LANDSCAPE & VISUAL IMPACT ASSESSMENT

NOVEMBER 2026

Land North of St George Road, West of Bryn Derw

Abergele

URBAN GREEN



QUALITY MANAGEMENT

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CONTENTS

1.0	Introduction and Scope of Assessment	04
2.0	Planning Policy Context	05
3.0	Landscape Baseline	13
4.0	Visual Baseline	25
5.0	Proposed Development	43
6.0	Assessment of Landscape Effects	44
7.0	Assessment of Visual Effects	51
9.0	Conclusions	60
Appendix 1 - Methodology		61

1.0 INTRODUCTION & SCOPE OF ASSESSMENT

This Landscape and Visual Impact Assessment (LVIA) has been prepared by Urban Green and provides an assessment of the proposed development of the Land North of St George Road, West of Bryn Derw, Abergele. The location of the Site is shown at Fig. 1.1, opposite.

The proposals comprise of the residential development of the Site, incorporating associated access, new estate roads, parking, landscape works and Public Open Space.

The aim of this document is to identify the key landscape and visual sensitivities of the Assessment Site, and provide recommendations to support the appropriate redevelopment of the Site.

This document considers changes to:

- The character of the landscape, vegetation, landscape features and designations within and surrounding the Site; and
- The composition of selected views from identified visual receptors as a result of the proposed development.

The landscape and visual analysis was prepared following Site visits in February and November 2026. This assessment describes and evaluates the anticipated change to landscape and visual amenity, and the extent to which these changes will affect the perception and views of the landscape.

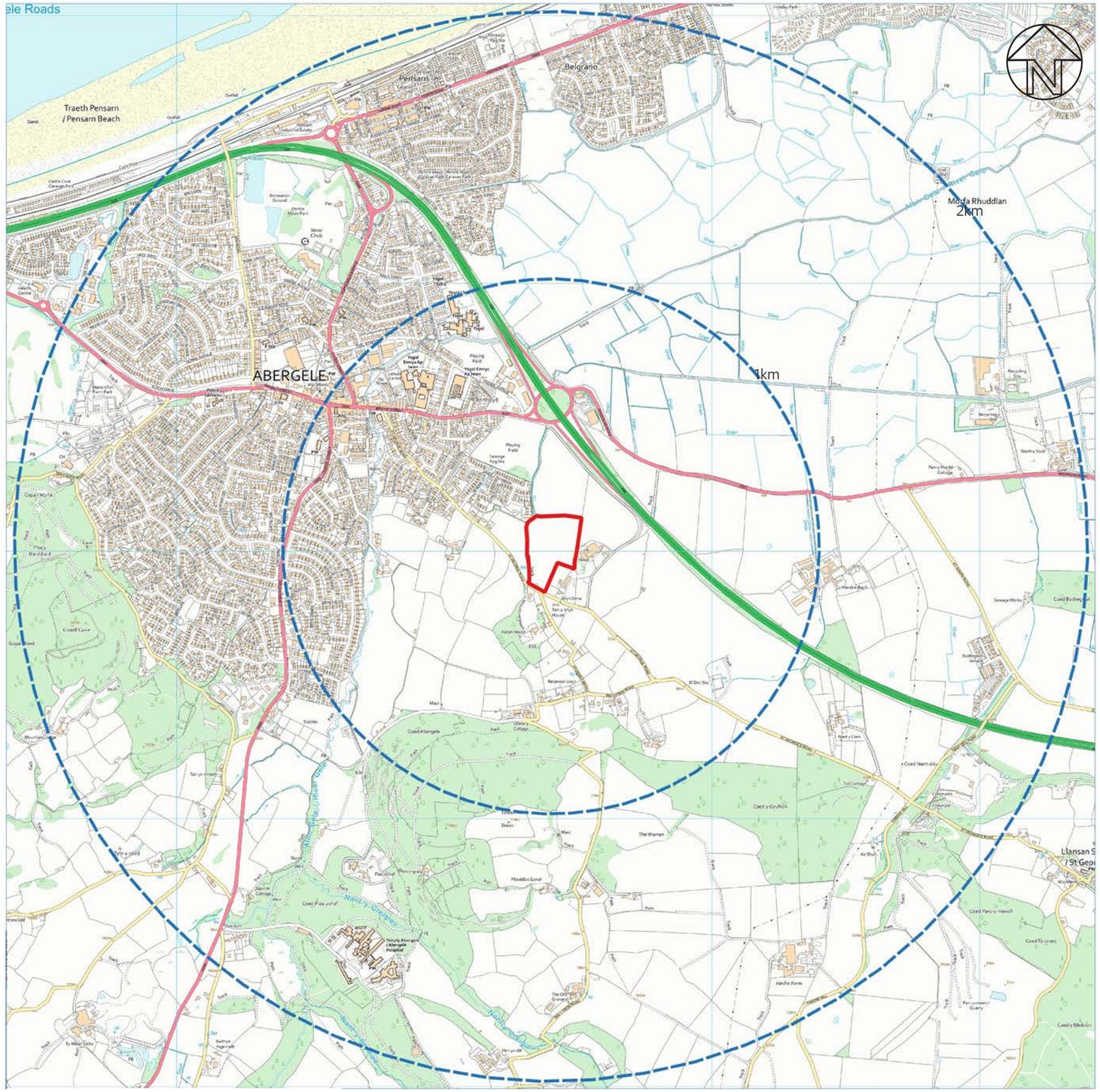


Figure 1.1 - Site Location

KEY

- Site Boundary
- 1Km
- 2Km

0 200 400 600 800 1,000 m

2.0 PLANNING POLICY CONTEXT

Planning Policy Wales

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government, and is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales.

National planning policy for Wales is set out within Planning Policy Wales Edition 12 (February 2024) (herein referred to as PPW). PPW is the relevant national planning policy document against which to test the proposals. It is supplemented by a series of Technical Advice Notes (TANs). Procedural advice is given in National Assembly for Wales/Welsh Office circulars. PPW, Ministerial Interim Planning Policy Statements (MIPPS), the TANs and circulars together comprise national planning policy to which local planning authorities in Wales must have regard in the preparation of development plans.

General Considerations

The PPW is underpinned by the Well-being of Future Generations Act and has a presumption in favour of sustainable development. The Well-being of Future Generations Act (Wales) provides a clear definition of sustainable development in Wales:

"... the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals.

Acting in accordance with the sustainable development principle means that a body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Strategic and Spatial Choices

Environmental Sustainability

"Good design promotes environmental sustainability and contributes to the achievement of the well-being goals. Developments should seek to maximise energy efficiency and the efficient use of other resources (including land), maximise sustainable movement, minimise the use of non-renewable resources, encourage decarbonisation and prevent the generation of waste and pollution. An integrated and flexible approach to design, including early decisions regarding location, density, layout, built form, the choice of materials, the adaptability of buildings and Site treatment will be an appropriate way of contributing to resilient development.

Good design can help to ensure high environmental quality. Landscape and green infrastructure considerations are an integral part of the design process. Integrating green infrastructure is not limited to focusing on landscape and ecology, rather, consideration should be given to all features of the natural environment and how these function together to contribute toward the quality of places. This embraces the principles of 'ecosystems services' and sustainable management of natural resources where multiple benefits solution become an integral part of good design. In a similar manner, addressing environmental risks can make a positive contribution to environmental protection and improvement, addressing land contamination, instability and flood risk and providing for biodiversity, climate protection, improved air quality, soundscape and water resources benefits."

Character

"The special characteristics of an area should be central to the design of a development. The layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings are important planning considerations. A clear rationale behind the design decisions made, based on Site and context analysis, a strong vision, performance requirements and design principles, should be sought throughout the development process and expressed, when appropriate, in a design and access statement.

In areas recognised for their particular landscape, townscape, cultural or historic character and value it can be appropriate to seek to promote or reinforce local distinctiveness. In those areas, the impact of development on the existing character, the scale and siting of new development, and the use of appropriate building materials (including where possible sustainably produced materials from local sources), will be particularly important."

Relevant Technical Advice Notes (TANs)

In addition to PPW (2024), the Technical Advice Notes (TANs) relevant to the scheme are:

TAN 5: Nature conservation and planning (2009)

"Key Principles of Positive Planning for Nature Conservation

The town and county planning system in Wales should: [...]

- *integrate nature conservation into all planning decisions looking for development to deliver social, economic and environmental objectives together over time;* [...]
- *look for development to provide a net benefit for biodiversity conservation with no significant loss of habitats or populations of species, locally or nationally* [...]"

TAN 6: Planning for Sustainable Rural Communities (2010)

"[...] *The planning system has a key role to play in supporting the delivery of sustainable rural communities. It can help to ensure that appropriate development takes place in the right place at the right time by making sufficient land available to provide homes and employment opportunities for local people, helping to sustain rural services. Simultaneously, the planning system must respond to the challenges posed by climate change, for example by accommodating the need for renewable energy generation. It must also protect and enhance the natural and historic environment and safeguard the countryside and open spaces. The overall goal for the planning system is to support living and working rural communities in order that they are economically, socially and environmentally sustainable. Planning authorities should seek to strengthen rural communities by helping to ensure that existing residents can work and access services locally using low carbon travel and obtain a higher proportion of their energy needs from local renewable sources.* [...]"

TAN 12: Design (2016)

"The Design Process

The definition of design for planning purposes stresses its role in achieving a more holistic design response to sustainable development. The process which drives the design of a development should, from the outset, consider the full life of any development and should encompass the following elements [...]

2.0 PLANNING POLICY CONTEXT

Early and continued design considerations

Early consideration of design, well in advance of any planning application is essential to achieving good design. At the outset, appreciation of the Site's context, and the development of a vision and agreed design objectives must be established and remain central to the evolutionary process. Setting details too early in the process should be avoided and a clear understanding of the long-term implications of design decisions is also essential from the outset. A design and access statement is a valuable tool in such considerations.

Collaboration

A multi disciplined collaborative approach and a shared ambition for quality are important in delivering good design and should be evident at each stage of the design process. This is best achieved by ensuring the continuous involvement of professionals providing expert advice such as: planners; architects; urban designers; landscape architects; transport engineers; access officers; designing out crime officers; local civic societies and others. Engaging those who procure, promote and finance development early on in the process is essential to assist a shared commitment to design quality [...]"

TAN 24 – Historic Environment (2026)

"The Setting of Historic Assets

Planning Policy Wales identifies how local planning authorities must treat World Heritage Sites, scheduled monuments, unscheduled nationally important archaeological remains, listed buildings, conservation areas and registered historic parks and gardens in Wales in their consideration of planning applications and producing development plans. This includes the impact of proposed developments within the settings of these historic assets.

Planning authorities are required to consult the Welsh Ministers, through Cadw, on certain development proposals which affect scheduled monuments, registered historic parks, gardens and landscapes and the Outstanding Universal Value of World Heritage Sites and their settings. It is for the local planning authority to consider the effects of proposed developments within the settings of listed buildings, conservation areas, unscheduled monuments of national importance and other undesignated historic assets.

The setting of an historic asset includes the surroundings in which it is understood, experienced, and appreciated embracing present and past relationships to the surrounding landscape. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral. Setting is not a historic asset in its own right but has value derived from how different elements may contribute to the significance of a historic asset.

It is for the applicant to provide the local planning authority with sufficient information to allow the assessment of their proposals in respect of scheduled monuments, listed buildings, conservation areas, registered historic parks and gardens, World Heritage Sites, or other Sites of national importance and their settings. These principles, however, are equally applicable to all historic assets, irrespective of their designation. For any development within the setting of a historic asset, some of the factors to consider and weigh in the assessment include:

- *The significance of the asset and the contribution the setting makes to that significance*
- *the prominence of the historic asset*
- *the expected lifespan of the proposed development*
- *the extent of tree cover and its likely longevity*
- *non-visual factors affecting the setting of the historic asset such as noise [...]"*

2.0 PLANNING POLICY CONTEXT

Local Planning Policy

The Application Site and the study area lies within the jurisdiction of Conwy County Borough Council. Key local policies relating to landscape and visual matters are briefly outlined below.

Adopted Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 places a requirement upon local authorities when determining planning applications to do so in accordance with the adopted development plan unless material considerations indicate otherwise.

The current development plan comprises the Conwy Local Development Plan 2007 - 2022 (Adopted October 2013). The relevant policies within the plan include:

Policy DP/3 promotes design quality and reducing crime and states that:

1. *"All new development will be of high quality, sustainable design which provides usable, safe, durable and adaptable places, and protects local character and distinctiveness of the Plan Area's built historic and natural environment. The Council will require development to:*

    a. *Be appropriate to, and enhance, its locality in terms of form, scale, massing, elevation detail and use of materials;*

    b. *Meet the Council's approved standards of open space provision and parking;*

    c. *Meet required standards of accessibility, having suitable regard to the needs of people of different ages and abilities in the design of the proposal;*

    d. *Have regard to the impact on adjacent properties and areas and habitats supporting protected species;*

    e. *Have regard to appropriate orientation, energy efficiency and the use of renewable energy in design, layout, materials and technology in accordance with NTE/6 – 'Energy Efficiency and Renewable Energy Technologies in New Development';*

    f. *Provide sustainable urban drainage systems to limit waste water and water pollution and reduce flood risk in line with national guidance and Policy NTE/8 – 'Sustainable Drainage Systems'.*

2. *The Council will also seek, where appropriate, to:*

    a. *Enhance the local character of buildings, heritage and open spaces;*

    b. *Provide for a compatible mix of uses, particularly in town and village centres;*

    c. *Incorporate landscaping within and around the development appropriate to the scale and impact of the development;*

    d. *Integrate with existing routes to provide linked up places connecting with the wider area, in particular public facilities and green transport routes;*

    e. *Provide developments that offer transport alternatives and promote walking, cycling and use of public transport;*

    f. *Create safe places through the adoption of 'designing-out-crime' principles to provide natural surveillance, visibility, and well lit environments and areas of public movement;*

    g. *Secure the retention and enhancement of features of biodiversity;*

    h. *Incorporate areas and facilities for waste management, rainwater harvesting/storage, grey water reuse and recycling;*

    i. *Have regard to the Authority's Road Adoption Guidelines in road design.*

3. *The Council will seek the contribution of an agreed percentage of the total development costs for the provision or commissioning of publicly accessible art or design improvement works in accordance with DP/5 – 'Infrastructure and New Developments' where appropriate to its location and viability."*

Policy DP/4 sets out specific development criteria and states that:

1. *"Development proposals, where appropriate and in accordance with the policies of the Plan and the Council's Standards should provide the following:*

    a. *Affordable Housing for Local Need;*

    b. *Safe access from the highway network and enhancement of public transport, cycling and pedestrian infrastructure;*

    c. *Car parking;*

    d. *Safe and secure cycle parking;*

    e. *Open Space;*

    f. *Safe and convenient access for all to public buildings and spaces, including those with limited mobility or those with other impairments such as of sight or hearing;*

    g. *Screened storage of refuse, including recyclable materials;*

    h. *A design and layout that minimises opportunities for crime;*

    i. *Financial contributions towards the provision and maintenance of infrastructure, services and facilities required by the development.*

2. *Planning permission will not be granted where the proposed development would have an unacceptable adverse impact:*

    a. *On residential amenity;*

    b. *From traffic generated;*

    c. *On archaeological interests and the built form;*

    d. *On the Welsh language;*

    e. *On environmental conditions arising from noise, lighting, vibration, odour, noxious emissions or dust;*

    f. *On ecological and wildlife interests and landscape character;*

2.0 PLANNING POLICY CONTEXT

g. On flooding and flood risk;

h. On the best and most versatile agricultural land;

i. On quality of ground or surface water;

j. On essential community facilities.

