

WINCHCOMBE TOWN

Landscape and Visual Sensitivity Study

November 2014

Final Report

Toby Jones Associates Ltd.

WINCHCOMBE TOWN

Landscape and Visual Sensitivity Study

Report For:

Winchcombe Town Council
Neighbourhood Plan Steering Group

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Approved By:



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Table of Contents

1	Introduction	5
1.1	Background	5
1.2	Purpose of This Report	6
1.3	Sites Under Consideration	6
1.4	Study Context	7
2	Approach and Methodology	10
2.1	Methodology Overview	10
2.2	Landscape Assessment	11
2.3	Visual Assessment	12
2.4	Importance of Effect	14
2.5	Residential Receptors	14
2.6	The Landscape and Visual Assessment	15
3	Area 1A: land west of winchcombe	15
3.1	Reason for Inclusion	15
3.2	Description	15
3.3	Assumptions About Development Parameters	15
3.4	Key Landscape Receptors and Sensitivity	16
3.5	Key Visual Receptors and Sensitivity	16
3.6	Landscape Appraisal	17
3.7	Visual Appraisal	17
4	Area 1B: land west of winchcombe	17
4.1	Reason for Inclusion	17
4.2	Description	17
4.3	Assumptions About Development Parameters	18
4.4	Key Landscape Receptors and Sensitivity	19
4.5	Key Visual Receptors and Sensitivity	19
4.6	Landscape Appraisal	20
4.7	Visual Assessment	20
5	Area 2a: land East of winchcombe	20
5.1	Reason for inclusion	20
5.2	Description	20
5.3	Assumptions About Development Parameters	20
5.4	Key Landscape Receptors and Sensitivity	20
5.5	Key Visual Receptors and Sensitivity	20
5.6	Landscape Appraisal	21
5.7	Visual Appraisal	21
6	Area 2b: land East of winchcombe (off rushley Lane)	21
6.1	Reason for Inclusion	21
6.2	Description	21
6.3	Assumptions About Development Parameters	22
6.4	Key Landscape Receptors and Sensitivity	23
6.5	Key Visual Receptors and Sensitivity	23
6.6	Landscape Appraisal	23
6.7	Visual Appraisal	23
7	Area 3: Almsbury Farm (Off Vineyard Street)	23
7.1	Reason for Inclusion	23
7.2	Description	24

7.3	Assumptions About Development Parameters.....	24
7.4	Key Landscape Receptors and Sensitivity	25
7.5	Key Visual Receptors and Sensitivity	25
7.6	Landscape Appraisal.....	26
7.7	Visual Appraisal.....	26
8	Area 4a: land South of Winchcombe (Churchlands –Whole Site)	26
8.1	Reason for Inclusion.....	26
8.2	Description	26
8.3	Assumptions About Development Parameters.....	27
8.4	Key Landscape Receptors and Sensitivity	28
8.5	Key Visual Receptors and Sensitivity	28
8.6	Landscape Appraisal.....	28
8.7	Visual Appraisal.....	28
9	Area 4b: land South of Winchcombe (Churchlands –West of Local Footpath).....	28
9.1	Reason for Inclusion.....	28
9.2	Description	28
9.3	Assumptions About Development Parameters.....	29
9.4	Key Landscape Receptors and Sensitivity	30
9.5	Key Visual Receptors and Sensitivity	30
9.6	Landscape Appraisal.....	30
9.7	Visual Appraisal.....	30
10	Area 4c: land South of Winchcombe	30
10.1	Reason for Inclusion.....	30
10.2	Description	30
10.3	Assumptions About Development Parameters.....	31
10.4	Key Landscape Receptors and Sensitivity	31
10.5	Key Visual Receptors and Sensitivity	31
10.6	Landscape Appraisal.....	31
10.7	Visual Appraisal.....	31
11	Area 5: Land North of Greet (Off Becketts Lane).....	32
11.1	Reason for Inclusion.....	32
11.2	Description	32
11.3	Assumptions About Development Parameters.....	32
11.4	Key Landscape Receptors and Sensitivity	33
11.5	Key Visual Receptors and Sensitivity	33
11.6	Landscape Appraisal.....	33
11.7	Visual Appraisal.....	34
12	Area 6: land South of Greet	34
12.1	Reason for Inclusion.....	34
12.2	Description	34
12.3	Assumptions About Development Parameters.....	34
12.4	Key Landscape Receptors and Sensitivity	35
12.5	Key Visual Receptors and Sensitivity	35
12.6	Landscape Appraisal.....	35
12.7	Visual Appraisal.....	35
13	Area 7: land North of Winchcombe	36
13.1	Reason for Inclusion.....	36
13.2	Description	36
13.3	Assumptions About Development Parameters.....	36
13.4	Key Landscape Receptors and Sensitivity	36

13.5	Key Visual Receptors and Sensitivity	36
13.6	Landscape Appraisal	36
13.7	Visual Appraisal	36
14	Area 8: land North East of Winchcombe	36
14.1	Reason for Inclusion	36
14.2	Description	37
14.3	Assumptions About Development Parameters	37
14.4	Key Landscape Receptors and Sensitivity	37
14.5	Key Visual Receptors and Sensitivity	37
14.6	Landscape Appraisal	37
14.7	Visual Appraisal	37
15	Area 9: land South of Winchcombe	37
15.1	Reason for Inclusion	37
15.2	Description	37
15.3	Assumptions About Development Parameters	37
15.4	Key Landscape Receptors and Sensitivity	38
15.5	Key Visual Receptors and Sensitivity	38
15.6	Landscape Appraisal	38
15.7	Visual Appraisal	38
16	Area 10: land West of Winchcombe (South of Langley Road)	38
16.1	Reason for Inclusion	38
16.2	Description	38
16.3	Assumptions About Development Parameters	38
16.4	Key Landscape Receptors and Sensitivity	38
16.5	Key Visual Receptors and Sensitivity	39
16.6	Landscape Appraisal	39
16.7	Visual Appraisal	39
17	summary and conclusions	39
17.1	Overall Conclusion	39

FIGURE LIST

Figure 1	Site Location Plan
Figure 2	Topography Plan
Figure 3	Analysis Plan
Figure 4	Area 1a
Figure 5	Area 1b
Figure 6	Area 2b
Figure 7	Area 3
Figure 8	Area 4a
Figure 9	Area 4b
Figure 10	Area 5
Figure 11	Area 6

APPENDICES

Appendix A	Detailed Landscape and Visual Appraisal Tables
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1 INTRODUCTION

1.1 Background

The emerging Joint Core Strategy (JCS) for Gloucester, Cheltenham and Tewkesbury identifies Winchcombe as a “Rural Service Centre” (along with Bishops Cleeve). The number of new housing units to be accommodated at Winchcombe has not yet been defined and the Tewkesbury Borough Plan, which is to be prepared in parallel with the Joint Core Strategy, will determine the final allocation based upon assessed need. The landscape setting of the town and its capacity to accommodate development will also influence the final number.

The Winchcombe and Sudeley Parish Neighbourhood Planning Group are managing the preparation of the Neighbourhood Plan. It is a working party set up by the Town Council. They have commissioned this detailed assessment of all land surrounding the town to inform the preparation of its draft Neighbourhood Plan.

The NPSG have worked on the basis that the Neighbourhood Plan should:

- Discourage new development in locations that would appear out of place when considered in relation to the wider urban settlement areas. New development will be inappropriate if it “sticks out” significantly from surrounding urban form (when viewed from key viewpoints), and exerts an “out of place” or “incongruous” character rather than appearing as an organic and rational extension of the existing urban form.
- Encourage any new development to be well linked to the existing movement network around the site (for example by extending the existing street pattern into and through proposed development areas). This will help to ensure that new development, among other factors, is well integrated and connected to the existing urban settlement areas and does not create disconnected and isolated development unduly dependent on private car use for access to services.
- Use existing field boundaries or other strong landscape features to help define new development edges, and try to create “fragmented” development edges as opposed to long, un-broken linear edges. This is to mitigate the effect of new development that has a very strong visual impact on its wider landscape setting. This approach also helps to retain existing and mature landscape features to help “soften” the visual transition between buildings and the surrounding landscape.

Tewkesbury Borough Council has commissioned a strategic study covering all Rural Service Centres and Service Villages across the Borough to identify the landscape and visual sensitivity of land surrounding the settlements. The author of this detailed study for Winchcombe is also the author of the strategic sensitivity study for Tewkesbury Borough Council. The author has been able to draw upon knowledge and experience from the strategic study during the preparation of this more detailed and applied study.

The strategic study deals with relatively large land parcels surrounding towns and villages and seeks only to suggest the sensitivity to change. This study considers smaller land parcels and goes on to suggest levels of potential impact that might arise as a consequence of development within them.

1.2 Purpose of This Report

This study may be seen as a draft Landscape and Visual Impact Assessment, as envisaged by the Joint Core Strategy process. There is sufficient information, for each site, to enable the Town Council to:

- Weigh the relative importance of each site to the landscape setting of the town;
- Assess the potential for appropriate mitigation and enhancement measures; and
- Understand the opportunities for green infrastructure improvements in accordance with national policy guidance.

This appraisal examines the potential effects of a theoretical residential development on each land parcel. It distinguishes between landscape effects and visual effects. The theoretical development considered in each case is based upon some assumed development parameters. In this sense the findings are only indicative, since the actual impacts of a particular development on a particular site will of course depend upon the detailed and specific proposals. This study provides a framework to assist the selection of the most appropriate sites for development around Winchcombe. It is not in itself a site selection tool.

1.3 Areas Under Consideration

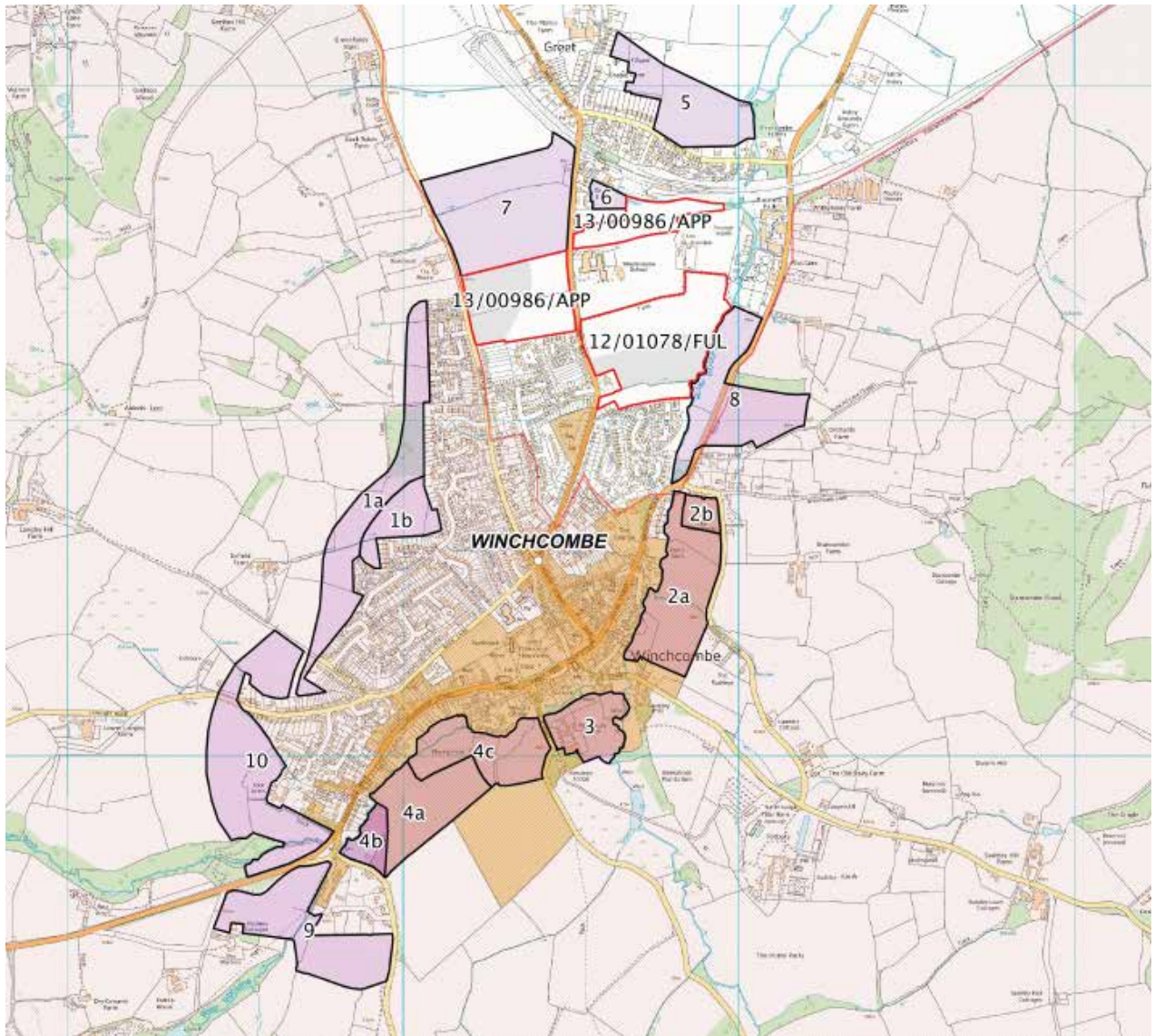
This study considers the potential impact of new residential development around Winchcombe. It identifies and then evaluates 14 land parcels around the town. The Consultant defined the land parcels during the course of the study based upon a combination of the following:

- The land parcels identified in the strategic Tewkesbury Borough Council Study
- Sites considered in the Neighbourhood Plan Exhibition
- Sites suggested in response to the Neighbourhood Plan Exhibition
- Sites suggested by the consultant during the initial site survey and investigation.

The land parcels are illustrated on Figure 1

It should be stressed that the land parcels identified do not represent the extent of suggested development sites. They are parcels of land that share certain characteristics and sensitivities within which the study considers the possible impacts of development.

Figure 1: Site Locations



1.4 Study Context

Winchcombe is dominated by and responds to the spectacular landscape that surrounds it. It lies at the edge of the Cotswold AONB and is surrounded on three sides by prominent hills. The Isbourne River forms the distinct settlement edge to the southeast. The landscape context of Winchcombe drives a range of landscape and visual sensitivities that have shaped the historic evolution of the town and will continue to influence its future growth.

Figure 2 illustrates the context of Winchcombe in relation to the surrounding hills.

