8. The Site is not subject to a value designation and so in order to assess the qualities and characteristics of the Site and its context, the GLVIA3 approach has been adopted within this LVIA. This is analysed in accordance with GLVIA3 Box 5.1 as set out below in **Table 2**.

- 5.9. In considering the landscape value of the Site, the following aspects of the landscape are noted as relevant in the assessment process:

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

- 5.10. For each of these considerations there is a range from 'high' through 'medium' to 'low' in terms of the landscape's performance against these criteria. In the table below (Table 2) these issues are considered in relation to the Site and the nature of the proposed development:



**Table 2– Landscape Value**

Criteria	Observations/Comments
<p><b>Landscape Quality</b></p>	<p><i>What is the integrity, intactness and physical state of the landscape?</i></p> <p>The landscape in the immediate vicinity of the Site generally reflects the applicable LANDMAP ‘Aspect Area’ descriptions in terms of typical landscape features, particularly the fields of unmanaged scrub and grassland pasture with existing trees being in a state of naturalisation.</p> <p>Boundary stock is in need of management enhancements or supplementation to ensure a future presence of green infrastructure onsite. The influence of the adjoining brewery is a prominent urban feature in the locality. The industrial context undermines the rural quality, particularly in respect of relative tranquillity.</p> <p>The surrounding brewery is an established built component in the landscape, as identified across the applicable LANDMAP ‘Aspect Area’ descriptions and the brewery is perceptible across a wide geographical area beyond the confines the proposed developed footprint itself.</p> <p>The landscape quality is considered <b>‘low’</b>.</p>
<p><b>Scenic Quality</b></p>	<p><i>How does the landscape appeal to the senses?</i></p> <p>The Site is heavily influenced by the surrounding InBev UK Ltd brewery complex and encompasses existing hardstanding within the brewery. The LANDMAP Visual and Sensory Aspect Area ‘Magor Brewery’ is described as having a ‘developed land cover pattern’ with the InBev UK Ltd Magor Brewery identified as a ‘visually intrusive, large scale, yet distinctive developed landmark’. Scenic quality is described as being ‘low’ within the LANDMAP assessment, where the brewery remains a prominent industrial feature in an otherwise largely rural area.</p> <p>As a result, the scenic quality of the Site is considered <b>‘low’</b>.</p>
<p><b>Rarity</b></p>	<p><i>The presence of rare elements or features?</i></p> <p>The surrounding landscape in the vicinity of the Site is broadly consistent with the wider landscape character area and as such the features present are typical and not rare locally or at a broader scale.</p> <p>Accordingly, the rarity of the Site is <b>‘low’</b>.</p>



Criteria	Observations/Comments
<b>Representativeness</b>	<p><i>Commonplace pattern or characteristics?</i></p> <p>The Site is currently in use for industrial and commercial activity and demonstrates the urban context in local policy terms and accordance with the type of development as proposed.</p> <p>Representativeness is considered to be '<b>medium</b>'.</p>
<b>Conservation Interests</b>	<p><i>Interplay with ecological, historical and cultural aspects?</i></p> <p>The 'Magor Aspect Area' and 'Farmland N. of Magor and Rogiet Aspect Area' describe the landscape as having a generally low biodiversity value. The Site is local to a scheduled ancient monument at Wilcrick Hill which is already influenced by the existing industrial presence of the brewery.</p> <p>As a result, the Conservation Interests are considered '<b>low</b>'.</p>
<b>Recreational Value</b>	<p><i>Evidence of recreational activity and degree of accessibility?</i></p> <p>As an operational brewery, the Site is not a formal recreational asset to the locality and is in private ownership.</p> <p>As a result, the Recreational Value of the Site is considered '<b>low</b>'.</p>
<b>Perceptual Aspects</b>	<p><i>Tranquillity or wilderness/cognitive dimensions?</i></p> <p>LLCA MA05 and MA06 in Monmouthshire County Council's Landscape Sensitivity Update Study both have identified a lack of tranquillity in the area. The tranquillity has been detracted from due to the adjacent road networks, brewery and settlement</p> <p>The Site is considered '<b>low</b>' in terms of perceptual aspects.</p>
<b>Associations</b>	<p><i>Documented associations with art, literature, historic events and notable people?</i></p> <p>There are no known cultural associations relating to the Site.</p> <p>Accordingly, the associations of the Site are considered '<b>low</b>'</p>

- 5.11. Having considered the key elements related to the Site in accordance with GLVIA3 and considering the absence of qualitative designation, it is our judgement that the Site and its perceptible surroundings should be considered **medium-low** value.



## Landscape Sensitivity

- 5.12. Combining landscape sensitivity is a judgement based on the consideration of value and susceptibility to change. The approach to considering landscape sensitivity is set out in **Appendix 1**; however, the LANDMAP database already ascribes certain value judgements to identified 'Aspect Areas' providing an indication of their overall sensitivity and value. These are summarised in **Section 3** of the report.
- 5.13. The overall evaluation score (sensitivity) for these 'Aspect Areas' are classed as either Moderate or Low, largely due to their limited cultural value; low biodiversity habitat value; the extent and the prominent industrial impact of the surrounding brewery complex.
- 5.14. LANDMAP's overall evaluation scores for each of these 'Aspect Areas' accord with the landscape experience identified by TG, gathered as part of the fieldwork and baseline data search for the production of this assessment. In terms of TG's own sensitivity ratings (see **Appendix 1**); these 'Aspect Areas' would be considered as **low** sensitivity.

## Sensitivity of Visual Receptors

- 5.15. The sensitivity of visual receptors is defined by the assessor with reference to the established guidelines and the assessment criteria contained at **Appendix 1**. The receptor sensitivity is summarised in the **Table 3** below:

**Table 3 – Sensitivity of Visual Receptors**

Criteria	Sensitivity Rating	Commentary
<b>Users of public Rights of way (PRoW)</b>	<b>High</b>	Sensitive recreational views from those enjoying the visual amenity of the countryside or open space. Sensitivity may be affected by the condition, use and existing context of the PRoW network.
<b>Private residential dwellings</b>	<b>Medium to High</b> (reduced where views are from upper floors, oblique or heavily filtered)	Sensitive residential views from windows associated curtilage. Sensitivity and ability to absorb change is influenced by the adjacent residential developed context and the extent to which views are filtered, oblique and obscured by intervening vegetation. GLVIA 3rd Edition reiterates that in some cases it is appropriate to consider the effects upon private viewpoints, particularly if a larger number of combined residents are to be affected.
<b>Business and commercial premises</b>	<b>Low</b>	People at their place of work whose attention is focused on their work have a greater capacity to absorb change, particularly where activities are largely indoors or focused internally as part of an industrial estate or business unit.



Criteria	Sensitivity Rating	Commentary
<b>Views and visual setting of designated features and historic assets</b>	<b>High</b> (reduced where views are oblique or filtered)	Views and inter-visibility between a Site and designated landscape or heritage assets where sensitive setting or views have a smaller tolerance to absorb change.  Sensitivity and ability to absorb change may be affected where the setting is influenced by an existing developed/industrial context of the locality.
<b>Drivers, Passengers and users of local roads</b>	<b>Low</b>	Transient views of those engaged in the principal activity of driving are less sensitive. Views are limited to close proximity and are influenced by adjacent residential context.
<b>Other land, agricultural and farming activities</b>	<b>Low</b>	Views associated with outdoor farming activities are considered to be of a nature of which is potentially tolerant of more substantial changes.



# Section 6: Assessment of Effects

## The Proposals

- 6.1. The proposals are for:
- A new Perfect Draught building;
  - Reconfigured trailer parking;
  - New tanks and vessels to facilitate the building; and
  - Associated works adjacent to the existing boiler house building.

## Temporary (Construction) Impacts

- 6.2. The principal construction impacts in relation to the proposed development can be summarised as:
- The erection of temporary Site hoardings in association with Site access point and implementation of construction compounds;
  - The presence of plant and machinery to undertake the Site preparation, delivery and foundation works, including vehicle movements to remove waste material;
  - Possible need for additional lighting of the construction Site, as necessary during the winter months; and
  - The removal of construction compounds and hoardings.

## Permanent Impacts

- 6.3. The final scheme will include a new building, reconfigured trailer parking and new tanks and vessels. The height of the proposed built form does not extend beyond existing building heights within the wider brewery complex.

