

Landscape and Visual Impact Appraisal

Land at Hoad Way, Theale, West Berkshire

September 2023



Turley

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Client

CP Logistics UK Reading Propco Ltd

Our reference

FIRS3002

September 2023

1. Introduction

- 1.1 This Landscape and Visual Impact Appraisal (LVA) has been prepared by a Chartered Member of the Landscape Institute from the Turley Landscape and VIA team for the land at Hoad Way, Theale, West Berkshire. It has been prepared on behalf of CP Logistics UK Reading Propco Ltd and assesses the effect of an employment development on the landscape and visual receptors of the Site and its surroundings. The description of development for planning purposes is:

'Full planning application for the construction of 2 employment units for flexible uses within Class E (light industrial), B2 and/or B8 of the Use Classes Order (including ancillary office provision) with associated enabling works, access from Hoad Way, parking and landscaping'

- 1.2 For the purpose of the LVA, the land falling within the red line boundary shown on **Figure 1.1** is referred to as the 'Site', and the application proposal is referred to as the 'Proposed Development'.
- 1.3 The Site is located to the east of Theale. The southern boundary follows the A4 Bath Road with the red line demarcated by a timber post and rail fence set inside of boundary vegetation and roadside embankment. The western boundary follows Hoad Way and the eastern boundary follows the M4, also inside of the roadside vegetation. The northern boundary partly follows the High Street and is demarcated by a hedgerow, and the northwest corner abuts residential properties and office space.

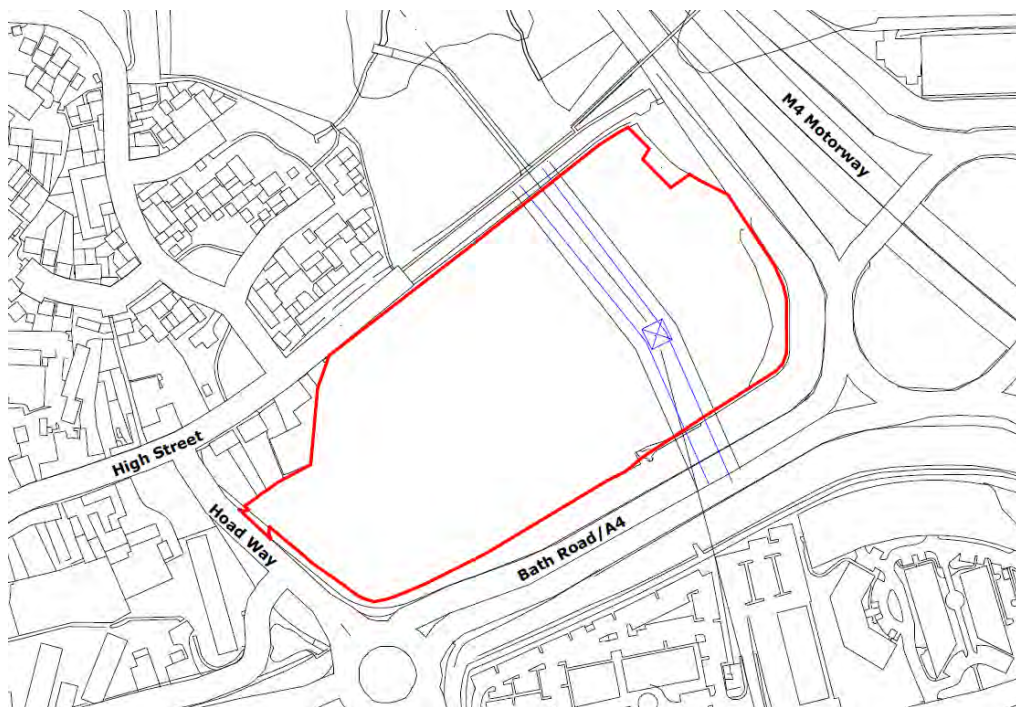


Figure 1.1: Site Location

- 1.4 The LVA should be read in conjunction with the drawing pack and Design and Access Statement (DAS) produced by project architects Stephen George + Partners LLP (SGP),

the Landscape Strategy and associated landscape plans prepared by Turley Design and the Planning Statement by Turley.

- 1.5 The LVA process and the heritage analysis undertaken by Turley Heritage (as described in the Heritage Statement) played an important role in informing both the Site Plan and the Landscape Strategy with the baseline landscape and visual analysis undertaken at an early stage in the design development process. This identified the key landscape opportunities and constraints together with key design principles to inform the masterplan development.
- 1.6 National and local planning policy provides further guidance with regard to the requirement for assessment of both landscape and visual impacts, in relation to new development and design. This underpins the purpose and structure of this report and is set out in **Section 2**.

Report Structure

- 1.7 The LVA is divided into six sections as follows:
 - Section 1 (this section) gives an overview of the report.
 - Section 2 sets out the planning policy context in relation to landscape and visual amenity.
 - Section 3 provides the landscape context of the Site and surrounding area.
 - Section 4 provides the visual context of the Site and identifies visual receptors and key views.
 - Section 5 summarises details of the Proposed Development and the mitigation measures that have been designed in, before providing an assessment of the likely effects of the Proposed Development on the landscape character and visual amenity.
 - Section 6 summarises the findings of the assessment.

Site Location and Description

- 1.8 The Site situated to the east of Theale village and outside the current settlement boundary. It falls within the Civil Parish of Theale, the boundary of which follows the M4 motorway which separates Theale from surrounding parishes: Holybrook (east); Tilehurst (northeast); and, Sulham (north). The residential area of Calcot, located to the western edge of Reading, is located to the east of the Site and the M4, c.280m away at the closest point to the Site boundary.
- 1.9 The Site comprises a single field of grassland, partially enclosed by mature tree belts and hedgerows. It abuts existing built form within Theale to the northwest corner, and a small portion of the Site falls within the Theale Conservation Area. A pylon is located to the eastern side of the Site with overhead powerlines extending in a north-south direction across the Site.

- 1.10 The Site is not crossed by any public rights of way. Access into the Site is currently gained from the High Street to the north. Public footpath Ref: THEA/10/1 extends from the High Street running parallel to the Site and provides access over the M4 connecting Theale with a retail park and parts of the wider countryside within the North Wessex Downs Area of Outstanding Natural Beauty (AONB) to the north.

Study Area

- 1.11 The principal Study Area includes both the Site and the surrounding context within a 1 km radius and is illustrated on **Figure 1** at **Appendix 1**. This is considered to be an appropriate area of study in terms of the enclosure of the Site and the scale of the Proposed Development. This is based on professional judgement and has been informed by the production of a Zone of Theoretical Visibility (ZTV) plan prepared in GIS software, which identifies the approximate area in the surrounding landscape from which the Proposed Development is likely to be visible. The ZTV is provided at **Figure 4** of **Appendix 1**. Whilst there are some additional areas of visibility indicated on the ZTV beyond this 1km study area, these are typically areas that are not publicly accessible or are experienced at distances where due to intervening features in views, the Proposed Development would be barely discernible. As a result, only representative viewpoint 9 is located beyond the 1km study area.

Surveys

- 1.12 A preliminary desk study was undertaken to establish the physical components of the Site and its surroundings. Potential key visual receptors with views towards the Site from the surrounding area were also identified, along with a number of supporting representative views from a selection of these key visual receptors, that could be tested to better appreciate the likely visual effects of the Proposed Development within its landscape context. Ordnance Survey (OS) maps and aerial photography were utilised to identify these features.
- 1.13 A series of field studies were undertaken by chartered landscape architects from Turley Landscape and VIA on the 28th January 2022 and the 2nd June 2023, during which conditions for visibility were good. The field study recorded the Site and surrounding context's landscape features and verified the key visual receptors identified in the desk study.

Methodology

- 1.14 The LVA is carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition¹; An Approach to Landscape Character Assessment²; and the Landscape Character Assessment: Technical Information Note 08/2015³. The methodology is set out in full at **Appendix 2**.

¹ The Landscape Institute and the Institute of Environmental Management and Assessment (Third Edition 2013) *Guidelines for Landscape and Visual Assessment*

² Christine Tudor, Natural England (2014) *An Approach to Landscape Character Assessment*

³ Landscape Institute (2016) *LI Technical Information Note 08/2015*

- 1.15 In summary, the approach is to establish the baseline condition of the existing landscape character and visual receptors of the Site and its surroundings. The Proposed Development is then discussed and the potential degree of 'effect' it will have is predicted. Consideration is then given to the 'residual effect' of the Proposed Development once the proposed planting has matured.

Consultation

- 1.16 This planning applications follows on from a previous application (Ref: 21/02029/COMIND) that was withdrawn. Whilst Turley Landscape and VIA were not involved in this previous application, the consultation response prepared for the previous scheme by the appointed landscape consultant (dated October 2021) has been reviewed and where appropriate has informed our advice on the evolution of the Proposed Development. Key changes to the scheme design since the previous application include:

- The number of units has been reduced from three to two.
- The built form has been pulled back from the eastern edge of the Site maintaining more of the Site as open landscape and pulling built form further away from the boundary of the AONB.
- The offsets between proposed built form and the northern and western boundaries have been increased.
- The maximum height of built form has been reduced from 18m down to 13m across the Site in order to increase the containment of built form from the wider landscape and from within the conservation area.
- The elevation treatment has been reviewed and measures incorporated to break down the overall massing of built form in views.
- Additional tree and hedgerow planting is provided within the layout to reinforce the landscape structure.
- A footpath is proposed across the Site to provide access between Hoad Way and the High Street, connecting with the Ikea retail park to the northeast and the wider public right of way network within the AONB.

- 1.17 The proposed visual receptors, the location of representative viewpoints and visualisation types to support the assessment of visual impacts of the Proposed Development and the approach to the landscape assessment was shared with West Berkshire's landscape consultant during the pre-application process. A joint site visit was undertaken on the 2nd June to review the viewpoint locations and further discussions were held via email in order to agree the viewpoint locations. Additional viewpoints were added as a result of these discussions and the feedback provided during June and July 2023 was taken on board in the preparation of this LVA.

2. Planning Policy Context

- 2.1 The full planning policy assessment is set out in the Planning Statement by Turley which accompanies the planning application. Reference is made below to the planning policy directly relevant to landscape and visual matters.

National Planning Policy Framework (2023)

- 2.2 The National Planning Policy Framework (NPPF) comprises the Government's planning policies for achieving and delivering sustainable development. The relevant core planning principles include:

Section 12 Achieving well-designed places

- 2.3 This section outlines the Government's guidance regarding good design and the great importance of a high-quality built environment. Paragraph 126 states that *'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'*

Section 15 Conserving and enhancing the natural environment

- 2.4 This section sets out the hierarchical approach to landscape protection. Paragraph 174 states that the planning system should *'contribute to and enhance the natural and local environment'* by a number of things including:

a) protecting and enhancing valued landscapes...(in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside.

- 2.5 No specific guidance is provided on what constitutes a 'valued landscape'. However, paragraph 175 states that *'Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries.'*
- 2.6 Paragraph 176 of the Framework states that *'Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues'.*
- 2.7 It goes on to state that *'the scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.'*
- 2.8 The Site is not covered by a statutory landscape designation and West Berkshire do not have local landscape designations. The northern boundary of the Site is c.25m away from the boundary of the North Wessex Downs AONB at its closest point.

National Planning Practice Guidance

- 2.9 National Planning Practice Guidance (PPG) has been issued by the Government as a web based resource. This is intended to provide more detailed guidance and information with regard to the implementation of national policy set out in the NPPF.
- 2.10 Paragraph 037 (ID: 8-037-20190721) supports the use of Landscape Character Assessment as a tool to help understand the character and local distinctiveness of the landscape and identify the features that give it a sense of place. It also supports the use of LVA/LVIAs to demonstrate the likely effects of a proposed development on a landscape.
- 2.11 In the Design guidance category of the PPG, (Paragraph 001 Reference ID: 26-001-20191001) the guidance supports paragraph 130 of the NPPF which states that *'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents'*. It also refers to the accompanying National Design Guide which sets out ten characteristics for a well-designed place:
- Context – enhances the surroundings.
 - Identity – attractive and distinctive.
 - Built form – a coherent pattern of development.
 - Movement – accessible and easy to move around.
 - Nature – enhanced and optimised.
 - Public spaces – safe, social and inclusive.
 - Uses – mixed and integrated.
 - Homes and buildings – functional, healthy and sustainable.
 - Resources – efficient and resilient.
 - Lifespan – made to last.
- 2.12 Further guidance on development within the setting of National Parks and AONBs is set out in paragraph 042 (Reference ID: 8-042-20190721). Recognising that land within the setting of these areas often makes an important contribution to maintaining their natural beauty and as a result, *'development within the settings of these areas will therefore need sensitive handling that takes these potential impacts into account'*.

Local Planning Policy

Core Strategy (July 2012)⁴

- 2.13 Policy 1 (Spatial Strategy) sets out that most development will be located within or adjacent to the settlements included in the settlement hierarchy with the majority of development taking place on previously developed land. Theale is identified as a Rural Service Centre. The policy states that *'The scale and density of development will be related to the site's current or proposed accessibility, character and surroundings. Significant intensification of residential, employment generating and other intensive uses will be avoided within areas which lack sufficient supporting infrastructure,*

⁴ Core Strategy (July 2012) West Berkshire Council; <https://www.westberks.gov.uk/read-current-local-plan>

facilities or services or where opportunities to access them by public transport, cycling and walking are limited’.

- 2.14 Policy 5 (North Wessex Downs AONB) requires development to ‘*conserve and enhance the local distinctiveness, sense of place and setting of the AONB whilst preserving the strong sense of remoteness, tranquillity and dark night skies, particularly on the open downland. Development will respond positively to the local context, and respect identified landscape features and components of natural beauty’.*
- 2.15 In relation to business development, Policy CS9 states that proposals should be ‘*in keeping with the surrounding environment, not conflict with existing uses, and promote sustainable transport’.*
- 2.16 Policy CS18 (Green Infrastructure) requires the district’s green infrastructure to be protected and enhanced.
- 2.17 Under Policy CS19 (Historic Environment and Landscape Character), proposed development will be expected to conserve and enhance the diversity and local distinctiveness of the landscape character of the district. Particular regard will be given to the sensitivity of the area to change; the appropriateness of the development in relation to existing settlement form, pattern and character; the conservation and where appropriate enhancement of heritage assets and their setting; and the accessibility to and participation in the historic environment by the local community.
- 2.18 Policy CS19 also states that the Proposed Development should be informed by the key characteristics of the character areas set out in the published characterisation studies, including the Historic Landscape Characterisation and Historic Environment Character Zoning for West Berkshire.

Emerging Planning Policy – Local Plan Review

- 2.19 West Berkshire Council are in the process of preparing a new Local Plan (Local Plan Review). The Council published their latest Local Development Scheme in January 2023. The Local Plan Review was submitted for Independent Examination in March 2023 and is currently awaiting examination dates.
- 2.20 Draft Policy SP1 (Spatial Strategy) states that outside of settlement boundaries, land will be treated as open countryside where development will be more restricted. Within the Eastern Area, the individual identities of the separate settlements will be maintained and the high quality landscape and environmental assets in this part of West Berkshire will be conserved and enhanced. Theale will be a focus for additional housing through existing commitments and new allocations. The area will continue to be important for business development with the retention of Designated Employment Areas (DEAs).
- 2.21 Draft Policy SP2 (North Wessex Downs AONB) states that the AONB will have appropriate and sustainable growth that conserves and enhances its special qualities. Development will be required to respond positively to the local context, conserving and enhancing local distinctiveness, sense of place and setting of the AONB.

- 2.22 Draft Policy SP8 (Landscape Character) states that landscape led development which conserves and enhances the diversity and local distinctiveness of the landscape character of the District will be supported. Development should be demonstrably informed by and respond positively to the evaluation of the distinctive landscape character areas set out in the West Berkshire Landscape Character Assessment (2019) and other relevant landscape character assessments.
- 2.23 The policy goes on to state that Proposals for development should be accompanied by an appropriate landscape assessment carried out in accordance with GLVIA3. The level of information provided should be proportionate to the scale and nature of the development proposed but should be sufficient to allow an informed assessment of the potential landscape and visual effects of the Proposed Development. The assessment should demonstrably inform the detailed design of the development, including its layout, form, scale and appearance in accordance with Policy SP7.
- 2.24 In accordance with Policy SP10 (Green Infrastructure) the Council will protect and enhance existing GI assets and linkages and adding to the local network for the benefit of both the natural environment and the health and wellbeing of the community.

3. Landscape Baseline Appraisal

- 3.1 A baseline assessment of the local landscape around the Site was undertaken to understand the landscape character context of the Site and identify the key features which contribute to this. This included consideration of physical elements as well as the perceptual factors which contribute to the landscape.

Designations

- 3.2 The relevant designations covering the Site and its landscape context are illustrated on **Figure 3** of **Appendix 1**. A summary of the key designations of relevance to this LVA is provided below.

Theale High Street / Blossom Lane Conservation Area

- 3.3 The northwest corner of the Site is located within the Theale High Street / Blossom Lane Conservation Area. There is currently no published Conservation Area Appraisal for this conservation area. It is focussed on the linear, roadside development at the historic core of the settlement, aligned either side of the London to Bath coaching route and the historic houses, inns and brewery that grew up as a result of this well used main route. A series of listed buildings front onto the High Street within the conservation area, with 49 High Street and 60 High Street (both grade II) the closest to the Site.
- 3.4 Detailed information on the historic development of Theale, the significance of heritage assets likely to be affected by the Proposed Development and the contribution the Site makes to this significance, is provided in the Heritage Statement by Turley Heritage. In relation to the Theale High Street / Blossom Lane Conservation Area, the Heritage Statement concludes that setting does not make a strong contribution to an understanding or appreciation of the conservation area's particular heritage significance.
- 3.5 It describes the Site's contribution to the significance of the conservation area as comparatively minor. It recognises the Site's mature landscaped boundaries as part of the altered legacy of the rural character of the approach to/from Theale and that the Site also maintains open space between Theale and the 20th Century transport infrastructure. However, it also recognises that the Site does not retain its historic field pattern and the experience of a rural environment is impacted by the noise of the busy M4, and the presence of the electricity pylon within the Site.

The North Wessex Downs AONB

- 3.6 A slither of the North Wessex Downs AONB extends to the west of the M4 and falls c.25m to the north of the Site at its closest point.
- 3.7 The North Wessex Downs Management Plan 2019-2024 sets out the vision for the North Wessex Downs and identifies the special qualities that make its landscape unique. A total of 45 Special Qualities are identified, sub-divided along the following themes: Landscape, Rural Land Management, Biodiversity, Historic Environment, Natural resources, Development, Communities and Tourism, Leisure and Access. The identified Special Qualities for Landscape refer to each of the landscape types within

the AONB. The part of the AONB closest to the Site falls within Landscape Type (LT) 8: Lowland Mosaic and the Special Quality is:

- *The **Lowland Mosaic**, curving around Newbury and the lower Kennet Valley has a varied geology of clays, silts and sands giving rise to a diverse mix of soils and, in turn, a mosaic of ancient semi-natural woodlands, plantations, remnant heathland and more open farmland areas where sunken lanes heighten the sense of seclusion.*

3.8 The management plan sets out key issues, AONB strategic objectives and policies associated with the landscape. The 'key issues' considered relevant to the Site with the potential to have significant influence on the AONB's Special Qualities are as follows:

- *a) The potential for development beyond the AONB boundary to visually damage or undermine the scale and critical qualities of landscape character areas.*
- *b) Managing the Ridgeway National Trail and other rights of way to maximise enjoyment by responsible users, protect wildlife and cultural heritage, and minimise conflicts.*
- *o) Intense pressure for development throughout the AONB and its setting that threatens the character and quality of its landscape and risks merging of small settlements, encroachment by larger settlements and changes to the scale and nature of development boundaries.*

3.9 Policy LA06 of the Management Plan states: '*Ensure that all development in or affecting the setting of the AONB conserves and enhances the character, qualities and heritage of the North Wessex Downs landscape*'.

3.10 The **North Wessex Downs AONB Position Statement - Setting**⁵ provides guidance for development outside of but within the setting of the North Wessex Downs AONB. The setting does not have a defined boundary but is described as '*the area within which development and land management proposals, by virtue of their nature, size, scale, siting, materials or design can be considered to have an impact, either positive or negative, on the natural beauty and special qualities of the North Wessex Downs AONB.*' Due to the proximity of the Site to the AONB, it is therefore considered to form part of its setting.

3.11 The statement states that examples of adverse impacts on the setting of the North Wessex Downs AONB could include:

- *development which would have a significant visual impact on views in or out of the AONB;*

⁵ North Wessex Downs AONB Position Statement – Setting (Development affecting the Setting of the North Wessex Downs AONB) (2019) North Wessex Downs AONB Partnership

- *breaking the skyline, particularly when this is associated with developments that have a vertical emphasis and / movement (chimneys, plumes or blades for example);*
- *loss of tranquillity through the introduction or increase of lighting, noise, or traffic movement or other environmental impact like dust, vibration, spatial associations and historic relationships;*
- *introduction of abrupt change of landscape character;*
- *loss of biodiversity, particularly if of habitats or species of importance to the AONB;*
- *loss of features of historic and natural landscape interest, particularly if these are contiguous with the AONB;*
- *change of use of land such that to cause harm to landscape character;*
- *development individually or cumulatively giving rise to significantly increased traffic flows to and from the AONB, resulting in loss of tranquillity and erosion of the character of rural roads and lanes; and,*
- *Increase in air and water pollution.*

3.12 The statement sets out that the best way of minimising adverse visual impacts on the setting of the AONB is through avoidance in the first instance so that schemes conserve and enhance the setting. The North Wessex Downs AONB Partnership expects the following in relation to new development in the setting of the AONB:

- *measures to consider impact on the setting of the AONB, including where required through Landscape and Visual Impact Assessments;*
- *care over orientation, site layout, height and scale of structures and buildings;*
- *consideration not just of the site but also the landscape and land uses around and beyond it;*
- *careful use of colours, materials and non-reflective surfaces;*
- *restraint and care over the installation and use of street lighting, floodlighting and other external lighting to prevent harm to the dark night skies of the AONB;*
- *the grouping of new structures and buildings close to existing structures and buildings to avoid new expanses of development that are visible and out of context (though detrimental impact on historic buildings/groupings will need special consideration to avoid insensitive development); and*
- *detailed mitigation measures, for example including native landscaping (where possible contributing to BAP targets), and noise reduction (though again landscaping in certain contexts can be damaging to historic*

features/deposits/landscape/character so again will require careful consideration).

Landscape Character Context

3.13 A review has been undertaken of the national and district landscape character assessments and the associated character areas that the Site falls within. Consideration has then been given to whether the Application Site's landscape elements reflect and contribute to the characteristics of the recognised areas at a district level.

3.14 The key landscape character assessments of relevance to the Application Site were identified as:

- National level: National Character Area (NCA) Profiles prepared by Natural England;
- District Level:
 - West Berkshire Landscape Character Assessment by LUC (2019); and
 - Landscape Sensitivity and Capacity Assessment for potential employment sites within West Berkshire by Liz Allen EPLA (2022).
- North Wessex Downs AONB: Integrated Landscape Character Assessment by LUC (2002)

National Landscape Character Assessment

3.15 At a national level the Application Site is located on the eastern edge of NCA115: Thames Valley⁶. The National Character Area (NCA) profile for this area, prepared by Natural England, describes it as a mainly low lying area with a very diverse landscape of urban and suburban settlements that are unified by the River Thames. The NCA profile provides a high level overview of the landscape characteristics and sets the context for landscape character assessments at a finer scale.

West Berkshire Landscape Character Assessment⁷

3.16 Within the West Berkshire Landscape Character Assessment, the Application Site falls within Landscape Character Type (LCT) RO: Lower River with Open Water, and Landscape Character Area (LCA) RO1: Kennet Lower River with Open Water. The boundaries of the district scale landscape character areas are illustrated on **Figure 3.1**.

⁶ NCA Profile: 115 Thames Valley (NE379) (2012) Natural England:
<https://publications.naturalengland.org.uk/publication/3865943>

⁷ West Berkshire Landscape Character Assessment (2019) LUC:
https://westberks.gov.uk/media/47980/West-Berkshire-Landscape-Character-Assessment-2019/pdf/West_Berkshire_Landscape_Character_Assessment_2019.pdf?m=638006494990200000

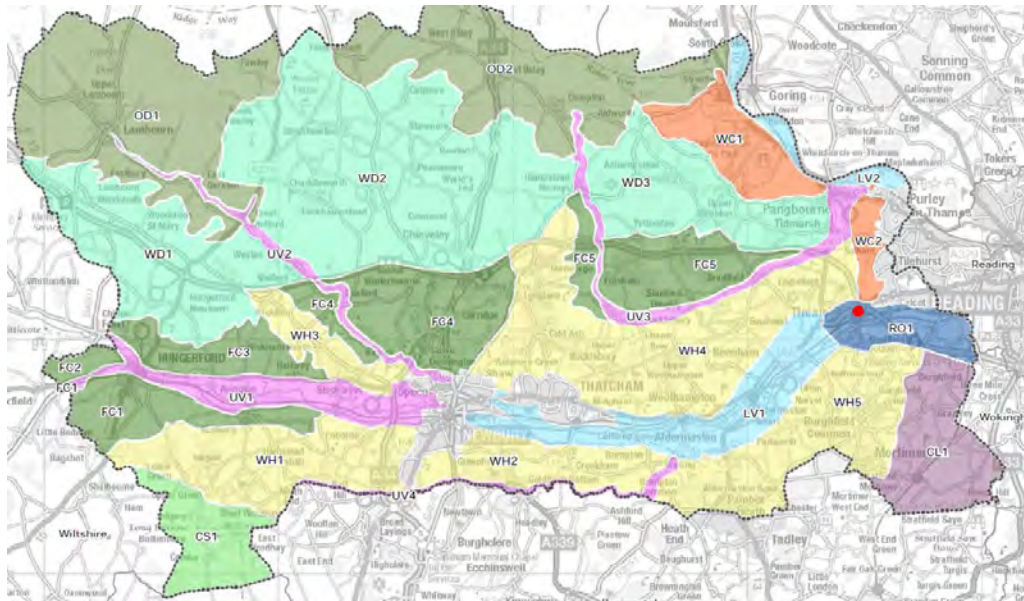


Figure 3.1: Extract from the West Berkshire Landscape Character Assessment (Figure 5.1: West Berks Landscape Classification) – Approximate location of Site marked with red dot

- 3.17 LCT RO and LCA RO1 incorporates the settlement of Theale and a stretch of the Kennet valley river corridor expanding to the southeast as illustrated on **Figure 3.2**.

