

**Keynsham East  
Landscape and Visual Impact Assessment**

August 2013

# Keynsham East Landscape and Visual Impact Assessment

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# Keynsham East Landscape and Visual Assessment Summary

## 1.0 Introduction

1.0.1 Refer to Map KE1 – Keynsham East: Location of Assessment Area A; Map KE2 – Keynsham East; Location of Assessment Area B; Map KE3 – Keynsham East; Location of Assessment Area C

## 1.1 Methodology

1.1.1 This assessment has been carried out in accordance with the Guide to Landscape and Visual Impact Assessment, 3<sup>rd</sup> Edition. The assessment is necessarily general given the hypothetical nature of any development at this early stage of assessment and the broad areas of search. Scoring for sensitivity, magnitude and significance of effects is based on a simple scale of low, low to medium, medium, medium to high and high; and negative, neutral and positive. Where areas are particularly large and complex it has not been possible to assess each and every landscape element and visual receptor individually. Where appropriate representative views have been assessed and landscape elements grouped. The full assessment for each area A1-3, B1-2, C1-4 is included in Appendix 1

## 1.2 Nature of possible development:

1.2.1 The development assessed residential development. Since there is currently no detailed information available, this assessment has assumed a hypothetical 2 Storey, medium to high density housing development in order to gauge development effects.

## 2.0 Assessment Summary

2.1 The impact of development on the landscape itself and on views to and from the areas assessed is measured as significance using the GLVIA methodology. Therefore a highly negative impact is therefore of high negative significance. The following table summarises the significance scores for landscape and visual impacts as well as giving a combined impact for each area. Combined scores reflects the higher significance scores where these vary slightly

Keynsham East Areas	Landscape Significance Score	Visual Significance Score	Combined Significance Score
<b>A1</b>	High Negative (except Field A1.2, low-medium -ve))	Medium to High Negative	<b>High Negative (except field A1.2 – medium negative)</b>
<b>A2</b>	High Negative	Medium to High Negative	<b>High Negative</b>
<b>A3</b>	High Negative	High Negative	<b>High Negative</b>
<b>B1</b>	Medium Negative	Medium Negative	<b>Medium Negative</b>
<b>B2</b>	Low & Slight negative	Low Neutral	<b>Low &amp; Slight negative</b>
<b>C1</b>	Medium Negative	Medium Negative	<b>Medium Negative</b>
<b>C2</b>	Medium Negative	Medium Negative	<b>Medium Negative</b>
<b>C3</b>	Medium Negative	Low – Medium Negative	<b>Medium Negative</b>
<b>C4</b>	Medium Negative	Medium Negative	<b>Medium Negative</b>

2.2 Areas scoring high negative significance are those where development is considered inappropriate in terms of impacts on landscape and visual factors. Development is unlikely to be able to be mitigated to effectively improve its acceptability in these areas.

2.3 Areas scoring medium negative are where development is considered to have a detrimental effect on landscape and visual factors to a moderate degree. Appropriate design and mitigation measures may improve the acceptability of development in these areas.

2.4 Areas scoring low and negative or neutral are those where appropriately designed development can be accommodated with little or no overall significant effect on landscape and visual factors. There may however be significant localised effects.

2.5 The areas are shown on Map KE 4 – Keynsham East: Landscape & Visual Assessment; Summary for Area A; Map KE 5 – Keynsham East: Landscape & Visual Assessment; Summary for Area B; Map KE 6 – Keynsham East: Landscape & Visual Assessment; Summary for Area C



**Appendix 1**  
**Keynsham East Landscape and Visual Assessment**

# Keynsham East Landscape and Visual Assessment

## Introduction

This assessment has been carried out in accordance with the Guide to Landscape and Visual Impact Assessment, 3<sup>rd</sup> Edition. The assessment is necessarily general given the hypothetical nature of any development at this early stage of assessment and the broad areas of search. Scoring for sensitivity, magnitude and significance of effects is based on a simple scale of low, low to medium, medium, medium to high and high.

### ***Nature of possible development:***

Residential development. Since there is currently no detailed information available, this assessment has assumed a hypothetical 2 Storey, medium to high density housing development in order to gauge development effects.

### ***Limitations to Assessment***

The Keynsham east area is large and complex. It has not been possible at this stage to assess fully all the landscape and visual receptors as would be done for a specific site and known development. Representative visual receptors have been selected and landscape receptors have been grouped where necessary and assessed in general with key factors being picked out.

## **Area A – Land Between the Main Line Railway and River Avon**

Area A is subdivided into Areas A1, A2 and A3 – refer to Map KE1 – Keynsham East: Location of Assessment Area A

### **Area A1**

#### **Landscape Assessment**

##### ***Baseline Description***

Area A lies within the Avon Valley Landscape Character Area as defined in the Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment SPD. Area A1 lies north of the main railway line and is the western most segment of Area A, wrapping around the western and southern boundary of Avon Valley Country Park. Area A1 is accessed along Pixash / Broadmead Lane which runs from the A4 in a loop, under the rail line at the western end, then running roughly parallel to it eastward and then back to the A4 this time over a small railway bridge. The Lane is narrow and lined by trees / grown out hedgerows which overhang it giving it an enclosed feel.

The site is an open flood plain landscape to the north of Pixash Lane comprising part of one very large field west of the Country Park plus a small, narrow rectangular field between the southern boundary of the country Park and the lane. Between the lane and the railway are two very small narrow fields, partly scrubby and dominated by the proximity of the railway even though visually separated from it by trees.

The site, contained between the railway and river, is entirely separate and hidden from the settlement of Keynsham. The landscape has a feeling of rural isolation even with the proximity of the country park and northwest of the site, some light industrial buildings in the middle distance close to the river. The landscape is very much part of the Valley floor of the gently meandering River Avon. Views from the lane northwards look over the flood plain, take in the tree lined course of the river and then the steeply rising landscape of the edge of the Cotswold Hills which curve round in a partial horseshoe shape visually containing the river valley landscape. Within the site there are three distinctive sub areas of character:

The main part of Area A1 is the very large field segment (A1.1) which is flat, open seeded pasture / meadow partly bounded by hedgerows/ditches, some with a few trees. There is an area of rough, rushy, marsh land close to the lane and forming part of the large field.

The small narrow rectangular field between the lane and the southern country park boundary (A1/2) is bounded by tall hedgerows and appears out of character with and visually isolated from

the main flood plain landscape, being effectively cut off from it by the country park development. It has been used for fruit growing but is currently down to grass. The very small fields (A1.3) between the lane and the railway are very isolated and hidden behind trees along lane. They are run down, weedy and possibly over-grazed by ponies (access difficult) They relate strongly to the character of the railway corridor with only barbed wire fencing separating them visually from the railway.

### ***Landscape Receptors (character and landscape elements)***

1. The Landscape Character itself
2. Tree-lined Lane
3. Hedgerows
4. Field land-use (this receptor is included under Landscape Character)

***Sensitivity of Landscape Receptors*** (combination of value of receptor and its susceptibility to the change caused by the development effect)

#### **1. Landscape Character**

##### **Value**

Whilst Area A1 lies overall within the Avon Valley character area, there are actually 3 distinctive areas of character – the main field (A1.1) is typical of the flood plain character, low lying, flat meadow with drainage ditches along boundaries and some hedgerows. It is in good condition and in sight of the river itself. Its value score is medium to high

The narrow field (A1.2) between the lane and the Country Park is currently down to grass but has been used for soft fruit. It is well managed. It is however dominated by the fencing and buildings of the country park entrance which detracts from the overall quality of the landscape character here. Its value score is low to medium

The fields between the lane and the railway (A1.3) are in poor condition and dominated by the railway character. Their value is low.

##### **Susceptibility to change**

Main field (A1.1) - Housing development here would be out of character with this high quality rural flood plain landscape. It is remote from the developed area of Keynsham especially due the separating effect of the railway. It is not possible to mitigate for such complete change of character. The susceptibility to change is therefore high.

Narrow Field (A1.2) - housing development here would be slightly out of character given the lack of residential development north of the railway. However the dominating effect of the Country Park buildings here changes the overall rural flood plain character into a built environment and a small number of houses would be acceptable in the landscape. The susceptibility score is medium

Railway fields (A1.3) – housing development here would be out of character with the non-residential environment so close to the railway. The susceptibility to change is therefore high

##### **Sensitivity (value + susceptibility)**

Main Field (A1.1) – Sensitivity to the effects of housing development is high overall

Narrow Field (A1.2) - Sensitivity to the effects of housing development is low to medium overall

Railway Fields(A1.3) - Sensitivity to the effects of housing development is high overall

#### **2. Tree Lined lane**

##### **Value**

The lane is very rural in nature and typical of the overall character area. The overhanging trees are not in particularly good condition. The value overall is medium.

##### **Susceptibility to change**

Housing development here would require significantly improved road access and the lane which is currently very narrow would need to be widened throughout with inevitable loss of rural character. Its susceptibility to change is therefore high

**Sensitivity**

Sensitivity to the effects of housing development is medium to high overall

**3. Hedgerows**

**Value**

These are few and generally in moderately good condition. The value is medium

**Susceptibility to Change**

Development could be accommodated here without necessarily causing the loss of hedgerows especially since the principal hedgerows form the boundaries of the Country Park and would need to be retained for screening. The susceptibility to change is therefore low to medium

**Sensitivity**

Sensitivity to the effects of housing development is medium overall

**Overall Landscape Sensitivity score for Area A1**

Receptors	Sensitivity
Landscape Character	
Area A1.1	High
Area A1.2	Low to medium
Area A1.3	High
Tree Lined Lane	High
Hedgerows	Medium

The three small sub areas of Landscape character are so different that it is not possible to give one overall sensitivity score. Looked at overall therefore, the **Sensitivity of Area A1 to residential development is generally high** with the **exception of Area A1.2 which scores low to medium** but is isolated in the context of the whole area of A1

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

1. Landscape Character

Field A1.1 – In respect of the comprehensive nature of change in character to urban from quiet, pastoral , floodplain the scale of change is high and the geographical extent of change is moderate to high in the context of the whole generally visible character area between Keynsham Weir and Saltford. Overall magnitude of Effects is high and negative in nature

Field A1.2 – The change in character here is less marked and both the scale of change and geographical extent of change are low especially in relation to the adjacent buildings associated with the Country Park. Overall the magnitude of effects is low and neutral in nature

Field A1.3 - The change in character here is considerable although the field character is somewhat urbanised by the railway and the fields are visually separated from the rest of the flood plain here by the Lane. Geographical extent of change in relation to this sub character area is high and scale of change is moderate. Overall the magnitude of effects is moderate to high and negative in nature

2. Tree-lined Lane

Both geographical extent and scale of change are potentially high and therefore magnitude of effects is high and negative in nature

3. Hedgerows

These are principally in fields A1.1 and A1.2 and mainly form overall area boundaries. The potential extent and scale of change is moderate and negative in nature.

