

SEFTER FARM, CHICHESTER

PACKHOUSE

LANDSCAPE AND VISUAL IMPACT ASSESSMENT

AUGUST 2021

CONTENTS

1. INTRODUCTION	3	4. IMPACT ANALYSIS METHODOLOGY	10
Purpose of the document	3	Landscape effects	10
Aims of the assessment	3	Landscape receptors	10
Methodology	3	Landscape sensitivity	10
Description of study area	3	Visual effects	12
Site location	3	Sensitivity of receptors and magnitude of effects	12
Development description	4		
Legislation, policy and guidance	4	5. ASSESSMENT OF EFFECTS	13
		Landscape effects assessment	13
2. BASELINE LANDSCAPE ASSESSMENT	6	Visual effects assessment	13
Site description	6	Landscape and visual effects - local adopted policy	15
Topography and soils	6		
Trees	6	6. MITIGATION	16
Ecology	6		
Landscape, ecological and historic designations	6	7. CONCLUSION	16
Historic landscape character	6		
National landscape character	6	8. REFERENCES	17
Regional landscape character	6		
Local landscape character	7	9. FIGURES	18
Site landscape character	7		
Landscape condition	7	10. ON-SITE PHOTOGRAPHS	26
Landscape value	7		
Landscape receptors	7	11.. VIEWPOINT LOCATION PLAN & VIEWPOINT PHOTOGRAPHS	28
3. BASELINE VISUAL ASSESSMENT	8	12. APPENDIX	44
Potential visual receptors	8		
Visual receptor baseline	8		
On-site photographs	8		
Viewpoint descriptions	8		

Doc Ref: 1865/ LVIA

Rev: -

Date of Issue: AUGUST 2021

Author: MA/RaW

Status: Planning

1. INTRODUCTION

Purpose of the Document

- 1.1 Ubu Design Landscape Architects were commissioned by Advoco Planning to undertake a landscape and visual impact assessment of Seftor Farm, north west of Bognor Regis, south east of South Mundham for a new packhouse and associated car parking.

Aims of the Assessment

- 1.2 This assessment seeks to inform the masterplanning of the allocated site by investigating the landscape and visual issues relating to the site and its setting through a combination of desktop research and field survey work. The assessment aims to:
- Establish a clear understanding of the site and its setting in respect of landscape character and visual amenity;
 - Establish an understanding of the proposed development in terms of its relation to landscape character and visual amenity;
 - Identify potential direct and indirect effects of the proposed development upon the landscape;
 - Identify potential effects on visual receptors;
 - Determine mitigation measures necessary to reduce/eliminate any potential adverse effect on the landscape or visual amenity arising as a result of the proposed development;
 - Identify opportunities for enhancement measures; and
 - Establish the likely residual effects of the proposed development.

Methodology

Landscape and Visual Impact Assessment Guidance Documents

- 1.3 The methodology used to carry out the landscape and visual assessment of the proposed development is primarily based upon that set out in Guidelines for Landscape and Visual Impact Assessment (The Landscape Institute and Institute of Environmental Assessment – 2nd ed. 2002 and 3rd ed. 2013).
- 1.4 The process follows a standard approach, namely establishing:
- The baseline conditions, i.e. the character, quality, value and relative sensitivity of the landscape;

- The type and relative sensitivity of visual receptors;
- The sensitivity to change of the landscape in relation to the proposed development;
- The predicted magnitude of impact that the proposed development would bring, allowing for mitigation measures, upon the landscape and upon visual receptors; and
- Assessing the significance of effect that would occur, by aggregating the predicted magnitude of change with the sensitivity of the landscape and visual receptors respectively.

Site Visit and Conditions

- 1.5 A site visit was carried out on 12 May 2021 between 11.30 and 15.00, to undertake the assessment of the visual and landscape impacts of the proposed site. The conditions were sunny with light cloud with good visibility.
- 1.6 The visits were preceded by a desk top study of landscape designations and analysis of the zones of visual influence. Field work focussed on the site and surrounding roads and footpaths. The appraisal was carried out during late spring when the deciduous trees and vegetation on and surrounding the site were in leaf. This represents the best case scenario in relation to screening effects of vegetation. The screening effect of the deciduous trees, hedgerows and understorey shrubs will decrease during the winter.

Landscape

- 1.7 During the site visit the site and local area were assessed through observation, recording of observations and through photographs. The assessment reviewed site and local landscape features, character and condition, and the key views into the site.

Visual Amenity

- 1.8 The viewpoints used in the assessment were selected in order to:
- Determine the extent of visibility of existing built structures;
 - Determine the visibility of the proposed development, utilising the results from the desk study to guide field work;
 - Gain further understanding of the components which create the landscape character; and
 - Carry out the assessment of landscape and visual effects.
- 1.9 The following types of viewpoints were investigated:
- Representative viewpoints (for example representing

views of users of a particular footpath);

- Specific viewpoints (for example a key view from a specific visitor attraction);
- Illustrative viewpoints (chosen to demonstrate a particular effect/specific issue); and
- Any important sequential views (for example along key transport routes).

- 1.10 The potential visual receptors that would be affected at the chosen viewpoints include:

- Public footpath and cycle route users including pedestrians;
- People using public open spaces and parks;
- People living in, working in, or visiting the settlement and the neighbouring properties and farmsteads; and
- People using roads or railways.

Photography

- 1.11 Photographs were recorded using a 50mm focal length lens on a Nikon D3300 digital camera.
- 1.12 Panoramic views were created by taking a series of overlapping photographs (overlapping by 30-50% as recommended in the guidelines). These have been stitched together using Photoshop, employing the 'reposition photomerge' method.

Description of study area

- 1.13 The study area for the assessment of landscape and visual effects of the proposed development is shown on Figure 1 and covers an area extending up to approximately 3km from the centre of the site. This is considered to be the maximum extent within which significant visual effects could occur for the type of development proposed.

Site location

- 1.14 Grid Reference: SZ892996. The site is located on the western side of Pagham Road, south east of South Mundham and north west of Bognor Regis.
- 1.15 The site is surrounded by the existing packhouses and associated reservoirs to the north and west with improved grassland/ arable farmland to the south and east.

Development description

- 1.16 The Application Site extends to 0.75 hectares. Planning permission is sought for a proposed packhouse of 2860m² and associated car parking of 190 spaces.
- 1.17 Key design features of the development proposals include:
- Access retained from Pagham Road;
 - New packhouse constructed 60m to the east of the existing packhouse with a new building footprint of 2860m²;
 - New car parking provision will be provided to the east of the proposed packhouse for 190 cars.
 - Covered parking provision is to be provided for a total of 30 cycles and 16 motorbikes located to the north of the car park, south of the existing path;
 - Some loss of arable farmland and hedgerow will be required to accommodate the development.

Legislation, Policy and Guidance

- 1.18 The landscape and visual impact assessment (LVIA) has been undertaken within the context of relevant legislation, planning policies and guidance documents.

Legislation

- 1.19 There is no legislation relevant to the landscape and visual aspects of the site.

National policy

- 1.20 The National Planning Policy Framework (NPPF), updated in July 2021, provides guidance relating to planning and new development in England.
- 1.21 Para 8 of the NPPF sets out the three overarching and interdependent objectives required to achieve sustainable development, which underpin plan-making and decision-taking. The overarching objective of relevance to landscape and visual amenity comprises:
- the environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including

moving to a low carbon economy.’

- 1.22 The landscape aspects of the NPPF as described below are supported by Planning Practice Guidance: Natural Environment, Landscape.
- 1.23 In respect of the natural environment, Section 15, Paragraph 174 of the NPPF states that:
- 1.24 ‘Planning policies and decisions should contribute to and enhance the natural and local environment by:
- a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (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, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;...

Local policy

- 1.25 The site lies within Arun District and is covered by the Arun Local Plan 2011 - 2031, adopted July 2018. Policies of relevance to the landscape and visual aspects of the site include:

Policy SD SP3 Gaps Between Settlements

- 1.26 The generally open and undeveloped nature of the following gaps between settlements, as identified on the Policies Maps will be protected to prevent coalescence and retain their separate identity:
- Bognor Regis to Chichester
- 1.27 Development will only be permitted within the gaps if:
- a. It would not undermine the physical and/or visual separation of settlements;
 - b. It would not compromise the integrity of the gap, either individually or cumulatively with other existing or proposed development;
 - c. It cannot be located elsewhere; and
 - d. It maintains the character of the undeveloped coast;
 - e. or, if a subsequent DPD or Neighbourhood Plan deems it appropriate through an allocation.

Policy LAN DM1 Protection of landscape character

- 1.28 Development throughout the plan area should respect the particular characteristics and natural features of the relevant landscape character areas and seek, wherever possible, to reinforce or repair the character of those areas.
- 1.29 The historic character and development pattern of settlements within the District should be respected, taking into account their distinct identity and setting.

Policy HOR DM1 Horticulture

- 1.30 New glasshouse, polytunnel and associated packhouse development will be permitted provided that:
- a. It is of a height and bulk which would not significantly damage the character or appearance of the surrounding landscape, unless it can be demonstrated that the need for a larger scale development is outweighed by the economic benefit of the scheme to the rural economy;
 - b. It relates sympathetically to the natural, built and historic environment;
 - d. Long public views across substantially open land are retained where the landscape value is defined as major or substantial for the corresponding Landscape Character Area in the Arun Landscape Study;
 - h. There is minimal impact on health or general amenity resulting from internal artificial lighting after 6.00pm on the occupants of nearby residential properties and minimal impact on the appearance of the site in the landscape by the minimisation of light spillage and glare to keep the natural environment intrinsically dark at night;
 - i. Noise levels resulting from machinery usage, vehicle movement, or other activity on the site, which when measured against the existing ambient noise levels in the locality would not be likely to unacceptably disturb occupants of nearby residential properties or would not be likely to adversely affect enjoyment of the countryside;
 - k. Proposals include full details of new landscaping, screening and of any trees or vegetation to be retained on the site; and
 - l. The applicant has submitted sustainability and options appraisals, mitigation measures, and a soil resources plan for the development site.

Policy D SP1 Design

- 1.31 All development proposals should seek to make efficient use of land but reflect the characteristics of the site and local area in their layout, landscaping, density, mix, scale, massing, character, materials, finish and architectural details. Development proposals should have been derived from: a thorough site analysis and context appraisal; adherence to objectives informing sustainable design (inclusivity, adaptability, security, attractiveness, usability, health and wellbeing, climate change mitigation and habitats); and the influence these objectives have on the form of the development.

Policy D DM1 Aspects of form and design quality

- 1.32 When considering any application for development the Council will have regard to the following aspects:

1. Character

Make the best possible use of the available land by reflecting or improving upon the character of the site and the surrounding area, in terms of its scale, massing, aspect, siting, layout, density, building materials (colour, texture), landscaping, and design features.

2. Appearance/attractiveness

Demonstrate a high standard of architectural principles, use of building materials, craftsmanship and hard and soft landscaping to reflect the local area.

3. Impact

Have minimal impact to users and occupiers of nearby property and land. For example, by avoiding significant loss of sunlight, privacy and outlook and unacceptable noise and disturbance.

7. Trees and woodland

All new development will be expected to incorporate existing and new tree planting as an integral part of development proposals.

14. Scale

The scale of development should keep within the general confines of the overall character of a locality unless it can be demonstrated that the contrary would bring a substantial visual improvement.

2. BASELINE LANDSCAPE ASSESSMENT

Site description

- 2.1 The application site is broadly rectangular in shape with a total of approximately 0.75 hectares. The site slopes very gently from the east down to the west.
- 2.2 The site comprises an area of arable farmland to the south of the main access into the Sefter Farm site, to the east of the yard which is currently used for car parking. Key features of the site include:
- Access from Pagham Road at the north east corner of the site;
 - The main access into the site runs along the northern boundary;
 - The area is currently farmed for arable crops with a few porta cabins in the north west corner;
 - Site boundaries are undefined to the south, the eastern and northern boundaries are formed by tall hedgerows with Pagham Road and the access track beyond. The western boundary is marked by the change in surfacing from soft to hard;
- 2.3 Features of the local site context include:
- To the north of the site is the access track with the landscaped approach to the main facility, most noticeable being an avenue of Poplar trees;
 - To the north west and west of the site lies large scale packhouses with associated vehicular access;
 - To the south west lies a reservoir with bunded sides and beyond several anaerobic digesters;
 - To the south, arable farmland continues before a further bunded reservoir;
 - To the east lies a tall hedgerow with Pagham Road beyond, hedged on the other side before arable farmland.

Topography and soils

- 2.4 The site slopes down gently from east to west. The levels are around 5m AOD and slightly higher.
- 2.5 Reference to the Cranfield Soil and AgriFood Institute (CSAI) Soilscape Viewer identifies the site as having loamy soils with naturally high groundwater and low fertility.

Landscape, ecological and historic designations

- 2.6 Pagham Harbour lies over 2km to the south-west of the site at its nearest point, and is designated as a Site of Special Scientific Interest (SSSI), Special Protection Area (SPA), Ramsar and Local Nature Reserve (LNR).
- 2.7 Bognor Reef is an SSSI which lies over 2km to the south-east of the site at its nearest point.
- 2.8 Sefter Farmhouse and Sefter Granary are Grade II Listed Buildings immediately to the north of the application site, within the ownership boundary. The full listing provides the following description:
- 2.9 *One building. C18. Two storeys. Four windows. Stuccoed. Tiled roof. Vertical glazing bars only intact. C19 castellated porch. Modern addition behind.*
- 2.10 Other Listed Buildings in the area surrounding the site include the Grade II* Listed Bowley Farmhouse approximately 550m to the north-west of the site, Grade II Listed Copyhold Farmhouse approximately 600m to the north-east of the site, Rookery Farmhouse approximately 500m to the south of the site, and a cluster of Listed Buildings comprising Nyetimber Windmill and Mill Cottage, Group of Four Barns at Mill Farm, and The Inglenook Restaurant approximately 750m - 1000m south of the site, all Grade II Listed.
- 2.11 Further Listed Buildings in the wider area surrounding the site (over 1km from the site) are clustered to the south and south-east at Nyetimber and Rose Green, and associated with farms to the north-east and north-west.

Historic landscape character

- 2.12 The Historic Landscape Characterisation Broad Character Type map and the Historic Landscape Characterisation Character Type map, both produced by West Sussex County Council, identifies the site as 'fieldscares' and 'informal fieldscae' respectively.

National landscape character

- 2.13 The site and study area fall within National Character Area (NCA) 126 South Coast Plain as defined by Natural England, published in 2014 and superceding the previous Countryside Agency Character Area profile.

- 2.14 Key characteristics of this NCA pertinent to the site context are defined as:

- The plain slopes gently southwards towards the coast. From the coastal plain edge there are long views towards the sea and the Isle of Wight beyond.
- The underlying geology of flinty marine and valley gravels extends several miles inland to the dip slope of the South Downs and the South Hampshire Lowlands. This gives rise to deep and well-drained high quality soils.
- There are stretches of farmed land between developed areas, often with large arable fields defined by low hedges or ditches.
- Along the exposed, open coastal plain and shoreline, tree cover is limited to isolated wind-sculpted woodlands and shelterbelts.
- The area has significant urban development, with settlements along the coastline dominated by the Portsmouth conurbation, suburban villages and seaside towns including Bognor Regis, Littlehampton and Worthing linked by major road and rail systems.

