APPENDIX 4: FIGURES

FIG 1 – Location and Context
FIG 2 – Aerial with Topography
FIG 3 – Characteristics Plan of Site
FIG 4 – Landscape Character
FIG 5 – Landscape Designations
FIG 6 – Zone of Visual Influence (Photograph Viewpoint Locations)
FIG 7 – Masterplan in Context

Key:

Site Boundary

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FIG 1
Location and Context
Scale:1:12500

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Key:

- Site Boundary
- Contours
- Buildings
- Agricultural Land
- Motorway
- Waterbody

CREWE ROAD, ALSAGER

FIG 2
Aerial Photograph with topography
Scale:1:12500

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Key:

- Site Boundary
- Existing Vegetation
- Buildings
- Public right of way
- Waterbody
- Contours
- Grassland
- TPO Trees or Woodland
- A — Tree Survey Compartement
- Mobile Masts
- UK BAP Priority Habitat Designation (JNCC)
- Valley Brook

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FIG 3
Characteristics Plan
Scale:1:1250

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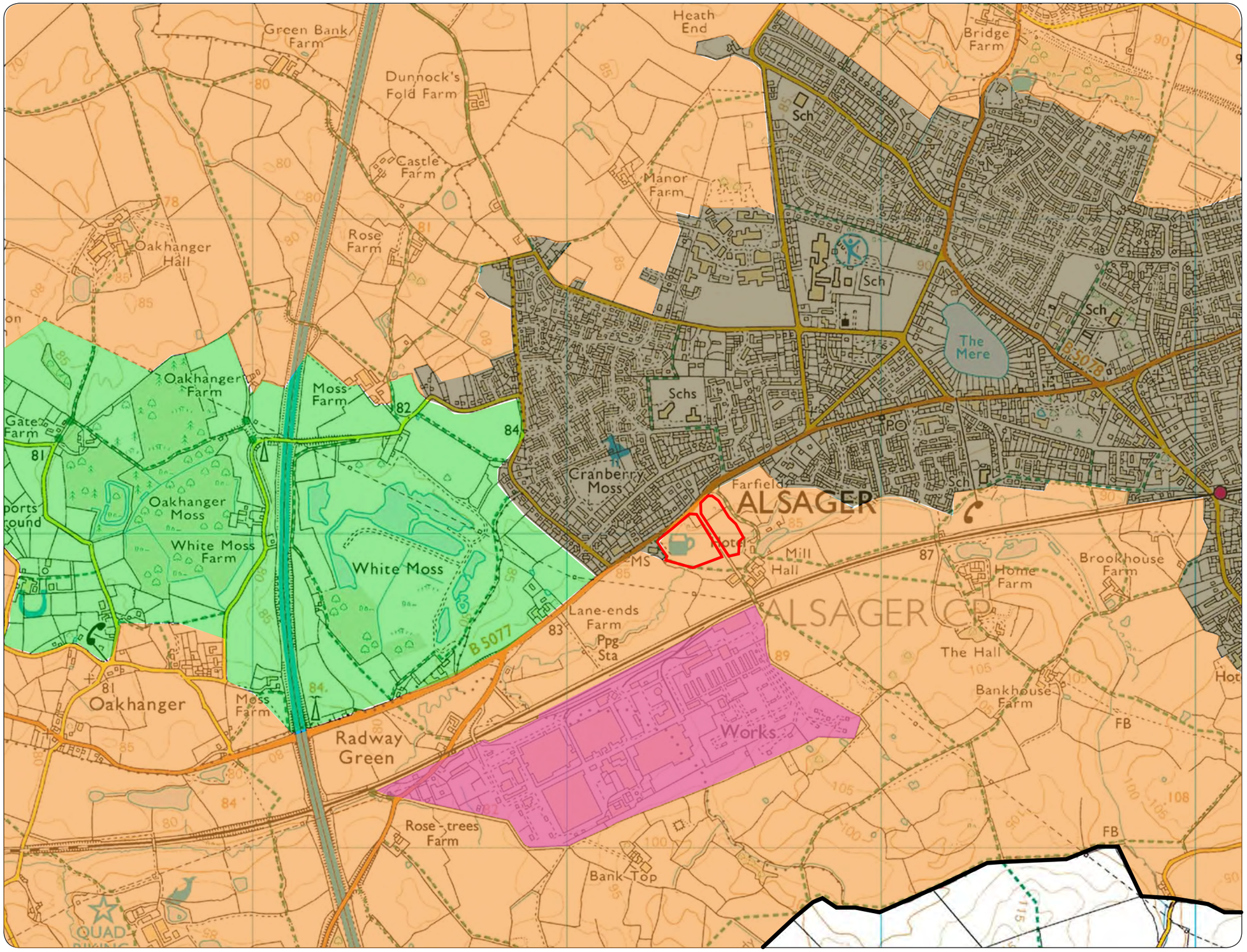