Policy CFS/11 relates to new development and open space and states that:

1. *"New housing development of 30 or more dwellings shall make on site provision for the recreational needs of its residents, in line with the Council's standards for open space of 3 hectares per 1000 population, comprising of:*

    - *1.2 hectares for playing pitches*
    - *0.4 hectares for outdoor sport*
    - *0.8 hectares for children's playing space*
    - *0.6 hectares for amenity open space*

2. *In exceptional and justified circumstances, consideration will be given to the provision of a commuted sum as an alternative to on-site provision, in accordance with Strategic Policy DP/1 – 'Sustainable Development Principles' and Policies DP/4 – 'Development Criteria' and DP/5 – 'Infrastructure and New Developments'.*

3. *New housing development of less than 30 dwellings shall make provision of a commuted sum as an alternative to on-site provision, in line with the Council's standard for open space of 3 hectares per 1,000 population."*

Strategic Policy NTE/1 is concerned with the natural environment and states that:

"In seeking to support the wider economic and social needs of the Plan Area, the Council will seek to regulate development so as to conserve and, where possible, enhance the Plan Area's natural environment, countryside and coastline. This will be achieved by:

a. *Safeguarding the Plan Area's biodiversity, geology, habitats, history and landscapes through the protection and enhancement of sites of international, national, regional and local importance, in line with Policy DP/6 – National Planning Policy and Guidance';*

b. *Using Green Wedges and settlement boundaries to control the identity of individual settlements, to prevent coalescence and to protect the immediate landscape surrounding urban areas in line with Policy NTE/2 – 'Green Wedges and Meeting the Development Needs of the Community';*

c. *Where appropriate and necessary, improving the quality of statutory and non-statutory landscapes and areas of biodiversity value affected by development, through management agreements, habitat connectivity, improved planting, landscape and maintenance specifications, in line with the Development Principle Policies and Policy NTE/3 – 'Biodiversity';*

d. *Working with developers to safeguard protected species and enhance their habitats in line with Policies DP/6 and NTE/3;*

e. *Seeking to minimise the loss of Grade 2 and 3a agricultural land to new development, in particular, in the east of the Urban Development Strategy Area, in line with Policy DP/6;*

f. *Respecting, retaining or enhancing the local character and distinctiveness of the individual Special Landscape Areas in line with Policy NTE/4 – 'The Landscape and Protecting Special Landscape Areas' and as shown on the Proposals Map;*

g. *Protecting the Coastal Zone in line with Policy NTE/5 – 'The Coastal Zone';*

h. *Promoting energy efficiency and renewable technologies in development in line with Policy NTE/6 –'Energy Efficiency and Renewable Technologies in New Development';*

i. *Preventing, reducing or remedying all forms of pollution including air, light, noise, soil and water, in line with Policy DP/6."*

Policy NTE/2 relates to green wedges and meeting the development needs of the community and states that:

1. *"To prevent coalescence of the settlements and retain the open character of the area, the following Green Wedges are designated as shown on the proposals map:*

    a. *Green Wedge 1 between Dwygyfylchi and Penmaenmawr*
    b. *Green Wedge 2 between Deganwy, Llandudno and Llanrhos*
    c. *Green Wedge 3 between Llandudno and Craigside*
    d. *Green Wedge 4 between Penrhyn Bay and Rhos on Sea*
    e. *Green Wedge 5 between Mochdre and Colwyn Bay*
    f. *Green Wedge 6 between Llandudno Junction and Mochdre*
    g. *Green Wedge 7 between Bryn y Maen and Colwyn Bay*
    h. *Green Wedge 8 between Llanelian and Colwyn Bay*
    i. *Green Wedge 9 between Coed Coch Road and Peulwys Lane*
    j. *Green Wedge 10 between Old Colwyn and Llysfaen*
    k. *Green Wedge 11 between Rhyd y Foel, Llanddulas and Abergele*
    l. *Green Wedge 12 between Towyn and Belgrano"*

Policy NTE/3 discusses biodiversity and states that:

1. *"New development should aim to conserve and, where possible, enhance biodiversity through:*

    a. *Sensitive siting; avoiding European protected sites or those of national or local importance;*
    b. *Sensitive layout and design which avoids impacts or mitigates through an agreed programme for any identified adverse impact on biodiversity;*
    c. *Creating, enhancing and managing wildlife habitats and natural landscapes including connectivity;*

2.0 PLANNING POLICY CONTEXT

KEY

- Site Boundary
- 1Km
- 2Km

Policy

- Special Landscape Area
- Greenspace Site
- Housing Allocation
- Green Wedge

0 200 400 600 800 1,000 m

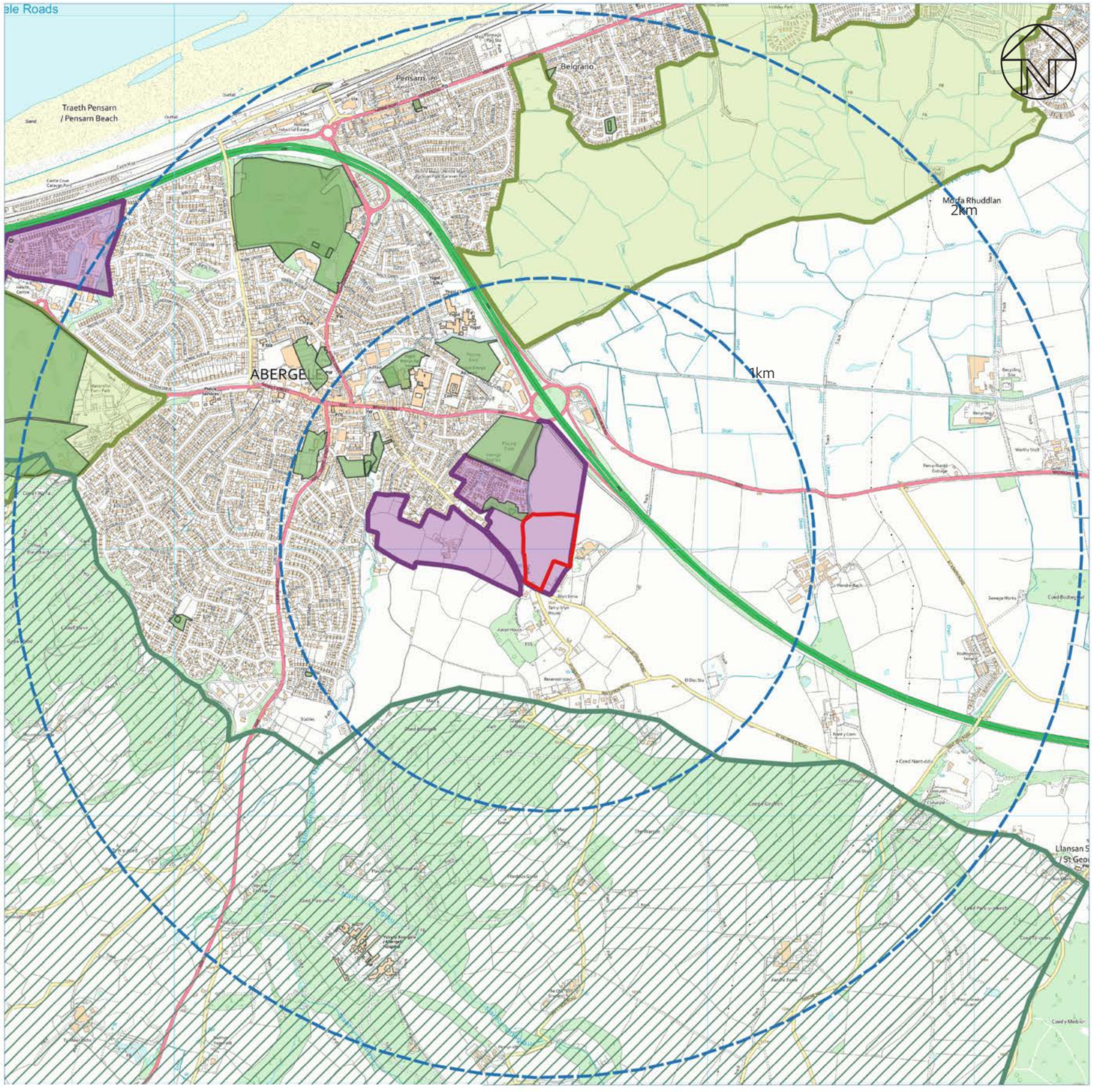


Figure 2.1 - Local Planning Policy

2.0 PLANNING POLICY CONTEXT

KEY

- Site Boundary
- 1Km
- 2Km

Ecological

- SSSI
- SPA

0 200 400 600 800 1,000 m

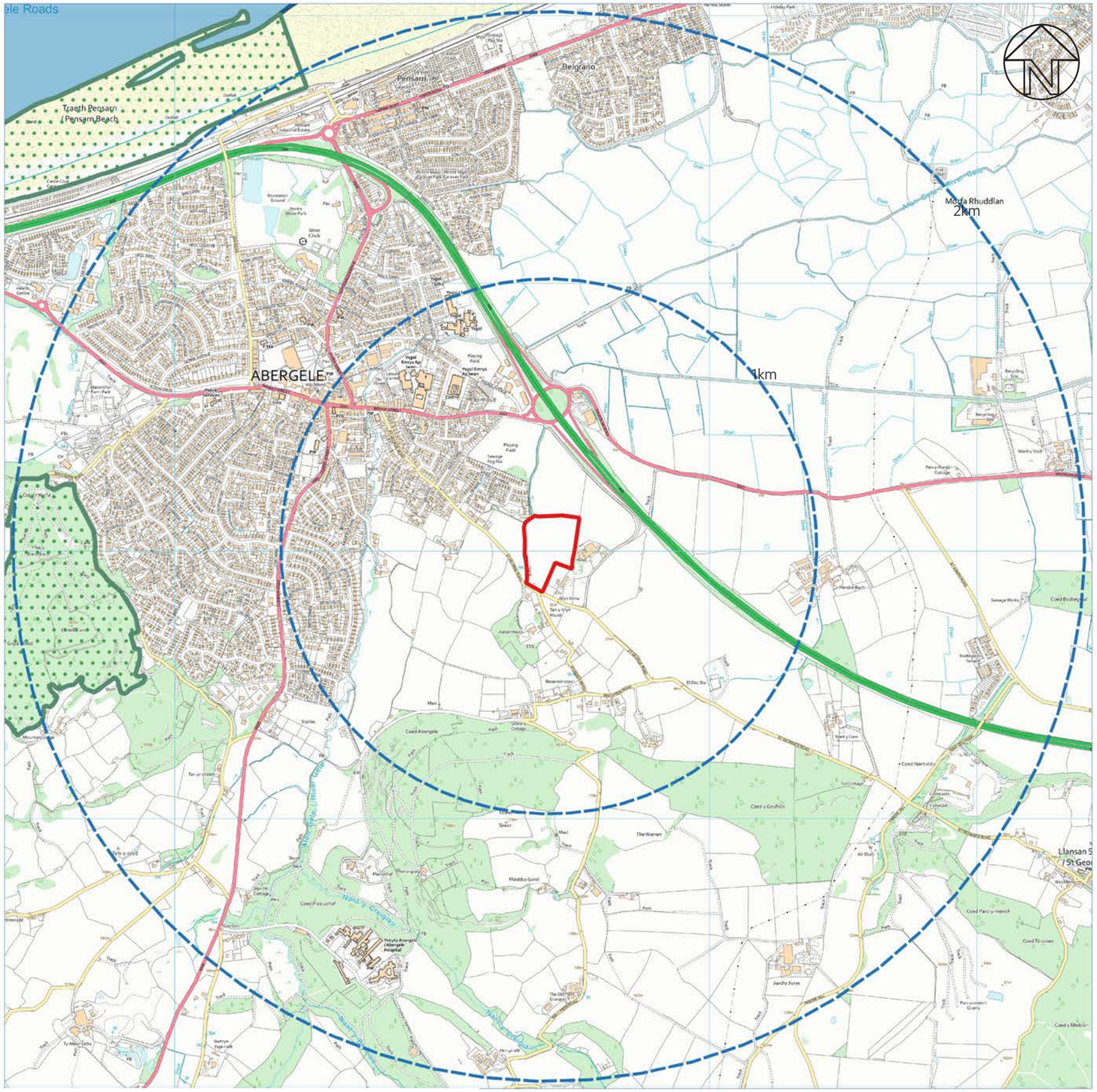


Figure 2.2 - Local Planning Policy - Ecological Designations

2.0 PLANNING POLICY CONTEXT

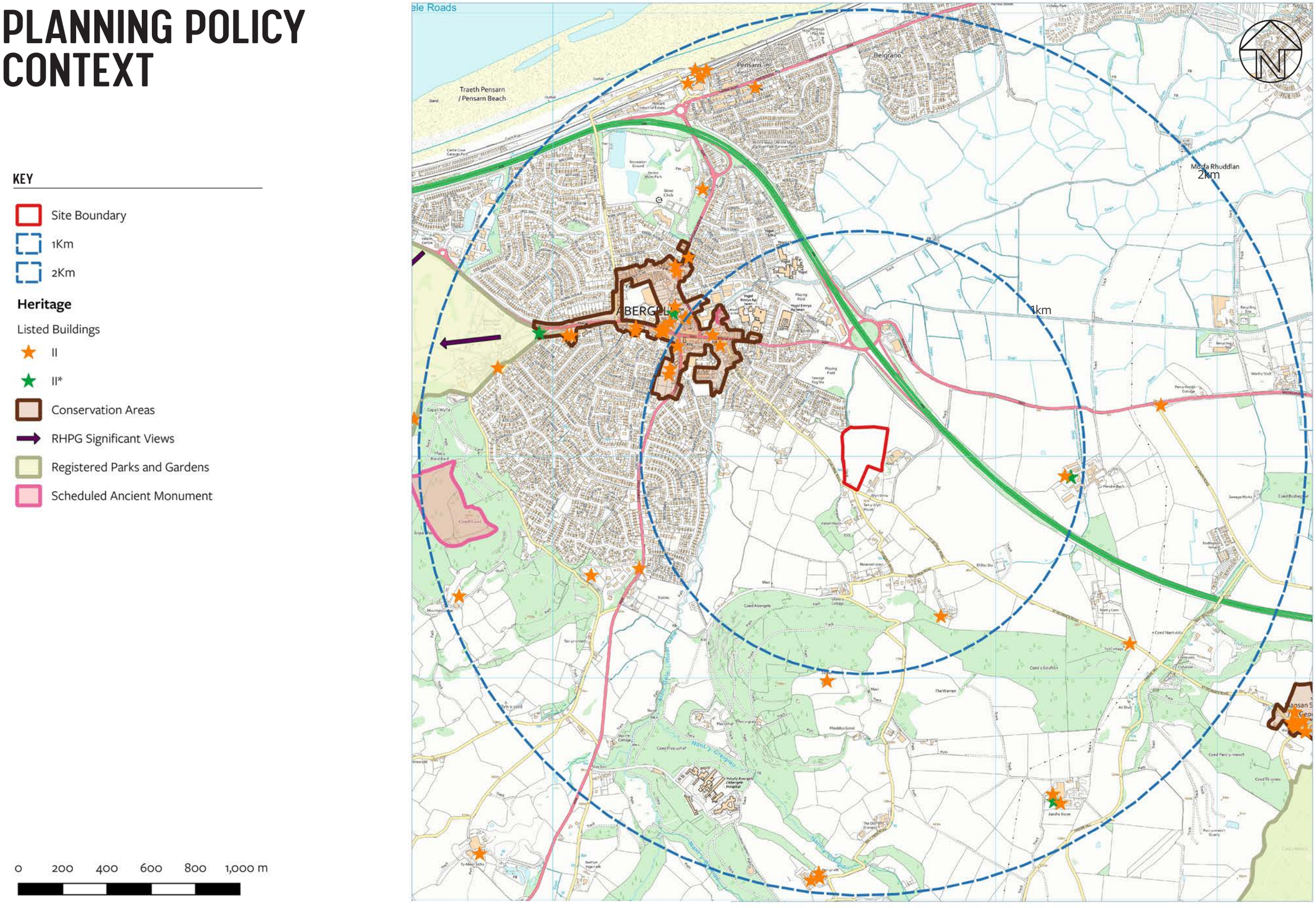


Figure 2.3 - Local Planning Policy - Heritage Assets

2.0 PLANNING POLICY CONTEXT

d. Integrating biodiversity measures into the built environment;

e. Contributing to achieving targets in the Conwy Local Biodiversity Action Plan (LBAP);

f. Providing for a management agreement with the Local Planning Authority to secure the retention and long term future of biodiversity interests where applicable.

2. All proposals should include a Biodiversity Statement detailing the extent of impact on biodiversity.

3. The Council will refuse proposals which would have a negative impact on a European Site, protected or priority species or habitat unless the impact is adequately mitigated and appropriate remediation and enhancement measures are proposed and secured by planning conditions or obligations."

Policy NTE/4 is concerned with the landscape and protecting special landscape areas and states that:

"Special Landscape Areas are shown on the proposal map and designated in the following locations:

a. Great Orme and Creuddyn Peninsula

b. Conwy Valley

c. Abergele hinterland

d. Elwy and Aled Valleys

e. Hiraethog

f. Cerrigydrudion and the A5 corridor

4. In order to conserve the attributes of the Special Landscape Areas development proposals will have to show particular regard to the character of each locality in order to minimise their impact. Development will only be permitted if it is shown to be capable of being satisfactorily integrated into the landscape. In appropriate cases planning applications should be accompanied by a Landscape and Visual Impact Assessment to assess the visual and landscape impacts of the development.

5. All proposals, both within and outside SLAs, will be considered against the Development Principles and other policies in the Plan designed to protect the environment and landscape character."

Strategic Policy CTH/1 relates to cultural heritage and states that:

"The council is committed to protecting and, where appropriate, enhancing its cultural and heritage assets. This will be achieved by:

a. Ensuring that the location of new development on both allocated and windfall sites within the Plan Area will not have a significant adverse impact upon heritage assets in line with Policies CTH/2 – 'Development Affecting Heritage Assets', DP/3 – 'Promoting Design Quality and Reducing Crime' and DP/6 – 'National Planning Policy and Guidance';

b. Recognising and respecting the value and character of heritage assets in the Plan Area and publishing Supplementary Planning Guidance to guide development proposals;

c. Seeking to preserve and, where appropriate, enhance conservation areas, Conwy World Heritage Site, historic landscapes, parks and gardens, listed buildings, scheduled ancient monuments and other areas of archaeological importance in line with Policy DP/6;

d. Protecting buildings and structures of local importance in line with Policy CTH/3 – 'Buildings and Structures of Local Importance';

e. Enhancing heritage assets through heritage and regeneration initiatives;

f. Preserving and securing the future of heritage assets by only permitting appropriate enabling development in line with Policy CTH/4 – 'Enabling Development';

g. Ensuring that development is compatible with the long-term viability of the Welsh Language in line with Policy CTH/5 – 'The Welsh Language'."

Policy CTH/2 discuses development affecting heritage assets and states that:

"Development proposals which affect a heritage asset listed below (a-f), and/or its setting, shall preserve or, where appropriate, enhance that asset. Development proposals will be considered in line with Policy DP/6, where applicable and Policy DP/3.

a. Conservation Areas

b. Conwy World Heritage Site

c. Historic Landscapes, Parks and Gardens

d. Listed Buildings

e. Scheduled Ancient Monuments

f. Sites of archaeological importance"

Policy CTH/3 relates to buildings and structures of local importance and states that:

"Development proposals affecting buildings or structures which make an important contribution to the character and interest of the local area will only be permitted where the building's distinctive appearance, architectural integrity and its setting would not be significantly adversely affected."

3.0 LANDSCAPE BASELINE

Landscape Baseline – Landscape Character

The assessment of landscape character is a method of understanding the particular attributes or factors that have influenced the historic development, current and future features of an area, and what makes that area distinctive from other areas.

Landscape characterisation is a process which has been developed by authorities to assist them in the planning process. Published studies of landscape character provide a source of information to enable the fuller understanding of landscape character – whether at a regional scale or at a local district scale; it is of course possible to carry through the process of analysis to individual sites or parts of sites. Typically, the published assessments provide character descriptions of specific areas and consider factors likely to influence future character and / or set out prescriptions for change.

There is a range of published assessments at national, regional, and local levels relevant to the Assessment Site. Each is considered below.