Regional landscape character

West Sussex Landscape Character Assessment

- 2.15 At a County level, West Sussex County Council have produced the West Sussex Landscape Character Assessment (unpublished) in 2003. This assessment classifies the area within which the site lies as SC9 Chichester to Yapton Coastal Plain Landscape Character Area.
- 2.16 Key characteristics of this character area of relevance to the site and context include:
- Low lying flat open landscape.
 - Meandering rifes and straight drainage ditch systems, with associated unimproved grassland and edged by reed beds.
 - A low density of hedgerows and hedgerow trees with occasional shelterbelts.
 - Large-scale arable farming and market gardening. Extensive farms with both traditional and modern farm buildings and silos.
 - Clusters of glasshouses.
 - Large farmsteads along roads, and on dead-end tracks.
 - Long views to Arundel, the Downs and to the distinctive spire of Chichester Cathedral.
 - The relatively open character of much of the area allows

long views so that village church towers are important landmarks in views.

- Frequent urban fringe influences of horse paddocks, light industry and disused airfields, with busy minor and major roads.
- The urban fringes associated with Bognor are particularly obvious, with sporadic urban development in suburban settlements of Tangmere, Barnham, Yapton, and Westergate.
- Few trees or hedgerows, partly as a result of Dutch Elm Disease, from the 1970s and the Great Storm of 1987 and overall high quality agricultural land, although, where they do exist, they form prominent features.

Local landscape character

- 2.17 Arun District Council commissioned The Arun Landscape Study which was produced in 2006 by Hankinson Duckett. This document considers Landscape and Visual Amenity Aspects of Development Choices in Arun District (2006-2026). As part of the study, a local landscape character assessment was carried out for the district, identifying landscape character types and areas.
- 2.18 The landscape character type within which the site lies is classified as: L1b Large-scale open arable. The summary description for this character type is as follows:
- Intensive arable farmland
 - Relatively large fields across relatively flat or very gently undulating landform
 - Field boundaries tend to be drainage ditches and/or fences
 - Weak/remnant hedgerow structure in places, with few mature trees
 - Long views to downs to north.
- 2.19 The landscape character area within which the site lies is classified as: 7 Sefter Bottom-Elbridge Coastal Plain.
- Almost entirely open arable fields.
 - Well managed, intensive farmland.
 - Abuts Pagham Rife to the west, Aldingbourne Rife to the east.
 - Rural but influenced by lanes and roads which dissect the area.
 - Minor urban influence from distant views of Bognor to the south.

- Distant views of the South Downs to the north.

Site landscape character

- 2.20 The landscape character of the site itself accords with the local landscape character assessments. The site lies within coastal plain land to the south of Chichester and north of Bognor Regis.
- 2.21 The site has the following key characteristics:
- The site is currently used as arable farmland;
 - The north and eastern boundaries are screened by mature hedges which are located on site;
 - A change from arable farmland to hardstanding marks the western boundary with nothing defining the southern boundary;
 - There are open views from the site but due to the flat nature of the landscape the first hedge or line of trees limits views;
 - Pagham Road, running along the eastern boundary is the route to Pagham, a small seaside village to the west of Bognor Regis, and has the site access leading off it to the west;
 - The site is flat with an indiscernible fall to the west;
 - The site has large packhouses to the north and west with bunded reservoirs to the south-west and south, all within the ownership boundary;
 - North of the application site, within the ownership site, there are two Grade II Listed Buildings: Sefter Farmhouse and Sefter Granary.
- 2.22 The overall character of the site is that of a commercial farm due to the large packhouses, silos, bunded reservoirs, hardstanding, parking areas, road signage, security barriers and lighting.

Landscape condition

- 2.23 The site lies south of a tract of countryside south of Chichester and north of Bognor which is dominated by commercial agriculture with large warehouses/ packhouses, commercial greenhouses and polytunnels. This area lies between the A279 and the B2166 Pagham Road. The site lies further south of this area but between Clarks of Bowley and factories at Osbourne, refrigerators north of Sefter Road which also have larger scale buildings. The area predominantly comprises well managed agricultural land, with strong hedgerows and trees

with lines of poplar trees.

- 2.24 The site grounds are managed, with tall maintained hedgerows, sheltering arable farmland.
- 2.25 The Landscape Condition of the Chichester to Yapton Coastal Plain is considered to be fair in the vicinity of the site due to the influence of commercial agriculture in the area.

Landscape value

- 2.26 Within the Character Assessment, the Chichester to Yapton Coastal Plain character area is considered to have a flat, open landscape with a low density of hedgerows, trees and shelterbelts. Large scale arable and horticultural commercial farming with commercial farmyards, farm buildings, silos and clusters of glasshouses forms a feature of the landscape.
- 2.27 The site landscape comprises arable farmland bounded on the north and east with a tall hedgerow. The existing packhouse buildings lie to the north west and west. To the north of the site lies a strong line of poplar trees which forms the approach to the site.
- 2.28 The landscape value of the immediate Chichester to Yapton Coastal Plain local character area setting is considered to be medium, and the landscape value of the site features are considered to be medium.

Landscape receptors

- 2.29 A number of landscape receptors were selected for the landscape assessment, representing those landscape receptors considered to be potentially affected by the proposed development, as follows:
- Setting/ character of Chichester to Yapton Coastal Plain local character area in the vicinity of the site;
 - Setting of the Sefter Farm and Sefter Barn Grade II Listed Buildings to the north-west of the site;
 - Application site landscape features, principally hedgerows and arable land.
- 2.30 The setting of Sefter Farm and Sefter Barn Grade II Listed Buildings was reviewed through the site assessment and found to have no visual connection with the development site, being completely screened by the intervening layers of tree and hedgerow vegetation including the semi-mature tree plantation between the Sefter Farm visitor and staff access roads. It was therefore scoped out as a potential receptor.

3. BASELINE VISUAL ASSESSMENT

Potential visual receptors

- 3.1 In the light of the desktop study a series of potential visual receptors and viewpoints were investigated through the field survey, to provide a detailed assessment of the visual effects of the proposed development. The potential receptors are described below.
- 3.2 The compact site lies adjacent to the existing buildings at Sefter Farm, which, along with the avenue of Poplar trees along the access drive, are noticeable in some views. Boundary hedgerows to the east and north, trees to the north, and existing packhouses to the west, all provide enclosure to the site.

Public receptors

- 3.3 Potential receptors identified included the following public routes and open space, which lie in the vicinity of the site:
- Pagham Road which is also an on-road cycle route
 - Public Right of Way to the north of the site (PAG-129-2/ NOM-128-1)
 - Hook Lane a residential road on the north western edge of Bognor Regis
 - Public Right of Way PAG-130-2 to the north east of the site
 - Public Right of Way PAG-133-2 to the north east of the site
 - Public Right of Way NOM-91-1 to the north west of the site
 - Public Right of Way PAG-101-7 to the south east of the site
 - Church Lane, Pagham
- 3.4 Church Lane on the northern edge of Pagham was reviewed through the site assessment and found to be completely screened in views towards the site (Viewpoints 02, 03, and 04) by the intervening residential estate and layers of vegetation, combined with the distance. It was therefore scoped out as a potential receptor.

Residential receptors

- 3.5 Potential receptors involving residential dwellings were also identified. Potential residential receptors include the following dwellings:
- Sefter School comprising terrace of three dwellings to south-east of the site at the junction of Sefter Road and Pagham Road.

- 3.6 The dwellings at Sefter School were reviewed through the site assessment and found to have no windows facing towards the site other than non primary velux windows. These dwellings were therefore scoped out as a potential receptor.

Visual receptor baseline

- 3.7 Visual receptors were selected to provide coverage of all receptors or receptor groups with views that may be affected by the proposed development. The selected visual receptors are described as follows, with the relevant representative viewpoints listed:

Pagham Road

- 3.8 This receptor comprises Pagham Road to the east of the site. The road runs roughly north south with no pavements. The road is predominantly enclosed by hedges limiting views into the surrounding countryside, some areas of lower vegetation provide glimpsed views of arable farmland. The character of the road is relatively rural, but also relatively fast and busy with regular traffic. Receptors include drivers and cyclists. The viewing distance is approximately 0m - 600m from the site. This is a medium - low sensitivity receptor.
- Representative viewpoints: Pagham Road (Viewpoints 01, 07, 08 and 09).

Footpaths to north-east of site

- 3.9 This receptor comprises public footpath PAG-130-2, PAG-133-2 to the north-east of the site. Views are predominantly rural and relatively open across arable fields, broken up by woodland belts and hedgerows. Receptors include pedestrians and cyclists, as well as drivers of occasional vehicles accessing the farms and shepherds hut and camping along Lower Bognor Road. The viewing distance is approximately 1400m - 1600m from the site. This is a high sensitivity receptor.
- Representative viewpoints: Public Rights of Way PAG-130-2 and PAG-133-2 (Viewpoints 11, 12 and 13).

Footpaths to north-west of site

- 3.10 This receptor comprises Public Rights of Way PAG-129-2, NOM-128-1 and NOM-91-1. Views are predominantly rural and relatively open across arable farmland broken up by tree belts and hedgerows. Receptors include pedestrians. The viewing distance is approximately 500m - 2000m from the site. This is a high sensitivity receptor.
- Representative viewpoints: Public Rights of Way PAG-129-2, NOM-128-1 and MON-91-1 (Viewpoints 09, 10, 14

and 15).

Hook Lane

- 3.11 This receptor comprises Hook Lane to the south-east of the site on the north-western edge of Bognor Regis. This lane has residential dwellings on the south-eastern side and agricultural farmland on the north-western side. Receptors include drivers, cyclists and pedestrians. The viewing distance is approximately 700m from the site. This is a medium sensitivity receptor.

- 3.12 Representative viewpoints: Hook Lane (Viewpoint 06)

Footpath to south-west of site

- 3.13 This receptor comprises Public Right of Way PAG-101-7 to the south-east of the site. Views are semi-rural / urban fringe, with housing development to the east of the view and agricultural farmland to the west. Receptors include pedestrians. The viewing distance is approximately 1.7km from the site. This is a high - medium sensitivity receptor.

- 3.14 Representative viewpoints: Public Right of Way PAG-101-7 (Viewpoint 05)

On-Site Photographs

- 3.15 Photographs from within the site were also recorded to help describe the visual envelope of the proposals, and to give an indication of the landscape condition and site character. The site photographs, shown in Chapter 10, do not form part of the visual assessment.

Viewpoint descriptions

- 3.16 Figure 8 identifies the locations of all the receptor viewpoints (provided in Chapter 11). Descriptions of the receptor viewpoints are provided below.

Viewpoint 01

- 3.17 View 01 is taken from Pagham Road opposite the entrance to Sefter Farm. The view looks west towards the site. The view comprises dense vegetation to the south of the access road, access road with view to distant blue packhouses, porta cabins, silo, signage and lighting. To the north of the access road is the visitor approach to the farm with an avenue of poplar trees on either side of the approach.

Viewpoint 02

- 3.18 View 02 is taken from Church Lane, Little Welbourne at the western most point accessible in a vehicle. The view looks north east towards the site. The view comprises arable farmland behind a timber post and cleft rail fence. To the left of the view dense vegetation is present along Public Right of Way PAG-101-6/7. The horizon shows very distant views to the South Downs but the more immediate horizon consists of tree groups with some distinct lines of Poplar trees, agricultural barns and housing along the eastern side of Pagham Road and further to the right of the new development along the western side of Pagham Road. Sefter Farm is not discernible in the view due to the distance and the intervening residential estate and vegetation.

Viewpoint 03

- 3.19 View 03 is taken from Church Lane, Pagham opposite the caravan park. The view looks north east towards the site. The view comprises arable farmland beyond a slightly gappy native hedge. Distant views show the South Downs with the more immediate horizon made up of clumps of trees. Sefter Farm is not discernible in the view due to the distance and the intervening residential estate and vegetation.

Viewpoint 04

- 3.20 View 04 is taken from Church Lane, Pagham opposite residential dwellings. The view looks north east towards the site. The view comprises arable farmland behind a native hedge which varies in height. The view is taken where there is a dip in the hedge. The Sefter Farm site is not visible in this view due to the distance and the intervening residential estate and vegetation.

Viewpoint 05

- 3.21 View 05 is taken from Public Right of Way PAG-101-7, approximately 200m west of Pagham Road. The view looks north east towards the site. The view comprises a strong line of Poplar trees, a construction site, Millfarm estate, small new housing estates and development along Pagham Lane. In the far distance there are views to the South Downs and the foreground appears to be fallow arable farmland. The roofline of the packhouses on the Sefter Farm site are just discernible, glimpsed in the distance beyond the single storey dwellings of Millfarm estate and through the intervening vegetation.

Viewpoint 06

- 3.22 View 06 is taken from Hook Lane, a residential road on the outskirts of Bognor Regis, opposite the junction with Drift Road. The view looks north west towards the site. The view comprises dry grassland in the foreground beyond a native hedge. The east side of Pagham Road has a solid hedgerow with regular trees along it limiting views beyond. The blue packhouse buildings are partially visible at Sefter Farm, broken up by intervening trees along Pagham Road. Development at Sefter Bottom is also partially visible in the view.

Viewpoint 07

- 3.23 View 07 is taken from Pagham Road where it joins Sefter Road. The view looks north west into the site. The view comprises the pedestrian entrance into the Sefter Farm site with gated access through a timber post and cleft rail fence combined with hedge planting. Through the gap in the hedge arable farmland makes up the foreground with the blue warehouse buildings of Sefter Farm beyond. A telegraph/ electricity pole and associated wires are also present in the mid ground beyond the hedge.

Viewpoint 08

- 3.24 View 08 is taken from Pagham Road at the entrance to Rookery Farm. The view looks north west towards the site. The view comprises timber post and cleft rail fencing in the foreground with arable farmland beyond and telegraph/ electricity poles and wires crossing the view. The mid ground is fairly well vegetated which breaks up views to Sefter Farm, with partial views of the anaerobic digesters, a small section of the blue warehouse and the line of poplar trees on the approach.

Viewpoint 09

- 3.25 View 09 is taken from Public Right of Way PAG-129-2 as it joins Pagham Road. The view looks south west towards the site. The view comprises arable farmland with vegetation and glimpsed views of buildings indicating Sefter Farm. The strong line of popular trees marks the approach to Sefter Farm, with a glimpsed view of the grey roofline of a packhouse on the Sefter Farm site beyond intervening vegetation.

Viewpoint 10

- 3.26 View 10 is taken from Public Right of Way PAG-129-2 west of the footbridge. The view looks south towards the site. The view comprises arable farmland in the foreground with a track on the left leading to Sefter Farm. The horizon is heavily vegetated which restricts views but glimpses of the packhouse on the Sefter Farm site are just visible along with the strong

line of poplars trees on the approach to the site.

Viewpoint 11

- 3.27 View 11 is taken from Public Right of Way PAG-130-2 at the right angle bend. The view looks south west towards the site. The view comprises arable farmland with a hedge against the rear of properties along the southern side of Lower Bognor Road to the right of the view. The horizon is fairly well vegetated with both hedgerows and occasional trees. The pale roofline of the packhouse at Sefter Farm is just discernible in the distance along with the line of poplar trees on the approach to Sefter Farm.

Viewpoint 12

- 3.28 View 12 is taken from Public Right of Way PAG-133-2 north of Trafalgar Cottage. The view looks south west towards the site. The view comprises arable farmland with foreground vegetation and more distant vegetation on the horizon along Lower Bognor Road, Trafalgar Cottage, and telegraph/ electricity poles and wires crossing the view. The line of poplar trees on the approach to Sefter Farm are just discernible in the view but the packhouses are screened by mid ground vegetation.