## Mitigation

- 6.4. The indicative **Landscape Strategy** proposals (refer to **Plan 9**) illustrate the opportunities for Green Infrastructure enhancements in the vicinity of the proposed development. Key themes include:
- Scattered native tree planting will seek to offset tree loss as a result of the proposed development.
  - Retention of existing tree stock of merit where possible within the woodland belt to the east of the Site, including enhancements through management and restocking.
  - Implementation of new hedgerow planting to plug gaps and to enhance habitat connectivity across the wider brewery boundary. The strengthening of green linkages across the brewery will seek to enhance low level screening whilst providing connections to surrounding mature tree cover.



## Assessment of Effects

### Landscape Character Effects

- 6.5. The proposed development will result in a magnitude of change in relation to the landscape. The principal criteria to consider (established in response to GLVIA 3rd Edition) and the predicted changes are set out in the table below:

**Table 4 – Landscape Character Effects**

Magnitude of Change Criteria	Commentary of Landscape Character Effects
<p><b>Description of proposals / Duration of change</b></p>	<p>Permanent erection of a new perfect draught, delocalisation and filtration building, reconfigured trailer parking, new tanks and vessels and associated works adjacent to the existing boiler house building. The height of the building is approximately 16.1m.</p>
<p><b>Perceptual changes / Components to be lost as a result of proposals</b></p>	<p>The construction methodology will involve the removal of amenity trees north of the restaurant within the centre of the Site; undergrowth and moderate to low value trees at the edge of the existing car park; and a limited amount of the woodland belt along the eastern boundary of the Site to deliver the installation of the new building alongside the reconfigured trailer parking, new tanks and vessels and a new access road.</p> <p>The required tree removals are limited to only those in direct conflict with the proposed works (in accordance with BS5837:2012 survey criteria).</p> <p>The impact of the proposed tree loss is therefore considered negligible in the context of retaining the wider features of arboricultural interest in combination with the opportunities for new tree planting.</p> <p>The end result will be an addition of a new building and tanks and vessels within the existing commercial framework of the brewery complex. As such, there will be an increase in the amount of built form visible in the north eastern area of the Site. At longer distances from the Site the development proposals will be discernible, but would represent a slight alteration of the existing industrial scene and observed against the wider industrial backdrop of the brewery complex.</p> <p>The proposed development is likely to result in little, if any, change to the character of the Wilcrick Hill Scheduled Ancient Monument, where the proposed works will not introduce</p>



	<p>incongruous elements within the setting of the adjoining mound given the existing presence of a range of industrial uses. The brewery is an established industrial feature within this landscape as set out in published SPD and with a finished elevation of 16.1m in height, the proposals will remain well below the maximum 40m elevation in the brewery which relates to the recently consented Warehouse 2 elevation. The proposed development will also remain partially screened by intervening Site boundary tree cover.</p> <p>The proposed development will introduce an additional building, tanks and vessels to the current scenario where the brewery will remain a prominent feature within the local landscape. There is a mix of building styles, design and industrial/commercial use across the immediate locality that is considered to have a high tolerance to the introduction of the scheme given that the character of the Site itself will remain largely intact with the scaling and proposed land use being implemented within the scheme referencing adjacent industrial development. Matching land use and massing will assist with the assimilation of the proposals into the existing industrial context.</p>
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6.6. In summary, the magnitude of change in terms of Landscape Character would be **Low** with the alteration to one or more key elements/features/characteristics of the existing landscape and the introduction of elements that are not uncharacteristic given the current development context. The overall effects of the development as proposed are unlikely to greatly alter the overall perception of the wider LANDMAP 'Aspect Areas' in which the Site is located. The development proposals will represent a slight alteration of the existing industrial scene, but the change will be experienced in the vicinity of existing large scale industrial built form.

6.7. With reference to the sensitivity of the identified LANDMAP 'Aspect Areas' and the identified magnitude of change, it is judged that the overall residual landscape effects would be **Minor Adverse to Negligible**.

**Visual Effects**

6.8. The principal visual effects are summarised in the **Table 5** below in relation to the principal receptors identified.



**Table 5 – Visual Effects**

Visual Receptor	Magnitude of Change	Viewpoints	Construction Effects / Commentary	Operational Effects / Commentary
<p><b>Public Right of Ways (PRoWs)</b></p> <p><i>High Sensitivity Visual Receptors</i></p>	<p>Close proximity Public Footpaths to east, west and north of the site.</p> <p>372/69/4 372/97/1</p> <p><b>Low Magnitude of Change</b> where the new development will be partially visible from the north and east above existing vegetation adjacent to the site, slightly altering the composition and balance of the view at close proximity. From the west views are filtered by the existing built form of the brewery.</p>	<p><b>1, 3 and 6</b></p>	<p><b>Temporary High to Moderate Adverse</b></p> <p><i>Receptors will experience construction activity in the context of the wider InBev brewery complex with the upper reaches of cranes and other associated construction plant present during works to install the new building, tanks and vessels.</i></p>	<p><b>Negligible to Minor Adverse</b></p> <p><i>Site facing views observe the existing backdrop of industrial units and associated infrastructure beyond existing fields and field vegetation with the scheme being increasingly obscured at greater distance. Local rurality is influenced by the surrounding highways and rail lines and views of surrounding masts, pylons and the existing brewery development which are established urban components within this landscape.</i></p> <p><i>The building design, function and location, being set within the existing commercial setting of the brewery, ensures that this would not be an uncharacteristic addition to site facing views. This will assist with the overall assimilation of the new building, tanks and vessels into the developed scene.</i></p> <p><i>The scheme is not considered to disrupt or curtail fine or valued views given the existing presence of on-site built form which has some partial screening effect at close proximity.</i></p> <p><i>Views of Wilcrick Hill to the east will remain mostly screened by intervening vegetation and built form in the wider brewery context, forming an extension to an established developed feature in the locality.</i></p> <p><i>The brewery already screens long distance views towards the Bristol Channel in-part. The available views towards the Channel and across the wider settled landscape to the south from Wilcrick Hill west of the site, will not be restricted by the presence of the proposed development which will be set within the current developed context.</i></p>
<p><b>Public Right of Ways (PRoWs) cont.</b></p> <p><i>High Sensitivity Visual Receptors</i></p>	<p>Longer distance views from Public Footpaths in the wider landscape.</p>	<p><b>4 and 5</b></p>	<p><b>Temporary High to Moderate Adverse</b></p> <p><i>Receptors will experience construction activity in the context of the wider InBev brewery complex with the upper reaches of</i></p>	<p><b>Negligible to Minor Adverse</b></p> <p><i>Longer distance site facing views observe the site as an existing cluster of industrial units and associated infrastructure within a</i></p>



	<p><b>Low Magnitude of Change</b> where the new development will be partially visible, but not prominent in views amongst existing brewery development.</p>		<p>cranes and other associated construction plant present during works to install the new building, tanks and vessels.</p> <p>On-site construction activity would be increasingly indiscernible at greater distances and would be largely indistinguishable from the current operations on-site where the movement of plant, storage and associated vehicular activity is an existing component of the day to day activity across the existing brewery complex and at this part of the site.</p>	<p>settled mixed farmland landscape punctuated by pockets of woodland and intervening vegetation.</p> <p>The development would be partially visible as an extension to the current scenario, slightly altering the composition but this would not appear incongruous, nor is the attention of the viewer directly focussed on the site itself within longer distance panoramas across this landscape.</p> <p>The balance of such views would not be unduly altered where the presence of similar built form are an established component of the visual experience. The proposed building will be experienced adjacent to the existing industrial built form of the brewery complex. With a finished elevation of 16.1m in height, the proposals will remain well below the maximum 40m elevation in the brewery which relates to the recently consented Warehouse 2 elevation.</p>
<p><b>Drivers, passengers and users of local transport routes</b></p> <p><b>Medium - Low Sensitivity Visual Receptors</b></p>	<p>Drivers and passengers along the B4245 Magor Road north of the existing brewery complex, and rural lanes to the north.</p> <p><b>Low Magnitude of Change</b></p> <p>(No Change at greater distances)</p>	<p><b>2 and 12</b></p>	<p><b>Temporary Moderate Adverse</b></p> <p>Construction works will be discernible for transient receptors as a temporary detractor, with the potential for an increase in the presence of construction traffic, although the movement of plant, storage and associated vehicular activity is an established component of the day to day activity across the existing brewery complex. On-site construction activity would be increasingly indiscernible at greater distances.</p>	<p><b>Negligible to Minor Adverse</b></p> <p>The proposals will be set back from site frontage and will be within the backdrop of the existing brewery. The massing, location and function of the proposals will ensure that the scheme will not represent a notable departure from the current scenario given the established industrial context. Whilst there will be alterations to the visual context at close proximity, the scheme will be observed in the context of the existing brewery development. The scheme will not therefore appear incongruous. Furthermore, the overall visual impact is diminished at greater distances from the site.</p>
<p><b>Commercial premises</b></p> <p><b>Medium - Low Sensitivity Visual Receptors</b></p>	<p>Workers and visitors at the InBev UK Ltd brewery complex</p> <p><b>Low - Negligible Magnitude of Change</b></p>	<p>-</p>	<p><b>Temporary Minor Adverse / Negligible</b></p> <p>Construction works will be discernible as a notable, albeit temporary detractor for current users of the site where the movement of plant, storage and associated vehicular activity is an established component of the day to day activity across the existing brewery complex.</p>	