National Landscape Character

At the broadest scale, the Site falls within National Landscape Character Area (NLCA) 08: North Wales Coast as defined by Natural Resources Wales. Key characteristics of this character area are summarised below:

- *"Carboniferous limestone hills and coastal headlands - resulting in distinctive light coloured rocky escarpments with cliffs and scree, including most prominently Great Orme's Head, with characteristic clints, grykes, stepped crags and scree slopes.*
- *The mouth of the Vale of Clwyd – a broad flat coastal plain centred on Rhyl, including the small estuary of the River Clwyd, including a network of medium scale pastoral fields of regular pattern, with ditches and, to a lesser extent mixed, managed hedgerows, and occasionally interspersed with small stands of mixed farm woodland.*
- *Seaside resort towns - urban development and arterial road and railway routes along coast, constricted in places by topography and rising hills. Much 19th century development with more recent suburbia. Some caravan parks and holiday camps between Llanddulas to Prestatyn coalesce settlements.*
- *Steep sided hill back drop to coastal towns - wooded, or exposed limestone and sheep pasture.*
- *A generally man-made coastal edge – promenades, sea walls, groynes, rock armour and other forms of protecting the coastal edge run for most of the length of the coastline.*
- *Limestone quarrying – a number of old and active limestone quarries have left holes and scars, coastal quarries having used sea ships for transportation.*
- *Hinterland away from the coast – with intervening hills makes for a quiet, sheltered, inland, rural feel, with some classic limestone outcrops, notably south of Llanddualas.*
- *Ecological importance - Great Orme is ecologically important for its concentration of calcareous grassland, while elsewhere, there is a diversity of habitat types, including the coastal dunes at Gronant and remaining areas of coastal habitat such as sandbanks, marshland and tidal river flats.*
- *Archaeology - Great Orme has a range of archaeological features illustrating a variety of historic land uses, including prehistoric caves, extensive evidence of underground, Bronze Age copper mining, ritual and funerary monuments, and hillforts.*
- *A number of historic parklands - lie within the area, while the estate architecture of Gwrych Castle and wooded parkland is a locally prominent feature."*

Regional Landscape Character

The landscape character of Conwy is presented by LANDMAP, and is split into a number of categories, including Visual and Sensory, Historic Landscape and Landscape Habitats.

Visual and Sensory

Within the LANDMAP Visual and Sensory category, the Site is identified as CNWVS024 and falls wholly within the visual and sensory category of Flat Open Lowland Farmland (refer to Figure 3.2). The key qualities of this area are:

"Gently sloping wide rural valley floors with minor watercourses enclosed by coastal hills between Llandudno and Colwyn Bay. Predominantly pastoral with some arable the irregular field pattern is small- medium in size with low cut hedges. There is deciduous woodland in blocks and small coppices. Settlement pattern is a mix of scattered rural dwellings and clustered villages. The area feels on the edge of an urban area in parts with busy roads such as the A55 passing through in places. The area provides a valuable role as a rural backcloth to, and green wedge between, the urban areas and as a setting to the rural settlements."

Overall evaluation: Moderate

Landscape Habitat

Within the LANDMAP Landscape Habitat category, the Site is defined as CNWLH036 and falls wholly within the landscape habitat category Improved Grassland (refer to Figure 3.3). Key characteristics include:

"A large area of largely improved grassland south of Abergele, with some arable cropping, in a gently undulating landscape, with fields of mixed size, surrounded by mature hedgerows with hedgerow trees and small areas of woodland. A number of small tree-lined streams cross the area."

Overall evaluation: Moderate

Historic Landscape

Within the LANDMAP Historic Landscape category, the Site is within, historic landscape category Regular Fieldscapes CNWHL075, (refer to Figure 3.4).

3.0 LANDSCAPE BASELINE

Irregular Fieldscapes CNWHL080 exists to the west and south of the study area.

Key Characteristics of CNWHL075 Regular Fieldscapes are:-

"A broad undulating shelf of upland, at about 100m OD, running east west between the high ground above the Elwy valley and the coastal plain. It is incised by small, occasionally wooded, stream valleys running northward into the Dulas and Gele rivers and is characterized by small irregular hedged fields, small woodlands and a settlement pattern of isolated farmsteads and houses of medieval and later date. The area is crossed by the line of the Roman road from St Asaph to Caerhun and its northern edge is dominated by the Iron Age hillforts of Pen-y-corddyn and Castell Cawr Mining remains of Roman, medieval and later dates also figure."

Overall evaluation: High

Landscape Designations

There are no landscape designations which cover the Site or immediate landscape context. The Abergele hinterland Special Landscape Area (SLA) extends over the southern portion of the study area. Gwrych Castle Registered Park and Garden is located 1470m north west of the Site.

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

NRW LCA

- Arfordir Colwyn a?r Gogledd/Colwyn and Northern Coastline

0 200 400 600 800 1,000 m

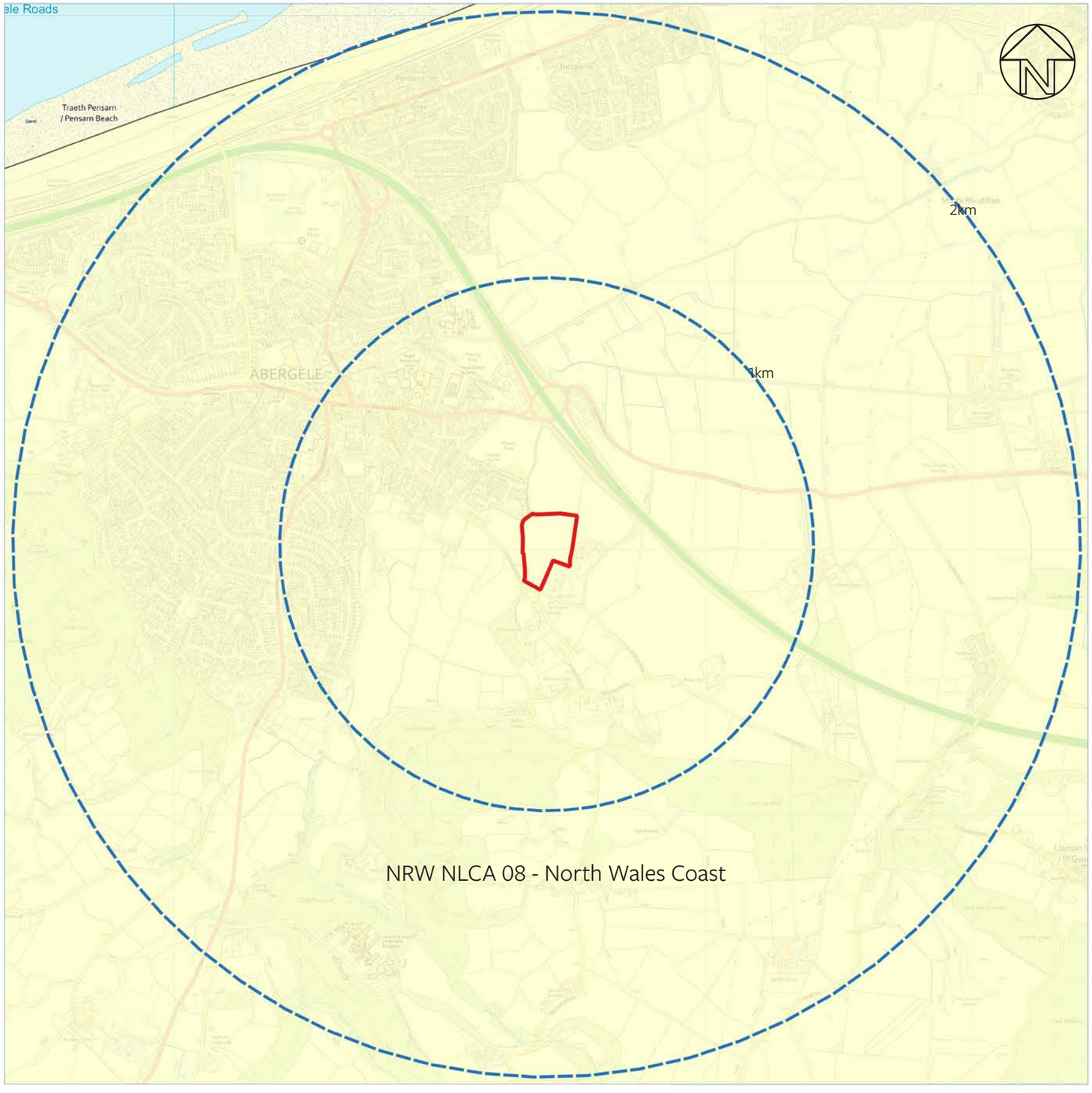


Figure 3.1 - Landscape Character - NLCA

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

Landmap

Visual Sensory

- Estuary
- Flat Open Lowland Farmland
- Mosaic Rolling Lowland
- Road Corridor
- Urban
- Wooded Hillside& Scarp Slopes

0 200 400 600 800 1,000 m

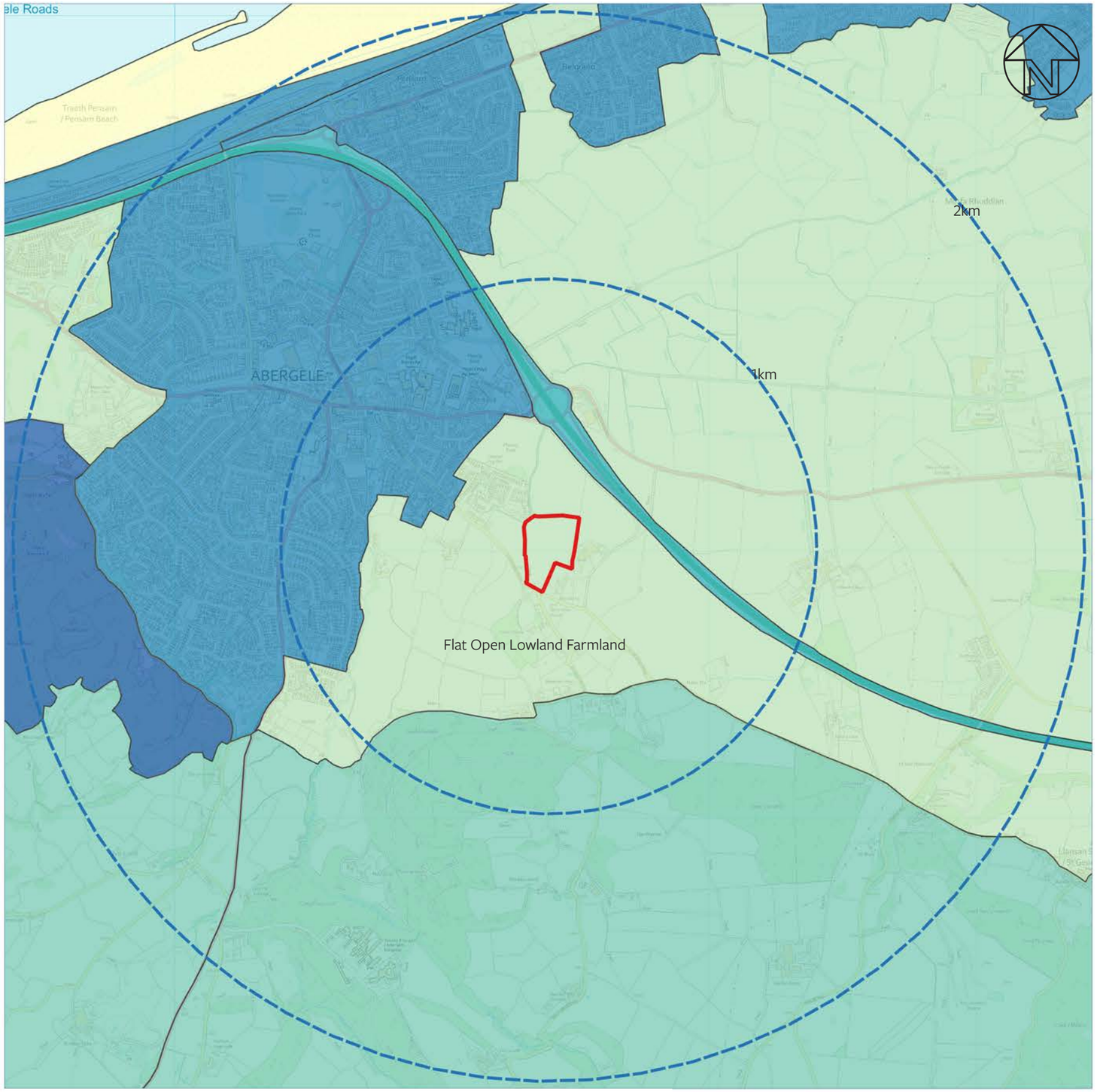


Figure 3.2 - LANDMAP - Visual & Sensory

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

Landmap

Landscape Habitats

- Improved Grassland
- Intertidal
- Mosaic
- Residential/Green Space

0 200 400 600 800 1,000 m

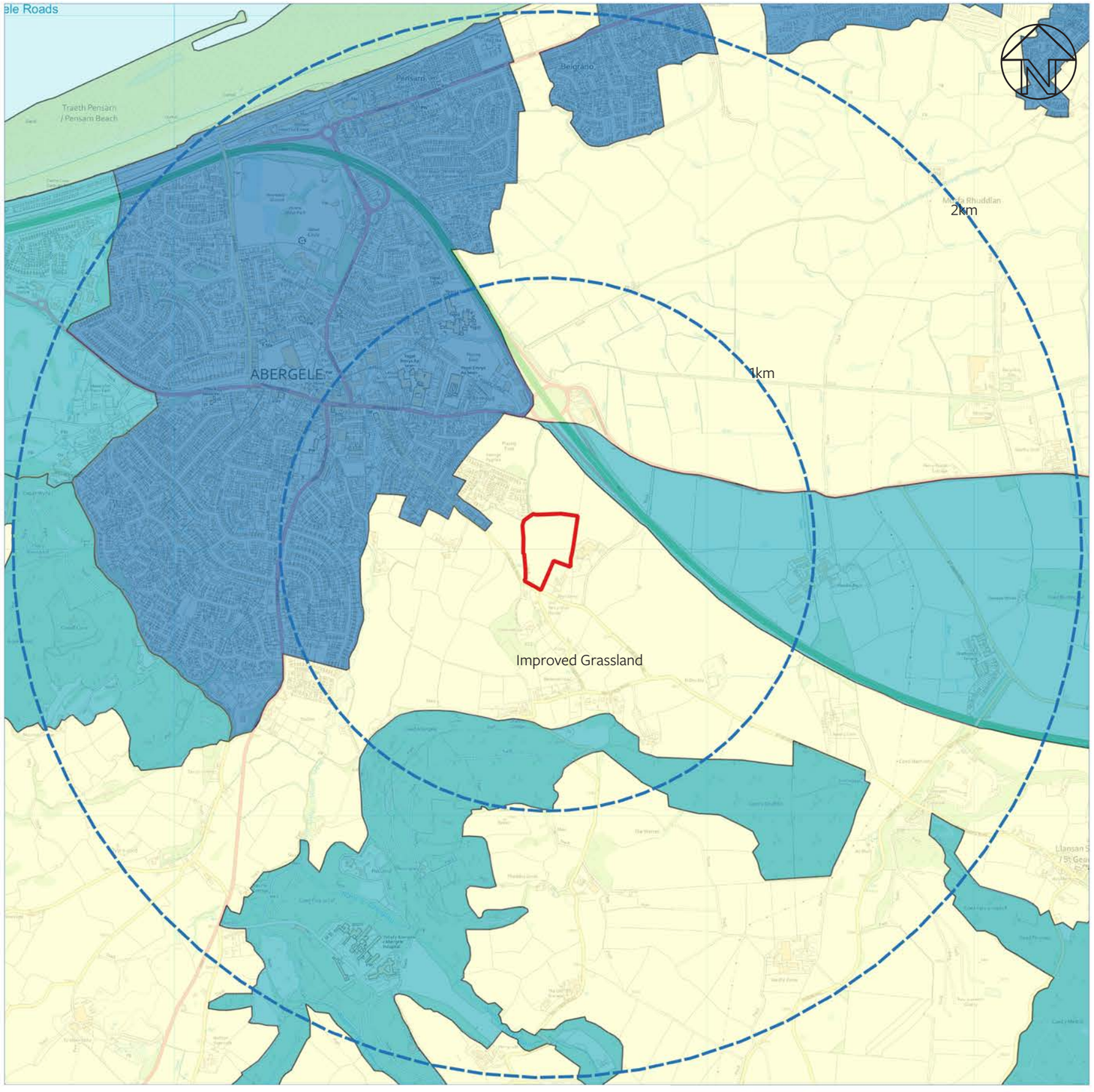


Figure 3.3 - LANDMAP - Landscape Habitats

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

Landmap

Historic Landscape

- Designed
- Irregular Fieldscapes
- Nucleated Settlement
- Other Settlement
- Regular Fieldscapes
- Water & Wetland