Figure 2: Topography

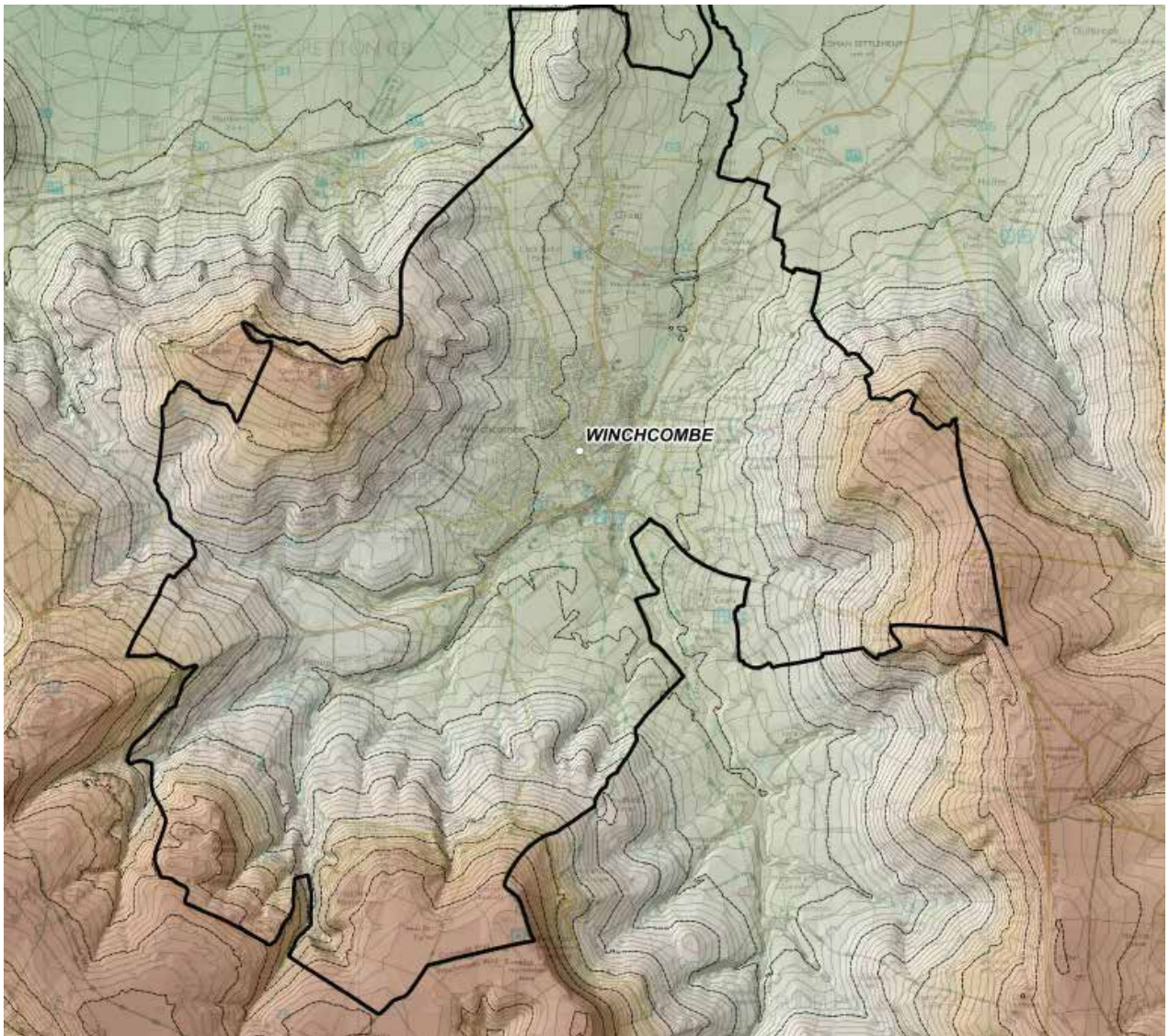
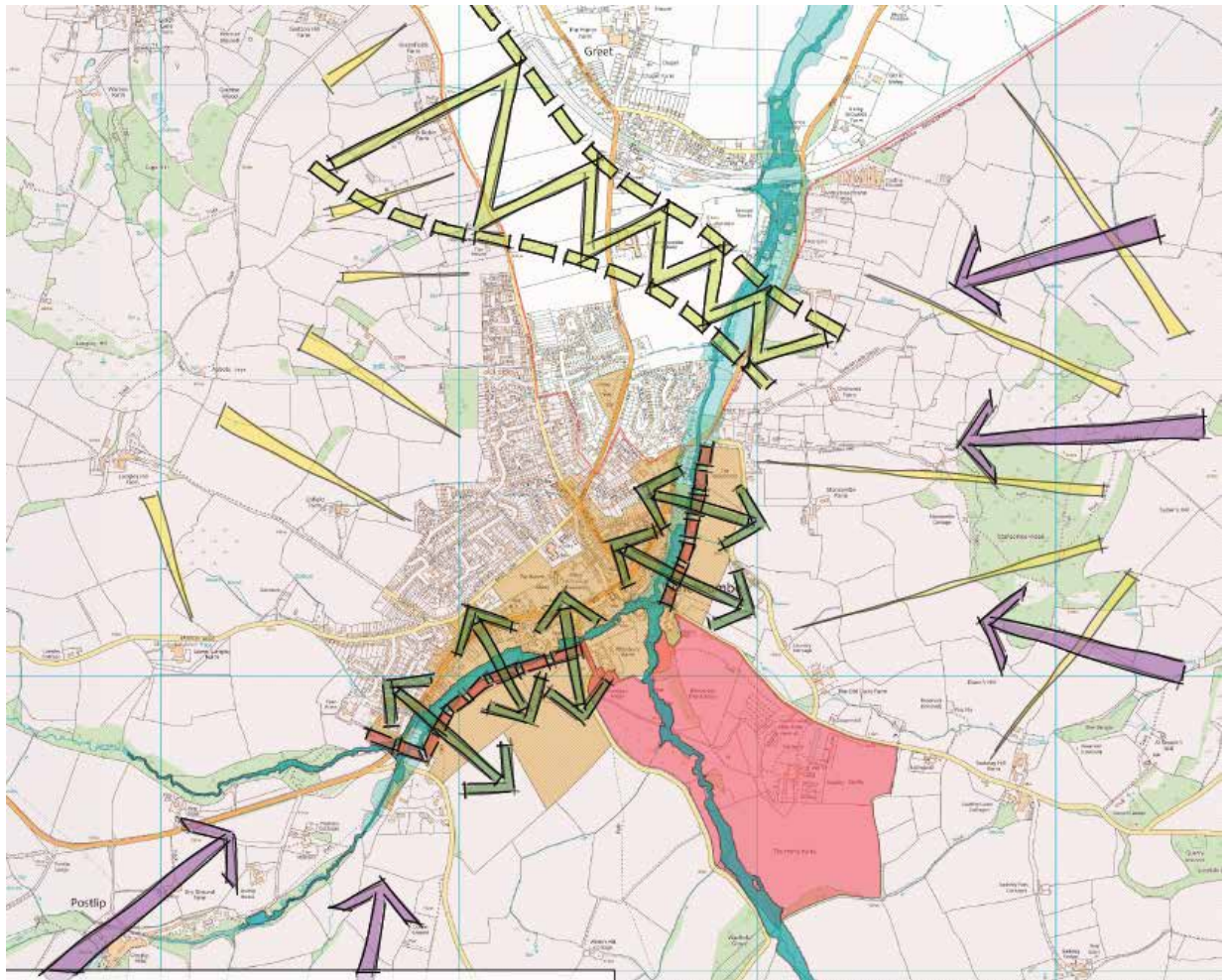


Figure 3 illustrates some of the issues influencing future development around the town including topography, the River Isbourne, valued landscapes and prominent views.

Figure 3: Analysis Plan



KEY

- Winchcombe Conservation Area
- Registered Parks and Gardens
- Cotswolds AONB Boundary

Flood Zones

- Flood Zone 2
- Flood Zone 3

Analysis Symbols

- Distinctive Slopes
- Important Visual Gap
- Strong Visual Links
- Well Defined and Prominent Settlement Edge
- Important Elevated and Distant Views

2 APPROACH AND METHODOLOGY

2.1 Methodology Overview

This appraisal is based on latest guidance provided in the Landscape Institute and Institute for Environmental Management and Assessment (LI/IEMA) “Guidelines for Landscape and Visual Impact Assessment.” The document is commonly referred to as GLVIA3.

Landscape effects derive from changes in the physical landscape, which may give rise to changes in its character and how it is experienced. Landscape effects consider those impacts on the landscape as a resource and include the consideration of:

- Landscape Elements - Individual elements that make up the landscape including prominent features such as landform, woodland, trees and buildings.
- Landscape Character and Characteristics - The distinct and recognisable pattern of elements that occurs consistently in a particular landscape. Character is identified through a process of classification.

Visual effects relate to the changes that arise in the composition of available views as a result of changes to the landscape, to people’s responses to the changes and to the overall effects with respect to visual amenity. In all cases, receptors of visual effects (those affected by the change) are people.

This study evaluates the landscape and visual sensitivity of each of the identified sites against a three-point scale.

In accordance with the GLVIA, this appraisal does not seek to determine the “significance” of predicted effects because this exercise is not part of a formal Environmental Impact Assessment. Instead, effects have been assessed in terms of levels of “importance”.

Landscape and visual assessment is not a mechanistic or quantitative process, it involves subjective value judgements and professional opinion.

The process for determining the importance of a predicted effect is as follows:

1. Determine the “value” of an affected landscape or view
2. Determine the “susceptibility to change” of the landscape or viewer
3. Determine an overall “Sensitivity to change” of that landscape or viewer by combining conclusions about value and susceptibility
4. Determine the predicted “magnitude of change”
5. Determine the “importance of the effect” by considering overall sensitivity to change and the predicted magnitude of effect.

Definitions

Value

The relative value or importance attached to a landscape (often as a basis for designation or recognition), which expresses national or local consensus, because of its quality and condition, special qualities including perceptual aspects such as scenic beauty, tranquillity, or wilderness, cultural associations or other conservation issues including rarity. Expressed as “High, medium or Low”.

Susceptibility to Change

The ability of a particular landscape to absorb a particular type of change without unacceptable adverse effects on its character. The ability of a particular group of viewers to accommodate or accept a change in a view. Expressed as “high, medium or low”.

Overall Sensitivity

Overall sensitivity is a combination of judgements about the value of a particular receptor and its susceptibility to change. It is expressed as high, medium or low.

Receptor

The landscape feature or element or the person experiencing a view that will be affected by the predicted change.

Magnitude of Change

The degree to which landscape character, a landscape feature or element or a view will be affected. It is expressed as high, medium and low.

2.2 Landscape Assessment

The judgements made in this appraisal are based upon the following guiding criteria to determine the value, susceptibility to change and magnitude of change for a given landscape receptor.

Table 1: Landscape Value Criteria	
Attribute	Criteria
Landscape Quality	Intactness of the landscape and the condition of component parts
Scenic Quality	The general appeal of the landscape
Rarity	The scarcity or abundance of a particular landscape or landscape element locally or nationally
Representativeness	Particular characteristic, feature or element that might be considered to be an important example of type locally or nationally
Cultural Interest	Recognised features of wildlife, cultural or heritage interest
Recreation Value	The degree to which this landscape is used for recreational activity
Wilderness / Tranquillity	Evidence of remoteness, peace tranquillity
Cultural Associations	Relevant associations with notable figures

Table 2: Criteria for Susceptibility of Landscapes to Change	
Level	Criteria
High	Little ability to accommodate the proposed development without undue

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	harm
Medium	Some ability to accommodate the proposed development without undue harm
Low	Substantial ability to accommodate the proposed development without undue harm

Judgements about landscape susceptibility need to take into account the extent to which the receiving landscape will be able to accommodate the proposed change. The following landscape attributes often inform this judgement:

- Landform
- Degree of openness or enclosure
- Field pattern or scale
- Land cover
- The relationship between the landscape affected by the predicted change and existing settlements or development
- Any special scenic qualities

Category	Criteria
High	The proposals will result in a total change in key characteristics of the landscape, will introduce elements that are completely uncharacteristic that do not fit its scale. Total loss or alteration of key characteristics, features or elements
Medium	The proposals will result in a partial change in the key characteristics or will introduce partially uncharacteristic elements. Some contrast with existing scale. Partial loss or alteration of key characteristics, elements or features
Low	The proposals will result in a small change in key characteristics of landscape character. Will introduce elements that are not uncharacteristic or will result in minor loss or alteration of key features, elements or characteristics.
Negligible	The proposals will result in a barely discernible change to landscape character, elements or features.

2.3 Visual Assessment

The judgements made in this appraisal are based upon the following guiding criteria to determine the value, susceptibility to change and magnitude of change for a given landscape receptor.

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Table 4: Value Attached to Views	
Level	Criteria
High	Views from viewpoints of national importance or highly popular visitor attractions where the view itself is an essential part of the experience. Views with particular cultural associations. Views that are “unspoilt” by detracting elements
Medium	Views from viewpoints of regional or district importance or moderately popular visitor attractions where the view is an incidental but important part of the experience or have cultural associations
Low	Views from viewpoints where the view is not a particular focus, not popular, run of the mill and have no particular cultural associations

Table 5: Visual Receptor (Viewers’) Susceptibility to Change	
Level	Criteria
High	<p>People with a particular interest in a view or with a prolonged viewing opportunity:</p> <ul style="list-style-type: none"> • Residents • People engaged in outdoor recreation activity where the view or visual environment is a focus of that activity • Visitors to heritage assets or other attractions where the setting and surroundings are important • Communities where there is a shared outlook and enjoyment of the landscape and setting for that community (Community outlook). • Travellers on recognised scenic routes
Medium	<p>People with a moderate interest in the view and their surroundings:</p> <ul style="list-style-type: none"> • Travellers by road or rail on scenic routes or who have a local interest • People engaged in outdoor activity where the view might be incidental to the main activity.
Low	<p>People with little interest in or momentary engagement with the view and their surroundings:</p> <ul style="list-style-type: none"> • People engaged in team sports • People at their place of work • People travelling on longer journeys on trunk and main roads

Table 6: Visual Magnitude of Change	
Category	Criteria
High	The proposals will cause a dominant or complete change in the view resulting from the loss or addition of substantial features. The appreciation of the view will be substantially altered
Medium	The proposals will be noticeable and will have some effect on the composition and appreciation of the view.
Low	The proposals will cause a perceptible change in the view that will not

	materially alter the appreciation of the view
Negligible	The proposals will cause a barely perceptible change that will not alter the appreciation of the view

2.4 Importance of Effect

The relative importance of landscape and visual effects has been identified using the matrix set out in Table 7 below.

		Magnitude of Change				
		High	Medium	Low	Negligible	Neutral
Overall Sensitivity	High	Important	Important	Moderate Importance	Negligible	Neutral
	Medium	Important	Moderate Importance	Low Importance	Negligible	Neutral
	Low	Moderate Importance	Low Importance	Low Importance	Negligible	Neutral

Using this matrix approach for instance, a predicted high magnitude change within an area identified as having a medium overall sensitivity to change generates a predicted **important** effect.

Effects may be adverse, neutral or beneficial.

This study assumes that negligible and low importance adverse effects are acceptable, moderate importance adverse effects may be acceptable with some mitigation or compensation and important adverse effects are unacceptable.

