

# LANDSCAPE / VISUAL









## VISUAL EFFECTS

Visual Effects relate to the changing views experienced by people within the landscape from publicly accessible areas and residential dwellings.

They are assessed using a combination of desk-top research and field survey work. A Zone of Visual Influence is established which identifies the areas within which the proposed development would be visible and visual effects may be experienced. Detailed consultation was carried out on site with Wychavon District Council's Landscape Officer, to determine the principal viewpoints.



**LEGEND**

-  Site Boundary
-  Visually Exposed Area
-  Public Rights of Way
-  Long Distance Key Visual Receptors
- Screening Elements**
-  Ridgelines
-  Woodland / Vegetation
-  Local high points and significant physical landscape features
-  Zone of Visual Influence

**Long Distance Views from residential properties and public rights of way**

- 40 - May House Cottages / PROW
- 41 - May House Farm
- 42 - Westwood House (Grade I listed and Historic Park including The Gatehouse)
- 43 - Monarch Way through Westwood Park - PROW 514
- 44 - St. Augustine's Church, Dodderhill
- 45 - Residential property adjacent to garage at Martin Hussingtree
- 46 - Droitwich Spa Park/Cricket Club

## TOPOGRAPHY AND VISUAL

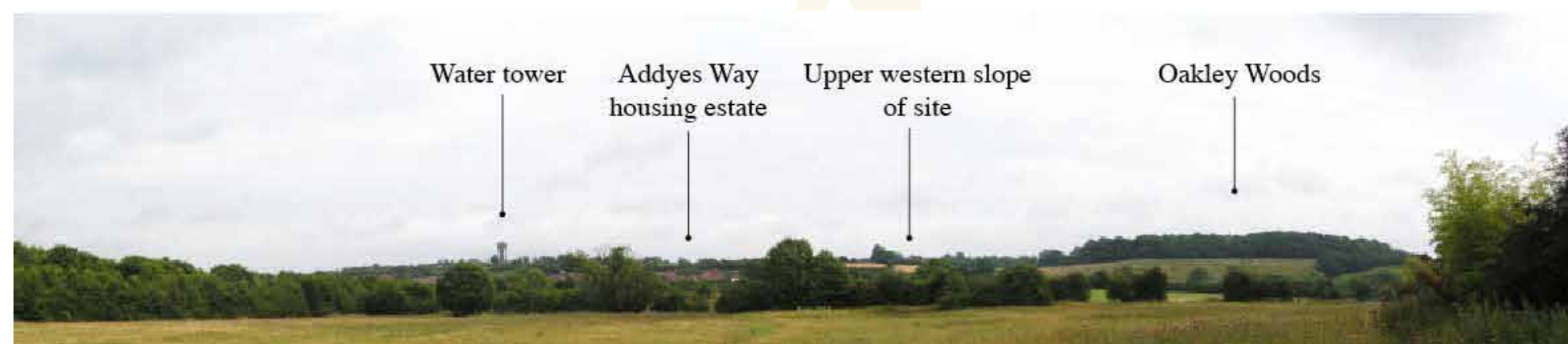
- The surrounding topography is gently undulating, within a framework of two low ridgelines. The central section of the site is relatively enclosed due to the nature of intervening ridgelines and is contained. Views into the site from the south and east are limited to properties immediately adjacent to the site boundary.
- From the northern boundary there are wide panoramic views across the Worcestershire Plains to the Abberley Hills/Malverns. Views back to the site however are screened by intervening landform and vegetation and what is apparent is that whilst the water tower is a locally visible landmark the majority of the site is not.
- From the western boundary there are open mid distance views over farmland to the local ridgeline by Martin Hussingtree, up to 2km distance. The vegetation and topography along the A38 screens views from beyond.
- The localised and visually exposed nature of the western and northern boundary of the site has acted as a constraint on the location and siting of development in these areas.
- There are several mid distance views from residential properties and existing Public Rights of Way in the surrounding area (within 2km). The majority of views however are from residential properties and footpaths immediately adjacent to the site.
- A number of long distance views from residential properties and footpaths were identified however on examination the effects on their view were predicted to be neutral due to the distance (up to 5km), intervening screening elements, and the complexity and extent of the panoramic view.