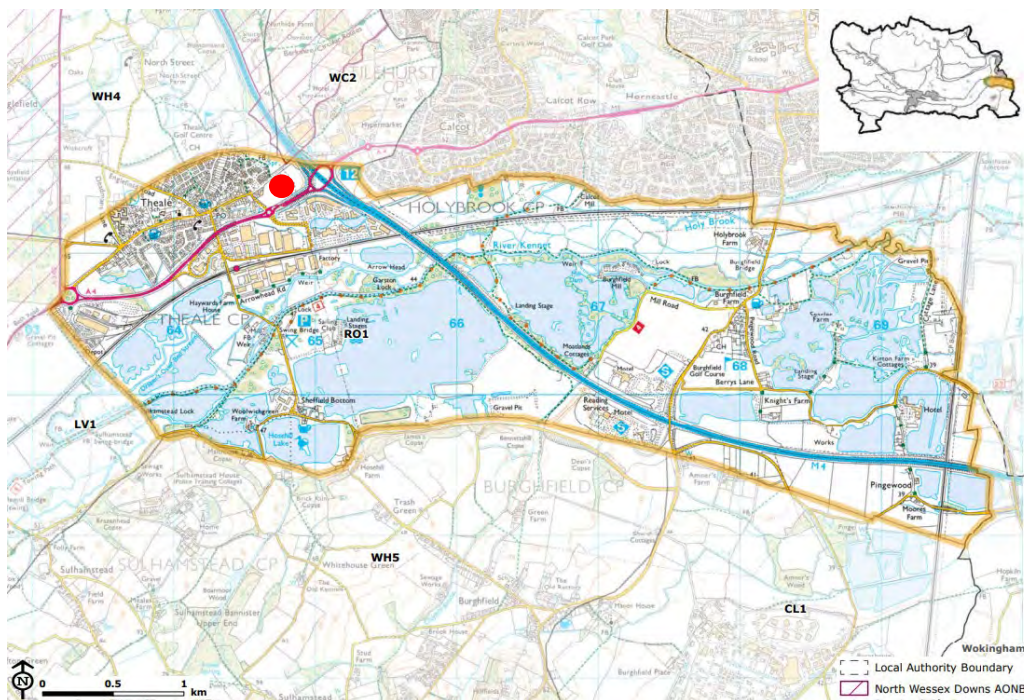


Figure 3.2: Extract from the West Berkshire Landscape Character Assessment showing LCA RO1: Kennet Lower River with Open Water - Approximate location of Site marked with red dot

- 3.18 The key characteristics of LCA RO1 are as follows, those considered particularly relevant to the Site have been underlined.

- Broad, open valley of the River Kennet, underlain by chalk geology with gravel and sand deposits.
- Land use dominated by gravel pit lakes, industry and transport infrastructure.
- Former gravel pits and flood plain habitats are locally important for wildlife.
- A modern landscape dominated by transport corridors and gravel extraction with surviving small scale heritage features.
- Settlement in the area is sparse, excepting the large historic village of Theale.
- Transport links are a dominant feature, particularly the M4, railway and canal.
- Destination for formal and informal recreation activity.
- Often visually enclosed by woodland, with views opening out over the lakes.
- Tranquillity is limited by the motorway and nearby urban development.

3.19 The identified valued features and qualities of LCA: RO1 are as follows, those considered particularly relevant to the Site have been underlined:

- Semi-natural habitats associated with distinctive gravel pit lakes
- Sparse settlement pattern
- The historic village of Theale
- Important provision of recreational amenity
- Historic transport routes including the railway and canals

3.20 The identified detractors for LCA RO1 are as follows, those considered particularly relevant to the Site and Proposed Development have been underlined:

- Past and present gravel pit extraction resulting in an industrialised landscape
- Large-scale transport infrastructure
- Upgrading of rural roads
- Fragmented and degraded remaining agricultural land
- Pressure for new development
- Prominent large-scale buildings

3.21 The analysis ends by setting out a landscape strategy for the LCA. Key guidance identified in this include includes the requirement to conserve and enhance hedgerows, woodland strips and remaining areas of pasture. These features are described as valued semi-natural habitats which also provide visual and audial screening of transport corridors. The guidance also states that new development should not detract from the integrity of heritage features and opportunities to further screen the M4 should be sought. It also states that the distinction and sense of separation between the settlements of Theale and Calcot should be maintained and the role of the landscape as a setting to the character of those individual settlements should be respected.

3.22 The landscape to the north of the Site falls within LCT WC: Elevated Wooded Chalk with Slopes, and LCA WC2: Sulham Elevated Wooded Chalk with Slopes. The landscape to the northwest of the Site falls within LCT WH: Woodland and Heathland Mosaic, and LCA WH4: Cold Ash Woodland and Heathland Mosaic.

3.23 LCA WH4 encompasses the landscape that encloses the northern edge of Theale. The summary of the area states:

“An area dominated by an east-west orientated, heathland ridge and characterised by varied topography, from flat plateau areas to steeply undulating slopes. Woodland is a key component in the varied and attractive land cover mosaic, giving it a distinctive role in providing a rural setting to the adjacent towns of Thatcham and Newbury and also in containing settlement within the area and contributing to the rural character”.

3.24 The list of valued features and qualities for the adjacent LCA includes ‘the visual role of the wooded ridge crest and slopes.’ The summary of this feature states:

“The woodlands along the east–west ridge create a unifying backdrop for the larger settlements to the south of the area and within the AONB to the north. Views from the ridge are frequently limited by tree cover, creating a secluded character, but open locations provide views south to similar woodland and heathland mosaic forming the southern side of the Kennet valley, and north to AONB chalk downland rising to a wooded ridge to the north of the Pang. Open farmland on the lower slopes contributes to a sense of separation between the elevated character area and the towns of Thatcham and Newbury in the valley below.”

North Wessex Downs AONB: Integrated Landscape Character Assessment⁸

3.25 The part of the AONB that falls adjacent to the Site is located within LCA 8A: Hermitage Wooded Commons. The key characteristics of LCA 8A are listed below:

- *lowland area at the base of the chalk dip slope, underlain by clays, silts, sands and gravels of the Reading and Bagshot Beds and London Clay, giving rise to nutrient poor, often acidic, soils;*
- *a broad undulating plateau falling towards the Kennet Valley to the south east and dissected by River Pang;*
- *variable land cover forming an intricate mosaic of woodland, pasture and small areas of remnant heathland. Some more open areas of arable land can be found on the slopes that drop to the Pang Valley and to the south east near Beenham;*

⁸ North Wessex Downs Area of Outstanding Natural Beauty: Integrated Landscape Character Assessment (2002) LUC: [https://westberks.gov.uk/media/36254/N-Wessex-Downs-Area-of-Outstanding-Natural-Beauty-Integrated-Landscape-Character-Assessment/pdf/N Wessex Downs Area of Outstanding Natural Beauty Integrated Landscape Character Assessment.pdf?m=635320364419570000](https://westberks.gov.uk/media/36254/N-Wessex-Downs-Area-of-Outstanding-Natural-Beauty-Integrated-Landscape-Character-Assessment/pdf/N%20Wessex%20Downs%20Area%20of%20Outstanding%20Natural%20Beauty%20Integrated%20Landscape%20Character%20Assessment.pdf?m=635320364419570000)

- *large, interconnected woodland blocks and strong hedgerow pattern with mature trees restrict views and create an enclosed and intimate character. Low wooded horizons are a feature;*
- *numerous semi-natural woodlands of ancient origin, with some large commercial plantations. Wooded commons and small areas of remnant heath are a distinctive element;*
- *many features of biodiversity interest including heathland, dry and wet woodland, bog and areas of wet meadow;*
- *dominated by small irregular fields of informal and piecemeal enclosures, of medieval and post-medieval date with some larger, more regular and straight edged, formal Parliamentary enclosure on flatter terrain in the south-east and west;*
- *dispersed pattern of settlement characteristic of encroachment into areas of common and woodland. Includes large nucleated villages, lines of estate cottages, loose roadside settlements as well as many dispersed farmsteads and residential country houses;*
- *intricate network of rural lanes, many sunken and overhung by woodland plus more intrusive road infrastructure;*
- *historic parkland based on medieval deer parks and manor houses with associated ornamental parklands with gardens, rides and plantings are a particular feature.*

3.26 The wider landscape to the north of the Site is considered representative of the characteristics of LCA 8A. However, the slither of landscape within the AONB that is in closest proximity to the Site, runs along the south western side of the M4 and is detached from the wider AONB. As such this area is less representative of the special qualities of the AONB and appears more as the settlement fringe, influenced by major road infrastructure. This part of the AONB comprises scrub, mature trees and rough grassland that is dissected by a network of springs. The land to the west of this area was subject to an approved planning application for a 160 bed hotel in 1988. This was never built out, although the access road that was implemented is evident. The part of the AONB to the southwest of the M4 is not publicly accessible and the structure of the landscape is separated from the pattern of undulating irregular fields, woodland belts and parkland seen in the wider parts of the AONB to the northeast and northwest of Theale.

3.27 The key management requirements identified for LCA 8A include the overall objective to '*conserve and enhance the quiet secluded character of the Hermitage Wooded Commons*'. This includes the conservation and enhancement of the key assets such '*as ancient and semi-natural woodlands, pasture, field patterns and hedgerows, remnant heathland commons, historic parkland and the rural lane network*'. Whilst these features are present in the wider landscape they are not typical of the area closest to the Site to the west of the M4. The area closest to the Site is not quiet and secluded due to the influence of the M4 and retail park to the east of the M4.

- 3.28 The management requirements also state that the distinctive pattern of settlement with its small hamlets and loose linear settlements should be maintained and the gradual merging and coalescence that will result in a more suburban character should be prevented. Theale and Calcott are both excluded from the AONB and are not reflective of the small hamlets and loose linear settlements found within the AONB.

The Landscape Sensitivity and Capacity Assessment for potential employment sites within Berkshire (2021)⁹,

- 3.29 In September 2021, Landscape Capacity Assessments were carried out for potential housing and employment sites which included an assessment of the Site carried out under Reference: THE8 (Land off Hoad Way).

- 3.30 The study assessed the landscape and visual value and sensitivity of the Site and reached the following conclusions:

- Visual Sensitivity: High
- Landscape Sensitivity: Medium/High
- Landscape Character Sensitivity: High
- Wider Landscape Sensitivity: Medium
- Overall Landscape Sensitivity: Medium/High
- Landscape Value: Medium
- Landscape Capacity: Medium/Low

- 3.31 The final conclusions and recommendations provided for the Site were as follows:

'If this site was developed, either in whole or in part, it would compromise the setting of Theale and its separate identity and character from Calcot. It is therefore recommended the site is not developed for employment uses. Although not considered suitable for employment uses, opportunities could be explored through green infrastructure on the site to see if it could make a positive contribution towards enhancing the setting of Theale in conjunction with any development on THE1'.

- 3.32 Turley Landscape and VIA prepared an advice note in relation to the potential allocation of the Site for employment land which included a review of the Landscape Capacity Assessment. This was submitted to the Council as part of the consultation to the Proposed Submission (Reg 19) West Berkshire Local Plan Review 2022-2039 and a copy of this document is set out in **Appendix 5**. This concluded that the WBC assessment of both the Visual and Landscape Sensitivity of the site had been overstated and that the Landscape Capacity of the site had been undervalued.

- 3.33 Further assessment of landscape value and sensitivity of the Site is provided in this Section of the LVA.

West Berkshire Historic Landscape Characterisation

- 3.34 Historic Landscape Characterisation (HLC) is described as a method of analysing and recording historic elements that make up the landscape today using historic and

⁹ Landscape Sensitivity and Capacity Assessment for: THE8: Land off Hoad Way, Theale (2021)
Liz Allen EPLA

modern mapping, aerial photographs and documents. An extract from the online mapping service is provided below with the Site categorised as ‘reorganised fields.’

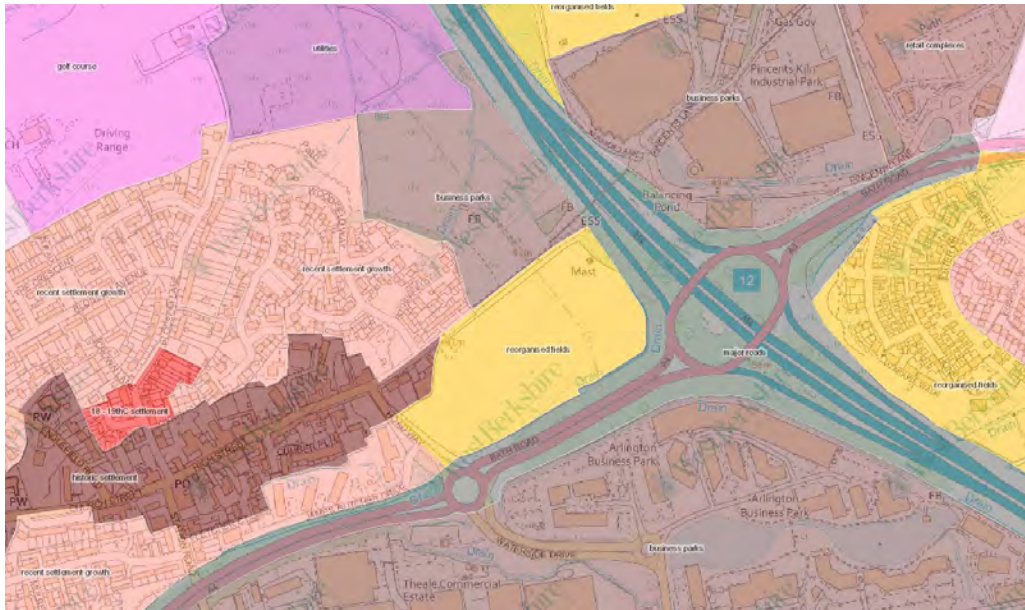


Figure 3.3: Extract from West Berkshire HLC showing the Site and landscape context: Site is hatched in yellow

- 3.35 The Historic Environment Character Areas (HECA) analysis places the Site within HECA: Urban East, and Historic Environment Character Zone (HECZ): Urban East Commercial Area. Urban East is described as being defined by the extent of the built up area at the eastern tip of the district around Reading and the M4. The description of the modern landscape includes direct reference to Theale as follows:

“Theale has expanded significantly as a settlement and has also become a base for service and technological industries. The new office parks constructed to house these companies now fill up all the land between Theale and the M4. The historic core of Theale still possesses a visibly historic and fairly consistent High Street frontage; however the associated characteristic plot patterns behind the street have largely been lost to development”.

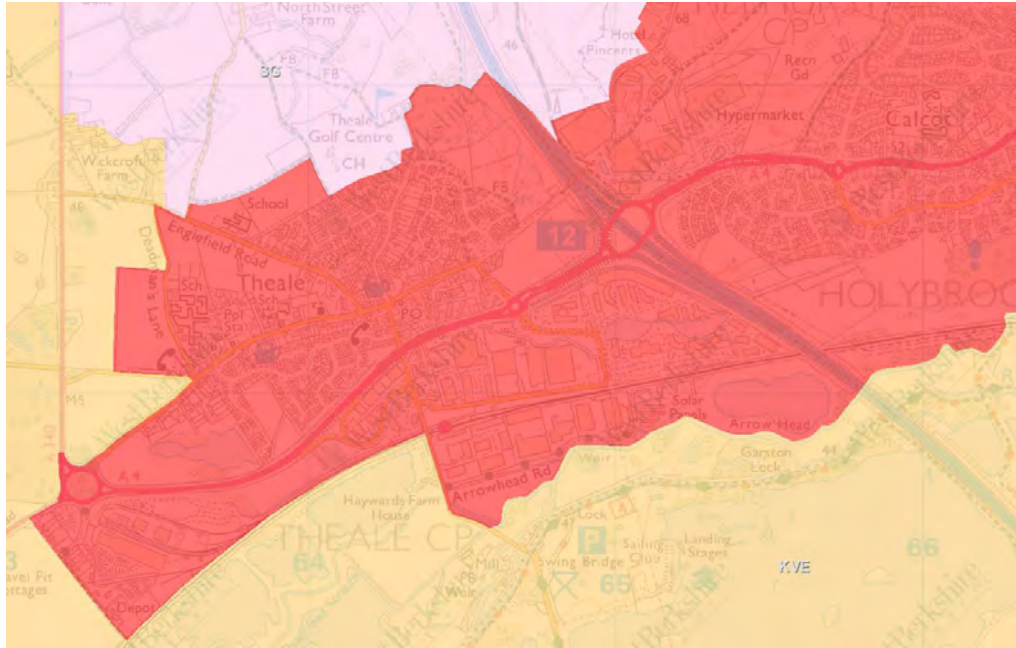


Figure 3.4: Historic Environment Character Areas: Urban East HECA shown in red hatch

- 3.36 The Urban East Commercial Area HECZ incorporates the Site and the surrounding business parks to the south and northeast. The strip of land to the north of the Site, including the section of the North Wessex Downs AONB to the west of the M4 is also included in this zone recognising the difference in character of this much altered landscape and that of the wider open landscape within the AONB to the north. The summary of historic character for the HECZ states:

“This is a zone of mixed business use bisected by the M4 and comprising office parks, light industrial units, out-of-town shopping developments, and railway sidings. The zone has developed as a significant business location due to its proximity to the M4/A4 junction, railway, and the edge of Reading. Prior to development, the landscape was characterised by early enclosures, parliamentary fields and meadows. Development has removed most of this landscape, but vestiges of it survive in as yet undeveloped areas by the river and M4”.

- 3.37 The Site is one of these undeveloped areas. Continued development pressure in the area is identified as a conservation issue.

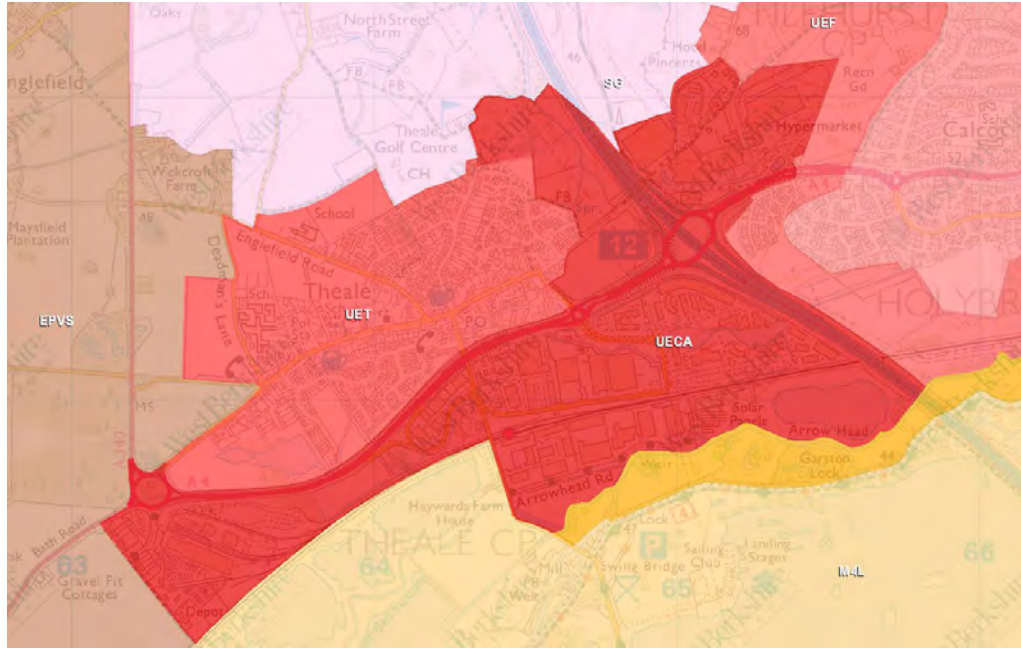


Figure 3.5: Historic Environment Character Zones: Site falls within Urban Edge Commercial Area HECZ hatched in dark red

Landscape Features and Character of the Site

- 3.38 The Site comprises a single field located to the eastern edge of Theale. It is occupied by rough grass that is not actively managed through grazing or under arable crop production.
- 3.39 The Site abuts the A4 Bath Road and associated roadside vegetation to the south; Hoad Way to the west; the M4 and associated roadside vegetation to the east; and, the High Street leading to a public right of way to the north. As such, the character of the Site is heavily influenced by surrounding road infrastructure which is audible across the Site and visible in views looking east across the Site towards the M4 (**Figure 3.6**), and west towards Hoad Way. The boundary to the northwest corner runs to the rear of residential properties, an office building and a light industrial plot with garage and service yard.



Figure 3.6: Road infrastructure surrounding the Site

- 3.40 The low lying topography of the Site is reflective of the wider LCA RO1 that the Site falls within, being located in the low lying broad valley of the River Kennet as illustrated on **Figure 2, Appendix 1**. The Site itself is relatively flat with a gentle cross fall towards the southern boundary. The Site is typically at the same level as the landscape to the north, being at grade with the High Street.
- 3.41 In contrast, the Site is sunken from the surrounding road corridors. There is an embankment beyond the Site boundaries up to the sections of Bath Road and the M4 to the southeast and northeast. The ground levels slope up towards the Junction 12 (J12) roundabout, forming an embankment along these boundaries as shown in **Figure 3.7**. Hoad Way is also set on a slight embankment (**Figure 3.8**). Along Bath Road, the topography increases from c.46m AOD at the junction with Hoad Way, up to c.54m AOD on approach to J12 roundabout, from where, heights decrease along the M4 to c.48m AOD near the eastern end of the High Street.



Figure 3.7: View from within the Site along the eastern boundary showing embankment adjacent to M4/Bath Road junction



Figure 3.8: View from within the Site towards Hoad Way

- 3.42 The boundaries of the Site are delineated by vegetation and a mix of timber post and rail and concrete post and wire fencing. The vegetation along and adjacent to the boundaries of the Site provides variable containment. A large section of planting to the southeast corner with the M4 junction has been removed which has relatively recently opened up views across part of the Site from the road junction. There were previously three trees to the centre of the Site that are seen on aerial mapping. These have been removed with stumps present during the first site visit.
- 3.43 The Preliminary Arboricultural Assessment by Middlemarch provides information on the condition of existing vegetation within and adjacent to the Site. None of the trees within the Site are subject to a tree preservation order (TPO). However, the northwest

corner of the Site falls within the Theale High Street / Blossom Lane Conservation Area and includes part of tree groups G5 and G4. This includes groups of Ash, Elder, Dogwood and Hawthorn. Ash dieback is evident in G5 which straddles the western boundary and is identified as Category C (trees of low arboricultural quality). The majority of G4, a small cluster of trees falls within the Site boundary and is identified as Category B (medium quality).

- 3.44 A single Lombardy Poplar is located inside the Site boundary to the northwest corner. An unmanaged hedgerow (H1) runs along the northern boundary of the Site rising to c.5m in height. This is identified as Category C with a mix of Hawthorn, Elder, Hazel and English Elm. Some Dutch elm's disease has been identified within H1. The tree groups outside of the Site boundary, adjacent to the eastern and southern boundaries on the road embankments, are denser, rising to c.15m in height and identified as Category B.



Figure 3.9: Lombardy poplar to the northwest corner of the Site, hedgerow along northwest boundary with the High Street and tree belt to the northeast alongside the M4

- 3.45 In the wider context mature trees are present in pockets of public open space and the golf course to the north. The Arlington Business Park is similarly sunken from the surrounding road network with mature tree belts alongside Bath Road and the M4. Within the North Wessex Downs AONB mature woodland blocks are present including some Ancient Woodland.
- 3.46 There are no public rights of way across the Site. Two public footpaths extend from the High Street to the north of the Site. Public footpath Refs: THEA/5/2 and THEA/5/1 lead north around the edge of residential development to the north of the Site providing access to an area of public open space. Public footpath Refs: THEA/10/1 and TILE/21/2 extend east across a footbridge over the M4 providing access to wider public right of

way connections that extent into the North Wessex Downs AONB to the north and Tilehurst to the east.

3.47 A pylon and telecommunication mast within the Site are prominent detractors. The overhead power lines stretch across the local landscape in a north-south direction and the pylon is a marker for the Site in views from the wider landscape.

3.48 The Site adjoins the settlement edge of Theale to the north and west. Theale evolved from a linear settlement running along High Street and Church Street, originally surrounded by agricultural landscape. The Site was part of this agricultural landscape. A review of the historic development of Theale is provided in the Heritage Statement by Turley Heritage. The High Street retains an enclosed intimate character fronted by 19th century and earlier buildings with good examples of local vernacular building traditions (**Figure 3.10**). There is a prevalent use of red brick, slate and clay tile roofs and the continual building line emphasises the linear settlement pattern.



Figure 3.10: Typical view along Theale High Street demonstrating the enclosed character and domestic scale

3.49 Residential development significantly increased by the end of the 1960s along with a significant industrial development close to Theale station to the south. Later 20th and 21st century developments within the conservation area are limited to the east and south extents of the conservation area and includes Chase Court to the northwest of the Site.

3.50 The residential area to the north of the Site is part of late 21st century development that extended the edge of Theale eastwards into former agricultural land. The eastern end of the conservation area that falls adjacent to the Site has a mixed appearance including a surfaced car park, short row of vernacular cottages and modern three storey townhouse. Directly adjacent to the conservation area boundary is a service

yard, garages and office block which also abut the Site. These buildings are less distinctive and of lower architectural quality than buildings within the conservation area (**Figure 3.11**).



Figure 3.11: Mixed built form adjacent to the Site and boundary of the conservation area (*top – view from within the Site, bottom – view from the High Street*)

- 3.51 A series of industrial estates, employment uses and the Arlington Business Park are located to the south of the Site. Theale railway station is located within this industrial area (**Figure 3.12**) and is a short walk (c.10mins) from the centre of the Theale and the Site. The Arlington Business Park extends east to the edge of the M4 and is bound to

the north by Bath Road which separates existing employment uses within Theale from the largely residential uses to the north.



Figure 3.12: Built form within industrial and commercial areas to the south of the Site

- 3.52 Residential and commercial development in Calcot is located to the east and separated from the Site and Theale by the M4. Recent residential development has extended the residential edge of Calcot further west, with a remaining c.70m open space buffer between the settlement edge and the motorway. The retail park is closer to the M4, with mature tree planting to the peripheries providing containment. Despite the proximity between the developed edges of Calcot and Theale (c.100m at the closest point between Arlington Business Park and residential street branching from Otter Drive), the M4 provides clear physical and visual separation between the settlement areas (**Figure 3.13**).
- 3.53 The Site is part of an area of open landscape between the two settlement areas. The motorway corridor limits visual connections between the Site and areas of open countryside to the north. The residential areas of Calcot are not visible from within the Site and views of the Site are limited to the surrounding road network and the High Street to the western side of the M4.