2.5 Residential Receptors

This study considers the predicted visual effects from publicly accessible vantages. It does not consider the effects upon individual residents and residential receptors although it accepts that they can be sensitive to change. By the very nature of this study, many of the areas under consideration are adjacent to the existing settlement boundary and are overlooked by residential properties. Residents have strong emotional responses to changes in views, however effects of development on private property are frequently dealt with through “residential amenity assessments”. These consider issues such as the effects on light, privacy and whether a new development might be “overbearing” and would be prepared and submitted on the basis of detailed proposals

A residential amenity assessment would be carried out in relation to a specific development proposal that might come forward. This strategic level study does not consider views from individual residential properties in the evaluation of visual sensitivity.

2.6 The Landscape and Visual Assessment.

The following section presents the findings of this study. The detailed appraisal of all of the sites is presented in **Appendix A**. The following text summarises the findings for each of the sites within the scope of the study.

3 AREA 1A: LAND WEST OF WINCHCOMBE

3.1 Reason for Inclusion

This land parcel tests the capacity of land west of Winchcombe to accommodate limited development on the lower slopes of Langley Hill. It tests an assumed development parameter of a new settlement boundary at the 115m contour.

3.2 Description

Land parcel 1a West of Winchcombe includes land up to the 115m contour. Contours were chosen here as limiting parameters since the site sits on the lower slopes of Langley Hill. It abuts 20th century development and the settlement edge here is quite stark and linear and consists of garden fences and rear domestic elevations including a large number of PVC conservatories. Parts of this site are screened by a mature tree belt along a brook and by a woodland block.

Photograph 1: A view from the west. The land parcel occupies the lower ground at the base of the slope to the front of the existing settlement edge.

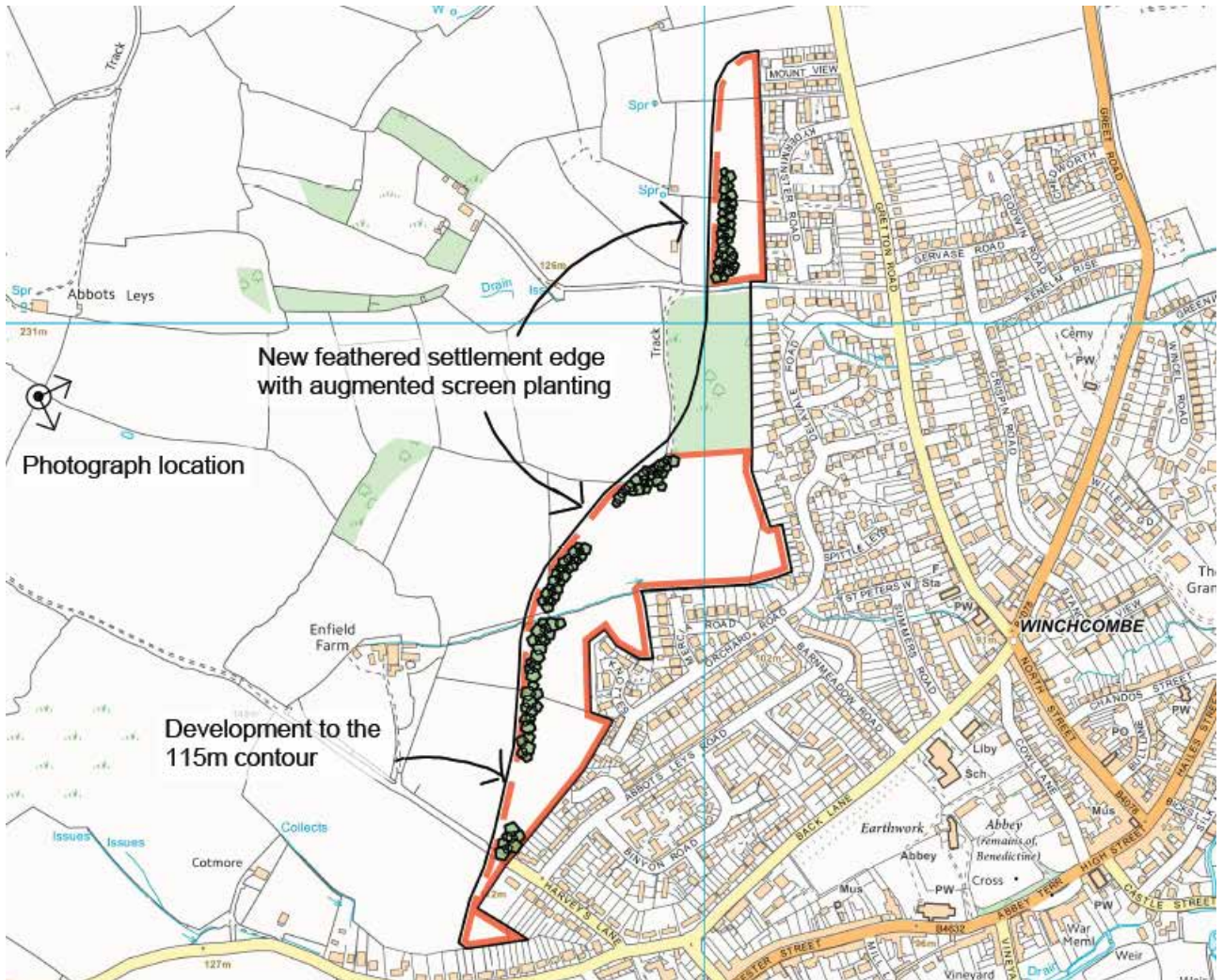


3.3 Assumptions About Development Parameters

It is assumed that any development here would extend as far as the 115m contour thus limiting intrusion of development onto Langley Hill. The consultant chose the 115m contour to be tested because there is already precedent 20th century development to this height. Rather than a solid development edge along this contour, it is suggested that the built edge would

extend “no further than” the contour, thus allowing the edge to meander and accentuate the topography of the hillside. The west facing built edge would be sympathetically designed to avoid a harsh, linear edge formed by rear garden fences. New hedge and copse planting would soften the new settlement edge further and would connect with the existing woodland and trees associated with the watercourse thus presenting a green, filtered view of the settlement edge to the west.

Figure 4: Site 1a



3.4 Key Landscape Receptors and Sensitivity

Key landscape receptors include the prevailing landscape character, including the special qualities of the AONB. Key landscape features and elements include the trees associated with the brook and the adjacent woodland.

3.5 Key Visual Receptors and Sensitivity

Occupying the lower slopes of Langley Hill as this site does, it is sensitive to development that might give the impression of settlement sprawling up the slopes. In particular it is sensitive to how development might appear from the east beyond Winchcombe on long distance recreational routes including The Winchcombe Way. It is also sensitive to how the settlement edge of

Winchcombe is presented to the west from The Gloucestershire, Wychavon and Winchcombe Ways as they descend towards the town from Langley Hill.

The land parcel does abut the existing settlement edge. Adjoining residential properties will be sensitive to matters relating to residential amenity (privacy, right to light and development that might appear overbearing.)

3.6 Landscape Appraisal

The landscape appraisal concludes that the effect upon landscape character and upon local landscape features and elements in the event of development here would be **Low adverse**. This is mainly as a consequence of the existing influence that the settlement has on the prevailing character and on the extent to which parts of the site are screened from view by topography, settlement and tree cover.

3.7 Visual Appraisal

The visual appraisal concludes that there would be a **moderate adverse effect** upon views from the Gloucestershire, Wychavon and Winchcombe Way descending towards the town from Langley Hill. This judgement is based upon the high sensitivity of the viewers but the low magnitude of predicted change in the view. There would also be **moderate adverse effects** from the Gloucestershire Way descending from Stancombe Wood to the east beyond Winchcombe. The appraisal concludes that development up to the 115m contour if designed sensitively with a feathered built edge and new boundary planting would not materially alter the appreciation of views from long distance recreation routes either from the east or from the west

The appraisal concludes that from other vantages, including Cleeve Hill changes in views as a consequence of development on site 1a would be **Negligible**.

4 AREA 1B: LAND WEST OF WINCHCOMBE

4.1 Reason for Inclusion

This land parcel tests the capacity of land west of Winchcombe to accommodate a relatively modest level of residential development on land extending no further than the 110m contour.

4.2 Description

Site 1b West of Winchcombe includes land up to the 110m contour. It abuts 20th century development that presents a somewhat unsympathetic face to the west. The settlement edge here is quite stark and linear and consists of garden fences and rear domestic elevations. Site 1b is contained on two sides by the settlement edge. It is also heavily screened by a mature tree belt along a brook and by a woodland block.

Photograph 2: A view from the southwest towards the land parcel (seen here between the new development and tree belt)



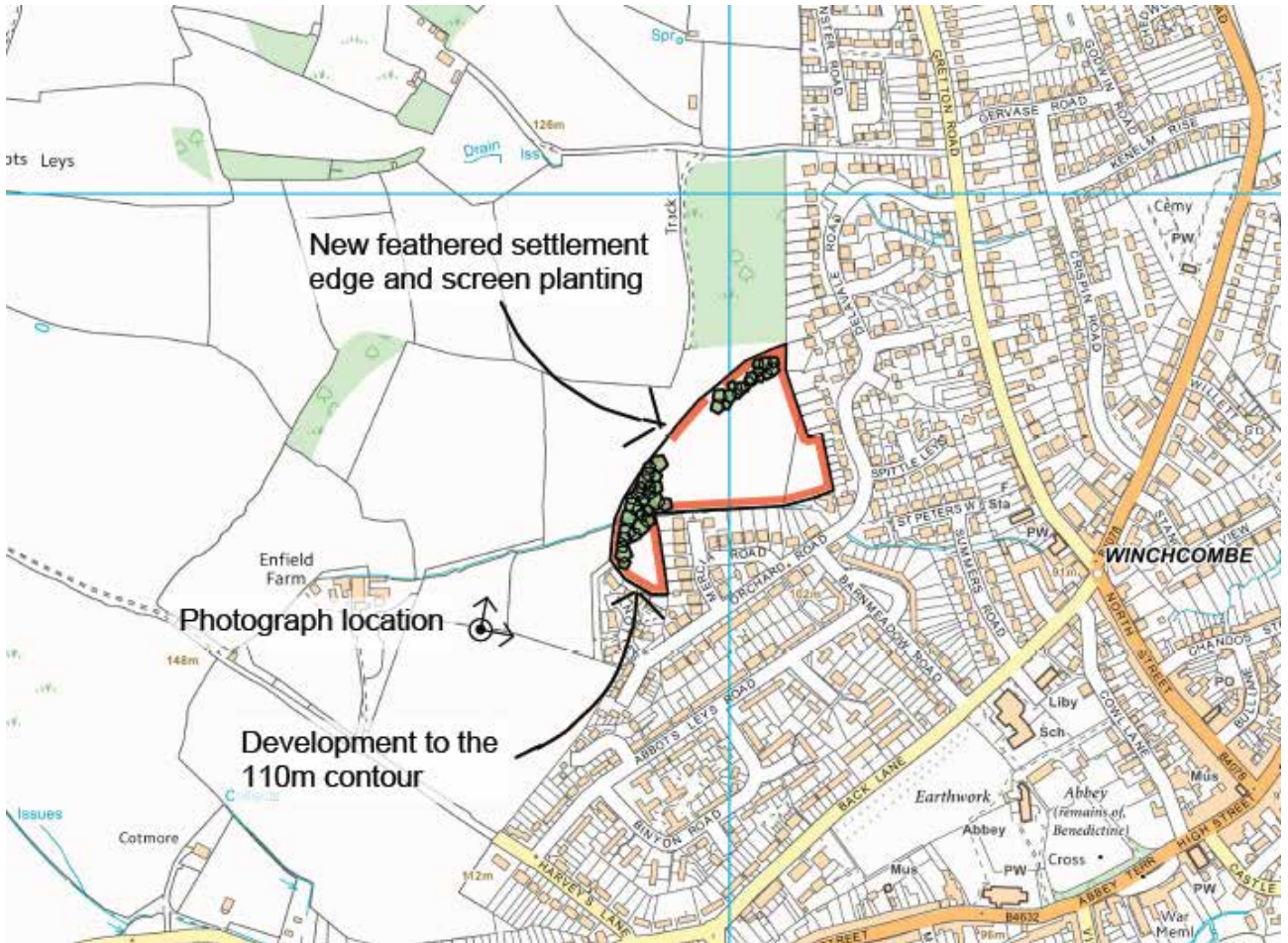
Photograph 3: An illustrative view across this land parcel from a private garden on Mercia Road.



4.3 Assumptions About Development Parameters

It is assumed that any development here would extend only as far as the 110m contour to limit visual intrusion onto the lower slopes of Langley Hill. The west facing built edge of any new development would be sympathetically designed to avoid a harsh, linear edge formed by rear garden fences. New hedge and copse planting would soften the new settlement edge further and would connect with the existing woodland and trees associated with the watercourse.

Figure 5: Site 1b.



4.4 Key Landscape Receptors and Sensitivity

Key landscape receptors include the prevailing landscape character, including the special qualities of the AONB. Key landscape features and elements include the trees associated with the brook and the adjacent woodland. This site would be sensitive to development that does not respect existing trees and hedges, that is intrusive and that results in an uncharacteristic settlement pattern.

4.5 Key Visual Receptors and Sensitivity

Occupying the lower slopes of Langley Hill as this site does, it is sensitive to development that gives the impression of settlement sprawling up the slopes. In particular it is sensitive to how development might appear from the east beyond Winchcombe on long distance recreational routes including The Winchcombe Way. It is also sensitive to how the settlement edge of Winchcombe is presented to the west from The Gloucestershire, Wychavon and Winchcombe Ways as they descend towards the town from Langley Hill.

The land parcel does abut the existing settlement edge. Adjoining residents will be sensitive to matters relating to residential amenity (privacy, right to light and development that might appear overbearing.)

4.6 Landscape Appraisal

The landscape appraisal concludes that the effect upon landscape character and upon local landscape features and elements in the event of development here would be **Low adverse**.

4.7 Visual Assessment

The visual appraisal concludes that there would be a **Negligible effect** upon local views from the Gloucestershire, Wychavon and Winchcombe Way descending towards the town from Langley Hill. This judgement is based upon the current visual context of the settlement edge and the high degree of visual screening provided by existing tree cover.

The appraisal concludes that from other vantages, changes in views as a consequence of development on site 1b would be **Low or Negligible**.

5 AREA 2A: LAND EAST OF WINCHCOMBE

5.1 Reason for inclusion

The land parcel is considered in the strategic landscape and visual sensitivity study. It is considered here for completeness.

5.2 Description

This land parcel occupies open arable land that slopes down to meet the edge of Winchcombe at the River Isbourne. The site lies between Rushley Lane and the established settlement edge at the River Isbourne.

The openness of this land parcel contrasts the cascading roofscape of Winchcombe over the river and plays a part in creating a distinctive setting to the town. The land parcel lies within the town Conservation Area and is crossed by popular footpath linking to the Cotswold Way.