<p><b>Other land, agricultural and farming activities</b></p> <p><b>Medium - Low Sensitivity Visual Receptors</b></p>	<p>Agricultural workers and/or visitors associated with the surrounding farmland</p> <p><b>Moderate Magnitude of Change</b></p> <p><i>(No Change at greater distances)</i></p>	<p>-</p>	<p><b>Temporary Minor Adverse / Negligible</b></p> <p><i>Construction activity would be largely screened at greater distances and experienced in the context of surrounding industrial development. Construction activity would be largely indistinguishable from the current operations on-site where the movement of plant, storage and associated vehicular activity is an established component of the day to day activity across the existing brewery complex.</i></p>	<p><b>Negligible to Minor Adverse</b></p> <p><i>Site facing views observe the existing backdrop of industrial units and associated infrastructure visible above existing vegetation. Local rurality is also influenced by the surrounding highways and rail lines and views of surrounding masts, pylons and the existing brewery development are established urban components within this landscape.</i></p> <p><i>The development would be visible where gaps in vegetation and existing built form allow but with a finished elevation of 16.1m in height, the proposals will remain well below the maximum 40m elevation in the brewery which relates to the recently consented Warehouse 2 elevation. The design, function and location of the new building, tanks and vessels ensure that this would not be a substantially uncharacteristic addition as observed within the surrounding landscape.</i></p>
<p><b>Private residential dwellings</b></p> <p><b>High Sensitivity Visual Receptors</b></p>	<p>Residential receptors at Scubor Fach to the north west of the site and Magor to the east</p> <p><b>Low Magnitude of Change</b></p>	<p>-</p>	<p><b>Temporary Moderate to Minor Adverse</b></p> <p><i>Receptors will experience construction activity in the context of the wider InBev brewery complex with the upper reaches of cranes and other associated construction plant present during works to install the new building, tanks and vessels.</i></p> <p><i>On-site construction activity would be increasingly indiscernible at greater distances and would be largely indistinguishable from the current operations on-site where the movement of plant, storage and associated vehicular activity is an established component of the day to day activity across the existing brewery complex.</i></p>	<p><b>Negligible to Minor Adverse</b></p> <p><i>There will be an increase in built form which will be noticeable in close proximity to the site where gaps in vegetation and existing built form within the brewery allow, however this must be considered against the bulk and mass of the existing adjoining industrial built form present across the northern edge of the brewery complex. The proposal will not therefore appear incongruous.</i></p> <p><i>Negligible impacts are envisaged where proximity and restricted inter-visibility limits the impacts of the proposal. For receptors at greater distances to the far north of the site the overall visual context would remain largely unchanged upon completion of the development and views across to the distant hills beyond the site would be retained. The prominence of Wilcrick Hill will be maintained and the proposal does not exceed the existing skyline of the InBev UK Ltd Brewery complex. From the east, views will be filtered by the existing woodland belt along the eastern site boundary. The design, function and location of the proposals would not be a substantially uncharacteristic addition as observed within the surrounding landscape.</i></p>



# Section 7: Summary and Conclusions

## Assessment Context and Scheme Description

- 7.1. This report assesses the landscape and visual impacts associated with a full planning application for proposed works at the InBev UK Ltd brewery at Magor, Monmouthshire.
- 7.2. The proposal comprises of the following works:
  - Perfect draught building
  - Reconfigured trailer parking
  - New tanks/vessels
- 7.3. The end result will be an addition of built form which is similar to that of the context of the wider brewery.
- 7.4. The Site is not currently subject to any qualitative landscape designations and is located within the defined settlement boundary (Policy S1). Whilst Policy S1 is primarily related to the siting of new housing schemes, it does demonstrate the urban context where new built form is to be focused in local policy terms.
- 7.5. Particular emphasis is given within local planning policy to the protection and enhancement of Green Infrastructure, specifically the conservation and enhancement of landscape features, including trees and hedgerows (Policies NE1, S13 and GI1 and applicable SPG). The works will be retained within the confines of the brewery complex and partially cover existing hardstanding. The required tree removals are limited to only those in direct conflict with the proposed works and mitigation measures will seek to replace them.
- 7.6. Relevant landscape and visual policies for the local area are also concerned with issues of good design and amenity (Policy DES1, S17, LC1), the potential impacts on public rights of ways (Policy MV3) and the impact upon the amenity of neighbouring properties (Policy EP1). In accordance with these local policy objectives the development will provide an additional building, tanks and vessels to the current scenario in terms of land use and function, referencing the materiality of surrounding built form. Whilst this assessment has shown the proposals will be partially visible within Site facing views, the scheme does not obstruct long distance views.
- 7.7. Whilst there will be a noticeable increase in built form for receptors in short distances to the north of the Site, the surrounding arrangement of Site boundary vegetation and adjoining built form will remain unaffected, and maintained as existing within the landscape.
- 7.8. National landscape character in Wales is addressed by National Landscape Character Areas and LANDMAP. LANDMAP's overall evaluation scores for each of the identified applicable 'Aspect Areas' accord with the landscape characteristics identified by TG, as observed during fieldwork and baseline datasearches for the production of this assessment. In terms of TG's own sensitivity ratings these 'Aspect Areas' are considered, collectively, to be of **medium-low** sensitivity due to the lack of designated landscapes and prominence of detracting and urbanising features in the locality.



- 7.9. The Site as experienced from local public receptors will not be greatly altered in terms of the overall landscape character context. The scheme proposals would not deviate from the existing industrial character discerned at close proximity to the Site. With reference to the sensitivity of the identified LANDMAP 'Aspect Areas' and the magnitude of change associated with the proposed development, it is judged that the overall residual landscape effects upon these 'Aspect Areas' would be **minor adverse** to **negligible**.
- 7.10. An initial GIS Zone of Theoretical Visibility has been verified in the field and the likely receptors identified. The visual envelope extends across the wider landscape to the north west, north and north east however given the prominence of the existing brewery complex which, alongside other areas of existing industrial development in the landscape local to the Site, is an established component of the visual experience for receptors in this locality.
- 7.11. The most significant residual visual effects relate to the higher sensitivity residential receptors and users of public rights of way in closest proximity where the development would be clearly visible where gaps in vegetation and the existing built form of the brewery allow, slightly altering the composition of these views. Given the existing industrial context and location of the proposals adjacent to the existing industrial built form within the brewery the change would not appear incongruous.
- 7.12. The proposals would represent an additional developed component within the confines of the existing brewery complex, but the design, function and location ensures that this would not be a substantially uncharacteristic addition as observed within the surrounding landscape with largely **minor adverse** effects envisaged. The proposed building, tanks and vessels would only be glimpsed alongside and as a foreground element to the arrangement of existing industrial built form across the north eastern area of the brewery complex and with a finished elevation of 16.1m in height, the proposals will also remain well below the maximum 40m elevation in the brewery which relates to the recently consented Warehouse 2 elevation, appearing as a subservient addition against the wider backdrop of the brewery complex.
- 7.13. The scheme is not considered to curtail any views out from Wilcrick Hill given the existing presence of on-site built form which has a screening effect at close proximity. Being located adjacent to the existing industrial built form in the north eastern area of the brewery, the presence of similarly scaled units and vessels are an established component of the visual experience from public vantage points along the side-side public footpath in the vicinity of Wilcrick Hill.
- 7.14. As illustrated at Viewpoint 6 south east facing views from the elevated vantage point of Wilcrick Hill will observe the western edge of the brewery complex at close proximity. Due to existing boundary vegetation it is only possible to view the upper extents of the existing built form at the eastern edge of the brewery and a similar level of screening will be afforded for the new development on-site. As a result of the proposal there will be no substantial change to the wider panoramic view experienced from Wilcrick Hill as the existing brewery complex already screens long distance views towards the Bristol Channel.
- 7.15. Overall, many of the surrounding visual receptors at greater distances will experience no worse than **negligible** to **minor adverse** effects, with largely **negligible** effects assessed for receptors at greater distances.