Figure 3.13: Aerial image of Theale demonstrating the settlement pattern of Theale and the role of the M4 in maintaining separation between Theale and Calcott

Landscape Character Receptors

- 3.54 The landscape comprises a number of resources or receptors; these are defined within GLVIA3 as the *'constituent elements of the landscape, its specific aesthetic or perceptual qualities and the character of the landscape in different areas'*. These form the elements or 'units' which need to be considered when assessing the potential landscape effect of a Proposed Development or other change. The final stage of the baseline landscape appraisal was therefore to identify the key landscape receptors with potential to be affected by redevelopment of the Site.
- 3.55 Following the baseline landscape assessment, the 'landscape receptors' for the appraisal of the Proposed Development's effects on landscape were identified as:
- West Berkshire Landscape Character Assessment - LCA RO1: Kennet Lower River with Open Water
 - North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)
 - Theale High Street / Blossom Lane Conservation Area
 - The Application Site (THE8: Land off Hoad Way)
- 3.56 An assessment of the existing value and sensitivity of each receptor in accordance with the criteria in the LVA methodology at **Appendix 2** is set out below and a summary is provided in **Table 3.1**.
- 3.57 Consideration has also been given to the 'range of factors that can be considered when identifying landscape value' which are identified in Table 1 of Technical Guidance Note

02/21: 'Assessing landscape value outside national designations'¹⁰ published by the Landscape Institute. Table 1 is complimentary to the criteria provided in Box 5.1 of GLVIA3 and provides criteria against which to assess an area to determine if it constitutes a 'valued landscape' under NPPF para 174. The factors for consideration include natural heritage; cultural heritage; landscape condition; associations; distinctiveness; recreational; perceptual (scenic); perceptual (wildness and tranquillity); and, functional.

- **West Berkshire Landscape Character Assessment - LCA RO1: Kennet Lower River with Open Water** – Area of landscape that is dominated by gravel pit lakes, industry and transport infrastructure. The landscape does not fall within a landscape designation but does include the Theale Conservation Area, listed buildings and a number of Local Wildlife Sites with important wildlife habitats. The landscape has recreational value associated with the lakes and Kennet & Avon Canal. Whilst having some historical features it is typically a modern landscape and is not considered remote or tranquil due to the major road corridors, railway line and industrial areas. There are several detractors in the landscape including transport infrastructure, past/present gravel pit extraction and pylons. Overall, the LCA RO1 is considered to be of **Medium Value**. The landscape has a high presence of employment development and is crossed by major infrastructure. Pressure for new development and large scale buildings are identified as a detractor in the landscape character assessment. However, there are some existing employment developments that have been successfully integrated into the landscape within mature landscape structures. It is therefore considered the susceptibility to change is **Medium-Low** and that LCA RO1 has a **Medium-Low Sensitivity**.
- **North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)** – The landscape comprises agricultural land and mature woodland wrapping around the edge of Tilehurst. It has many features of biodiversity interest, historic parkland at Englefield House Registered Park and Garden, scattered listed buildings and recreational value provided by the network of public rights of way. The mosaic of ancient semi-natural woodlands, remnant heathland and more open farmland and a sense of seclusion heightened by sunken lanes form the special qualities of the AONB in this area. The North Wessex Downs AONB is of **High Value** with a **High Susceptibility to Change** to employment development. This is due to the elevation of the area which is exposed to views, the remote character which has limited relationship with existing development and the high presence of landscape features that are sensitive to change. Large scale employment development has the potential to result in adverse impacts on the AONB and its setting. The sensitivity of the North Wessex Downs AONB is therefore **High**. The small part of the AONB that is adjacent to the Site does not contribute to the special qualities due to it being severed from the wider

¹⁰ TGN 02-21: Assessing landscape value outside national designations (2021) Landscape Institute: <https://www.landscapeinstitute.org/publication/tgn-02-21-assessing-landscape-value-outside-national-designations/>

landscape by the M4 and as such, this area is considered to be of lower sensitivity.

- Theale Conservation Area** – Historic linear settlement with high street typically fronted by attractive vernacular buildings including a number of listed buildings. The consistent scale of existing built form results in an intimate and enclosed character. The wider setting of the conservation area is much changed as a result of major transport infrastructure and employment uses. The scale and type of development proposed would contrast with that present in the conservation area, however, would reflect uses present in its existing setting. Theale Conservation Area is considered to be of **High Value** with a **Medium** Susceptibility to change. The sensitivity is therefore considered to be **Medium-High**.
- The Application Site (THE8: Land off Hoad Way)** – Single field within limited landscape features and heavily influenced by adjacent road infrastructure. The Site is not covered by a landscape designation. A small part of the northwest corner of the Site is located within the Theale Conservation Area and it forms part of the setting to the North Wessex Downs AONB. The Site is not considered to make a notable contribution to the character or special qualities of either of these and the presence of the M4 and perimeter planting reduces its visibility from the AONB. It is not crossed by any public rights of way and does not have a particularly special scenic value. The Site does form part of the remaining open landscape surrounding Theale. The boundary vegetation, glimpses of the field, have some local value contributing to the green approach to the conservation area. There are also some minor visual connections with the AONB. The separation between Theale and Calcott is identified in the landscape character assessment as being sensitive to change. However, the M4 corridor makes a strong contribution to maintaining this separation. The Site is considered to be of **Medium-Ordinary Value**. The Site has a **Medium Susceptibility to change** to employment development (the type of development proposed) due to the proximity of the Site to other employment uses and road infrastructure, the presence of existing mature trees which provide a landscape framework in which to set the development and also the proximity to the AONB and Theale Conservation Area. The general features and character of the Site would remain but would be weakened by the type of development proposed. The Application Site is therefore of **Medium Sensitivity**.

Table 3.1: Landscape Receptor Sensitivity

Landscape Receptor	Value	Susceptibility to change	Sensitivity
LCA RO1: Kennet Lower River with Open Water	Medium	Medium-Low	Medium-Low
North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)	High	High	High
Theale High Street / Blossom Lane	High	Medium-High	Medium-High

Landscape Receptor	Value	Susceptibility to change	Sensitivity
Conservation Area			
Landscape Character of Site	Medium-Ordinary	Medium	Medium

4. Visual Baseline

- 4.1 The visibility of the Site has been established through both desktop analysis of the surrounding area and by confirming on site the localised screening effect of the landform, vegetation and built form. A zone of theoretical visibility (ZTV) plan was also prepared to demonstrate the potential visibility of the Proposed Development at a height of 13m. This was used to confirm the location of representative viewpoints and identify visual receptors and is set out at **Figure 4, Appendix 1**. The ZTV is described further in **Section 5** of this LVA.

Existing extent of visibility

- 4.2 The site visits confirmed that the visibility of the Site is influenced by its topography and the influence of built form and mature vegetation in the surrounding landscape. Key features associated with the visibility of the Site and views experienced from within the Site are described below.
- 4.3 The tree belts along and adjacent to the boundary of the Site provide partial containment which fluctuates with seasonal change. The mature hedgerow along the northern boundary of the Site (**Figure 4.1**) provides containment from the adjacent stretch of the High Street / public footpath Ref: THEA/10/1. Limited filtered views are possible during winter. There is an open gap in the vegetation to the northwest of the Site where a low wooden fence forms the Site boundary, adjacent to the office car park.
- 4.4 Views are more open looking west from within the Site to Hoad Way and the office and residential properties to the northwest. Boundary vegetation and an elongated garage building restricts views to the facing windows of adjacent residential properties (**Figure 4.2**).
- 4.5 The tree belts to the south and east along Bath Road and the M4 provide further containment to the Site. The vegetation along the M4 is denser than the vegetation along Bath Road which is thinning in parts due to Ash dieback. A large block of vegetation was removed adjacent to the southeast corner of the Site due to highways works which allows open views to the junction of Bath Road and the M4. The surrounding road network is visible in views looking across the Site.
- 4.6 During winter there are views northeast across the Site towards the Ikea development which is seen partially enclosed by mature trees (**Figure 4.3**). Glimpsed views are possible of wooded slopes within the North Wessex Downs AONB. Due to the relatively gently sloping topography this appears as a glimpse of a wooded horizon line rather than a distinctive ridge in the landscape. Pylons are prominent detractors in views looking across the Site to the east.



Figure 4.1: View along northern boundary hedgerow which contains views out to the High Street



Figure 4.2: Windows facing on to Site



Figure 4.3: View looking northeast across the Site, filtered views of the Ikea building and glimpses of woodland in the North Wessex Downs AONB seen to the background

Visual Receptors

- 4.7 Visual receptors are people who may be affected by changes in views and visual amenity. They include people passing through an area (e.g. by foot, car, bicycle or public transport), people living or working in an area, and people visiting or engaged in recreational activities. Representative Views are views which have been selected as being representative of views experienced by a visual receptor or receptor group.
- 4.8 Residents living in an area are also a receptor group but case law has established that the impact of development on private views is not a planning consideration¹¹ unless the development is likely to be so overbearing or dominating that it could result in unacceptable living conditions. The closest residential properties to the Site are 65-89 High Street to the north and Chase Court and 64-68 High Street to the northwest corner of the Site. It is considered that suitable separation distances have been accommodated within the layout for the Proposed Development which would preserve the visual amenity of these properties. Intervening built form associated with employment uses and mature vegetation also provide containment to some views from facing windows. These properties have therefore not been included in this assessment.
- 4.9 The key visual receptors which have been identified within the study area with potential to be affected by the Proposed Development are set out below together with the identified representative views (RVs) for each of these. A viewpoint location plan is

¹¹ Aldred's Case in 1610 established the principle that private individuals do not have a legal right to a view.

provided at **Figure 5, Appendix 1**. Baseline photography and visualisations of the Proposed Development have been prepared by specialist consultant Ocean CGI and included at **Appendix 3** with reduced versions of the viewpoint photography included in the text below. This photography was captured in summer. For completeness winter photographs for most of the representative viewpoints are provided in **Appendix 4**. As liaison with the Council's landscape consultant took place after winter months, photos are not available for all of the viewpoints and the positioning of some have slightly changed since receiving feedback from the landscape consultant.

Road users and pedestrians within the Theale Conservation Area

- 4.10 Views looking east along the High Street are framed by the continual frontage of buildings within the conservation area which the pavement runs directly alongside. This creates a domestic and enclosed character to views. The varied roof profile and often well preserved historic buildings provide interest to views. For the majority of the High Street, the Site is obscured by built form in the intervening townscape. As demonstrated by **RV8** (at the junction with Crown Lane) the Site is not visible, although the office building adjacent to the northwest corner of the Site is visible terminating the view. Glimpses of woodland on the horizon is visible to the background of the view.
- 4.11 Travelling further east on the northern side of the High Street (as demonstrated by **RV1a** and **RV2a**) a break in built form and vegetation allows views towards the Site which are obscured by a garage with flat roof that sits adjacent to the Site boundary. Red brick buildings of the local vernacular, brick walls and traditional lampposts in the foreground contribute positively to the appearance of these views. The pylon within the Site is a prominent detractor and street lights along Hoad Way and Bath Road in the background are noticeable. To the southern side of the High Street (as demonstrated by **RV2b**) the pylon is not visible and there are attractive views along the High Street. The office building again terminates these views and is of mediocre architectural quality compared with buildings within the conservation area. Further east (as demonstrated by **RV1b**) views extend along the High Street with mature trees associated with the M4 corridor providing a green backdrop. Views into the Site from here are prevented by existing buildings and boundary vegetation.
- 4.12 Towards the eastern edge of the conservation area, a gap between the Site's northern boundary hedgerow and the adjacent office building where there is a small car park, allows glimpsed views into the Site. Views are suburban in character and not of notable scenic quality. The mature hedgerow within the Site and tree belts associated with the road corridors provide greening to the views and provide an indication of the former agricultural setting to Theale. A small public open space to the eastern edge of the conservation area provides some partial views into the Site (as demonstrated by **RV6**) which are more open during winter. Views extend across the Site to the M4 junction where there are glimpses of vehicles on the embankment, and mature trees framing wider views. The pylon within the Site is again a prominent detractor in these views.
- 4.13 The Site does not make a notable contribution to views experienced from within the conservation area due to it being partially contained and the positive contributors mainly being the character of the High Street itself and the buildings that front it.



RV1a – View from northern pavement of High Street approaching the roundabout with Hoad Way looking east



RV1b – View from the southern pavement of High Street approaching the roundabout with Hoad Way looking northeast



RV2a – View from the northern pavement of the High Street next to the Bull Public House looking northeast



RV2b – View from the southern pavement of High Street looking northeast



RV6 – View from public open space north of High Street to the eastern edge of the Theale Conservation Area looking east



RV8 – View from northern pavement of High Street at the junction with Crown Lane looking northeast

Pedestrians on High Street and public footpath THEA/10/1 directly to the north of the Site

4.14 Public footpath THEA/10/1 crosses the M4 via a pedestrian bridge and connects with footpaths running through the retail park to the south of Ikea (refs TILE/13/2, TILE/21/2 and TILE/13/1). Views from the eastern side of the motorway are contained by mature trees and large scale commercial buildings. From the pedestrian footbridge which runs along the boundary of the North Wessex Downs AONB there is a framed view into the Site through a break in boundary vegetation (as demonstrated by **RV3**).

The Site is perceived as an open field enclosed by tree belts and particularly during summer months contributes to a green approach to Theale. During winter, filtered views are possible through the tree line across more of the Site. The surrounding road network and filtered views of large scale buildings in the Theale Commercial Estate are also possible when trees are not in full leaf.

- 4.15 Travelling southwest from the bridge, views extend along the High Street which is the historic coaching route into Theale (as demonstrated by **RV11**). Views into the Site are limited by the boundary hedgerow, breaks in the vegetation allow views where the pylon is prominent. The condition of the footpath is poor due to litter, concrete blockades, a lack of natural surveillance and overgrown vegetation. As a result, whilst it is a well used route and the Site provides greening to the approach to Theale, views are unremarkable. Further southwest, close to the edge of the conservation area, there are clear views into the Site (as demonstrated by **RV13** and **RV16**). The Site is seen behind a small car park and is partially obscured by the office building. The Site does provide some openness in views to the edge of the town. However, the pylons and surrounding road network are visual detractors and demonstrate the detachment of the Site from wider countryside to the north which is not perceived in views.



RV3 - View from public footpath THEA/10/1 on the pedestrian bridge over the M4 looking southwest



RV11 – View from public footpath THEA/10/1 directly to the north of the Site looking southwest¹²



RV13 – View from High Street at the junction with Woodfield Way looking northeast

¹² Panoramic image provided for context, See **Appendix 4** for full size single shot image



RV16 – View from High Street looking southeast directly across the Site

Road users and pedestrians on Hoad Way and Waterside Drive

- 4.16 Views from Waterside Drive are framed by mature tree belts and c.3-4 storey office buildings within the Arlington Business Park. During winter months large commercial buildings within the Theale Commercial Estate are also glimpsed through the tree belt. On approach to the roundabout junction with Hoad Way (as demonstrated by **RV7**) views into the Site are contained by the tree belts adjacent to the Site boundary and the fall in ground levels from the road to the Site. The pylon in the Site is seen beyond this on the skyline. Limited glimpses of woodland, beyond the Site within the North Wessex Downs AONB are also possible. During winter months, views are more open and filtered views into the Site are possible. Glimpsed through the tree line is the blue Ikea building and a wooded horizon line to the background of views is formed by Boxgrove Wood in the AONB.
- 4.17 Views continue to be enclosed by roadside vegetation along Hoad Way (as demonstrated **RV17**) until an open gap in the tree belt allows for open views directly into the Site (as demonstrated by **RV14**). The Site is perceived as an open field enclosed by mature trees which typically prevent views beyond the Site. The pylon and mast within the Site are prominent visual detractors and traffic on the Bath Road / M4 road junction is also noticeable in views. During winter months filtered views of the blue clad Ikea building and multi-storey car park are possible with woodland seen on the horizon behind. This is predominantly trees and woodland within Garston Park to the western edge of Calcot with limited glimpses of the edge of the North Wessex Downs AONB.



RV7 – View from Waterside Drive at the roundabout junction with Hoad Way and Bath Road looking north



RV14 – View from Hoad Way looking northeast across the Site



RV17 – View from Hoad Way, just off the roundabout with Bath Road looking north¹³

Road users on the M4 and A4 Bath Road

- 4.18 Views experienced from Bath Road and the M4 are typically enclosed by tree belts which often obscure the surrounding areas of landscape and nearby residential and commercial development. The trees alongside the southern boundary of the Site filter views across it (as demonstrated by **RV15**). Glimpses of the Site are possible through the tree line, particularly during winter months. Views are experienced behind busy roads and the pylons are prominent visual detractors. Glimpses of the Ikea buildings are possible during winter and distant wooded horizon lines contribute positively to the background of views.
- 4.19 On approach to the M4 slip road, and when exiting the M4 via the A4 to Calcot, there are open views of the Site due to the removal of a large block of vegetation (as demonstrated by **RV15**). The Site is seen behind the motorway crash barrier and sunken from the road. The views are relatively fleeting due to the speed of the road and angle of views to the Site, albeit the traffic light junction provides a brief stopping point. The Site's field surrounds the settlement edge of Theale and provides an open setting to the town in these views. The residential properties, garages and office adjacent to the Site, and buildings along the High Street, are seen behind the Site. The pylon is a prominent visual detractor to the centre of the Site. The wooded horizon line and ridgeline of open landscape at Englefield contribute positively to the appearance of the views. The tower of the Holy Trinity Church is also an incidental landmark seen on the skyline in the views.

¹³ Panoramic image provided for context, See **Appendix 4** for full size single shot image



RV5 – View from Bath Road at the junction to the M4 slip road looking southwest



RV15 – View from Bath Road, close to the pedestrian crossing at the Hoad Way roundabout, looking north

Users of public rights of way and public open space associated with residential area to the north of the Site (Refs: THEA/5/1, THEA/5/2, THEA/6/1)

- 4.20 Views from the public rights of way that follow the north eastern residential edge of Theale are typically enclosed by mature trees and scrub. This and the residential properties within the intervening landscape prevent views into the Site. The pylon within the Site is visible on the skyline, particularly from Woodfield Way playing fields as demonstrated by **RV4**.



RV4 – View from within Woodfield Way open space looking southeast

Road users and pedestrians within residential areas to the north of the Site

- 4.21 Views experienced within residential areas to the north of the Site have a suburban character with two storey detached and semi-detached housing interspersed with occasional pockets of open space and mature trees. Pylons and overhead power lines are often seen on the skyline in views from residential streets. The Site is obscured in views by the residential properties as demonstrated by **RV10**.



RV10 – View from Rotherfield Close looking southeast

Pedestrians within the North Wessex Downs AONB

- 4.22 Views experienced within the North Wessex Downs ANOB encompass rolling farmland, mature woodland blocks and historic parkland. The elevation of parts of the landscape allows for some longer-range panoramic views. The settlement of Theale is not readily discernible in these views aside from glimpses of rooftops and the tower of the Holy Trinity Church. From public right of way Ref: SULM/13/1 which provides access to Calcot Dovecot (grade II listed), views are enclosed by woodland and extend to distant horizon lines as demonstrated by **RV12**. Pylons are prominent on the skyline in these views and during winter months glimpses of larger scale buildings including Ikea are possible. The Site is contained by intervening mature trees. Publicly accessible views from around Englefield are limited due to restricted access. However, views from The Street and the village car park encompass parkland style landscape. The settlement of Theale and the Site are not visible, although the pylon within the Site provides an indication of its location in these views as demonstrated by **RV9**.



RV9 – View from the Englefield car park to the south of The Street looking southeast



RV12 – View from public footpath Ref: SULM/13/1 to the south of Calcot Dovecot looking south

Visual Sensitivity

- 4.23 The value of the visual receptor relates to whether the views are associated with designated landscapes, protected views or designated assets and the quality of the view in terms of visual amenity. The susceptibility of the visual receptors to change considers the occupation or activity of people experiencing the view; and extent of attention or interest that may therefore be focused on the views; and, visual amenity they experience. **Table 4.1** summaries the sensitivity of each visual receptor which has been assessed in accordance with the methodology set out in **Appendix 2**.

Table 4.1: Visual Receptor Sensitivity

Visual Receptor	Value	Susceptibility to Change	Sensitivity	Commentary
Road users and pedestrians within the Theale High Street / Blossom Lane Conservation Area <i>RVs 1a, 1b, 2a, 2b, 6 and 8</i>	Medium-High	Medium	Medium	Views are associated with the Theale High Street / Blossom Lane Conservation Area and scattered listed buildings, typically grade II. Views are likely to be of moderate importance to road users and pedestrians moving through the townscape.
Pedestrians on High Street and public footpath THEA/10/1 directly to the north of the Site	Medium	Medium-High	Medium	Views partly associated with the historic approach to Theale High Street / Blossom Lane Conservation Area and indirect links to the North Wessex Downs AONB. Scenic quality

<i>RVs 3, 11, 13 and 16</i>				is unremarkable. Views are likely to be of moderate to high importance to users of the public right of way at the edge of the settlement.
Road users and pedestrians on Hoad Way and Waterside Drive <i>RVs 7, 14 and 17</i>	Ordinary	Medium-Low	Medium-Low	Views are partly associated with the Theale Conservation Area but are much altered and not recognised for their importance. Views are likely to be of moderate to low importance to road users and pedestrians moving along the busy roads.
Road users on the M4 and A4 Bath Road <i>RVs 5 and 15</i>	Ordinary	Medium-Low	Medium-Low	Views are partly associated with the Theale Conservation Area but are much altered and not recognised for their importance. Views are likely to be of moderate to low importance to road users and pedestrians moving along the busy roads.
Users of public rights of way and public open space associated with residential area to the north of the Site (Refs: THEA/5/1, THEA/5/2, THEA/6/1) <i>RV4</i>	Ordinary	High	Medium	Views are not related to any planning designation or recognised for their importance. Views are likely to be of high importance to users of public rights of way and open space.
Road users and pedestrians within residential areas to the north of the Site <i>RV10</i>	Ordinary	Medium	Medium-Low	Views are not related to any planning designation or recognised for their importance. Views are likely to be of moderate importance road users and pedestrians moving through residential areas.
Pedestrians within the North Wessex Downs AONB <i>RVs 9 and 12</i>	Medium-High	High	High	Views are associated with the North Wessex Downs AONB although are not specifically noted for their importance. Views are likely to be of high importance to users of public rights of way within the nationally designated landscape.

5. Assessment of Landscape and Visual Effects

Approach to Assessment

- 5.1 The assessment of potential effects of the Proposed Development on landscape and visual receptors was undertaken in August 2023 following design freeze of the scheme for this detailed planning application. The assessment is based on the scheme as set out in the layout plans and elevations produced by project architects: SGP. Reference has also been made to the information provided in the Design and Access Statement by SGP, the Landscape Strategy and Soft Landscaping Plan prepared by Turley and the visualisations of the Proposed Development produced by Ocean CGI (set out in **Appendix 4** – to be printed and viewed at A3).
- 5.2 As previously outlined, the methodology and approach in undertaking this impact assessment is summarised in **Appendix 2** and is based upon informed and reasoned professional judgement, taking into account a combination of quantitative and qualitative factors.
- 5.3 The effects of the Proposed Development on its first year of operation (when the development is complete and occupied) would be permanent. Within the appraisal of effects below, consideration is given to the effects of the Proposed Development at year 1 when buildings would be complete but the proposed planting would not yet be matured. Consideration is also given as to whether the effects on landscape character and visual receptors would change by year 15 on account of the establishment of this planting. The visualisations also provide a visual representation of the Proposed Development in the Representative Views at both year 1 and year 15.

Overview of Proposed Development

- 5.4 The detailed planning application seeks consent for:
- “Full planning application for the construction of 2 employment units for flexible uses within Class E (light industrial), B2 and/or B8 of the Use Classes Order (including ancillary office provision) with associated enabling works, access from Hoad Way, parking and landscaping.”*
- 5.5 The planning application follows a previous outline application that was submitted in 2021 and subsequently withdrawn. Since then, the design of the Proposed Development as evolved to respond to various consultation responses including those on trees and landscape and visual matters. A summary of the key elements of the Proposed Development which are of relevance to this assessment is provided below:
- The Proposed Development would incorporate two employment units with flat roofs that are 13m in height.
 - The positioning of the built form would be set back from the north eastern of the Site, c.50m from the closest boundary of the North Wessex Downs and also set back c.35m from the High Street.

- No built development would extend further east than the power lines and electricity pylon within the Site.
- The majority of existing hedgerows and tree belts adjacent to the Site boundaries would be retained. Partial removal of tree groups along the south and west boundaries would be required to accommodate the proposed access road.
- The Arboricultural Impact Assessment by Middlemarch identifies that to accommodate the Proposed Development one group of trees would be removed along with the partial removal of three groups of trees and one hedgerow.
- Earthworks would be required to level out the Site and to incorporate a drainage basin. The spoil from these works would create a gentle bund to the west of the proposed building and car park which would provide some visual containment. Planting would be incorporated with the bund. The ground levels of the Site would remain sunken from the surrounding road network.
- Proposed planting as described in the Landscape Strategy would be accommodated within the layout in order to strengthen the existing landscape framework. This would include supplementary tree planting alongside Bath Road and Hoad Way, tree and shrub planting to the edges of the car park, new trees and native shrub planting alongside the High Street and native tree and shrub planting alongside the M4 carriageway where there are breaks in existing vegetation.
- The materials to external walls incorporate a horizontal cladding system with entrances emphasised by a curtain walling system. Lighter and neutral toned cladding is used to reduce the prominence of built form with graded colour blocks that get lighter to the top of the building. The horizontal cladding is broken up by vertical strips, to break up the massing of the built form.
- A new pedestrian route would be provided across the Site linking Hoad Way with the High Street and providing wider links to the public right of way network to the east of the M4.

Effects during the Construction Phase: Short Term

5.6 The key aspects of the construction phase which have potential to affect the previously identified landscape character areas and visual receptors have been identified as:

- Vegetation removal.
- Topsoil stripping to enable construction and minor earthworks and regrading of the Site.
- The temporary effect of the construction plant and traffic, which would include site compounds, site hoardings, movement of construction vehicles across the Site and, protective fencing to the trees and other vegetation around the Site boundary.
- Construction activities and the progressive construction of the proposed employment development on the Site.

- 5.7 These effects would be experienced directly on the Site and within the character area 'LCA RO1 Kennet Lower River with Open Water', with the change of land use from an open field to that of a construction site. The main groups of visual receptors with potential to be affected by the construction works would be pedestrians on the High Street and public footpath Ref: THEA/10/1 and road users on Hoad Way and Bath Road.
- 5.8 Any effects arising during the construction phase are regarded as short term or temporary effects and have therefore not been separately described. However, in general terms, the construction effects of the Proposed Development would be no greater in magnitude than those described below for the completed development but would generally be considered to be adverse effects. The additional noticeable difference would be the presence of construction plant and vehicles within the Site and the presence of construction vehicles using the local road network.

Effects following Completion of the Proposed Development: Long Term

- 5.9 Sources of impact following completion of the Proposed Development include: change of use from open land to an employment development; and, introduction of built form and associated green infrastructure, parking, service yards and access.