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area A1 is high and negative in nature with the exception of Area A1.2 which scores Low and is neutral in nature of effect.

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area A1

Overall the significance score is high and negative with the exception of the field area A1.2 which scores low to medium negative

**Visual Impact Assessment**

Refer to Appendix 2: Photographic Viewpoints – Area A

**Baseline Visual Descriptions for principal receptors**

Visual Receptors:

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

Views are from a high quality landscape, much of which is AONB. There are a number of walking and riding routes with views, mainly between Upton Cheyney, North Stoke and Kelston. Views from them typically take in the broad sweep of attractive river valley including the settlements of Keynsham and Saltford and then plateau land and ridges further south. The site area is a relatively small part of the whole view and is currently seen as rural flood plain separated from the main settlements of Keynsham and Saltford by the Railway.

**2. Views from users of the lane and workers / visitors using Broadmead Lane and Pixash lane to access the sewage works, Country Park and employment area by river.**

These views are seen by a relatively small number of people and are relatively transient in nature but often repeated and in the case of Broadmead Lane down to the river the views are very open.

**3. Views from train passengers**

Only fields A1.3 are likely to be visible and views are fleeting

**4. Possible views from Country Park Users**

The current boundary hedgerows give good screening although less in winter. However in winter the outside parts of the park are much less used. Views are therefore low key and transient

**5. Views from river users especially in winter**

The river is quite well used by leisure boats and the River Avon Trail is a popular walking route all year round. The river is generally lined with trees on both sides but there are gaps and in winter the tree screening is much reduced. There would be significant views to the open flood plain fields including Area A1 in winter.

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

**Value**

Overall given that views are principally from within the AONB and are over an attractive landscape to the south, the value of the receptor is high

### **Susceptibility to Change**

Area A1 is generally a small component of views but it lies within a distinctly rural floodplain setting which is clearly separated in the view from the settlement area of Keynsham. Susceptibility is therefore medium to high

### **Sensitivity**

Sensitivity to the effects of housing development is high overall

- 2. Views from users of the lane and workers / visitors using Broadmead Lane and Pixash Lane to access the sewage works, Country Park and employment area by river.**



**Area A1 Panorama 2 – From Pixash Lane**

### **Value**

These are regular receptors relatively few in number. They would see the view daily on work days or when visiting the Country Park. The value of this receptor type is medium

### **Susceptibility to Change**

This score medium overall – the view would change very significantly from attractive rural view to urbanised view but it could in part be mitigated by planting along the Lane where it is currently open

### **Sensitivity**

The sensitivity is medium

- 3. Views from train passengers**

### **Value**

These are very fleeting views and only of fields A1.3. The value is low

### **Susceptibility to Change**

Low

### **Sensitivity**

Low and neutral in nature

- 4. Possible views from Country Park Users**

### **Value**

Views are low key and transient being only really likely in winter when boundary hedgerows are more permeable. The value is therefore low

### **Susceptibility to Change**

Low

### **Sensitivity**

Low

- 5. Views from river users especially in winter**

### **Value**

Medium to high – the river Avon trail and the river itself are both high quality leisure routes passing through attractive river floodplain countryside. Views are intermittent but likely to be more prominent in winter and of significant duration when walking. The value is medium to high

**Susceptibility to Change**

Medium to high – the tree lined river helps to mitigate the effects of development changing the character of the view even in winter.

**Sensitivity**

Medium to high

**Overall Visual Sensitivity score for Area A1**

It is not easy to give an overall score as the nature of the receptors is so variable. However, the two highest value receptors – the views from the Cotswold AONB and from the River Avon are also the receptors with views likely to be of the longest duration and most susceptible to change. It is considered therefore that the overall sensitivity should be based on these. The score is therefore medium to high

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

The geographical extent and scale of development change in the view experienced by these receptors varies with distance but overall is medium and negative in nature of effect

**2. Views from users of the lane and workers / visitors using Broadmead Lane and Pixash lane to access the sewage works, Country Park and employment area by river.**

The geographical extent of development in the view experienced by these receptors is high as is the scale of change and is negative in nature of effect

**3. Views from train passengers**

The geographical extent and scale of development change in the fleeting views experienced by train passengers is low and negative in nature of effect

**4. Possible views from Country Park Users**

The geographical extent and scale of development in the view experienced by these receptors is low and negative in nature of effect

**5. Views from river users especially in winter**

The geographical extent and scale of development in the view experienced by these receptors is high and negative in nature of effect

**Overall Magnitude of Visual Effects Score**

The overall score is medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area A1 is medium to high and negative in nature



## **Area A2**

### **Landscape Assessment**

#### ***Baseline Description***

Area A lies within the Avon Valley Landscape Character Area as defined in the Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment SPD. Area A2 lies north of the main railway line and is the middle segment of Area A, immediately to the east of Avon Valley Country Park. Area A2 is accessed principally from Pixash Lane which runs from the A4 and over the rail line.

The site is part of the open flood plain landscape of the gently meandering River Avon. It comprises fields either side of the access drive to Avon Valley Farm. To the north of the driveway are two medium sized fields down to arable and to the south between the Drive and the railway are two narrow fields running up to a bungalow at the eastern end. They are currently down to grazed pasture but act as overflow to a small caravan park. All the land is in very good condition. The Driveway is tree lined with some excellent mature trees and the grazed fields are also planted with specimen trees. The railway is not visible behind a screen of trees. There is an excellent tree filled hedgerow on the eastern border of the area containing one particularly large old Oak.

The site, contained between the railway and river, is entirely separate and hidden from the settlement of Keynsham. The landscape has a general feeling of rural isolation even with the proximity of the country park with its car park and buildings in immediate view to the west of the fields. Views from the Driveway northwards look over the flood plain, take in the tree lined course of the river and then the steeply rising landscape of the edge of the Cotswold Hills which curve round in a partial horseshoe shape visually containing the river valley landscape.

#### ***Landscape Receptors (character and landscape elements)***

1. The Landscape Character itself
2. Tree-lined Driveway
3. Hedgerows
4. Specimen Trees

***Sensitivity of Landscape Receptors*** (combination of value of receptor and its susceptibility to the change caused by the development effect)

#### **1. Landscape Character**

##### **Value**

The landscape character here is generally a good example of the high quality agricultural flood plain landscape in the Avon Valley Character Area, although it is affected to small extent by the slightly detracting car park and development of the Country Park immediately to the west. Overall its value is medium to high

##### **Susceptibility to change**

It is highly susceptible to the negative effects of residential development change which would be radical and totally uncharacteristic within the Character area. The score is high

##### **Sensitivity** (value + susceptibility)

The score is high

#### **2. Tree Lined Driveway**

##### **Value**

The driveway is attractively tree lined with well-kept grass verges. It has a Parkland feel. Its value as a landscape feature is medium to high

##### **Susceptibility to change**

If Development was to take place it is likely that the Driveway would be widened with the inevitable loss of trees and parkland character although this could potentially be mitigated in some way. Its susceptibility is medium

**Sensitivity** (value + susceptibility)

The score is medium to high

### 3. Hedgerows

**Value**

Some clipped, one major hedgerow with magnificent specimen Oak and other trees. This is of high value.

Overall medium to high value

**Susceptibility to Change**

Medium – requires mitigation which protects the principal hedgerow and its trees. Some hedgerows would inevitably be lost.

**Sensitivity** (value + susceptibility)

Medium

### 4. Specimen Trees

**Value**

These field trees are mainly planted in the last 30 years – some possibly older. There are various species and they give a high quality parkland character to the landscape. Their value is medium to high

**Susceptibility to Change**

These trees are mostly just coming in to maturity and would be highly susceptible to development change. It would not be possible to retain all of them. The score is medium to high

**Sensitivity** (value + susceptibility)

Medium to high

### **Overall Landscape Sensitivity score for Area A2**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	High
Tree Lined Drive	Medium to high
Hedgerows	Medium
Specimen Trees	Medium to high

The Sensitivity of Area A2 to residential development is high in terms of overall character. Individual element sensitivity can to an extent be mitigated through careful design and landscaping however the character is then permanently lost.

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

1. Landscape Character

The geographical extent and scale of change is high in terms of the radical nature of the landscape change even with the proximity of the country park development. Magnitude is therefore high and negative in nature of effect

4. Tree-lined Drive

Hard to quantify. The Drive is central within the development area but there is some potential to retain it at least in part. Magnitude is medium to high and negative in nature of effect

5. Hedgerows

Development would be likely to result in the loss of a number of hedgerows although there is potential to retain and protect the best hedgerow. Magnitude of effect is medium to high and negative in nature of effect

6. Specimen Trees

Magnitude of effect is medium to high and negative in nature of effect

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area A2 is high in terms of overall character and medium to high and negative in nature of effect in terms of individual elements

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area A2

Overall the significance score is high and negative. It is considered that the landscape character score be reflected here although some individual landscape elements have slightly lower scores since the overall character is more than the simple sum of its parts.

### **Visual Impact Assessment**

Refer to Appendix 2: Photographic Viewpoints – Area A

#### **Baseline Visual Descriptions for principal receptors**

Visual Receptors:

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

Views are from a high quality landscape, much of which is AONB. There are a number of walking and riding routes with views, mainly between Upton Cheyney, North Stoke and Kelston. Views from them typically take in the broad sweep of attractive river valley including the settlements of Keynsham and Saltford and then plateau land and ridges further south. The site area is a relatively small part of the whole view and is currently seen as rural flood plain separated from the main settlements of Keynsham and Saltford by the Railway.