# Appendix 1: LVIA Methodology Summary of Approach and Criteria Tables



# Appendix 1: Informal LVIA Methodology, Summary of Approach and Criteria Tables

An Informal Landscape and Visual Impact Assessment (LVIA) is a standalone report that follows a more informal process than a LVIA for an Environmental Impact Assessment and contributes to the assessment of development proposals and planning applications and is also an iterative process which feeds into the planning and design of a project. For an informal and formal LVIA the broad principles and the core of the approach is similar.

“Judgment needs to be exercised at all stages in terms of the scale of investigation that is appropriate and proportional” and “should be tailored to the particular circumstances in each case” (GLVIA3 Para1.17, Page 9).

The first step, is establishing the existing nature of the existing receiving landscape and visual environment, using desk top and field assessment techniques, defining the study area and identifying any changes likely to occur independently of the development proposal. The baseline assessment includes information on the value attached to the different environmental resources.

After establishing landscape and visual baseline conditions and the potential opportunities and constraints to inform the layout and design, the approach involves “specifying the nature of the proposed change or development; describing the existing landscape and the views and visual amenity in the area that may be affected; predicting the effects, although not concluding on their likely significance; and considering how those effects might be mitigated” (GLVIA3 Para 3.2, Second bullet, Page 26).

In order to establish the likely level of landscape and visual effects associated with a development proposal, judgments need to be reached about the landscape and visual sensitivity and the anticipated magnitude of impact on those resources. A narrative, alongside summary tables and drawings are usually used, in combination, to present the findings and explain judgments in a transparent fashion.

The key terms used within the ‘assessment’ are:

- Susceptibility and Value – Which contribute to Sensitivity.
- Scale, Geographical Extent, Duration and Reversibility – which contribute to the Magnitude of change.
- Impact -the action being taken.
- Effect – the change resulting from that action.
- Level of Effect - the level or degree of effect on the landscape as a resource and/or the effect on views and visual amenity as experienced by people and is judged by determining magnitude (or the nature of the effects) and registering it against sensitivity.

## Sensitivity

Overall sensitivity lies along a continuum of low to high. The *Value and Susceptibility* of a receptor are both considered in forming a judgment of overall sensitivity (see Tables 1 and 2).

Landscape Value is “the relative value that is attached to different landscapes by society” (GLVIA, 3rd edition, page 157). Box 5.1 (GLVIA 3<sup>rd</sup> version, page 84) sets out some factors to be considered in the identification of valued landscapes which are not recognized by designation. These can be broadly described as: Landscapes recognised and valued for their quality (condition) and/or cultural associations; key characteristics and features as recognised in published landscape character assessments; scenic quality; rarity; representativeness; recreational value and for perceptual qualities, notably wildness and /or tranquillity. An example of how Value can be described at each end of the continuum of low to high is provided in the following Table 1 for landscape receptors. In visual terms, Value relates to that attached to views experienced by receptors (people). An example of how Value can be described at each end of the continuum of low to high is provided below for visual receptors also in Table 1.

Susceptibility is defined as the ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences. It is assessed for both landscape receptors including, landscape character areas, and for visual receptors (people). It indicates the ability of a defined landscape receptor to accommodate the proposed development “without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.” (GLVIA, 3<sup>rd</sup> edition, para 5.40) and identifies “the occupation or activity of people experiencing views at particular locations and the extent to which their attention may be focused on the views and the visual amenity they experience at a particular locations.” (GLVIA, 3<sup>rd</sup> edition, para 6.32). An example of how Susceptibility can be described at each end of the continuum of low to high is provided in the following Tables 1 for both landscape and visual receptors.



## Magnitude of Change

Overall magnitude of change lies along a continuum of low to high (See Tables 3 and 4). Together the *Scale, Geographical Extent, and Duration and Reversibility of effect* are all considered in understanding the overall Magnitude of change.

Scale of effect is assessed for both landscape and visual receptors and identifies the degree of change which would arise from the development. An example of how Scale of effect can be described at each end of the continuum of low to high is provided in the following Tables 3 and 4, for both landscape and visual receptors.

Geographical Extent of effect is assessed for both landscape and visual receptors and indicates the geographic area over which the effects will be felt. An example of how Geographical Extent can be described at each end of the continuum of low to high is provided in the following Tables 3 and 4 for both landscape and visual receptors.

Duration and Reversibility of effect is assessed for all landscape and visual receptors and identifies the time period over which the change to the receptor would arise as a result of the development. An example of how Duration and Reversibility can be described at each end of the continuum of low to high is provided in the following Tables 3 and 4 for both landscape and visual receptors.

## Level of Effect

Best practice guidelines stipulate that the level of effect of any landscape related impact should be evaluated, both during the construction works and following completion of the development. The level of any landscape and visual effect is a function of the sensitivity of the affected landscape resources and visual receptors against the magnitude of change that they would experience. As such, the assessment of potential residual effects can be described as: negligible, minor, moderate, and major. A description is set out in Table.5

The following terms will be used to define residual landscape direct and indirect effects:

Adverse: the proposed development may result in direct loss of physical landscape/townscape resources, weaken key characteristics or negatively affect the integrity of a landscape/townscape designation; and

Beneficial: the proposed development may replace poor quality elements of the existing landscape/townscape or strengthen existing landscape/townscape characteristics.

Neutral: the proposed development would result in neither appreciable adverse nor beneficial landscape effects.

The following terms have been used to define residual visual effects:

Adverse: the proposed development reduces visual amenity; and

Beneficial: the visual amenity is improved by the proposed development.

Neutral: the proposed development would result in neither appreciable adverse nor beneficial visual effects.



# Table.1 Sensitivity of Receptors Criteria: Landscape Receptors

As set out below, the Sensitivity lies along a continuum of low to high. The Value and Susceptibility of a landscape/townscape/seascape receptor are both considered in understanding and forming a judgment regarding its overall Sensitivity.

	<i>Landscape Value</i>	<i>Landscape Susceptibility</i>		
	<p><i>Designations and Conservation Interests/Associations</i>  <i>Landscapes recognised and valued for their quality and / or cultural associations / recreational value</i></p>	<p><i>Key Characteristics and Features</i>  <i>As recognised in published Landscape Character Assessments or policy</i></p> <p><i>Landscape Condition</i>  <i>Degree to which the landscape is intact and legible &amp; its scenic quality</i></p>	<p><i>The ability of a defined landscape to accommodate the specific proposed development without undue negative consequences</i></p>	
High	<p>National / Regional Importance (e.g. AONB, National Park, Registered Parks and Gardens)</p> <p>Local importance (e.g. Conservation Areas, Special Landscape Areas / Features)</p> <p>No Designation and no or very few attributes that demonstrably lift the landscape resource, above ordinary, at a local level</p>	<p>Features which are dominant within the landscape and are fundamental to defining the distinct landscape character of an area.</p> <p>Important characteristics and features recognised as forming intrinsic part of nationally and regionally designated landscapes.</p> <p>Distinctive individual or rare features.</p> <p>Locally important and notable features that contribute to the overall character of an area.</p> <p>Features and elements protected by local policy.</p> <p>Features or elements that are uncharacteristic and detract from the landscape character of an area.</p>	<p>Distinct landscape structure with strong pattern and intact features.</p> <p>Few detractors or uncharacteristic features or elements present.</p> <p>Landscape exhibits recognisable structure and characteristic patterns.</p> <p>Some detracting features present.</p> <p>Degraded landscape structure with fragmented pattern and poor legibility of character.</p> <p>Detracting features notable within the landscape.</p>	<p>The landscape is such that changes in terms of the proposed development would be entirely at odds with the character of the local area, related to matters including pattern, grain, use, scale and mass.</p> <p>The proposed development has a degree of consistency with the existing scale, pattern, grain, land use of the prevailing character, although mitigation may be appropriate to enhance assimilation.</p> <p>The proposed development is entirely consistent with the character of the local area, related to matters including pattern, grain, use, scale and mass.</p>



e.g. Medium – Landscape Character Area does not include a designation but includes important characteristics and features that create a distinct landscape structure with strong pattern and intact features. The proposed development has a degree of consistency with the existing scale, pattern, grain, land use of the prevailing character, although mitigation may be appropriate to enhance assimilation.



## Table.2 Sensitivity of Receptors Criteria: Visual Receptors

As set out below, the Sensitivity lies along a continuum of low to high. The Value and Susceptibility of a receptor are both considered in understanding and forming a judgment regarding its overall Sensitivity.