Viewpoint 13

- 3.29 View 13 is taken from Public Right of Way PAG-133-2 just south of Butterlees Farm. The view looks south west towards the site. The view shows arable farmland with dense, tall vegetation surrounding the hamlet of Lagness. This vegetation fully screens distant views towards Sefter Farm.

Viewpoint 14

- 3.30 View 14 is taken from Public Right of Way NOM-129-1 where it joins Bowley Lane. The view looks south east towards the site. The view comprises arable farmland with some wires on telegraph/ electricity poles. The mid ground is fairly well vegetated with trees and hedgerows, with scattered development partially visible including partial views of the packhouses at Sefter Farm.

Viewpoint 15

- 3.31 View 15 is taken Public Right of Way NOM-91-1 approximately mid way between North and South Mundham. The view looks south east towards the site. The view comprises arable farmland with a vegetated horizon including both hedges and trees. The existing packhouse buildings on the Sefter Farm site are partially visible, with the pale roofline glimpsed through the trees in the distance.

4. IMPACT ANALYSIS METHODOLOGY

Landscape Effects

- 4.1
- The landscape impact assessment considers the potential effects of the proposed development on the landscape as an environmental resource.
- 4.2
- The sensitivity to change and magnitude of impacts on landscape receptors are classified and aggregated to determine the significance of effect. Table 4 indicates the assessment matrix used to determine the significance of the proposals impact on landscape receptors.

Landscape receptors

- 4.3
- The landscape receptors comprise the physical elements and combinations of those elements that are affected by and form the setting of the proposed development.

Landscape sensitivity

- 4.4
- The sensitivity to change of a landscape receptor is reflected in the degree to which that area is able to accommodate change resulting from a proposed development without adverse effects on its character. This may be influenced by a number of factors including the physical quality and perceived value of the landscape in question, general visibility (influenced by topography and vegetation etc), scale (of both the landscape and of the development), and robustness of the characteristic landscape elements.
- 4.5
- Landscape receptors are assessed in terms of their sensitivity by combining judgements of their susceptibility to the type of development proposed and the value attached to the landscape.
- 4.6
- Susceptibility factors are particular to the specific landscape and nature of the proposed development, and as such do not lend themselves to generic classification. However, Table 2 is shown opposite as an example of the type of assessment criteria employed. Judgements about susceptibility are tailored to the project and graded on an incremental scale from high to low.

Figure 5 - Assessment of significance of effects

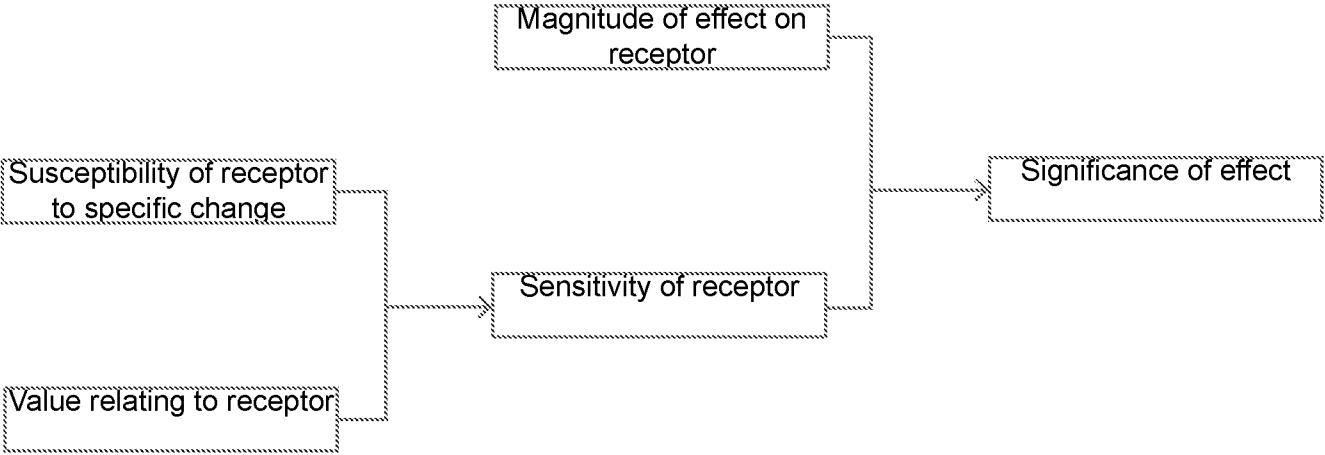


Table 1 - Landscape Receptor Quality/Value

Landscape receptor type	Quality/value
Areas of strong positive character that are highly valued by virtue of their scenic beauty, cultural value or with valued features that combine to give an experience of unity, richness and harmony. The quality and value of such landscapes is often recognised through statutory designation as a National Park or Area of Outstanding Natural Beauty (AONB). These landscapes may be considered particularly worthy of conservation and which may be particularly sensitive to change if dealt with inappropriately	High
Areas that exhibit positive character but which may exhibit evidence of alteration, degradation and erosion of features. Also applicable to areas with degraded features but which remain well used/highly valued.	Medium
Areas that are bland, neutral or negative in character with few notable or valued features and/or evidence of alteration, degradation and erosion of features, resulting in areas of variable or negative character, with ample scope for improvement.	Low

Table 2 - Landscape Receptor Susceptibility

Landscape receptor:	Susceptibility to change
Nationally or regionally scarce features or elements having particularly distinctive characteristics; or mature vegetation with provenance or in very good condition, e.g. features within a statutorily designated area (e.g. dry stone walls), ancient woodland or feature parkland trees, national trails, cycle routes, or regionally important rights of way.	High
Features or artefacts that are locally distinctive but commonplace; or mature vegetation that is in good or moderate condition or is readily replicated; or locally important footpaths etc.	Medium
Features or artefacts that are regionally or nationally ubiquitous and do not contribute to local distinctiveness; or vegetation that is in poor condition or is poorly maintained (e.g. gappy hedgerows). Features or artefacts that detract from landscape character such as obtrusive man-made artefacts (e.g. power lines, large areas of hard-standing etc).	Low

- 4.7 Landscape quality refers to the physical condition and state of repair of the landscape, and its intactness. Landscape value refers to the importance of the landscape to society, which may be due to a range of factors including its scenic beauty, cultural associations and tranquil or wild feel. Both are assessed on a three level scale as per Table 1.
- 4.8 The magnitude of impact of the development proposals on landscape receptors are assessed as per Table 3. The criteria take into account whether the change is temporary or permanent and also any contemplated mitigation measures.
- 4.9 For residual effects, planting mitigation measures are assessed at 15 years' post completion.
- 4.10 A significant effect is a severe, major or moderate effect.

Table 3 - Magnitude of Landscape Change Criteria

Impact on landscape receptor	Magnitude
Permanent removal of, or a significant change to, the characteristics of the landscape element in question. Limited or no scope for replacement, reinstatement or other mitigation.	Large
Partial removal of, or moderate changes to the characteristics of the landscape element in question. Also applies to complete removal that can be suitably mitigated against.	Medium
Small scale changes to a landscape element or loss of/change to a small proportion of an extensive feature. Larger scale losses that can be fully mitigated against through provision of equivalent replacement features.	Small
Very small scale changes to a landscape element or loss of/change to a small proportion of an extensive feature. The changes can be fully mitigated against through provision of equivalent replacement features.	Negligible

Table 4 - Landscape Effect Significance Assessment Matrix

Landscape effect significance matrix		Sensitivity to change of landscape receptor		
		High	Medium	Low
Magnitude of change	Large	Severe	Major	Moderate
	Medium	Major	Moderate	Minor
	Small	Moderate	Minor	Slight
	Negligible	Minor	Slight	Neutral

Visual effects

4.11 A visual impact assessment analyses the potential effects resulting from a proposed development upon the population likely to be affected. It assesses the change in visual amenity undergone by specific receptors that would arise from any change in the nature of views experienced.

Sensitivity of receptors and magnitude of effects

4.12 The relative sensitivity of each visual receptor as per Table 5 is determined by the combination of the susceptibility of the receptor to change and the value or nature of the view experienced from that receptor.

4.13 The magnitude of visual effects are also considered and quantified as per Table 6. Factors considered may include the potential for weather conditions to restrict views, the principle aspect of the viewpoint/viewer, the proportion of any particular view affected, the potential for the development to attract the eye or to become a focal point in the view to the detriment/benefit of competing visual elements.

4.14 Where appropriate a commentary is provided to justify the reasoning for the magnitude and sensitivity criteria selected.

4.15 Once sensitivity to change and magnitude of impact have been classified, the two are aggregated as per the matrix shown in Table 7, to determine the significance of the impact experienced by each receptor.

4.16 Visual impacts may also either be adverse (negative), beneficial (positive), or neutral (of no material effect). This is a subjective judgment based on the individual perceptions of the assessor and is not directly related to significance of effect. For residual effects, planting mitigation measures are assessed at 15 years' post completion.

4.17 A significant effect is a severe, major or moderate effect.

Table 5 - Receptor Visual Sensitivity

Receptor	Sensitivity
Observers whose attention or interest may be focussed on the landscape and recognised views in particular. Public viewpoint of important cultural or aesthetic significance, including those identified within and protected by policy or tourist destinations marked on maps; views in a recreational context with the expectation of a rural outlook, such as a public footpath in a rural context, or users of land with public access (i.e. Open Access Land and National Trust Land). A valued community view or community setting. Private views from principal living spaces. Designed views, including from within historic landscapes.	High
Views of the landscape are part of, but not the sole purpose of the receptors' activities. Those playing or participating at outdoor sports or undertaking formal outdoor recreation. Public view of less significance or a number of private views from non-principal living spaces. Users of local roads or rural lane where there are clear/ open views across the landscape or other rural outlook and low levels of traffic.	Medium
Attention is focussed upon the activity of the receptor and not upon the wider views. Small number of private views visible from non-principal living spaces. Views from outdoor sport or recreation facilities which are not dependent on appreciation of the landscape. Views from transport corridors; users of main roads travelling at speed, or local roads where the focus is upon the road ahead owing to traffic conditions and the context / composition of views; views from places of work where the setting is not important to the quality of working life.	Low

Table 6 - Magnitude Of Visual Change Criteria

Visual impact	Magnitude
A total loss or major alteration to one or more key elements, features or characteristics of the view. The introduction of prominent elements of a scale, form and colour uncharacteristic from the surrounding landscape.	Large
Partial loss or alteration to one or more key elements, features or characteristics of the view. Introduction of prominent elements that are not wholly uncharacteristic of the existing landscape.	Medium
Minor loss or alteration to one or more key elements, features or characteristics of the view. Introduction of minor features not uncharacteristic of the existing landscape.	Small
Very minor loss or alteration to one or more key elements, features or characteristics of the view. Introduction of elements of a form, scale and colour characteristic of the existing landscape.	Negligible

Table 7 - Visual Effect Significance Assessment Matrix

Visual effect significance matrix		Sensitivity to change		
		High	Medium	Low
Magnitude of change	Large	Severe	Major	Moderate
	Medium	Major	Moderate	Minor
	Small	Moderate	Minor	Slight
	Negligible	Minor	Slight	Neutral

5. ASSESSMENT OF EFFECTS

Landscape effects assessment

Setting/ character of Chichester to Yapton Coastal Plain local character area in the vicinity of the site

- 5.1 The application site lies within the Chichester to Yapton Coastal Plain local character area. Within the vicinity of the site, the landscape is flat and relatively open, but with regular hedgerows, and trees and shelter belts associated with farms, hamlets and scattered dwellings. Large scale arable and horticultural commercial farming with commercial farmyards, farm buildings, silos and clusters of glasshouses also form a feature of the landscape. The local character area is considered to be a medium sensitivity receptor in the vicinity of the site due to the influence of commercial agriculture in the area.
- 5.2 The application will involve the development of a new packhouse 60m to the east of the existing packhouse, and the relocation of the existing surface car park (190 spaces), to the east of the proposed warehouse. The existing car park will become a yard for the proposed packhouse. The proposed packhouse and relocated car park will replace agricultural land, and the packhouse and new access to the car park will also involve the removal of small sections of the existing hedgerow along the staff access road. The packhouse is designed and sited to form part of the existing farm complex, whilst materials include grey roof to recede in views against pale skies.
- 5.3 The proposals will introduce new hedgerow planting around the proposed development, to the south, north and east, as well as between the proposed packhouse and relocated car park. This will supplement the existing mature and semi-mature hedgerows and tree belts around the wider site. Wildflower margins will also be planted alongside the new hedgerows to enhance biodiversity in the area.
- 5.4 Post construction, there will be a small magnitude of impact, caused by the introduction of an additional packhouse to the farm complex at Sefter Farm. This will result in a minor adverse effect to the setting and character of the Chichester to Yapton Coastal Plain character area in the vicinity of the site.
- 5.5 Following 15 years' growth of the embedded mitigatory planting and existing vegetation, the trees, hedgerows and wildflower margins will have matured to enhance the character of the site, soften and embed the packhouse and car park within the

Table 8 - Landscape Effects Assessment

Landscape Receptor	Sensitivity	Post construction		Residual	
		Magnitude	Significance	Magnitude	Significance
Setting/ character of Chichester to Yapton Coastal Plain local character area in the vicinity of the site	Medium	Small	Minor adverse	Negligible	Slight neutral
Application site landscape features, principally hedgerows and arable land	Medium	Neutral	Neutral	Small beneficial	Minor beneficial

local landscape and enhance the biodiversity of the site. This will result in a negligible impact and a slight neutral residual effect on the Chichester to Yapton Coastal Plain character area in the vicinity of the site.

Application site landscape features principally hedgerows and arable land

- 5.6 The landscape of the application site comprises arable land and hedgerows as well as existing access roads and hard standing. These landscape features have some ecological value due to the hedgerows. The site landscape features are considered to be a medium sensitivity receptor.
- 5.7 The hedgerows will largely be retained as part of the development proposals, with small sections removed to facilitate the development where necessary.
- 5.8 The proposals will introduce a new packhouse and relocated car park set within a landscape framework of the existing and new native hedgerows to the south, north and east of the site, as well as between the proposed packhouse and relocated car park. Wildflower margins will also be introduced alongside the new hedgerows to enhance biodiversity in the area.
- 5.9 Post construction, the biodiversity benefits from the new native hedgerow and wildflower planting will balance the loss of small amounts of existing hedgerow and arable farmland. This will result in a neutral initial effect to the landscape features of the site.
- 5.10 Following 15 years' growth of the embedded mitigatory planting, the matured hedgerow and wildflower margins will

have increased the biodiversity of the site, resulting in a small beneficial impact and a minor beneficial residual effect on the landscape features of the site.

Visual effects assessment

Pagham Road

- 5.11 Pagham Road runs to the east of the site, in a roughly north south direction. The road is predominantly enclosed by hedges limiting views into the surrounding countryside. The character of the road is relatively rural, but also relatively fast and busy with regular traffic. The views from this route are considered to be of medium - low sensitivity. The road is predominantly used by drivers but may also be used by cyclists.
- 5.12 There will be some small changes to limited views from Pagham Road at breaks in the hedgerows lining the lane, resulting from the proposed development.
- 5.13 At the entrance to the site (Viewpoint 01), there may be partial views of the roofline of the proposed packhouse, seen over the intervening mature, tall hedgerow to the south of the entrance road.
- 5.14 At Viewpoint 07 opposite the junction with Sefter Road, the proposed packhouse will not be visible, screened by the intervening mature, dense hedgerow.
- 5.15 At Viewpoint 08 at the entrance to Rookery Farm there is likely to be a partial distant view of the proposed packhouse, seen through the intervening vegetation and forming part of the wider view of farm buildings glimpsed through the treed vegetation.