0 200 400 600 800 1,000 m

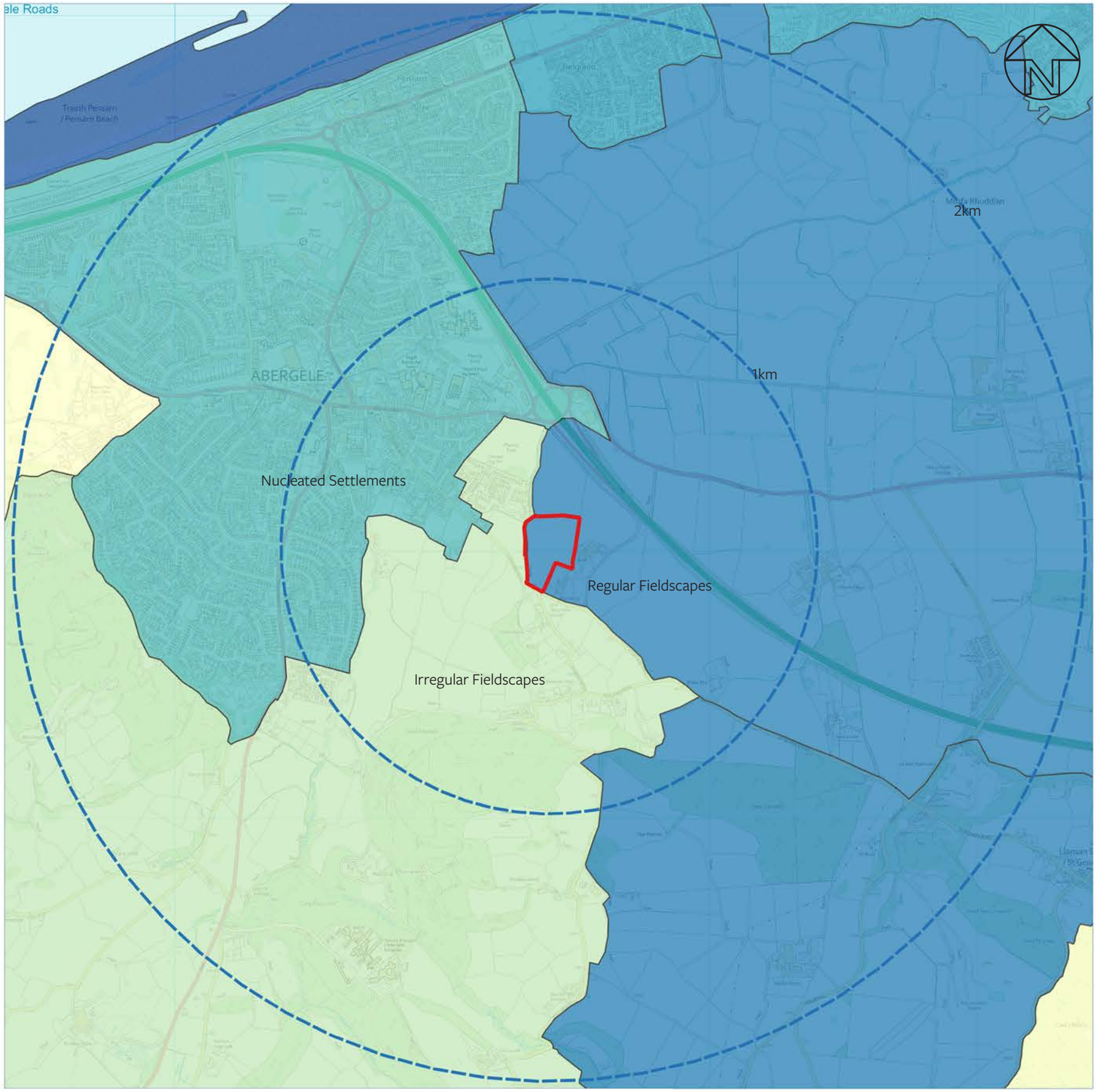


Figure 3.4 - LANDMAP - Historic Landscape

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

PRoWs

- Footpaths
- Bridleways

0 200 400 600 800 1,000 m

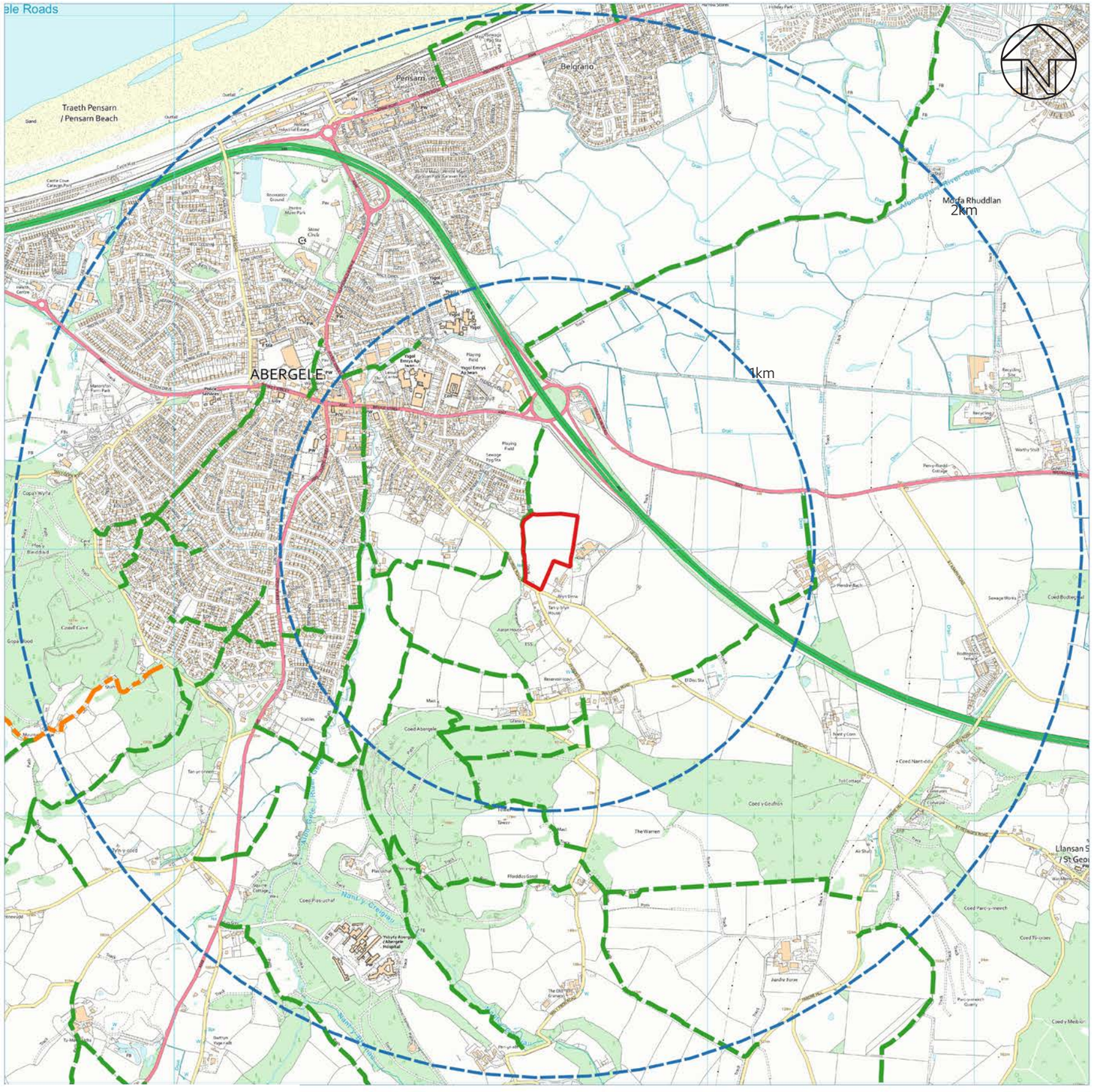


Figure 3.5 - Public Rights of Way

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

Topographical

10m contours

- 0
- 10
- 20
- 30
- 40
- 50
- 60
- 70
- 80
- 90
- 100
- 110
- 120
- 130
- 140
- 150
- 160
- 170
- 180
- 190

0 200 400 600 800 1,000 m



Figure 3.6 - Landform

3.0 LANDSCAPE BASELINE

Characteristics of the Assessment Site

Land Use

The Assessment Site is currently formed of a pastoral field parcel. St George's Road lines the southern border of the Site. Footpath CW|01|24 flanks the western boundary of the Site, traversing north to south. Field boundaries and trees line the existing parcel. The Kinmel and Kinspa Hotel exists to the eastern boundary of the Site along with the residential dwelling / farmstead at Byrn Derw. Residential dwellings at Maes Y Ffynnon are adjacent to the north west boundary. There are further pastoral fields and existing vegetation to the south west and south east of the Site, with a large woodland surrounding Aaron House to the south. Abergele is the primary settlement within the study area, which is surrounded by pastoral farmland to the south and east, and rising wooded uplands to the south and west, and the North Wales coastline to the north. The Site is within an area allocated for housing within the Conwy Local Development Plan 2007 - 2022.

Topography

The Site lies on a north facing slope of a minor ridgeline to the south east of Abergele. Landform within the Site is rising to the southern boundary, towards the south east corner of the Site at 32.12m AOD. Landform also falls to the west of the Site at approximatively 17.00m AOD at the north west corner.

The principal topographical features in the study area are the rising upland areas of Castell Cawr, Tower Hill and The Warren to the south and west, the River Gele valley which drains the upland area from south west to north east and the flat coastal plain to the north east.

Vegetation

A tree survey of the Site and immediate context has been carried out in accordance with BS 5837:2012 'Trees in Relation to Design, Demolition and Construction' by Mdlandscape. Refer to this document for full tree details.

There are a number of category 'A' trees within the Site to the northern and western boundary, as well as category 'B' trees and groups, and category 'C' trees to the western boundary. Substantial hedgerows also exist to the northern, southern and western boundary. There is a prominent 'B' category tree to the south eastern boundary within the hedgerow.

There are mix of tree species; those typically characteristic of an agricultural / urban fringe landscape. Species include; Sessile Oak, Sycamore, Elder, Hawthorn Ash, Hazel, and Holly.

The principal arboricultural features of good to fair health are formed by the individual trees and the boundary groups. These trees are prominent within the Site and form a strong green infrastructure to the Site boundaries, as well as existing hedgerows to the northern, eastern and southern boundary.

Water Bodies

There is a water body that follows the western boundary of the Site travelling north. There is a dry ditch to the northern boundary.

Built Elements

There are overhead power lines passing across the Site from the west to the east, and gate posts and gates to the southern entrance of the Site.

The Site wraps around the Kinmel and Kinspa Hotel complex to the south east of the Site and residential dwelling /farmstead of Bryn Derw.

Public Rights of Way

Footpath CW|01|24 follows the Site's western boundary. A further Footpath CW|01|20 exists approximately 70m to the south west of the southern portion of the Site.

Heritage

There are no Heritage Assets within or in close proximity to the Site. The nearest assets to the Site are at Grade II Listed Outbuilding at Hendre-fawr including yard wall and Grade II* Hendre-fawr approximately 600m to the east of the Site. Grade II Listed Toll Bar Cottage lies approximately 1040m to the east of the Site.

Abergele Conservation Area lies approximately 390m to the north west.

Within the wider study area there are a number of Heritage Assets within central portion of Abergele associated with the Conservation Area, and Gwrych Castle Registered Park and Garden to the north west.

Ecology

There are no designated ecological sites within the Site. Coed y Gopa SSSI is located approximately 1560m to the west of the Site. Traeth Pensarn SSSI exists to the north of the Site.

Landscape Baseline – Landscape Receptors

From the above analysis of the Landscape Baseline, it is concluded that the Landscape Receptors relevant to the assessment Site that need to be assessed in the following section on Landscape Effects are:

- Landscape Character Areas both on Site and within the study area;
- Setting of heritage assets within the study area;
- Public Right of Way within the Site and study area; and
- Vegetation and landscape features within the Site and along its boundaries.

3.0 LANDSCAPE BASELINE

KEY

- Site Boundary
- 1Km
- 2Km

PRoWs

- Footpaths

Heritage

- Conservation Areas

Policy

- Special Landscape Area
- Greenspace Site
- Housing Allocation

0 50 100 150 200 250 m

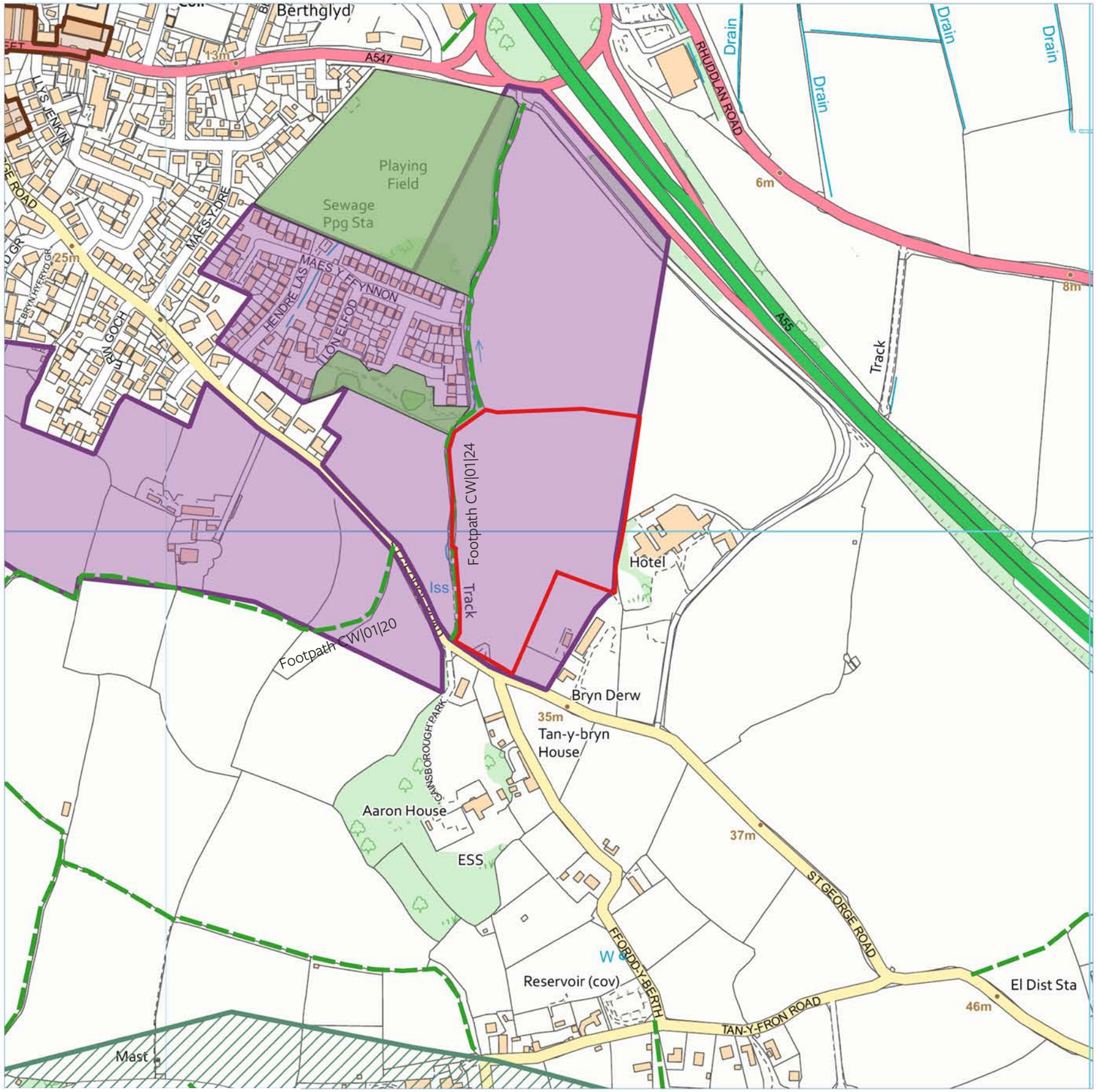
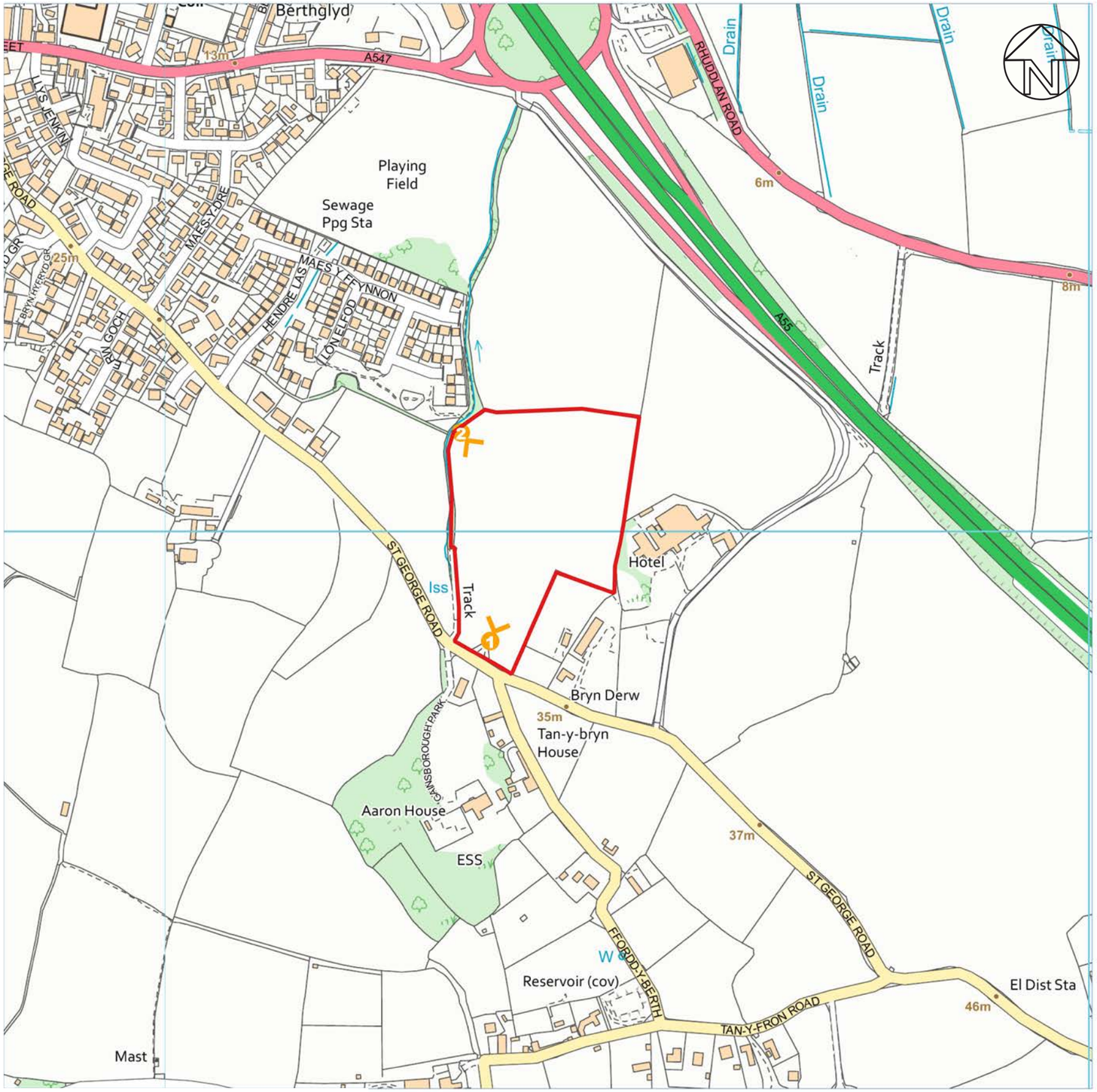


Figure 3.7 - Designations - Site Level

3.0 LANDSCAPE BASELINE

A visual inspection of the Assessment Site was conducted in February and November 2026.



KEY

Site Boundary

Site Context Photography

0 50 100 150 200 250 m

Figure 3.8 - Internal Site Context Photographs

3.0 LANDSCAPE BASELINE



Internal Site Context Viewpoint 1 - View looking north from within the Assessment Site looking across the southern portion of the Site. The pastoral ground plane can be seen throughout the view. Existing vegetation can be seen to the left of the view. Existing buildings at Bryn Derw can be seen to the right of the view.