Key:

- Site Boundary
- Urban settlement
- Type 12 M3 Mossland
- Industry I6
- Typ 10 LFAW7 Lower Farms & Woods
- County Boundary

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FIG 4
Landscape Character Areas Plan
Scale:NTS

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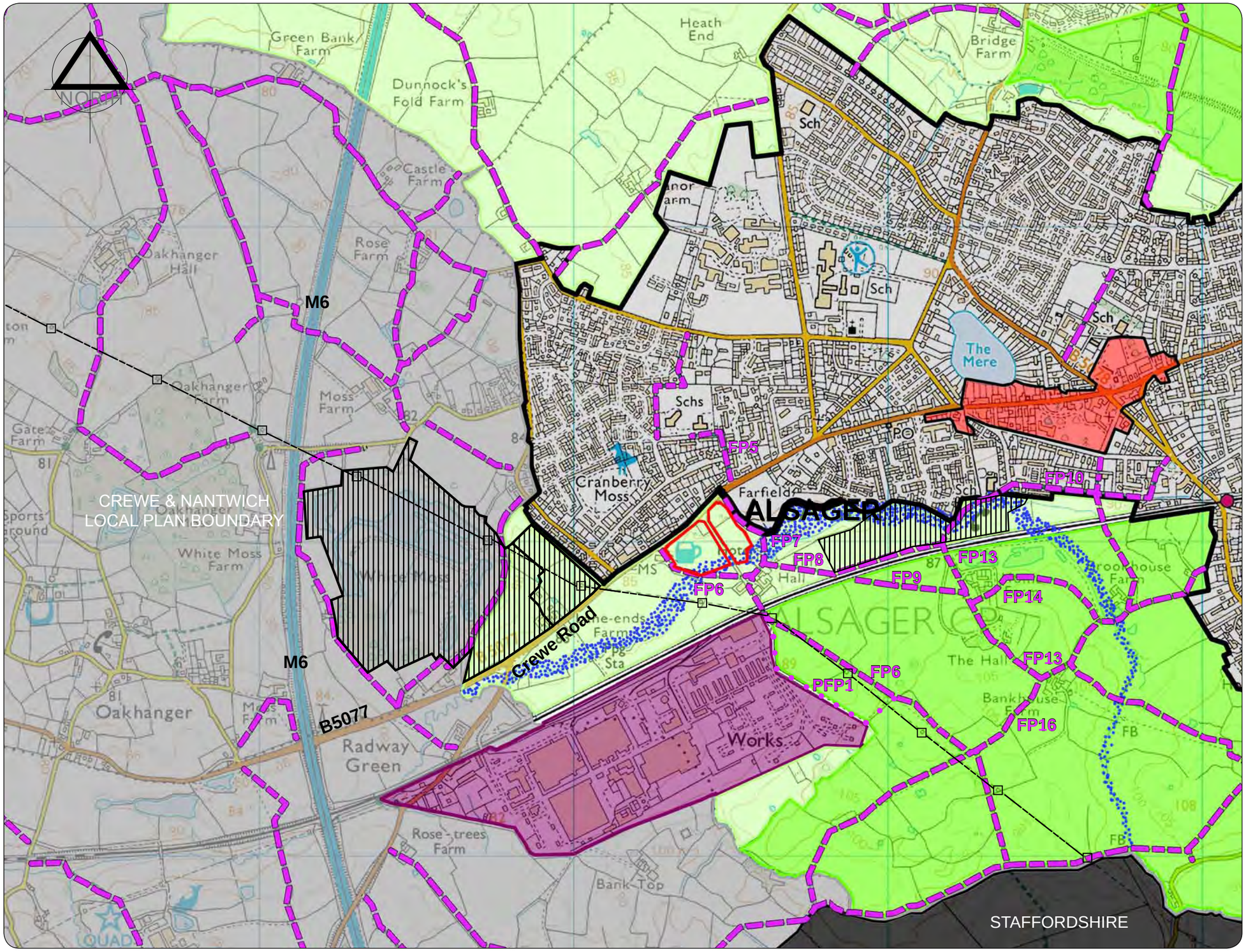