It is also possible that there will be a distant glimpse of the roofline of the proposed packhouse at Viewpoint 09, though this may be screened by the intervening treed vegetation.

5.16 Embedded mitigation will comprise the design of the packhouse with grey roof, and new hedgerow planting around the proposed development which will supplement the existing mature hedgerows and tree belts around the site.

5.17 Post construction, there will be a small adverse impact resulting in a minor to slight adverse visual effect on limited views from Pagham Road at breaks in the hedgerow lining the lane.

5.18 Following 15 years' growth of the embedded mitigation and existing vegetation, the existing trees and hedgerows combined with the maturing hedgerow planting will predominantly screen these limited views of the proposed packhouse, with only the occasional glimpse of the roofline possible. This will result in a negligible impact and a slight adverse to neutral visual effect on limited views from Pagham Road at breaks in the hedgerow.

Public footpath to north-east of site

5.19 Public Right of Way (PRoW) PAG-130-2 and PAG-133-2 lie to the north-east of the site. Views are predominantly rural and relatively open across arable fields, broken up by woodland belts and hedgerows. The views from these routes are considered to be of high sensitivity. The footpaths are primarily used by pedestrians and cyclists, as well as occasional drivers accessing the farms.

5.20 From PRoW PAG-130-2 at Viewpoint 11, the roofline of the proposed packhouse will be just discernible, low on the horizon, above the intervening hedgerow vegetation in this distant view, replacing the roofline of the existing packhouse due to its position in front of the existing packhouse in this view.

5.21 From PRoW PAG-133-2 at Viewpoints 12 and 13, the proposed packhouse will be fully screened in these distant views by intervening tree and hedgerow vegetation, as is the case for the existing packhouses.

5.22 Embedded mitigation will comprise the design of the packhouse with grey roof, and new hedgerow planting around the proposed development which will supplement the existing mature hedgerows and tree belts around the site.

Table 9 - Visual Effects Assessment

Receptor description	Sensitivity	Post construction		Embedded mitigation	Residual	
		Magnitude	Significance		Magnitude	Significance
Pagham Road	Medium - low	Small	Minor to slight adverse	Design of new building; hedgerow planting.	Negligible	Slight adverse to neutral
Footpath to north-east of site	High	Negligible	Minor neutral	Design of new building.	No change	Neutral
Footpaths to north-west of site	High	Negligible	Minor neutral	Design of new building; hedgerow planting.	No change	Neutral
Hook Lane	Medium	Small - negligible	Minor to slight neutral	Design of new building	Negligible	Slight neutral
Footpath to south-west of site	High - medium	Negligible	Minor to slight neutral	Design of new building	No change	Neutral

5.23 Post construction, there will be a barely perceptible change to the views from footpath PAG-130-2 resulting in a negligible impact and a minor neutral visual effect on users of this footpath.

5.24 Following 15 years' growth of the embedded mitigation and existing intervening vegetation, it is likely that the barely discernible view of the proposed packhouse roofline will be fully screened by intervening hedgerow vegetation. This will result in a neutral visual effect on views from footpath PAG-130-2.

Public footpaths to north-west of site

5.25 Public Rights of Way PAG-129-2, NOM-129-1 and NOM-91-1 lie to the north-west of the site. Views are predominantly rural and relatively open across arable farmland broken up by tree belts and hedgerows. The views from these routes are considered to be of high sensitivity. The footpaths are primarily used by pedestrians.

5.26 From PRoW PAG-129-2 at Viewpoint 09, the roofline of the proposed packhouse will be partially visible through the line of poplars and above the lower trees beyond. At Viewpoint 10 on this footpath, it is possible that the roofline of the proposed packhouse could be glimpsed through the intervening layers of vegetation.

5.27 From PRoW NOM-129-1 at Viewpoint 14, there may be glimpses of the proposed packhouse beyond and between intervening vegetation and the existing packhouses, but it is likely to be entirely screened by the existing packhouses.

5.28 From PRoW NOM-91-1 at Viewpoint 15, there may be glimpses of the proposed packhouse beyond and between intervening vegetation and the existing packhouses in this distant view, but it is likely to be entirely screened by the existing packhouses.

5.29 Embedded mitigation will comprise the design of the packhouse with grey roof, and new hedgerow planting around the proposed development which will supplement the existing mature hedgerows and tree belts around the site.

5.30 Post construction, there will be a very slight change to the views from footpath PAG-129-2, resulting in a negligible impact and a minor neutral visual effect on users of this footpath, whilst it is likely that there will be no change to views from footpaths NOM-129-1 and NOM-91-1.

5.31 Following 15 years' growth of the embedded mitigation and existing intervening vegetation, it is likely that the glimpses of the proposed packhouse roofline will be fully screened by intervening tree vegetation. This will result in a neutral visual effect on views from footpath PAG-129-2.

Hook Lane

5.32 Hook Lane lies to the south-east of the site on the north-western edge of Bognor Regis. This lane has residential dwellings on the south-eastern side and agricultural farmland on the north-western side. The view from this route are considered to be of medium sensitivity. The road is used by drivers, cyclists and pedestrians.

5.33 From Hook Lane at Viewpoint 06, the proposed packhouse

will be partially visible or glimpsed through the intervening vegetation, which will have a greater screening effect in summer when vegetation is fully in leaf. The partial/ glimpsed view of the packhouse will be seen alongside partial views of the other packhouses at Sefter Farm, as part of the group of farm buildings, and also be seen in the context of other dwellings within the view, partially screened by vegetation.

- 5.34 Embedded mitigation will comprise the design of the packhouse with grey roof, and new hedgerow planting around the proposed development which will supplement the existing mature hedgerows and tree belts around the site.
- 5.35 Post construction, there will be a slight change to the views from Hook Lane resulting in a negligible impact and a minor neutral visual effect on users of this road.
- 5.36 Following 15 years' growth of the embedded mitigation and existing intervening vegetation, the existing trees and hedgerows combined with the maturing hedgerow planting will predominantly screen the proposed packhouse, with only minimal glimpses of the roofline remaining. This will result in a slight neutral visual effect on views from Hook Lane.

Footpath to south-west of site

- 5.37 Public Right of Way PAG-101-7 lies to the south-east of the site. Views are semi-rural / urban fringe, with housing development to the east of the view and agricultural farmland to the west. The views from this route are considered to be of high-medium sensitivity. The footpath is primarily used by pedestrians.
- 5.38 The viewing distance is approximately 1.7km from the site.
- 5.39 From Public Right of Way PAG-101-7 at Viewpoint 05, there may be a distant glimpse of the roofline of the proposed packhouse, through the intervening vegetation and beyond the dwellings of the single storey Millfarm estate.
- 5.40 Embedded mitigation will comprise the design of the packhouse with grey roof, and new hedgerow planting around the proposed development which will supplement the existing mature hedgerows and tree belts around the site.
- 5.41 Post construction, there will be a barely perceptible change to views from footpath PAG-101-7, due to the distance from the site and the intervening vegetation and development. This will result in a negligible impact and a minor neutral visual effect on users of this route.

- 5.42 Following 15 years' growth of the embedded mitigation and existing intervening vegetation, it is likely that the distant glimpse of the proposed packhouse roofline will be fully screened by intervening vegetation. This will result in a neutral visual effect on views from footpath PAG-101-7.

Landscape and visual effects - local adopted policy

Policy SD SP3 Gaps Between Settlements

- 5.43 This Policy states that the generally open and undeveloped nature of the gap between the settlements of Bognor Regis to Chichester will be protected to prevent coalescence and retain the settlements' separate identity.
- 5.44 The proposed development will form part of the existing Sefter Farm complex, and does not undermine the physical or visual separation of these settlements, or compromise the integrity of the gap.

Policy LAN DM1 Protection of landscape character

- 5.45 This Policy states that development throughout the plan area should respect the particular characteristics and natural features of the relevant landscape character areas and seek, wherever possible, to reinforce or repair the character of those areas.
- 5.46 The proposed development responds to the pattern of farm settlements in the area, extending the existing farm complex of Sefter Farm. Landscape elements within the site are also enhanced through new native hedgerow and wildflower planting, enhancing the landscape character of the local area.

Policy HOR DM1 Horticulture

- 5.47 This Policy states that new packhouse development will be permitted provided that it is of a height and bulk which would not significantly damage the character or appearance of the surrounding landscape, unless it can be demonstrated that the need for a larger scale development is outweighed by the economic benefit of the scheme to the rural economy; and it relates sympathetically to the natural, built and historic environment.
- 5.48 The proposed packhouse is of a height and bulk which will integrate with the existing farm complex and relate sympathetically to the existing built environment, not significantly damaging the character or appearance of the surrounding landscape. The existing landscape framework

of hedgerows and tree belts, combined with the proposed hedgerow and wildflower planting, will further help to embed the packhouse into the surrounding landscape.

Policy D SP1 Design and Policy D DM1 Aspects of form and design quality

- 5.49 Policy D SP1 states that all development proposals should seek to make efficient use of land but reflect the characteristics of the site and local area in their layout, landscaping, scale, massing, character, materials, finish and architectural details.
- 5.50 Policy D DM1 states that development should have regard to aspects of form and design including character, appearance/ attractiveness and scale.
- 5.51 The proposed packhouse reflects the characteristics of the existing farm buildings in terms of scale, massing, character, materials and finish. The packhouse is designed and carefully sited to integrate with the existing farm complex, whilst materials include grey roof to recede in views against pale skies.
- 5.52 Landscape proposals respond to the existing local landscape features with additional native hedgerow and wildflower margins to enhance local biodiversity.

6. MITIGATION

- 6.1 The proposals have been carefully designed to minimise landscape and visual impact through the incorporation of embedded mitigation measures. These include:
- Design of the proposed packhouse, including height, location and materials, designed to match the buildings already on site, and integrating with the existing farm complex;
 - Materials proposed for the packhouse will match those used in the existing packhouse, with blue profile cladding walls and a grey profile roof sheeting which will recede in views against pale skies.
 - An area identified as 'landscape zone' on the Proposed Site Layout Plan will be planted with native mixed hedgerow and wildflower margin, enclosing the proposed packhouse and car park to the south, to the east of the car park, to a limited extent to the north of the car park and providing a hedgerow between the packhouse and car park;
 - Species choice of native planting will be tailored to reflect locally found species and to enhance potential biodiversity value.

7. CONCLUSION

- 7.1 The application site is located to the north west of Bognor Regis, south east of the village of South Mundham, immediately west of Pagham Road within the existing Sefter Farm complex including large packhouses.
- 7.2 The application site is broadly rectangular in shape, extending to approximately 0.75 hectares. The site slopes very gently from the east down to the west.
- 7.3 The development proposals for the site are for a new packhouse 60m to the east of the existing and the relocation of the existing surface car park (190 spaces), to the east of the proposed packhouse, replacing arable farmland. The existing car park will become a yard for the proposed packhouse. The height of the proposed packhouse will be comparable to the existing adjacent packhouse.
- 7.4 The proposals will introduce new hedgerow planting around the proposed development, to the south, north and east, as well as between the proposed packhouse and relocated car park. This will supplement the existing mature and semi-mature hedgerows and tree belts around the wider site. Wildflower margins will also be planted alongside the new hedgerows to enhance biodiversity in the area.

Landscape and visual effects

- 7.5 The landscape and visual effects of the proposals have been assessed and found to result in a combination of adverse, neutral and beneficial post construction and residual effects, with no significant landscape or visual effects.
- 7.6 The post construction landscape effects comprise a minor adverse effect to the setting and character of the Chichester to Yapton Coastal Plain character area in the vicinity of the site; and a neutral effect to the application site landscape features, principally hedgerows and arable land.
- 7.7 Following 15 years' growth of landscape mitigation measures, the residual landscape effects will comprise a slight neutral effect to the setting and character of the Chichester to Yapton Coastal Plain character area in the vicinity of the site; and a minor beneficial effect to the application site landscape features.
- 7.8 Overall, the visual assessment showed that the development proposal will only be partially visible or glimpsed in limited local viewpoints, and will generally be screened or partially screened by existing vegetation or the existing packhouses. The post construction visual effects comprise a minor to slight adverse effect to Pagham Road at limited breaks in the hedgerow; minor neutral effects to footpaths PAG-130-2 to the north-east and PAG-129-2 to the north-west of the site; and minor to slight neutral effects to Hook Lane and footpath PAG-101-7 to the south-west of the site. These visual effects represent generally slight or barely perceptible changes to distant views, seen in the context of the existing farm complex.
- 7.9 Following 15 years' growth of mitigation measures and existing vegetation, the residual visual effects will comprise a slight adverse to neutral effect to Pagham Road, a slight neutral effect to Hook Lane, and no effect to footpaths to the north-east, north-west and south-west of the site.
- 7.10 There will be no significant post construction or residual effect on the landscape or on views from a public or private location, caused by the proposals.

Local policy

- 7.11 The development proposals have carefully considered the Local Plan policies in relation to landscape and visual related policies, specifically Policies SD SP3, LAN DM1, HOR DM1, D SP1 and D DM1.

- 7.12 The proposed development will form part of the existing Sefter Farm complex, and does not undermine the physical or visual separation of Bognor Regis and Chichester, or compromise the integrity of the gap.
- 7.13 The proposed development responds to the pattern of farm settlements in the area, extending the existing farm complex of Sefter Farm. The proposed packhouse is of a height and bulk which will integrate with the existing farm complex and relate sympathetically to the existing built environment, not significantly damaging the character or appearance of the surrounding landscape. It reflects the characteristics of the existing farm buildings in terms of scale, massing, character, materials and finish. The packhouse is designed and carefully sited to integrate with the existing farm complex, whilst materials include grey roof to recede in views against pale skies.
- 7.14 Landscape proposals respond to the existing local landscape features with additional native hedgerow and wildflower margins to enhance local biodiversity, enhancing landscape elements within the site and the landscape character of the local area. The existing landscape framework of hedgerows and tree belts, combined with the proposed hedgerow and wildflower planting, will combine to help to embed the packhouse into the surrounding landscape.

8. REFERENCES

- 8.1 Guidelines for Landscape and Visual Impact Assessment, Second Edition, The Landscape Institute/ Institute of Environmental Management and Assessment, 2002.
- 8.2 Guidelines for Landscape and Visual Impact Assessment, Third Edition, The Landscape Institute/ Institute of Environmental Management and Assessment, 2013
- 8.3 Landscape Character Assessment Guidance for England and Scotland. Countryside Agency and Scottish Natural Heritage, 2002.
- 8.4 Landscape Character Assessment Guidance for England and Scotland: Topic Paper 6: Techniques and Criteria for Judging Capacity and Sensitivity. Countryside Agency and Scottish Natural Heritage, 2004.
- 8.5 Landscape Institute Advice Note 01/04 as Amended (August 2008): Use of Photography and Photomontage in Landscape and Visual Assessment. The Landscape Institute, 2008.
- 8.6 Landscape Institute Technical Guidance Note 02/17: Visual Representation of Development Proposals. The Landscape Institute, 2017.
- 8.7 National Character Area Profile 126 South Coast Plain. Natural England, 2014.
- 8.8 West Sussex Landscape Character Assessment. West Sussex County Council, 2003 (unpublished).
- 8.9 Arun Landscape Study. Hankinson Duckett for Arun District Council, 2006.