	<i>Value (attached to views)</i>	<i>Visual Susceptibility</i> <i>The occupation or activity of people experiencing the view and the extent to which their attention or interest may be focused on the views and their visual amenity at particular locations</i>
High	<p>Recognised national / Important Viewpoints, including those identified within and protected by policy.</p> <p>These viewpoints may be tourist destinations and marked on maps.</p> <p>Designed views, including from within historic landscapes.</p> <p>Users of nationally recognized routes e.g. National Cycle Network, National Trails.</p> <p>Land with public access (i.e. Open Access Land and National Trust Land).</p>	<p>People visiting recognised viewpoints with views towards the development.</p> <p>People using Public Rights of Way and Access Land as part of recreational routes with extensive views towards the development.</p>
	<p>Locally important views/ views.</p> <p>Views from within locally designated landscapes e.g. Conservation Areas and local planning policy.</p> <p>Views from local routes identified on maps</p> <p>Permissive routes, not recognised by policy or identified on maps.</p>	<p>People using recreational facilities or playing outdoor sports with views of the development but for whom views are not the main focus.</p> <p>Users of Public Rights of Way and Access Land with intermittent views towards the development.</p>
Low	<p>No designations present</p>	<p>People travelling along roads or using transport routes where the focus is not on the views and views of the development are fleeting.</p> <p>People at places of work where attention is not on the views.</p> <p>Users of Public Rights of Way and Access Land where views towards the development are limited to glimpses and are not the main focus of attention.</p>

e.g. Medium - views of the landscape are part of, but not the sole purpose of receptors activities on local routes.



## Table.3 Magnitude of Change Criteria: Landscape Receptors

As set out below, magnitude of change lies along a continuum of low to high. Together the Scale, Geographical extent, and Duration and Reversibility of effect are all considered in understanding and forming a judgment regarding the overall magnitude of change.

	<i>Scale</i> <i>identifies the degree of change which would arise from the development</i>	<i>Geographical Extent</i> <i>of effect indicates the geographic area over which the effects will be felt</i>	<i>Duration and Reversibility</i> <i>of effect identifies the time period over which the change to the receptor would arise as a result of the development.</i>
High	Highly noticeable change, affecting most key characteristics and dominating the experience of the Landscape/Townscape; introduction of highly conspicuous new development; and the baseline situation will be fundamentally changed.	Extensive affecting the majority or all the Landscape/Townscape Character Area.	Long-term or permanent, the change is expected to be in place for 10+ years and there may be no intention for it to be reversed or only partially reversed.
	Partial alteration to key elements, features, qualities or characteristics, such that post development the baseline situation will be largely unchanged but noticeable despite discernible differences.	Localised, affecting the site and a proportion of the wider Landscape/Townscape Character Area.	Medium-term, the change is expected to be in place for 5-10 years and the effects may be reversed or partially reversed.
Low	Minor alteration to few elements, features qualities or characteristics resulting in a barely perceptible change.	Affecting the site and immediate setting only.	Short-term, the change is expected to be in place for 0-5 years and the effects are likely to be reversed.

e.g. Medium – Highly noticeable change with introduction of highly conspicuous development which will affect the site and a proportion of the character area for a short-term, during construction. The effects are likely to be reversed



## Table.4 Magnitude of Change Criteria: Visual Receptors

As set out below, magnitude of change lies along a continuum of low to high. Together the Scale, Geographical extent, and Duration and Reversibility of effect are all considered in understanding and forming a judgment regarding the overall magnitude of change.

	<i>Scale</i> <i>identifies the degree of change which would arise from the development</i>	<i>Geographical Extent</i> <i>Wide, and/or within close proximity, and/or open views.</i>	<i>Duration and Reversibility</i> <i>identifies the time period over which the change to the receptor would arise as a result of the development.</i>
High	Intensive/dominant or major alteration to key elements of the baseline view.	Extensive, open and/or close proximity, and/or direct and/or affecting unscreened views.	Long-term or permanent, the change is expected to be in place for 10+ years and there may be no intention for it to be reversed or only partially reversed.
	Partial/noticeable or minor alteration to key elements of the baseline view.	Framed, and/or contained, and/or medium distance, and/or partially screened views.	Medium-term, the change is expected to be in place for 5-10 years and the effects may be reversed or partially reversed.
Low	Minor alteration to few elements of the baseline view.	Narrow, and/or fragmented, and/or long distance, and/or heavily screened views.	Short-term, the change is expected to be in place for 0-5 years and the effects are likely to be reversed.

e.g. Medium – Intensive and major alteration to key elements of the framed baseline view over a medium distance for a short period of time during construction. The effects are likely to be reversible.



# Table.5 Level of Effect Criteria



**Major beneficial:** The development would fit well with the scale, landform and pattern of the landscape and bring substantial enhancements. The development would create a major improvement in views.

**Moderate beneficial:** The development would fit well with the scale, landform and pattern of the landscape, maintain and/or enhance the existing landscape character. The development would create a noticeable but improved change in the view.

**Minor beneficial:** The development would complement the scale, landform and pattern of the landscape, whilst maintaining the existing character. The development would result in minor improvements to the existing views.

**Negligible:** The development would cause very limited changes to the landscape and/or views but creates no significant effects; the development would create neither an adverse or beneficial change to the landscape or visual receptor.



**Minor adverse:** The development would cause minor permanent and/or temporary loss or alteration to one or more key elements or features of the landscape, to include the introduction of elements that may not be uncharacteristic of the surrounding landscape. The development would cause limited visual intrusion.

**Moderate adverse:** The development would cause substantial permanent loss or alteration to one or more key elements of the landscape, to include the introduction of elements that are prominent but may not be substantially uncharacteristic with the surrounding landscape. The development would be clearly visible and would result in adverse effects upon the landscape.

**Major adverse:** The development would irrevocably damage, degrade or badly diminish landscape character features, elements and their setting. The development would be irrevocably visually intrusive and would disrupt fine and valued views both into and across the area.



# Plans

Plan 1: Site Location (1586/P82)

Plan 2: Site Context (1586/P83)

Plan 3: Landscape Planning Policy Context (1586/P86)

Plan 4: Published Landscape Character (1586/P87)

Plan 5: Topography (1586/P84)

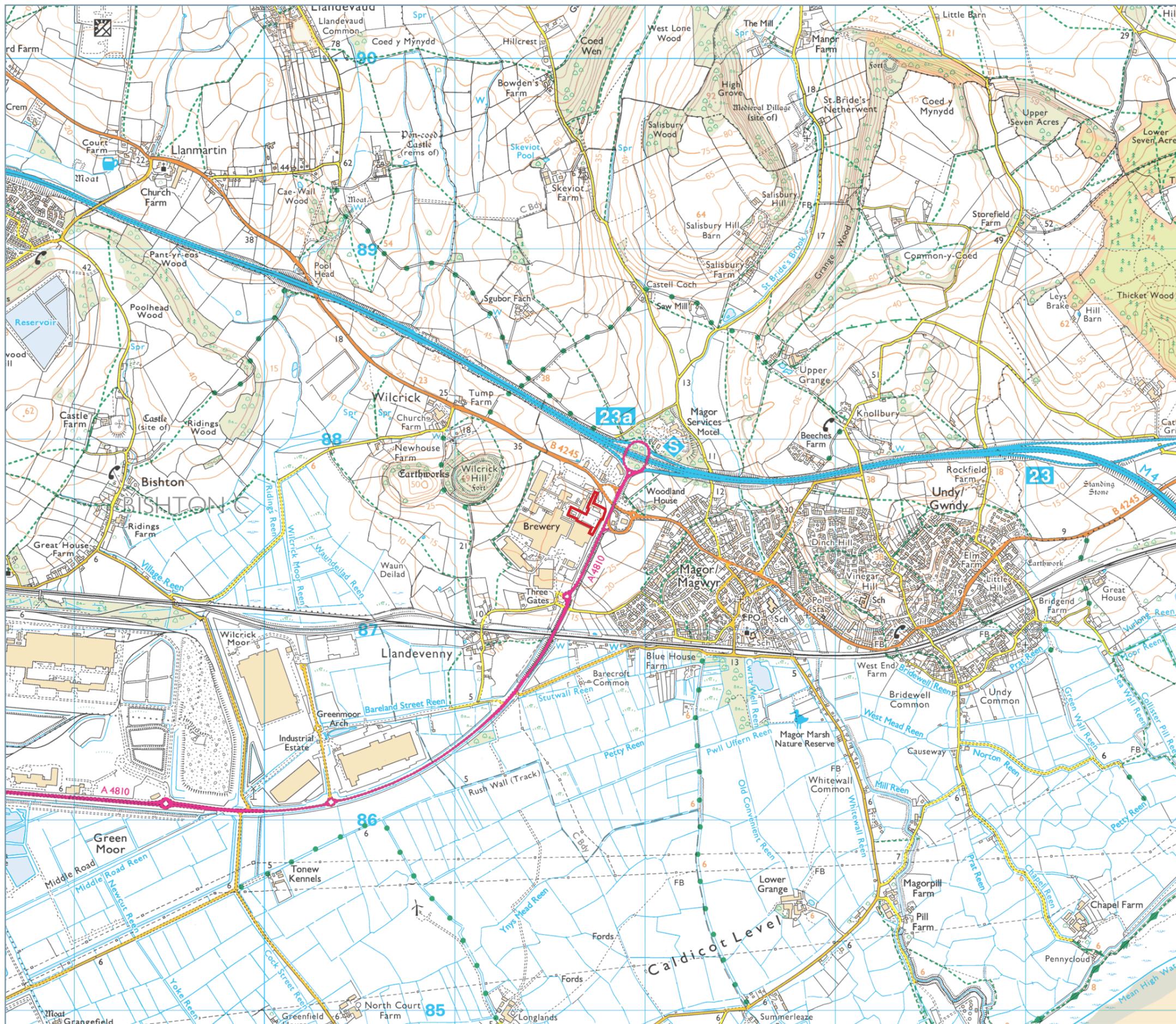
Plan 6: GIS Zone of Theoretical Visibility (1586/P85)