Changes to Landscape Features

Land Use

- 5.10 The proposals represent a change in the type of land uses present within the Site with the stripping of an area of grassland and the introduction of employment uses and service yard. This would mark a noticeable change from the residential uses to the north and west of the Site and also would result in a reduction of open landscape adjacent to the settlement edge of Theale which would have an adverse impact.
- 5.11 The use of the Site would be substantially different from the existing use. The use would relate to the surrounding transport infrastructure, the small service yard and office space to the northwest of the Site and the Arlington Business Park and Theale Commercial Estate to the south of the Site. The changes in land use and the increase in the intensity of use on the Site would increase activity within the local area.

Topography

- 5.12 Re-grading of spoil within the Site would be required in areas to create a consistent finished floor level for the building at 45.910m AOD. Gentle gradients would be incorporated across the car park and surrounding areas of green infrastructure as illustrated on the Proposed Levels plan (Ref: THR-BWB-GEN-XX-DR-C-0603) by BWB. A proposed attenuation basin would be incorporated to the north of the building and a planted landscape bund, with 1:3 slopes would be created with leftover spoil to the west of the building. Native tree and shrub planting adjacent to, and on top of the bund would soften the appearance of these earthworks. The Site would continue to be sunken from the surrounding road network to the south, east and west by existing embankments. The changes to levels within the Site would be noticeably altered but not incongruous with the surrounding landscape.

Urban Structure and Built Form

- 5.13 The Proposed Development would introduce two combined logistics buildings centrally within the Site. The eastern part of the Site would be kept clear from built development. This is in order to maintain open space between the proposed built form and the boundary of the AONB and to also maintain open space around the edge of Theale to assist with maintain separation between Theale and Calcot.
- 5.14 The building would be set back c.35m from the High Street and c.90m from Hoad Way. The buildings would both be 13m at ridge height. The form, size and height of the buildings are driven by the functional requirements of the proposed use. However, the overall height has been restricted to take account of the sensitivity of the surrounding landscape and the current treed horizon lines that contribute to local character. The building elevations would incorporate profiled cladding laid both horizontally and vertically to break up the overall mass of the building. The main entrance points would be emphasised with curtain walling.
- 5.15 The hard landscaping would incorporate concrete block paving to parking spaces, and flag paving to pedestrian areas, tarmac access road and brushed concrete paving to the perimeter maintenance path. The proposed footpath would use compacted self-binding gravel as it runs through landscaped areas and a section of reinforced grass would be used for emergency access areas. All light fittings would be 'Dark Skies' compliant as described in CIBSE Lighting Guide LG6:1992 with the lighting strategy designed to minimise light pollution.
- 5.16 The scale and type of proposed built form would contrast with the residential context to the north and west of the Site. The scale of built form would be similar to existing logistics buildings within the Theale Commercial Estate to the south and reflective of employment and commercial uses within the Arlington Business Park and the Ikea retail park to the south and northeast respectively.

Vegetation, Public Realm and Open Space

- 5.17 Details of the proposed planting and green infrastructure are set out in the Landscape Strategy by Turley Design. The Landscape Strategy seeks to maintain perimeter vegetation and strengthen parts of this where the existing structure is weak. This includes incorporating planting to infill gaps or reinforce existing vegetation, particularly where Ash dieback and Dutch Elm's disease has been identified. Planting would be positioned alongside the access road and to the edges of the car park to enclose areas of hard surfacing. The proposed planting is intended to soften the visual impact of the proposed building in views from the surrounding landscape.
- 5.18 The implementation of the Proposed Development would result in the partial removal of a Category C tree group along the western boundary with Hoad Way and the loss of grassland to built form and hard surfacing. The tree group falls within the Theale High Street / Blossom Lane Conservation Area. The Category B tree that falls within the conservation area boundary would be retained. Additional removal of Category B vegetation would required along the southern boundary with Bath Road. The hedgerow along the northern boundary with the High Street would be retained. Proposed planting and footpath/road construction would be set outside of root protection areas of retained trees and hedgerows.

- 5.19 No tree planting is proposed under the overhead powerlines and easement. Species rich grassland and wildflower is proposed within this corridor. The Landscape Strategy has been developed alongside the project ecologists and seeks to compensate for vegetation removal. A high proportion of native plant species have been proposed to contribute to the biodiversity of the site through the selection of wildlife friendly species which provide opportunities for foraging, nesting and shelter.

Accessibility and movement

- 5.20 The vehicular entrance point would be created from Hoad Way to the west of the Site. This would avoid access points from the High Street due to its residential context and use as a recreational route. A foot and cycle path will run along the north western boundary of the Site to establish a connection to the High Street linking with public right of way Ref: THEA/10/1 and the retail park and wider network of public rights of way. The existing patterns of movement and connectivity in the surrounding landscape would be maintained.

Effects on Landscape Receptors

LCA: RO1 Kennet Lower River with Open Water

- 5.21 The Proposed Development would directly affect a small part of the district scale character area. There would be an adverse effect as a result of the change of an open field to that of employment development. The effects experienced would be limited to the immediate context of the Site with the introduction of employment development close to the settlement edge of Theale. The scale of the development would be similar to existing employment uses within the character area, but would contrast with the scale of Theale to the west. The employment uses would be experienced in the context of the adjacent business park and commercial estate and transport infrastructure which form part of the existing character.
- 5.22 The Proposed Development would not detract from the valued features and qualities of the character area with the semi-natural habitats associated with gravel pit lakes, sparse settlement pattern, recreational value and historic transport routes all maintained. The historic character of Theale would remain intact, however, additional large scale built form would be introduced within the setting of the conservation area in place of open landscape. The key characteristics relating to the settlement pattern and historic built form would all be maintained due to the overall containment of the Proposed Development. The height of the built form has been designed so it typically sits below the tree line and is not prominent on the skyline.
- 5.23 In accordance with the landscape strategy provided in the landscape character assessment most of the hedgerows and tree groups surrounding the Site would be retained. Some vegetation removal would be required to accommodate the development which is an adverse change to the landscape structure. The Proposed Development would result in a reduction in grassland and part of the open setting to Theale would be developed. This landscape has been significantly altered by the major road infrastructure and as such, the more intact rural landscape to the north of Theale would be maintained. The Proposed Development would reduce the width of the gap between Theale and Calcot. An open gap of c250m would remain between the proposed building and built form in the Ikea retail park and a gap of c.350m between

residential properties in Calcot to the northeast. This open area and the dominant presence of the M4 would maintain physical and visual distinction and separation between the settlements of Theale and Calcot.

- 5.24 At year 1, the Proposed Development would result in a large change to a small part of LCA: RO1 with a partial change to some of the key characteristics of the landscape. The magnitude of change would be **Medium** and the type of effect would be **Adverse**. The level of effect would be **Moderate**.
- 5.25 By year 15, the proposed planting would have further established and the proposed logistics buildings would be set within a mature landscape framework. This would be similar to existing components of the landscape at the Arlington Business Park to the south. The visibility from the conservation area would also be reduced. The magnitude of change would reduce to **Low** and the type of effect would remain **Adverse**. The level of effect would be **Minor**.

North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)

- 5.26 The Proposed Development would not directly affect the landscape within the North Wessex Downs AONB. It would introduce logistics development into the setting of the AONB. The height of the proposed built form would typically sit below the prevailing tree line when viewed from the surrounding landscape and so the visibility of the Proposed Development from within the AONB would be limited as demonstrated by the visualisations for RV9 and RV12. As a result, there would be little discernible change to the scenic beauty of the AONB. The elevation treatment and roof profile has been designed to reduce the prominence of the Proposed Development when seen from the wider area.
- 5.27 The lowland mosaic of semi-natural woodlands, remnant heathland and more open farmland as a Special Quality of the AONB would be preserved. The Proposed Development would introduce some additional activity, lighting, noise and large scale built form close to the boundary of the AONB. However, this would be separated from the majority of the AONB by the vegetated M4 corridor. Due to the presence of existing development and the motorway in this area, the Proposed Development would not have a notable impact on the tranquillity of land within the AONB. The increase in employment development would not have a noticeable impact from the landscape to the north eastern side of the M4. Additional native tree and shrub planting would be introduced to the boundaries of the Site which would strengthen the landscape framework and provide further containment from the AONB.
- 5.28 At year 1, the Proposed Development would result in localised change to a small part of the setting of the AONB. The changes would not noticeably alter the character of the AONB. The magnitude of change would be **Very Low** and the type of effect would be **Adverse**. The level of effect would be **Minor**. By year 15, the proposed planting would have established and would have reinforced the landscape framework enclosing the Site. The magnitude of change would reduce to **Negligible** and the level of effect would be **Negligible**.

Theale High Street / Blossom Lane Conservation Area

- 5.29 Direct effects on the conservation area would include the creation of the access road to the western edge of the Site with Hoad Way, the partial removal of a tree group

(group of Dogwood, hawthorn and bramble) along the western boundary which is of low arboricultural value. A substation would also be introduced on the western boundary, accessible from the road. New tree planting would also be introduced along the access road. Whilst these changes would directly affect the conservation area, it is a part of the conservation area of little historic or scenic value which makes little contribution to its special qualities due to it being detached from the High Street and altered by road infrastructure.

- 5.30 The Proposed Development would introduce large scale development within the setting of the conservation area that would contrast in scale with the enclosed domestic character of the conservation area. The impacts of the Proposed Development on the heritage significance of the conservation area are described in the Heritage Statement. This concluded that the Proposed Development would cause less than substantial harm to the heritage significance of the Theale High Street / Blossom Lane Conservation Area, because of development in part of its setting. The direct impacts of the Proposed Development, the formation of a vehicular access into the Site and associated landscaping, were judged to preserve the character or appearance of the conservation area.
- 5.31 In terms of impacts on character, the Proposed Development would result in a reduction in open landscape that surrounds the town. This would be an adverse change but would be experienced in context with the existing industrial areas that have formed part of the setting since the 1960s. The important characteristics relating to the linear east-west route through the settlement and historic character and pattern of built form that lines the High Street would be maintained. The access road and car park would be positioned to the south of the Site, which would reduce the noise and activity discernible from areas within the conservation area.
- 5.32 Glimpsed or partial views of the proposed logistics buildings would be possible in occasional views from the High Street and from the public open space to the east of the conservation area. The Proposed Development would also be visible from parts of the historic approach to the conservation area. This would introduce built form and activity that is at odds with the character and scale of the conservation. The overall height of the building and use of light coloured material to the upper parts of the building elevations would reduce the prominence of the built form in these views. The retention and reinforcement of boundary vegetation to the north of the Site would retain the green approach to the town from the east. At year 1, the magnitude of change character of the Theale High Street / Blossom would be **Low** and the type of effect would be **Adverse**. The level of effect would be **Moderate-Minor**.
- 5.33 By year 15, the proposed planting would have further established providing increased containment to the built form in views looking along the High Street and on the historic approach route. This would also reinforce planting adjacent to the boundaries of the conservation area. The magnitude of change would reduce to **Very Low** and the type of effect would remain **Adverse**. The level of effect would be **Minor**.

Landscape Character of Site

- 5.34 The Proposed Development would directly affect the character of the Site through the change in use from open land to employment uses and green infrastructure. A number

of the positive key characteristics of the Site would be maintained including the strongly vegetated site boundaries providing vegetated frontages Hoad Way, High Street and Bath Road. Some vegetation would be removed and earthworks would be required to accommodate the development which would result in changes to landform. The eastern side of the Site would remain open with grassland enhanced through over-seeding and introducing wildflower.

- 5.35 The Proposed Development would introduce built development on to the Site and the Site would become more urban in character. The scale of the built form would contrast with surrounding residential areas and the uses would introduce additional noise and activity within the Site. The building has been offset from the Site boundaries to decrease its prominence and would sit within a framework of mature retained vegetation and proposed additional planting. This would reflect the arrangement of neighbouring employment areas that incorporate mature planting belts and are set at lower levels than the surrounding road network.
- 5.36 Overall, at year 1, the introduction of built development within the Site is considered to represent a **Medium-High** magnitude of change and would have an **Adverse** type of effect on the character of the Site. The level of effect would be **Moderate**.
- 5.37 By year 15, following the establishment of new planting areas and further maturation of existing retained vegetation on the Site, the proposed logistics buildings would be partly screened and the appearance of the new buildings would have softened. The new employment development would appear integrated with the settlement fringe of Theale and within the surrounding landscape features and road network. By year 15, the magnitude of change on the character of the Application Site would be **Medium** and the overall type effect would be **Adverse**. The level of effect would be **Moderate**.

Table 5.1: Summary of assessment of effects on Landscape Character Receptors

Landscape Character Area	Sensitivity	Magnitude of Change / Type of effect	Level of Effect
LCA RO1: Kennet Lower River with Open Water	Medium-Low	Year 1: Medium / Adverse Year 15: Low / Adverse	Year 1: Moderate Year 15: Minor
North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)	High	Year 1: Very Low / Adverse Year 15: Negligible	Year 1: Minor Year 15: Negligible
Theale High Street / Blossom Lane Conservation Area	Medium-High	Year 1: Low / Adverse Year 15: Very Low / Adverse	Year 1: Moderate-Minor Year 15: Minor
Landscape Character of Site	Medium	Year 1: Medium-High / Adverse Year 15: Medium / Adverse	Year 1: Moderate Year 15: Moderate

Visual Effects

- 5.38 The assessment of visual impacts likely to arise from the Proposed Development comprised initially, an assessment of the likely extent of visibility of the Proposed

Development and the receptors likely to be affected and secondly an assessment of the impacts on the views experienced by the visual receptors. This assessment should be read in conjunction with the visualisations of the Proposed Development produced by Ocean CGI, provided at **Appendix 3**.

Extent of Visibility of the Proposed Development

- 5.39 The visibility of the Site would increase with the implementation of the Proposed Development. This is due to the presence of new built form within the Site. The potential extent of visibility is demonstrated by the ZTV generated in GIS software and provided in **Figure 4 of Appendix 3**. It should be noted that this visibility is based on available Lidar data and as a result does not accurately represent the current presence of vegetation. The assessment of visibility has therefore been refined through the field studies and review of the visualisations.
- 5.40 The Site and Proposed Development would be most noticeable from the open sections of Hoad Way and the Bath Road/M4 junction, the small area of public open space to the northwest of the Site, the pedestrian bridge over the M4 and intermittent sections of the High Street. Whilst wider visibility is indicated on the ZTV to the northwest around Englefield, these are not typically areas that are publicly accessible.

Assessment of Effects on Visual Receptors

- 5.41 **Table 5.2** below provides an assessment of the likely key effects of the Proposed Development on the visual receptors identified during the baseline appraisal. All effects are considered long term and permanent. Reference is made to the representative views as part of the analysis which demonstrate a snapshot of the views experienced by the visual receptor and have been used to inform the overall analysis.

Table 5.2: Summary of assessment of effects on visual receptors

Visual Receptor	Commentary
Road users and pedestrians within the Theale High Street / Blossom Lane Conservation Area	<p>Views looking east along the High Street would continue to be framed by historic buildings within the conservation area. The domestic scale and enclosed character to views would be maintained and for large sections of the High Street the Proposed Development would not be visible as demonstrated by the ZTV.</p> <p>At the junction with Crown Lane (as demonstrated by RV8) the roof profile would be glimpsed, seen behind the office building adjacent to the northwest corner of the Site. Glimpses of woodland on the horizon would remain visible to the background of views. This would be a very small change to the view with important characteristics maintained.</p> <p>Travelling further east on the northern side of the High Street (as demonstrated by RV1a and RV2a), the break in built form and vegetation would allow views of the proposed building which would be seen behind buildings on the High Street and partially obscured by the garage adjacent to the Site. To the southern side of the High Street (as demonstrated by RV2b) only a small glimpse of the roof line would be possible. Further east (as demonstrated by RV1b) mature trees would continue to provide a backdrop to the High Street. The proposed building would be seen next to the cottages at the junction of the High Street and Hoad Way. Where visible in these views, the building would sit below the roofline of the domestic scale buildings in the</p>

conservation area and would not be prominent. The building would be noticeable and would have a different character to existing elements in the view. The use of light-coloured cladding would reduce its prominence when seen against open sky and would appear recessive in views next to the red brick of the conservation area buildings. The Proposed Development would have an adverse effect on views but the important characteristics of these views relating to the vegetation to the background and the attractive historic cottages, would be maintained.

Towards the eastern edge of the conservation area, there would be clearer views to the northern elevation of the proposed built form (as demonstrated by **RV6**) which would be more open during winter months. The open glimpse across the Site would be obscured by the proposed building which would reduce a perception of openness to the eastern edge of Theale and have an adverse effect on the appearance of views. The view of the motorway junction would also be contained. The elevation would be partially filtered by proposed trees and the tone and pattern to the cladding would break up the massing to reduce the prominence of the building.

By year 15, once the proposed planting to the north and the west of the Site has established, the containment of the proposed building would increase. This would reduce the magnitude of change and the proposed planting would integrating with existing mature trees alongside the High Street.

Sensitivity: Medium

Magnitude of Change:

- **Year 1:** Varying from Medium (open space to eastern end of the conservation area) to Very Low (viewpoints approaching the Site from the western side of the conservation area)
- **Year 15:** Varying from Low (open space to eastern end of the conservation area) to Negligible (viewpoints approaching the Site from the western side of the conservation area)

Level of effect:

- **Year 1:** Varying from Moderate to Minor
- **Year 15:** Varying from Moderate-Minor to Negligible

Type of Effect: Adverse

Representative Viewpoints: *RVs 1a, 1b, 2a, 2b, 6 and 8*

<p>Pedestrians on High Street and public footpath THEA/10/1 directly to the north of the Site</p>	<p>Whilst travelling over the motorway footbridge, the view across the open field contained by the road network and commercial buildings, would be replaced with a partial view of the proposed logistics building which would have an urbanising influence on part of the view (RV3). The proposed building would be partially contained by mature vegetation adjacent to the boundaries of the Site and would sit below a treed horizon formed by mature woodland and trees to the background of the view. There would be a reduction in openness in these views. However, due to the height of the proposed building it would not be a dominant or overbearing component in the view.</p> <p>Travelling southwest from the bridge, during summer months, views of the proposed built form would be predominantly contained by the retained hedgerow and proposed tree and shrub planting that includes some extra-heavy standard trees (RV11). There would be views through occasional breaks in vegetation and during winter months filtered views of the buildings would be possible on this historic approach to Theale.</p>
---	--

Due to the positioning of the building away from the eastern side of the Site, some glimpsed open views would remain and the building would typically sit below the treeline.

Further southwest, close to the edge of the conservation area there would be some clear views of the proposed built form (as demonstrated by **RV13** and **RV16**). The views across the existing open field behind the car park, would be replaced with the northern elevation of the logistics building. This would contain wider views and would result in a reduction in openness from a short stretch of the High Street. The cladding to the building would incorporate light tones to the top of the building to reduce the prominence when seen against clear sky and vertical strips would break up the massing of built form. The height of the proposed building would appear lower than the office building to the foreground of the views. Proposed trees along the northern boundary would partially obscure the built form.

By year 15, proposed planting would have reinforced the existing landscape structure to the boundaries of the Site. This would provide increased containment to built form. Glimpses of the ridge of the building would remain from the motorway bridge but would be well contained by additional planting. The closer range views from the eastern edge of the conservation area would be further enclosed by the establishment of proposed planting contributing to the overall green character of the eastern end of the High Street. Filtered views of proposed built form would remain.

Sensitivity: Medium

Magnitude of Change:

- **Year 1:** Varying from Medium-High (where clear views possible) to Low (where views filtered by existing and proposed planting)
- **Year 15:** Varying from Medium (where clear views possible) to Very Low (where views filtered by existing and proposed planting)

Level of effect:

- **Year 1:** Varying from Moderate to Minor
- **Year 15:** Varying from Moderate to Negligible

Type of Effect: Adverse

Representative Viewpoint: *RVs 3, 11, 13 and 16*

Road users and pedestrians on Hoad Way and Waterside Drive

During summer months on approach to the roundabout junction with Hoad Way (as demonstrated by **RV7**), glimpses of the ridge level of the proposed building would be seen behind vegetation adjacent to the Site boundary. This would be reinforced with proposed planting including some proposed extra heavy standard trees. During winter, filtered views would be possible, with additional employment development becoming visible. Glimpses of woodland within the AONB would remain to the background of views.

Views would continue to be enclosed by roadside vegetation along Hoad Way (as demonstrated **RV17**) until the open gap in the tree belt allows for open views of the proposed building (as demonstrated by **RV14**). Proposed trees alongside the access road and on a planted bund would partially filter views of the proposed building, which would be setback from the road. The massing of the facing elevation would be broken down by changes in cladding colour and curtain walling system to proposed entrance points. The scale of the building would not be overbearing but would contain wider views of mature vegetation along the M4 and the road corridor itself, woodland to the

western edge of Calcot and limited glimpses of the edge of the North Wessex Downs AONB. From stretches of the road, the proposed substation would also be visible introducing urban structures into views across the existing field.

By year 15, the landscape structure of the Site would have been reinforced with proposed planting within the Site that would reinforce the existing roadside vegetation and also create areas of soft landscape to the south of the car park and west of the building. This would provide additional planting where existing vegetation is thinning or where Ash Dieback has been noted. In open views from Hoad Way proposed planting would have further established and would provide a mature landscape framework for the proposed building, reducing its prominence and also providing greater containment of visual detractors such as the pylons and motorway. The openness of views would reduce and additional built form would be visible, but a green approach to Theale would be maintained.

Sensitivity: Medium-Low

Magnitude of Change:

- **Year 1:** Varying from High (clear views from Hoad Way) to Very Low (views obscured by vegetation)
- **Year 15:** Varying from Medium-Low (clear views from Hoad Way) to Negligible (views obscured by vegetation)

Level of effect:

- **Year 1:** Varying from Moderate to Minor
- **Year 15:** Varying from Moderate-Minor to Negligible

Type of Effect: Adverse

Representative Viewpoint: RVs 7, 14 and 17

Road users on the M4 and A4 Bath Road

Views of the Proposed Development experienced from Bath Road and the M4 would typically be enclosed by existing and proposed tree belts. As demonstrated by **RV15**, filtered views of the building would be possible, but the ridgeline would sit below the prevailing tree line and the development would be read in context with nearby employment uses experienced from the roads. During winter months, glimpses of distant wooded horizon lines, seen in context with the busy road network, would be obscured.

On approach to the M4 slip road, and when exiting the M4 via the A4 to Calcot, there would be fleeting open views of the of the Proposed Development (as demonstrated by **RV15**). The proposed buildings would be behind the motorway crash barrier and sunken from the road. The views towards Theale and the open character of these views would be lost. The tower of Holy Trinity Church would continue to be glimpsed on the skyline and the majority of the building would sit below the horizon line formed by mature trees to the background of the view. The views would noticeably change with development of contrasting scale to existing built form seen at the settlement edge, becoming prominent in place of an existing field. The development would be seen in context with similar uses and built form that is present in views from this busy road network. A stretch of open landscape would remain in views to the eastern edge of the Site.

By year 15, proposed planting within the Site would strengthen the landscape framework of the Site. Planting along the southern boundary and to the edge of the car park would reinforce the containment of the building. Filtered views would be

	<p>possible during winter but views would be similar to those experienced of the Arlington Business Park with built form set behind mature tree belts. The reinforcement of planting within the Site would mean views from the M4 junction would become contained, like views were before the block of woodland adjacent to the road was removed.</p> <p>Sensitivity: Medium-Low</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> • Year 1: Varying from High (clear views from M4 / Bath Road junction) to Very Low (views obscured by vegetation) • Year 15: Varying from Medium (clear views from M4 / Bath Road junction) to Negligible (views obscured by vegetation) <p>Level of effect:</p> <ul style="list-style-type: none"> • Year 1: Varying from Moderate to Minor • Year 15: Varying from Moderate-Minor to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RVs 5 and 15</p>
Users of public rights of way and public open space associated with residential area to the north of the Site (Refs: THEA/5/1, THEA/5/2, THEA/6/1)	<p>Views from the public rights of way that follow the north eastern residential edge of Theale would continue to be enclosed by mature trees and scrub. In views from the public open space, due to the height of the proposed built form it would be obscured by surrounding residential properties and mature vegetation (as demonstrated by RV4).</p> <p>Sensitivity: Medium</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> • Year 1: Negligible • Year 15: Negligible <p>Level of effect:</p> <ul style="list-style-type: none"> • Year 1: Negligible • Year 15: Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RV4</p>
Road users and pedestrians within residential areas to the north of the Site	<p>As demonstrated by the ZTV and RV10, due to the height of the proposed built form, away from the High Street, the Proposed Development would be obscured by residential properties surrounding the Site. Limited glimpses would be possible from the southern end of Woodfield Way and proposed trees within the landscape proposals would also be seen to the background of views once established.</p> <p>Sensitivity: Medium-Low</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> • Year 1: Varying from Very Low (southern end of Woodfield Way) to Negligible (majority of residential areas) • Year 15: Varying from Very Low (southern end of Woodfield Way) to Negligible (majority of residential areas) <p>Level of effect:</p> <ul style="list-style-type: none"> • Year 1: Varying from Minor to Negligible

	<ul style="list-style-type: none"> • Year 15: Varying from Minor to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RV10</p>
Pedestrians within the North Wessex Downs AONB	<p>From the majority of the AONB, views of the Proposed Development would be obscured by intervening mature vegetation, landform and built form as demonstrated by RV12 and RV9. The special qualities of views experienced within the AONB would be maintained with wooded horizon lines remaining.</p> <p>The pedestrian bridge over the M4 (as described for visual receptor: pedestrians on High Street and public footpath THEA/10/1 directly to the north of the Site) does align with the southern boundary of the AONB and from here partial views of the proposed building would be possible in views looking away from the AONB. However, these views are not typical of the quality of views experienced from within the AONB due the context along a busy motorway and to the west of a retail park.</p> <p>Sensitivity: High</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> • Year 1: Negligible • Year 15: Negligible <p>Level of effect:</p> <ul style="list-style-type: none"> • Year 1: Negligible • Year 15: Negligible <p>Type of Effect: Neutral</p> <p>Representative Viewpoint: RVs 9 and 12</p>

6. Summary and Conclusions

- 6.1 The LVA has been founded on a thorough study of the Site and its landscape setting. Through understanding these features and resources, a robust impact appraisal of the Proposed Development has been undertaken in line with good practice principles and planning policy.
- 6.2 The Site is located to the east of Theale and outside the current settlement boundary. It falls within the Civil Parish of Theale, the boundary of which follows the M4 motorway which separates Theale from surrounding parishes: Holybrook (east); Tilehurst (northeast); and, Sulham (north). The Site comprises a single field, partially enclosed by mature tree belts and hedgerows. It abuts existing built form within Theale to the northwest corner, and a small portion of the Site falls within the Theale Conservation Area. A pylon is located to the eastern side of the Site with overhead powerlines extending in a north-south direction across the Site. A slither of the North Wessex Downs AONB extends to the west of the M4 and falls c.25m to the north of the Site at its closest point.
- 6.3 The baseline appraisal identified that the Site is located within LCA: RO1 Kennet Lower River with Open Water in the West Berkshire Landscape Character Assessment. The area is described as comprising the broad open valley of the River Kennet with land use dominated by gravel pit lakes, industry, and transport infrastructure. As such, it is a modern landscape, much changed by transport corridors and gravel extraction. The identified valued features and qualities of LCA: RO1 that are of relevance to the Site include the historic village of Theale. Key guidance identified includes the requirement to conserve and enhance hedgerows, woodland strips and remaining areas of pasture. These features are described as valued semi-natural habitats which also provide visual and audial screening of transport corridors. The guidance also states that new development should not detract from the integrity of heritage features and opportunities to further screen the M4 should be sought. It also states that the distinction and sense of separation between the settlements of Theale and Calcot should be maintained and the role of the landscape as a setting to the character of those individual settlements should be respected. No value or sensitivity for the LCA is provided in the study. Based on the methodology used for this LVA it was assessed as being of Medium Value, with a Medium-Low Susceptibility to change and an overall Medium-Low Sensitivity to employment development.
- 6.4 In September 2021, Landscape Capacity Assessments were carried out for potential housing and employment sites which included an assessment of the Site under Reference: THE8 (Land off Hoad Way). This assessment concluded that the Site was not suitable for employment development due to the potential for development to compromise the setting of Theale and its separate identity from Calcot. Turley Landscape and VIA reviewed the capacity assessment within an advice note submitted as part of representations which is set out in **Appendix 5**. This concluded that the WBC assessment of both the Visual and Landscape Sensitivity of the Site have been overstated and that the Landscape Capacity of the Site has been undervalued.