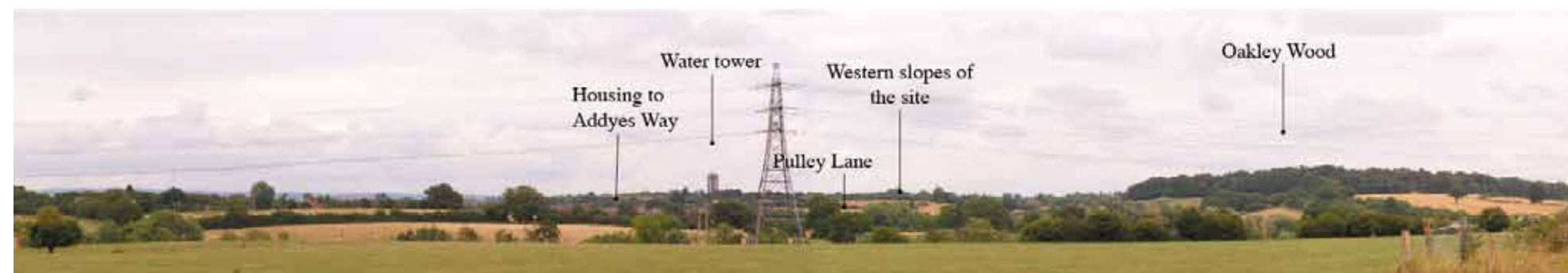
Long distance view – from Westwood Park



Long distance view – from Mayhouse Farm



Mid distance view – from The Malt House



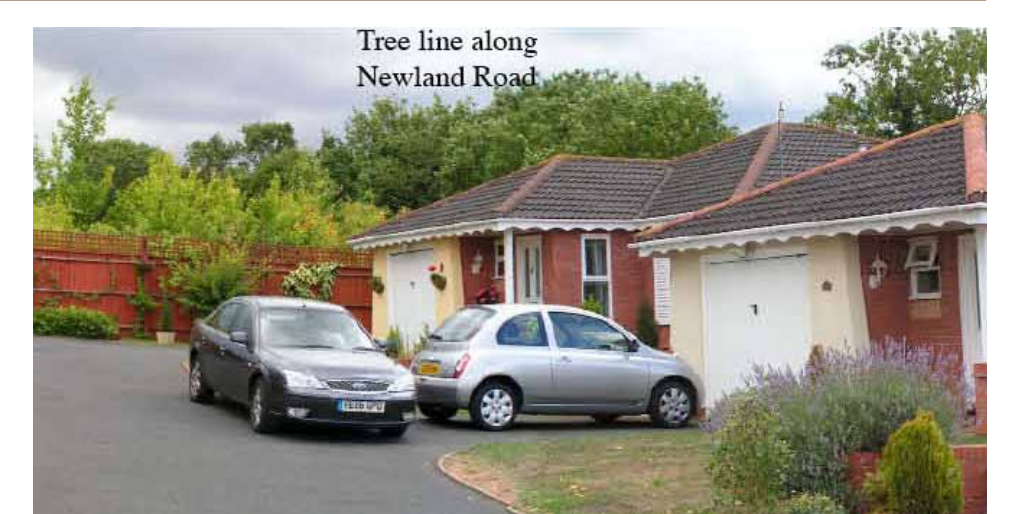
Mid distance view – from residential property adjacent to garage at Martin Hussingtree



Near distance view – from Oakley Ridge Stables



Near distance view – from Keepers Cottage



Near distance view – from Primsland Fields



Near distance view – from Issac Way