**2. Users of the PROW which follows the Drive to Avon Valley Farm; also Farm and business unit users; caravan park users.**

The current views are of an attractive, tranquil, well cared for rural landscape. The tree lined Drive is a strong visual feature as are the specimen trees to the south of the Drive. The open boundary to the Country park Car park area is a slight detractor in the view looking west. These receptors have views of varying duration and frequency depending on whether driving, walking, regular workers or visitors and PROW users

**3. Views from Country Park Users.**

These are views from the car park and are over an attractive, well maintained arable floodplain landscape. Generally the views are relatively transient and occasional

**4. Views from river users especially in winter**

The river is quite well used by leisure boats and the River Avon Trail is a popular walking route all year round. The river is generally lined with trees on both sides but there are gaps and in winter the tree screening is much reduced. There would be significant views of significant duration to the open flood plain fields including Area A2 throughout the year but particularly in winter. Area A2 comes quite close to the river.

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

**Value**

Overall given that views are principally from within the AONB and are over an attractive landscape to the south, the value of the receptor is high

**Susceptibility to Change**

Area A2 is generally a small component of views but it lies within a distinctly rural floodplain setting which is clearly separated in the view from the settlement area of Keynsham. Susceptibility is therefore medium to high

**Sensitivity**

Sensitivity to the effects of housing development is high overall

- 2. Users of the PROW which follows the Driveway to Avon Valley Farm; also Farm and business unit users; caravan park users**



**Area A2 – Panorama 7**

### **Value**

These are generally regular receptors relatively few in number. They would see the view daily on work days, when using the Caravan Park, visiting the farm or business units and when walking the PROW. The value of this receptor type is medium

### **Susceptibility to Change**

This score high overall – the view would change very significantly from attractive rural view to urbanised

### **Sensitivity**

The sensitivity is medium to high

### 3. **Views from Country Park Users**

#### **Value**

Views are transient but prominent and attractive from the car park users. The value is therefore medium

#### **Susceptibility to Change**

Medium to high

#### **Sensitivity**

Medium to high

### 4. **Views from river users especially in winter**

#### **Value**

Medium to high – the river Avon trail and the river itself are both high quality leisure routes passing through attractive river floodplain countryside. Views are intermittent but likely to be more prominent in winter and of significant duration when walking – the site comes close to the river. The value is medium to high

#### **Susceptibility to Change**

Medium to high – the tree lined river to an extent helps to mitigate the effects of development changing the character of the view even in winter. However the area does come quite close to the river making development more prominent.

#### **Sensitivity**

Medium to high

## **Overall Visual Sensitivity score for Area A2**

All the scores are medium to high

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

#### 1. **Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

The geographical extent and scale of development change in the view experienced by these receptors varies with distance but overall is medium and negative in nature of effect

#### 2. **Users of the PROW which follows the Drive to Avon Valley Farm; also Farm and business unit users; caravan park users**

The geographical extent of development in the view experienced by these receptors is high as is the scale of change and negative in nature of effect

#### 3. **Views from Country Park Users**

The geographical extent and scale of development in the view experienced by these receptors is high and negative in nature of effect

#### 4. **Views from river users especially in winter**

The geographical extent and scale of development in the view experienced by these receptors is medium to high and negative in nature of effect

### **Overall Magnitude of Visual Effects Score**

The overall magnitude of visual effects is medium to high and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area A2 is medium to high and negative in nature

### **Area A3**

#### **Landscape Assessment**

##### **Baseline Description**

Area A3 lies north of the main railway line and is the eastern segment of Area A, it is the most rural segment of the overall area being entirely separate from the Country Park. Area A3 is accessed from Pixash Lane which runs from the A4 and over the rail line and then from the Driveway to Avon Valley Farm.

The site is part of the open flood plain landscape of the gently meandering River Avon. It comprises very well managed farmland of fields and part fields of varying shapes and sizes but



principally large and down to arable currently. The fields surround the Avon Valley Farm building complex. This is a large complex incorporating small business units. There are significant trees around it and an attractive landscaped setting. A very large tree lined pond lies adjacent the entrance to the farm. The buildings are generally attractive.

There are a significant number of excellent specimen trees in the fields and hedgerows especially to the south of the site and also towards the river. Towards the river the landscape becomes more complex with areas of woodland planting, a tree lined stream,

wetland and significant level changes dropping down to a narrow lower water meadow area adjacent to the River Avon itself which is just outside the site area.

The site, contained between the railway and river, is entirely separate and hidden from the settlement of Keynsham. The landscape has a feeling of rural isolation and tranquillity. Views from the well-used footpath running through the site area draw the eye principally northwards towards the steeply rising landscape of the edge of the Cotswold Hills which curve round in a partial horseshoe shape visually containing the river valley landscape. The footpath connects with an important recreational hub where the Avon Valley Steam railway, the Bristol to Bath cycle path and the River Avon trail all meet. Up on the railway bridge there are clear views over the very attractive countryside within which the site is prominent.

##### **Landscape Receptors (character and landscape elements)**

1. The Landscape Character itself
2. Tree-lined Driveway
3. Hedgerows including hedgerow tree
4. Specimen Trees
5. Avon Valley Farm complex including tree screening, gardens and large pond
6. Tree / scrub lined stream

**Sensitivity of Landscape Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

1. **Landscape Character**

**Value**

The landscape character here is a good example of the highest quality agricultural flood plain landscape in the Avon Valley Character Area.

Overall its value is medium to high

**Susceptibility to change**

It is highly susceptible to the negative effects of residential development change which would be radical and totally uncharacteristic within the Character area. The score is high **Sensitivity** (value + susceptibility)

The score is high

2. **Tree Lined Driveway**

**Value**

The driveway is attractively tree lined with well-kept grass verges. The trees along this stretch of the drive are older and more significant. It has a Parkland character. Its value as a landscape feature is medium to high

**Susceptibility to change**

If Development was to take place it is likely that the Driveway would be widened with the inevitable loss of trees and parkland character although this could potentially be mitigated in some way. Its susceptibility is medium to high

**Sensitivity** (value + susceptibility)

The score is medium to high

3. **Hedgerows and hedgerow Trees**

**Value**

All fields bounded by hedgerows, mostly clipped but with significant numbers of large specimen trees.

These are of high value

**Susceptibility to Change**

Medium to high – requires mitigation which protects the best hedgerows with trees. Some hedgerows would inevitably be lost.

**Sensitivity** (value + susceptibility)

Medium to high

4. **Specimen Trees**

**Value**

Most of these field trees appear to have been planted in the last 30 to 50 years – some possibly older.

There are various species and they give a high quality parkland character to the landscape. Their value is medium to high

**Susceptibility to Change**

These trees are mostly just coming in to maturity and would be highly susceptible to development change.

It would not be possible to retain all of them. The score is medium to high

**Sensitivity** (value + susceptibility)

Medium to high

5. **Avon Valley Farm complex including tree screening, gardens and large pond**

**Value**

This receptor is of medium to high value for quality of landscape setting especially the pond and its trees also some of the buildings

**Susceptibility to Change**

It is unlikely that the complex would be built over but its contextual landscape setting would be lost if surrounded by development. The score is moderate to high

**Sensitivity** (value + susceptibility)

The score is medium to high

**6. Tree/ Scrub lined Stream**

**Value**

Medium to high – this meandering stream is an attractive landscape feature

**Susceptibility to Change**

Features such as this can be hard to retain in residential development and their landscape context is inevitably lost. It is highly susceptible to development change

**Sensitivity** (value + susceptibility)

The score is high

**Overall Landscape Sensitivity score for Area A3**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	High
Tree Lined Drive	Medium to high
Hedgerows and hedgerow trees	Medium to high
Specimen Trees	Medium to high
Farm Complex and landscape setting	Medium to high
Tree/scrub lined Stream	High

The Sensitivity of Area A3 to residential development is high in terms of overall character. Individual element sensitivity can to an extent be mitigated through careful design and landscaping however the character is then permanently lost.

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

**1. Landscape Character**

The geographical extent and scale of change is high in terms of the radical nature of the landscape change and negative in nature of effect

**2. Tree-lined Drive**

Hard to quantify. The Drive is central within the development area but there is some potential to retain it at least in part. Magnitude is medium to high and negative in nature of effect

**3. Hedgerows**

Development would be likely to result in the loss of a number of hedgerows with threat to important hedgerow trees. Magnitude of effect is medium to high and negative in nature of effect

**4. Specimen Trees**

Magnitude of effect is medium to high and negative in nature of effect

**5. Avon Valley Farm complex including tree screening, gardens and large pond**

Magnitude of effect is high and negative in nature of effect

**6. Tree/ Scrub lined Stream**

Magnitude of effect is high and negative in nature of effect

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area A3 is high in terms of overall character; medium to high in terms of individual elements and negative in nature of effect



**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area A3

**Overall the significance score is high and negative.** It is considered that the landscape character score be reflected here although some individual landscape elements have slightly lower scores since the overall character is more than the simple sum of its parts.

### **Visual Impact Assessment**

Refer to Appendix 2: Photographic Viewpoints – Area A

### **Baseline Visual Descriptions for principal receptors**

Visual Receptors:

**1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

Views are from a high quality landscape, much of which is AONB. There are a number of walking and riding routes with views, mainly between Upton Cheyney, North Stoke and Kelston. Views from them typically take in the broad sweep of attractive river valley including the settlements of Keynsham and Saltford and then plateau land and ridges further south. The site area is a relatively small but central part of the whole view and is currently seen as attractive rural flood plain separated from the main settlements of Keynsham and Saltford by the Railway.

**2. Users of the PROW which follows the Driveway to Avon Valley Farm; also Farm and business unit users; caravan park users.**

The current views are of an attractive, tranquil, well cared for rural landscape. The tree lined Drive is a strong visual feature in itself as are the specimen trees to the south of the Drive. These receptors have views of varying nature, duration and frequency depending location and on whether driving, walking, regular workers or visitors and PROW users

**3. Walkers following PROW north east from Farm towards Bristol & Bath Railway path and /or south to Keynsham**

Seemingly well used path, very well signed. Receptors gain very open views of significant duration across high quality landscape in all directions.

**4. Views from Bristol & Bath Railway Path Bridge over River Avon**

The bridge is a real recreational hub with cyclists, walkers and train users. There are extensive views from the bridge to the river below and the floodplain especially to the south west and over the site area. The countryside is very attractive with a varied mix of landform, the river, open fields, copses, hedgerows and excellent specimen trees

**5. Views from river users especially in winter**

The river is quite well used by leisure boats and the River Avon Trail is a popular walking route all year round. The river is generally lined with trees on both sides but there are gaps and in winter the tree screening is much reduced. There would be significant views of significant duration to the open flood plain fields including Area A2 throughout the year but particularly in winter. Area A2 comes quite close to the river.