Key:

- Site Boundary
- Settlement Boundary
- Existing Trees and Vegetation
- Open Countryside (PS8 & H6)
- Green Belt (PS7)
- Town Centre
- Public right of way
- Flood Risk Area (GR21)
- BAE Radway Green
- Strategic housing sites
- Overhead high voltage electricity line/ pylons

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FIG 5
Landscape Designations
Scale:1:12500

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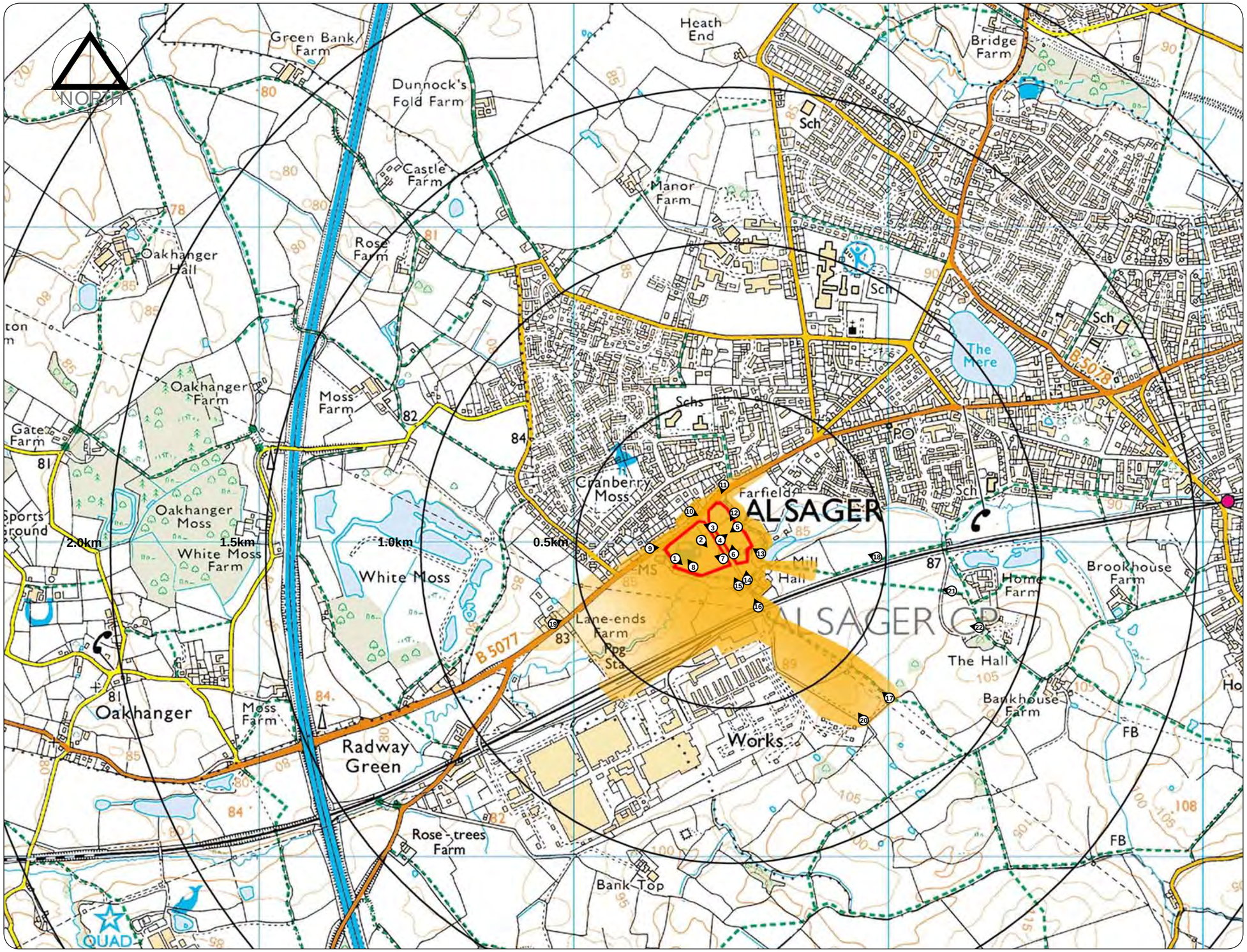