Figure 1: Access and Circulation

Scale 1:25,000



Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. License number 0100031673

Figure 2: National
Landscape
Character

Scale 1:40,000



- Site Centre
- Study Area (from site centre)
- National Character Area
- South Coast Plain

Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673

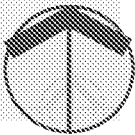


Figure 3: Local Landscape Character

Scale 1:40,000



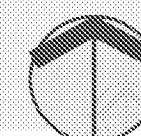
Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673

Figure 4: Landscape Designations

Scale 1:25,000



- Site Centre
- Study Area (from site centre)
- Listed Buildings**
 - Grade I
 - Grade II
 - Grade II*
- ▨ Area of Special Character
- ▨ Conservation Area
- ▨ Scheduled Monument
- ▨ Traditional Orchard



Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673

Figure 5: Environmental Designations

Scale 1:25,000



- Site Centre
- Study Area (from site centre)
- Ancient Woodland Inventory
- Important Bird Area
- Local Nature Reserve
- Local Wildlife Site
- Ramsar Site
- RSPB Reserve
- Site of Special Scientific Interest
- Special Protection Area

All designated sites are Pagham Harbour, unless otherwise specified

Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673

Figure 6: Topography

Scale 1:40,000



- Site Centre
- Study Area (from site centre)
- Height AOD**
 - 1.87m - 0.0m
 - 0.1m - 2.5m
 - 2.6m - 5.0m
 - 5.1m - 7.5m
 - 7.6m - 10m

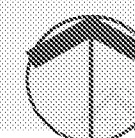
Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673

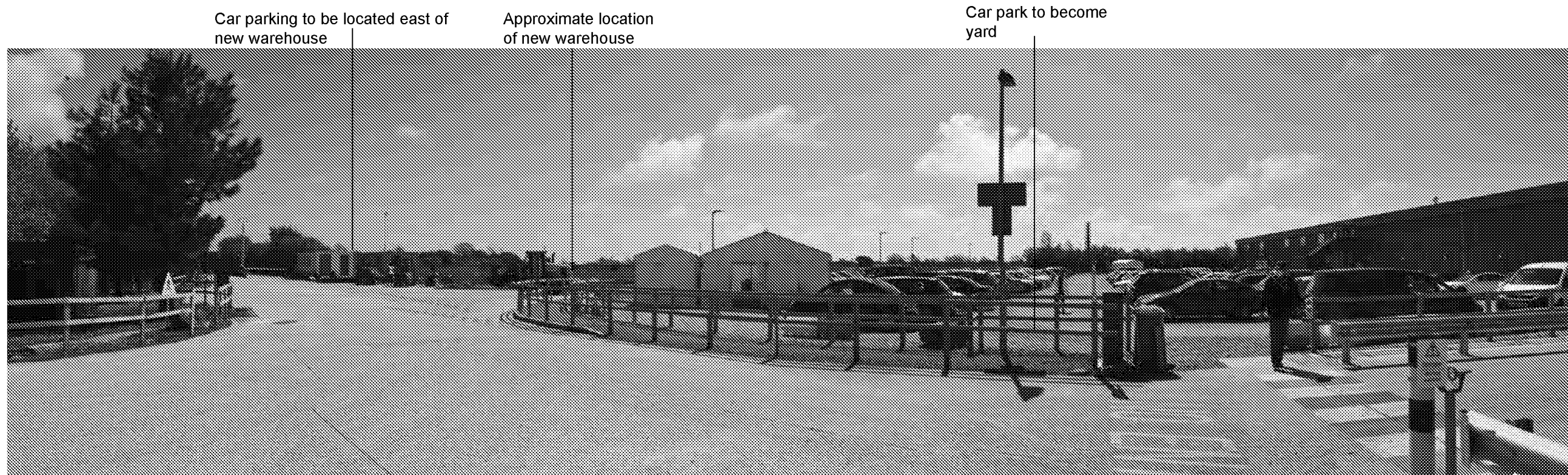
Figure 7: Zone of Theoretical Visibility

Scale 1:25,000



Reproduced from Ordnance Survey digital map data © Crown copyright and database right 2021. All rights reserved. Licence number 0100031673





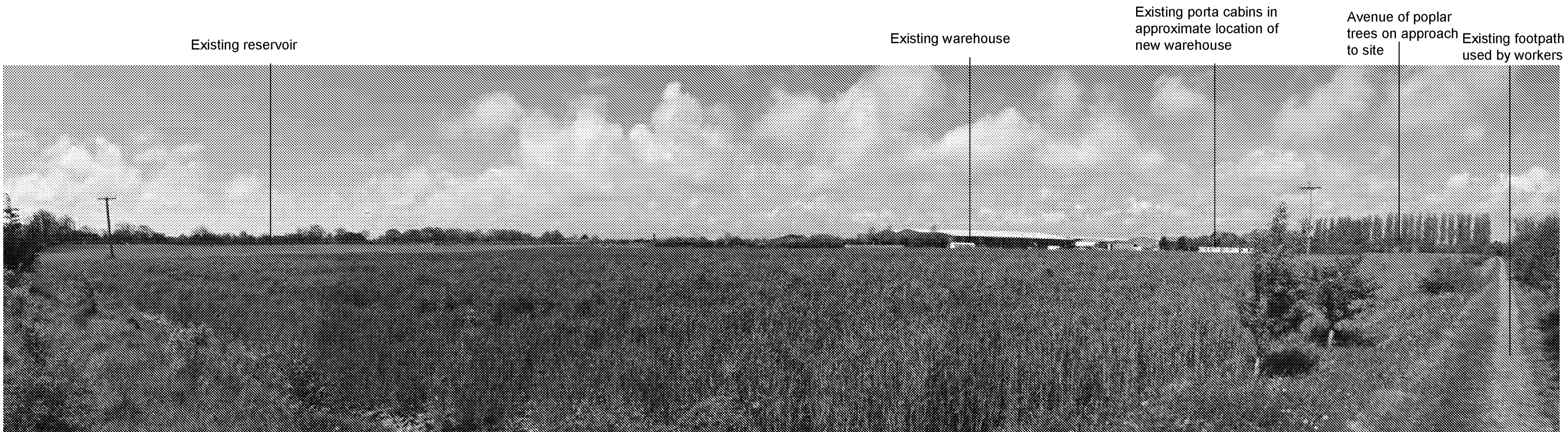
On-site View a



On-site View b



On-site View c



On-site View d

11. VIEWPOINT LOCATION PLAN & VIEWPOINT PHOTOGRAPHS

Figure 8: Viewpoint
Location Plan

Scale: NTS



Y



Application Site



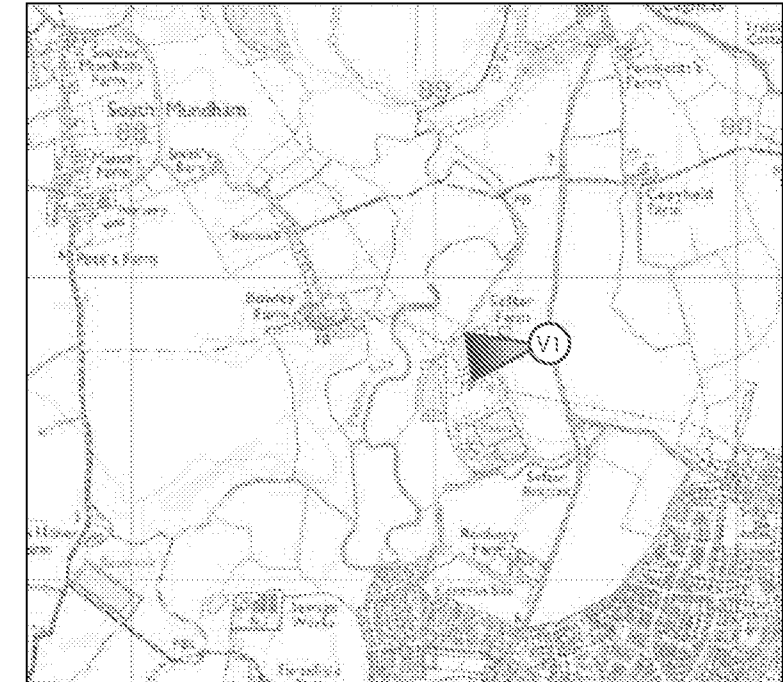
View Point Location

Dependence

View 01 is taken from Pagham Road opposite the entrance to Sefter Farm. The view looks west towards the site. The view comprises dense vegetation to the south of the access road, access road with view to distant blue packhouses, porta cabins, silo, signage and lighting. To the north of the access road is the visitor approach to the farm with an avenue of poplar trees on either side of the approach.

Viewpoint of Location Thumbnail 11

473



Sefter Farm

Example 1

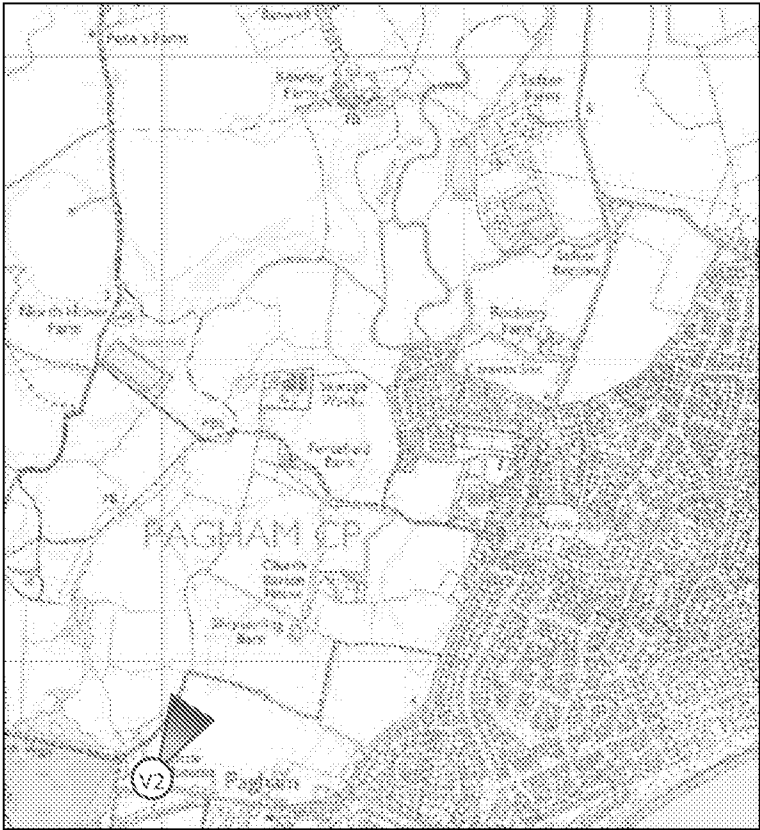


Panoramic view from Pagham Road looking west into the site at the entrance to Seifer Farm

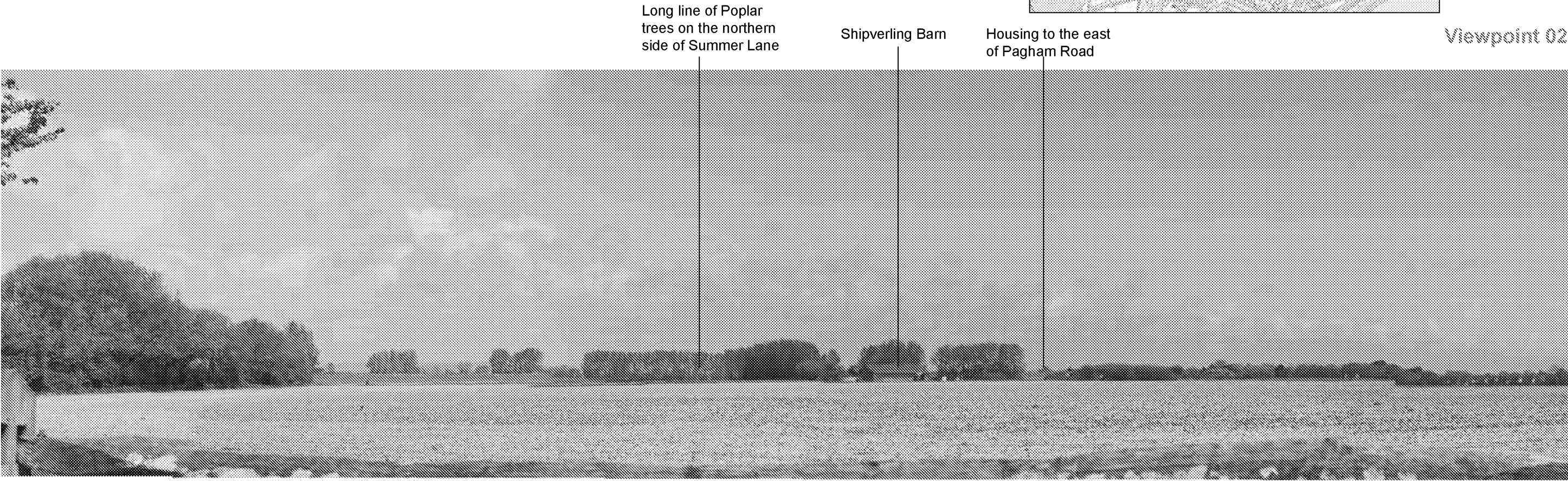
Viewpoint 02

View 02 is taken from Church Lane, Little Welbourne at the western most point accessible in a vehicle. The view looks north east towards the site. The view comprises arable farmland behind a timber post and cleft rail fence. To the left of the view dense vegetation is present along Public Right of Way PAG-101-6/7. The horizon shows very distant views to the South Downs but the more immediate horizon consists of tree groups with some distinct lines of Poplar trees, agricultural barns and housing along the eastern side of Pagham Road and further to the right of the new development along the western side of Pagham Road. Sefter Farm is not discernible in the view due to the distance and the intervening residential estate and vegetation.