**6. Views from residents and workers at Avon Valley Farm; Views from Caravan park Users**

Some of the planting around the farm limits views but views are generally open to the east in particular and of high quality. Duration of views is variable according to activity.

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Medium to Long distance views from PROWs & viewpoints on Cotswold hills to the north**

**Value**

Overall given that views are principally from within the AONB and are over an attractive landscape to the south, the value of the receptor is high

**Susceptibility to Change**

Area A3 is a moderately significant component of views and lies centrally within a distinctly rural floodplain setting which is clearly separated in the view from the settlement area of Keynsham.

Susceptibility is therefore medium to high

**Sensitivity**

Sensitivity to the effects of housing development is high overall

- 2. **Users of the PROW which follows the Driveway to Avon Valley Farm; also Farm and business unit users; caravan park users**



**Area A3 Panorama 8**

**Value**

These are generally regular receptors relatively few in number. They would see the view daily on work days, when travelling to and from the Caravan Park, visiting the farm or business units and when walking the PROW. The value of this receptor type is medium

**Susceptibility to Change**

This score high overall – the view would change very significantly from attractive rural view to urbanised

**Sensitivity**

The sensitivity is medium to high

- 3. **Walkers following PROW north east from Farm towards Bristol & Bath Railway path and /or south to Keynsham**

**Value**

These are high quality receptors – continuous views of significant duration over attractive countryside.

**Susceptibility to Change**

Highly susceptible to change from development. Radical loss of the nature of the views.

**Sensitivity**

The score is high

- 4. **Views from Bristol & Bath Railway Path Bridge over River Avon**



## **Area A3 Panorama 13 from Avon Valley Railway Bridge**

### **Value**

High value receptors, many visitors all year round; a place to pause and admire the beautiful view.

### **Susceptibility to Change**

Development would potentially impinge very significantly into the view even though existing trees and hedgerow would deliver partial screening. The view is very attractive and entirely rural here with no development in sight. Development would be incongruous and difficult to mitigate. The score is high

### **Sensitivity**

High

## **5. Views from residents and workers at Avon Valley Farm; Views from Caravan park Users**

### **Value**

Medium to high

### **Susceptibility to Change**

Medium to high

### **Sensitivity**

Medium to high

## **6. Views from river users especially in winter**

### **Value**

Medium to high – the river Avon trail and the river itself are both high quality leisure routes passing through attractive river floodplain countryside. Views are intermittent but likely to be more prominent in winter and of significant duration when walking – the site comes close to the river. The value is medium to high

### **Susceptibility to Change**

Medium to high – the tree lined river to an extent helps to mitigate the effects of development changing the character of the view even in winter. However the area does come quite close to the river making development more prominent.

### **Sensitivity**

Medium to high

## **Overall Visual Sensitivity score for Area A3**

All the scores are high or medium to high

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

### **1. Medium to Long distance views from PROWs and viewpoints on Cotswold hills to the north**

The geographical extent and scale of development change in the view experienced by these receptors varies with distance but overall is medium and negative in nature of effect

### **2. Users of the PROW which follows the Driveway to Avon Valley Farm; also Farm and business unit users; caravan park users**

The geographical extent and scale of development change in the view experienced by these receptors is high and negative in nature of effect

### **3. Walkers following PROW north east from Farm towards Bristol & Bath Railway path and /or south to Keynsham**

Magnitude is high. Walker's visual experience is greatly changed over a large area and significant duration.

### **4. Views from Bristol & Bath Railway Path Bridge over River Avon**

Magnitude is medium to high

5. **Views from residents and workers at Avon Valley Farm; Views from Caravan park Users**

Magnitude is medium to high

6. **Views from river users especially in winter**

The geographical extent and scale of development in the view experienced by these receptors is medium to high

***Overall Magnitude of Visual Effects Score***

The overall score is medium to high and negative in nature of effect

***Significance of Development Effects*** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area A3 is high and negative in nature. The views from the Bristol to Bath Railway Bridge are particularly important as such a recreational hub and the visual significance for this receptor is high and negative.

## **Area B – Land Between the Main Line Railway and the A4 Bristol to Bath Road**

Area B is subdivided into Areas B1 and B2; refer to Map KE2 – Keynsham East; Location of Assessment Area B

### **Area B1**

#### **Landscape Assessment**

##### ***Baseline Description***

Area B1 lies within the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment.

The area is a small, hidden area of flat farmland comprising 2 main fields down to grass, smaller paddocks and a small number of farm /small holding type buildings and yard areas. It lies between the narrow tree lined World's End Lane and the railway line which is hidden from view behind a thick hedgerow; it is bordered to the west by industrial units and to the east by farmland. Field boundaries are mainly wire fencing. There are some specimen trees along field boundaries to the west of the site behind the excluded properties. The landscape quality is variable with a surprisingly remote feel although generally urban fringe in nature.

##### ***Landscape Receptors (character and landscape elements)***

1. The Landscape Character itself
2. Tree-lined Lane
3. Specimen Trees

***Sensitivity of Landscape Receptors*** (combination of value of receptor and its susceptibility to the change caused by the development effect)

##### **1. Landscape Character**

###### **Value**

As part of the Avon Valley character Area these low lying fields are reasonably typical of some of its lower quality urban fringe areas. Their isolation between road and railway separates them from their river valley context. The value is low to medium

###### **Susceptibility to change**

The area is a strange mix of remote rural and urban fringe overall the effect of development change would be low

###### **Sensitivity** (value + susceptibility)

Low to medium

**2. Tree Lined lane**



**Area B1 and B2 View 2 – Along World’s End Lane**

**Value**

The lane is very rural in nature and very narrow – just single track. Leading off the industrial Pixash Lane, it is a complete contrast in character. Grown out hedgerows and trees line the lane on either side and overhang it. The value overall is medium.

**Susceptibility to change**

Housing development here would require significantly improved road access and the lane which is currently very narrow would need to be widened throughout with inevitable loss of rural character. Its susceptibility to change is therefore high

**Sensitivity**

Medium to high

**3. Specimen Trees**

**Value**

These are few and generally in moderately good condition. The value is medium

**Susceptibility to Change**

Low to medium as mitigation should ensure protection of most.

**Sensitivity**

Sensitivity to the effects of housing development is low to medium overall

**Overall Landscape Sensitivity score for Area B1**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	Low to medium
Tree Lined Lane	Medium to High
Specimen Trees	Low to Medium

Overall the sensitivity of Area B1 is low to medium and negative with the exception of the lane which is medium to high

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

1. Landscape Character  
Development would change a large part of the rural land between the railway and road but in the context of the overall river valley floor area between Keynsham and Salford the magnitude of change is small. Overall the magnitude is low to medium and negative in nature of effect
2. Tree-lined Lane  
Both geographical extent and scale of change are potentially high and therefore magnitude of effects is high and negative in nature of effect
3. Specimen Trees  
Magnitude is high and negative in nature of effect

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area B1 is Medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area B1 is Medium and negative

### **Visual Impact Assessment**

Refer to Appendix 3: Photographic Viewpoints – Area B

#### **Visual Receptors:**

1. Residents of adjacent properties
2. Visitors to small holdings using the Lane

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

1. Residents of adjacent properties



**Area B1 Panorama 6 View from Entrance to Property**



**Value**

Medium – duration and frequency of view is very variable and unpredictable. Gardens are relatively easily screened from development area.

**Susceptibility to Change**

Medium

**Sensitivity**

Medium

**2. Visitors to small holdings using the Lane****Value**

These are very occasional views. The value is low

**Susceptibility to Change**

Low

**Sensitivity**

Low

**Overall Visual Sensitivity score for Area B1**

Low to medium

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

**1. Residents of adjacent properties**

Medium and negative in nature of effect

**2. Visitors to small holdings using the Lane**

Low and negative in nature of effect

**Overall Magnitude score for Area B1**

The overall score is medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area B1 is medium and negative in nature with greater weight being given to the scores for residents along the lane

**Area B2****Landscape Assessment****Baseline Description**

Area B2 lies within the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment.

The area is a small, fairly hidden area of flat urban fringe land comprising a medium sized field down to grass in the eastern half with a small copse and various very small overgrown plots returning to scrubby woodland and small-holding type buildings / yard areas in the western half. The area lies between the narrow tree lined World's End Lane and the A4 Bristol to Bath Road. It is generally set back from the road behind properties apart from two locations where it runs to the road either side of a large detached. The site is bordered on the west side by more properties and to the east by a substantial hedgerow and more small-holding land. Field boundaries are hedgerows. The landscape quality is variable and generally urban fringe in nature.

**Landscape Receptors (character and landscape elements)**

1. The Landscape Character itself
2. Tree-lined Lane



1. Hedgerows
2. Copse

**Sensitivity of Landscape Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

1. **Landscape Character**



**Area B2 Panorama 7 from World's End Lane towards A4**

**Value**

As part of the Avon Valley character Area these low lying fields are reasonably typical of some of its lower quality urban fringe areas. They are less isolated than B1 but still fairly hidden behind the A4 and the railway separates them from their river valley context. The value is low to medium

**Susceptibility to change**

The area is quite heavily influenced by the housing along the road and the small-holding buildings. It would not be very susceptible to further residential development. The susceptibility to change is low.

**Sensitivity** (value + susceptibility)

Low to medium

2. **Tree Lined lane**

**Value**

The lane is very rural in nature and very narrow – just single track. Leading off the industrial Pixash Lane, it is a complete contrast in character. Grown out hedgerows and trees line the lane on either side and overhang it. The value overall is medium.