Internal Site Context Viewpoint 2 - View looking south east from within the Assessment Site looking across the north west portion of the Site. The pastoral ground plane can be seen throughout the view. Existing vegetation can be seen to the left and right of the view. The upper portions of the Kinmel and Kinspa Hotel can be seen on the horizon to the left and right of the view.

4.0 VISUAL BASELINE

This LVIA considers a study area of 2km radius from the Site boundary, in order to establish the spatial parameters of the Site and identify the potential landscape and visual effects of the proposed development. It is considered that views from receptors beyond 2km will be at such distances that the proposals would form only a very minor proportion of the wider view and are barely perceptible to the casual observer.

A field survey was undertaken in February and November 2026 which identified a range of views offering a wide coverage of the Site from a number of representative viewing locations, ranging from within the Assessment Site and its immediate proximity, to longer distance views. A summary of key visual receptors is provided below, and a selection of representative viewpoints is presented at Table 4.1.

Residents of Dwellings

There are open and partial views of the Assessment Site for residents of dwellings on St George Road in close proximity to the Site to the south, (refer to Viewpoints 7 and 8), as well as partial views to the Site as you travel west along this road towards Abergele, (refer to Viewpoint 10). There are also anticipated open and partial views to the Site from the gatehouse on the edge of the Site at the junction of George Road and Gainsborough Park, Bryn Derw and associated dwellings in close proximity to the east of the Site, and from portions of Tan-y-bryn House and Lodge to the south east. Dwellings facing the Site in close proximity to the north west of the Site on Hendre Wen and Lon Elfod are also anticipated to have open and partial views to the Site. There may also be some oblique views to the Site for residents in this location. Partial views to the Site are anticipated from Aaron House to the south, seen in the context of surrounding existing vegetation. Further views to the Site are anticipated to be extremely limited or truncated due to a combination of mature vegetation, landform and built form.

Road Users

There are open and partial views to the Site for transient users of the local road network from portions of St George Road to the south of the Site, (refer to Viewpoints 7, 8 and 9), and partial views to the Site further west at Viewpoint 10. There are also partial views from the north of the Site at the access track to Kinmel and Kinspa Hotel (refer to Viewpoint 1). Open and partial views exist to the north of the Site from portions of Hendre Wen, (refer to Viewpoint 20), and Lon Elford as well as to the South at northern portions of Ffordd-Y- Berth, (refer to Viewpoint 7). There are also potential open and partial, transient views from portions of the A547 to the north as well as the fast moving A55. Further views to the Site for road users are anticipated to be truncated due to a combination of mature vegetation, landform and built form.

Public Rights of Way

There are open and partial views to the Assessment Site in close proximity to the Site from portions of Footpath CW|01|24 to the west of the Site, (refer to Viewpoints 1, 8, 21 and 22). There are also open and partial views from Footpath CW|01|20 to the south west of the Site, (refer to Viewpoint 9), and partial views as you travel south and west along this route, (refer to Viewpoint 6). There are partial, more distant views to the Site from the south at Footpath CW|01|28, (refer to Viewpoint 15). Partial glimpsed, distant views are available from Footpath CW|01|05 to the north east of the Site, looking south, (refer to Viewpoint 23). This view is seen in the context of existing built form to the south east of Abergele. Further views to the Site for users are anticipated to be extremely limited or truncated due to a combination of mature vegetation, landform and built form.

Heritage Assets

There not anticipated to be any views of the Assessment Site for visitors to Listed Buildings, the Abergele Conservation Area, Gwrych Castle Registered Park and Garden or Castell Cawr Hillfort Scheduled Ancient Monument within the study area. Further views to the Site for visitors of Heritage Assets are anticipated to be truncated due to a combination of mature vegetation, landform and built form.

Open Space Users

There are open and partial views to the north western portions of the Site from the play area and open space accessed from Hendre Wen, (refer to Viewpoint 20). There are also partial views to the Site from portions of the playing field to the north of the Site to the west of Footpath CW|01|24 through existing vegetation lining the western boundary of the Site. Further views to the Site for open space users are anticipated to be truncated due to a combination of mature vegetation, landform and built form.

Employees at Work

There are anticipated open and partial views to the Site from The Kinmel and Kinspa Hotel to the east of the Site. Further views to the Site for employees at work are anticipated to be truncated due to a combination of mature vegetation, landform and built form.

4.0 VISUAL BASELINE

KEY

- Site Boundary
- 1Km
- 2Km
- ZTV

Note: Data used was from the DEFRA LiDAR Survey and was a Digital Surface Model at 1m dated 2022. © Environment Agency copyright and/or database right 2022. All rights reserved.

0 200 400 600 800 1,000 m

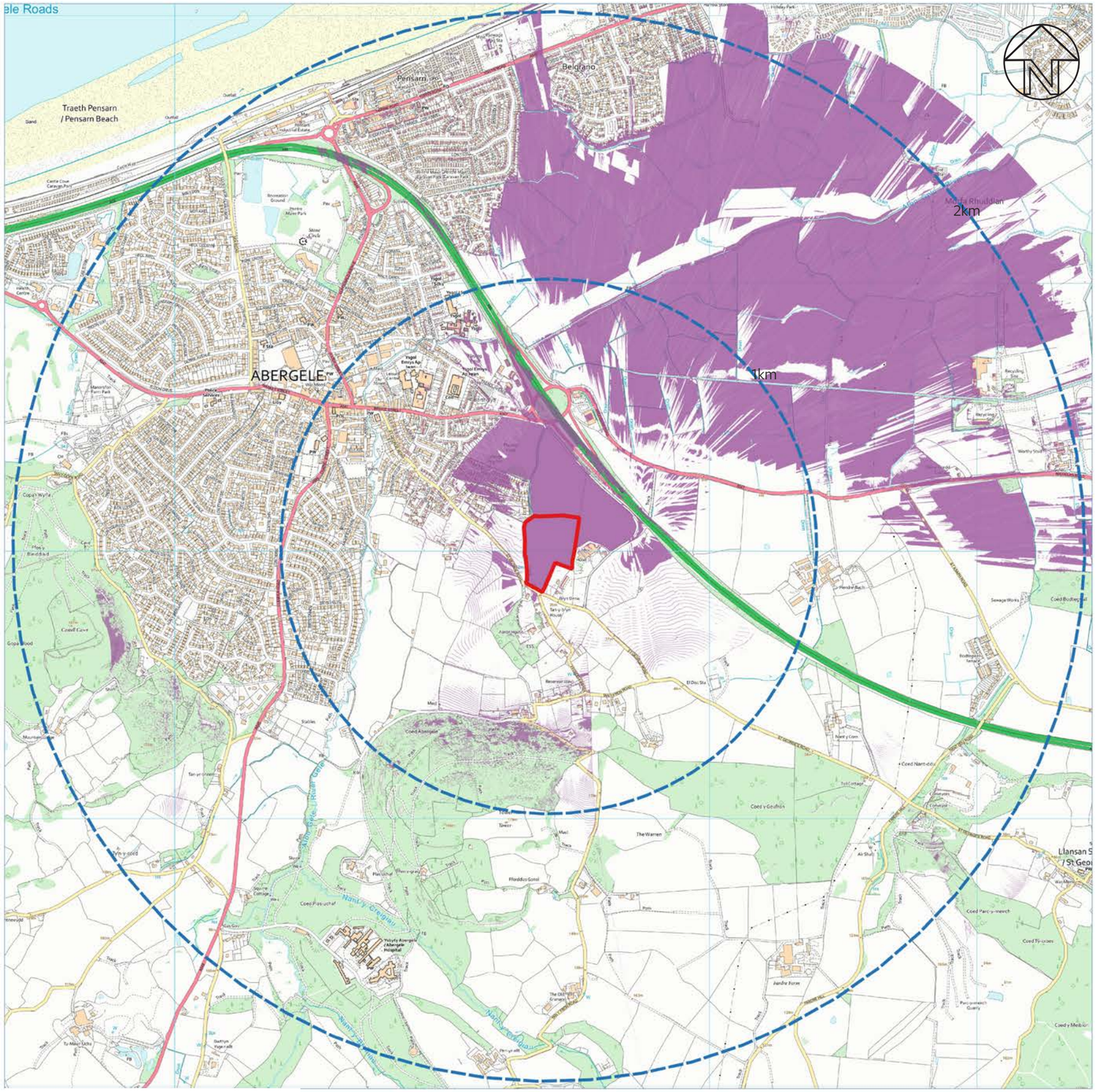


Figure 4.1 - Zone of Theoretical Visibility

4.0 VISUAL BASELINE

KEY

Site Boundary

Viewpoints

0 50 100 150 200 250 m

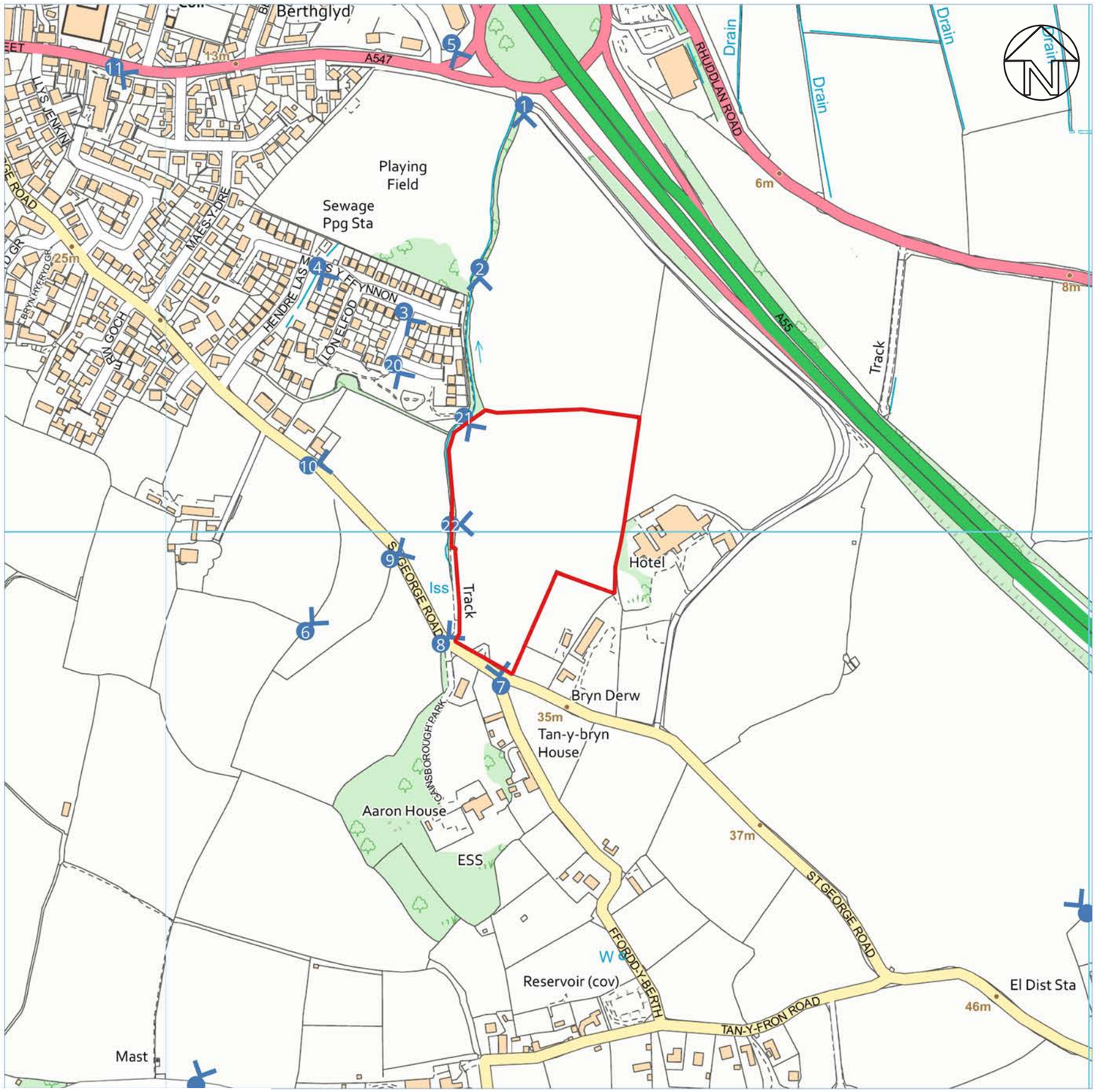


Figure 4.2 - Viewpoints - Close Range

4.0 VISUAL BASELINE

KEY

- Site Boundary
- 1Km
- 2Km
- Viewpoints

0 200 400 600 800 1,000 m

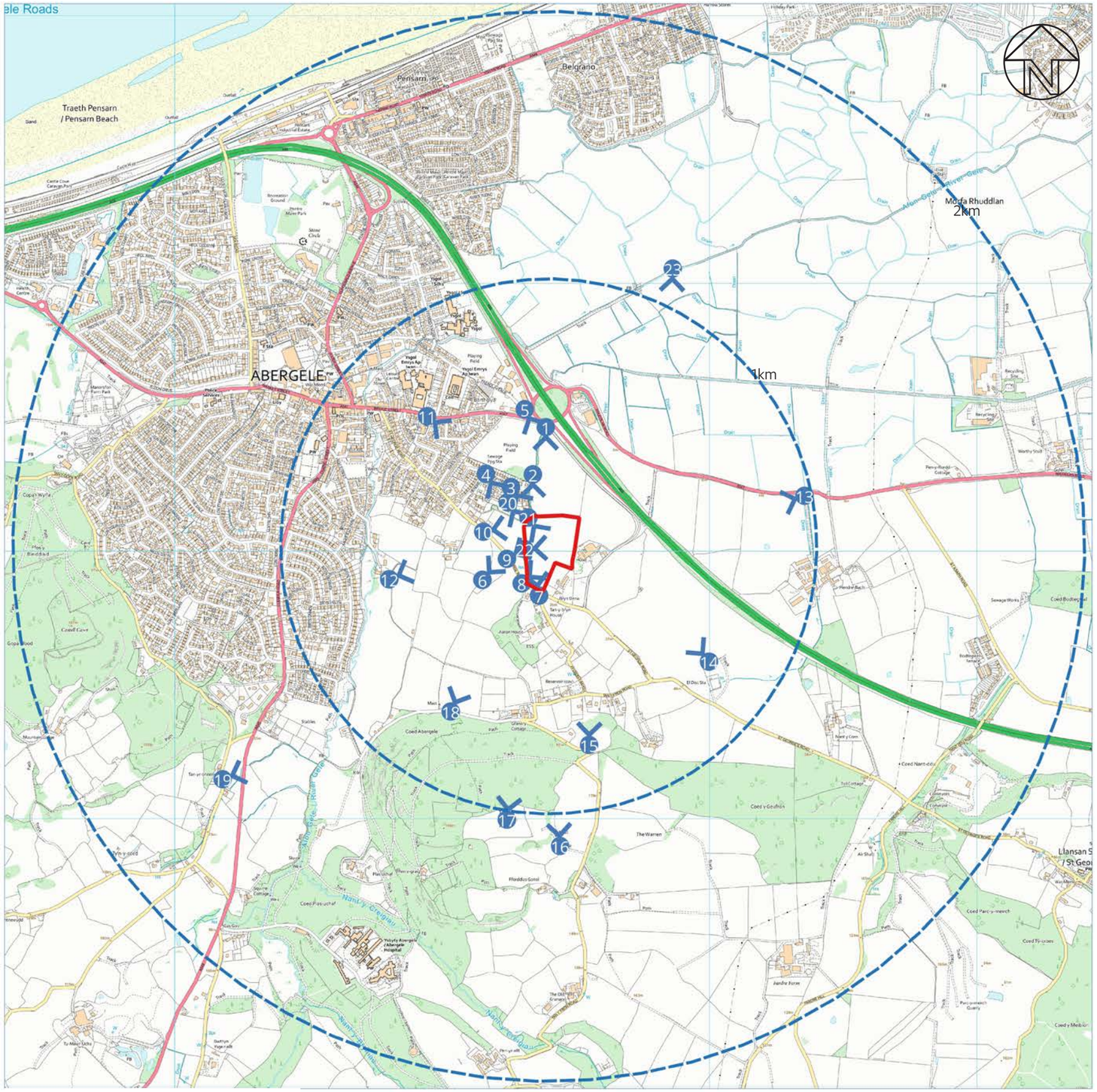


Figure 4.3 - Viewpoints

4.0 VISUAL BASELINE

Table 4.1 - Visual Receptors

Viewpoint No.	Location	Viewing Direction	Distance to Site	Visual Receptor(s)	Value	Visibility of Site
1	Track adjacent Site / Footpath CW|01|24	South	~335m	Road and Footpath users	Medium	Open and partial views
2	Footpath CW|01|24	South	~150m	Footpath users	Medium	Views are truncated
3	Junction of Maes Y Ffynnon / Hendre Wen	South east	~130m	Road users and residents of dwellings	Medium	Views are truncated
4	Maes Y Ffynnon	South east	~245m	Road users and residents of dwellings	Medium	Views are truncated
5	Footpath CW|01|32	South	~385m	Footpath users, Employees at their place of work	Medium	Views are truncated
6	Footpath CW|01|20	North east	~185m	Footpath users	Medium	Partial glimpsed views
7	Junction of St George's Rd / Ffordd - Y - Berth	North	~15m	Road users and residents of dwellings	Medium	Open and partial views
8	Junction of St George's Rd / Footpath CW|01|24	North east	~15m	Road and Footpath users and residents of dwellings	Medium	Open and partial views
9	Junction of St George's Rd / Footpath CW|01|20	East	~70m	Road and Footpath users	Medium	Open and partial views
10	St George's Rd	East	~150m	Road users and residents of dwellings	Medium	Partial views
11	Bridge Street	East	~540m	Road users, residents of dwellings and visitors to Heritage Assets	Medium / High	Views are truncated
12	Footpath CW|01|21#1	East	~520m	Footpath users and residents of dwellings	Medium	Views are truncated
13	Junction of Rhuddlan Road / Footpath CW|01|30#1	West	~648m	Road and Footpath users	Medium	Views are truncated

4.0 VISUAL BASELINE

Viewpoint No.	Location	Viewing Direction	Distance to Site	Visual Receptor(s)	Value	Visibility of Site
14	Footpath CW|01|30#2	North west	~620m	Footpath users	Medium	Views are truncated
15	Footpath CW|01|28	North	~595m	Footpath users	Medium	Partial views
16	Footpath CW|01|25#1	North	~925m	Footpath users	Medium	Views are truncated
17	Grade II Listed Building Tower on Tower Hill	North	~860m	Visitors to Heritage Assets and Footpath Users	High	Views are truncated
18	Unnamed road off Tan Y Fron Road	North east	~550m	Road and Footpath users	Medium	Views are truncated
19	Twll Llwynog	East	~1320m	Road users and residents of dwellings	Medium	Views are truncated
20	Hendre Wen Public Open Space	South east	~105m	Open space user, road users and residents of dwellings	Medium	Open and partial views
21	Footpath CW|01|24	South east	~5m	Footpath users	Medium	Open and partial views
22	Footpath CW|01|24	East	~5m	Footpath users	Medium	Open and partial views
23	Footpath CW|01|05	South	~990m	Footpath users	Medium	Partial glimpsed views

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 1 - View looking south towards the Assessment Site from the track adjacent Site / Footpath CW|01|24. There are open and partial views of the Assessment Site, including the pastoral ground plane to the west of the Site and existing mature vegetation within the Site.