Key:

Site Boundary

Viewpoint Locations

ZTV - Zone of Visual Influence

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FIG 6
Zone of Visual Influence (Photograph Viewpoint Locations)
Scale:1:12500

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Key:

Site Boundary

Housing development currently under construction

Detailed Illustrative Masterplan

Strategic housing site with planning permission subject to S.106 agreement

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FIG 7
Masterplan in Context
Scale:NTS

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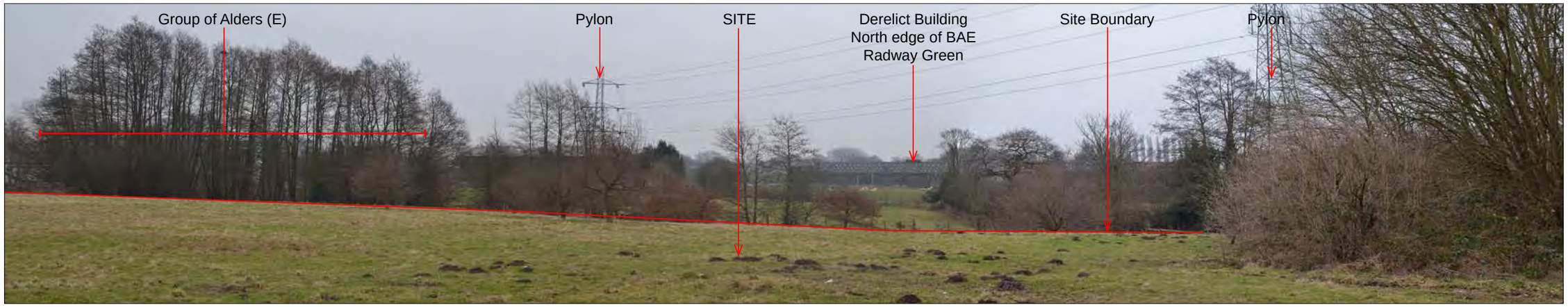
APPENDIX 5: Photograph Viewpoint Sheets (VPs 1 - 22)



Photograph 1 - View from The Plough car park along the public right of way to the west of the site looking east

Description of Existing View	Proposed View	Visual Effect
View from the edge of the car park at the Plough Inn towards the east would take in the extent of the grassland of the western field parcel with a textured landscape of individual trees, tree groups, electricity pylons and electricity lines to the edge of the site and the Ordnance factory of BAE Radway Green with derelict buildings in view in the further south. A relatively open gap in the tree vegetation allows views of the adjacent field but views are not considered to be of value and are in the context of strong urbanising features. Views to the far south east are not possible due to topography and intervening vegetation. The group of tall Alder trees is particularly dominant in this view. Footpath FP6 enters the site to the right of the photo panorama but is not obvious as a trodden path before it enters the Plough Inn curtilage and joins Crewe Road.	The proposed development would change to that of a residential development. From the viewpoint position rear gardens and houses would fill the view with landscape planting and trees to rear garden boundaries. The footpath route would be observed entering the Plough Inn car park in a different location. The built form would extend across the view. From further within the Plough Inn car park area it is envisaged that the tallest sections of the Alder trees would be visible above the roofscape.	Visual effects would be lessoned in the summer months due to higher degree of screening of built form from buffer vegetation. The magnitude of effects would be small at any one point with people intent on visiting the pub rather than observing the current view. Improved management of boundary treatments associated with the development may improve the perception of the development. Lighting along the edge of the development may to be visible at night.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after landscaping established)
VP1 **Plough Inn, edge of car park, west of site.** **Representative of visitors to the Plough Inn and Wacky Warehouse and walkers using FP6 in this location.**	**Medium** - Walkers, possibly cyclists. Attention only partially focused on landscape.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Medium**	**Small adverse** Whilst the view would be a substantial change at close proximity to the receptor the change would only be observable for a limited duration due to the intent of the receptor visiting an indoor facility. It is accepted that in summer months outdoor use of the pub may prolong the duration of the view.	**Minor to Moderate adverse**	**Minor adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor. Over time the landscape may give rise to improved view from the baseline of unmanaged trees and scrub and poor grassland.

