

3 LVIA Methodology

Outline

- 3.1 The LVBR follows the methodology of a standard Landscape and Visual Impact Assessment (LVIA) baseline. While an LVIA aims to determine the likely effects of the proposed development on the existing landscape and visual receptors within the study area, the LVBR focuses on the landscape and visual assessment baseline and does provide an assessment of effects.
- 3.2 Due to its scale, the proposal would likely be subject to an Environmental Impact Assessment (EIA). To establish a sound baseline compatible with a potential future LVIA report(s), the following landscape resources and visual receptors will be assessed in the LVBR:
- Physical landscape features and elements;
 - Landscape character; and
 - Views and visual amenity experienced by landscape receptors, such as residents, visitors to the National Park, recreational users or road users.
- 3.3 The LVIA methodology used in this report has been developed in accordance with the guidance in the following documents:
- Landscape Institute and Institute of Environmental Management and Assessment (2013) Guidelines for Landscape and Visual Impact Assessment 3rd Edition;
 - An Approach to Landscape Character Assessment, Natural England 2014; and
 - Landscape Institute Advice Note 01/11 Photography and Photomontage in Landscape and Visual Impact Assessment.
- 3.4 A full LVIA methodology (including assessment methodology) is provided for reference in **Appendix 2**. A glossary of LVIA Terms is provided in **Appendix 1**.

LVBR vs LVIA Process

- 3.5 In the LVIA, the overall approach to the identification and assessment of landscape and visual effects would be set out as follows:
- Collating baseline information for landscape and visual receptors, including completing desk study research and undertaking field based survey work;
 - Review the proposed development and identify the likely impacts of the proposed development (enabling specific judgments to be made on sensitivity of landscape and visual receptors);

- Establish the sensitivity of landscape and visual receptors (balancing judgments on susceptibility and value);
- Determine the magnitude of impacts (balancing judgments on size/scale, duration and reversibility);
- The assessment of likely significant landscape and visual effects through a balanced approach and clear description of judgments on sensitivity and magnitude.

3.6 The LVBR focuses on the tasks outlined in the first three bullets.

Study Area

3.7 Following the ZTV analysis and the field work it was concluded that the proposed developments would not cause any material landscape and visual impacts beyond 5km from the site boundary.

Consultation

3.8 The following stakeholders were consulted during preparation of this report:

- Eastleigh Borough Council (consultation response provided by Alice Harwood from Implementation and Design Team);
- Winchester City Council (consultation response provided by Clare Penny, Principal Landscape Architect); and
- South Downs National Park Authority (consultation response provided by Ruth Childs, Landscape Officer).

3.9 Copies of key consultation emails from the above parties, including two marked-up plans with additional viewpoints requested by the EBC and WCC) are provided in

Appendix 6.