5.3 Assumptions About Development Parameters

The location of this land parcel is illustrated on Figure 1. It is difficult to imagine suitable development parameters here. Development would need to avoid the flood zone along the river corridor. This would push it higher up the exposed and open slopes in the Conservation Area, where new development would appear prominent and remote from the existing settlement.

5.4 Key Landscape Receptors and Sensitivity

With the exception of trees along a minor watercourse, there are no valued landscape features or elements within this site; it is essentially a series of open arable fields. The parcel does however fall within the Winchcombe Conservation Area and there is a key sensitivity here relating to landscape character and the role the site plays in contributing to the setting of Winchcombe. The site also falls within the AONB.

5.5 Key Visual Receptors and Sensitivity

The site is adjacent to a public footpath that links to the Cotswold Way and is a well-used recreational route. Tourists visiting Winchcombe by coach regularly walk along this path from a drop off point to Sudeley Castle. The route is also a very popular local walking route.

There are clear views across this area from Broadway Road as it crosses the River Isbourne.

The land parcel is overlooked by residential properties backing onto the River Isbourne. Residents will have a particular sensitivity to matters relating to residential amenity.

5.6 Landscape Appraisal

This area east of the River Isbourne is within the Conservation Area and has a robust landscape character. It is distinctive and representative of the local area. The openness of this rising land contrasts the distinct settlement to the west. There are some detracting features in the form of some unsympathetic domestic architecture along the river frontage. Development east of the River is limited to some wayside settlement along Rushley Lane. New residential development on this site would represent a notable change to the well-established settlement pattern of Winchcombe. Development on this prominent site would be at odds with the prevailing character. The assessment concludes that the effect upon the local character and upon the character of the Conservation Area would be **important and adverse**.

5.7 Visual Appraisal

The visual appraisal concludes that new residential development on this site would obstruct important views to the high ground in the AONB, would be prominent and would have an **important adverse effect** upon walkers on the public footpath along the River Isbourne. This judgement is based upon both the susceptibility of viewers and the prominence of the development

The appraisal concludes that visual effects would be **moderate adverse** experienced from Rushley Lane and Broadway Road. Visual effects experienced from more distant and elevated vantages in the AONB would also be **moderate adverse** due to the screening effect of existing vegetation and wayside settlement.

6 AREA 2B: LAND EAST OF WINCHCOMBE (OFF RUSHLEY LANE)

6.1 Reason for Inclusion

This land parcel tests the capacity to accommodate residential development of a small site tucked to the very north of land parcel 2a. The consultant identified this site during initial site investigations. It is somewhat screened by existing wayside settlement on Rushley Lane and influenced to an extent by exposed gardens and sometimes unsympathetic domestic architecture along the river.

6.2 Description

This land parcel occupies an open arable field that slopes down to meet the edge of Winchcombe at the River Isbourne. The site itself is surrounded on three sides by settlement including prominent rear gardens along the river and wayside settlement along Rushley Lane.

Photograph 4: A view towards Area 2B and Rushley Lane along the footpath next to the River Isbourne.

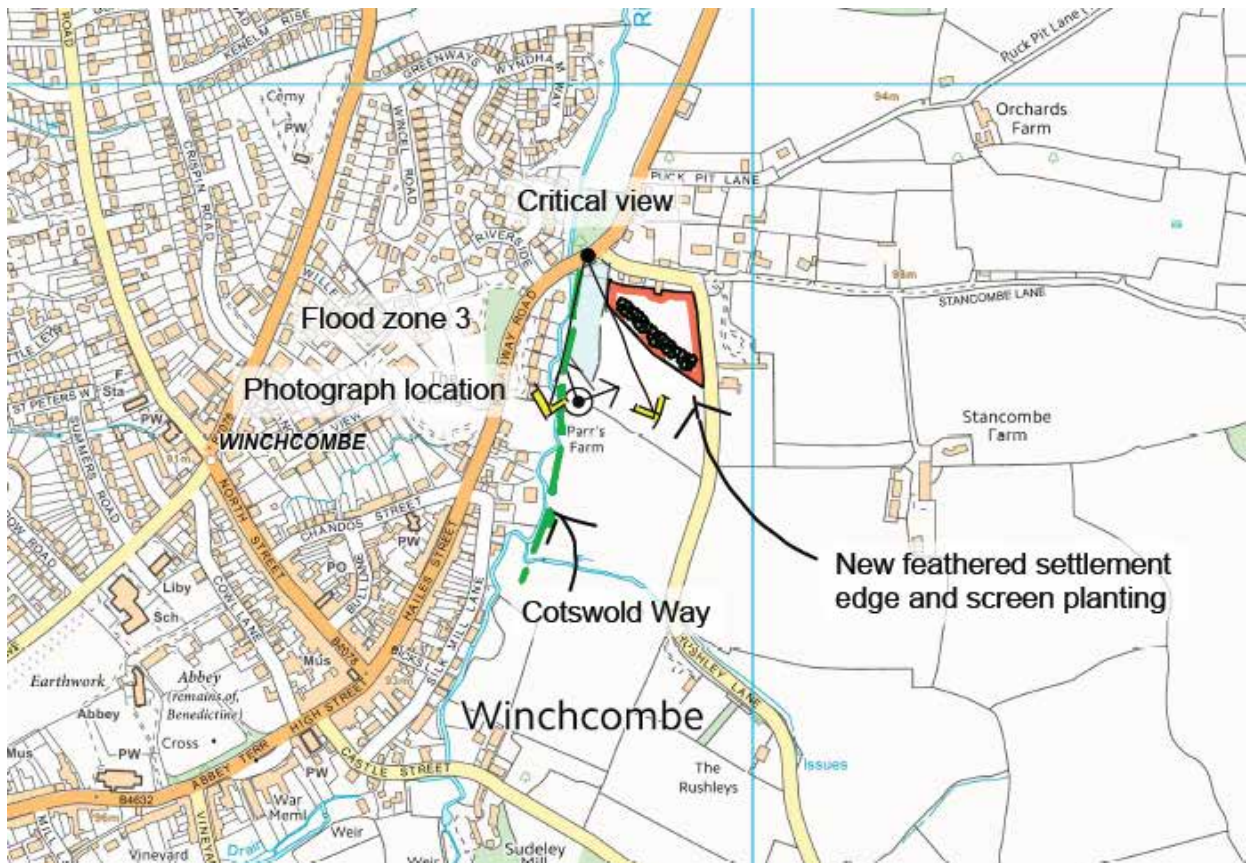


6.3 Assumptions About Development Parameters

It is assumed that any development on this site would offer a muted and well-designed settlement edge to the south and west. A fragmented built edge and screen planting to the boundary would filter views of new residential properties.

It is also assumed that the built footprint would avoid the flood zone and would respect important views from the road bridge over the River Isbourne and from the start of the footpath as it enters the fields.

Figure 6: Site 2b



6.4 Key Landscape Receptors and Sensitivity

There are no valued landscape features or elements within this site; it is an open arable field. The site does however fall within the Winchcombe Conservation Area and there is a key sensitivity here relating to landscape character and the role the site plays in contributing to the setting of Winchcombe. The site also falls within the AONB.

6.5 Key Visual Receptors and Sensitivity

The land parcel is adjacent to a public footpath that links to the Cotswold Way and is a well-used recreational route. Tourists visiting Winchcombe by coach regularly walk along this path from a drop off point to Sudeley Castle. The route is also a very popular local walking route.

There are clear views across this area from Broadway Road as it crosses the River Isbourne.

6.6 Landscape Appraisal

This area east of the River Isbourne is within the Conservation Area and has a robust landscape character. It is distinctive and representative of the local area. The openness of this rising land contrasts the distinct settlement to the west. There are some detracting features in the form of unsympathetic domestic architecture along the river frontage. Development east of the River is limited to wayside settlement along Rushley Lane. New residential development on this site would represent a notable change to the well-established settlement pattern of Winchcombe. Development on this prominent site would be at odds with the prevailing character. The assessment concludes that the effect upon the local character and upon the character of the Conservation Area would be **important and adverse**.

6.7 Visual Appraisal

The visual appraisal concludes that new residential development on this site would obstruct important views to the high ground in the AONB, would be prominent and would have an **important adverse effect** upon walkers on the public footpath along the River Isbourne. This judgement is based upon both the susceptibility of viewers and the prominence of the development

The appraisal concludes that predicted visual effects would be **moderate adverse** experienced from Rushley Lane and Broadway Road. Visual effects experienced from more distant and elevated vantages in the AONB would be **negligible** due to the screening effect of existing vegetation and wayside settlement.

7 AREA 3: ALMSBURY FARM (OFF VINEYARD STREET)

7.1 Reason for Inclusion

Unlike other sites considered in this study, this is not an area of open land adjacent to the edge of Winchcombe. It is a brownfield site that occupies a sensitive position between the settlement edge and Sudeley Castle (Registered Park and Garden.). Almsbury Farm has been the subject of discussions about a potential change of use to residential care to bring the valued buildings back into use and is appropriate for specific consideration in this study.

7.2 Description

The fine farmhouse and stone agricultural buildings dominate the site. Set back behind avenue trees and a grassed strip they present a distinctive and valued frontage to Vineyard Street. The buildings also present a fine frontage to the north to the River Isbourne, the allotments and the edge of Winchcombe beyond. In contrast, the disused farmyard to the south, partially screened by the older buildings, contains a number of more modern, utilitarian structures and has an air of decline and neglect.

The land parcel presents a strong woodland belt towards the grounds of Sudeley Castle, which allows only glimpsed views through to the buildings.

Photograph 5: A view along the valued façade of Almsbury Farm along Vineyard Street



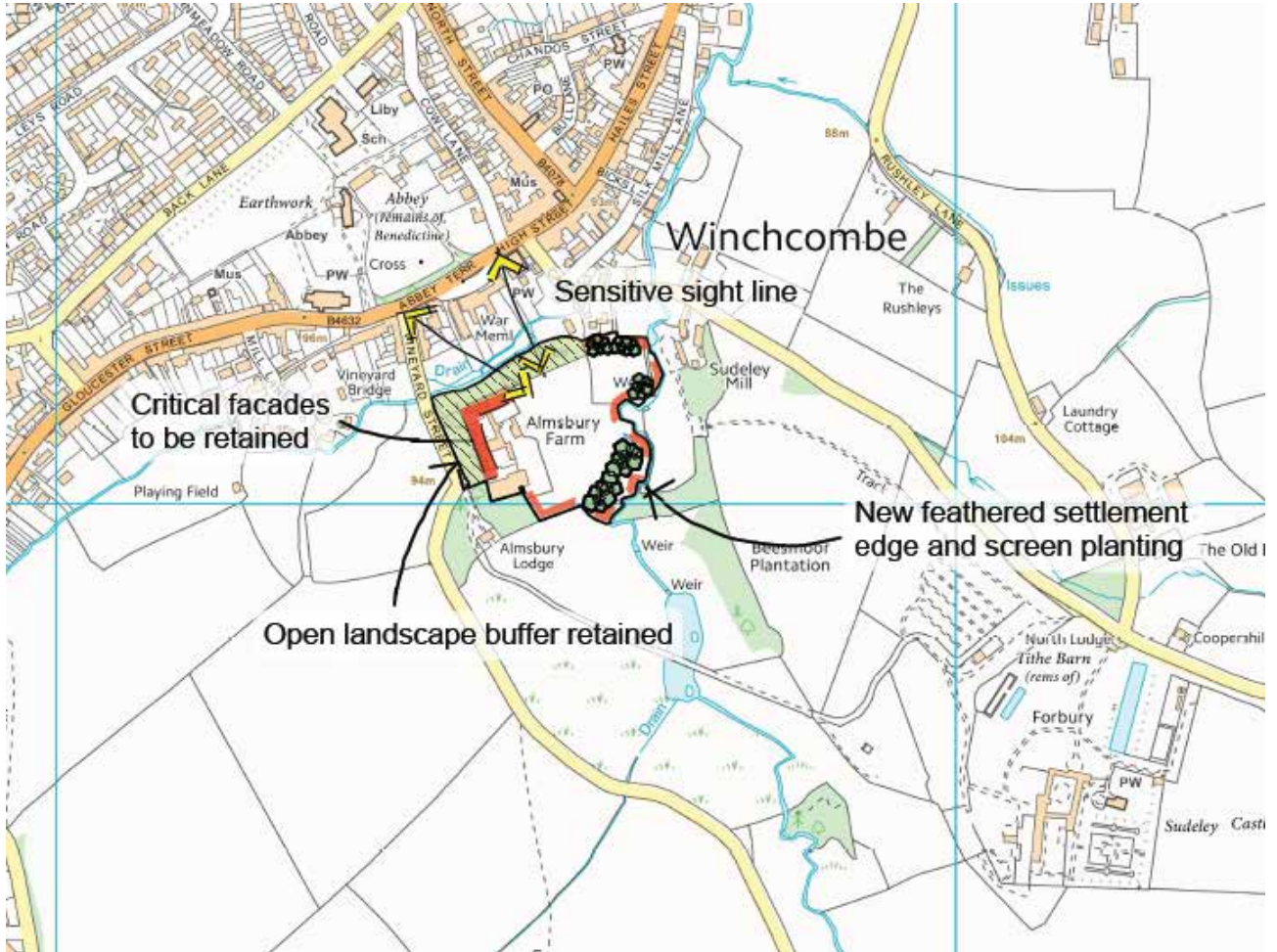
7.3 Assumptions About Development Parameters

It is assumed that any development on this site would retain and conserve the essential character of the stone farm buildings, which would be re-used. It would retain the frontage onto Vineyard Street, including the open buffer between the avenue trees and the facades. Development would conserve the existing outlook north to the town. Any signage or street furniture would be muted and respect the character of the approach to Sudeley Castle.

It is assumed that any new buildings would respect the scale and form of the retained stone farm buildings and would occupy the relatively well screened farm yard; replacing modern and utilitarian farm buildings and structures. Further new development would take place within the field to the west. This would respect lines of sight from the town to the north and from the grounds of Sudeley Castle to the south. The development would be sensitive to views from Castle Street.

It is assumed that any new development would be sensitive to views from the grounds of Sudeley Castle. Proposals would respond with a landscape buffer zone to the south and west including augmented screen planting.

Figure 7: Site 3: Almsbury Farm



7.4 Key Landscape Receptors and Sensitivity

Key landscape receptors include, the character and special qualities of the approaches to Sudeley Castle and the wider Winchcombe Conservation Area. They include the distinctive landscape features such as the avenue trees along Vineyard Street and the woodland belt between the site and Sudeley Castle to the south.

7.5 Key Visual Receptors and Sensitivity

The land parcel is on the valued approaches to Sudeley Castle and on a number of long distance recreational routes. Visitors here have a high susceptibility to new development and the visual environment is generally central to their experience of the place.

This land parcel plays an important role in providing the setting for Winchcombe and Sudeley Castle.