Photograph 1

Date:	11/02/15
Time:	13:40
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378347 N354951
AOD:	85m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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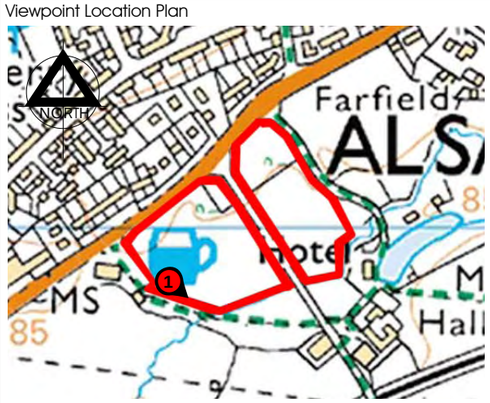
Viewpoint Location Plan



Project Crewe Road, Alsager	
Title Viewpoint 1	
Client Hollins Strategic Land	
Date March 2015	Scale NTS
Drawn CAW	Drawing No. Vp_1
Checked LAC	Revision -

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Photograph 2 - View from west of the track through the centre of the site looking south east towards Mill Hall

Description of Existing View	Proposed View	Visual Effect
Views from within the application site are contained and limited by screening and filtering vegetation. The stand of tall Alders trees is a dominating feature and demarcates the southern boundary of the site. The grassland area appears poorly managed with remains of the bonfire and some fly tipping. Vegetation is scrubby and dense The Ordnance factory of BAE Radway Green with derelict buildings visible through the trees to the far right and Mill Hall to the south east corner is also visible in winter months through the vegetation view in the further south. Views are not considered to be expansive or of value and are in the context of urbanising features. Views to the far south east are not possible due to topography and intervening vegetation.	The proposed development would change to that of a residential development. From the viewpoint position rear gardens and houses would fill the view with landscape planting and trees to rear garden boundaries. Views would also experience the enhanced open space/ children's play area which is judged to be an improvement.	Visual effects would be lessoned in the summer months due to higher degree of screening from buffer vegetation. The magnitude of effects would be large given that views would be at close quarters to the proposed development. The built form would be widely visible from any point along the track when travelling along the route. The open space/ children's play area would also be visible. Lighting along the edge of the development may to be visible at night.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP2 **Representative of general public who access the field for dog walking and using the track linking Crewe Road to Alsager Hall Farm.**	**High** – Walkers (no public access as such into field).	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. Some features of poor management are evident in the remains of the bonfire and toppled trees.	**Medium**	**Large adverse** There would be a partial or complete loss of the baseline features with development filling the view of the receptor. Views will be in the direction of the development when travelling both ways along the track. The change to the view would not be visible for a long duration. Views would also experience the enhanced open space area which is judged to be an improvement.	**Moderate to Major adverse**	**Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the open space and other vegetation would be an improvement over the longer term.

Photograph 2

Date:	11/02/15
Time:	13:42
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378425 N355016
AOD:	87m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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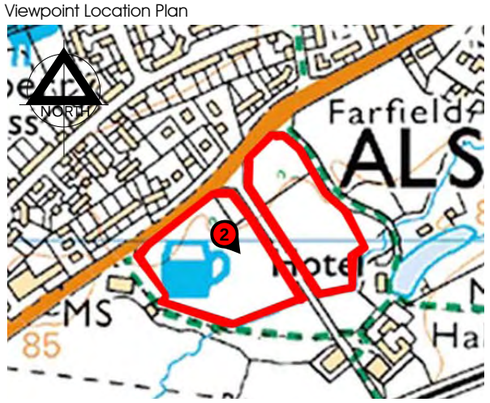
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 2
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_2
Checked	LAC
Revision	-

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Photograph 3 - View from the track through the centre of the site looking north west towards Crewe Road