Viewpoint 02 Location Thumbnail



NTS

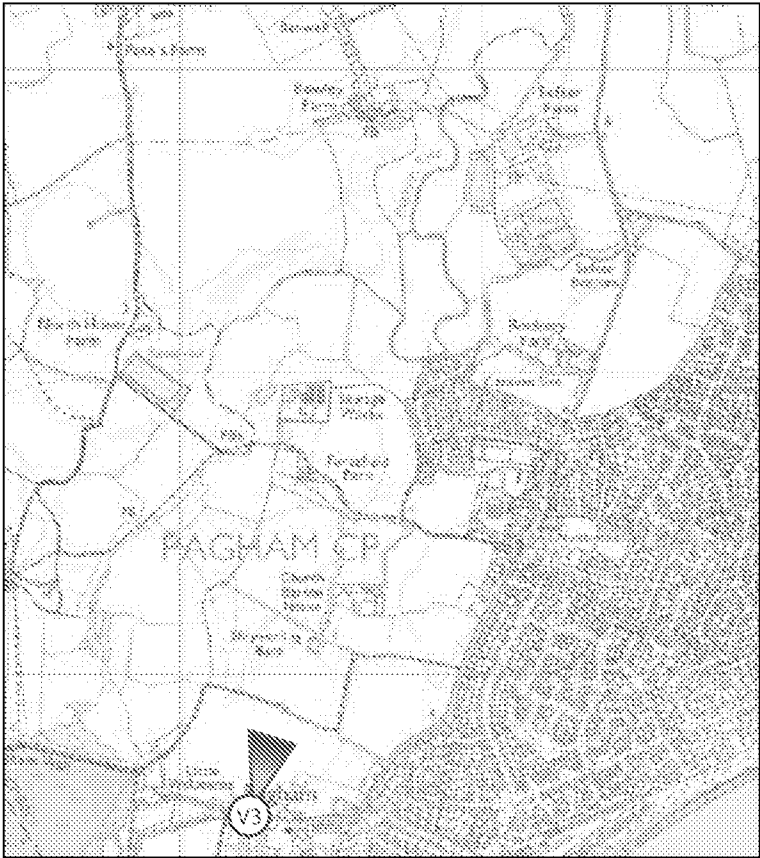


Panoramic view from Church Lane, Little Welbourne where the road ends with footpaths leading to the Nature Reserve, looking north east towards the site

Viewpoint 03

View 03 is taken from Church Lane, Pagham opposite the caravan park. The view looks north east towards the site. The view comprises arable farmland beyond a slightly gappy native hedge. Distant views show the South Downs with the more immediate horizon made up of clumps of trees. Sefton Farm is not discernible in the view due to the distance and the intervening residential estate and vegetation.

Viewpoint 03 Location Thumbnail



NTS

Church Barton House

Dwellings along Pagham Road

Viewpoint 03

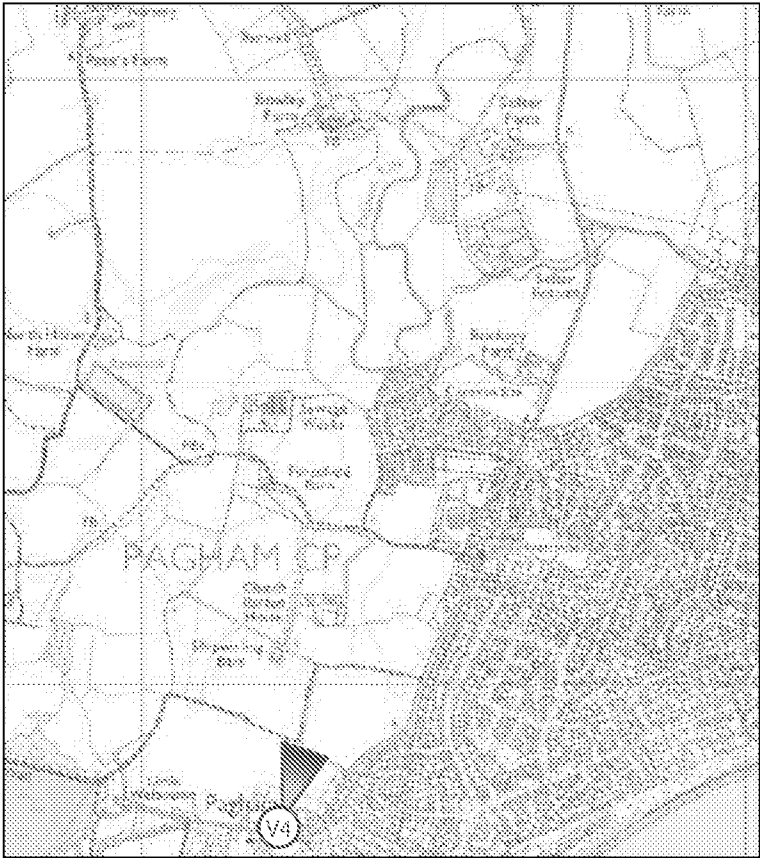


Panoramic view from Church Lane, Pagham looking north east towards the site

Viewpoint 04

View 04 is taken from Church Lane, Pagham opposite residential dwellings. The view looks north east towards the site. The view comprises arable farmland behind a native hedge which varies in height. The view is taken where there is a dip in the hedge. The Sefter Farm site is not visible in this view due to the distance and the intervening residential estate and vegetation.

Viewpoint 04 Location Thumbnail



NTS

Shipverling Barn

Church Barton House

Viewpoint 04

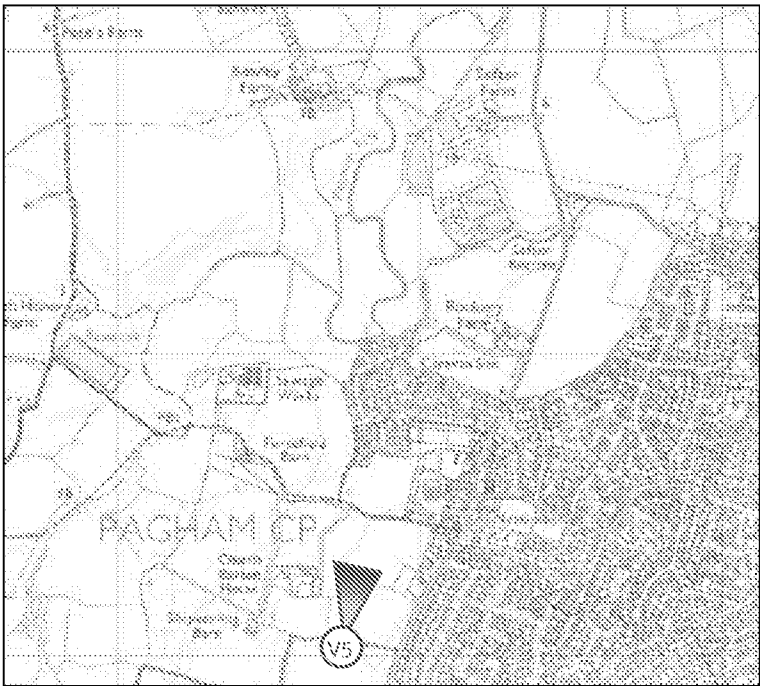


Panoramic view from Church Lane, Pagham, looking north east towards the site

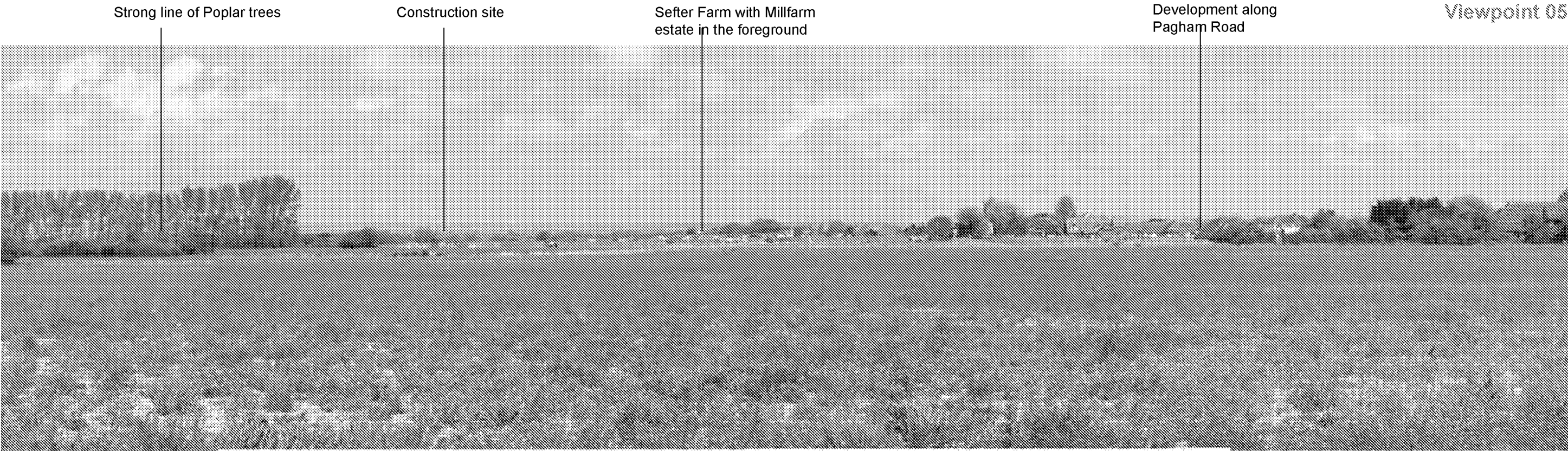
Viewpoint 05

View 05 is taken from Public Right of Way PAG-101-7, approximately 200m west of Pagham Road. The view looks north east towards the site. The view comprises a strong line of Poplar trees, a construction site, Millfarm estate, small new housing estates and development along Pagham Lane. In the far distance there are views to the South Downs and the foreground appears to be fallow arable farmland. The roofline of the packhouses on the Sefter Farm site are just discernible, glimpsed in the distance beyond the single storey dwellings of Millfarm estate and through the intervening vegetation.

Viewpoint 05 Location Thumbnail



NTS

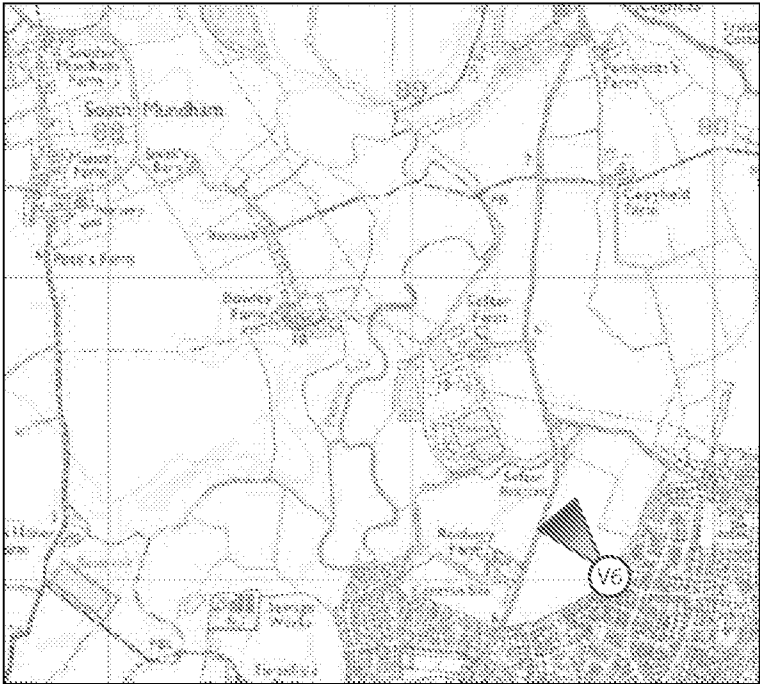


Panoramic view from Public Right of Way PAG-101-7 looking north east towards the site

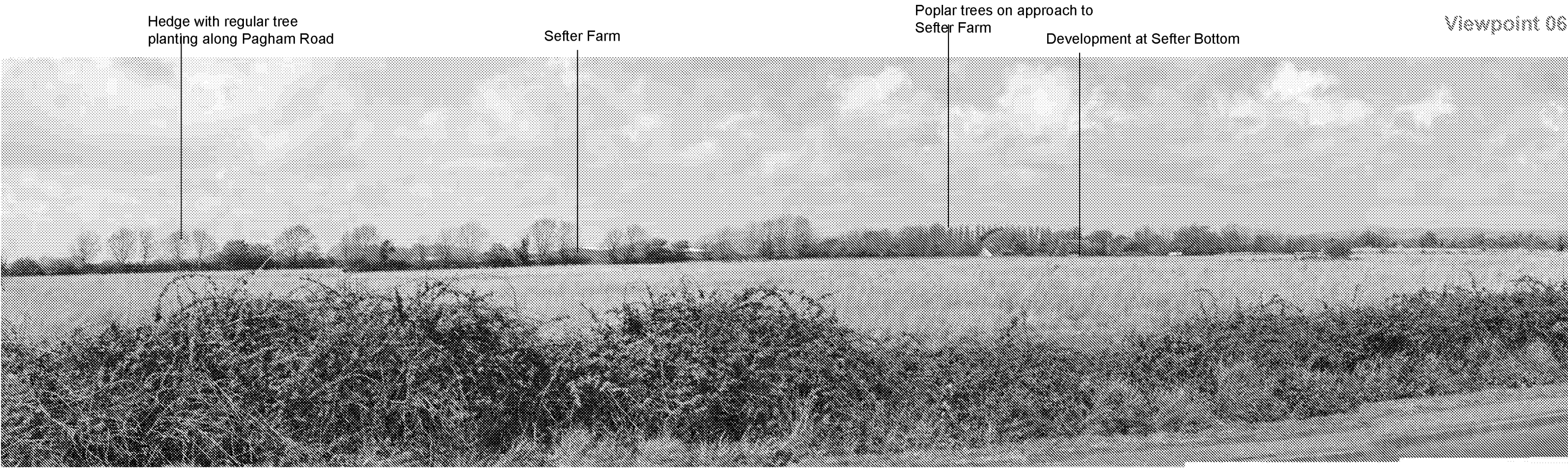
Viewpoint 06

View 06 is taken from Hook Lane, a residential road on the outskirts of Bognor Regis, opposite the junction with Drift Road. The view looks north west towards the site. The view comprises dry grassland in the foreground beyond a native hedge. The east side of Pagham Road has a solid hedgerow with regular trees along it limiting views beyond. The blue packhouse buildings are partially visible at Sefter Farm, broken up by intervening trees along Pagham Road. Development at Sefter Bottom is also partially visible in the view.

Viewpoint 06 Location Thumbnail



NTS

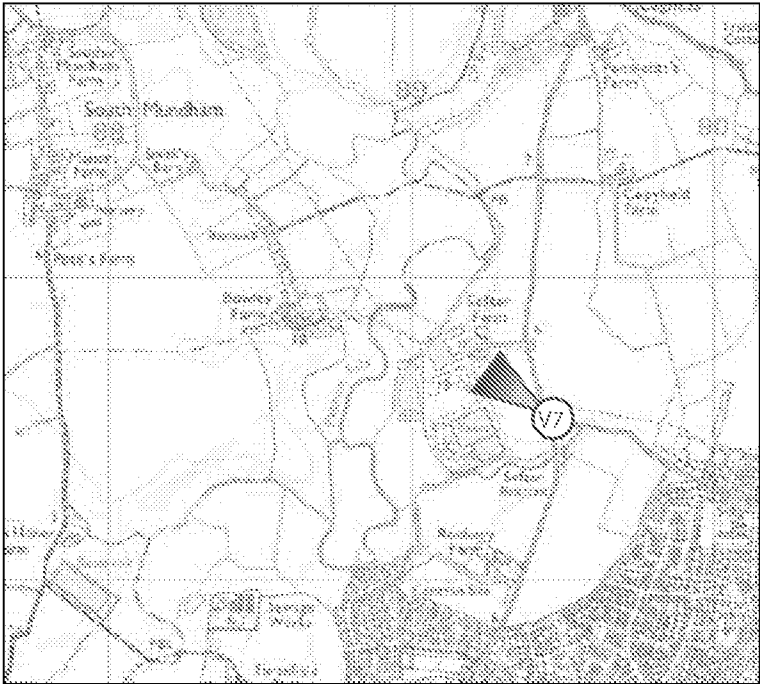


Panoramic view from Hook Lane opposite Drift Road looking north west towards the site

Viewpoint 07

View 07 is taken from Pagham Road where it joins Sefter Road. The view looks north west into the site. The view comprises the pedestrian entrance into the Sefter Farm site with gated access through a timber post and cleft rail fence combined with hedge planting. Through the gap in the hedge arable farmland makes up the foreground with the blue warehouse buildings of Sefter Farm beyond. A telegraph/ electricity pole and associated wires are also present in the mid ground beyond the hedge.