Approximate extent of Assessment Site



Viewpoint 2 - View looking south towards the Assessment Site from Footpath CW|01|24. Views to the Assessment Site are truncated from this location, due to the intervening mature vegetation lining the Footpath.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 3 - View looking south east towards the Assessment Site from the junction of Maes Y Ffynnon / Hendre Wen. Views of the Assessment Site are truncated from this location, due to intervening built form.

Approximate extent of Assessment Site



Viewpoint 4 - View looking south east towards the Assessment Site from Maes Y Ffynnon. Views of the Assessment Site are truncated from this location, due to intervening built form.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 5 - View looking south towards the Assessment Site from Footpath CW|01|32. Views of the Assessment Site are truncated from this location, due to intervening existing mature vegetation. Tower Hill can be seen in the distant view.

Approximate extent of Assessment Site



Viewpoint 6 - View looking north east towards the Assessment Site from Footpath CW|01|20. There are partial glimpsed views of the Assessment Site from this location including existing mature vegetation within the Site.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 7 - View looking north towards the Assessment Site from the junction of St George's Rd / Ffordd - Y - Berth. There are open and partial views to the Assessment Site from this location, including existing vegetation within the Site, and the existing access point within the southern portion of the Site.

Approximate extent of Assessment Site



Viewpoint 8 - View looking north east towards the Assessment Site from the Junction of St George's Rd / Footpath CW|01|24. There are open and partial views to the Site from this location, including existing vegetation within the Site, and the existing access point within the Site.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 9 - View looking east towards the Assessment Site from the Junction of St George's Rd / Footpath CW|01|20. There are open and partial views to the Assessment Site from this location, including existing mature vegetation and glimpses of the pastoral ground plane within the Site. Residential dwellings in proximity to Maes Y Ffynnon can be seen to the left of the view.

Approximate extent of Assessment Site



Viewpoint 10 - View looking east towards the Assessment Site from St George's Rd. There are partial views to the Assessment Site from this location, including existing mature vegetation and the pastoral ground plane within the Site. A dwelling along St George's Road can be seen to the left of the view.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 11 - View looking east towards the Assessment Site from Bridge Street. Views to the Assessment Site are truncated from this location, due to the intervening built form.

Approximate extent of Assessment Site



Viewpoint 12 - View looking east towards the Assessment Site from Footpath CW|01|21#1. Views to the Assessment Site are truncated from this location, due to the intervening landform and mature vegetation.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 13 - View looking west towards the Assessment Site from the junction of Rhuddlan Road / Footpath CW|01|30#1. Views of the Assessment Site are truncated from this location, due to intervening existing mature vegetation.

Approximate extent of Assessment Site



Viewpoint 14 - View looking north west towards the Assessment Site from Footpath CW|01|30#2. Views of the Assessment Site are truncated from this location, due to intervening existing mature vegetation and landform.

4.0 VISUAL BASELINE

Approximate location of Assessment Site



Viewpoint 15 - View looking north towards the Assessment Site from Footpath CW|01|28. There are distant partial views to the Site from this location, including the pastoral ground plane within the Site.

Approximate location of Assessment Site



Viewpoint 16 - View looking north towards the Assessment Site from Footpath CW|01|25#1. Views to the Assessment Site are truncated from this location, due to the intervening landform and mature vegetation.

4.0 VISUAL BASELINE



Viewpoint 17 - View looking north towards the Assessment Site from Grade II Listed Building Tower on Tower Hill. Views of the Assessment Site are truncated from this location, due to the intervening mature vegetation.



Viewpoint 18 - View looking north east towards the Assessment Site from unnamed road off Tan Y Fron Road. Views to the Assessment Site are truncated from this location, due to the intervening mature vegetation and distance from the Site.

4.0 VISUAL BASELINE



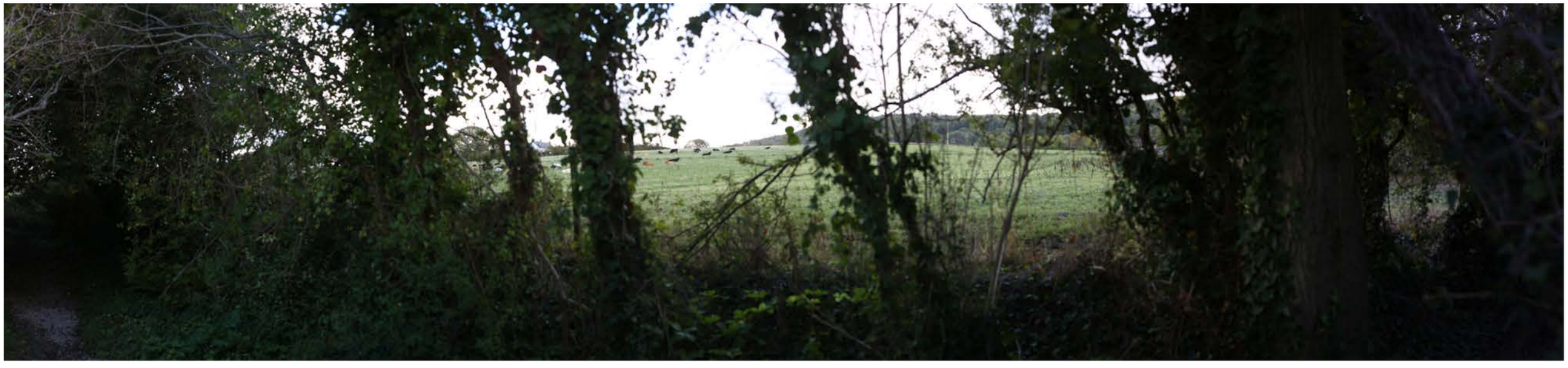
Viewpoint 19 - View looking east towards the Assessment Site from Twll Llwynog. Views to the Assessment Site are truncated from this location, due to the intervening mature vegetation, landform and distance from the Site.



Viewpoint 20 - View looking south east towards the Assessment Site from Footpath CW|01|24. There are open and partial views to the Assessment Site from this location, including existing mature vegetation within the Site. The rising topography of Tower Hill and The Warren can be seen in the distant view to the south.

4.0 VISUAL BASELINE

Approximate extent of Assessment Site



Viewpoint 21 - View looking south east towards the Assessment Site from Footpath CW|01|24. There are open and partial views to the Assessment Site from this location, through existing vegetation, including the pastoral ground plane and existing vegetation within the Site.

Approximate extent of Assessment Site



Viewpoint 22 - View looking east towards the Assessment Site from Footpath CW|01|24. There are open and partial view to the Assessment Site from this location, through existing vegetation, including the pastoral ground plane and existing vegetation within the Site.

4.0 VISUAL BASELINE



Viewpoint 23 - View looking south towards the Assessment Site from Footpath CW|01|05. There are partial glimpsed, distant views of the Site from this location, including the pastoral ground plane and existing vegetation within the Site. Views are seen in the context of existing built form to the south east of Abergele.

5.0 PROPOSED DEVELOPMENT

The physical assessment of the Site, subsequent review of its constraints and opportunities and the requirements identified in the both the PPW and local planning policies has led to the development of a landscape masterplan. The following principles have been incorporated into the scheme to reflect the Sites potential to support the residential development of the Site:

- New native tree planting, areas of native shrub, scrub and hedge planting and wildflower meadow are incorporated to reinforce the existing landscape structure and soften the development's appearance, creating areas of native landscape buffer to sensitive boundaries and filtering views from the south;

- The new dwellings are located sensitively within the Site, set back and avoiding the sensitive boundary to the north and will relate to the existing built form to the west of the Site;

- Areas of open space containing green and blue infrastructure are located throughout the Site, setting the development into a robust landscape framework;

- Existing features such as mature vegetation are retained throughout to minimise landscape and visual effects;

- The existing Public Right of Way remains undisturbed as a feature to the west of the development. New and safe pedestrian links are proposed throughout the Site and the area of public open space, linking through to the wider network beyond the Site;

- Promotion of ecological diversity and habitat creation through the incorporation of attenuation ponds, and the planting of native and wildlife-friendly trees, shrubs and wildflower meadow.

The Site organisation has been developed to respond to the landscape constraints and consider the Site's relationship with the existing landscape in order to minimise landscape and visual effects.



Figure 5.1 - Development Proposals

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Impact on Landscape Character and Features

Character area / feature / designation	Approx. distance to Assessment Site	Description / rationale for judgement	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
						Size/ scale, geographic extent and duration	Overall magnitude		
National Landscape Character - National Character Areas (NLCA)									
NLCA 08 North Wales Coast	Within	The Site forms a small part of the wider character area; however, there will be a reduction in the pastoral land, arising from the development of the Site giving a localised change to the NLCA 08 at the national level. The character of the landscape within the Site will have changed from pastoral land to that of a housing development and access roads, set within a mature existing landscape structure reinforced by a landscape scheme which will incorporate native tree planting, native hedgerow, native shrub and scrub planting, wildflower seeding and blue infrastructure.	Medium	Medium	Medium	Negligible, Localised, Long Term	Negligible	Year 1	Negligible
								Year 15	Negligible
Regional Landscape Character									
Visual and Sensory CNWVS024 Flat Open Lowland Farmland	Within	The Site forms a small part of the wider area; however, there will be a reduction in the pastoral land, arising from the development of the Site giving a localised change to the area. The Site forms a small part of the wider area of Flat Open Lowland Farmland to the south east of Abergele; however, there will be a reduction in the pastoral land and existing vegetation, arising from the development of the Site giving a localised change to the visual and sensory perception of the area. The character of the landscape within the Site will have changed from pastoral land to that of a housing development and access roads, set within a mature existing landscape structure, reinforced by a landscape scheme which will incorporate native tree planting, native hedgerow, native shrub and scrub planting, wildflower seeding and blue infrastructure.	Medium	Medium	Medium	Minor, Localised, Long Term	Small	Year 1	Minor Adverse
								Year 15	Minor Adverse to Negligible

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Impact on Landscape Character and Features

Character area / feature / designation	Approx. distance to Assessment Site	Description / rationale for judgement	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
						Size/ scale, geographic extent and duration	Overall magnitude		
Landscape Habitat CNWLH036 Improved Grassland	Within	The Site forms a small part of the wider area of Improved Grassland within the Site; however, there will be a reduction in the pastoral land and existing vegetation, arising from the development of the Site giving a localised change to the character of landscape habitat of the area. The character of the landscape within the Site will have changed from pastoral land to that of a housing development and access roads, set within a mature existing landscape structure reinforced by a landscape scheme which will incorporate native tree planting, native hedgerow, native shrub and scrub planting, wildflower seeding and blue infrastructure.	Medium	Medium	Medium	Minor, Localised, Long Term	Small	Year 1	Minor Adverse
								Year 15	Minor Adverse to Negligible
Historic Landscape CNWHL075 Regular Fieldscape	Within	The Site forms a small part of the wider area; however, there will be a reduction in the pastoral land, arising from the development of the Site giving a localised change to the area. The Site forms a small part of the wider area of Regular Fieldscape to the south east of Abergele; however, there will be a reduction in the pastoral land, arising from the development of the Site giving a localised change to perception of the area. The development is located within a single parcel and the field boundaries are retained in the proposals. The character of the landscape within the Site will have changed from pastoral land to that of a housing development and access roads, set within the retained mature existing landscape structure reinforced by a landscape scheme which will incorporate native tree planting, native hedgerow, native shrub and scrub planting, wildflower seeding and blue infrastructure.	Medium	Medium - High	Medium - High	Minor, Localised, Long Term	Small	Year 1	Moderate Adverse
								Year 15	Moderate Adverse to Minor Adverse

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Impact on Landscape Character and Features

Character area / feature / designation	Approx. Distance to Assessment Site	Description / rationale for judgement	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
						Size/ scale, geographic extent and duration	Overall magnitude		
Historic Landscape CNWHL080 Irregular Fieldscapes	Adjacent	The Irregular Fieldscapes occupy land to the direct west of the Site. As a result of the introduction of the development to the east, there will be no direct change to this area.	Medium	Medium	Medium	Negligible, Localised, Long Term	Negligible	Year 1	Negligible
								Year 15	Negligible
Abergele Hinterland Special Landscape Area (SLA)	450m to the South	There is a limited degree of intervisibility between the Assessment Sit and the elevated portions of the SLA to the south of the Site. Following the development of the Site and the implementation of the proposed landscape scheme direct effects on the SLA are anticipated to be limited due to distance and the limited degree of intervisibility between this area and the Site.	High	Medium	Medium - High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
								Year 15	Minor Adverse to Negligible Adverse
Landscape Character and Features									
Site Landscape Character	Within	There will be a change to the character of the Site, replacing the existing pastoral land and introducing the new built elements of the housing development and the new landscape strategy. New planting will compliment the local landscape character, typical of the area and includes native trees within hedgerows, hedgerow planting, ornamental tree planting, native shrub planting and wildflower seeding, new SUDS features, screening views of the Site from distance and enhancing local biodiversity. Site landscape character is considered to be of Medium sensitivity. Effects are anticipated to reduce over time as the proposed planting matures.	Medium	Medium	Medium	Moderate, Localised, Long Term	Medium	Year 1	Moderate Adverse
								Year 15	Moderate to Minor Adverse

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Impact on Landscape Character and Features

Character area / feature / designation	Approx. distance to Assessment Site	Description / rationale for judgement	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
						Size/ scale, geographic extent and duration	Overall magnitude		
Existing Land Use	Within	Change to the use of the Site, introducing new residential development, significant areas of public open space incorporating considerable areas of new green and blue infrastructure to be used by residents of the Site and the surrounding community and the retained and proposed landscape structure, similar to nearby settlement land uses to the west.	Medium	Medium	Medium	Moderate, Restricted, Long Term	Medium	Year 1	Moderate Adverse
								Year 15	Minor Adverse
Adjoining Land Use	Adjacent	As a result of the development proposals built form will extend through the Site, but the built form and land uses within the surrounding area will remain unchanged.	Low	Low	Medium	None / Restricted / Long term	None	Year 1	Neutral
								Year 15	Neutral
Topography	Within	The existing landform rises to the south east corner of the Site. There will be proposed changes to the landform within the Site to accommodate the access roads and development platforms. The development proposals will result in a series of minor topographic change to selected areas of the Assessment Site, however, the overall profile will largely remain. The effects on topography are anticipated to be localised but long term.	Medium	Medium	Medium	Minor, Restricted, Long term	Small	Year 1	Minor Adverse
								Year 15	Minor Adverse

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Impact on Landscape Character and Features

Character area / feature / designation	Approx. Distance to Assessment Site	Description / rationale for judgement	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
						Size/ scale, geographic extent and duration	Overall magnitude		
Water Features	Adjacent	There are no direct changes to the existing water course to the west of the Site.	Medium	Medium	Medium	None, Localised, Long term	None	Year 1	Neutral
								Year 15	Neutral
Public Rights of Way	Adjacent	The proposed development will retain the existing Footpath CW|01|24 which flanks the western boundary, maintaining and enhancing the connections with the wider landscape. New paths and routes will be provided across the Site to supplement the existing route within areas of open space and link the existing residential area with the wider landscape to the south.	High	High	High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
								Year 15	Negligible Adverse
Vegetation	Within	There are no existing trees proposed for removal due to development within the Site. The implementation of a robust soft landscaping scheme including native and ornamental tree planting, native hedgerow and scrub planting and wildflower seeding within the Site will soften the built form and provide key green infrastructure and biodiversity to the Site and local area. Effects are set to be beneficial over time as the proposed landscape scheme matures.	Medium	Medium	Medium	Negligible, Localised, Long Term	Negligible	Year 1	Neutral
								Year 15	Minor Beneficial

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Assessment of Landscape Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Setting of Heritage Assets								
Grade II Listed Outbuilding at Hendre-fawr including yard wall and Grade II* Hendre-fawr	There is not anticipated to be any intervisibility between the Site and the Grade II Listed Outbuilding at Hendre-fawr including yard wall and Grade II* Hendre-fawr and the setting of the building is not anticipated to be effected.	High	High	High	None, Localised, Long Term	None	Year 1	Neutral
							Year 15	Neutral
Grade II Listed Toll Bar Cottage	There is not anticipated to be any intervisibility between the Site and the Grade II Listed Toll Bar Cottage and the setting of the building is not anticipated to be effected.	High	High	High	None, Localised, Long Term	None	Year 1	Neutral
							Year 15	Neutral
Abergele Conservation Area	There is not anticipated to be any intervisibility between the Site and the Abergele Conservation Area to the west, and the setting of the Heritage Asset is not anticipated to be effected.	High	High	High	None, Localised, Long Term	None	Year 1	Neutral
							Year 15	Neutral