Description of Existing View	Proposed View	Visual Effect
The track providing access from Crewe Road to Alsager Hall Farm is a private track which is gated at the Crewe Road end. The views northwards take in the existing scrub and regenerating Birch tree vegetation to the frontage of the eastern land parcel. Passing along the track and entering onto Crewe Road the view is one of a road and flanking houses with the receptor experiencing a changed localised character from grassland 'urban fringe' to that of settlement. Visual local landmarks are associated with urban features.	The proposed development would change to that of a residential development. From the viewpoint position rear gardens and houses would fill the view with landscape planting and trees to rear garden boundaries. There would be partial views through proposed housing of the open space provision. In sequential views moving along the track towards Crewe Road views of the development built form would be lost and retained and enhanced vegetation would occupy the view to the immediate left and right of the receptor at the junction with Crewe Road. It is therefore projected that views from residential windows would be able to view the proposed development through the tree and across the open space provision	Visual effects would be lessoned in the summer months due to higher degree of screening from buffer vegetation. The magnitude of effects would be small at any one point but widely visible from many points along the track when travelling along the route. Lighting along the edge of the development may to be visible at night. New landscaping to the footpath route would be a positive landscape benefit.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP3 **Representative of general public who access the field for dog walking and using the track linking Crewe Road to Alsager Hall Farm.**	**High** – Walkers (no public access as such into field).	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. Some features of poor management are evident in the tree and vegetation to the west of the track (UK BAP Priority Habitat)	**Medium**	**Medium adverse** There would be a partial or complete loss of the baseline features with development filling the view of the receptor. Views will be in the direction of the development when travelling both ways along the track. The change to the view would not be visible for a long duration. Views would also experience the enhanced roadside vegetation which is judged to be an improvement.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the trees at the junction of the track and other managed vegetation would be an improvement over the longer term.

Photograph 3

Date:	11/02/15
Time:	13:46
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378429 N355058
AOD:	87m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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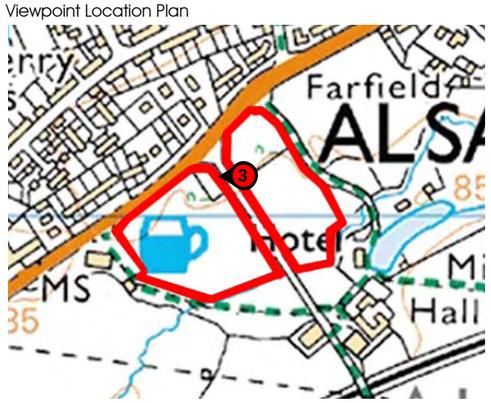
Viewpoint Location Plan



Project: Crewe Road, Alsager	
Title: Viewpoint 3	
Client: Hollins Strategic Land	
Date: March 2015	Scale: NTS
Drawn: CAW	Drawing No.: Vp_3
Checked: LAC	Revision: -

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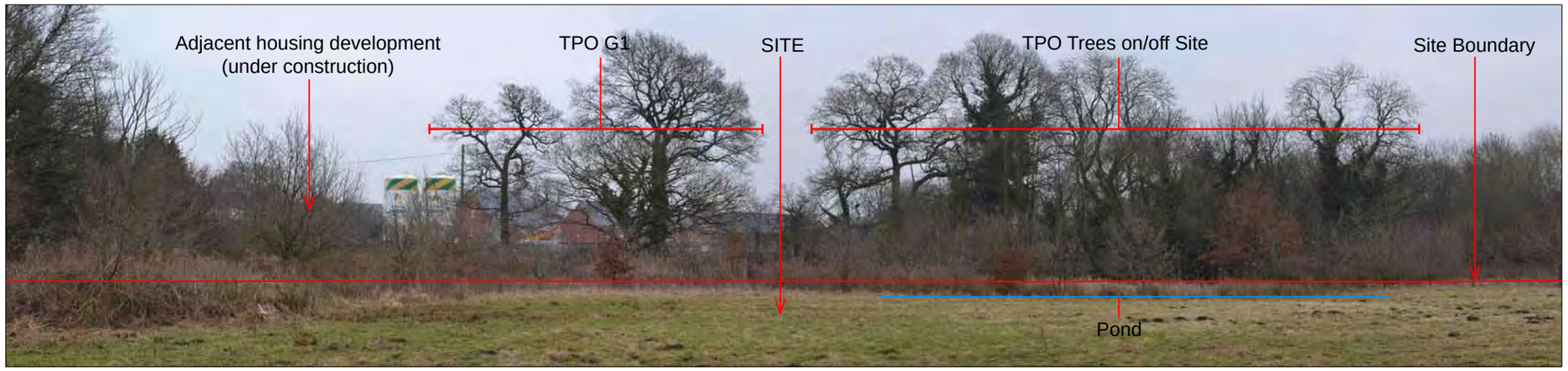