**Susceptibility to change**

Housing development here would require significantly improved road access and the lane which is currently very narrow would need to be widened throughout with inevitable loss of rural character. Its susceptibility to change is therefore high

**Sensitivity**

Medium to high

3. **Hedgerows**

**Value**

These are substantial generally in moderately good condition. The value is medium

**Susceptibility to Change**

There is potential to retain the two large hedgerows. The susceptibility to change is medium

**Sensitivity**

Sensitivity to the effects of housing development is medium overall

#### 4. Copse

##### Value

This small copse is mature and appears in good condition acting as a good screen from the A4. The value is medium

##### Susceptibility to Change

There is good potential to retain the copse but it may become degraded by the proximity of houses. The susceptibility to change is medium

##### Sensitivity

Medium

#### **Overall Landscape Sensitivity score for Area B2**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	Low to medium
Tree Lined Lane	Medium to high
Hedgerows	Medium
Copse	Medium

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

##### 1. Landscape Character

Development would change a small area of land between the A4 and the Lane. In the context of the overall river valley floor area between Keynsham and Saltford the magnitude of change is very small. Overall the magnitude is low and negative in nature of effect

##### 2. Tree-lined Lane

Both geographical extent and scale of change are potentially high and therefore magnitude of effects is high and negative in nature of effect

##### 3. Hedgerows

Low and negative in nature of effect

##### 4. Copse

Low and negative in nature of effect

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area B2 is low and negative in nature of effect with the exception of the Lane which scores high

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area B2

Overall the significance score is low and slightly negative although the Lane is badly affected and scores medium to high and negative

### **Visual Impact Assessment**

Refer to Appendix 3: Photographic Viewpoints – Area B

#### **Visual Receptors:**

1. Drivers and other users of A4 road  
There are fleeting glimpses of the site area from these receptors
2. Residents of properties abutting the site  
Generally these properties are very well screened from the site by garden vegetation and the copse. Views are limited overall

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

#### **1. Drivers and other users of A4 road**

##### **Value**

These are very fleeting views. The value is low

##### **Susceptibility to Change**

Low

##### **Sensitivity**

Low. There are fleeting glimpses of the site area from these receptors

#### **2. Residents of properties abutting the site**

##### **Value**

These are very limited views. The value is low

##### **Susceptibility to Change**

Low

##### **Sensitivity**

Low

### **Overall Visual Sensitivity score for Area B2**

The score is Low

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

1. Drivers and other users of A4 road  
Low and neutral in nature of effect
2. Residents of properties abutting the site  
Low and negative in nature of effect

**Overall Magnitude of Visual Effects**

The score is low and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area B2 is low and negative in nature

## **Area C – Land South of the A4 Bristol to Bath Road**

Area C is subdivided into Areas C1, C2, C3 and C4– refer to Map KE3 – Keynsham East:  
Location of Assessment Area C

### **Area C1**

#### **Landscape Assessment**

##### ***Baseline Description***

Area C1 lies within the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset - A landscape Character Assessment. Although separated from the River Avon by road, railway, development and distance these fields are never the less just on the edges of the valley floor where the land begins to rise southwards. Within the site the fields slope very gently either towards the stream which runs east west through the middle of it or more generally upwards in a southerly direction away from the river. Area C1 comprises small pasture fields bounded mostly by tall clipped hedges except where the fields abut the community woodland to the south, the stream line running east west through middle of the area and housing boundaries along the northern A4 road edge where there are lines and groups of mature trees. The fields are mostly distinctively long and narrow and have characteristics of remnant medieval strip lynchets.

A tree/scrub lined stream forms a distinctive feature which divides the area in half. The southern half has a well-used PROW running through it and is very well used by dog walkers and children going to and fro from the secondary school which is adjacent to the western boundary of Area C2. The northern fields between the stream and the A4 are used for pony grazing and have no public access.

There are prominent views northwards to the Cotswold Hills, elsewhere longer distance views are mostly curtailed by the tall hedge lines, the community woodland trees and other mature tree clumps. The exception to this is at the far eastern boundary of C1 where there are open views across to the housing at the edge of Saltford.

##### ***Landscape Receptors (character and landscape elements)***

1. The Landscape Character itself
2. Hedgerows
3. The Community Woodland abutting the site
4. Remnant Medieval strip lynchet type field pattern
5. Tree / scrub lined Stream

***Sensitivity of Landscape Receptors*** (combination of value of receptor and its susceptibility to the change caused by the development effect)

##### **1. Landscape Character**

###### **Value**

The landscape is in good condition, rural / slightly urban fringe in nature and generally representative of character type overall. It lies in between Keynsham and Saltford but is not strongly influenced by the urban character of either. The houses in small groups along the A4 and the noise from the road itself are the strongest urban influence. The value is scored as medium

###### **Susceptibility to change**

The landscape character here is relatively robust in relation to potential change in character. There is already some urban influence at the northern edge, there is existing containment from development “creep” provided by the community woodland to the south and there is significant adjacent land of a similar rural character remaining undeveloped towards Saltford. Whilst development would radically change the rural nature of the C1 site itself, development could take place with suitable mitigation which

would maintain the overall Avon Valley character between Keynsham and Saltford. The susceptibility is scored as medium.

**Sensitivity** (value + susceptibility)

The sensitivity score for C1 is medium

**2. Hedgerows**

**Value**

The hedges are kept neatly clipped. As landscape features their impact is in their number, uniformity, good condition and as visual markers of the old field pattern. Overall their value is medium.

**Susceptibility to Change**

There are too many hedges to maintain them within a development especially as they generally run across rather than around the site. They are highly susceptible change from development.

**Sensitivity**

The sensitivity score is medium to high

**3. The Community Woodland abutting the site**

**Value**

The value is medium to high

**Susceptibility to change**

Development adjacent to woodland is always potentially damaging with deterioration possible from tipping, vandalism and over-use. However mitigation is possible and hence the susceptibility is medium

**Sensitivity** (value + susceptibility)

The sensitivity score is medium

**4. Remnant Medieval strip lynchet type field pattern**

**Value**

It is unusual to see this type of field pattern maintained and as such there is a landscape historical value which is scored as medium to high

**Susceptibility to Change**

The susceptibility to change is clearly high as it would not be possible to maintain any sense of the pattern within a development

**Sensitivity**

The score is medium to high

**5. Tree / Scrub lined Stream**

**Value**

This is a prominent and quite attractive feature within the site and beyond. It provides interest and also continuity with the wider landscape. Its quality could be improved. The value is medium to high

**Susceptibility to Change**

The stream is moderately susceptible to development change. Mitigation and good design could incorporate it into a development as an attractive landscape feature, although there is also potential for deterioration in quality through poor design. The score is medium

**Sensitivity** (value + susceptibility)

The sensitivity is medium

**Overall Landscape Sensitivity score for Area C1**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	Medium
Hedgerows	Medium to High
Community Woodland	Medium

Remnant Medieval field pattern	Medium to High
Tree / Scrub lined Stream	Medium

The overall Landscape sensitivity score for Area C1 is Medium

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

**1. Landscape Character**

The score is medium and negative in nature of effect if C1 is viewed in the context of Area C as a whole and the overall similar landscape lying between Keynsham and Saltford

**2. Hedgerows**

The score is high and negative in nature of effect especially as these old hedgerows have to be assessed in their overall context as bounding the historical field pattern which does not extend beyond the overall C1 and 2 areas.

**3. Community Woodland**

The score is low and negative in nature of effect

**4. Remnant Medieval Field pattern**

The score is high (see 2. Above) and negative in nature of effect

**5. Tree / Scrub lined Stream**

The score is medium to high and negative in nature of effect - potential development both in extent and scale would affect a considerable proportion of this feature

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area C1 is medium and negative in nature of effect in terms of overall character and medium to high in terms of landscape elements

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area C1

Overall the significance score is medium and negative in nature. There is more disparity between scores for landscape character and landscape elements than normally found. This is largely due to the unusual nature of the medieval field pattern which is a remnant limited to Areas C1 and C2 and also to the difficulty in assessing magnitude of effects with regard to the stream given that the exact nature of development is not known. More weight has been given to the significance of development Effects on overall landscape character in this instance

**Visual Impact Assessment**

Refer to Appendix 3: Photographic Viewpoints – Area C

**Baseline Visual Descriptions for principal receptors**

Visual Receptors:

1. Footpath Users
2. Residents of houses abutting the site
3. Drivers etc. on A4

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Footpath Users**

**Value**



### **Area C1 Panorama 7 Looking West**

This is a very well used route through an attractive semi-rural area, its value is medium to high as views are overall of attractive countryside throughout and the duration of view is significant

#### **Susceptibility to Change**

Development would transform the nature of this route especially as the open nature of the landscape currently means that views are quite extensive and rural. The susceptibility to change is medium to high

#### **Sensitivity**

The sensitivity is medium to high

### **2. Residents of Houses abutting Site**

#### **Value**

Views are generally of attractive open countryside, uninterrupted by screening vegetation from the rear of properties. The value is overall medium being a limited number of affected properties and views likely to be of limited duration and frequency



## **Susceptibility to Change**

The susceptibility is medium in nature as mitigation is relatively straightforward

### **Sensitivity**

The sensitivity is medium

### **3. Drivers etc. using A4**

#### **Value**

Low – views are very fleeting and few

#### **Susceptibility to Change**

Low

#### **Sensitivity**

Low

## **Overall Visual Sensitivity score for Area C1**

Medium

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

### **1. Footpath Users**

Medium to high and negative in nature of effect - the area of development is unlikely to be the whole extent of the overall walk and therefore current rural view

### **2. Residents of houses abutting the site**

High and negative in nature of effect

### **3. Drivers etc. on A4**

Low and neutral in nature of effect

## **Overall Magnitude of Visual Effects for Area C1**

The overall magnitude is medium to high and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area C1 is medium and negative in nature

## **Area C2**

### **Landscape Assessment**

#### **Baseline Description**

Area C2 lies within the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment. Although separated from the River Avon by road, railway, development and distance these fields are never the less just on the edges of the valley floor where the land begins to rise southwards. Within the site the fields slope very gently either towards the stream which runs east west through the middle of it or more generally upwards in a southerly direction away from the river. Area C2 comprises small pasture fields bounded mostly by tall neatly clipped hedges except where the fields abut the community woodland to the south, the stream lines running east -west close to the housing boundaries along the northern A4 road edge and also along the western site boundary. Here there are lines and groups of mature trees. There is also a prominent clump of mature willow around an old pond site and another section of damp stream line in the southern part of the site. The fields are mostly distinctively long and narrow and have characteristics of remnant medieval strip lynchets. A PROW runs through C2 and is very well used by dog walkers and children going to and fro from the secondary school which is adjacent to the western boundary.

There are prominent views northwards to the Cotswold Hills, elsewhere longer distance views are mostly curtailed by the tall hedge lines, the community woodland trees and other mature tree clumps.

1. **Landscape Character**

**Value**

The landscape is in good condition, rural / slightly urban fringe in nature and generally representative of character type overall. It lies adjacent to the urban edge of Keynsham but is not strongly influenced by its urban character being separated from it by the extensive playing fields of a Secondary School. The houses in small groups along the A4 and the noise from the road itself are the strongest urban influence. The value is scored as medium

**Susceptibility to change**

The landscape character here is relatively robust in relation to potential change in character. There is already some urban influence at the northern edge, there is existing containment from development “creep” provided by the community woodland to the south and there is significant adjacent land of a similar rural character remaining undeveloped towards Saltford. Whilst development would radically change the rural nature of the C1 site itself, development could take place with suitable mitigation which would maintain the overall Avon Valley character between Keynsham and Saltford. The susceptibility is scored as medium.