7.6 Landscape Appraisal

The appraisal considers the predicted effects of development on the local landscape character, the Winchcombe Conservation Area and on the setting to the Sudeley Castle registered park and garden. In all cases, the assessment concludes that sensitive redevelopment based upon the assumptions set out above, could deliver **moderate beneficial effects**. Replacing disused utilitarian buildings and converting the fine retained buildings for active use will halt and remove signs of neglect and decline and provide opportunities for conservation and enhancement.

7.7 Visual Appraisal

The appraisal concludes that removing signs of decline and neglect and taking opportunities to conserve and enhance the building fabric will have a **moderate, beneficial effect** upon views from Vineyard Street. A wide range of people visiting and enjoying recreation opportunities in Winchcombe will experience these views.

The appraisal concludes that with careful treatment of the southern edge of the site including a landscape buffer and additional screen planting, the visual effects experienced by visitors to the grounds of Sudeley Castle (in the vicinity of Sudeley Mill), will be **Low adverse reducing in time to Negligible**.

8 AREA 4A: LAND SOUTH OF WINCHCOMBE (CHURCHLANDS – WHOLE SITE)

8.1 Reason for Inclusion

This area is included to test the sensitivity to residential development of land to the south of Winchcombe contained between Corndean Lane, the Cotswold Way and the Playing fields. (“Churchlands”)

8.2 Description

This land parcel occupies sloping pastures south east of Winchcombe. This large field is contained by mature hedges and is exposed to the distinct settlement edge along the River Isbourne. The site drops down from the Cotswold Way to the River Isbourne and the cascading settlement of Winchcombe is prominent. The site provides a valuable foreground setting to the edge of Winchcombe and is within the Winchcombe Conservation Area.

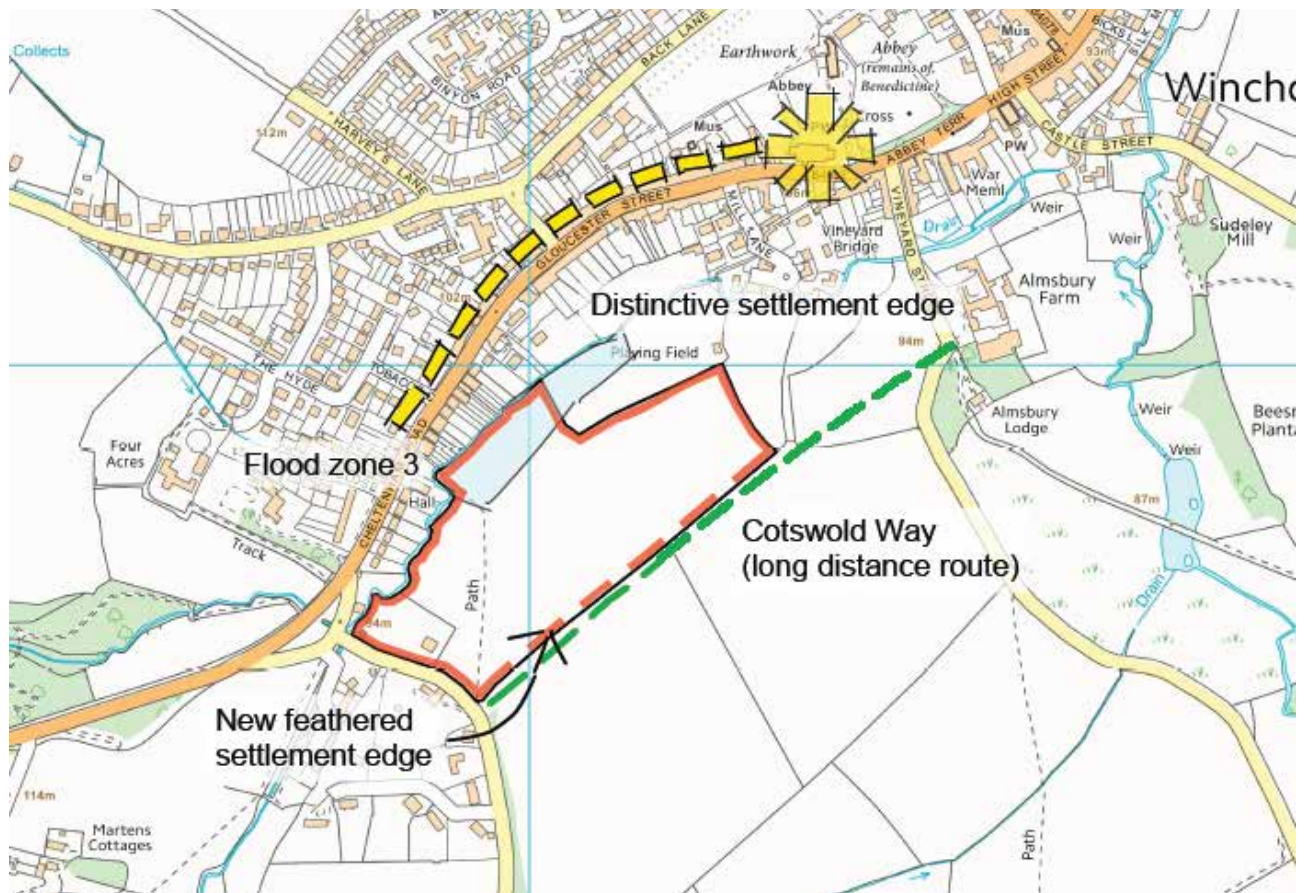
Photograph 6: A view across the land parcel towards Winchcombe and Langley Hill



8.3 Assumptions About Development Parameters

It is assumed that the built development would avoid the flood zone along the River Isbourne. It is assumed that the development would be a predominantly two-storey estate with the built form arranged to avoid stark, linear settlement edges.

Figure 8: Site 4a



8.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the local landscape character and the character of the Winchcombe Town Conservation Area. The relationship between Winchcombe and the surrounding countryside here is particularly important and for the most part is characterised by a distinct settlement edge at the River Isbourne

8.5 Key Visual Receptors and Sensitivity

This land parcel is visible from the Cotswold Way that passes just to the south, from local footpaths and from Corndean Lane. The site also features in views from elevated vantages in the AONB including from Cleeve Hill, where it appears open and contributes to the distinct and abrupt Winchcombe settlement edge.

The land parcel is visible from neighbouring residential properties that would be subject to a residential amenity assessment based upon specific proposals if development were to come forward here.

8.6 Landscape Appraisal

The landscape appraisal concludes that if development were to occur on this site the predicted effects upon the local character and the character of the Winchcombe Conservation Area would be **important and adverse**. A key issue here is the well-established and characteristic settlement edge at the River Isbourne. Development here would be at odds with that character and would have a significant impact on this valued relationship between the town and pasture land that faces it over the river.

8.7 Visual Appraisal

The visual appraisal concludes that there would be **important and adverse effects** on views from the Cotswold Way and local footpaths. Views to the characteristic and distinctive settlement edge would be obstructed by new development. The important foreground setting of the town would be lost or materially harmed.

Development on this site would cause **moderate adverse effects** in distant and elevated views from the AONB where development would be noticeable but not prominent.

9 AREA 4B: LAND SOUTH OF WINCHCOMBE (CHURCHLANDS –WEST OF LOCAL FOOTPATH)

9.1 Reason for Inclusion

This land parcel is included for separate appraisal in order to test the sensitivity of a small area to the very west of “Churchlands”. The area was identified by the consultant during the initial site visit and analysis as being worthy of specific investigation.

9.2 Description

This land parcel occupies sloping pastures south east of Winchcombe. This large field is contained by mature hedges and is exposed to the distinct settlement edge along the River Isbourne. Site 4b occupies a small portion of the pasture contained by a local footpath that traverses the field diagonally

from Corndean Lane to the edge of Winchcombe. It adjoins residential properties backing onto the river and prominent wayside settlement along Corndean Lane.

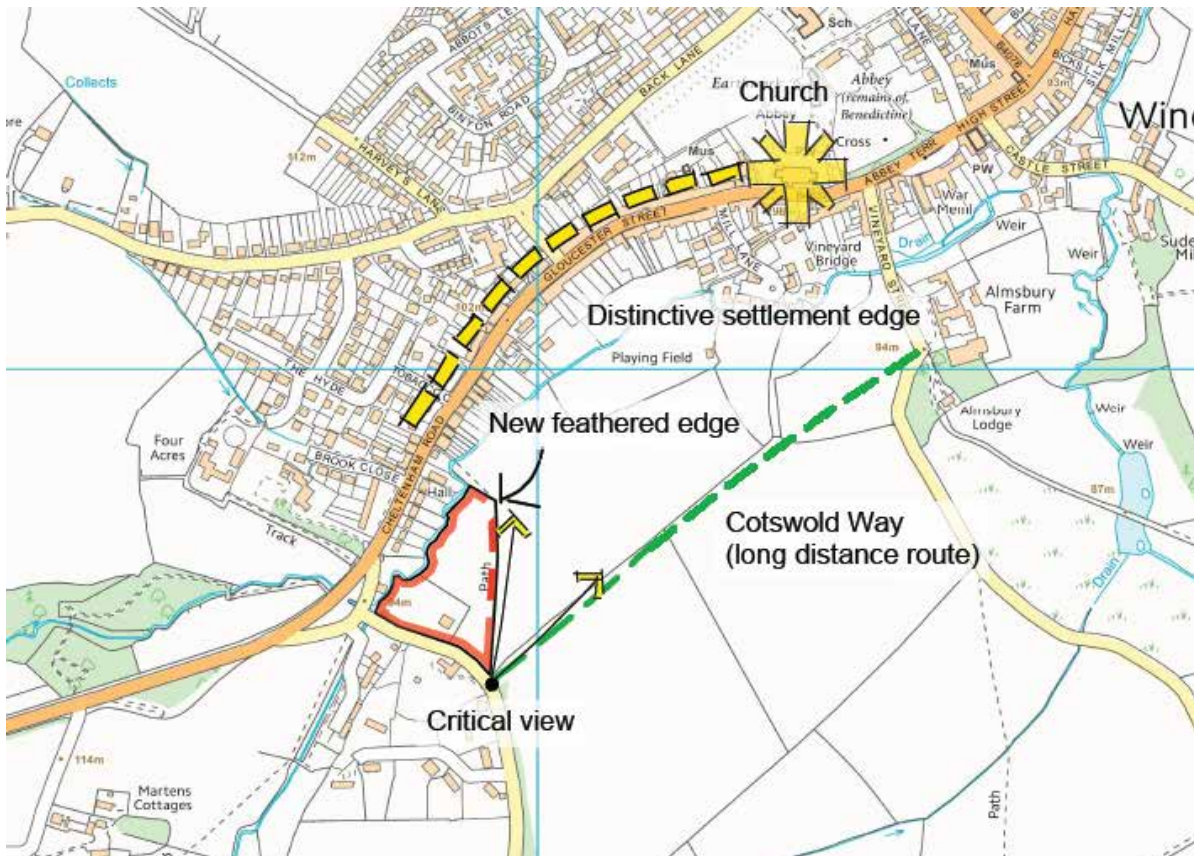
Photograph 7: A view across the land parcel towards Winchcombe and Langley Hill from the south.



9.3 Assumptions About Development Parameters

It is assumed that any development on this site would present a muted, feathered edge to the remaining pasture, thus avoiding the creation of a stark or prominent linear settlement edge. Boundary planting connected to extensive tree cover along the river would filter views of the new built edge.

Figure 9: Site 4b



9.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the local landscape character and the character of the Winchcombe Town Conservation Area. The relationship between Winchcombe and the surrounding countryside here is particularly important and for the most part is characterised by a distinct settlement edge at the River Isbourne.

9.5 Key Visual Receptors and Sensitivity

This land parcel is visible from the Cotswold Way that passes just to the south, from local footpaths and from Corndean Lane.

The land parcel is visible from neighbouring residential properties that would be subject to a residential amenity assessment based upon specific proposals if development were to come forward here.

9.6 Landscape Appraisal

The landscape appraisal concludes that if development were to occur on this site the predicted effects upon the local character and the character of the Winchcombe Conservation Area would be **important and adverse**. A key issue here is the well-established and characteristic settlement edge at the River Isbourne. Development here would be at odds with that character and would have a significant impact on this valued relationship between the town and pasture land that faces it over the river. The relationship is emphasised by the name of this place; "The Churchlands".

9.7 Visual Appraisal

The visual appraisal concludes that development here would have an **important and adverse effect** upon walkers on the Cotswold Way. Those walkers are focussed on the visual environment and in particular the valued edge of Winchcombe. New development would be prominent and disrupt the relationship between the pastures in the foreground and the settlement beyond the river.

The appraisal concludes that there would be **moderate adverse effects** on views from local footpaths and that there would be a **negligible effect** upon views from surrounding elevated vantages in the AONB.

10 AREA 4C: LAND SOUTH OF WINCHCOMBE

10.1 Reason for Inclusion

This land parcel is included for completeness between land parcels 4a and 3. The location of this land parcel is illustrated on Figure 1.

10.2 Description

This land parcel occupies land immediately to the south of Winchcombe beyond the distinctive settlement edge along the River Isbourne. It lies within the Town Conservation Area and contains an orchard, pasture, a recreation ground and rough ground used predominantly for recreation (as it is crossed by a number of well trodden footpaths including the Cotswold Way linking to Sudeley Castle and various other long distance recreation routes.)

10.3 Assumptions About Development Parameters

It is difficult to imagine suitable development parameters for development within this land parcel. Development here would either intrude into established recreation facilities, or occupy a prominent and exposed position detached from the existing settlement beyond the established settlement edge at the River Isbourne. The appraisal considers the potential effect of the principle of development here.

10.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the local landscape character and the character of the Winchcombe Town Conservation Area. The relationship between Winchcombe and the surrounding countryside here is particularly important and for the most part is characterised by a distinct settlement edge at the River Isbourne. Land to the north of this land parcel contributes significantly to the setting of the Sudeley Castle access and approach (both by foot and vehicular). There are some valued recreation resources in this land parcel.

10.5 Key Visual Receptors and Sensitivity

This site is visible from the Cotswold Way that passes through it, from local footpaths and from Vineyard Street on the main approach to the Sudeley Castle entrance.

The site is visible from neighbouring residential properties that would be subject to a residential amenity assessment based upon specific proposals if development were to come forward here.

10.6 Landscape Appraisal

The landscape appraisal concludes that if development were to occur on this site the predicted effects upon the local character and the character of the Winchcombe Conservation Area would be **important and adverse**. A key issue here is the well-established and characteristic settlement edge at the River Isbourne. Development here would be at odds with that character and would have an **important adverse** impact on this valued relationship between the town and land that faces it over the river. Development would also have an **important and adverse** effect upon the setting of Sudeley Castle and could have an **important and adverse** effect upon recreation resources.

10.7 Visual Appraisal

The visual appraisal concludes that development here would have an **important and adverse effect** upon walkers on the Cotswold Way. Those walkers are focussed on the visual environment and in particular the valued edge of Winchcombe. New development would be prominent and disrupt the relationship between the pastures in the foreground and the settlement beyond the river.