Photograph 4 - View from the track through the centre of the site towards the east and the new development adjacent the site

Description of Existing View	Proposed View	Visual Effect
The track providing access from Crewe Road to Alsager Hall Farm is a private track which is gated at the Crewe Road end. The views towards the east take in the existing scrub and the mature tree vegetation to the woodland covered by a woodland TPO. Winter views enable the receptor to see the adjacent development at the Miller Homes site and cement hoppers are currently visible (part of the construction phase) through the filtering vegetation. Visual local landmarks are associated with urban features and existing vegetation.	In the direction of the view the proposed development would result in little change although the construction of plots 66-70 would influence that view. The open space are would receive additional tree and shrub planting which would create additional screening of the development form views in the east and also aid the assimilation of the houses on this side into the landscape surroundings. Tree planting along the edges of the track would assist in limiting views of the houses and help to create an avenue effect along the track. From the east it is projected that views from residential windows of the adjacent development would be able to view the proposed housing through the trees and across the open space provision.	Visual Effects would be lessoned in the summer months due to higher degree of screening from buffer vegetation. The magnitude of effects would be small at any one point but widely visible from many points along the track when travelling along the route. Lighting along the edge of the development may to be visible at night. New landscaping to the footpath route would be a positive landscape benefit.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP4 **Representative of general public who access the field for dog walking and using the track linking Crewe Road to Alsager Hall Farm.**	**High** – Walkers (no public access as such into field).	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. Some features of poor management are evident in the tree and vegetation to the west of the track. Woodland TPO 1 is visible to views to the right of the receptor.	**Medium**	**Medium adverse** There would be a partial or complete loss of the baseline features to the west of the track with development filling the view of the receptor in this direction. The change to the view would not be visible for a long duration. Views would also experience the enhanced open space area which is judged to be an improvement.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the open space and other vegetation would be an improvement over the longer term.

Photograph 4

Date:	11/02/15
Time:	13:47
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378450 N355021
AOD:	85m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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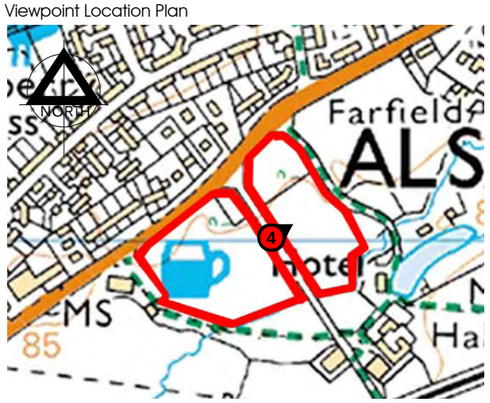
Viewpoint Location Plan



Project: Crewe Road, Alsager	
Title: Viewpoint 4	
Client: Hollins Strategic Land	
Date: March 2015	Scale: NTS
Drawn: CAW	Drawing No.: Vp_4
Checked: LAC	Revision: -