- 6.5 Further analysis of the landscape character of the Site and its landscape features has been carried out in this LVA. This concluded that the Site is of Medium-Ordinary Landscape Value which is lower than the wider LCA: RO1 due to the limited landscape features of value within the Site itself and due to areas that contribute to the scenic and recreational value of the LCA being located away from the Site. As no existing development is present in the Site, which forms part of an open landscape to the settlement edge of Theale it has Medium susceptibility to change which is higher than the wider LCA. The context of the Site in terms of the surrounding road infrastructure and built form reduced the susceptibility. The overall sensitivity of the Site is Medium.
- 6.6 Visually, there are limited publicly accessible locations from which the Site can be seen; this is due to the predominantly flat topography, the relatively high level of tree cover including mature tree belts associated with the M4 and the presence of existing built form in the surrounding area. Visibility of the Site is primarily from roads and public footpaths as they pass immediately adjacent to the Site. The views across the Site have some value encompassing an area of open landscape, but contain limited distinctive features and are generally unremarkable. Electricity pylons, the surrounding road network and filtered views of commercial development are detracting elements in views.
- 6.7 The Proposed Development would introduce two 13m high logistics buildings into the centre of the Site. The design of the scheme has been informed by this LVA and the consultation responses received from West Berkshire Council for a previously withdrawn application under Ref: 21/02029/COMIND, including that from the appointed landscape consultant. Key changes that were made to the Proposed Development include:
- The number of units has been reduced from three to two.
 - The built form has been pulled back from the eastern edge of the Site maintaining more of the Site as open landscape and pulling built form further away from the boundary of the AONB.
 - The offsets between the northern and western boundaries of the Site and the proposed built form have been increased.
 - The maximum height of the buildings has been reduced and the elevation treatment has been reviewed to increase the containment of built form from the wider landscape and from within the Theale High Street / Blossom Lane Conservation Area.
 - Additional tree planting is provided within the layout to reinforce the landscape structure.
 - A new footpath is proposed across the Site providing access between Hoad Way and the High Street, connecting with the Ikea retail park to the northeast and wider public right of way network within the AONB.
- 6.8 The Site would become more urban in character and would extend the settlement area of Theale towards the M4. This would introduce logistics development into the setting

of the town which would have an adverse effect. The Proposed Development would be experienced in the context of other similar scale employment areas to the south of Bath Road and adjacent road infrastructure. The width of open landscape between Theale and Calcot would reduce. However, a clear sense of separation between these settlement areas would be maintained by the vegetated M4 motorway corridor. Proposed planting within areas of maintained open landscape to the east of the Site would reinforce the visual separation by infilling existing gaps in roadside vegetation. The historic character of the High Street to the centre of Theale would be maintained due to the glimpsed views of new built form not detracting from the intimate, enclosed character of the conservation area. Built form would become visible along parts of the historic coaching route and approach to the town. This would not be prominent due to the height of the built form, materiality and the proposed and retained vegetation along this route. There would be adverse effects on an area of landscape that falls within the setting of the AONB. However, due to the containment of the Proposed Development from the AONB and the separation of the Site from the wider AONB by the M4 motorway corridor, the Proposed Development would not harm the special qualities and scenic beauty of the AONB.

- 6.9 At year 1 and 15, prior to and following the establishment of proposed planting, the following effects on landscape have been identified:

Landscape Character Area	Sensitivity	Magnitude of Change / Type of effect	Level of Effect
LCA RO1: Kennet Lower River with Open Water	Medium-Low	Year 1: Medium / Adverse Year 15: Low / Adverse	Year 1: Moderate Year 15: Minor
North Wessex Downs AONB (LCA 8A: Hermitage Wooded Commons)	High	Year 1: Very Low / Adverse Year 15: Negligible	Year 1: Minor Year 15: Negligible
Theale High Street / Blossom Lane Conservation Area	Medium-High	Year 1: Low / Adverse Year 15: Very Low / Adverse	Year 1: Moderate-Minor Year 15: Minor
Landscape Character of Site	Medium	Year 1: Medium-High / Adverse Year 15: Medium / Adverse	Year 1: Moderate Year 15: Moderate

- 6.10 At year 1, the implementation of the Proposed Development would change the character and appearance of some close proximity views. This includes some open views from Hoad Way, the M4/Bath Road junction and from localised parts of the High Street to the eastern edge of the Theale High Street / Blossom Lane Conservation Area. From the North Wessex Downs AONB, the Proposed Development would be screened by the retained mature vegetation around the Site perimeter and the built form and changes in topography surrounding the Site. Where visible, the Proposed Development would introduce large scale built form that contrasts with the residential context to parts of the Site. However, the Proposed Development would be experienced in the context of the busy motorway and nearby employment uses. The open qualities of the

Site itself would reduce. The built form would typically sit below distant tree lines and would not detract from any high quality views. By year 15, the proposed planting would have established and would provide increased containment to the proposed built form within the Site.

- 6.11 At year 1 and 15, prior to and following the establishment of proposed planting, the following effects on visual receptors have been identified:

Visual Receptor	Commentary
Road users and pedestrians within the Theale High Street / Blossom Lane Conservation Area	<p>Sensitivity: Medium</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Varying from Medium (open space to eastern end of the conservation area) to Very Low (viewpoints approaching the Site from the western side of the conservation area) Year 15: Varying from Low (open space to eastern end of the conservation area) to Negligible (viewpoints approaching the Site from the western side of the conservation area) <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Varying from Moderate to Minor Year 15: Varying from Moderate-Minor to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoints: RVs 1a, 1b, 2a, 2b, 6 and 8</p>
Pedestrians on High Street and public footpath THEA/10/1 directly to the north of the Site	<p>Sensitivity: Medium</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Varying from Medium-High (where clear views possible) to Low (where views filtered by existing and proposed planting) Year 15: Varying from Medium (where clear views possible) to Very Low (where views filtered by existing and proposed planting) <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Varying from Moderate to Minor Year 15: Varying from Moderate to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RVs 3, 11, 13 and 16</p>
Road users and pedestrians on Hoad Way and Waterside Drive	<p>Sensitivity: Medium-Low</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Varying from High (clear views from Hoad Way) to Very Low (views obscured by vegetation) Year 15: Varying from Medium-Low (clear views from Hoad Way) to Negligible (views obscured by vegetation) <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Varying from Moderate to Minor Year 15: Varying from Moderate-Minor to Negligible <p>Type of Effect: Adverse</p>

Representative Viewpoint: RVs 7, 14 and 17	
Road users on the M4 and A4 Bath Road	<p>Sensitivity: Medium-Low</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Varying from High (clear views from M4 / Bath Road junction) to Very Low (views obscured by vegetation) Year 15: Varying from Medium (clear views from M4 / Bath Road junction) to Negligible (views obscured by vegetation) <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Varying from Moderate to Minor Year 15: Varying from Moderate-Minor to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RVs 5 and 15</p>
Users of public rights of way and public open space associated with residential area to the north of the Site (Refs: THEA/5/1, THEA/5/2, THEA/6/1)	<p>Sensitivity: Medium</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Negligible Year 15: Negligible <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Negligible Year 15: Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RV4</p>
Road users and pedestrians within residential areas to the north of the Site	<p>Sensitivity: Medium-Low</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Varying from Very Low (southern end of Woodfield Way) to Negligible (majority of residential areas) Year 15: Varying from Very Low (southern end of Woodfield Way) to Negligible (majority of residential areas) <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Varying from Minor to Negligible Year 15: Varying from Minor to Negligible <p>Type of Effect: Adverse</p> <p>Representative Viewpoint: RV10</p>
Pedestrians within the North Wessex Downs AONB	<p>Sensitivity: High</p> <p>Magnitude of Change:</p> <ul style="list-style-type: none"> Year 1: Negligible Year 15: Negligible <p>Level of effect:</p> <ul style="list-style-type: none"> Year 1: Negligible Year 15: Negligible <p>Type of Effect: Neutral</p>

- 6.12 In summary, the Proposed Development would introduce employment development into an area of landscape on the edge of Theale, changing the character of the landscape within the Site and some local views. However, effects on the wider landscape and more distant views would be very limited.



Appendix 1: Supporting Figures and Photographs



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-  Site Boundary
-  Study Area

CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

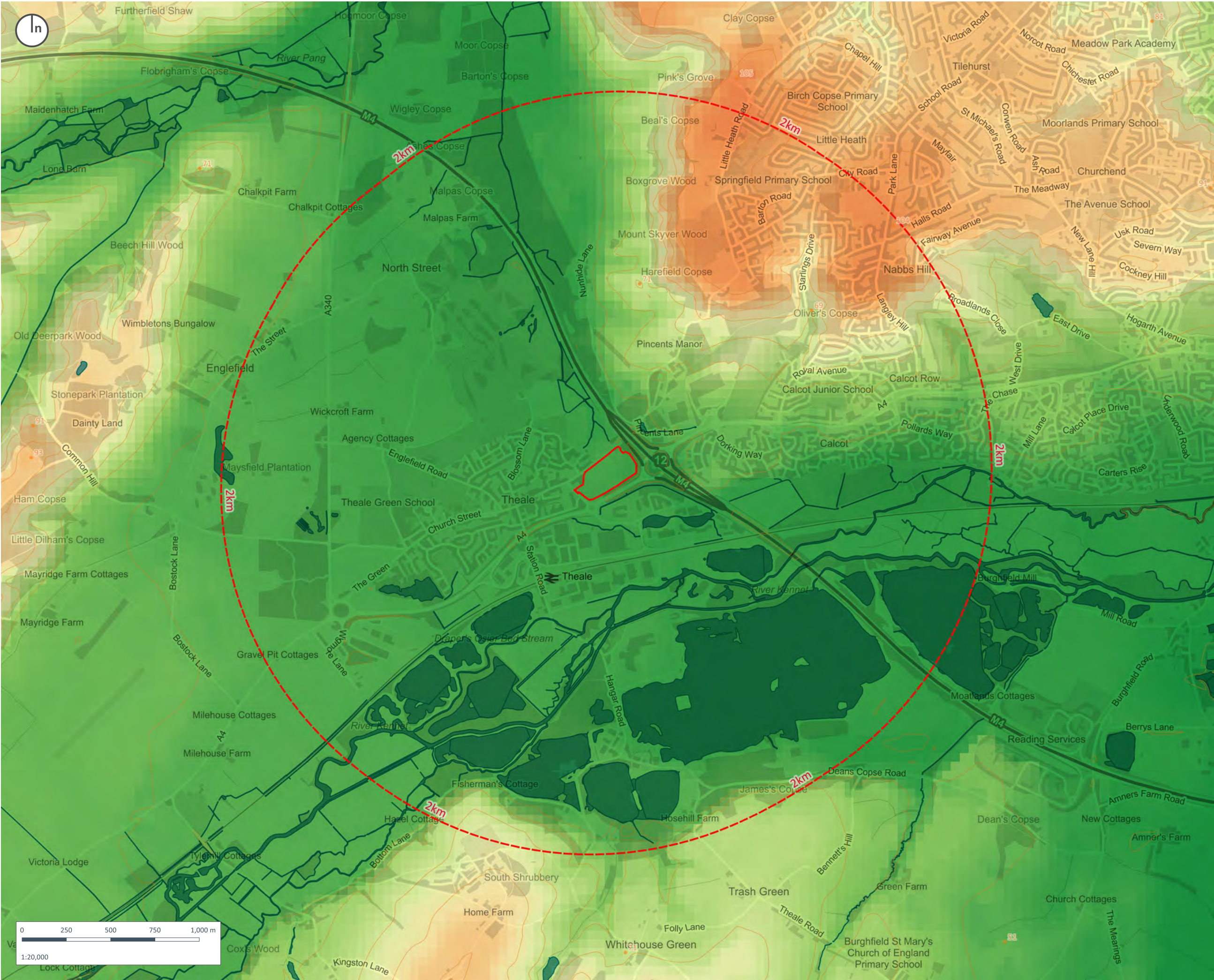
DRAWING:
Figure 1 - Site Location Plan

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 01
CHECKED BY: IJ

REVISION: 1.0
STATUS: Draft

DATE: August 2023
SCALE: 1:10,000 @ A3



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- Site Boundary
 - Study Area
 - Spot height
 - Contour
 - Surface water (area)
- Height(s) in metres
- 40.00
 - 66.66
 - 93.33
 - 120.00

CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 2 – Landform and Features

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER:
02

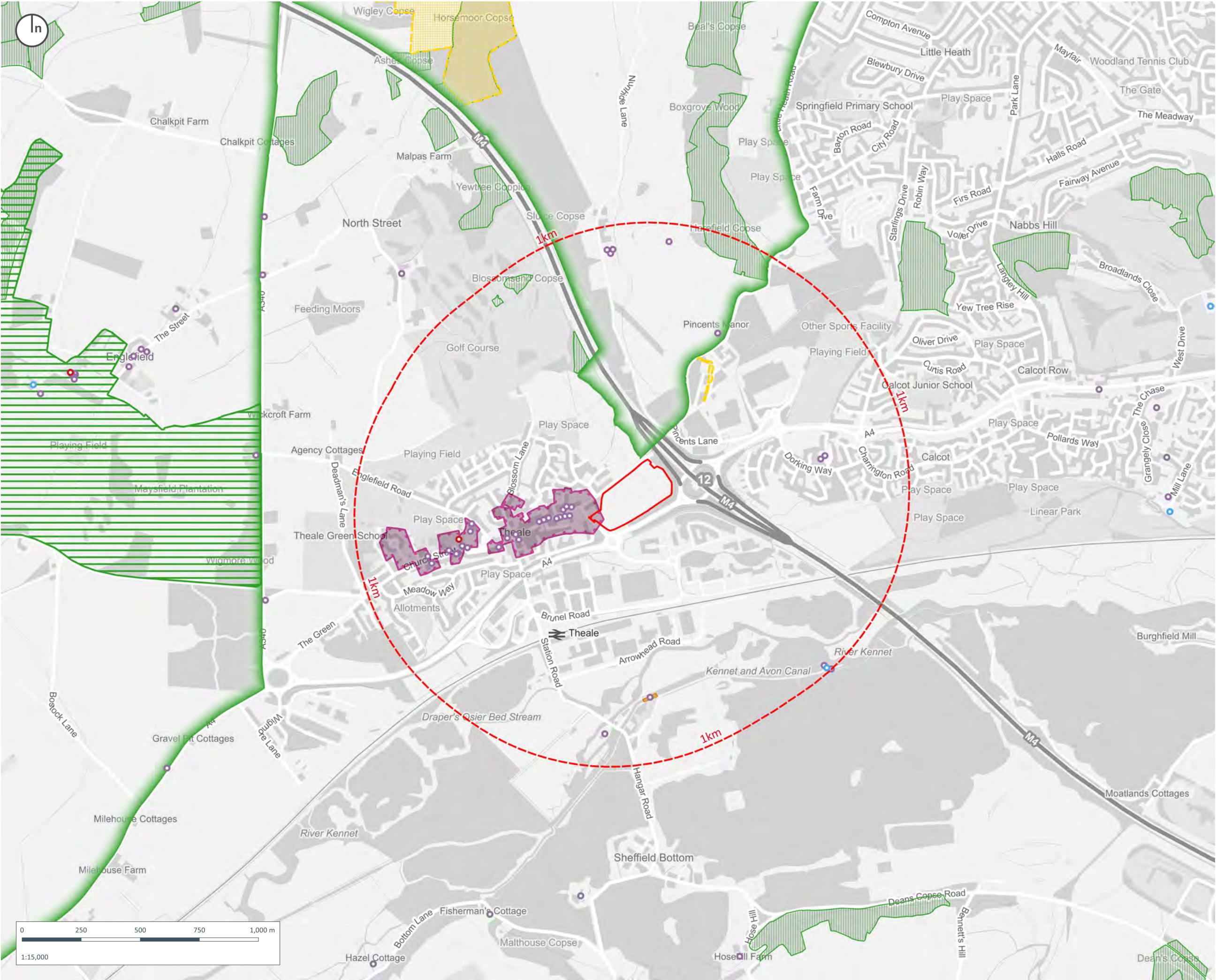
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IJ

REVISION:
1.0

STATUS:
Draft

DATE:
August 2023

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- Site Boundary
- Study Area
- AONB
- SSSI
- Registered Parks and Gardens
- Ancient Woodland
- Conservation area
- Listed Buildings
 - I
 - II*
 - II

CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 3 - Designations

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER:
03

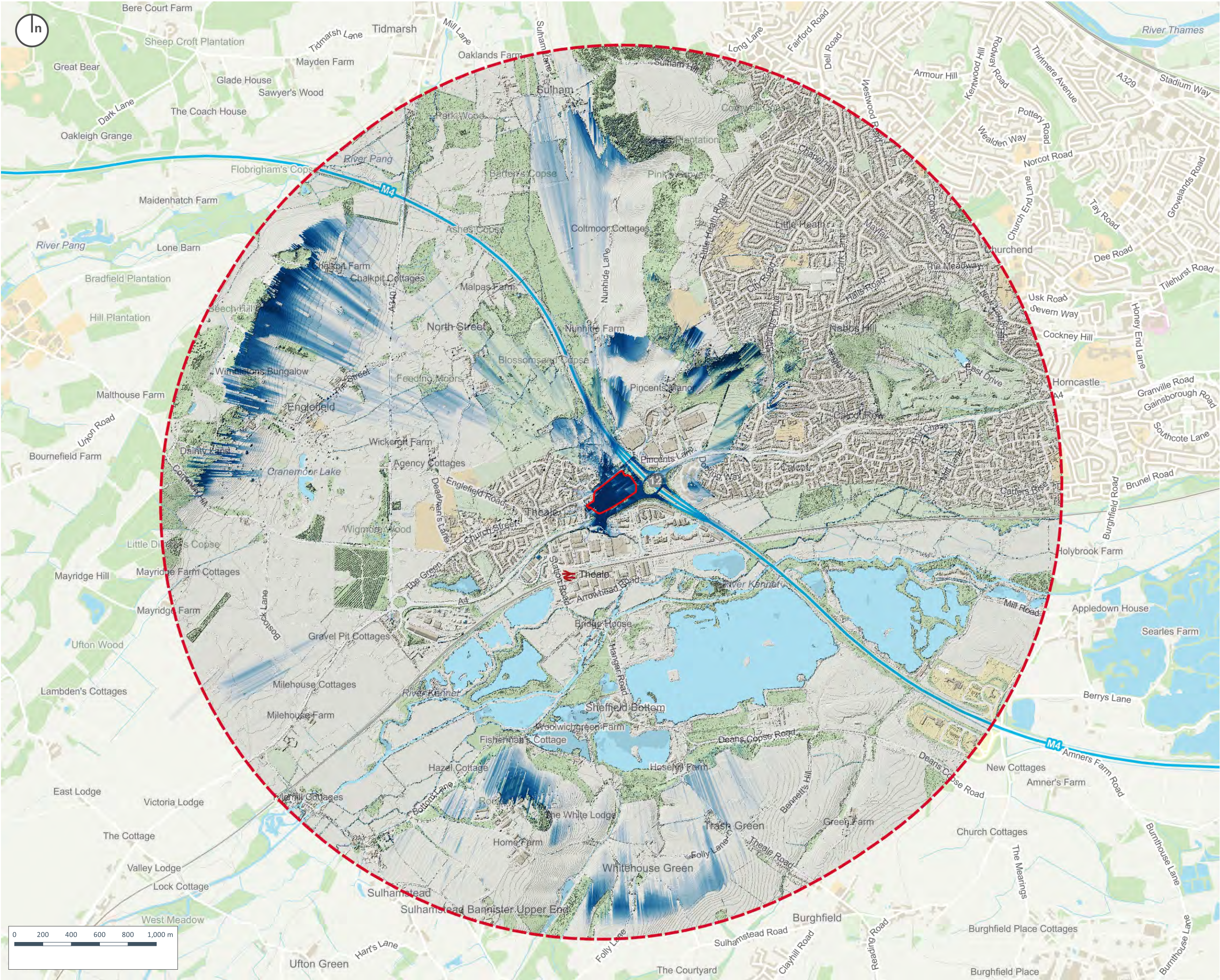
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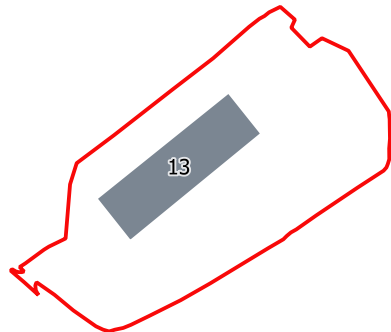
Site Boundary

3km Study Area

Zone of Theoretical Visibility

Low Potential Visibility

High Potential Visibility



CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 4 - Zone of Theoretical Visibility (3km)

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 04a	CHECKED BY: IJ
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REVISION: 1.0	STATUS: Draft
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DATE: July 2023	SCALE: 1:25,000 @ A3
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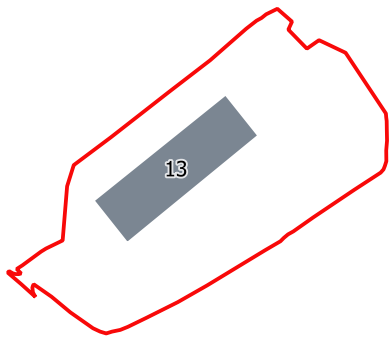
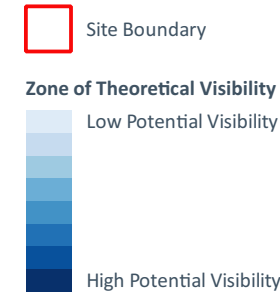




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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 4 - Zone of Theoretical Visibility

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER:
04b

CHECKED BY:
IJ

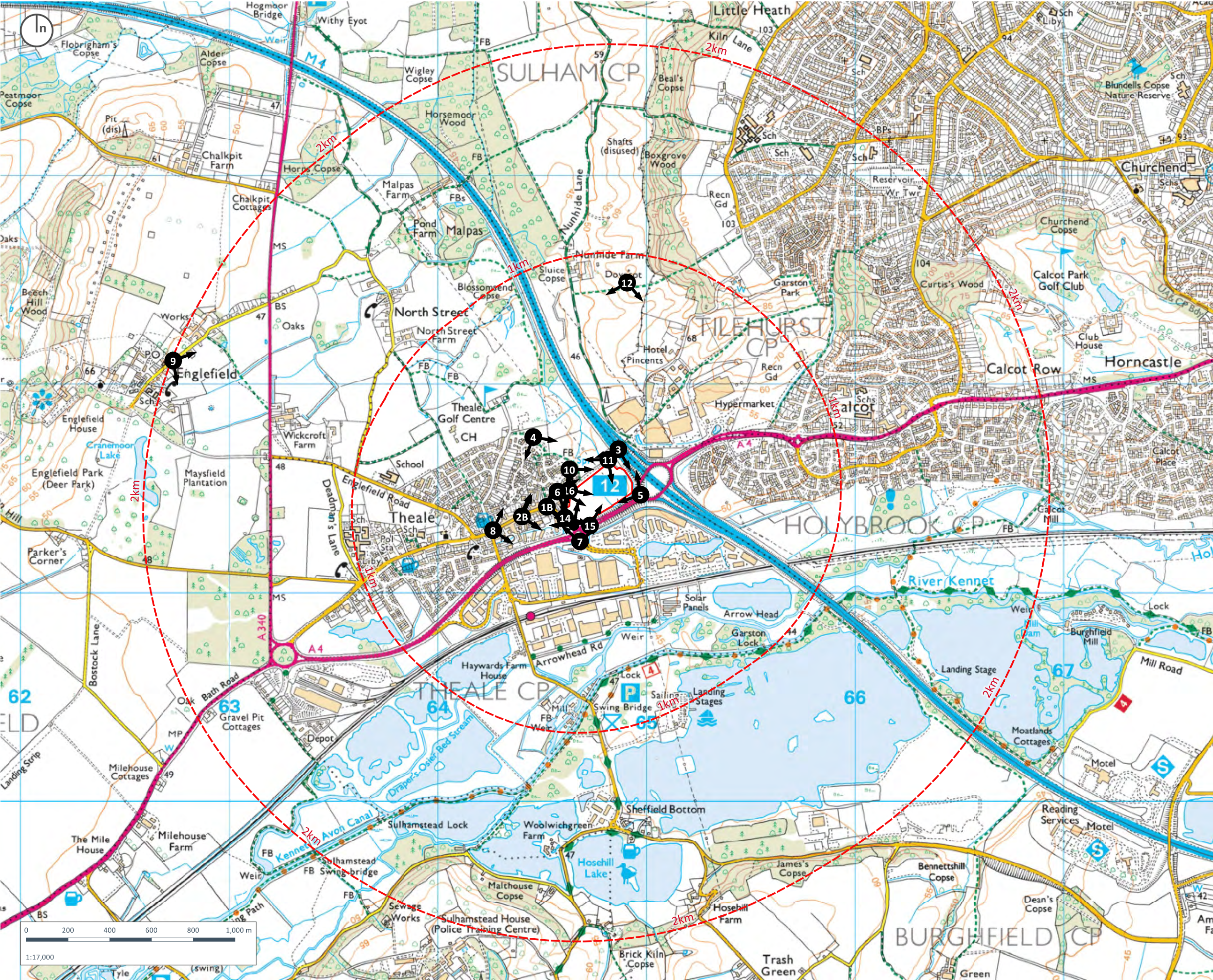
REVISION:
1.0

STATUS:
Draft

DATE:
July 2023

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Turley



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Site Boundary

Study Area

Views

CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 5 - Representative Viewpoint
Location (wider context)