Plan 7: Viewpoint Location Plan (1586/P8)

Plan 6: Photosheets 1-12 (1586/P8)

Plan 7: Landscape Strategy (1586/P89)





 Site Boundary



Project InBev Magor Perfect Draught Building, Monmouthshire  
 Drawing Title **Site Location Plan**  
 Scale As Shown @ A3  
 Drawing No. 1586/P82  
 Date August 2021  
 Checked KC/LS



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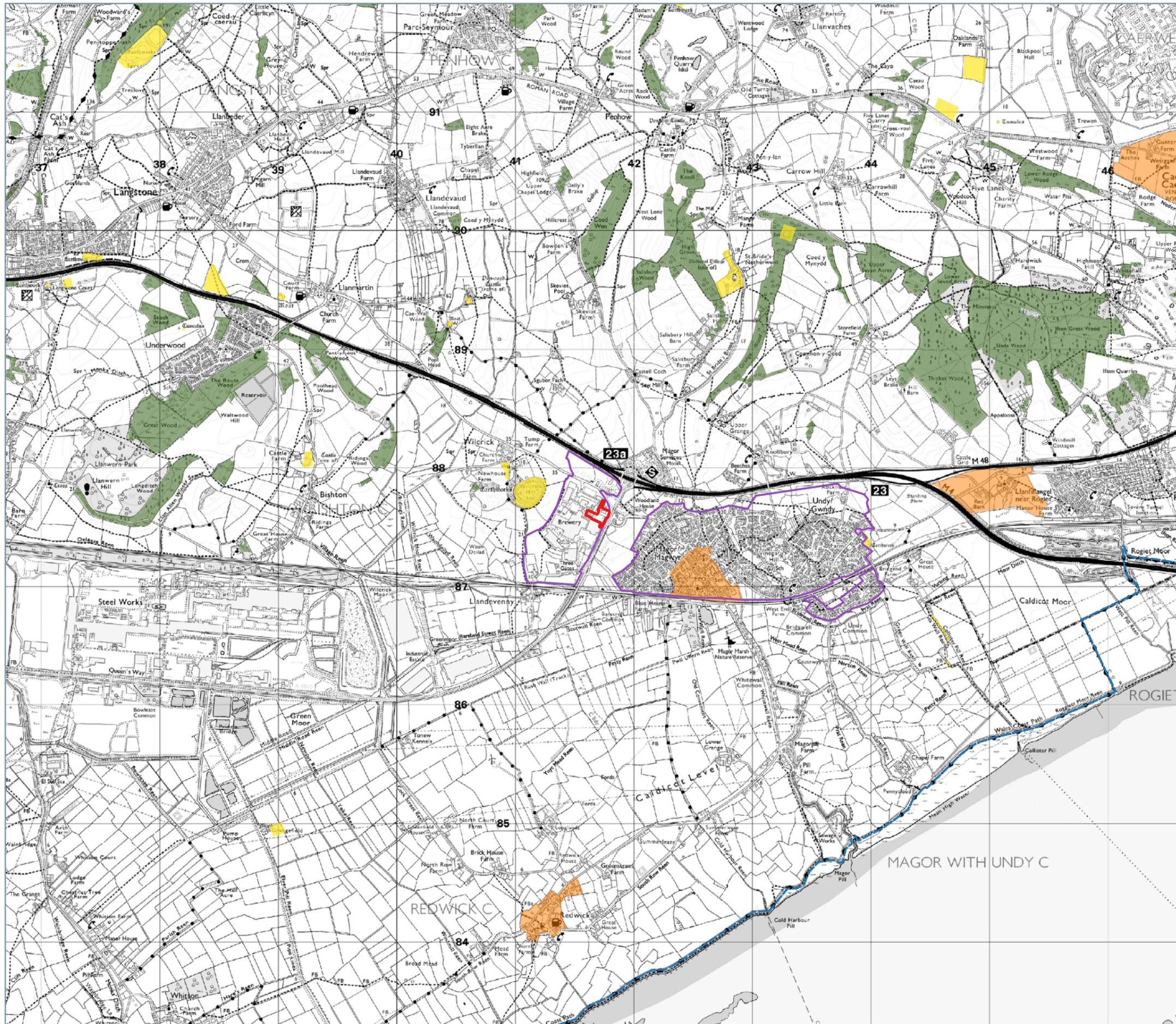
 Site Boundary



Project InBev Magor Perfect Draught Building, Monmouthshire  
 Drawing Title **Site Context - Aerial Photography**  
 Scale Not to Scale @ A3  
 Drawing No. 1586/P83  
 Date August 2021  
 Checked KC/LS



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 Site Boundary

**Monmouthshire County Council Local Development Plan (adopted February 2014)**

 Development Boundary (Policy S1)