6.0 ASSESSMENT OF LANDSCAPE EFFECTS

Table 6.1 - Assessment of Landscape Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Setting of Heritage Assets								
Gwrych Castle Registered Park and Garden	There is not anticipated to be any intervisibility between the Site and the Gwrych Castle Registered Park and Garden to the west, and the setting of the Heritage Asset is not anticipated to be effected.	High	High	High	None, Localised, Long Term	None	Year 1	Neutral
							Year 15	Neutral
Castell Cawr Hillfort Scheduled Ancient Monument	There is not anticipated to be any intervisibility between the Site and the Castell Cawr Hillfort Scheduled Ancient Monument to the west, and the setting of the Heritage Asset is not anticipated to be effected.	High	High	High	None, Localised, Long Term	None	Year 1	Neutral
							Year 15	Neutral

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Residents of Dwellings								
Dwellings in the near vicinity of Hendre Wen	There are open and partial views to the Assessment Site from a number of dwellings on Hendre Wen in close proximity to the Site. Views to the Site are seen through the existing mature vegetation lining the Site's western boundary. Views may in some instances be oblique and to a limited portion of the Site. Following the development of the Site, views will be to the open space and green infrastructure in the west portion of the Site with the new built form beyond. Views to the built form are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium-High	Minor - Moderate, Localised, Long Term	Small - Medium	Year 1	Moderate Adverse
							Year 15	Moderate to Minor Adverse
Dwellings in the near vicinity of Lon Elfod	There are open and partial views to the Assessment Site from a number of dwellings on Lon Elfod in close proximity to the Site. Views to the Site are seen through the existing mature vegetation lining the Site's western boundary. Views may in some instances be oblique and to a limited portion of the Site. Following the development of the Site, views will be to the open space and green infrastructure in the west portion of the Site with the new built form beyond. Views to the built form are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium-High	Minor, Localised, Long Term	Small	Year 1	Minor Adverse
							Year 15	Minor Adverse to Negligible Adverse

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Residents of Dwellings								
Bryn Derw and associated dwellings	There are anticipated open and partial views in close proximity to the Site from Bryn Derw and associated dwellings to the east of the Site. The proposed development, set within a new landscape structure, will form a new built element within the near and mid distant views from these dwellings.	Medium	High	Medium-High	Moderate, Localised, Long Term	Medium	Year 1	Major - Moderate Adverse
							Year 15	Major - Moderate Adverse
Tan-Y-Bryn House and Lodge	There are anticipated open and partial views from portions of Tan-Y-Bryn House and Lodge in close proximity to the south of the Site, (refer to Viewpoint 7). Following the development of the Site, there are anticipated views, primarily to the southern portion of the Site and the existing mature vegetation and landform lining St George's Road. Views are seen in the context of existing vegetation within the grounds of the dwellings, and the new landscape structure planting within the Site. Any views of the built form within the Site are anticipated to reduce over time as the proposed planting mature.	Medium	High	Medium-High	Minor, Localised, Long Term	Small	Year 1	Minor Adverse
							Year 15	Minor Adverse to Negligible Adverse

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Residents of Dwellings								
Gatehouse dwelling on the edge of the Site at the junction of George Road and Gainsborough Park	There are anticipated open and partial views to the Site from the Gatehouse dwelling on the edge of the Site at the junction of George Road and Gainsborough Park, (refer to Viewpoint 8). Views are anticipated to be limited to windows facing the Site and through gaps in the vegetation within the grounds of the dwelling. Following the development of the Site, views are primarily to the Site entrance and the open space in the southern portion of the Site, with the proposed built form beyond. Views of the built form are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium-High	Moderate, Localised, Long Term	Medium	Year 1	Major - Moderate Adverse
							Year 15	Moderate Adverse
Aaron House	Partial views to the Site are anticipated from Aaron House to the south, seen in the context of the extensive existing mature vegetation within the grounds of the house. Following the development of the Site, views to the new built form within the Site are anticipated to be limited due to the significant intervening mature vegetation and the proposed green infrastructure within the Site. Effects are set to reduce over time as the proposed planting matures.	Medium	High	Medium-High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
							Year 15	Minor Adverse to Negligible Adverse

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Road Users								
Hendre Wen	There are open and partial views to the Site for transient road users from portions of Hendre Wen, (refer to Viewpoint 20) to the north of the Site. Views to the Site are seen through the existing mature vegetation lining the Site's western boundary. Following the development of the Site, views will be to the open space and green infrastructure in the west portion of the Site with the new built form beyond. Views to the built form are anticipated to reduce over time as the proposed planting matures.	Medium	Low-Medium	Medium	Moderate, Localised, Long Term	Medium	Year 1	Moderate to Minor Adverse
							Year 15	Minor Adverse
Lon Elford	There are open and partial views to the Site for transient road users from portions of Lon Elfod to the north west of the Site. Views are anticipated to be oblique in the most part, from a small portion of the road, and are seen through existing vegetation lining the Site. Following the development of the Site, views will be to the open space and green infrastructure in the west portion of the Site with the new built form beyond. Views to the built form are anticipated to reduce over time as the proposed planting matures.	Medium	Low-Medium	Medium	Minor, Localised, Long Term	Small	Year 1	Minor Adverse
							Year 15	Negligible Adverse

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Road Users								
St George's Road / Junction of Ffordd-Y-Berth	There are open and partial views to the Site for transient users of the local road network from portions of St George Road and a short section of Ffordd-Y-Berth to the south of the Site, (refer to Viewpoints 7, 8 and 9), and partial views to the Site further west at Viewpoint 10. Following the development of the Site, views are seen through gaps in the existing vegetation lining this route, especially in close proximity to the Site, and from portions of St George's Road further west, seen in the context of the existing mature vegetation and the new landscape structure planting within the Site. Views are primarily to the existing vegetation and the proposed public open space within the development, with proposed vegetation softening views to the built form beyond. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	Low-Medium	Medium	Moderate, Localised, Long Term	Medium	Year 1	Minor Adverse
							Year 15	Minor to Negligible Adverse
A547	There are potential open and partial, transient views for users from portions of the A547 to the north. Following the development of the Site, views are primarily to the existing vegetation and proposed open space to the north of the development with the proposed built form beyond. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	Low-Medium	Medium	Negligible, Localised, Long Term	Negligible	Year 1	Negligible Adverse
							Year 15	Neutral
A55	There are potential open and partial, transient and fast moving views for users from portions of the A55 to the north. Following the development of the Site, views are primarily to the existing vegetation and proposed open space to the north of the development, and are seen with proposed vegetation softening views to built form. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	Low-Medium	Medium	Negligible, Localised, Long Term	Negligible	Year 1	Negligible Adverse
							Year 15	Neutral

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Users of Public Rights of Way								
Footpath CW|01|24	There are open and partial views to the Assessment Site in close proximity to the Site from portions of Footpaths CW|01|24, (refer to Viewpoints 1, 8, 21 and 22) to the west of the Site. Following the development of the Site, views are seen in the context of the existing dwellings along Hendre Wen to the west of the Site, existing mature vegetation and are primarily to the proposed open space and associated planting to the west of the Site softening views to the built form. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Moderate, Localised, Long Term	Medium	Year 1	Major - Moderate Adverse
							Year 15	Moderate Adverse
Footpath CW|01|20	There are open and partial views from Footpath CW|01|20 to the south west of the Site, (refer to Viewpoint 9), and partial views as you travel south and west along this route, (refer to Viewpoint 6). Following the development of the Site, views are primarily to the existing mature vegetation, proposed open space and associated planting to the west of the Site, softening views to the proposed built form. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
							Year 15	Negligible

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Users of Public Rights of Way								
Footpath CW|01|28	There are partial, more distant elevated views to the Site from the south at Footpath CW|01|28, (refer to Viewpoint 15). Following the development of the Site, views are seen in the context of the existing housing development at Hendre Wen to the north west and intervening existing mature vegetation. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
							Year 15	Negligible
Footpath CW|01|05	Partial glimpsed, distant views are available from Footpath CW|01|05 to the north east of the Site, looking south, (refer to Viewpoint 23). Following the development of the Site, views are seen in the context of the existing housing development at Hendre Wen and the urban edge of Abergele. Views to the proposed built form within the Site are softened by the intervening existing mature vegetation and the new landscape structure planting within the Site. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Negligible, Localised, Long Term	Negligible	Year 1	Minor Adverse
							Year 15	Negligible

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Employees at their place of work								
The Kinmel and Kinspa Hotel	There are open and partial views to the Site from The Kinmel and Kinspa Hotel to the east of the Site, where views are anticipated to be limited to windows facing the Site and through gaps in the existing vegetation within the grounds of the hotel. Following the development of the Site, views of the built form are available across the Site to the west. The new landscape structure planting within the Site will soften where views are anticipated to be limited to windows facing the Site and through gaps in the existing vegetation within the grounds of the hotel built form within the Site. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	Low - Medium	Medium	Moderate, Localised, Long Term,	Medium	Year 1	Moderate Adverse
							Year 15	Moderate to Minor Adverse
Public Open Space users - Public Open Space adjacent Hendre Wen	There are open and partial views to the north western portions of the Site from the play area and open space accessed from Hendre Wen, (refer to Viewpoint 20). Following the development of the Site, views of the proposed built form are seen through the existing vegetation lining the Site's western boundary and the further proposed tree planting which lines the western boundary. The new landscape structure planting within the Site will soften views to the built form within the Site. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Minor, Localised, Long Term, Reversible	Small	Year 1	Minor Adverse
							Year 15	Minor Adverse to Negligible Adverse

7.0 ASSESSMENT OF VISUAL EFFECTS

Table 7.1 - Assessment of Visual Receptors

Visual Receptor(s)	Description of visual effect	Value	Susceptibility	Sensitivity of receptor to change	Magnitude of effect		Overall significance of effect	
					Size/ scale, geographic extent and duration	Overall magnitude		
Employees at their place of work								
Playing Field to the north of Maes Y Ffynnon	There are partial views to the Site from portions of the playing field to the north of the Site to the west of Footpath CW|01|24 through existing vegetation lining the western boundary of the Site. Following the development of the Site, any glimpsed views of the proposed built form are seen through the existing vegetation lining the Site's western boundary and the further proposed tree planting lines the western boundary. Views of the built form within the Site are anticipated to reduce over time as the proposed planting matures.	Medium	High	Medium - High	Negligible, Localised, Long Term, Reversible	Negligible	Year 1	Negligible Adverse
							Year 15	Neutral

8.0 CONCLUSIONS

This Landscape and Visual Impact Assessment (LVIA) has been prepared on the Third Edition of the Guidelines for Landscape and Visual Impact Assessment by the Landscape Institute and the Institute of Environmental Management and Assessment (Routledge, 2013). The assessment of the Land North of St George Road, West of Bryn Derw, Abergele, has been carried out to inform the landscape design response to the outline development proposals in consideration of the landscape and visual issues, current planning policy and emerging guidance.

A review of the landscape designations and planning policy at the national, regional and local level has been carried out. The Site is not covered by any landscape designations; however, the Abergele Hinterland Special Landscape Area (SLA) lies approximately 450m to the south, and the Gwrych Castle Registered Park and Garden is located 1470m to the north west. The Site itself is currently formed of a pastoral field parcel on a north-facing slope, bounded by established field boundaries and trees, with the Kimmel and Kinspa Hotel and the Bryn Derw farmstead to its eastern edge.

The landscape and visual analysis, informed by Site visits in February and November 2026, has identified the key sensitivities of the Assessment Site and its surroundings. The Site is located within the National Landscape Character Area (NLCA) 08: North Wales Coast and the LANDMAP Visual and Sensory category of Flat Open Lowland Farmland, the Landscape Habitat of Improved Grassland, and the Historic Landscape of Regular Fieldscapes. The Site is well contained by existing mature vegetation, and hedgerows, which limits the extent of visibility from the wider landscape.

Open and partial views into the Site are available from a range of receptors in close proximity. These include residents of dwellings at Hendre Wen, Lon Elford, Bryn Derw, Tan-y-bryn House, and the Gatehouse dwelling; users of the Public Rights of Way (PRoW) network, including Footpaths CW|01|24 which lines the Site's western boundaries; road users on St George's Road, Ffordd-Y-Berth, and the A547; users of the Public Open Space adjacent to Hendre Wen; and employees at the Kimmel and Kinspa Hotel. At greater distances, further views into the Site are limited or are largely truncated by intervening mature vegetation, landform, and built form. There is no anticipated intervisibility between the Site and the settings of any Heritage Assets within the study area, including the Abergele Conservation Area, Gwrych Castle, or Castell Cawr Hillfort Scheduled Ancient Monument.

The proposed development has been carefully laid out to respond to the Site's constraints and opportunities. The landscape masterplan seeks to retain existing mature vegetation and hedgerows, which form a strong green infrastructure framework. The new dwellings are sensitively located, set back from the sensitive northern boundary and relating to the existing built form to the west. Areas of Public Open Space are integrated throughout the Site, incorporating green and blue infrastructure such as attenuation ponds and wildflower meadow planting. Footpath CW|01|24 remains on its existing alignment, with new and safe pedestrian links proposed to connect the development with the wider network. The landscape strategy includes new native tree planting, native shrub and scrub, and hedgerow planting to reinforce the existing landscape structure and soften the development's appearance.

The assessment has concluded that the proposed development will result in a change to the character of the Site, replacing the existing pastoral land with a residential development. The most significant landscape effect is anticipated on the Site Landscape Character itself, which is assessed as Moderate Adverse in Year 1. This effect relates to the fundamental change in land use from pastoral to residential. However, with the retention of existing mature boundary vegetation and the implementation of the proposed landscape strategy, this effect is expected to reduce over time as planting matures, with a Moderate to Minor Adverse effect anticipated by Year 15. Effects on the wider landscape character, including the National Landscape Character Area, the LANDMAP Visual and Sensory and Landscape Habitat categories, and the nearby Special Landscape Area, are anticipated to range from Moderate Adverse, Minor Adverse, Negligible and Neutral as the Site forms only a small part of or is outside of these wider character areas and the proposed mitigation will integrate the development into the landscape. Effects on the setting of all identified Heritage Assets are assessed as Neutral.

Visual effects are largely confined to receptors in close proximity to the Site. The most notable visual effects are anticipated for residents of dwellings at the Gatehouse dwelling on the edge of the Site at the junction of George Road and Gainsborough Park, and Bryn Derw and associated dwellings and users of Footpath CW|01|24, where open and partial views of the Site are available. For receptors at the Gatehouse dwelling and users of Footpath CW|01|24, effects are assessed as Major to Moderate Adverse in Year 1, reducing to Moderate Adverse by Year 15 as the proposed structural planting matures and softens views of the built form. Effects on residents of Bryn Derw and associated dwellings are anticipated to remain Major to Moderate Adverse in Year 15. Anticipated effects on residents of Hendre Wen to the west are Moderate to Minor at Year 1, reducing to Minor Adverse at Year 15. For all other visual receptors, including road and footpath users, and open space users, the assessed effects range from Minor to Negligible Adverse at Year 1, reducing further over time. The visual effects on employees at the Kimmel and Kinspa Hotel are assessed as Moderate Adverse at Year 1, reducing to Moderate to Minor Adverse by Year 15.

The proposals are considered to be in accordance with planning policies at the national and local level, including PPW, TAN 5, TAN 6, TAN 12, and the Conwy Local Development Plan policies, through the provision of new areas of green infrastructure, the retention and enhancement of ecological features, and the integration of the development into the local landscape character. The landscape strategy incorporates new native tree, shrub, and hedgerow planting, wildflower meadow seeding, and blue infrastructure, which will provide new green infrastructure linkages and contribute to local biodiversity.

In summary, it is considered that the Site will, whilst wholly replacing portions of the landscape character at the Site level, sit within the existing retained landscape character at the local, regional and national level. Whilst some negative adverse landscape and visual effects will arise from the proposed development, these are largely limited to the Site and local level receptors only, as identified in this Assessment. Where adverse impacts have been identified, these have been mitigated through the proposed landscape strategy, which seeks to soften the edge of the development, set built form back from sensitive boundaries, and retain key landscape features. Any anticipated effects are expected to reduce over time as the proposed planting matures.

A new native tree, shrub, hedgerow and vegetation strategy, guided by local landscape character, will seek to diversify the landscape structure within the Site and will ensure the long-term reinforcement of local green infrastructure networks. It is therefore considered that the proposed development will sit appropriately within the existing landscape character and will not result in any significant, unmitigated landscape or visual effects.

APPENDIX 1 – LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Guidance and Publications

This assessment has been carried out in light of the latest relevant guidance as set out in 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA3), published by the Landscape Institute and the Institute of Environmental Management and Assessment (2013), and 'Landscape Character Assessment: Guidance for England and Scotland' published by the Countryside Agency and Scottish National Heritage (2002). These documents do not set out a prescriptive approach to how assessments or assessments should be undertaken, but rather identify key principles and good practice.

Whilst this methodology refers to landscape assessments, the same general principles are also applicable in townscape settings. Further guidance on townscape assessment is given at page 74 of GLVIA3 (2013).

The following guidelines and publications have also been considered when producing this assessment:

- LANDMAP - The Welsh landscape baseline (Natural Resources Wales);
- Planning Policy Wales (PPW)Edition 11 (2021);
- Technical Advice Note (TAN) 5: Nature conservation and planning (2009);
- Technical Advice Note (TAN) 6: Planning for Sustainable Rural Communities (2010);
- Technical Advice Note (TAN) 12: Design (2016);
- Technical Advice Note (TAN) 24: Historic Environment (2026).

The assessment comprises the following stages:

- A summary of the relevant aspects of extant and emergent landscape planning policies;
- A definition the scope of the assessment, Site reconnaissance and desktop background research;
- A description of the existing conditions in respect of the landscape baseline (dealing with matters of current landscape character and existing landscape resources), and the visual baseline (dealing with matters relating to the visibility of the Assessment Site);
- Summary of key landscape and visual sensitivities relating to the Assessment Site and surrounding land;
- A description of the development proposed on the Assessment Site;
- An assessment of landscape effects; and
- An assessment of visual effects.

Baseline Assessment Methodology

The following specific desk-based tasks have been undertaken:

- A review of the planning policy relevant to the Assessment Site;
- A review of any existing landscape character assessments relating to the study area;
- A review of landscape designations from the CADW database and local authority sources; and
- Identification of landscape character and key landscape elements.

The baseline description in this assessment comprises two separate elements:

a. Landscape Baseline; and

b. Visual Baseline.

In this assessment, a distinction has been drawn between the study area and the Assessment Site. The Assessment Site is the area proposed for development whilst the study area takes in the wider surrounds of the Assessment Site. The determination of the study area has been informed by desk top studies of maps and aerial photographs to assess how topography, vegetation and built form in the area surrounding the Site were likely to control views towards the Assessment Site.