The appraisal concludes that there would be **moderate adverse effects** on views from local footpaths and that there would be a **moderate adverse effect** upon views from surrounding elevated vantages in the AONB.

11 AREA 5: LAND NORTH OF GREET (OFF BECKETTS LANE)

11.1 Reason for Inclusion

Until the publication of the Local Plan it will not be entirely certain whether or not potential development at Greet will be included in the allocated numbers for Winchcombe, or whether Greet will be considered as a separate village without significant services.

This land parcel has been included within the scope of this study for the sake of completeness and would be relevant only if development at Greet counts towards the Winchcombe allocation. This area is beyond the AONB and does not contribute to the diminishing sense of separation between Winchcombe and Greet; it is influenced by 20th century settlement and is not prominent in wider views.

11.2 Description

This land parcel consists of part of a large open arable field and smaller pastures surrounded by mature hedges. It abuts settlement on Market Lane and Becketts Lane and this existing development exerts a strong local influence. That influence does diminish rapidly with distance from the settlement edge.

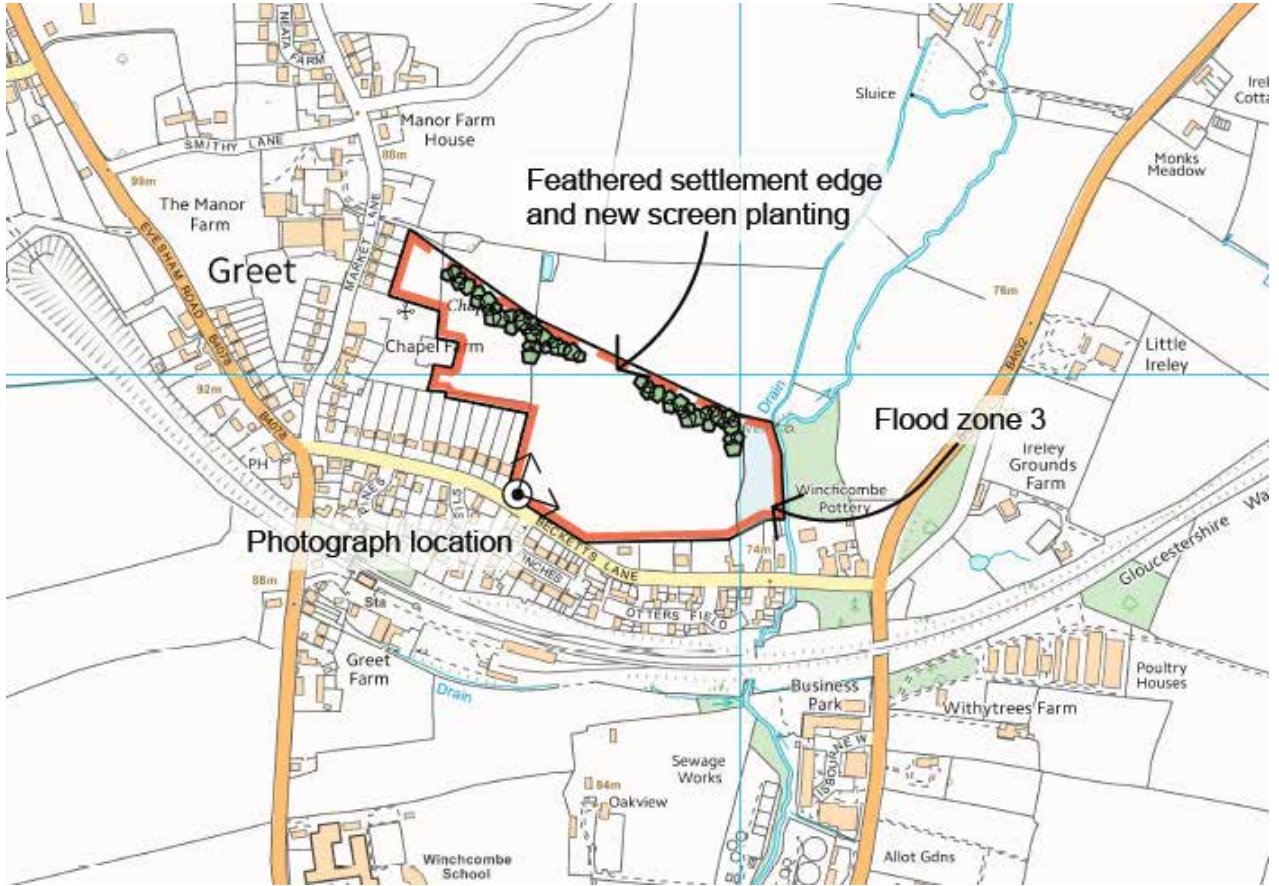
Photograph 8: A view north east across the land parcel from Becketts Lane



11.3 Assumptions About Development Parameters

It is assumed that development on this site would minimise the extent to which it spreads to the north. The new settlement edge would be designed such that it avoids a stark and linear boundary formed by garden fences and rear elevations. New screen planting or field boundaries would filter views to the new built form. The development would avoid the flood zone to the east and would, where possible retain existing hedgerows and hedge trees.

Figure 10: Site 5: Land off Becketts Lane, Greet



11.4 Key Landscape Receptors and Sensitivity

The key landscape receptors here are the local landscape character and existing landscape features and elements such as hedges and hedgerow trees.

11.5 Key Visual Receptors and Sensitivity

The key visual receptors are road users on Becketts Lane and Market Lane and elevated vantages to the east including the Winchcombe Way and Gloucestershire Way.

The land parcel abuts the rear gardens of a number of residential properties on Becketts Lane and Market Lane. The visual effects associated with residents would be assessed in a residential amenity assessment.

11.6 Landscape Appraisal

The landscape appraisal based upon the development parameters described above concludes that predicted effects upon landscape character and upon landscape features and elements would be **low and adverse**. The character of the site itself would of course be transformed, however, the new settlement form would not be at odds with the existing village. Similarly, the influence that the new development might have on the surrounding landscape has precedent at the moment and would not be uncharacteristic in this location.

11.7 Visual Appraisal

The visual appraisal concludes that there would be **moderate adverse effects** on views from Becketts Lane and from elevated vantages in the AONB to the east. In these views, the expansion of Greet would be noticeable, but not prominent. Further restraining the northern extent of new development on this site could reduce this effect.

12 AREA 6: LAND SOUTH OF GREET

12.1 Reason for Inclusion

This land parcel is included to test the capacity of a small, visually isolated land parcel south of Greet. The consultant identified it during the site analysis as worthy of particular analysis.

12.2 Description

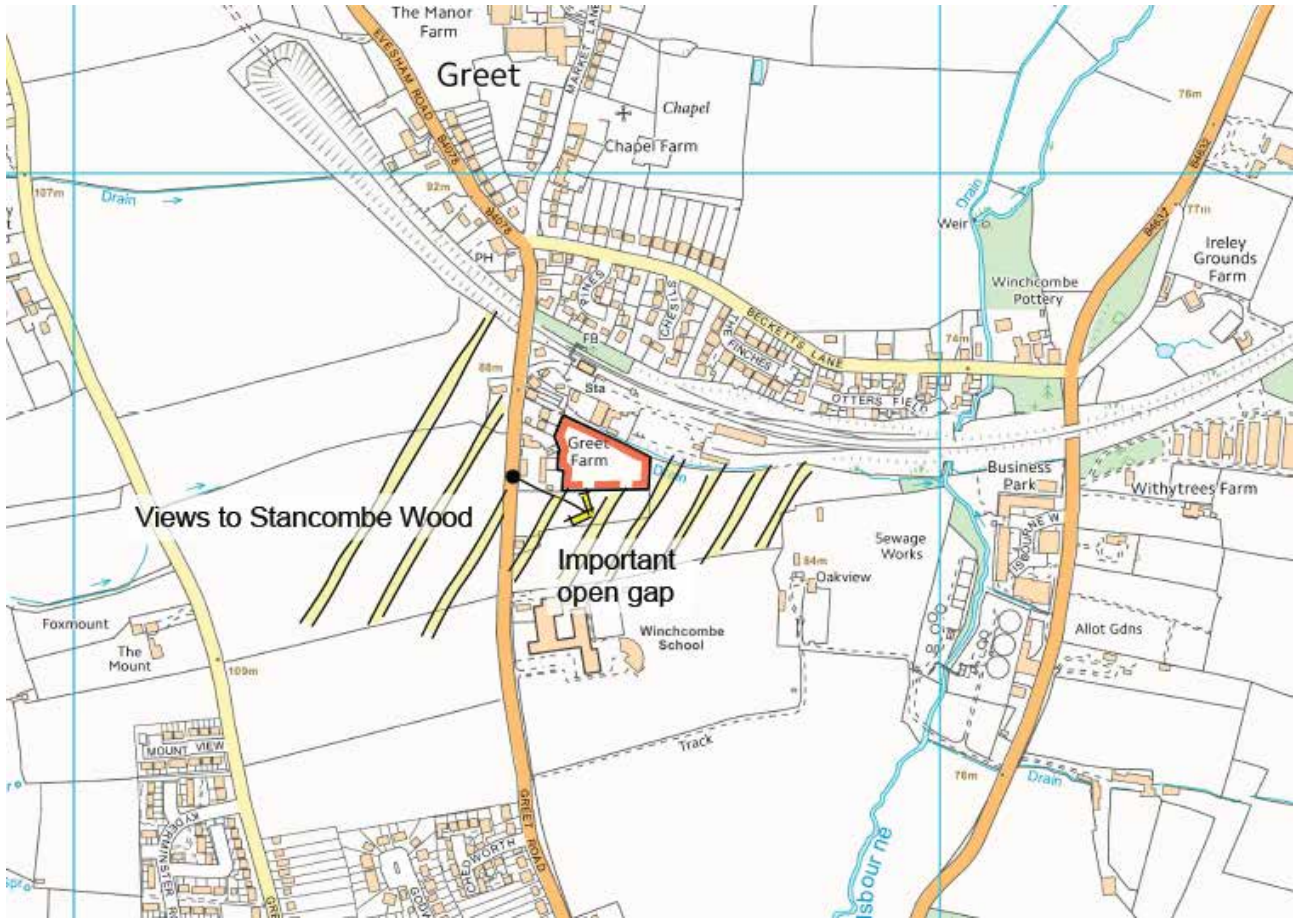
This land parcel occupies land immediately to the south of Greet in the vicinity of the station approach. It lies behind mixed age wayside settlement along the Greet Road (B4078). It supports quite dense tree cover and has a somewhat domestic garden character.

The land parcel is heavily influenced by residential development to the west and the utilitarian/ pseudo commercial activity of the railway yard to the north.

12.3 Assumptions About Development Parameters

It is assumed that development on this site would respect the perception of openness as experienced from the Greet Road. In this respect, development would be concentrated to the north between the existing residential development and the railway yard. Any new development would present a soft / feathered edge to the south. These parameters would drive a modest development on this site.

Figure 11: Site 6: Land South of Greet



12.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the extensive trees cover on the site.

12.5 Key Visual Receptors and Sensitivity

This land parcel is visible from the Greet Road and there is a high degree of sensitivity in these views to development that might reduce the sense of separation between Greet and Winchcombe.

The land parcel is also visible from elevated vantages to the east including long distance recreation walking routes at Stancombe Wood.

The land parcel abuts existing residential properties. Residents will be sensitive to issues influencing residential amenity.

12.6 Landscape Appraisal

The landscape appraisal concludes that there could be **moderate adverse** effects associated with the loss of trees on the site.

12.7 Visual Appraisal

The visual appraisal concludes that visual effects would be **low or negligible**

13 AREA 7: LAND NORTH OF WINCHCOMBE

13.1 Reason for Inclusion

This land parcel is included for completeness as it represents land adjoining the new settlement edge of Winchcombe to the north. This edge is currently under construction.

13.2 Description

This land parcel occupies a large open arable field within the vale at the base of Langley Hill. It sits between The Greet and Gretton Roads. Field boundaries are mature with abundant hedge trees. This is a prominent land parcel because of the significant role it plays in creating the sense of separation between Greet and Winchcombe.

13.3 Assumptions About Development Parameters

The location of this land parcel is illustrated on Figure 1. Because of the strategic role this land parcel plays in providing a sense of separation between Greet and Winchcombe, it is difficult to suggest suitable development parameters. This appraisal considers the principle of development here.

13.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the open character of the landscape

13.5 Key Visual Receptors and Sensitivity

This land parcel is visible from Gretton Rad and Greet Road; it is also prominent in elevated views from the east including the Winchcombe Way on the vicinity of Stancombe Wood. It is also prominent in elevated views from valued walking routes to the west on Langley Hill.

In all of these views, this land parcel makes a significant contribution to the separation between Greet and Winchcombe.

13.6 Landscape Appraisal

The landscape appraisal concludes that development on this site would have an **important and adverse effect** upon the local landscape character by significantly reducing the sense of separation between Greet and Winchcombe.

13.7 Visual Appraisal

The visual appraisal concludes that there would be an **important and adverse effect** in views from Greet Road, Gretton Road and from long distance recreational walking routes.

14 AREA 8: LAND NORTH EAST OF WINCHCOMBE

14.1 Reason for Inclusion

This land parcel is included for completeness as an area of undeveloped land to the east of the town beyond new development and stretching out along the B4632. The location of this land parcel is illustrated on Figure 1.

14.2 Description

This land parcel extends along the B4632 and along the line of the River Isbourne. It is dominated by a distinct river meadow flanked by a mature tree belt along the river. The road exerts a strong influence on the narrow meadow. To the east, land rises in an open pasture up the lower slopes of Sudeley Hill. This land parcel is well enclosed by topography and strong tree cover. It feels remote and isolated from Winchcombe despite its proximity to the town.

14.3 Assumptions About Development Parameters

Any development here would need to avoid the flood zone along the river. This would push it east up the exposed and prominent slopes. This appraisal does not seek to devise appropriate development parameters for this land parcel; instead it considers the principle of development here.

14.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the character of the river corridor, (which is currently remote from and isolated from the town). Landscape receptors also include the mature tree belt along the river and mature field boundaries.

14.5 Key Visual Receptors and Sensitivity

This land parcel is visible from the B4632. It represents a key approach to the town that is currently free from the influences of development.

The site is also visible from some elevated vantages to the east.

14.6 Landscape Appraisal

The landscape appraisal concludes that development here would have an **important adverse effect** on local landscape character by intruding into a distinctive landscape with no precedent development.

14.7 Visual Appraisal

The visual appraisal concludes that development here would have an **important adverse effect** in views from the B4632 where development would become prominent and conspicuous at this important gateway to the town.

15 AREA 9: LAND SOUTH OF WINCHCOMBE

15.1 Reason for Inclusion

This land parcel is included for completeness as it wraps around the southern edge of Winchcombe.

15.2 Description

This land parcel occupies sloping pastures either side of the River Isbourne. It is physically and visually isolated from Winchcombe. The only influences from the town come from glimpses of low-density dwellings amongst well-treed gardens.

