

LAND AT ORCHARD FARM, PERSHORE, WORCESTERSHIRE

APPEAL PURSUANT TO OUTLINE PLANNING APPLICATION
FOR RESIDENTIAL DEVELOPMENT

LANDSCAPE AND VISUAL STATEMENT OF COMMON
GROUND **FINAL ISSUE**

On behalf of FORMULA LAND

Date: 28th August 2024 | Pegasus Ref: P22-2506

Appeal Reference: APP/H1840/W/24/3347643 | LPA Ref:

W/23/02112/OUT Author: Pegasus Group/Wychavon District Council



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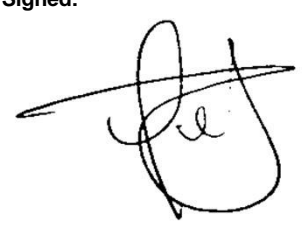
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APPELLANT REF: P22-2506

DATE: 28th August 2024

Signed: 	Signed: 
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On behalf of: Wychavon District Council	On behalf of: Pegasus Group (acting on behalf of the Appellant, Formula Land)
Date: 28th August 2024	Date: 28th August 2024



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Please note that this is a topic-based Statement of Common Ground dealing specifically with landscape and visual matters prepared jointly between the Consultant Landscape Architect for Wychavon District Council; and the Appellant's Landscape Consultant (The Pegasus Group).



1. INTRODUCTION.

Terms of reference

- 1.1. This Statement of Common Ground (SoCG) has been prepared jointly between The Pegasus Group on behalf of the Appellant (Formula Land) and the Consultant Landscape Architect for Wychavon District Council.

2. REASONS FOR REFUSAL.

Introduction

- 2.1. This Appeal is against the non-determination by Wychavon District Council for the Outline Application (ref. 23/02112/OUT) for the development of (up to) 300 no. residential dwellings and associated infrastructure ('the proposed development') on land extending to 25.82 hectares (ha) at Orchard Farm, Pershore, Worcestershire.
- 2.2. At the time of writing, the application remains undetermined, however in WDCs Statement of Case, at section 3 the putative reasons for the appeal are set out. Refusal Reason 3 refers to landscape and visual matters, and reads as follows:

The proposal would adversely impact on this landscape character type due to the introduction of built form into an identified wooded agricultural landscape, affecting the setting of the significant landscape feature of Tiddesley Wood (an SSSI and semi-ancient natural woodland). Further, the proposal would result in adverse impacts on local and wider views due to the site consisting of rising ground and would visibly and unacceptably expand Pershore away from its urban core into the open countryside. The development would result in a significantly adverse impact upon the landscape character of the area, fail to take into account the County Landscape Character Assessment, would not be appropriate nor integrate with the character of the landscape setting and therefore would be contrary to Policies SWDP 21 and SWDP 25 and the NPPF, in particular paragraph 180.

3. MATTERS IN AGREEMENT.

3.1. With regard to matters of landscape and visual impact, it is agreed that:

- The Appeal Site, is not covered by any form of designation based on landscape quality;
- The Appeal Site is not a valued landscape for the purposes of the NPPF;
- The outline planning application was supported by a Landscape and Visual Impact Assessment (Pegasus Group, September 2023), the methodology for which was prepared in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition (GLVIA3);
- That all greenfield developments will inevitably have some adverse landscape and visual impact, to a greater or lesser degree, applying a GLVIA3 compliant methodology;
- That rising topography with built form is part of the character of the south-western edge of Pershore;
- That the Appeal Site is well physically and visually enclosed to the north by topography; to the west by Tiddesley Wood; and in part to the east by the urban area of Pershore;
- Visual effects to the north, west, and in part to the east (Pershore) are localised;
- That the proposed development had been demonstrably landscape and visually led, and that the strategic landscape parameters are fixed;
- The proposed building heights are limited to fixed parameters, and will not exceed 7.5 or 9 metres in specified areas;
- That the set-back of the proposed development from the edge of Tiddesley Wood extends between 80 and 165 metres to retain areas of open grassland (ref LIVA Figure 10: Strategic Landscape Parameters Plan), as part of a public open space network that extends to ca. 16.5 hectares (ref DAS page 39);
- That any assessment of cumulative effects accepts that all existing built form is part of the landscape and visual baseline, upon which cumulative effects need to be assessed;
- That more detailed landscape design matters such as proposed footpath alignments, planting species and techniques etc, can be dealt with at Reserved Matters stage;
- There is an adjacent application for 120 dwellings (Land off Holloway Road, ref. W/24/00270/FUL) which is proposed to be allocated in the SWDPR. It lies directly to the north-east of part of the north boundary of the Appeal Site, and retains similar topographical characteristics to parts of the Appeal Site;



- As set out in the Pegasus LVIA, the following viewpoints are representative, but not exhaustive of views of the Appeal Site:

Viewpoint No.	Location
VP1	From The Millennium Way on the eastern flank of site, looking east
VP2	From The Millennium Way in the central part of the site, looking north
VP3	From The Millennium Way in the central part of the site, looking south
VP4	From The Millennium Way on the western flank of the site, looking east
VP5	From The Millennium Way on the western site boundary adjacent to Tiddesley Wood, looking east
VP6	From ProW 516 just outside the northern site boundary, looking south
VP7	From ProW 516 north of the site, looking south
VP8	From the Millennium Way on the eastern site boundary, looking north-west
VP9	From the Millennium Way adjacent to the River Avon, looking north-west towards the site
VP10	From PRoW 542(B) south of Pershore, looking north-west towards the site
VP11	From PRoW 548B adjacent to the River Avon, looking north towards the site
VP12	From Dowling Drive on the north-eastern site boundary, looking north across the site
VP13	From Dowling Drive at the north-eastern corner of the site, looking south-west
VP14	From ProW 504 east of Pershore, looking west
VP15	From the Wychavon Way south-east of the site, looking north-west
VP16	From ProW 548(C), west of Tiddesley Wood, looking east
VP17	From the edge of Pershore Cemetery Car Park, looking north
VP18	From within the northern part of Pershore Cemetery, looking north
VP19	From the Wychavon Way over Bredon Hill in the Cotswolds National Landscape, looking north
VP20	From the Wychavon Way over Bredon Hill in the Cotswolds National Landscape, looking north
VP21	From Defford Road, adjacent to the southern site boundary, looking north-east

4. MATTERS THAT REMAIN IN DISPUTE.

4.1. With regard to matters of landscape and visual impact, the following matters are not agreed:

- The extent to which the proposed development will impact on the setting of Tiddesley Wood, landscape character types and settlement pattern;
- The extent to which the proposed development will impact on the amenity value of, and views from the Public Rights of Way that cross the Appeal Site (including Millenium Way) and those in the wider landscape (including Millennium Way and Wychavon Way);
- The level and extent of landscape impacts that would arise from the proposals (*see also effects on Landscape Character as presented in LV SoCG Table 1: Summary and Comparison of Landscape effects Pegasus Group/WDC*);
- The level and extent of visual impacts that would arise from the proposals (*see also effects on visual amenity as presented in LV SoCG Table 2: Summary and comparison of visual effects Pegasus Group/WDC*);
- Whether the LVIA has objectively reported the sensitivity of the site and various receptor groups, the magnitude of change and the significance of overall effect;
- That the Appeal scheme would not conserve or enhance landscape character and its therefore contrary to Policies SWDP 21 SWDP25 and the NPPF, in particular paragraph 180;
- That the Appeal scheme, by reason of its siting, scale and density, would result in a prominent and incongruous development with a poor relationship to the existing settlement pattern.

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