**Sensitivity (value + susceptibility)**

The sensitivity score for C1 is medium

2. **Hedgerows**

**Value**

The hedges are kept neatly clipped. As landscape features their impact is in their number, uniformity, good condition and as visual markers of the old field pattern. Overall their value is medium.

**Susceptibility to Change**

There are too many hedges to maintain them within a development especially as they generally run across rather than around the site. They are highly susceptible change from development.

**Sensitivity**

The sensitivity score is medium to high

3. **The Community Woodland abutting the site**

**Value**

The value is medium to high

**Susceptibility to change**

Development adjacent to woodland is always potentially damaging with deterioration possible from tipping, vandalism and over-use. However mitigation is possible and hence the susceptibility is medium

**Sensitivity (value + susceptibility)**

The sensitivity score is medium

4. **Remnant Medieval strip lynchet type field pattern**

**Value**

It is unusual to see this type of field pattern maintained and as such there is a landscape historical value which is scored as medium to high

**Susceptibility to Change**

The susceptibility to change is clearly high as it would not be possible to maintain any sense of the pattern within a development

**Sensitivity**

The score is medium to high

**5. Tree / Scrub lined Stream and Willow clump around Old Pond**

**Value**

These are prominent and quite attractive features. The stream runs close to the western edge of the site and is currently more of a small copse area. Its quality could be significantly improved. The willows around the old pond feature are very prominent in the landscape. The value is medium to high

**Susceptibility to Change**

These features are moderately susceptible to development change. Mitigation and good design could incorporate them into a development as attractive landscape features, although there is also potential for deterioration in quality through poor design. The score is medium

**Sensitivity (value + susceptibility)**

The sensitivity is medium

**Overall Landscape Sensitivity score for Area C2**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	Medium
Hedgerows	Medium to High
Community Woodland	Medium
Remnant Medieval field pattern	Medium to High
Tree / Scrub lined Stream and pond	Medium

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

**1. Landscape Character**

The score is medium and negative in nature of effect if C2 is viewed in the context of Area C as a whole and the overall similar landscape lying between Keynsham and Saltford

**2. Hedgerows**

The score is high and negative in nature of effect especially as these old hedgerows have to be assessed in their overall context as bounding the historical field pattern which does not extend beyond the overall C1 and 2 areas.

**3. Community Woodland**

The score is low and negative in nature of effect

**4. Remnant Medieval Field pattern**

The score is high (see 2. Above) and negative in nature of effect

**5. Tree / Scrub lined Stream and Pond**

The score is medium overall and negative in nature of effect. Running along the western boundary the stream is to an extent buffered from the magnitude of potential effects

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area C2 is medium and negative in nature of effect I

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area C2

Overall the significance score is medium and negative in nature

**Visual Impact Assessment**

Refer to Appendix 3: Photographic Viewpoints – Area C

**Baseline Visual Descriptions for principal receptors**

Visual Receptors:

- 1. Footpath Users
- 2. Residents of houses abutting the site
- 3. Drivers etc. on A4
- 4. School Children and community using school playing fields

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Footpath Users**



**Area C2 Panorama 3 looking East**

**Value**

This is a very well used route through an attractive semi-rural area, its value is medium to high as views are overall of attractive countryside throughout and the duration of view is significant

**Susceptibility to Change**

Development would transform the nature of this route especially as the open nature of the landscape currently means that views are quite extensive and rural. The susceptibility to change is medium to high

### **Sensitivity**

The sensitivity is medium to high

#### **2. Residents of Houses abutting Site**

##### **Value**

Views are generally of attractive open countryside, uninterrupted by screening vegetation from the rear of properties. The value is overall medium being a limited number of affected properties and views likely to be of limited duration and frequency

##### **Susceptibility to Change**

The susceptibility is medium as mitigation is relatively straightforward

##### **Sensitivity**

The sensitivity is medium in nature

#### **3. Drivers etc. using A4**

##### **Value**

Low – views are very fleeting and few

##### **Susceptibility to Change**

Low

##### **Sensitivity**

Low

#### **4. School Playing Field Users**

##### **Value**

Low – views are relatively fleeting and not the focus of the receptors

##### **Susceptibility to Change**

Low

### **Overall Visual Sensitivity score for Area C2**

Medium

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

#### **1. Footpath Users**

Medium to high and negative in nature of effect - the area of development is unlikely to be the whole extent of the overall walk and therefore current rural view

#### **2. Residents of houses abutting the site**

High and negative in nature of effect

#### **3. Drivers etc. on A4**

Low and neutral in nature of effect

#### **4. School Playing Fields Users**

Low and neutral in nature of effect – development here is a limited part of the overall views which are by nature quite fleeting

### **Overall Magnitude of Visual Effects for Area C2**

The overall magnitude is medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area C2 is medium and negative in nature

### **Area C3**

## Landscape Assessment

### **Baseline Description**

Area C3 lies within the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment.

The site consists of an individual small to medium sized and rather narrow field which is very contained visually. Houses abut the western boundary; the community woodland edge abuts the eastern boundary and tall hedgerows abut the northern and southern boundaries. The field slopes gently down northwards and is currently used for horse grazing. A PROW runs across the site from the housing into the woodland

### **Landscape Receptors (character and landscape elements)**

1. The Landscape Character itself
2. Hedgerows and Woodland edge

**Sensitivity of Landscape Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

1. **Landscape Character**



**Area A3 – Panorama 5 looking into site**

#### **Value**

Low to Medium – Although such a small contributor to the overall Avon Valley Character Area this field is nevertheless in reasonably good condition and is part of representative landscape for the character area. In terms of local character the field is literally sandwiched between two strongly contrasting landscape types, the urban edge influence of Keynsham on the western boundary and the dense enclosed woodland edge on the eastern boundary. It acts as a visual separator between these two types.

#### **Susceptibility to change**

Medium– Increasing development here would not be detrimental to the wider landscape character. However bringing development very close to the woodland would have potentially negative implications for the woodland and be visually oppressive for the nearest houses.

#### **Sensitivity (value + susceptibility)**

Medium

2. **Hedgerows and Woodland Edge**

#### **Value**

The value is medium – The hedgerows are not in good condition overall but do provide visual containment and interest as well as wildlife habitat. The woodland edge is part of early mature woodland in good condition and is a strong containing landscape feature forming a solid barrier.

#### **Susceptibility to Change**

Medium– The woodland in particular is vulnerable to the effects of housing development with increased potential for vandalism, tipping and fire. There would need to be physical separation of housing from the woodland edge and in places this field is very narrow.

#### **Sensitivity (value + susceptibility)**

The value is medium

### **Overall Landscape Sensitivity score for Area C3**

<b>Receptors</b>	<b>Sensitivity</b>
Landscape Character	Medium
Hedgerows and Woodland Edge	Medium

The overall landscape sensitivity score for field C3 is medium

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

**1. Landscape Character**

Low to medium and negative in nature of effect. This reflects the magnitude effect on the small Area C3 itself and also the much larger area of similar character of which it is a small part.

**2. Hedgerows and Woodland Edge**

Low to medium and negative in nature of effect. As for Landscape Character this score reflects the magnitude of effects on the field itself and its boundaries whilst recognising that the woodland edge in particular is much more extensive

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area C3 is Low to medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area C3

Overall the significance score is medium and negative in effect

### **Visual Impact Assessment**

Refer to Appendix 3: Photographic Viewpoints – Area C

#### **Visual Receptors:**

1. Residents of adjacent housing
2. Public Footpath users

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Residents of adjacent housing**

**Value**

The value is low to medium – A limited number of houses are affected and views although close and very prominent may vary radically in terms of frequency and duration according individual usage of house and garden

**Susceptibility to Change**

The susceptibility of these receptors to visual change from development is medium

**Sensitivity**

The score is medium

**2. Public Footpath Users**

**Value**

This path may well be very little used as there are well used routes close by. The value of the visual receptor is low

**Susceptibility to change**

Low

**Sensitivity**

The score is low to medium

### **Overall Visual Sensitivity score for Area C3**

The overall visual sensitivity is low to medium

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

1. **Residents of Adjacent Housing**

The geographical extent and scale of development change is medium and negative in nature of effect

2. **Users of Public Footpath**

The score is low and negative in nature of effect – this is a very small section of path

**Overall Visual Magnitude score for Area C3**

The overall magnitude of development effect on visual receptors is low to medium and negative in nature of effect



**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area C3 is low to medium and negative in nature

**Area C4**

**Landscape Assessment**

**Baseline Description**

Area C4 lies literally at the southern edge of the Avon Valley Landscape Character Area as defined in the SPD - Rural Landscapes of Bath and North East Somerset ; A landscape Character Assessment.

The site consists of an individual medium to large sized rectangular field divided into small pony paddocks. There is no public access. The field slopes gently down northwards and there are wide long distance views to the Cotswold Hills from the higher southern parts of the field. The field abuts the busy Manor Road route to Saltford in the South where there is a tall grown out hedgerow. Housing lines the western boundary, a tall grown out hedgerow separates Areas C3 and C4 and the community woodland edge runs along the eastern boundary.

Houses abut the western boundary; the community woodland edge abuts the eastern boundary and a tall hedgerow abuts the northern boundaries. The woodland edge is some distance from the existing housing and the field has an open feel.

**Landscape Receptors (character and landscape elements)**

1. The Landscape Character itself
2. Hedgerow and Woodland Edge

**Sensitivity of Landscape Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

**1. Landscape Character**

**Value**

Low to Medium – This field is rather overgrazed by ponies and the paddocks and their boundary tape whilst typical of some of the Avon valley urban fringe landscape reflect a rather run down landscape condition.

**Susceptibility to change**

Medium– Increasing development here would not be detrimental to the wider landscape character and the woodland edge acts to contain development. However bringing development very close to the woodland would have potentially negative implications for the woodland and be visually oppressive for residents.

**Sensitivity** (value + susceptibility)

Medium

## 2. Hedgerows and Woodland Edge

### Value

The value is medium – The hedgerows are not in good condition overall but do provide visual containment and interest as well as wildlife habitat. The woodland edge is part of early mature woodland in good condition and is a strong containing landscape feature forming a solid barrier.