15.3 Assumptions About Development Parameters

The location of this land parcel is illustrated on Figure 1. It is difficult to imagine suitable development parameters for new residential development

within this land parcel. It is isolated and remote from the existing settlement. This appraisal considers the principle of development here.

15.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the rural character and the generous tree cover along the River Isbourne and in field boundaries.

15.5 Key Visual Receptors and Sensitivity

This land parcel is visible from Corndean Lane and from the B4632. It also features as the foreground setting to Winchcombe in some elevated views from the south, including from Cleeve Hill.

15.6 Landscape Appraisal

The landscape appraisal concludes that development here would be at odds with the essentially rural character and that it would have an **important adverse effect**.

15.7 Visual Appraisal

The visual appraisal concludes that development would have a **moderate adverse effect** in views from Corndean Lane and the B4632. Development here would introduce visual influences of development where there are none at present.

16 AREA 10: LAND WEST OF WINCHCOMBE (SOUTH OF LANGLEY ROAD)

16.1 Reason for Inclusion

This land parcel is included for completeness and includes prominent sloping land that wraps around the south western edge of Winchcombe. The location of this land parcel is illustrated on Figure 1.

16.2 Description

This land parcel occupies sloping and prominent land between Langley Road and the B4632. The bulk of this land parcel rises up from the Langley Brook to Langley Road. The lower slopes are well screened by woodland cover and strong tree belts. The area features in elevated views from the west, from where it forms a distinctive pastoral foreground setting to the town.

16.3 Assumptions About Development Parameters

If development were to occur here, one can assume that it would avoid the highest and most prominent areas and would avoid the lowest areas liable to flooding.

16.4 Key Landscape Receptors and Sensitivity

The key landscape receptors include the open landscape character and the landscape setting of Winchcombe. They include riverine vegetation, woodlands and tree belts.

16.5 Key Visual Receptors and Sensitivity

This land parcel adjoins the B4632. This is a key approach to the town and is currently relatively free from the influences of development here. It is also visible from Langley Road.

The site is also visible from elevated vantages to the west, including Cleeve Hill. From here the land parcel provides a distinctive foreground setting to the established settlement edge.

16.6 Landscape Appraisal

The landscape appraisal concludes that development here would have a **moderate adverse effect** upon the local landscape character

16.7 Visual Appraisal

The visual appraisal concludes that there would be **important adverse effects** in views from the AONB to the west from where it is prominent forms the foreground setting to Winchcombe.

17 SUMMARY AND CONCLUSIONS

17.1 Overall Conclusion

The detailed appraisal of the 14 land parcels is presented in **Appendix A**. Table 8 below sets out the consultant’s judgement as to how the various detailed findings combine to produce an overall landscape sensitivity, an overall visual sensitivity and an overall predicted effect associated with new residential development for each land parcel. This is not an exact science and involves a degree of subjective interpretation. The detail informing the judgement is presented in the Appendix.

Site Reference	Overall Landscape Sensitivity	Overall Visual Sensitivity		Overall Judgement as to Effect of Development
Land Parcel 1a	Medium	High		Moderate Adverse
Land Parcel 1b	Medium	High		Low Adverse
Land Parcel 2a	Medium/High	Medium/High		Important Adverse
Land Parcel 2b	Medium/High	Medium/High		Important Adverse
Land Parcel 3	High	High		Moderate Beneficial
Land Parcel 4a	High	High		Important Adverse
Land Parcel 4b	High	Medium/High		Important Adverse
Land Parcel 4c	High	High		Important Adverse
Land parcel 5	Medium	Medium/High		Moderate Adverse.

Winchcombe Landscape and Visual Sensitivity Study – Final Report

Land parcel 6	Medium	Medium/High		Low Adverse
Land parcel 7	High	Medium/High		Important Adverse
Land parcel 8	Medium	Medium		Important Adverse
Land parcel 9	Medium	Medium		Important Adverse
Land parcel 10	Medium	High		Important Adverse

It should be reiterated that whilst this study identifies some land parcels around Winchcombe within which some new residential development might be accommodated with only low adverse effects or some benefits, the conclusions are drawn on the basis of a number of assumptions about the nature of that development. The findings of this study cannot be applied to any or all development within these areas.

Any development proposals around Winchcombe will need to be carefully considered on their own specific merits and in light of site-specific sensitivities. This study provides a framework within which those considerations may be made.

APPENDIX A:

Detailed Landscape and Visual Appraisal

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 1a**

Area 1a - Land West of Winchcombe (115m Contour)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	This site is within the AONB however locally it is influenced to a large extent by the linear settlement edge. Topography, existing settlement and tree cover ensure that the influence of this site on the wider landscape character including the special qualities of the AONB are limited.	Medium	Development here would represent a modest extension of the settlement edge. The local character is currently heavily influenced by the linear edge. New feathered settlement edge and new screen planting would reduce the dominance of the settlement edge immediately to the west, however, the impact on the wider landscape would be minimal due to the screening effect of topography, existing tree cover and settlement.	Low	Low
Trees Hedges and Woodland Blocks	No protected landscape resources, but locally important hedges and woodland blocks	Medium	Development could be accommodated within this site with minimal impact on existing hedges and trees. New planting could represent a beneficial effect.	Low	Low

Area 1a - Land West of Winchcombe (115m Contour)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Gloucestershire, Wychavon and Winchcombe Way descending from Langley Hill	Users of a long distance recreational route on its approaches to a valued destination. Visual environment and views are central to the enjoyment. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	The proposals would be visible, however they would not represent a material change to the composition or qualities of the view. The settlement edge would appear slightly closer and occupy lower slopes that are currently free from development however, the settlement edge would be softened by planting and the feathered built form.	Low	Moderate
Gloucestershire Way descending from Stancombe Wood	Users of a long distance recreational route on its approaches to a valued destination. Visual environment and views are central to the enjoyment. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	The site would be visible in places as a slight extension of development up the opposite hillside. It would not be prominent, nor notable. This level of development would not appear intrusive, nor draw specific attention. It would not materially alter the appreciation of this wide open view across Winchcombe.	Low	Moderate.
Cotswold Way and Winchcombe Way to the South descending from Cleeve Common	Users of a long distance recreational route on its approaches to a valued destination. Visual environment and views are central to the enjoyment. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	Expansive views across Winchcombe and the vale are available from these footpaths. New development might be visible along the existing settlement edge. These are distant views and Winchcombe is visible but not prominent. The site is barely noticeable in these views. New development would be muted by its feathered edge and new boundary planting.	Negligible	Negligible
Local Footpaths	Local recreation resource	Medium	Short sections of existing footpaths will be within built estate where they are now in open countryside. The change over these short sections will be complete. The overall impact on the wider footpath network and the experience of any particular walk will be slight	Low	Low
Local Road at Sudeley Hill Farm	Local road where users will have an interest in the visual environment.	Medium	Road users have glimpsed but spectacular views across Winchcombe as the road descends into the vale. The development on this site would be barely visible above the settlement on the opposite side. The new development would not be prominent by virtue of the development parameters (115m contour), design treatment of the built edge and new boundary planting. The change in these dynamic views will be imperceptible.	Negligible	Negligible
Harvey's Lane	Local road where users will have an interest in the visual environment however susceptibility to change here is reduced somewhat by the very limited number of users.	Medium	Only a very small portion of the site is visible from this lane and the new development would not extend far beyond the existing settlement edge along the lane.	Low	Low
Langley Road	Local road where users will have an interest in the visual environment	Medium	Topography and existing settlement effectively screen views from Langley Road with the exception of a few glimpsed views approaching from the west. The development would be seen in the context of the existing settlement and would present the muted built edge and new boundary planting.	Low	Low

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 1b**

Area 1b - Land West of Winchcombe (110m Contour)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	Part of the AONB, however locally heavily influenced by the unsympathetic linear settlement edge.	Medium	A modest extension of the settlement edge into low-lying fields. The site is heavily influenced on two sides by the existing residential development and contained on a third by woodland. Development here will do little to change the intrinsic character, the balance of open countryside, settlement and woodland cover. Character effects will be limited to the site itself and will not affect the intrinsic qualities of the AONB. New feathered settlement edge and boundary planting will make a positive contribution to local landscape character.	Low	Low
Trees Hedges and Woodland Blocks	No protected landscape resources, but locally important hedges and woodland blocks	Medium	Minimal impact upon existing trees and hedges.	Low	Low

Area 1b - Land West of Winchcombe (110m Contour)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Gloucestershire, Wychavon and Winchcombe Way descending from Langley Hill	Users of a long distance recreational route on its approaches to a valued destination. The visual environment and views are central to the enjoyment of walkers here. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	The site is tucked in against the existing settlement edge and screened to a large extent by existing trees, woodland and hedges. The development would feature a feathered built edge (in contrast to the existing harsh linear edge) and would introduce new hedgerow and tree groups to soften the edge further.	Negligible	Negligible
Gloucestershire Way descending from Stancombe Wood	Users of a long distance recreational route on its approaches to a valued destination. Visual environment and views are central to the enjoyment. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	The site is for the most part obscured by existing development and would not be noticeable in views from the east. Development would be barely perceptible.	Negligible	Negligible
Cotswold Way and Winchcombe Way to the South descending from Cleeve Common	Users of a long distance recreational route on its approaches to a valued destination. Visual environment and views are central to the enjoyment. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	The site is for the most part obscured by the existing settlement and would not be noticeable in views from the south. Development on this site would be barely perceptible in these distant views..	Negligible	Negligible
Local Footpaths	Local recreation resource	Medium	There would be glimpsed views from a short section of the local footpath to Enfield Farm. The new development would be seen in the context of the existing linear settlement edge from countryside to settlement.	Low	Low
Local Road at Sudeley Hill Farm	Local road where users will have an interest in the visual environment	Medium	The site is barely perceptible above the current settlement edge	Negligible	Negligible

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 2a**

Area 2a - Land East of Winchcombe

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A robust landscape character within the Conservation Area and adjacent to the settlement edge. It is distinctive and representative of the local area. The openness of this rising land contrasts the distinct settlement to the west of the River Isbourne. There are some detracting features in the form of unsympathetic domestic architecture along the river frontage.	Medium	Development on this site would represent a notable change to the well established settlement pattern. There is a distinct settlement edge along the River Isbourne. A new housing development here would be prominent and conspicuous east of the river and at odds with the established settlement pattern.	High	Important (adverse)
Winchcombe Conservation Area	A valued townscape, subject to a designation and policies of restraint.	High	This land parcel east of the Isbourne River is within the Conservation Area and provides a distinctive setting to the town and contributes to the characteristic abrupt settlement edge along the river. Development on this site would represent a prominent, notable and uncharacteristic change.	High	Important (adverse)

Area 2a - Land East of Winchcombe

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road users Rushleys Lane	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	Mature hedges contain views within the lane for the most part. Development would be visible but would not be prominent or dominant in the available glimpsed views. It will be noticeable.	Medium	Moderate (adverse)
Walkers on Local Footpath	Links to Cotswold Way, Winchcombe Way and Gloucestershire Way. Used by visitors walking to Sudeley Castle and enjoying views of the Winchcombe Conservation Area from coach drop off points on Broadway Road. Valued and recognised route and viewers susceptible to change (visual amenity is central to the enjoyment of this route) Valued visual environment and viewers susceptible to change	High	For a considerable length of the path, the openness of views to the east will be lost. Views will be lost of Stancombe Wood and Salters Hill. Development will be prominent and noticeable. It will represent a dominant change for a considerable distance and a notable change overall	High	Important (adverse)
Road Users Broadway Road	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	As the road crosses the River Isbourne, there are clear and open views across the site. Development here would block views across an open field to "The Woodlands" and Stancombe Wood. The effect would be dynamic but notable.	Medium	Moderate (adverse)
Distant, elevated views from the east. (Walkers)	People engaged in recreation activities in a valued landscape where the visual setting and views are central to the enjoyment. Valued visual environment and views susceptible to change.	High	Development on this land parcel would be visible but not prominent in views from the east. This is because it is tucked at the base of the slope and for the most part, views overfly it to the town beyond. From the south, the land parcel is prominent in elevated views including Cleeve Hill and forms a distinctive open setting to the established and sharp settlement edge along the River Isbourne. Development would be at some considerable distance in these views.	Medium	Important (adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 2b**

Area 2b - Land East of Winchcombe (Off Rushley Lane)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A robust landscape character within the Conservation Area and adjacent to the settlement edge. It is distinctive and representative of the local area. The openness of this rising land contrasts the distinct settlement to the west of the River Isbourne. There are some detracting features in the form of unsympathetic domestic architecture along the river frontage.	Medium	Development on this site would represent a notable change to the well established settlement pattern. There is a distinct settlement edge along the River Isbourne. A new housing cluster here would be prominent and conspicuous east of the river.	High	Important
Winchcombe Conservation Area	A valued townscape, subject to a designation and policies of restraint.	High	The open fields east of the Isbourne River are within the Conservation Area. They provide a distinctive setting to the town and contribute to the characteristic abrupt settlement edge along the river. Development on this site would represent a notable uncharacteristic change.	High	Important

Area 2b - Land East of Winchcombe (Off Rushley Lane)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road users Rushleys Lane	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	Mature hedges contain views within the lane for the most part. Development would be visible but would not be prominent or dominant in the available glimpsed views. It will be noticeable.	Medium	Moderate
Walkers on Local Footpath	Links to Cotswold Way, Winchcombe Way and Gloucestershire Way. Used by visitors walking to Sudeley Castle and enjoying views of the Winchcombe Conservation Area from coach drop off points on Broadway Road. Valued and recognised route and viewers susceptible to change (visual amenity is central to the enjoyment of this route) Valued visual environment and viewers susceptible to change	High	For a short section the openness of views to the east will be lost. Views will be lost of Stancombe Wood and Salters Hill. Development will be prominent and noticeable. It will represent a dominant change for a short distance and a notable change overall	Medium	Important
Road Users Broadway Road	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	As the road crosses the River Isbourne, there are clear and open views across the site. Development here would block views across an open field to "The Woodlands" and Stancombe Wood. The effect is momentary and dynamic.	Medium	Moderate
Distant, elevated views from the east. (Walkers)	People engaged in recreation activities in a valued landscape where the visual setting and views are central to the enjoyment. Valued visual environment and views susceptible to change.	High	Development on this site would be barely perceptible from surrounding elevated footpaths. It is tucked in at the base of the hill next to existing settlement on Rushley Lane	Negligible	Negligible