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 05a

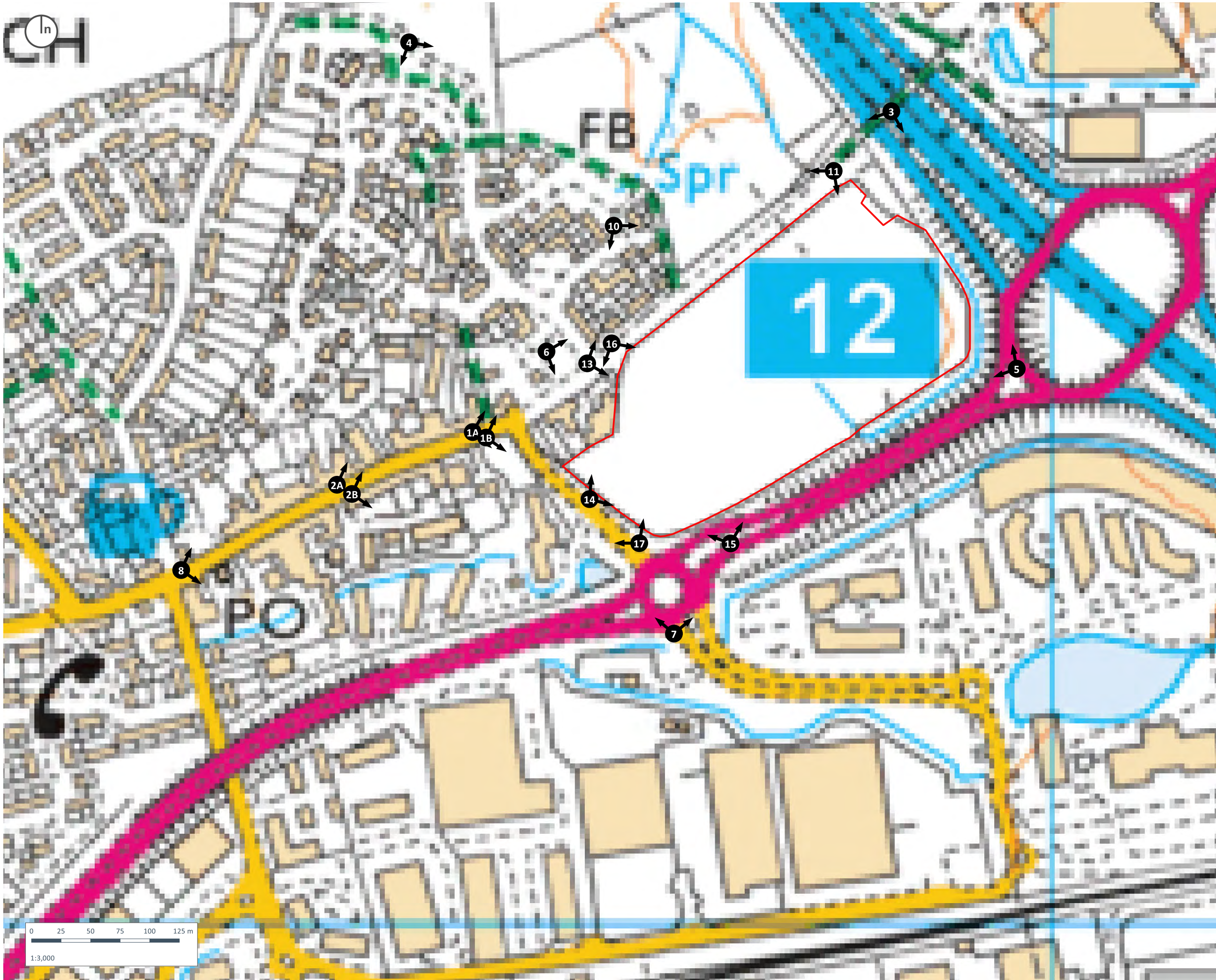
CHECKED BY: IJ

REVISION: 1.0

STATUS: Draft

DATE: July 2023


SCALE: 1:17,000 @ A3




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 Site Boundary

 Views

CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 5 - Representative Viewpoint
Location (short range views)

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 05b
CHECKED BY: IJ

REVISION: 1.0
STATUS: Draft

DATE: July 2023
SCALE: 1:3,000 @ A3

Appendix 2: Landscape and Visual Impact Appraisal (LVA) Methodology

Assessment methodology

The methodology for landscape and visual assessment is based on current best practice as set out in:

- *Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3);*
- *Landscape Character Assessment, 2016 (Landscape Institute Technical Information Note 08/2015); and*
- *Visual Representation of Development Proposals, 2019 (Landscape Institute Technical Information Note 06/19).*

The Guidelines for Landscape and Visual Impact Assessment (GLVIA) states that this type of appraisal provides a tool for identifying and assessing the “*the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity*” (Para. 1.1). It goes on to emphasise that the appraisal has two interlinked elements of: landscape, as a resource; and visual amenity, including views. The effects of both must be addressed in the assessment.

Baseline landscape appraisal methodology

The baseline landscape appraisal included a mixture of desk study and field work to identify and record the key landscape features and character of the landscape within the study area. A preliminary desk study of Ordnance Survey (OS) maps and aerial photography was undertaken to establish the physical components of the Site and its surroundings. A review of the landscape character context of the Site was undertaken which referenced the current published landscape character studies relating to the study area at national, regional and local level. This was followed by fieldwork to assess the key characteristics of the local landscape character and identify local landscape character areas within the study area. The key landscape receptors (landscape character areas, landscape features or landscape characteristics) with potential to be affected by the proposed development were then identified and a judgement was made on the Value of each of these. This judgement is made based on the approach set out in GLVIA3 and as described below.

The Value of each of the identified landscape receptor was assessed with reference to the following criteria and the definitions of level of value set out in **Table 1.1**:

- *Any designations or policies (both national and local) which may be present; and,*
- *The presence or absence of other attributes which contribute to landscape value such as landscape condition, scenic quality, rarity, representativeness, conservation interests, recreation value, perceptual aspects or associations e.g. with writers, artists or historic events*

Table 1.1: Value of Landscape Receptors

Value	Typical Level of Designation/ Rarity	Typical Examples
Very High	International, National	World Heritage Sites, and/or key features of World Heritage Sites. No potential for substitution.
High	National, Regional	National Parks or AONBs and/or key features of these, Scheduled Monuments, some Conservation Areas, and landscape areas with typically a significant number of Grade I/II* listed buildings, and/or Registered Historic Park and Gardens. No or limited potential for substitution.
Medium	Regional, Local	Landscape areas designated at local level e.g. Special Landscape Areas and other undesignated areas which contain features of notable scenic quality or recreational value with value perhaps expressed through non-official publications or demonstrable use. Limited potential for substitution.
Ordinary	Local	Landscape features or character areas which are not related to designated, or non-designated heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; and/or is of little scenic or landscape importance. Considerable potential for substitution.
Low	Local	Landscape features or local character areas in poor condition or quality and/or identified for recovery.

Baseline visual appraisal methodology

The baseline visual appraisal established the area in which the Site, and emerging scheme proposals, may be visible; the different groups of people who may experience the views of the development (defined as visual receptors); and, the nature of these views. These factors interrelate, but for the purpose of the assessment are dealt with in that order.

The visibility of the Site was assessed by a walkover survey which established the area within the study area from which the Site is currently visible. The key visual receptors within this area were then identified (i.e. groups of people within this area who experience (or may experience) views of the Site).

In most assessments, unless specifically requested by the LPA, visual receptors are restricted to groups of people in publicly accessible places. Normally, views from private residential properties are not included as changes to private views are not a planning consideration¹⁴ unless the development is likely to be so overbearing or dominating that they could result in unacceptable living conditions. Where this is possible, a separate residential visual amenity assessment is undertaken.

¹⁴ Aldred's Case in 1610 established in English law that views from private property cannot be protected.

Following identification of the key visual receptors, representative viewpoints were identified to reflect typical views from the key visual receptors. The number and location of representative viewpoints were shared with the local authority during the pre-application phase. A description and evaluation of the identified views was then undertaken which took into account the following:

- *type and relative numbers of people, and their occupation or activity*
- *location, nature and characteristics*
- *nature, composition and characteristics of the views (including directions)*
- *elements which may interrupt, filter or otherwise influence the views*
- *seasonal changes in the view*

Assessment of Landscape Effects

Landscape effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the Landscape/local Landscape area; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the Landscape/local Landscape area;*

The assessment of landscape effects considered the sensitivity of the landscape receptor and the magnitude of the predicted effect.

The sensitivity of landscape receptors relates to the value attached to that receptor (which was established as part of the baseline assessment) and the susceptibility of the receptor to the type of change or development proposed. GLVIA3 defines landscape susceptibility as “*the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies*” (Para. 5.40).

Judgements on the susceptibility to change of each of the identified landscape receptors were made based on the scale set out in **Table 1.2**.

Table 1.2: Susceptibility to change of landscape receptors

Susceptibility to change	Description
High	Landscape receptor ¹⁵ would be unlikely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies. Landscape receptor has little or no relationship to the type of development proposed and/or would be difficult to replace or substitute if lost e.g. ancient woodland, veteran trees and historic parkland. Landscape receptor is highly sensitive and would be fundamentally altered by the type of development proposed.
Medium	Landscape receptor would be compromised by the type of development proposed and/or the achievement of landscape planning policies and strategies would be compromised. Landscape receptor has some relationship to the type of development proposed and/or could be partially replaced or substituted if lost. Landscape receptor is moderately sensitive and characteristics of the receptor would be altered by the type of development proposed. The general features or character of the receptor would remain but would be weakened by the type of development proposed.
Low	Landscape receptor would be likely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline landscape character and/or the achievement of landscape planning policies and strategies. Landscape receptor has a close relationship to the type of development proposed and could be easily replaced or substituted if lost. Landscape receptor is of low sensitivity and characteristics of the receptor would not be significantly altered by the type of development proposed. The general landscape character is resilient to change.

A judgement on the overall sensitivity of each landscape receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of landscape effect considered the size or scale of the effect, the geographical extent of the effect and the duration and reversibility of the effect.

Judgements on the magnitude of Landscape effect were broadly based on the descriptions of magnitude set out in **Table 1.3** below.

¹⁵ Includes landscape character areas, landscape elements or features and particular aesthetic or perceptual aspects of the landscape.

Table 1.3: Magnitude of Landscape Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a landscape receptor and/or addition of major new elements which would be dominant features with little or no relationship to the landscape receptor. Changes would substantially alter the character of a large area.
Medium	Permanent partial loss or change to some of the key characteristics of a landscape receptor and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small area or a noticeable change to a larger area.
Low	Permanent limited/localised loss or change to common characteristics of a landscape receptor and/or addition of new elements which would be noticeable features but largely in keeping with the existing character. Changes would result in a small change to the character of a large area or a noticeable change to a small area. Also includes temporary and/or reversible changes of larger scale or extent.
Very Low	Small scale changes to common characteristics of a landscape receptor and/or small scale additions of new elements which are in keeping with the existing character. Changes would not noticeably alter the character of the area. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible	No, or barely discernible, change to landscape receptor

Consideration was also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- *Adverse: overall harm to Landscape character/feature*
- *Beneficial: overall improvement to Landscape character/feature*
- *Neutral: a combination of both adverse and beneficial effects with no overall harm or improvement to Landscape character/feature*

Assessment of Visual Effects

Visual effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the view; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the view;*

The assessment of visual effects considered the sensitivity of the visual receptor and the magnitude of the predicted effect.

The sensitivity of the visual receptor comprised a judgement on the value attached to the views and an assessment of the susceptibility of each receptor to the type of change proposed.

A judgement on the value attached to the views was made with reference to the following criteria and the definitions of value set out in **Table 1.4**.

- *Planning designations e.g. Designated Views or Protected Vistas identified in local or regional planning policy'*
- *Other designations relating to landscape features or heritage assets e.g. key views identified in conservation area appraisals or recorded in citations for listed buildings or registered parks and gardens; and,*
- *Indicators of the value attached to views by visitors e.g. views identified in guidebooks or on tourist maps, official viewpoints (often with sign boards and interpretive material) or views referenced in literature or art*

Table 1.4: Value attached to views

Value	Typical level of designation / Rarity	Typical Examples
Very High	International, National	Views associated with sites of international importance e.g. World Heritage sites
High	National, Regional,	Designated views of national or regional importance e.g. views of noted importance to sites of national importance e.g. Scheduled Monuments, AONBs, Grade I/Grade II* listed buildings, and/or Registered Historic Park and Gardens
Medium	Regional, Local	Views identified or protected at local level e.g. identified in local planning policy or guidance and views associated with heritage or landscape features of regional or local importance e.g. some Conservation Areas and Grade II/II* listed buildings. May also include views which are undesignated but value perhaps expressed through non-official publications or its contribution to enjoyment of a designated or non-designated heritage asset.
Ordinary	Local	The view from the identified visual receptor is not related to designated, or non-designated, heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; but contributes positively to the visual amenity experienced by the receptor.
Low	Local	The view from the identified visual receptor does not make a positive contribution to local visual amenity.

The assessment of susceptibility of visual receptors was based on the approach set out in para 6.32 of GLVIA3 which notes that:

- *‘the susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:*
- *The occupation or activity of people experiencing the view at particular locations: and,*
- *The extent to which their attention or interest may therefore be focussed on the views and the visual amenity they experience at particular locations’.*

Judgements on the susceptibility of a visual receptor to change are broadly based on the descriptions of susceptibility set out in **Table 1.5** below.

Table 1.5: Susceptibility to change of visual receptors

Susceptibility	Description
High	Receptors for whom the view and visual amenity is of high importance to the experience or activity including: people engaged in outdoor recreation whose attention or interest is likely to be focused on the landscape and on particular views e.g. waymarked walks through the landscape; and visitors to heritage assets or other attractions where views of the surroundings are an important contributor to the experience.
Medium	Receptors for whom the view and visual amenity is of moderate importance to the experience or activity including: Travellers on most road or rail routes
Low	Receptors for whom the view and visual amenity is of low importance to the experience or activity including: people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape; and, people at their place of work whose attention may be focussed on their work, not on their surroundings, and where the setting is not important to the quality of working life.

A judgement on the overall sensitivity of each visual receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of visual effect considered the size or scale of the effect, the geographical extent of the effect, and the duration and reversibility of the effect.

Judgements on the magnitude of visual effect were broadly based on the descriptions of magnitude set out in **Table 1.6** below.

Table 1.6: Magnitude of Visual Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a view and/or addition of major new elements which would be dominant features. Changes would substantially alter the character of the view.
Medium	Permanent partial loss or change to some of the key characteristics of the view and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small part of the view or a noticeable change to a larger part of the view.
Low	Permanent limited/localised loss or change to a view and/or addition of new elements which would be noticeable features but largely in keeping with the existing character of the view. Changes would result in a small change to the character of a large part of the view or a noticeable change to a small part of the view. Also includes temporary and/or reversible changes of larger scale or extent within the view.
Very Low	Small scale changes to common characteristics and/or small scale additions of new elements to the view. Changes would not noticeably alter the character of the view. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible	No, or barely discernible, change to the view.

Consideration is also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- **Adverse:** overall harm to the character/quality of the view and loss of visual amenity
- **Beneficial:** overall improvement to the character/quality of the view and improvement of visual amenity
- **Neutral:** no overall harm or improvement to the view or visual amenity (likely to be the result of a combination of both adverse and beneficial effects or very small changes)

Methodology for assessment of level of effect

The level of effect attributed to each effect has been assessed based on professional judgement and considers both the magnitude of change due to the Proposed Scheme and the sensitivity of the affected receptor. The table below has been a tool which has assisted with this process.

		Sensitivity			
Magnitude of Change		High	Medium	Low	Very Low
	High	Major	Moderate to Major	Moderate	Minor
	Medium	Moderate to Major	Moderate	Minor	Minor to Negligible
	Low	Moderate	Minor	Minor to Negligible	Negligible
	Very Low	Minor	Minor to Negligible	Negligible	Negligible
	Negligible/None	Negligible	Negligible	Negligible	Negligible

The following terms have been used to define the level of effect identified.

- **Major effect:** where the Proposed Scheme is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity.
- **Moderate effect:** where the Proposed Scheme is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability.
- **Minor effect:** where the Proposed Scheme is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the change.
- **Negligible effect:** where the Proposed Scheme is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change.

Appendix 3: Visualisations prepared by Ocean CGI

VIEW 2a: HIGH STREET



Photo ref: 6623
Time: 13:57:00
Date: 06/07/2023
Location: 51.437889, -1.074332
Heading (degrees): 82
AOD (m): 47.787
~Distance to site (m): 220
Focal length (mm): 50
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 2a: EXISTING.



VIEW 2a: PROPOSED - Level3. Year 1



VIEW 2a: PROPOSED - Level3. Year 15

VIEW 2b: HIGH STREET



Photo ref: 6639
Time: 14:07:00
Date: 06/07/2023
Location: 51.437795, -1.074250
Heading (degrees): 72
AOD (m): 47.734
~Distance to site (m): 220
Focal length (mm): 50
AVR Level: 3



SURVEY MARK UP



VIEWPOINT PANORAMA



VIEW 2b: EXISTING.



VIEW 2b: PROPOSED - Level3. Year 1



VIEW 2b: PROPOSED - Level3. Year 15

VIEW 3: BRIDGE OVER M4



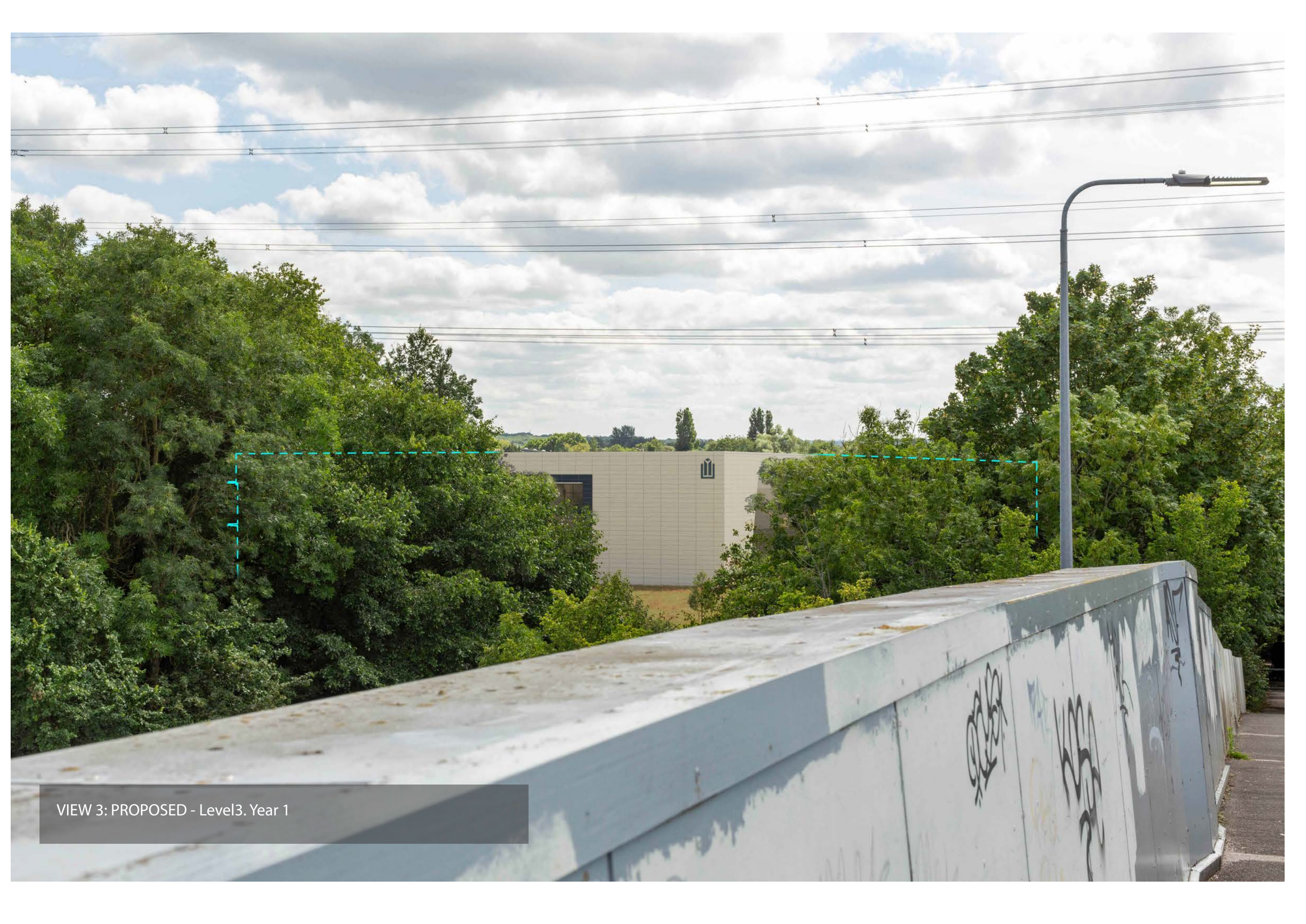
Photo ref:	6761
Time:	15:33:00
Date:	06/07/2023
Location:	51.440559, -1.068062
Heading (degrees):	194
AOD (m):	56.72
~Distance to site (m):	120
Focal length (mm):	50
AVR Level:	3



VIEWPOINT PANORAMA



VIEW 3: EXISTING.



VIEW 3: PROPOSED - Level3. Year 1



VIEW 3: PROPOSED - Level3. Year 15

VIEW 4: WOODFIELD WAY AMENITY SPACE



Photo ref:	6783
Time:	15:52:00
Date:	06/07/2023
Location:	51.441225, -1.074608
Heading (degrees):	130
AOD (m):	46.907
~Distance to site (m):	390
Focal length (mm):	50
AVR Level:	3



VIEWPOINT PANORAMA



VIEW 4: EXISTING.



VIEW 4: PROPOSED - Level3. Year 1

VIEW 5: BATH RD/M4 ROUNDABOUT



Photo ref: 6904
Time: 19:04:00
Date: 06/07/2023
Location: 51.438491, -1.066708
Heading (degrees): 286
AOD (m): 54.914
~Distance to site (m): 50
Focal length (mm): 24
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 5: EXISTING.



VIEW 5: PROPOSED - Level3. Year 1



VIEW 5: PROPOSED - Level3. Year 1. 50mm



VIEW 5: PROPOSED - Level3. Year 15



VIEW 5: PROPOSED - Level3. Year 15. 50mm

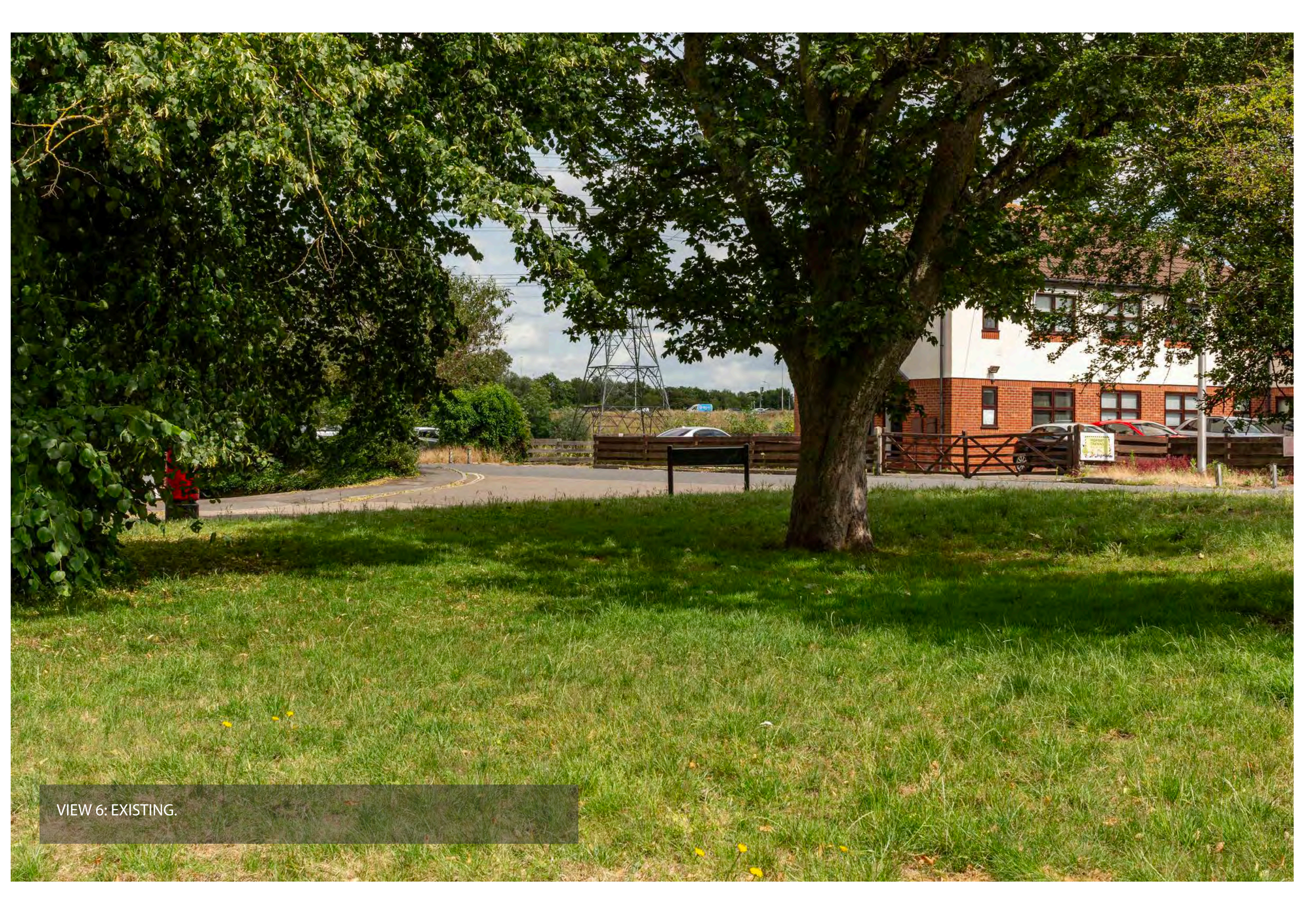
VIEW 6: AMENITY SPACE HIGH ST/WOODFIELD WAY



Photo ref:	6671
Time:	14:35:00
Date:	06/07/2023
Location:	51.438577, -1.072457
Heading (degrees):	85
AOD (m):	48.031
~Distance to site (m):	100
Focal length (mm):	50
AVR Level:	3



VIEWPOINT PANORAMA



VIEW 6: EXISTING.



VIEW 6: PROPOSED - Level3. Year 1



VIEW 6: PROPOSED - Level3. Year 15

VIEW 7: BATH RD/WATERSIDE DV ROUNDABOUT



Photo ref: 6671
Time: 14:35:00
Date: 06/07/2023
Location: 51.438577, -1.072457
Heading (degrees): 85
AOD (m): 48.031
~Distance to site (m): 100
Focal length (mm): 50
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 7: EXISTING.