 Conservation Areas

**Other Designations**

 Scheduled Ancient Monuments

 Ancient Woodland

 Welsh Coast Path



Project | InBev Magor Perfect Draught Building, Monmouthshire

Drawing Title | **Landscape Planning Policy**

Scale | As Shown @ A3

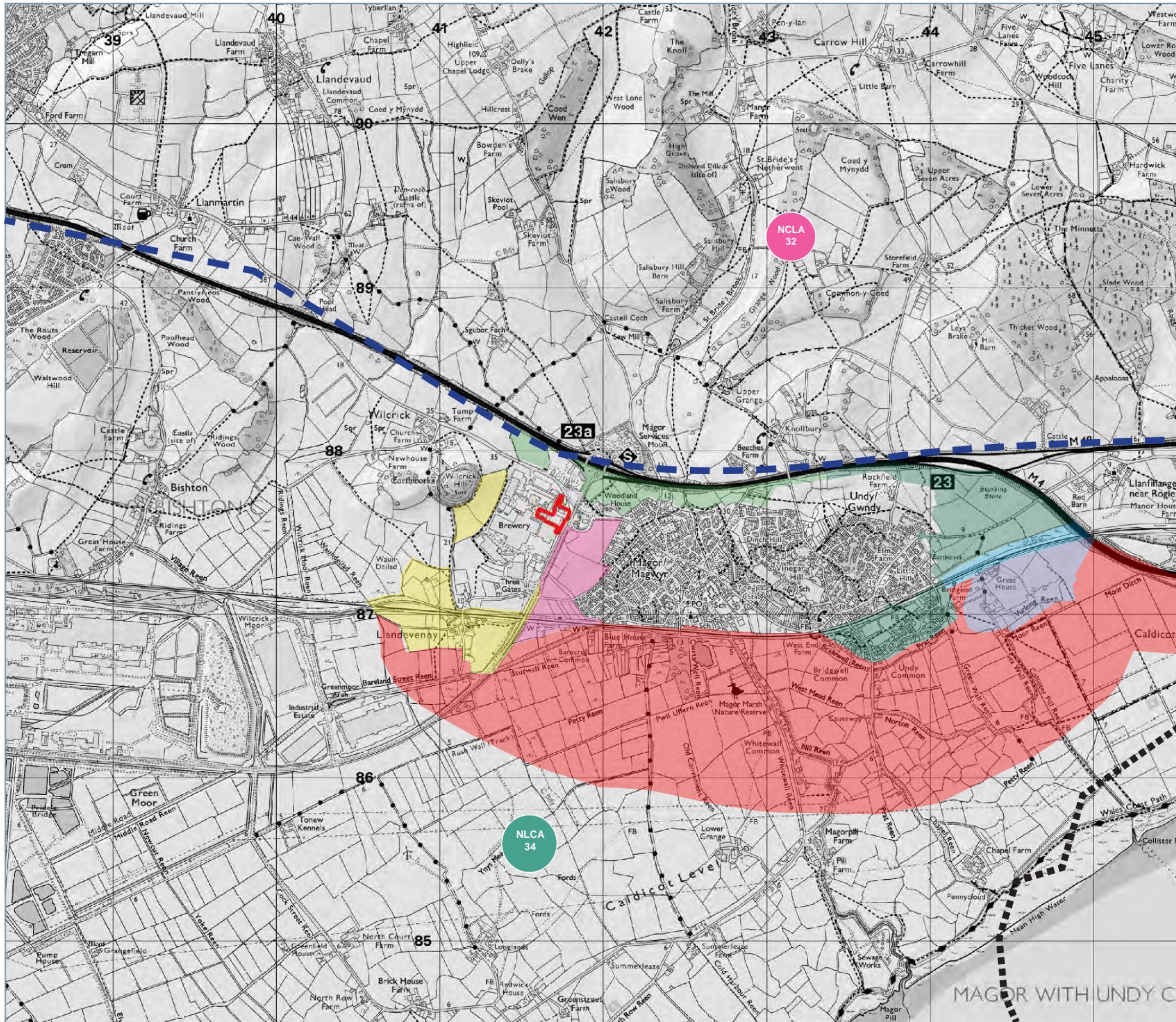
Drawing No. | 1586/P86

Date | August 2021

Checked | KC/LS



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 Site Boundary

**National Landscape Character Area profile:**  
The site is located within the National Landscape Character Area (NLCA) 34: Gwent Levels.

 NLCA Boundary Line

 NLCA 34 Gwent Levels

 NLCA 32 Wye Valley and Wentwood

**Monmouthshire County Council Landscape Sensitivity and Capacity Study (October 2009)**

Magor Landscape Character Areas (LLCAs)

 MA01

 MA02

 MA03

 MA04

 MA05

 MA06

 MA07



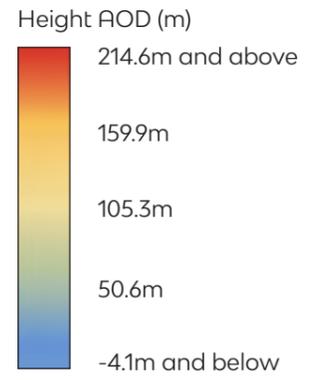
Project InBev Magor Perfect Draught Building, Monmouthshire  
 Drawing Title **Published Landscape Character**  
 Scale As Shown @ A3  
 Drawing No. 1586/P87  
 Date August 2021  
 Checked KC/LS



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 Site Boundary



Source:  
The plan has been modelled using GIS computer software (QGIS) and Ordnance Survey Terrain 5 data.



Project InBev Magor Perfect Draught Building, Monmouthshire

Drawing Title **Topography**

Scale As Shown (Approximate)

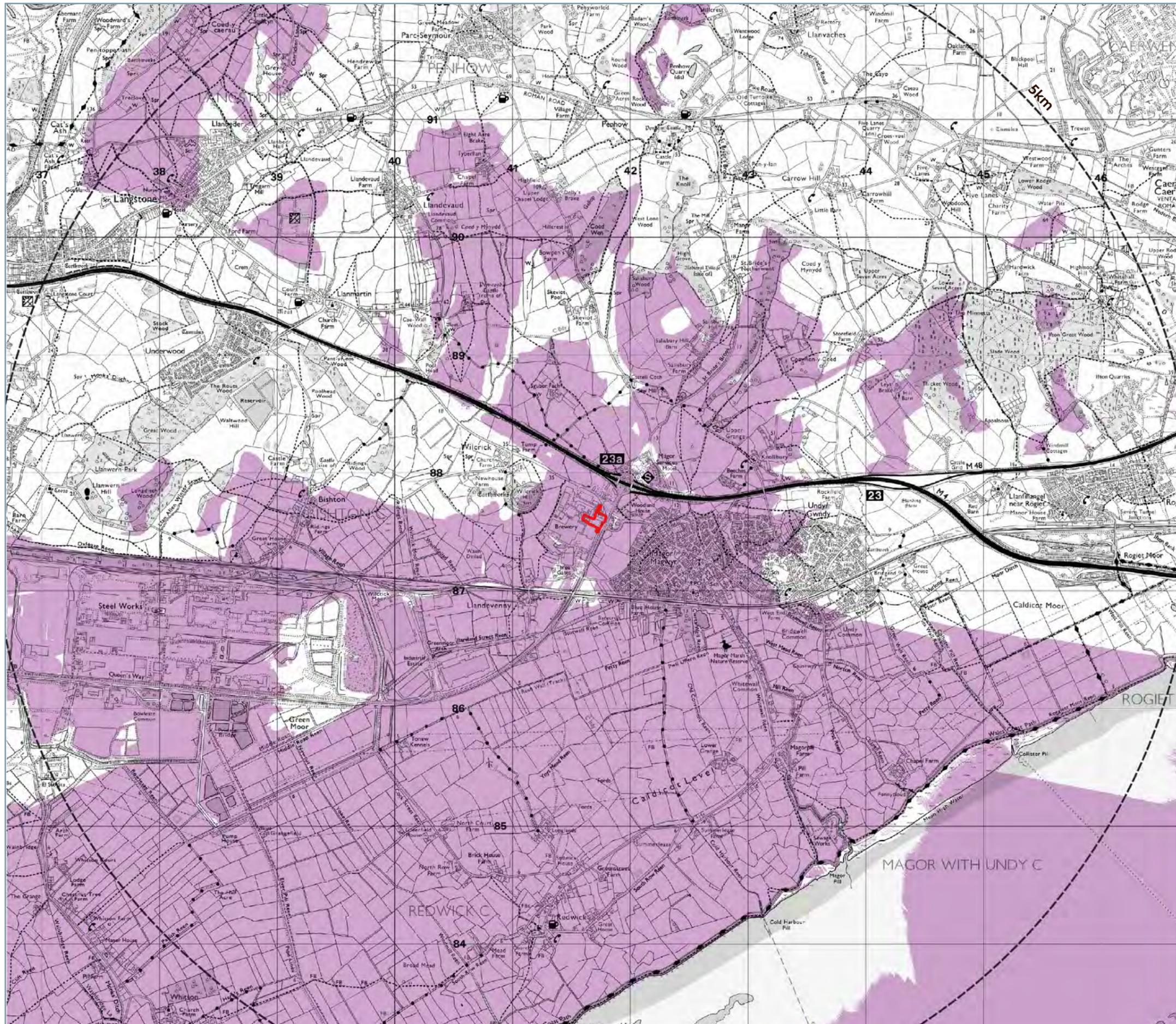
Drawing No. 1586/P84

Date August 2021

Checked KC/LS



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 Site Boundary

 Zone of Theoretical Visibility (ZTV)

 Potential Visibility

Source:  
 The Zone of Theoretical Visibility (ZTV) illustrates the extent to which the development at a 16.1m ridge height is potentially visible within a 5km radius (1.6m high receptor). The ZTV has been modelled using GIS computer software (Global Mapper) and Ordnance Survey Terrain 5 data, and as such does not take into account built form or vegetation present within the landscape. Field verification is required to refine the accuracy of the ZTV.