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 3**

Area 3 - Almsbury Farm (Off Vineyard Street)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A valued and distinctive landscape character between the town and Sudeley Castle. Detractors include car parking and derelict farm buildings.	High	Sensitive development would retain and conserve the fine heritage facades to Vineyard Lane and to the River Isbourne whilst replacing the derelict farm buildings with sensitively designed and appropriately scaled new development.	Medium	Moderate (Beneficial)
Winchcombe Conservation Area	A valued setting to the townscape, subject to a designation and policies of restraint.	High	Sensitive development would be in keeping with the existing cluster of buildings and would retain the and conserve the key heritage assets. Development would need to make a positive contribution to the Conservation Area.	Low	Moderate (Beneficial)
Setting to the Registered Park and Garden (Sudeley Castle)	Adjacent to and has a direct influence upon the setting of the entrance and approaches to Sudeley Castle. A valued recreation and heritage resource. Valued and highly susceptible to visual influences of modern residential development.	High	Sensitive development behind the existing farm buildings and replacing utilitarian and derelict structures would make a positive contribution to the approach to Sudeley Castle and the setting of the Registered Park and Garden.	Low	Moderate (Beneficial)

Area 3 - Almsbury Farm (Off Vineyard Street)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Vineyard Street	Walkers on the Winchcombe Way, Visitors to Sudeley Castle, motorists and visitors parking on Vineyard Street. People mainly engaged in recreation activities where the visual setting is key to the enjoyment of the place.	High	Sensitive development behind the existing farm buildings and replacing utilitarian and derelict structures would make a positive contribution to views. There would be a perceptible change although appropriately designed and scaled development need not alter the composition, nor quality of existing views.	Low	Moderate (Beneficial)
Grounds of Sudeley Castle	Walkers in the grounds of a Registered Park and Garden, walkers on Windrush Way and Warden's Way (long distance routes) within the grounds.	High	A part of the site is visible through a small gap robust tree belt. New structure planting would ensure that any new development would not intrude noticeably into views from the grounds of Sudeley Castle. As planting matures, it is likely that the change will become imperceptible.	Low reducing to negligible	Low reducing to negligible

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 4a**

Area 4a - Land South of Winchcombe (Churchlands; Whole Site)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A valued and distinctive character. The relationship between the historic settlement and its distinct edge at the River Isbourne is characteristic. It is highly susceptible to the influences of modern residential development	High	Development on this site would occupy prominent open slopes across the River Isbourne from Winchcombe. It would represent a radical departure from the established settlement pattern and would degrade the distinctive eastern settlement edge. Development here would represent a total change to the valued landscape character.	High	Important (Adverse)
Winchcombe Conservation Area	A valued setting to the townscape, subject to a designation and policies of restraint.	High	The prominent open slopes of "Churchlands" provides an important setting to the historic town. A key characteristic of Winchcombe is how it cascades down to the river, where it presents a distinct settlement edge where it abuts the river and pastures. Development of this site would totally alter the character and function of the Conservation Area.	High	Important (Adverse)

Area 4a - Land South of Winchcombe (Churchlands; Whole Site)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Walkers on the Cotswold Way	Users of a long distance recreational route as it passes a valued destination through the Winchcombe Conservation Area, valued for providing the visual setting to the town. Visual environment and views are central to the enjoyment of walkers here. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	Development on this site would interrupt views between this long distance route and Winchcombe. This edge of the town is distinctive and represents an important aspect of this recreational route.	High	Important (Adverse)
Local Footpaths	Footpaths that are not part of a long distance route or network but that do provide a valued local recreation resource	Medium	Views from local footpaths will be completely altered including distinctive views of the edge of Winchcombe	High	Important (Adverse)
Road users on Corndean Lane	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	There would be a glimpsed views of new development where there is now a spectacular view of the eastern settlement edge of Winchcombe including the distinctive church. The magnitude of the change is moderated by its momentary and dynamic nature.	Low	Low (Adverse)
Recreational Views on elevated ground to the south and east.	People engaged in recreation activities in a valued landscape where the visual setting and views are central to the enjoyment. Valued visual environment including Cleeve Common and views susceptible to change.	High	In some views development on this site would be visible. It would appear beyond the well established and distinct eastern settlement edge of Winchcombe along the River Isbourne. Due to distance and the panoramic nature of the elevated views, development on this site is likely to be noticeable but not prominent.	Low	Moderate (Adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 4b**

Area 4b - Land South of Winchcombe (Churchlands West of Local Footpath)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A valued and distinctive character. The relationship between the historic settlement and its distinct edge at the River Isbourne is characteristic. It is highly susceptible to the influences of modern residential development	High	Development on this site will be at odds with the established settlement edge along the River Isbourne and consequently will represent a noticeable change to the landscape character. Its effect is moderated by the limited footprint and the local influence of 20th century development immediately adjacent to it.	Medium	Important (Adverse)
Winchcombe Conservation Area	A valued setting to the townscape, subject to a designation and policies of restraint.	High	Development here would have a local impact upon the character area by deviating from the established settlement edge and encroaching onto land traditionally providing the visual setting to town. The impact is relatively modest due to the fact that the site is surrounded on two sides by 20th century development, is concentrated to the edge of the space and might be seen as settlement rounding. It would still be a notable change.	Medium	Important (Adverse)

Area 4b - Land South of Winchcombe (Churchlands West of Local Footpath)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Walkers on the Cotswold Way	Users of a long distance recreational route as it passes a valued destination through the Winchcombe Conservation Area, valued for providing the visual setting to the town. Visual environment and views are central to the enjoyment of walkers here. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	Development on this site would be noticeable, however it would not intrude directly in views from the Cotswold Way. It is slightly tucked away and influenced by the 20th century development on two sides. Development here would not interrupt views of the historic town, nor interrupt views of the distinctive settlement edge along the River Isbourne. Development would however be noticeable.	Medium	Important (Adverse)
Local Footpaths	Footpaths that are not part of a long distance route or network but that do provide a valued local recreation resource	Medium	Views from local footpaths would be influenced by new development here, but not dominated. The essential qualities of views of the edge of Winchcombe including the church would not be lost.	Medium	Moderate (Adverse)
Road users on Cordean Lane	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	There would be a glimpsed views of new development where there is now a spectacular view of the eastern settlement edge of Winchcombe including the distinctive church. The magnitude of the change is moderated by its momentary and dynamic nature.	Low	Low (Adverse)
Recreational Views on elevated ground to the south and east.	People engaged in recreation activities in a valued landscape where the visual setting and views are central to the enjoyment. Valued visual environment including Cleeve Common and views susceptible to change.	High	Development on this site would be imperceptible in long distance and elevated views. It would be tucked away against the settlement edge screened by trees.	Negligible	Negligible

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 4c**

Area 4c - Land South of Winchcombe

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	A valued and distinctive character. The relationship between the historic settlement and its distinct edge at the River Isbourne is characteristic. It is highly susceptible to the influences of modern residential development	High	Development on this site would represent a notable change to the well established settlement pattern. There is a distinct settlement edge along the River Isbourne. A new housing development here would be prominent and conspicuous east of the river and at odds with the established settlement pattern.	High	Important (adverse)
Winchcombe Conservation Area	A valued setting to the townscape, subject to a designation and policies of restraint.	High	This land parcel east of the Isbourne River is within the Conservation Area and provides a distinctive setting to the town and contributes to the characteristic abrupt settlement edge along the river. Development on this site would represent a prominent, notable and uncharacteristic change.	High	Important (adverse)
Setting of the Entrance to Sudeley Castle	The land parcel contributes to the valued setting to the Sudeley Castle entrance.	High	Development would intrude into the distinctive character east of the river where there is little influence from modern development. Development would be prominent and conspicuous and have an adverse impact on character	High	Important (adverse)

Area 4c - Land South of Winchcombe

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Walkers on the Cotswold Way	Users of a long distance recreational route as it passes a valued destination through the Winchcombe Conservation Area, valued for providing the visual setting to the town. Visual environment and views are central to the enjoyment of walkers here. A valued visual environment in the AONB and viewers susceptible to new residential development.	High	New development would be prominent and adversely influence the visual relationship between this valued path and the edge of Winchcombe and surrounding countryside.	High	Important (adverse)
Road users on Vineyard Street	The scenic approach to Sudeley Castle. Users have an interest in and focus on the visual environment.	High	New development within this land parcel could be prominent from Vineyard Street in the vicinity of the Sudeley Castle entrance	Medium	Important (adverse)
Users of outdoor recreation facilities.	Some interest and engagement in the visual environment	Medium	Prominent and conspicuous new development would be visible where there is now open countryside. Development would appear at odds with the well established settlement pattern.	High	Important (adverse)
Recreational Views on elevated ground to the south and east.	People engaged in recreation activities in a valued landscape where the visual setting and views are central to the enjoyment. Valued visual environment including Cleeve Common and views susceptible to change.	High	Development here would be visible although due to distance would not be prominent or intrusive.	Medium	Important (adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 5**

Area 5 - Land North of Greet (Off Becketts Lane)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	This site is outside the designated AONB and is not a nationally or regionally valued landscape. It is an agricultural landscape with some influence from the settlement edge of Greet. It is in good condition with few detractors.	Medium	Whilst not a valued landscape, it is open countryside albeit with some influence from the 20th century development in Greet. New development on this site will alter the character within the site totally. In the wider context, development is a characteristic feature that would not appear prominent or at odds with the prevailing landscape character	Low	Low (Adverse)
Landscape features (trees and hedges etc)	There are no valued or scarce landscape resources within this land parcel.	Medium	Existing hedgerows could be incorporated into a scheme design on this site with minimal loss.	Low	Low (Adverse)

Area 5 - Land North of Greet (Off Becketts Lane)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Becketts Lane	Local road where users may be expected to have an interest in the visual environment	Medium	New development would be visible fronting onto Becketts Lane. It is not without precedent and would not appear prominent or uncharacteristic. A glimpsed view across open fields currently available at field gates would be lost	Medium	Moderate (Adverse)
Market Lane	Local road where users may be expected to have an interest in the visual environment	Medium	For the most part development on this site would be screened from Market Lane by existing houses	Negligible	Negligible
Elevated vantages from the south and east on the Winchcombe Way and Gloucestershire Way	Valued recreational routes where views are central to the enjoyment of walkers and where views across Winchcombe and Greet are the focus of attention.	High	The development would be visible from elevated vantages, but would not materially alter the context or appreciation of the view.	Low	Moderate (Adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 6**

Area 6 - Land South of Greet

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Existing trees	Mostly domestic and ornamental trees of some amenity value	Medium	Although some could be retained, due to the limited space available, a significant proportion would be lost to development on this land parcel	Medium	Moderate (adverse)

Area 6 - Land South of Greet

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road Users on Greet Road	Road users with some local interest. Sensitivity is heightened by the strategic nature of the visual gap between Greet and Winchcombe	Medium	If suitably located, some development could be accommodated with minimal visual intrusion into views from Greet Road.	Low	Low (adverse)
Elevated vantages to the east.	For the most part, valued recreational routes within the AONB where the visual environment is central to the enjoyment. The sensitivity is heightened further by the strategic nature of the perception of a gap between Greet and Winchcombe	High	As a consequence of distance and the existing visual context of the settlement edge, limited development here is likely to be virtually imperceptible in elevated views	Negligible	Negligible

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 7**

Area 7 - Land North of Winchcombe

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Local Landscape Character	An open landscape heavily influenced by surrounding roads, settlement and community uses. The key landscape sensitivity relates to the sense of openness and the role this plays in creating a sense of separation between Greet and Winchcombe.	High	Development on this land parcel would reduce the sense of separation between Greet and Winchcombe. It has diminished to a point that further development could easily totally remove the separation.	High	Important (adverse)

Area 7 - Land North of Winchcombe

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road users on Greet Road	Road users with some local interest. Sensitivity is heightened by the strategic nature of the visual gap between Greet and Winchcombe	Medium	The open nature of this land parcel means that development would be prominent and conspicuous.	High	Important (adverse)
Road users on Gretton Road	Road users with some local interest. Sensitivity is heightened by the strategic nature of the visual gap between Greet and Winchcombe	Medium	The open nature of this land parcel means that development would be prominent and conspicuous.	High	Important (adverse)
Walkers on elevated long distance routes to the east and on Langley Hill	For the most part, valued recreational routes within the AONB where the visual environment is central to the enjoyment. The sensitivity is heightened further by the strategic nature of the perception of a gap between Greet and Winchcombe	High	Development on this land parcel would be prominent and conspicuous in elevated views and would greatly reduce the sense of separation between Greet and Winchcombe.	High	Important (adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 8**

Area 8 - Land North East of Winchcombe

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Landscape Character	The landscape character here is dominated by the river meadow, prominent trees along the river corridor and open hills to the east. There is very little influence from settlement or other detracting elements.	Medium	New residential development here would be without precedent and would detract from the current undeveloped, distinctive character	High	Important (adverse)

Area 8 - Land North East of Winchcombe

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road Users on the B4632	Local road users with a degree of local interest. The sensitivity of this land parcel is heightened by the fact that currently there is very little influence from the town on this important approach.	Medium	New development would be both prominent and conspicuous. It will be highly visible and would appear out of place in this essentially rural environment visually separated from the town by topography and robust tree cover.	High	Important (adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 9**

Area 9 - Land South of Winchcombe

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Local landscape character	This land parcel is isolated from the settlement edge and as such has few detractors. It is distinctive and in tact	Medium	Development here would be conspicuous and at odds with the essentially rural character	High	Important (adverse)

Area 9 - Land South of Winchcombe

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road users on Cordean Lane	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	The loss of views across open fields and the intrusion of development where there is none at present. These views would be momentary and dynamic	Medium	Moderate (adverse)
Road Users on the B4632	A local road where users are likely to have a degree of engagement with the local visual setting.	Medium	The loss of views across open fields and the intrusion of development where there is none at present. These views would be momentary and dynamic	Medium	Moderate (adverse)

Winchcombe Town Landscape and Visual Sensitivity Study

Detailed Appraisal Sheets **Area 10**

Area 10 - Land West of Winchcombe (South of Langley Road)

Landscape Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Local landscape character	This open landscape is influenced to an extent by the edge of Winchcombe although this influence diminishes rapidly with distance	Medium	Development here would be at odds with the prevailing character and would be conspicuous.	Medium	Moderate (adverse)

Area 10 - Land West of Winchcombe (South of Langley Road)

Visual Receptors	Sensitivity	Level	Predicted Change / Magnitude	Level	Importance of Effect
Road users on the B4632	Local road users with a degree of local interest. The sensitivity of this land parcel is heightened by the fact that currently there is very little influence from the town on this important approach.	Medium	From the B4632, this land parcel represents the undeveloped approach to the distinct settlement edge of Winchcombe. Development visible from the road would be prominent and conspicuous and could be interpreted as encroachment towards the valued AONB.	Medium.	Moderate (adverse)
Road users on Langley Road	Local road users with a degree of local interest.	Medium	Parts of this land parcel are prominent in glimpsed views from Langley Road.	Medium	Moderate (adverse)
Walkers on elevated long distance routes to the west and on Langley Hill	For the most part, valued recreational routes within the AONB where the visual environment is central to the enjoyment. This land parcel contributes to the foreground pastoral setting to the town in these views.	High	Development within this land parcel would intrude into the foreground setting of Winchcombe and would represent a notable change in some valued views. The effect is moderated somewhat by distance.	Medium	Important (adverse)