### Susceptibility to Change

Medium – The woodland in particular is vulnerable to the effects of housing development with increased potential for vandalism, tipping and fire. There would need to be physical separation of housing from the woodland edge and in places this field is very narrow.

### Sensitivity (value + susceptibility)

The value is medium

### **Overall Landscape Sensitivity score for Area C4**

Receptors	Sensitivity
Landscape Character	Medium
Hedgerows and Woodland Edge	Medium

The overall Landscape sensitivity is Medium

**Magnitude of development Effects** (function of geographical extent of change caused by development and the scale / size of change)

#### 1. Landscape Character

The score is Medium and negative in nature of effect. This reflects the magnitude effect on the Area of C3 itself and also the much larger area of similar character of which it is a small part.

#### 2. Hedgerows and Woodland Edge

The score is Medium and negative in nature of effect. The woodland edge is quite extensive here and all would be affected by development

**The overall Magnitude of Effects** of residential development change to landscape character and elements in Area C4 is medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Landscape Character and Elements for Area C4

Overall the significance score is medium and negative in effect

### Visual Impact Assessment

Refer to Appendix 3: Photographic Viewpoints – Area C

#### Visual Receptors:

1. Manor Road Users
2. Residents of adjacent housing

**Sensitivity of Visual Receptors** (combination of value of receptor and its susceptibility to the change caused by the development effect)

#### 1. Manor Road Users

##### Value

Low – Views are obscured by vegetation in summer and are fleeting in nature

##### Susceptibility to Change

It is unlikely all the hedgerow would be retained the susceptibility is medium to high

##### Sensitivity

The sensitivity score is medium

## 2. Residents of Adjacent Housing

### Value

The value is low to medium – Whilst a significant number of houses are affected, views although close and very prominent may vary radically in terms of frequency and duration according individual usage of house and garden

### Susceptibility to Change

The susceptibility of these receptors to visual change from development is medium

### Sensitivity

3. The score is medium

### **Overall Visual Sensitivity score for Area C4**

The overall visual sensitivity for C4 is Medium

**Magnitude of development Effects** (combination of geographical extent of development and the scale / magnitude of change) on visual receptors

1. Manor Road Users

The geographical extent and scale of development change is low and negative in nature of effect

2. Residents of Adjacent Housing

The geographical extent and scale of development change is medium to high and negative in nature of effect

Overall Magnitude of Visual Effects on Area C4 is Medium and negative in nature of effect

**Significance of Development Effects** (combination of Sensitivity and Magnitude) on Visual Receptors

The Overall Significance of development Effects on visual receptors for Area C4 is medium and negative in nature

**Appendix 2**  
**Keynsham East**  
**Area A Photographic Viewpoints**  
(All photographs taken August 2013)

Refer to Map KE7

Viewpoint 1



Panorama from Broadmead Lane just north of Rail Bridge – Looking over Area A1 towards River Avon and Broadmead Lane Industrial Estate

Viewpoint 2



Panorama from Pixash Lane north of Railway Line – looking over Area A1 towards River Avon with Avon Valley Country Park behind hedge to right of photo view

Viewpoint 3



Panorama from entrance to Avon Valley Country Park. Field A1.2 is to left in photo

Viewpoint 4



Panorama from Railway Bridge on Pixash Lane looking towards Area A2

Viewpoint 5



Panorama looking along Avon Valley Farm Driveway back towards Area A2

Viewpoint 6



Panorama looking along Avon Valley Farm Driveway towards Area A3



Viewpoint 7



Panorama from Avon Valley Farm Driveway looking over Area 3 towards River Avon and Cotswolds Hills

Viewpoint 8



View to pond and trees at entrance to Avon Valley Farm

Viewpoint 9



Panorama looking to the West towards Avon Valley Farm with River Avon and Cotswold Hills to the north East

Viewpoint 10



Panorama looking west from Avon Valley Railway Bridge towards Area A3



**Appendix 3**  
**Keynsham East**  
**Area B Photographic Viewpoints**  
(All photographs taken August 2013)

Refer to Map KE8

Viewpoint 1



Looking along World's End Lane

Viewpoint 2



Panorama looking northeast into Area B1 in field beyond driveway

Viewpoint 3



Panorama looking into Area B2

Viewpoint 4



Panorama looking into Area B2



Viewpoint 5



Panorama looking into Area B2 towards A4 Bristol to Bath Road

**Appendix 4**  
**Keynsham East**  
**Area C Photographic Viewpoints**  
(All photographs taken August 2013)

Refer to Map KE9

Viewpoint 1



Panorama looking South and East into Area C2 from entrance to field off A4 adjacent to school playing fields to right in photo