Viewpoint 07 Location Thumbnail



NTS

Arable farmland Sefter Farm

Viewpoint 07

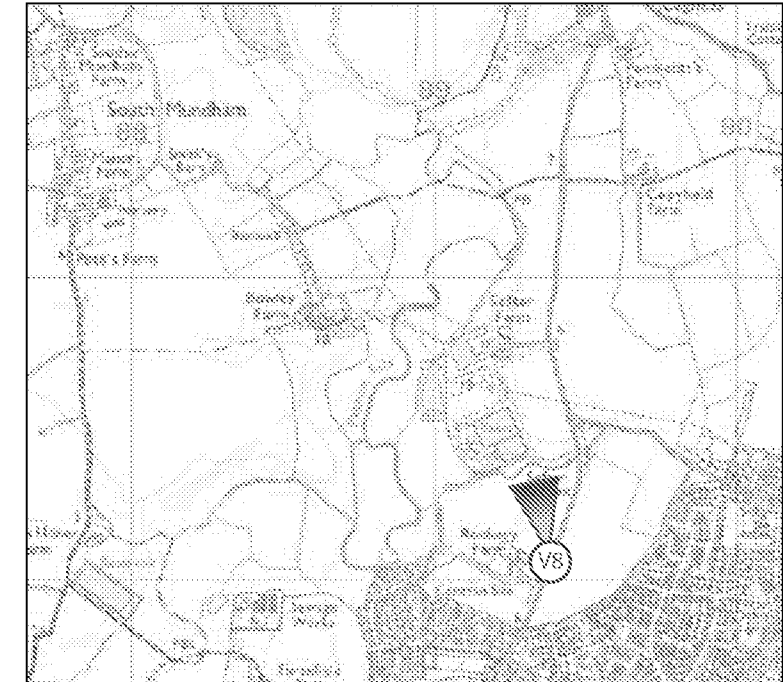


Panoramic view from Pagham Road as it joins Sefter Road looking north west towards the site

Tempo: 08

View 08 is taken from Pagham Road at the entrance to Rookery Farm. The view looks north west towards the site. The view comprises timber post and cleft rail fencing in the foreground with arable farmland beyond and telegraph/ electricity poles and wires crossing the view. The mid ground is fairly well vegetated which breaks up views to Sefter Farm, with partial views of the anaerobic digesters, a small section of the blue warehouse and the line of poplar trees on the approach.

Viewpoint 08 Location Thumbnail



473

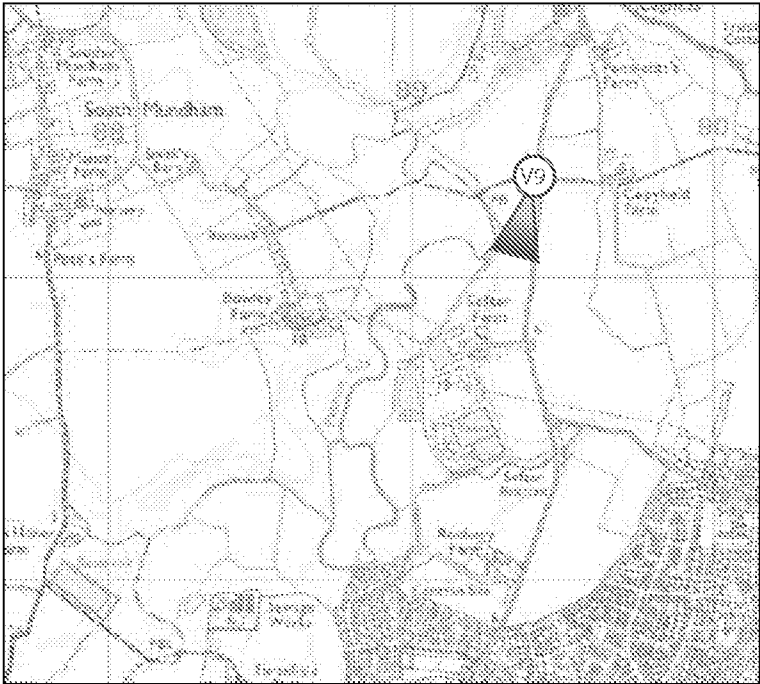


Panoramic view from Pagham Road at the entrance to Rookery Farm looking north towards the site

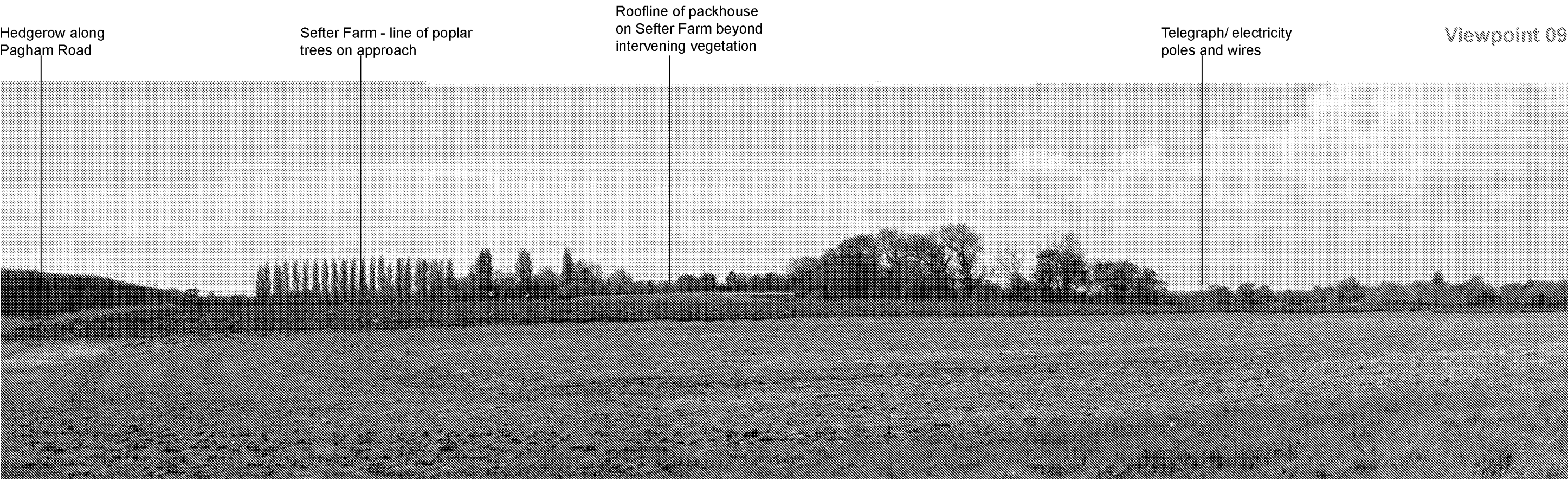
Viewpoint 09

View 09 is taken from Public Right of Way PAG-129-2 as it joins Pagham Road. The view looks south west towards the site. The view comprises arable farmland with vegetation and glimpsed views of buildings indicating Sefter Farm. The strong line of poplar trees marks the approach to Sefter Farm, with a glimpsed view of the grey roofline of a packhouse on the Sefter Farm site beyond intervening vegetation.

Viewpoint 09 Location Thumbnail



NTS

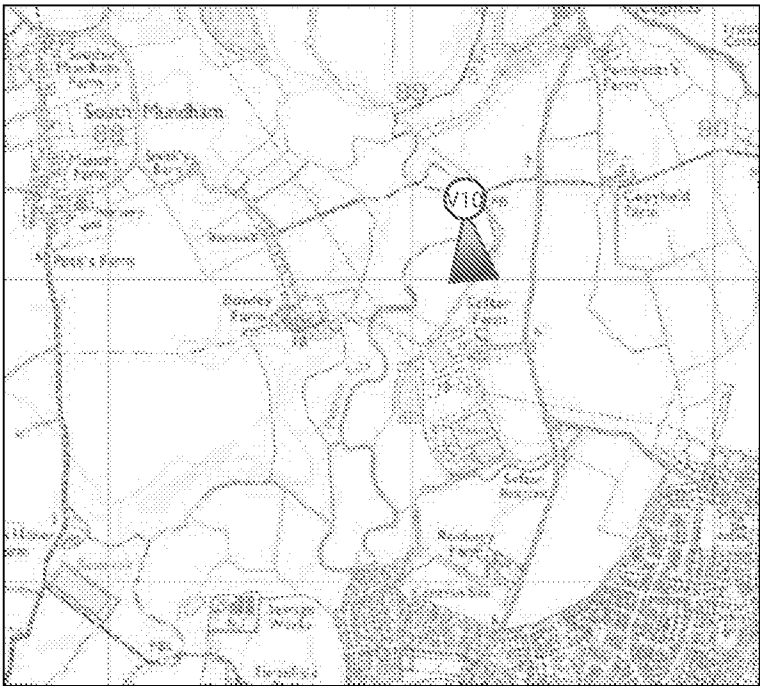


Panoramic view from Public Right of Way PAG-129-2 as it joins Pagham Road looking south west towards the site

Viewpoint 10

View 10 is taken from Public Right of Way PAG-129-2 west of the footbridge. The view looks south towards the site. The view comprises arable farmland in the foreground with a track on the left leading to Sefter Farm. The horizon is heavily vegetated which restricts views but glimpses of the packhouse on the Sefter Farm site are just visible along with the strong line of poplars trees on the approach to the site.

Viewpoint 10 Location Thumbnail



NTS

Track to Sefter Farm

Poplar trees on approach to Sefter Farm

Sefter Farm - blue packhouse

Viewpoint 10

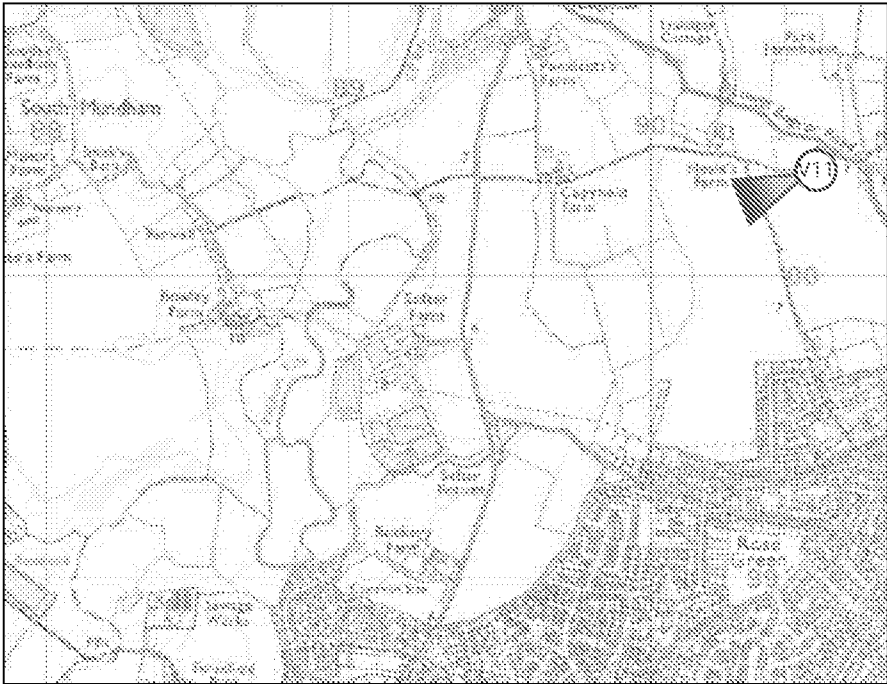


Panoramic view from Public Right of Way PAG-129-2 west of the footbridge looking south towards the site

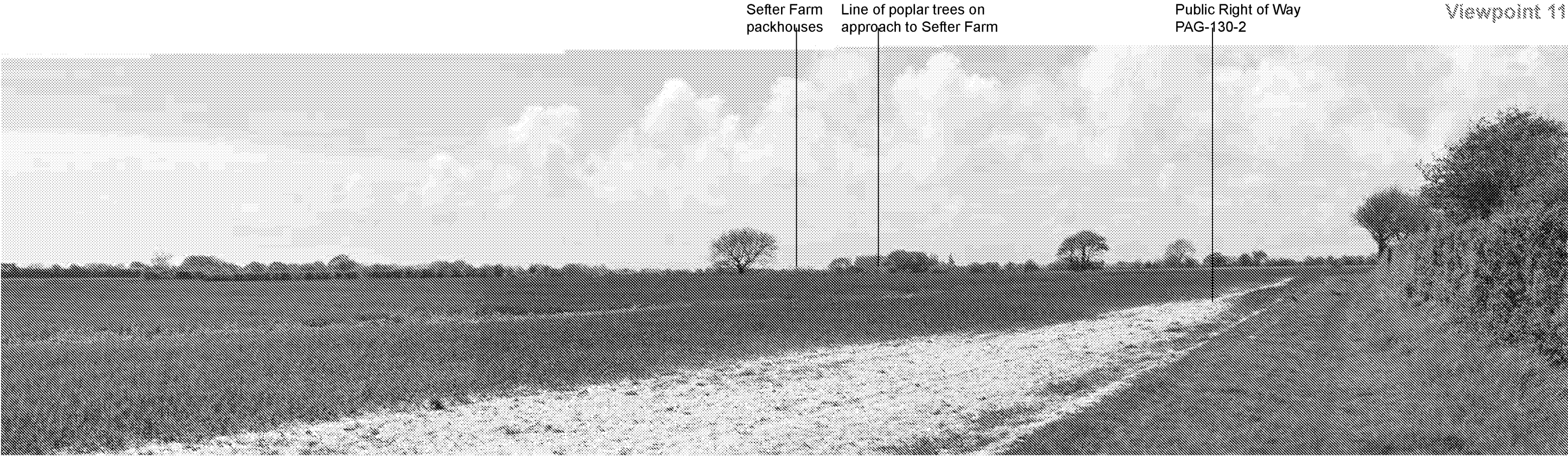
Viewpoint 11

View 11 is taken from Public Right of Way PAG-130-2 at the right angle bend. The view looks south west towards the site. The view comprises arable farmland with a hedge against the rear of properties along the southern side of Lower Bognor Road to the right of the view. The horizon is fairly well vegetated with both hedgerows and occasional trees. The pale roofline of the packhouse at Sefter Farm is just discernible in the distance along with the line of poplar trees on the approach to Sefter Farm.