This work was followed by Site visits to determine the potential visibility of the Assessment Site. The study area boundaries were then set to ensure that all relevant areas of potential visibility were assessed. In general terms, it is assumed that the extent of visibility of the Assessment Site (and ultimately of proposed development upon it) will not exceed a 2km radius.

The Landscape Baseline

The Landscape Baseline comprises two elements; the existing Landscape Character and the existing Landscape Resource.

Landscape Character is defined in GLVIA3 as *"a distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse."* As such, character is influenced by the physical constituent components of the landscape including geology, soils, topography, vegetation, water features, land utilisation and built elements. Landscape Character Assessment is the process of identifying variation and change in the landscape and using that information to assist in managing future landscape change (arising from development or other factors). Landscape Character Assessments – at differing scales – have typically been prepared by, or on behalf of, national and local government or agencies, and provide a starting point for the consideration of landscape character. As a generality, the more detailed the existing Landscape Character Assessment, the more relevant it will be to the specific Assessment Site and/ or the development proposal. There are four main levels at which landscape character assessment has been, or may be carried out, as follows:

a. National Level (as set out by LANDMAP, produced by Natural Resources Wales);

b. Local Level (as set out by LANDMAP, produced by Natural Resources Wales).

APPENDIX 1 – LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

In addition to referencing these published documents, a local level character assessment of the Assessment Site and its surrounding has been undertaken which describes, in summary, the following elements:

a. Existing Land Use;

b. Adjoining Land Uses;

c. Topography;

d. Vegetation;

e. Water Features; and

f. Public Rights of Way.

The Landscape Resource baseline considers two separate aspects; landscape condition – the physical state of the landscape – and landscape value – how different areas of landscape are valued by society. The following criteria have been used to categorize landscape condition, which is described in the assessment text. The typical examples given provide an indication of the likely landscape condition but it does not necessarily follow that because a Site is within a specific designated area that the categorisation of landscape condition will automatically follow; much will depend on specific Site conditions.

Table 1: Landscape Condition

Category	Criteria	Typical Example
Exceptional	i. Strong landscape structure, characteristic patterns, balanced combination of landform and landcover; ii. Appropriate management for land use and landcover; iii. Distinct features worthy of conservation; iv. Sense of place; v. No/ negligible detracting features.	Internationally or Nationally recognised e.g. all or the great majority of which would be World Heritage Site, National Park or AONB.
High	i. Strong landscape structure, characteristic patterns, balanced combination of landform and landcover; ii. Appropriate management for land use and landcover but potentially scope to improve; iii. Distinct features worthy of conservation; iv. Sense of place; v. Occasional detracting features.	Nationally or Regionally recognised e.g. parts of National Park or AONB, all or the great majority of AGLV.
Good	i. Recognisable landscape structure, characteristic patterns and combinations of landform and cover are still evident; ii. Scope to improve management for land use and landcover; iii. Some features worthy of conservation; iv. Sense of place; v. Some detracting features.	
Ordinary	i. Distinguishable landscape structure, characteristic ii. Patterns of landform and landcover often masked by land use; iii. Scope to improve management of vegetation; iv. Some features worthy of conservation; v. Some detracting features.	
Poor	i. Weak landscape structure, characteristic patterns of landform and landcover are often masked by land use; ii. Lack of management and intervention has resulted in degradation; iii. Frequent detracting features.	
Very poor	i. Degraded landscape structure, characteristic patterns and combinations of landform and landcover are masked by land use; ii. Lack of management / intervention has resulted in degradation; iii. Extensive detracting features.	
Damaged	i. Damaged landscape structure; ii. Disturbed or derelict land requires treatment; iii. Detracting features dominate.	
Derelict	i. Land so damaged by industrial or other development that it is incapable of beneficial use without treatment.	

The following criteria have been used to categorise the landscape value of the Site. The categories of Exceptional and High are informed directly by reference to development plan documents; the other categories entail a judgement in respect of the attributes of the area / locality or may be informed by published landscape character assessments.

Table 2: Landscape Value

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

From these separate assessments of landscape character and the landscape resource, the overall sensitivity of landscape receptors – defined as those aspects of the landscape that have the potential to be affected by the proposed development - is determined.

The Visual Baseline

The extent of visibility of the Assessment Site, and of the proposed development, is determined by the buildings/development surrounding the Site, as well as by existing vegetation and topography. An initial assessment was made, using OS mapping and aerial photographs of potential locations from where the Assessment Site might be seen by visual receptors - defined as individuals or groups who have the potential to be affected by the proposal. Potential locations that are identified include residential and commercial properties, roads, PRoW, and areas of public open space/ recreational land.

APPENDIX 1 - LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

A field visit was carried out in February and November 2026. The Site was viewed from the surrounding area from a range of locations, including those identified through the desk study and other locations that became apparent from the field assessment. In the assessment the potential visual receptors are identified on plan and described in tabular form, which categorizes the receptor by type (i.e. residential property etc.) and distance from the edge of the Assessment Site (using the terms set out in Table 3).

Table 3: Distance of Views

Distance of Views	Definition
Adjoining	On the edge of the Assessment Site
Close	Less than 250m from the edge of the Assessment Site
Middle	From 250m to 500m from the edge of the Assessment Site
Long	500m or greater from the edge of the Assessment Site

From the field assessment, a number of viewpoints have been identified which are representative of visual receptors in proximity. The viewpoints selected essentially cover three types of views:

- Representative viewpoints: typical of a particular type of visual receptor, e.g. certain points along a PRoW;
- Specific Viewpoints: a key or promoted viewpoint within the landscape possibly related to local visitor attractions or associated with a designated landscape or a cultural landscape; and
- Illustrative Viewpoints: where a particular effect may only be available from certain locations.

Not all of these types of viewpoints will necessarily be present or need to be considered in all assessments. Generally, but not exclusively, the majority of viewpoints identified will be representative viewpoints. All of the viewpoints identified are public viewpoints. Whilst private locations, such as houses, were not visited during the field assessment, an assessment of the likely views from these properties and their visual context was made from nearby locations.

Viewpoint locations are shown in plan form and the views available from the selected viewpoints shown as photographs in the assessment.

Assessment of Landscape and Visual Effects – General Approach

As defined in GLVIA3, landscape effects are those effects on the landscape as a resource in its own right, and visual effects are those effects on specific views and on the general amenity as experienced by people. The judgement made in respect of both landscape and visual effects is a combination of an assessment of the sensitivity of the receptor against the magnitude of the landscape or visual effect.

The judgement to be made in respect of sensitivity is a combination of the susceptibility of those receptors to the specific change occasioned by the proposed development (for both landscape and visual receptors) along with the value attached to that receptor (again for both landscape and visual receptors). Similarly, the judgement to be made in respect of the magnitude of landscape and / or visual effects is derived from a combination of the size or scale of the effect(s); the duration of the effect(s); and whether such effect(s) is / are reversible (or not). The assessment of landscape and visual effects give rise to separate considerations and these are set out in more detail below.

Assessment of Landscape Effects

In respect of the judgment to be made of the sensitivity of landscape receptors, the susceptibility to specific change for each landscape receptor is categorized as set out in the following tables.

Table 4: Susceptibility of Landscape Receptors to Change

Receptor	Susceptibility of Receptor to Change		
	High	Medium	Low
Landscape Character	A highly distinctive and coherent landscape character, with an absence of detracting or intrusive elements. Low or no capacity to accept change.	Distinctive character, with a general consistency, notwithstanding the presence of some detracting or intrusive elements. Some capacity to accept change.	Mixed character, where there is a lack of coherence and detracting or intrusive elements have become dominant or have eclipsed original character. Significant capacity to accept change.
Designated Areas	National designated Landscape such as National Park and AONB	Local landscape designations (e.g. AGLV/Areas of Local Landscape Importance (ALLI) (or similar)	Not designated
Landscape Features	Largely or completely intact, in good condition	Largely in moderate condition – may be in process of improvement	Undesignated but value perhaps expressed through non-official publications or demonstrable use.
Aesthetic / Perceptual Aspects	Recognised formally as a coherent area/ feature of aesthetic attraction	Some areas/ features of aesthetic attraction	Not noted for aesthetic qualities

The value for each landscape receptor is taken from Table 2 above. The overall sensitivity of each receptor is then categorised on a High/ Medium / Low/ Negligible basis. In respect of the magnitude of landscape effects, Table 5 sets out the judgements to be made, and the categories adopted in respect of the separate considerations of scale, geographic extent, duration.

APPENDIX 1 – LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Table 5: Magnitude of Landscape Effects				
Type of Effect	**Magnitude of Effects**			
Size/Scale	**Major**	**Moderate**	**Minor**	**Negligible / None**
	Total loss of, or major alteration to key elements/ features/ characteristics of the Site and/ or the introduction of elements totally uncharacteristic to the receiving landscape	Partial loss of or alteration to one or more key elements/ features/ characteristics of the Site and/or introduction of elements that would be evident, but not necessarily uncharacteristic to the receiving landscape	Limited loss of or alteration to one or more key elements/ features/ characteristics of the Site and/ or introduction of elements characteristic with the receiving landscape.	Very minor or no loss or alteration to one or more key elements/ features / characteristics of the Site and/ or introduction of elements characteristic within the surrounding landscape – approximating to a "no change" situation.
Geographic Extent	Extensive	Major	Localised	Restricted
	Effects would be experienced over many landscape character types or area	Effects would extend over the major part of the landscape character type or area	Effects would be confined to the immediate setting of the Assessment Site	Effects would not extend beyond the Assessment Site
Duration	Long	Medium	Short	Construction Stage
	Over 15 years after completion of construction works	5-15 years after completion of construction works	0-5 years after completion of construction works	Restricted to construction stage (explain likely length of construction and any key stages)

The overall magnitude of landscape effects is then described on the basis of professional judgement on a High / Medium / Low / Negligible basis. The separate assessments in respect of sensitivity and magnitude have been drawn together in the assessment in a single tabular form. An overall conclusion in respect of landscape change – the likely significant landscape effects - is set out in the assessment text. That overall conclusion is expressed by reference to the terms set out in the matrix at Table 6, showing the interrelationship between sensitivity of the landscape receptor and the magnitude of landscape effect. The principal conclusions deriving from the tabular presentation are then summarised in the assessment text.

Table 6: Landscape Effects				
		Sensitivity of Receptor		
		High	**Medium**	**Low**
Magnitude of Effect	**Large**	MAJOR	MAJOR/ MODERATE	MODERATE
	Medium	MAJOR/ MODERATE	MODERATE	MINOR
	Small	MODERATE	MINOR	NEGLIGIBLE
	Negligible	MINOR	NEGLIGIBLE	NEGLIGIBLE
	None	NEUTRAL	NEUTRAL	NEUTRAL

In Table 6 the terms used to describe overall landscape effects are taken to have the following meanings, particularly in respect of the purpose of the Assessment to identify likely significant environmental effects:

- Major: Would fundamentally change the existing landscape and would thus constitute a significant environmental effect.
- Major / Moderate: Would substantially change the existing landscape and would thus constitute a significant environmental effect.
- Moderate: Would bring about some change to the existing landscape but would not constitute a significant environmental effect.
- Minor: Would entail only limited change to the existing landscape and would not constitute a significant environmental effect.
- Negligible: Would entail negligible change to the existing landscape and would not constitute a significant environmental effect.
- Neutral: Would be approximate to a no-change situation.

APPENDIX 1 – LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Assessment of Visual Effects

In respect of the judgment to be made of the sensitivity of visual receptors, the susceptibility to specific change for each landscape receptor is categorised as set out below.

Table 7: Susceptibility of Visual Receptors to Change

Type of Visual Receptor	Susceptibility of Specific Change	Notes
Residential Property	High	Residential properties are considered the most sensitive of potential visual receptors and are thus accorded a High susceptibility. It is an established tenet that the planning system does not serve to protect private interests; the issue is not whether owners and occupiers of neighbouring properties would experience financial or other loss (including visual effect) from a particular development but whether such development would unacceptably affect amenities and the existing use of land and buildings which ought to be protected in the public interest. Thus, in seeking to assess the visual effects of development account should be taken of the effects on residential property, but it is pertinent to note that purely private interests may carry less weight than public interests.
Commercial Property / Places of Employment	Low to Medium	Indoor workers are likely to have a Low susceptibility; outdoor workers (e.g. in agriculture) a Medium susceptibility.
Public Roads	Low to Medium	The degree of susceptibility will vary according to the nature of the road and its primary purpose for users. Motorways and trunk roads are taken to have a Low susceptibility; A class roads a Low to Medium susceptibility, and all other roads a medium susceptibility.
Public Rights of Way / Cycleways	High	The degree of susceptibility will vary according to the nature of the PRoW and its primary purpose for users. Bridleways and PRoW designated locally as specific routes are taken to have a High susceptibility.
Informal Paths	Medium to High	Informal paths have been taken to have a Medium to High susceptibility.
Public Open Space	High	Users of areas of POS are likely to be at leisure, and thus such areas are taken to have a High susceptibility.
Cultural Heritage Sites	High	Users of areas of cultural heritage sites are likely to be at leisure, and thus such areas are taken to have a High susceptibility.
Recreational Land	Medium	Users of recreational land are likely to be at leisure but are taken to be focussed primarily on the recreational activity, and thus such areas are taken to have a Medium susceptibility.

The value of views is categorized as set out below:

Table 8: Criteria for Value of Views

Magnitude	Criteria
High	A unique or identified view (e.g. shown as such on OS map or marked on a tourist map) or one noted in literature
Medium	A typical and/ or representative view from a particular receptor type
Low	Undistinguished or unprepossessing view

In respect of the magnitude of visual effects, Table 9 below sets out the judgements to be made, and the categories adopted in respect of the separate considerations of scale, geographic extent, duration, and reversibility.

APPENDIX 1 – LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Table 9: Criteria for Determination of Visual Effect

Type of Effect	Magnitude of Effects			
Size/Scale	**Major**	**Moderate**	**Minor**	**Negligible / None**
	The proposals form a significant and immediately apparent part of the view that will change its overall character.	The proposals will form a visible and recognisable new element within the overall view and will be readily noticed by the observer.	The proposals constitute only a minor component of the wider view, which might be overlooked by the casual observer. Awareness of the proposals will not have a marked effect on the overall quality of the view.	Only a very small Part (or no part) of the proposal will be discernible and / or it will be at such a distance that it will be scarcely appreciated, and consequently it will have very little/ no effect on the view.
Geographic Extent	Extensive	Major	Localised	Restricted
	Effects would affect all the visual receptor/ and/ or would be seen at close distance.	Effects would extend over the major parts of the visual receptor and/ or would be seen at medium distance.	Effects would be confined to part/s of the visual receptor and/ or would be seen at long distance.	Effects would be confined to edges of/ glimpse views from the visual receptor and/ or would be seen at long distance.
Duration	Long	Medium	Short	Construction Stage
	The visual effect, even considering mitigation works, will still obtain 15 years after completion of construction works	The visual effect, taking into account mitigation works, will obtain for between 5-15 years after completion of construction works	The visual effect, taking into account mitigation works, will obtain for up to 5 years after completion of construction works	Restricted to construction stage (explain likely length of construction and any key stages)
Reversibility	Irreversible		Reversible	
	The development will entail a permanent effect on the view.		If the development was de-constructed/ demolished the existing view (i.e. without development) would be returned.	

The overall magnitude of visual effects is then described on the basis of professional judgement on a High / Medium / Low / Negligible basis. The separate assessments in respect of visual sensitivity and magnitude have been drawn together in the assessment in a single tabular form. An overall conclusion in respect of visual change – the likely significant visual effects - is set out in the assessment text. That overall conclusion is expressed by reference to the terms set out in the matrix at Table 10, showing the interrelationship between sensitivity of the visual receptor and the magnitude of visual effect. The principal conclusions deriving from the tabular presentation are then summarised in the assessment text.

Table 10: Visual Effects

Magnitude of Effect	Sensitivity of Receptor: High	Medium	Low
Large	MAJOR	MAJOR/ MODERATE	MODERATE
Medium	MAJOR/ MODERATE	MODERATE	MINOR
Small	MODERATE	MINOR	NEGLIGIBLE
Negligible	MINOR	NEGLIGIBLE	NEGLIGIBLE
None	NEUTRAL	NEUTRAL	NEUTRAL

In Table 10 the terms used to describe overall visual effects are taken to have the following meanings, particularly in respect of the purpose of the Assessment to identify likely significant environmental effects:

- Major: Would fundamentally change the existing view and would thus constitute a significant environmental effect.
- Major/ Moderate: Would substantially change the existing view and would thus constitute a significant environmental effect.
- Moderate: Would bring about some change to the existing view but would not constitute a significant environmental effect.
- Minor: Would entail only limited change to the existing view and would not constitute a significant environmental effect.
- Negligible: Would entail negligible change to the existing view and would not constitute a significant environmental effect.
- Neutral: Would be approximate to a no-change situation.

APPENDIX 1 - LANDSCAPE AND VISUAL ASSESSMENT METHODOLOGY

Overall Assessment of Landscape and Visual Effects

The separate conclusions in respect of likely significant landscape and visual (as described above) are set out in the assessment text.

Visual Baseline Conditions

The following specific desk-based tasks have been undertaken:

- Identification and field assessment of potential receptors within the visual envelope and an assessment of their sensitivity.

- Appreciation of the nature and importance of existing views experienced by the identified receptors.

The visual assessment involved an initial desk-based review of OS mapping to establish the wider context within which views initially appear to be set, followed by Site surveys to establish the form and nature of specific views and the role of the proposed development area in such views. The Site survey was informed by the computer generated ZTV mapping which indicates where the development may be visible from.

Methodology for Preparation of Photographs

The Site survey includes a photographic record of the viewpoints. At each of the viewpoints the following details are recorded;

- The grid reference (of the viewpoint);

- The viewer height (measured to the lens of the camera);

- The date (of survey);

- The distance to the development (from the viewpoint).

The photographs have been taken using a digital SLR camera with a 50mm fixed focal length lens, giving a focal length equivalent to 75mm on a 35mm film camera. The photographs were taken in accordance with guidance outlined in the document 'Visual Representation of Development Proposals - Technical Guidance Note 06/19' (Landscape Institute; 2019).