Project InBev Magor Perfect Draught Building, Monmouthshire  
 Drawing Title **GIS Zone of Theoretical Visibility**  
 Scale As Shown (Approximate)  
 Drawing No. 1586/P85  
 Date August 2021  
 Checked KC/LS





-  Site Boundary
-  Footpath
-  Bridleway
-  Viewpoints



Project | InBev Magor, Monmouthshire

Drawing Title | **Viewpoint Location Plan**

Scale | Not to Scale @ A3

Drawing No. | 1586/P93

Date | September 2021

Checked | PIJ/LS





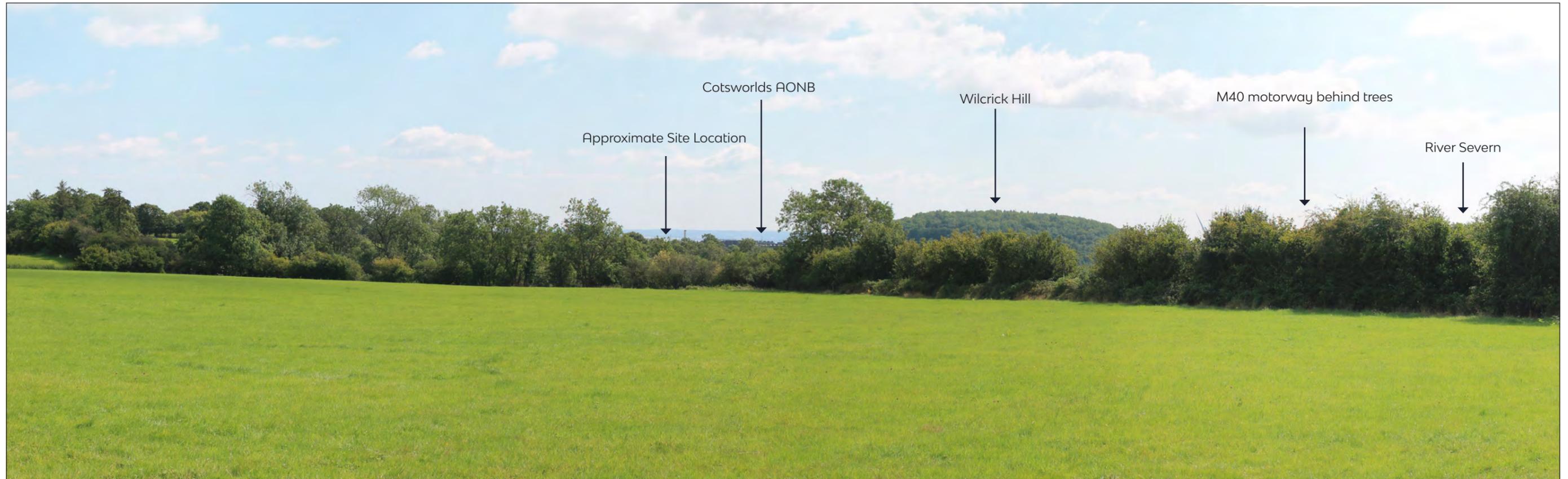
Photoviewpoint 1: Taken from Footpath 372/77/1, approximately 1.2km from the Site.



Photoviewpoint 2: Facing south from B4245 Magor Road, approximately 160m from the Site.



Photoviewpoint 3: Facing south from public footpath 372/69/4, approximately 520m from the Site.



Photoviewpoint 4: Facing south east from public footpath 394/71/1, approximately 1.5km from the Site.



Photoviewpoint 5: Facing south east from gateway on public footpath 394/74/2, approximately 1.25km from the Site.



Photoviewpoint 6: Facing east from public footpath 372/97/1 from the edge of Wilcrick Hill, approximately 180m from the Site.



Photoviewpoint 7: Facing north east from public footpath 372/94/2, approximately 630m from the Site.



Photoviewpoint 8: Facing north from public footpath 372/90/2 from the edge of Wilcrick Hill, approximately 738m from the Site.



Photoviewpoint 9: Facing west from public footpath 372/65/6, approximately 620m from the Site.



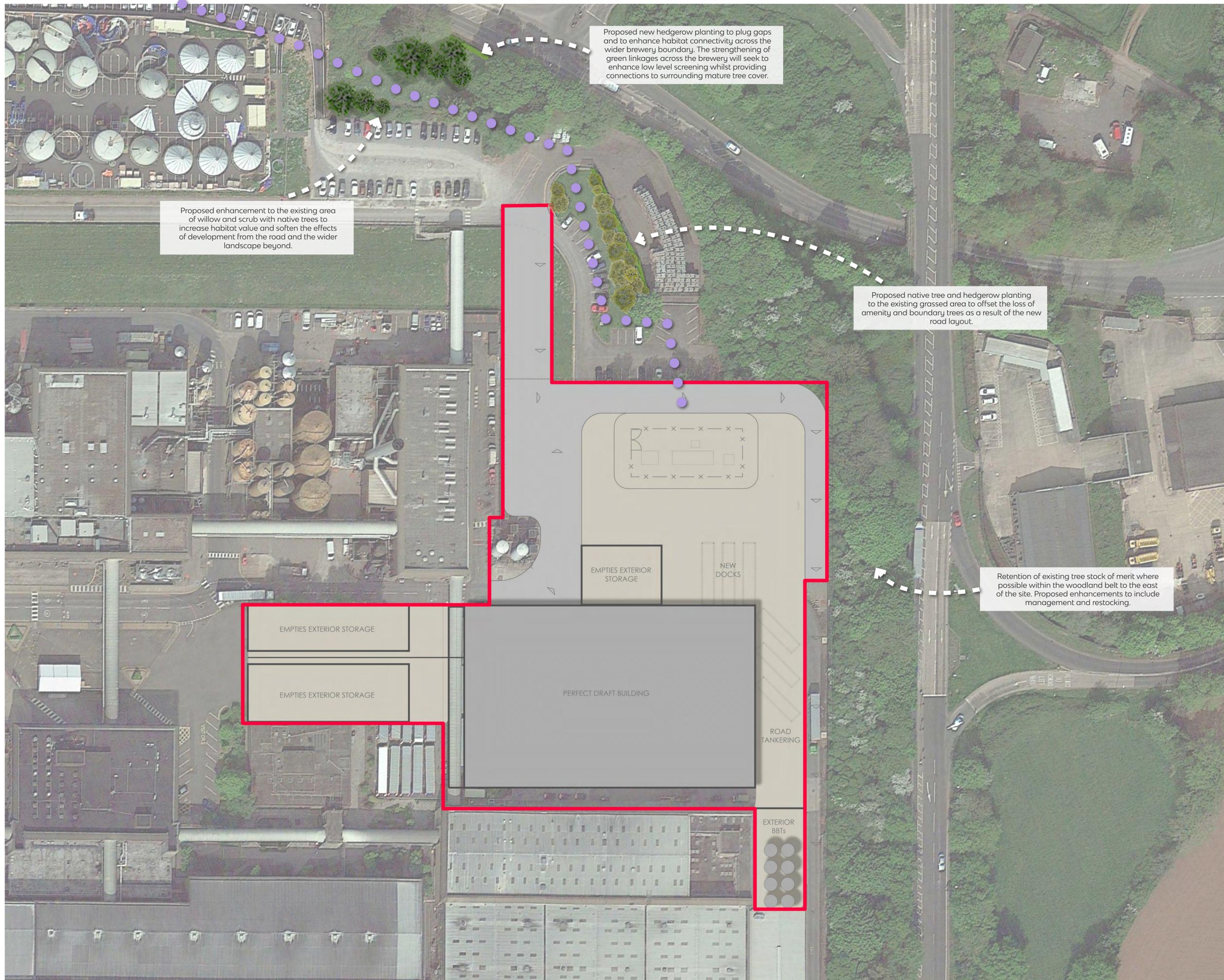
Photoviewpoint 10: Facing north from public footpath 372/93/1, approximately 970m from the Site.



Photoviewpoint 11: Taken from Footpath 404/7/1



Photoviewpoint 12: Facing north west from the junction of Pill Street and Whitewall, approximately 2.66km from the Site.



Proposed enhancement to the existing area of willow and scrub with native trees to increase habitat value and soften the effects of development from the road and the wider landscape beyond.

Proposed new hedgerow planting to plug gaps and to enhance habitat connectivity across the wider brewery boundary. The strengthening of green linkages across the brewery will seek to enhance low level screening whilst providing connections to surrounding mature tree cover.

Proposed native tree and hedgerow planting to the existing grassed area to offset the loss of amenity and boundary trees as a result of the new road layout.

Retention of existing tree stock of merit where possible within the woodland belt to the east of the site. Proposed enhancements to include management and restocking.

-  Site boundary
-  Proposed Native Tree Planting to Enhance Existing Area of Scrub
-  Proposed Native Woodland Planting
-  Proposed Native Hedgerow
-  High Pressure Gas Main



Project InBev Mager Perfect Draught Building, Monmouthshire  
 Drawing Title Landscape Strategy Plan  
 Scale 1:500 @ A1  
 Drawing No. 1586/P89  
 Date September 2021  
 Checked KC/LS





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