Viewpoint 11 Location Thumbnail



NTS

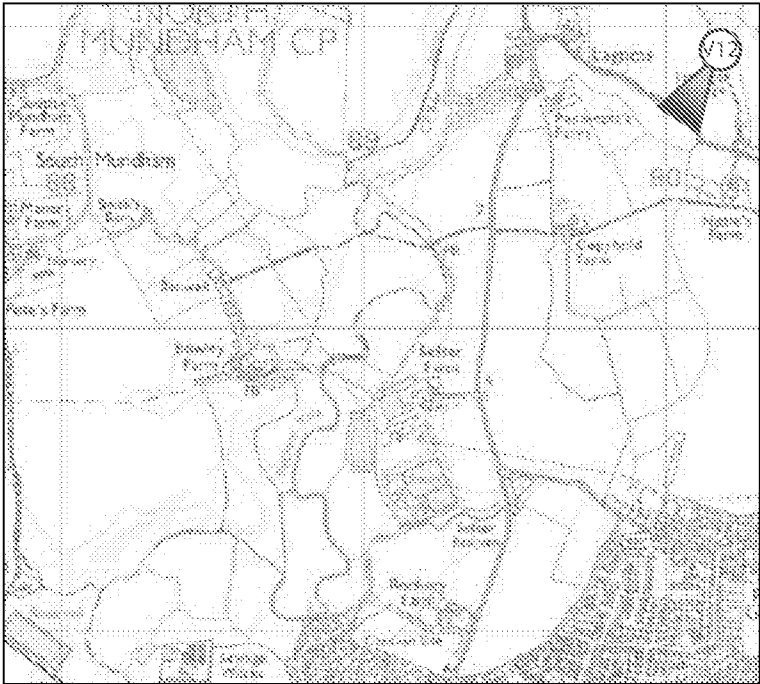


Panoramic view from Public Right of Way PAG-130-2 on the corner looking south west towards the site

Viewpoint 12

View 12 is taken from Public Right of Way PAG-133-2 north of Trafalgar Cottage. The view looks south west towards the site. The view comprises arable farmland with foreground vegetation and more distant vegetation on the horizon along Lower Bognor Road, Trafalgar Cottage, and telegraph/ electricity poles and wires crossing the view. The tops of the line of poplar trees on the approach to Sefter Farm are just discernible in the view but the packhouses are screened by mid ground vegetation.

Viewpoint 12 Location Thumbnail



NTS

Sefter Farm - line of poplar trees

Viewpoint 12

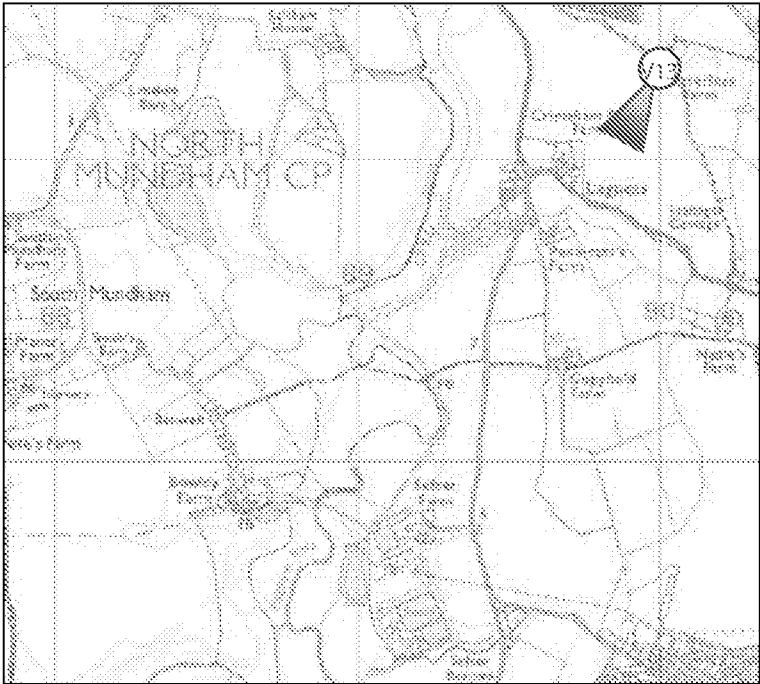


Panoramic view from Public Right of Way PAG-133-2 looking south west towards the site with Trafalgar Cottage, Lagness in the foreground

Viewpoint 13

View 13 is taken from Public Right of Way PAG-133-2 just south of Butterlees Farm. The view looks south west towards the site. The view shows arable farmland with dense, tall vegetation surrounding the hamlet of Lagness. This vegetation fully screens distant views towards Seftor Farm.

Viewpoint 13 Location Thumbnail



NTS

Viewpoint 13

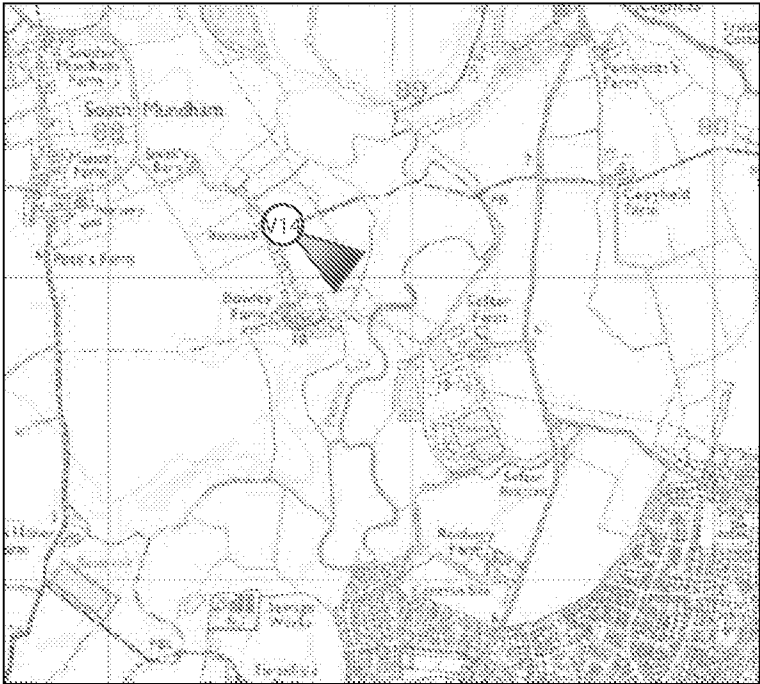


Panoramic view from Public Right of Way PAG-133-2 just south of Butterlees Farm looking south west towards the site

Viewpoint 14

View 14 is taken from Public Right of Way NOM-129-1 where it joins Bowley Lane. The view looks south east towards the site. The view comprises arable farmland with some wires on telegraph/ electricity poles. The mid ground is fairly well vegetated with trees and hedgerows, with scattered development partially visible including partial views of the packhouses at Sefter Farm.

Viewpoint 14 Location Thumbnail



NTS

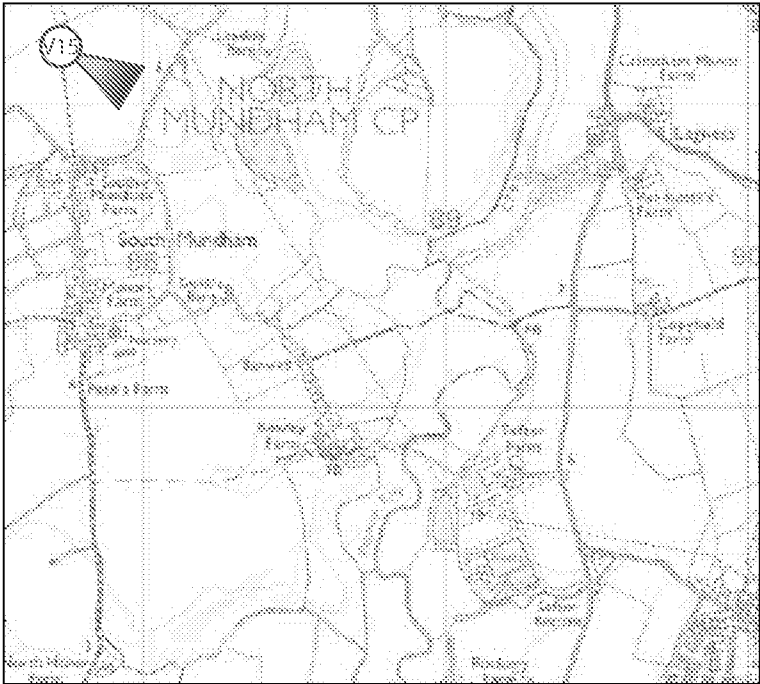


Panoramic view from Public Right of Way NOM-129-1 where it joins Bowley Lane looking south east towards the site

Viewpoint 15

View 15 is taken Public Right of Way NOM-91-1 approximately mid way between North and South Mundham. The view looks south east towards the site. The view comprises arable farmland with a vegetated horizon including both hedges and trees. The existing packhouse buildings on the Sefter Farm site are partially visible, with the pale roofline glimpsed through the trees in the distance.

Viewpoint 15 Location Thumbnail



NTS

Sefter Farm

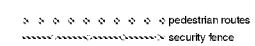
Viewpoint 15



Panoramic view from Public Right of Way NOM-91-1 approximately mid way between South and North Mundham looking south east towards the site

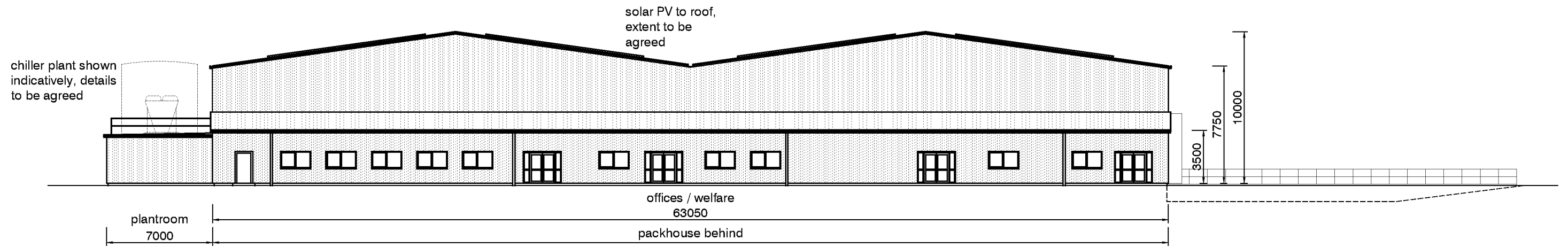


Scale 175



North Elevation

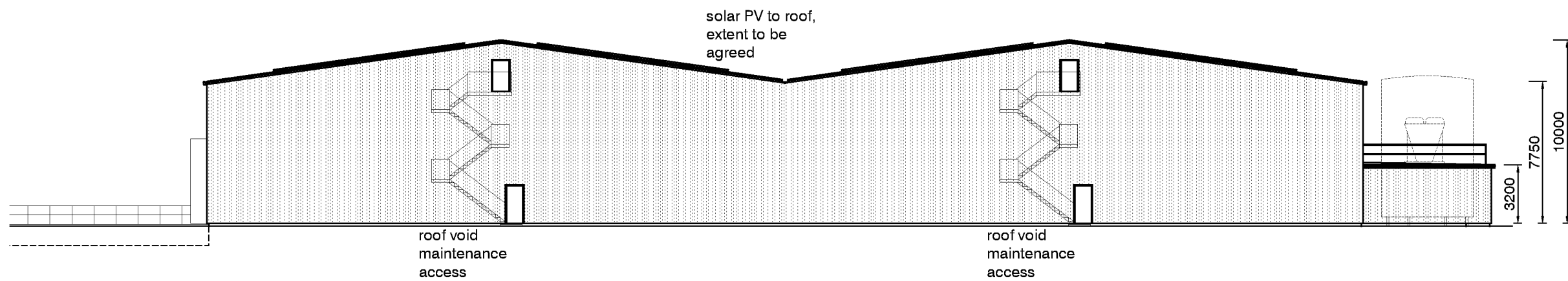
Scale NTS



1 - Proposed Packhouse North Elevation
1:200

South Elevation

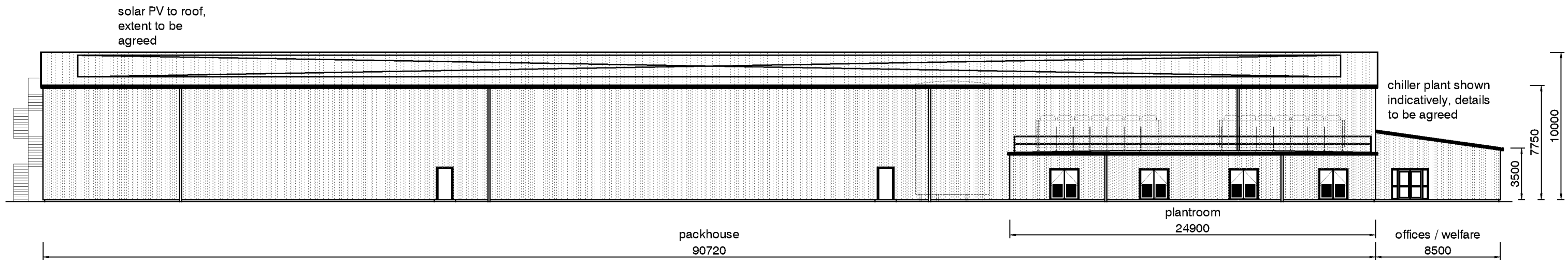
Scale NTS



2 - Proposed Packhouse South Elevation
1:200

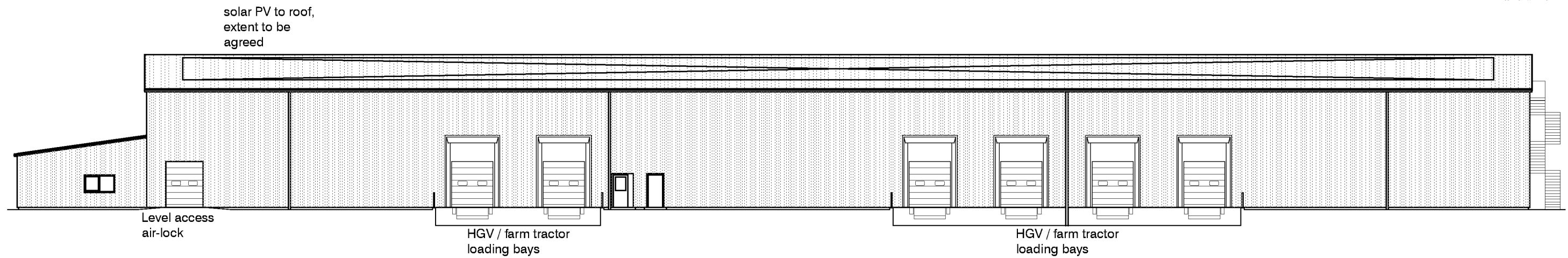
East Elevation

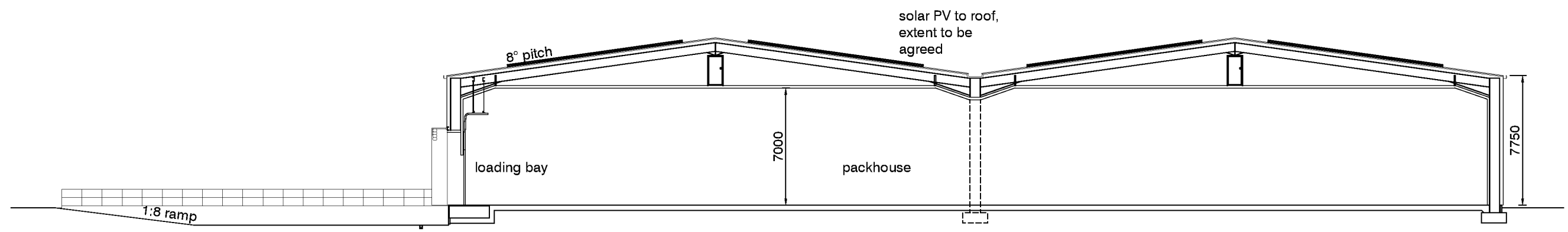
Scale NTS



West Elevation

Scale NTS





5 - Proposed Packhouse Section
1:200