Viewpoint 2



Panorama looking east into Area C2

Viewpoint 3



Panorama looking west in Area C2 towards existing housing

Viewpoint 4



Panorama looking east over Area C2 towards Area C1

Viewpoint 5



Panorama looking south into Area C3

Viewpoint 6



Panorama looking northeast over Area C1



Viewpoint 7



Panorama looking west over Area C1

Viewpoint 7A



Panorama looking over Area C1 north towards houses along A4 road

Viewpoint 8



Panorama looking east beyond Area C1 towards Saltford

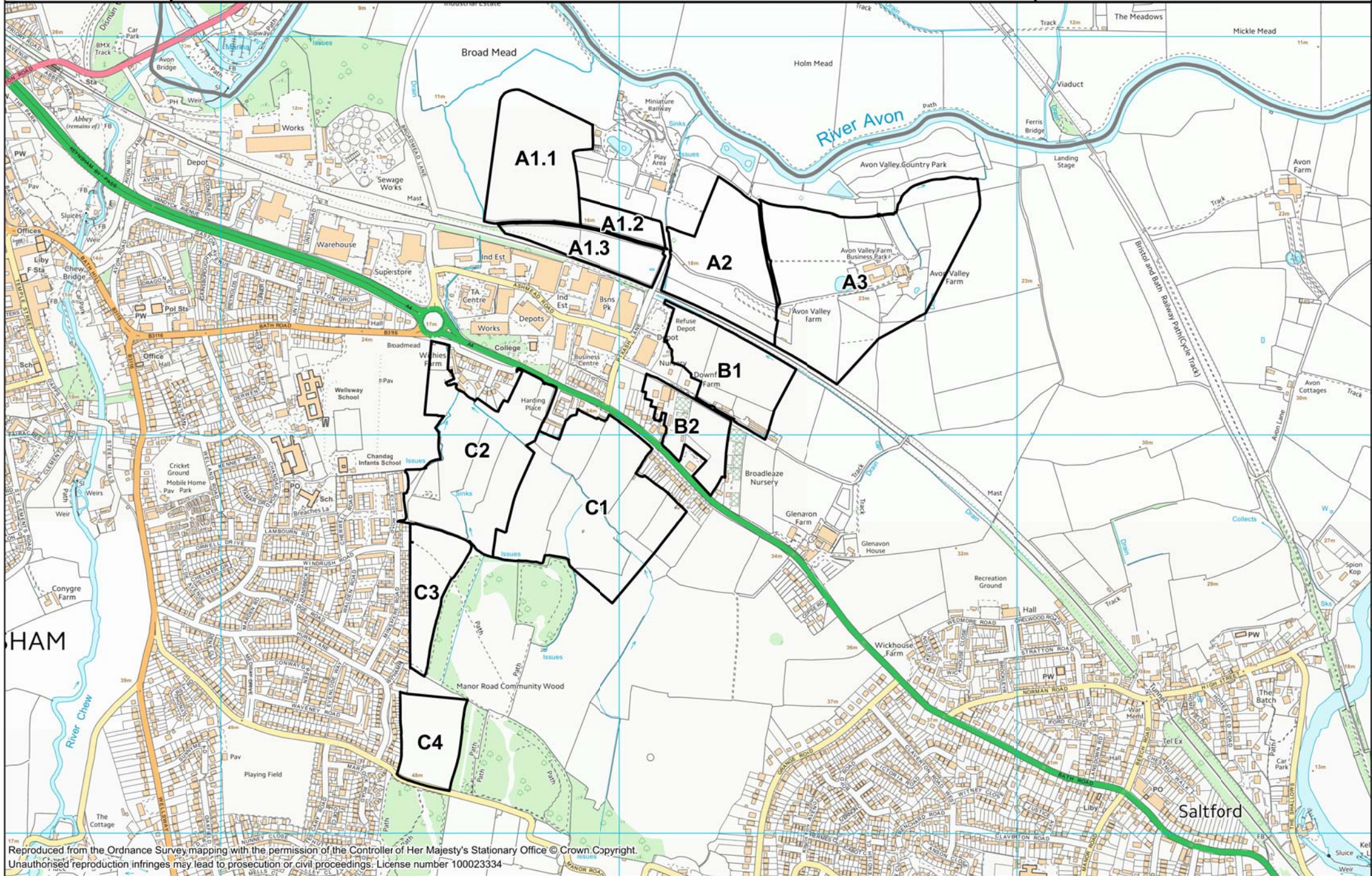


Viewpoint 9

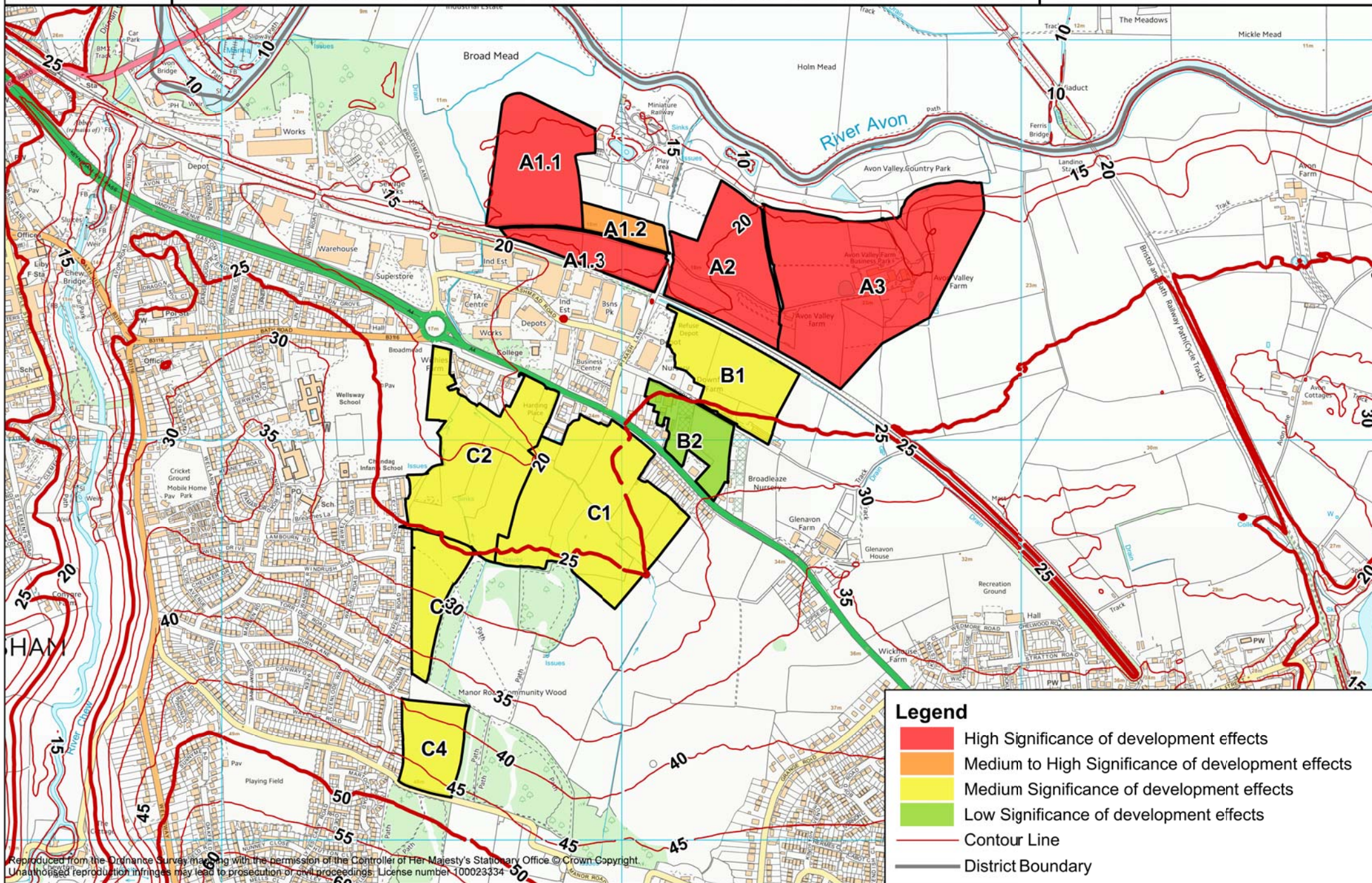


Panorama looking north over Area C1 towards housing along A4 road

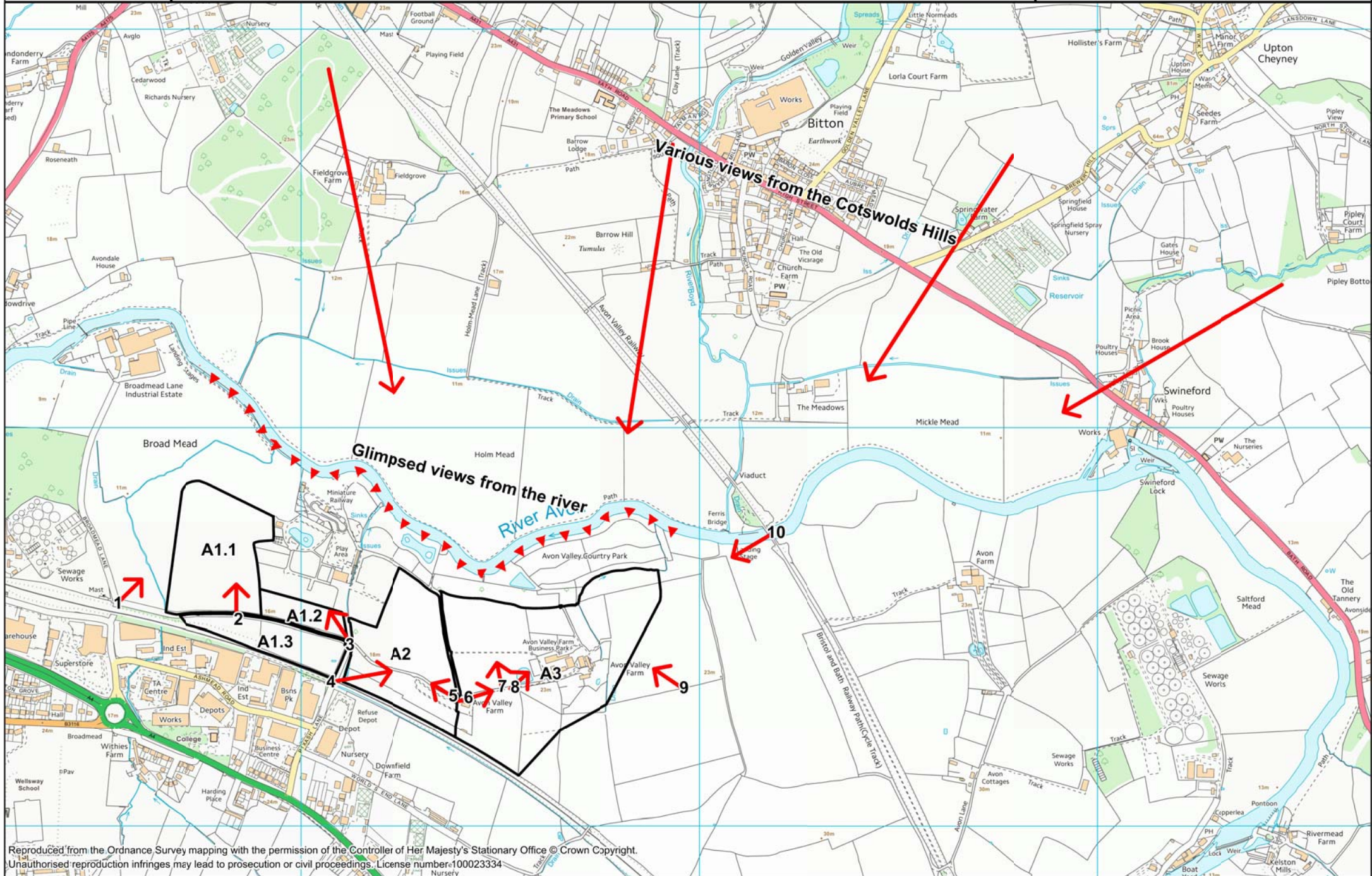




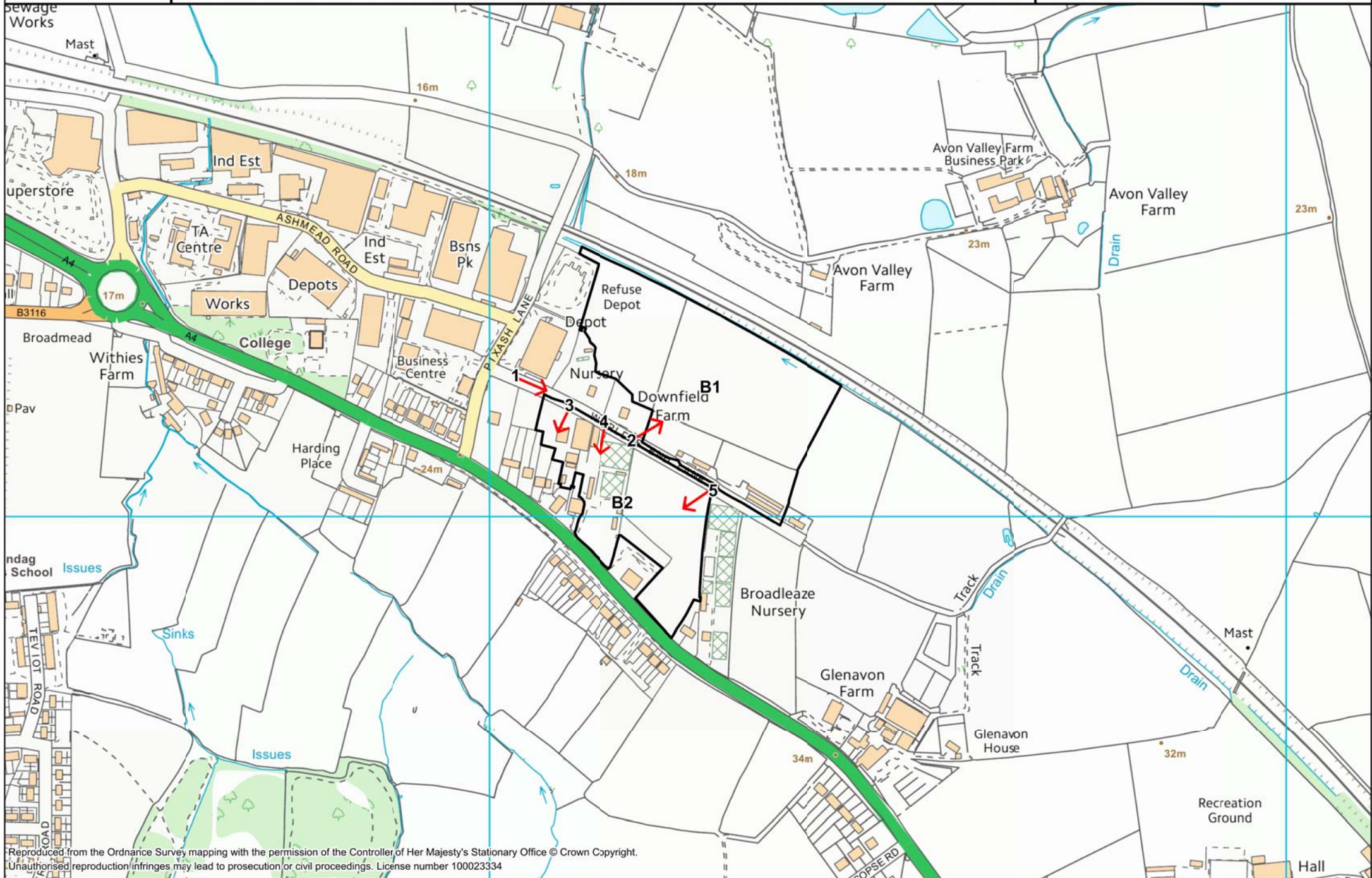














# Landscape & Visual Assessment Summary

Map KE9: Keynsham East Area C - Photographic Viewpoints & Views (1:6,000)