VIEW 7: PROPOSED - Level3. Year 1



VIEW 7: PROPOSED - Level3. Year 1. 50mm



VIEW 7: PROPOSED - Level3. Year 15



VIEW 7: PROPOSED - Level3. Year 15. 50mm

VIEW 8: CORNER CHURCH ST/CROWN LANE



Photo ref: 6659
Time: 14:18:00
Date: 06/07/2023
Location: 51.437014, -1.077045
Heading (degrees): 71
AOD (m): 47.602
~Distance to site (m): 420
Focal length (mm): 50
AVR Level: 3



SURVEY MARK UP



VIEWPOINT PANORAMA



VIEW 8: EXISTING.



VIEW 8: PROPOSED - Level3. Year 1

VIEW 9: ENGLEFIELD VILLAGE CAR PARK



Photo ref: 6912
Time: 19:29:00
Date: 06/07/2023
Location: 51.444345, -1.098495
Heading (degrees): 111
AOD (m): 48.128
~Distance to site (m): 2000
Focal length (mm): 50
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 9: EXISTING.



VIEW 9: PROPOSED - Level3. Year 1

VIEW 10: ROTHERFIELD CLOSE



Photo ref: 6727
Time: 15:04:00
Date: 06/07/2023
Location: 51.439537, -1.071599
Heading (degrees): 132
AOD (m): 46.665
~Distance to site (m): 100
Focal length (mm): 24
AVR Level: 3



SURVEY MARK UP



VIEWPOINT PANORAMA



VIEW 10: EXISTING.



VIEW 10: PROPOSED - Level3. Year 1



VIEW 10: PROPOSED - Level3. Year 1. 50mm

VIEW 11: HIGH STREET/FOOTPATH TO M4 FOOTBRIDGE



Photo ref: 6751
Time: 15:21:00
Date: 06/07/2023
Location: 51.439915, -1.069098
Heading (degrees): 163
AOD (m): 48.028
~Distance to site (m): 40
Focal length (mm): 24
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 11: EXISTING.



VIEW 11: PROPOSED - Level3. Year 1



VIEW 11: PROPOSED - Level3. Year 1. 50mm

VIEW 12: PATH NEAR CALCOT DOVECOT

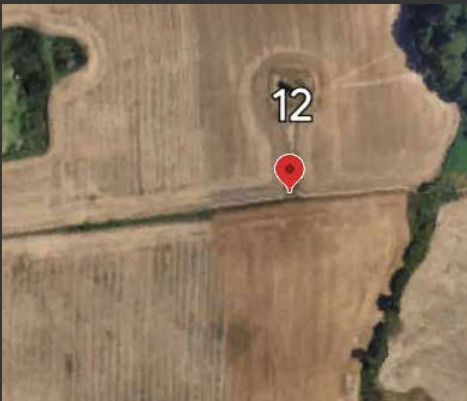


Photo ref:	6882
Time:	18:02:00
Date:	06/07/2023
Location:	51.447551, -1.067234
Heading (degrees):	181
AOD (m):	64.889
~Distance to site (m):	890
Focal length (mm):	50
AVR Level:	3



VIEWPOINT PANORAMA



VIEW 12: EXISTING.



VIEW 12: PROPOSED - Level3. Year 1

VIEW 13: CORNER HIGH STREET/WOODFIELD WAY



Photo ref: 6687
Time: 14:44:00
Date: 06/07/2023
Location: 51.438586, -1.072012
Heading (degrees): 83
AOD (m): 48.351
~Distance to site (m): 100
Focal length (mm): 50
AVR Level: 3



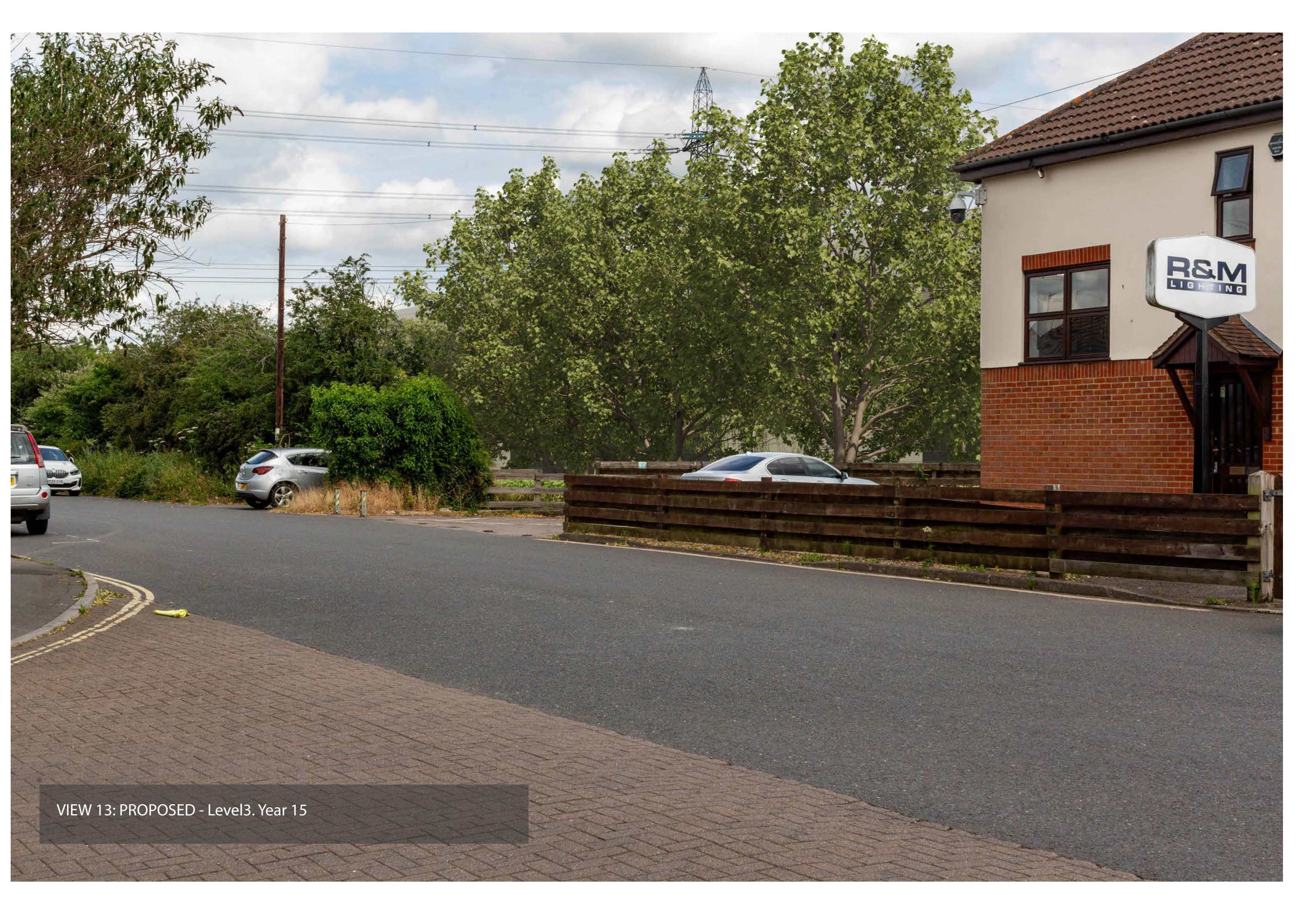
VIEWPOINT PANORAMA



VIEW 13: EXISTING.



VIEW 13: PROPOSED - Level3. Year 1



VIEW 13: PROPOSED - Level3. Year 15

VIEW 14: HOAD WAY/JAMES BUTCHER DRIVE



Photo ref: 6819
Time: 16:09:00
Date: 06/07/2023
Location: 51.437603, -1.071998
Heading (degrees): 49
AOD (m): 47.851
~Distance to site (m): 50
Focal length (mm): 24
AVR Level: 3



SURVEY MARK UP



VIEWPOINT PANORAMA



VIEW 14: EXISTING.



VIEW 14: PROPOSED - Level3. Year 1



VIEW 14: PROPOSED - Level3. Year 1. 50mm



VIEW 14: PROPOSED - Level3. Year 15

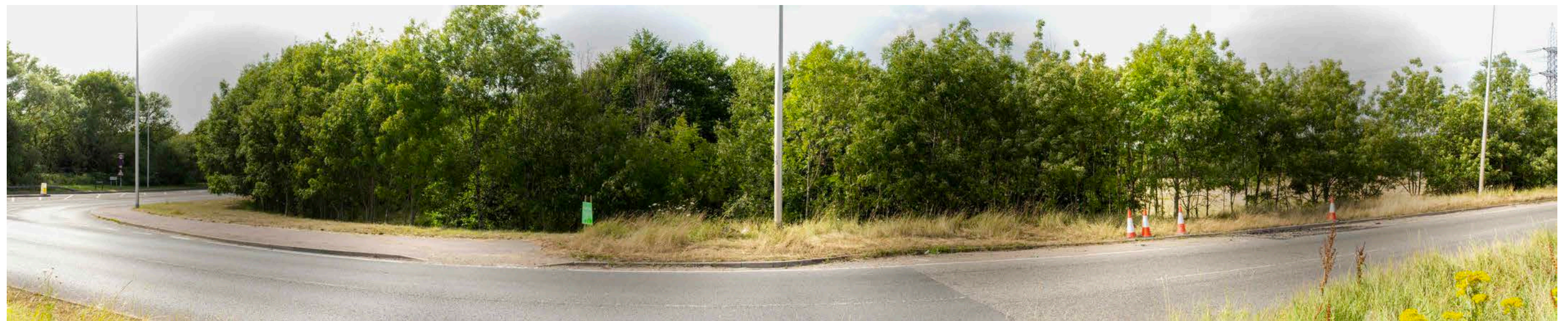


VIEW 14: PROPOSED - Level3. Year 15. 50mm

VIEW 15: PEDESTRIAN CROSSING, BATH RD/HOAD WY RNDABOUT



Photo ref: 6863
Time: 16:33:00
Date: 06/07/2023
Location: 51.437106, -1.070570
Heading (degrees): 19
AOD (m): 47.363
~Distance to site (m): 50
Focal length (mm): 24
AVR Level: 3



VIEWPOINT PANORAMA



VIEW 15: EXISTING.



VIEW 15: PROPOSED - Level3. Year 1



VIEW 15: PROPOSED - Level3. Year 1. 50mm

VIEW 16: HIGH STREET, ADJACENT TO SITE



Photo ref: 6711
Time: 14:53:00
Date: 06/07/2023
Location: 51.438764, -1.071531
Heading (degrees): 73
AOD (m): 48.289
~Distance to site (m): 30
Focal length (mm): 24
AVR Level: 3



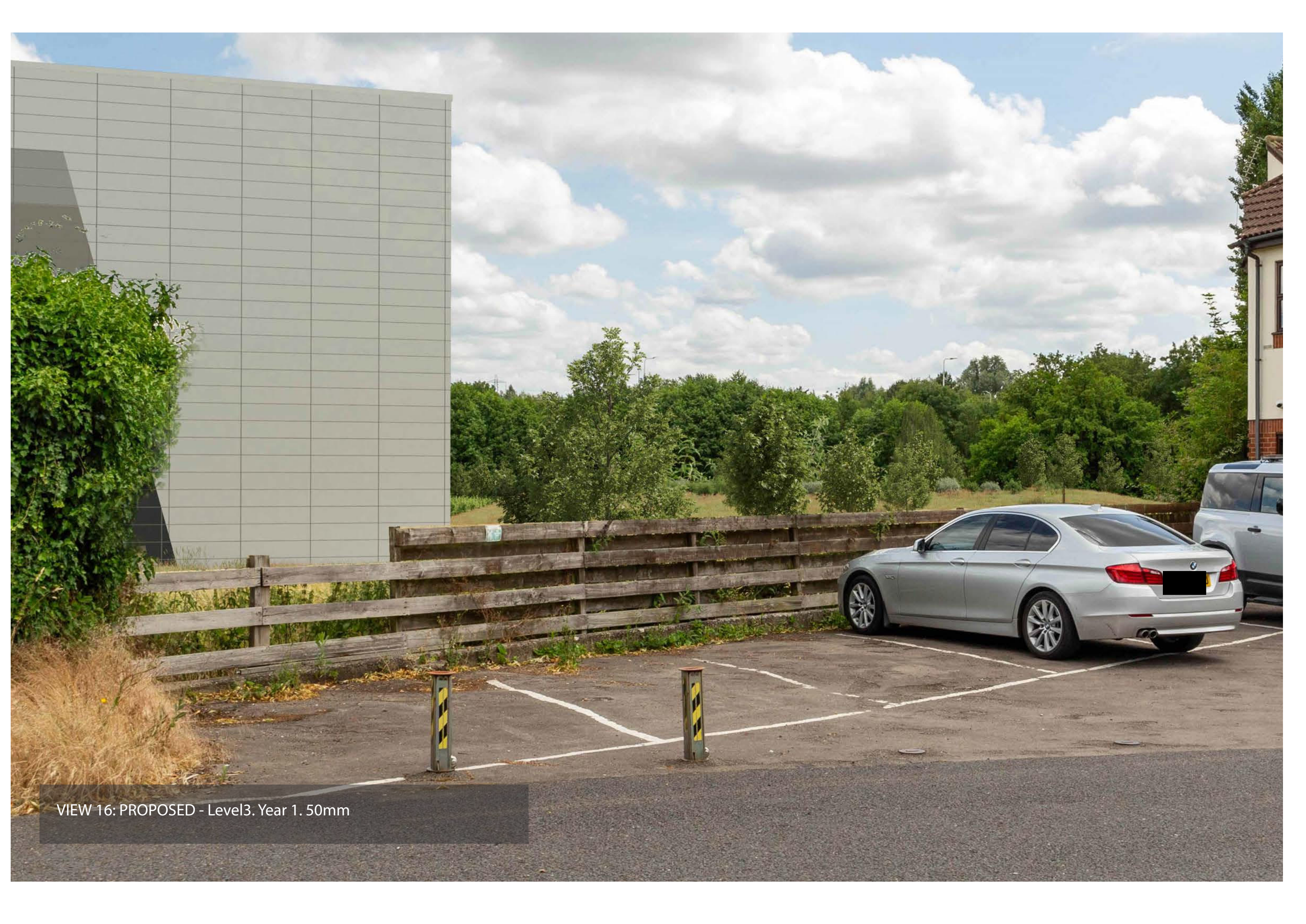
VIEWPOINT PANORAMA



VIEW 16: EXISTING.



VIEW 16: PROPOSED - Level3. Year 1



VIEW 16: PROPOSED - Level3. Year 1. 50mm



VIEW 16: PROPOSED - Level3. Year 15



VIEW 17: PAVEMENT, CORNER OF HOAD WAY/BATH RD



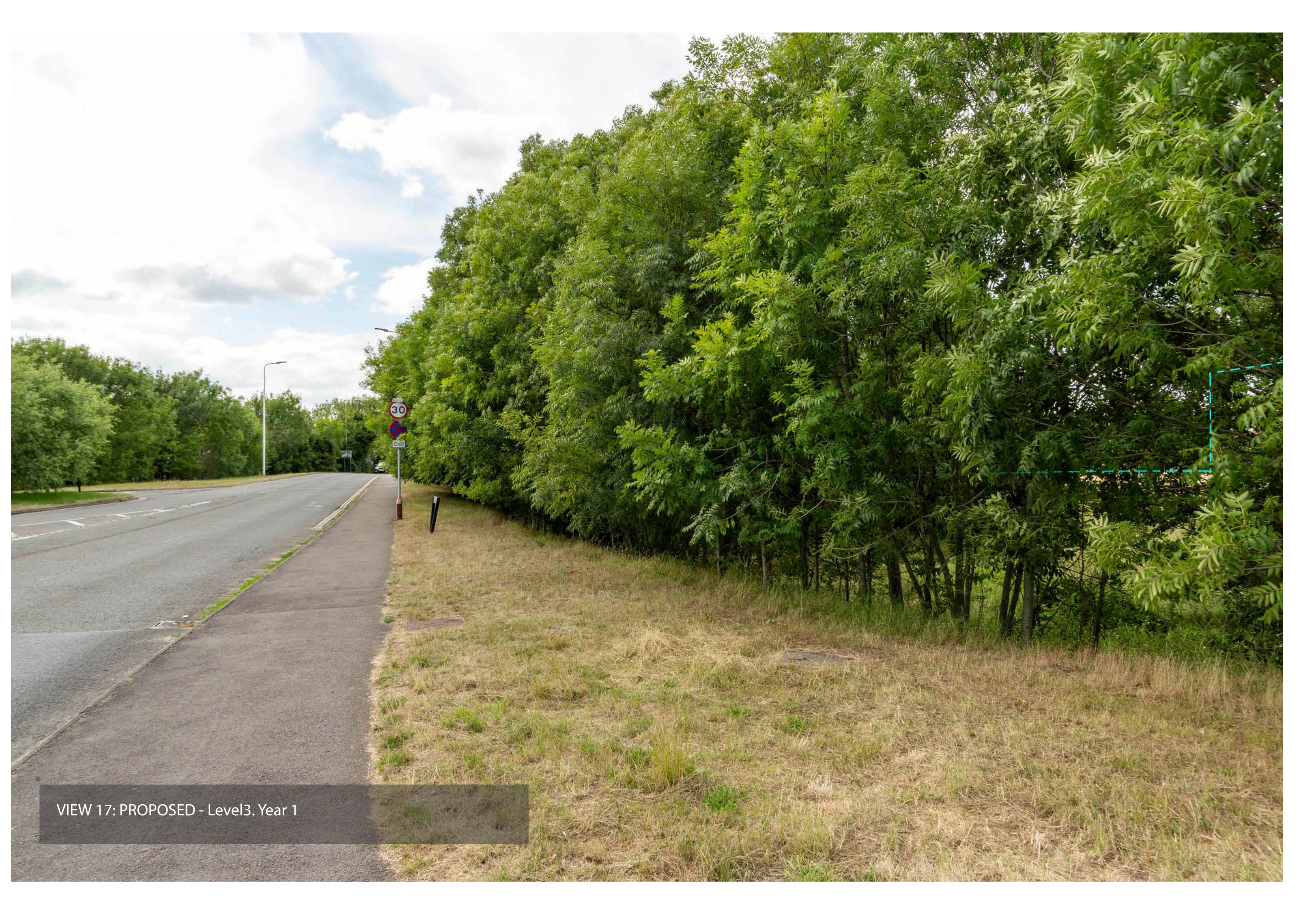
Photo ref: 6841
Time: 16:20:00
Date: 06/07/2023
Location: 51.437161, -1.071125
Heading (degrees): 326
AOD (m): 47.539
~Distance to site (m): 40
Focal length (mm): 24
AVR Level: 3



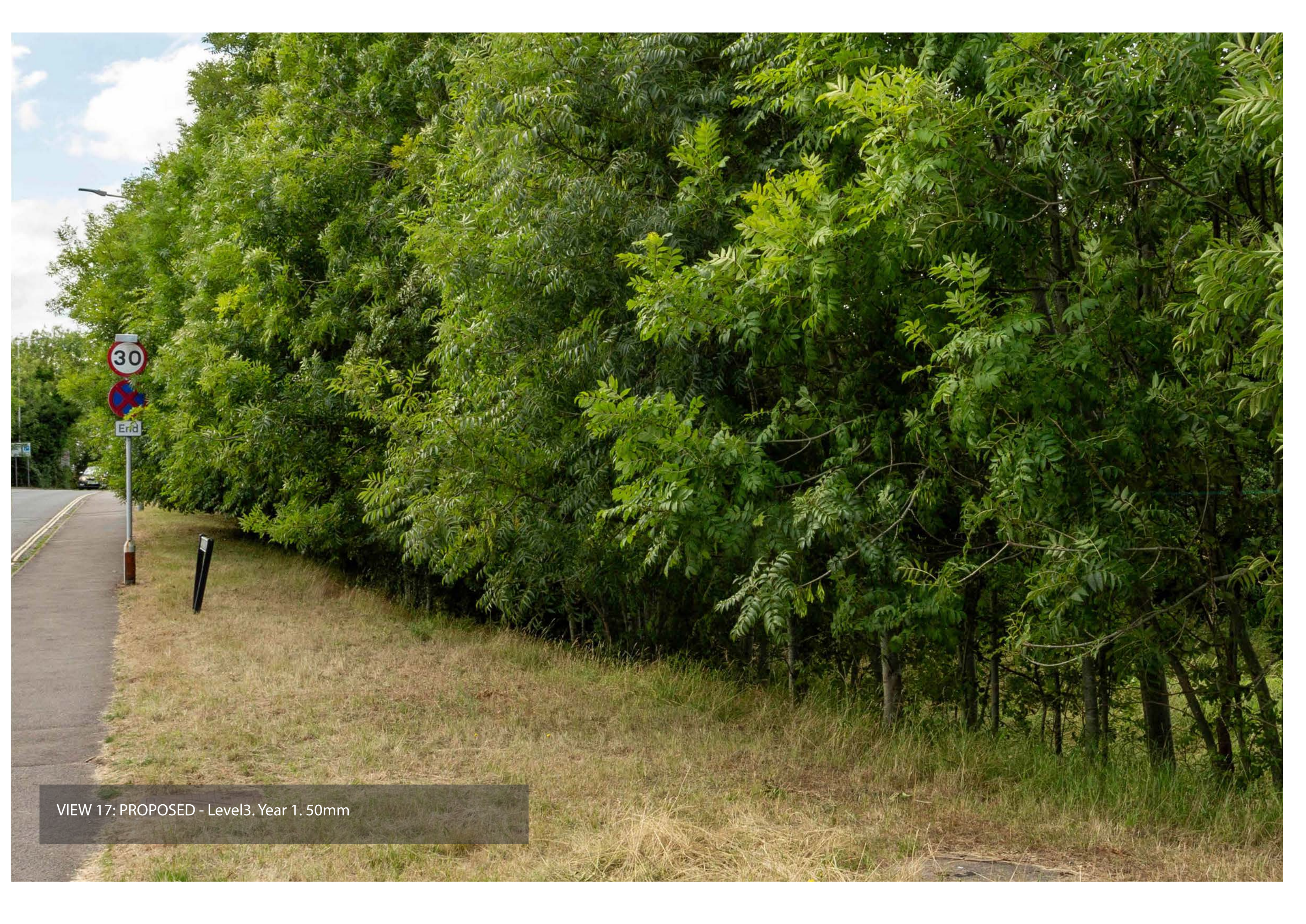
VIEWPOINT PANORAMA



VIEW 17: EXISTING.



VIEW 17: PROPOSED - Level3. Year 1



VIEW 17: PROPOSED - Level3. Year 1. 50mm

VERIFIED VIEWS

Methodology

OVERVIEW

OCEAN CGI uses a methodology that is compliant with relevant sections of: The Landscape Institute Advice Note 06/19 (Visual Representation of Development Proposals).

Digital photographs are taken from the agreed locations.

An adequate number of visible features are subsequently surveyed, in relation to the location of each camera position.

A development 3D computer model is imported to correct geographical co-ordinates.

Virtual cameras are created within the computer model. These are matched to simulate the sensor, exposure settings and lens properties of the real-world camera.

Using the camera position survey data gathered on site together with GPS data, the real-world camera positions are simulated within the 3D computer model, and are accurately aligned to simulate the camera position of each photograph.

PHOTOGRAPHY

For each agreed photoviewpoint location, photographs are taken with a digital SLR camera. The camera is levelled horizontally and laterally by means of two camera mounted spirit levels. The camera is set on the tripod at a height of 1.5m.

Equipment Used for Photography

- Canon EOS-5D Mark III DSLR full-frame camera
- Canon EF 50mm 1:1.2 L USM fixed lens
- Canon EF 24mm f/1.4L II USM fixed lens
- Manfrotto 190 Go carbon Tripod/Manfrotto MHXPRO-3WG Head

CAMERA POSITION SURVEY

Exact data corresponding to linear, horizontal and vertical distance is recorded for the various reference points visible within the photograph and GPS/GNSS location data is gathered.

Survey Equipment

- Global Positioning System (GPS) Canon GP-E2 camera-mounted
- Leica Disto D810 / Leica Zeno 20 / Leica Disto s910

THE PROPOSED DEVELOPMENT

A development 3D computer model is produced by OCEAN CGI using CAD information provided by the project architect. Alternatively the 3D model is supplied to OCEAN CGI by the project architect.

A 3D computer model of the wider area including existing levels and built features is created using digital OS resources combined with the on-site laser survey. Alternatively this can be supplied by 3rd party, (eg; City Vision Networks, ZMapping) created using stereo satellite photography.

ALIGNING THE MODEL AND THE PHOTOGRAPH

The collected survey reference point and camera location data is imported into the 3D software.

Using the EXIF data recorded with each photograph, the virtual camera and lens settings are matched with the physical camera and lens.

Two images for each camera location are then rendered; one showing the proposal in isolation, the other showing the reference point information which is then checked against the photograph to check accuracy.

Using a photo editing package, namely Adobe Photoshop CSS, the photography, rendered survey reference points and proposed development are aligned.

OCCCLUSION AND PERCEPTION OF THE PROPOSED VIEW

Level 0 - Shows mass and position within the context of the photograph

Level 1 - Shows mass, position and visibility

Level 2 - Shows mass, position, visibility and architectural detail

Level 3 - Shows mass, position, visibility, architectural form, photo-realistic materials and daylight

Applicable to Level 2 and Level 3 images

With the rendered proposals aligned to the photography, a mask is applied to hide aspects of the proposed development that would be occluded by existing features.

Applicable to Level 3 images

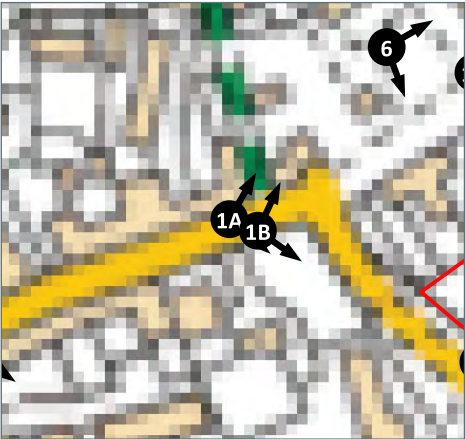
Within the limits of current technology and available data, techniques and experienced judgement are employed by the visualiser to manipulate the rendered image so that it appears as photorealistic as possible.

Appendix 4: Winter Viewpoint Photography



REPRESENTATIVE VIEWPOINT 1A: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER:	CHECKED BY:
06.1	IJ

REVISION:	STATUS:
00	Planning

DATE:	SCALE:
September 2023	NTS

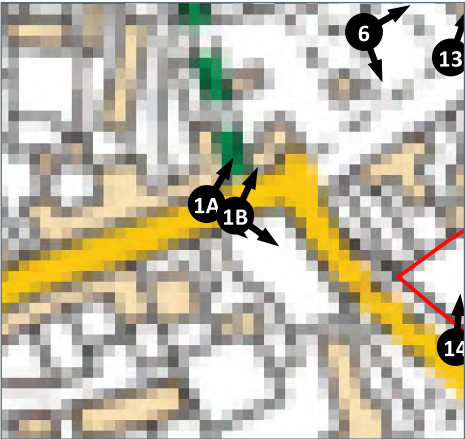


REPRESENTATIVE VIEWPOINT 1A: View from northern pavement of High Street approaching the roundabout with Hoad Way looking east



REPRESENTATIVE VIEWPOINT 1B: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council's landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.2
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

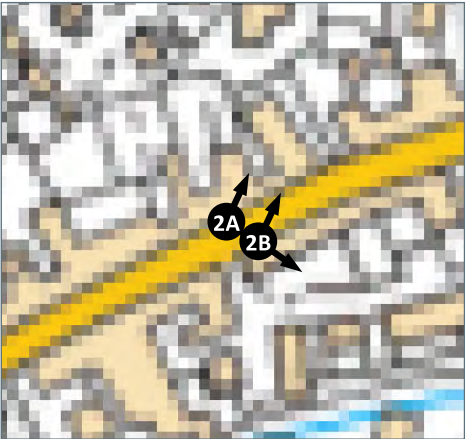


REPRESENTATIVE VIEWPOINT 1B: View from the southern pavement of High Street approaching the roundabout with Hoad Way looking northeast



REPRESENTATIVE VIEWPOINT 2A: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:

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PROJECT:

Land to the east of Hoad Way, Theale

DRAWING:

Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:

FIRS3002

DRAWING NUMBER:

06.3

CHECKED BY:

IJ

REVISION:

00

STATUS:

Planning

DATE:

September 2023

SCALE:

NTS

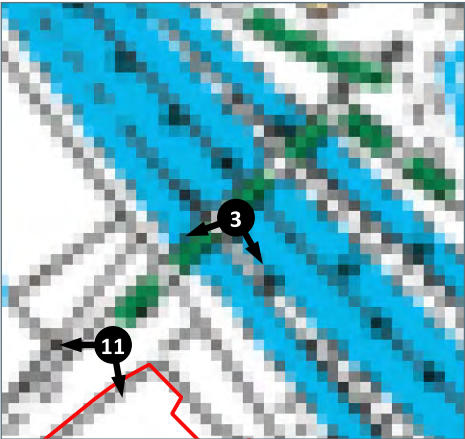


REPRESENTATIVE VIEWPOINT 2A: View from the northern pavement of the High Street near to the Bull Public House looking northeast



REPRESENTATIVE VIEWPOINT 3: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South-West

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CLIENT:

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PROJECT:

Land to the east of Hoad Way, Theale

DRAWING:

Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:

FIRS3002

DRAWING NUMBER:

06.4

CHECKED BY:

IJ

REVISION:

00

STATUS:

Planning

DATE:

September 2023

SCALE:

NTS

NOTE: A number of viewpoint positions were adjusted following feedback from the Council's landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

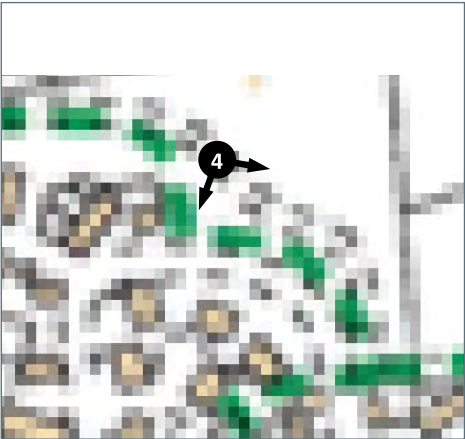


REPRESENTATIVE VIEWPOINT 3: View from public footpath THEA/10/1 on the pedestrian bridge over the M4 looking southwest



REPRESENTATIVE VIEWPOINT 4: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South-West

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.5
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

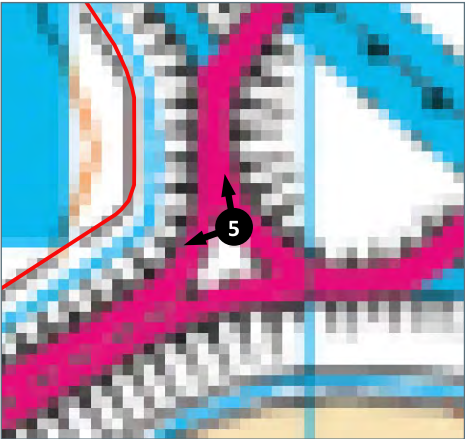


REPRESENTATIVE VIEWPOINT 4: View from within Woodfield Way open space looking southeast



REPRESENTATIVE VIEWPOINT 5: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: West

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
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PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.6
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

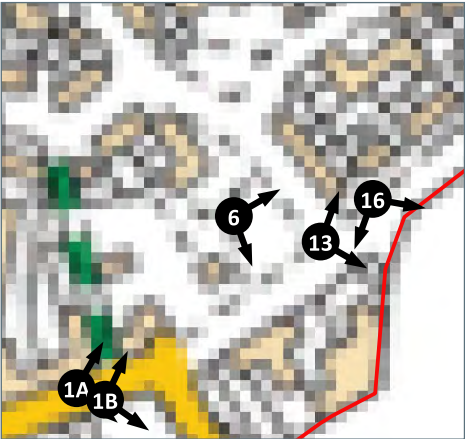


REPRESENTATIVE VIEWPOINT 5: View from Bath Road at the junction to the M4 slip road looking southwest



REPRESENTATIVE VIEWPOINT 6: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council's landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:

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PROJECT:

Land to the east of Hoad Way, Theale

DRAWING:

Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:

FIRS3002

DRAWING NUMBER:

06.7

CHECKED BY:

IJ

REVISION:

00

STATUS:

Planning

DATE:

September 2023

SCALE:

NTS

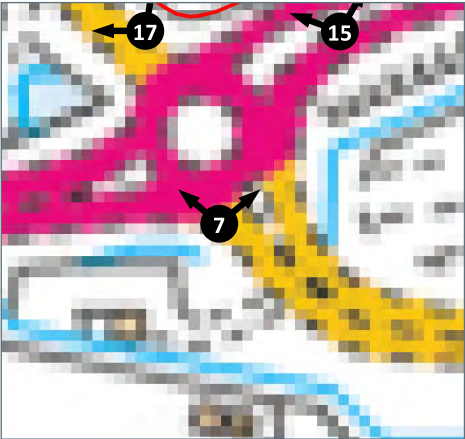


REPRESENTATIVE VIEWPOINT 6: View from public open space north of High Street to the eastern edge of the Theale Conservation Area looking east



REPRESENTATIVE VIEWPOINT 7: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.8
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS



REPRESENTATIVE VIEWPOINT 7: View from Waterside Drive at the roundabout junction with Hoad Way and Bath Road looking north



REPRESENTATIVE VIEWPOINT 9: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council's landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.8
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

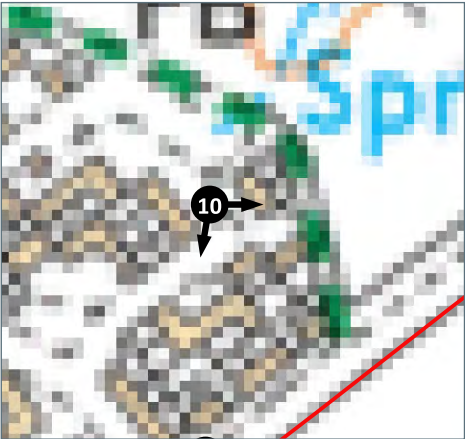


REPRESENTATIVE VIEWPOINT 9: View from the Englefield car park to the south of The Street looking southeast



REPRESENTATIVE VIEWPOINT 10: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.9
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS



REPRESENTATIVE VIEWPOINT 10: View from Rotherfield Close looking southeast



REPRESENTATIVE VIEWPOINT 11: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South-West

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.10
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

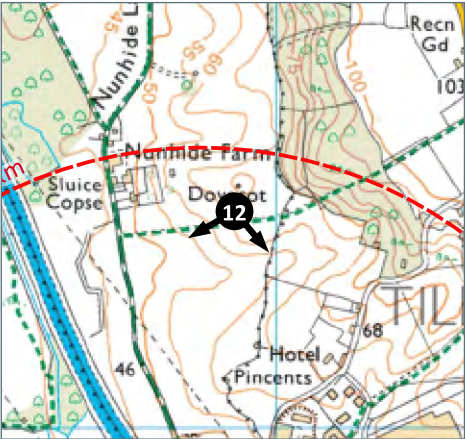


REPRESENTATIVE VIEWPOINT 11: View from public footpath THEA/10/1 directly to the north of the Site looking southwest



REPRESENTATIVE VIEWPOINT 12: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: South

NOTE: A number of viewpoint positions were adjusted following feedback from the Council's landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.13
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

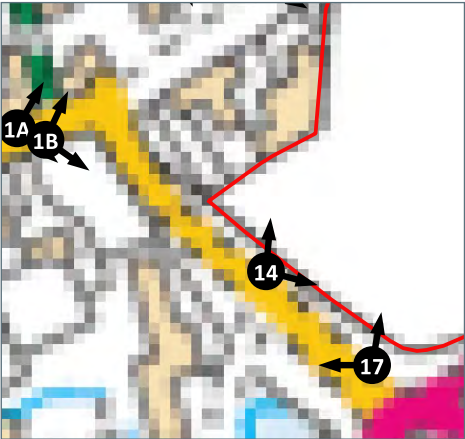


REPRESENTATIVE VIEWPOINT 12: View from public footpath Ref: SULM/13/1 to the south of Calcot Dovecot looking south



REPRESENTATIVE VIEWPOINT 14: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North-East

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.11
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS

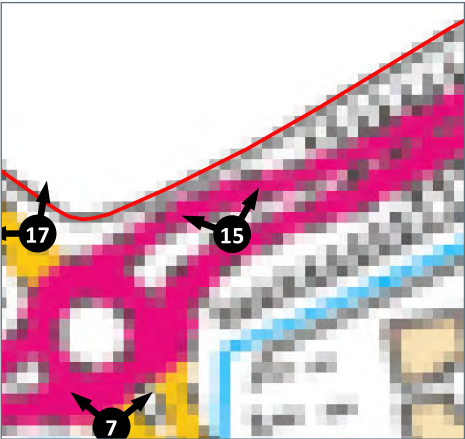


REPRESENTATIVE VIEWPOINT 14: View from Hoad Way looking northeast across the Site



REPRESENTATIVE VIEWPOINT 15: FOR WIDER CONTEXT ONLY

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE OF CAPTURED PHOTOGRAPHY: 28/01/2022
CAMERA MAKE & MODEL: Canon EOS 200D DSLR
CAMERA LENS: Canon APS-C standard - Cropped frame + 35mm lens
HORIZONTAL FIELD OF VIEW: 39.6°
DIRECTION OF VIEW: North

NOTE: A number of viewpoint positions were adjusted following feedback from the Council’s landscape consultant. The photography for the adjusted positions is provided for the visualisations in Appendix 3. Available photography, that Turley had captured during winter months is provided here in order to demonstrate the changing visibility during winter.

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CLIENT:
CP Logistics UK Reading Propco Ltd

PROJECT:
Land to the east of Hoad Way, Theale

DRAWING:
Figure 6 - Winter Viewpoint Photography

PROJECT NUMBER:
FIRS3002

DRAWING NUMBER: 06.12
CHECKED BY: IJ

REVISION: 00
STATUS: Planning

DATE: September 2023
SCALE: NTS



REPRESENTATIVE VIEWPOINT 15: View from Bath Road, close to the pedestrian crossing at the Hoad Way roundabout, looking north

**Appendix 5: Landscape Advice Note: Evaluation
of 'Landscape Sensitivity and
Capacity Assessment for Area
THEA8: Land off Hoad Way, Theale**

Landscape Advice Note

Potential Allocation of Employment Land – Land to the east of Hoad Way, Theale

April 2022

Introduction

1. Turley Landscape and VIA have been commissioned by Panattoni UK Development Limited to undertake a baseline landscape and visual appraisal of a site to the east of Hoad Way, Theale and provide advice on the suitability of the site for allocation in the local plan as employment land. The baseline appraisal will be presented in a separate report. However in the interim, this preliminary advice note has been prepared to provide initial advice on the landscape sensitivity and capacity of the site; it comprises two parts; the first provides an evaluation of West Berkshire Council's 'Landscape Sensitivity and Capacity Assessment for: THE8 Land off Hoad Way, Theale (Liz Allen, September 2021); and the second sets out our findings in relation to the general suitability of the site, in landscape and visual terms, to accommodate employment development and the second part.
2. The advice note has been informed by a site visit by a chartered landscape architect from Turley Landscape and VIA and by a desktop review of relevant background documents.

Evaluation of 2021 West Berkshire Council Landscape Sensitivity and Capacity Assessment (WBC Assessment) for area THE8: Land off Hoad Way, Theale

3. The WBC Assessment was undertaken on behalf of the council by Liz Allen EPLA and was published in September 2021. The methodology adopted for the assessment is provided within the report and uses a seven stage approach to assess the landscape sensitivity and value of the site and its capacity to accommodate future employment development. Commentary on the methodology is not provided as it is accepted that there is no standard approach for assessing landscape sensitivity and capacity. Instead, commentary is provided below on how the methodology has been applied for the Hoad Way site.

Stage 1: Visual Sensitivity

4. The WBC Assessment evaluates the visual sensitivity of Area THE8 as:

- General visibility sensitivity score: High
- Population sensitivity score: High
- Mitigation potential sensitivity score: High
- Overall visual sensitivity score: High

5. The above assessment scores place the site in the highest category of visual sensitivity which we consider overstates and inaccurately reflects the visual sensitivity of the site. According to the WBC methodology, areas of the highest visual sensitivity would be those with prominent landmarks, high visibility, providing important vistas or panoramas, affecting a large extent or range of key sensitive receptors, forming part of a valued or key view and where mitigation measures would not be feasible or would damage local character. In our opinion, using these criteria, the areas of highest visual sensitivity in the district are likely to be those of high scenic quality and recreational importance such as the AONB landscape which the Site does not form part of.
6. We consider that the Hoad Way site does not fall into the highest category of visual sensitivity and that a number of characteristics and factors are present which reduce the visual sensitivity of the site. These include:
- Partial enclosure of the site by belts of mature vegetation and hedgerows and existing buildings (the assessment inaccurately describes the site as 'visually prominent'); whilst there are some open views across the site, they are intermittent and from much of the surrounding roads the site is well enclosed which reduces the appreciation of its openness;
 - Absence of rights of way passing through the site or any public access to the site (the site is not an area of recreational importance) and there is limited visibility across the site from the public footpath to the north of the site due to the presence of a dense hedgerow;
 - Views across the site are primarily experienced by drivers on the roads around the edge of the site which are generally of lower sensitivity than users of recreational routes or public open spaces;
 - Few residential properties overlook the site (despite its proximity to the settlement edge). The closest properties to the Site are in commercial use or set back from the site by long gardens or roads. For most of the properties which do look across the site, trees are present between the site and the properties which provide partial filtering of views of the site, particularly in summer;
 - Absence of landmarks within the site which contribute to local visual amenity and the presence of some detracting elements including pylons and high voltage power line;
 - Visual and scenic quality of the site is not high and does not make an important contribution to the character or identity of Theale;
 - Site does not contribute to the local skyline (other than the electricity pylons which are detracting elements on the skyline);
 - Views across the site are not identified in published documents as being valued or key views. Views across the site from the roundabout junction with the motorway were only recently opened up when vegetation was removed to accommodate changes to the road junction (in c. 2016) (see image below illustrating previous planting preventing views across the site);
 - The site was previously more enclosed by vegetation (see below image) and perimeter belts of vegetation adjacent to the surrounding roads and enclosing other employment sites is an established feature of the area. There is therefore good potential for additional

planting to be introduced around the perimeter of the site as mitigation. This would reinstate previous planting and connect with existing planting either side;



Figure 01: Aerial photograph of the Site c. 2016 - illustrating previous continuous belt of planting around eastern and southern side of site (source: Google Earth Pro)

7. In light of the above, we consider that the site's visual sensitivity score for general visibility, population and mitigation potential is not the highest level of visual sensitivity. In our opinion the site's visual sensitivity for each of these is more accurately described as Medium and the overall visual sensitivity score should therefore be Medium.

Stage 2 - Landscape sensitivity

8. The WBC Assessment evaluates the landscape sensitivity of Area THE8 as:
 - Natural factors sensitivity score: Medium
 - Cultural factors sensitivity score: High
 - Perceptual features score: Medium
 - Overall landscape sensitivity score: Medium/High
9. The above assessment scores place the site in the second highest category of landscape sensitivity which we also consider overstates and inaccurately reflects the landscape sensitivity of the site. We consider that the following characteristics of the site mean that a lower score should have been allocated for each of the categories:
 - Absence of significant habitats or vegetation within the site (no ecological designations present)

- Lack of topographical features other than road embankments
- Simple landcover of ungrazed grassland provides little landscape interest
- Little evidence of historic landscape features or patterns or of time depth
- Absence of recreational use of site or any public access
- Although site is close to a conservation area it makes little contribution to the character or appearance of it
- Absence of any built form with cultural associations on the site
- Lack of social cultural associations with the site
- Generic boundary features (mainly established in association with adjacent highways)
- Character and tranquillity significantly influenced by adjacent roads and traffic and detracting elements such as the electricity pylons
- High level of existing lighting on all four roads which enclose the site and within the adjacent urban areas to the south, west and north-west

10. The site demonstrates few of the higher sensitivity characteristics for Natural Factors, Cultural Factors or Perceptual features and the sensitivity of each should therefore have been more accurately scored as Medium/Low. The overall landscape sensitivity score for the site should therefore be Medium/Low.

Stage 3 - Landscape Character Sensitivity

11. Using Matrix 3 of the methodology provided in the assessment, the WBC assessment evaluated area THE8 as being of High Landscape Character Sensitivity. However, using the above revised scores for visual sensitivity and landscape sensitivity, the Landscape Character Sensitivity of the site should be identified as being Medium/Low.

Stage 4 - Wider Sensitivity

12. The WBC assessment concluded that the Wider Sensitivity of the Site was Medium. In our opinion, the site does not meet all the criteria for Medium Wider Sensitivity (identified in para 1.14), most notably, the site cannot be said to have 'good physical and visual links to the wider landscape' since it is enclosed on three sides by major roads, and on the fourth side by a minor road, and partly enclosed by vegetation and buildings. This significantly reduce its connectivity with the wider countryside.
13. The WBC assessment also states that the eastern part of the site 'continues into the countryside of the North Wessex Downs AONB' but fails to acknowledge the presence of the M4 and associated embankments and planting which forms a major landscape barrier and obstructs connectivity of the countryside between the site and the AONB. In our opinion, despite forming part of its setting, the site has a weak relationship with the AONB landscape and does not make a positive contribution to the special qualities of the AONB.

14. However, it is agreed that the site is partly influenced by the existing settlement and adjacent employment uses and does share some of the characteristics of the wider landscape. Overall, the assessment of the area as being of Medium Wider Sensitivity is considered to be appropriate (albeit placed at the lowest end of this category).

Stage 5 - Overall Landscape Sensitivity

15. Using Matrix 4 of the methodology provided in the assessment, the WBC assessment evaluated area THE8 as being of Medium/High Landscape Character Sensitivity. However, using the above revised scores for Landscape Character Sensitivity and Wider Sensitivity, we consider that this should be Medium.

Stage 6 - Landscape Value

16. The WBC assessment identified the Site as being of Medium Landscape Value, due mainly to its role in forming part of the setting of the AONB and the Conservation Area. However, the assessment criteria for Landscape Value note that landscapes of Medium Value are typically areas of Regional Importance. In our opinion, the site does not constitute a landscape of regional importance or rarity and does not have a particularly special scenic value. Although it does form part of the setting of the AONB and the Conservation Area, it does not make a notable contribution to the character or special qualities of either of these and the presence of the M4 and perimeter planting reduces its influence.
17. Similarly, the WBC assessment places significant weight on the role of the site in separating Theale and Calcot but does not acknowledge that one of the principal factors in this sense of separation is the presence of the M4 corridor which lies beyond the site and forms a major barrier between the two settlements.
18. In our opinion, the site is an area of local landscape importance and of local quality and rarity and should therefore be considered as being of Medium/Low Landscape Value.

Stage 7 - Landscape Capacity

19. Using matrix 5 of its methodology, the WBC assessment concluded that site THE8 had a Medium/Low capacity to accommodate employment uses. The assessment concludes that the introduction of development on the site would create *'the perception of coalescence of Theale with Calcot and the loss of their separate settlement identities'*. However, in our opinion, with an appropriate layout and mitigation strategy in place, employment development could be accommodated on the site and a clear sense of settlement separation between Theale and Calcot could be maintained. The M4 corridor would continue to act as a major feature separating the two settlements and this could be reinforced with additional planting on the eastern side of the site.
20. For the reasons given above we consider that the sensitivity and value of the site has been overstated and the capacity of the site to accommodate employment development has been scored too low. On the basis of our own assessment, with an Overall Landscape Sensitivity of Medium and Landscape Value of Medium/Low, and using matrix 5, the landscape capacity of the site should be considered as Medium/High. We consider that the WBC definition of areas of Medium/High capacity as areas *'able to accommodate larger amounts of development for employment uses, providing it has regard to the setting and form of existing settlement and the character and the sensitivity of adjacent landscape character areas. Certain landscape and visual features in the area may require protection'* is an appropriate reflection of the capacity of site THE8.

Conclusions

21. In conclusion, we consider that the WBC assessment has overstated the landscape sensitivity and value of the site, incorrectly evaluating it as an area of the highest visual sensitivity and second highest landscape sensitivity. Landscapes of this sensitivity would normally be of regional importance, of high scenic value and would have attributes which demonstrably contribute to its character and appearance. This is not the case for the site at Hoad way and the inaccurate analysis of the sensitivity of the site has resulted in an erroneous overall conclusion that the site (neither in whole or part) has capacity to accommodate any employment development.

Conclusions on suitability of the Site in Landscape and Visual Terms to Accommodate Employment Development

22. We have undertaken a baseline landscape and visual appraisal of the site and its context and carried out our own assessment of the capacity of the site to accommodate employment development using the council's methodology set out in the WBC assessment. In our opinion, the site has a Medium/High capacity to accommodate employment development. The key factors which have contributed to this judgement are:
- the relatively commonplace character and appearance of the site's landscape with few features of particular note and absence of any historic features;
 - the site is not covered by either a national or local landscape designation and is not considered to be an area of 'valued landscape';
 - although forming part of the setting of the AONB the site is separated from the main North Wessex Downs AONB landscape by the M4 corridor¹ and does not contribute to the identified special qualities of the AONB.
 - weak connection of the site with the wider countryside (including the AONB landscape) and strong containment of the site on three and a half sides by existing development and by an existing road network and associated belts of planting;
 - the proximity of the site to existing areas of employment and commercial land uses to the south and north-east, with large scale buildings and strategic planting belts, provides an appropriate character context for the introduction of employment development on the site. As a result, the introduction of large scale employment development on the site would not appear inappropriate or incongruent in this context;
 - existing presence of mature planting around much of the site provides some visual containment and enclosure and there is good potential for new structural planting to be introduced within and around the site. New planting could connect with existing planted

¹ A thin slither of landscape which falls within the boundary of the North Wessex Downs AONB is located c.10m to the north of the site. However the rest of the AONB lies c. 250 to the north and is separated from the site by the M4.

corridors around the site and mitigate potential landscape and visual effects of employment development;

- good accessibility and connectivity with the existing road network and potential for co-location with an existing area of employment land to the south (Arlington Business Park) and further existing employment land to the north-east;
- an absence of public access or rights of way across the site meaning the site is of low recreational importance; and,
- the site's flat landform, and lower position in relation to some of the adjacent roads is an appropriate topography for accommodating larger scale buildings for employment uses and minimising its impact on the surrounding area.

Summary and Conclusions

23. The Site comprises an area of rough grassland adjacent to the settlement edge of Theale. Existing employment and commercial land uses are located to the south and north-east of the site and the settlement of Theale lies to the west. The site is cut off from the wider countryside (including the AONB landscape to the north and north-east) by these areas of development and by the network of roads which encloses the site on all four sides. The site currently forms an open area of undeveloped land on the edge of the settlement and has no demonstrable attributes which elevate it above the ordinary in landscape or visual terms.
24. WBC's landscape consultant has prepared an assessment of the landscape sensitivity and capacity of the site to accommodate development and concluded that the site is of High Visual sensitivity, Medium/High Landscape Sensitivity, has a Medium/Low Landscape Capacity and that the site (either in whole or part) is not suitable for employment development.
25. Turley Landscape and VIA has undertaken our own landscape and visual assessment of the site and has reviewed the WBC assessment. We consider that in the WBC assessment both the Visual and Landscape Sensitivity of the site have been overstated and that the Landscape Capacity of the site has been undervalued. In our professional opinion we consider that the site is of Medium Visual Sensitivity, Medium/Low Landscape Sensitivity and has a Medium/High Landscape Capacity to accommodate future employment development.
26. The introduction of employment development on this site would result in harm to the character and appearance of the Site itself (as any employment development of green field sites would). However, the strong enclosure of the Site by existing roads, development and vegetation, the weak association of the site with the wider countryside and the association with other employment sites in the local context would mean that, (subject to an appropriate design and landscape strategy) development could be accommodated with few adverse landscape or visual effects beyond the Site itself. As a consequence, we consider that the site is an appropriate site for future employment development.
27. Recommended design principles for accommodating employment development on the Site and minimising potential landscape and visual impacts are to:
 - Focus principal development areas in the central and western parts of the site to maintain the separate identities of Theale and Calcot and step down heights of buildings in the

north-western corner (towards the conservation area) and the eastern side (towards the AONB);

- Create a strong landscape belt along northern edge of the site to form a green corridor, provide screening of the northern edge of development and form an enhanced edge to the adjacent footpath route between Theale and the AONB;
- Retain existing perimeter hedgerow and planting belts and reinforce with additional planting;
- Integrate tree planting within and around development areas to provide screening and visual enclosure to the site, increase local biodiversity and soften the appearance of proposed buildings;
- Incorporate pedestrian and cycle routes within site layout and connect with existing network of routes in the local area;
- Develop a colour palette for larger scale buildings which is appropriate to the local landscape context and is visually recessive;
- Avoid large glazed areas in building elevations facing towards the AONB to minimise potential for light spill;
- Minimise external lighting and ensure detailed design is undertaken in accordance with current best practice to ensure minimal light spill;
- Soften and screen car parking and goods yard areas with tree and hedgerow planting;

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22 April 2022

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