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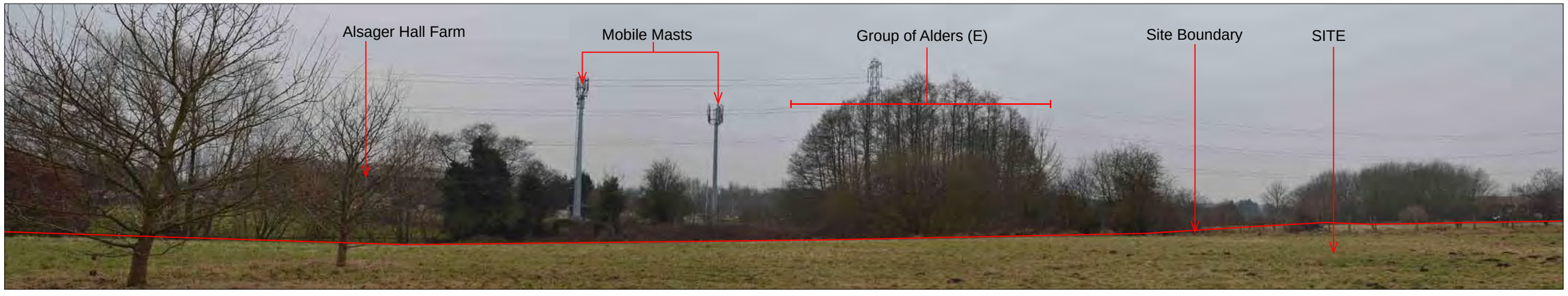

Photograph 5 - View from the east boundary of the site looking west

Description of Existing View	Proposed View	Visual Effect
The existing view offers the receptor views across the whole site with the eastern field parcel generally filling the view. Features to the edge of the site and to the area beyond in the south are evident. Existing vegetation along the Valley Brook corridor is visible, particular the stand of tall Alders which forms a visual amenity feature within the local landscape. The buildings of Alsager Hall Farm are behind the site through the trees on the southern boundary. Urbanising prominent features include the two telecommunication masts and the pylons and overhead electricity line. Views to the further south are restricted by topography and vegetation.	The view within the foreground will experience little change in terms of land use although additional tree and shrub planting, the creation of two additional ponds and the raised hibernacula will alter the general arrangement.. Views to the middle and far distance in the west will experience change from a grassed field to that of residential development with planted boundaries to rear garden curtilages. Built structures with pitched roofs would be located across the line of sight to a point near the eastern edge of the Alder trees. It is judged that approximately two thirds to half of the Alder trees would be visible above the roof line from a position within the open space area. The telecommunication masts and electricity pylons and lines would still be visible as in the baseline photograph.	Visual effects would be lessoned in the summer months due to higher degree of screening from buffer vegetation. The magnitude of effects would be small at any one point but visible from many points within the proposed open space area in the middle distance to the receptor. Lighting along the edge of the development may to be visible at night. New landscaping to the footpath route would be a positive landscape benefit within views.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP5 **Specific view from the eastern boundary of the site looking west and south west.** **Representative of the site characteristics and adjacent influencing features.**	**Low** – private access.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. Some features of woodlands are dominant i.e.. stand of Alders on southern boundary	**Low**	**Medium adverse** There would be a partial or complete loss of the baseline features to the west of the track with development filling the view of the receptor in this direction. The change to the view would not be visible for a long duration. Views would also experience the enhanced open space area which is judged to be an improvement.	**Minor to Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the open space and other vegetation would be an improvement over the longer term.

Photograph 5

Date:	11/02/15
Time:	13:49
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378519 N355081
AOD:	84m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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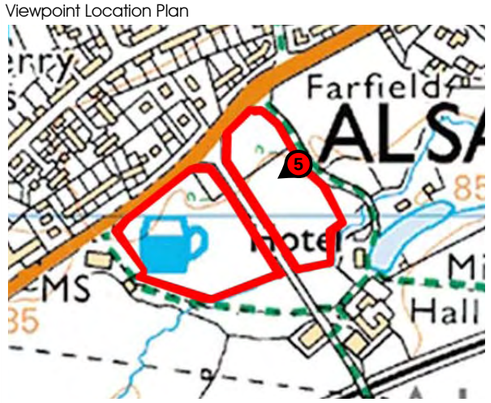
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 5
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_5
Checked	LAC
Revision	-

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Photograph 6 - View from the south boundary of the site looking to the north, to the north east field parcel of the site

Description of Existing View	Proposed View	Visual Effect
Views towards the north and north east experience the massing effect of the mature trees within the woodland TPO together with elements of the Miller Homes development to the east. This is seen through the trees and lower shrub vegetation on the eastern boundary of the site which includes the two Oak trees forming the TPO Group 1. Views to Crewe Road and beyond are obstructed.	The overall view towards the north from within the site will remain in tact although the construction of plots 69 and 70 will alter the view to the left of the viewpoint. Built form would generally hug the boundary of the track with garden curtilage forming a more managed landscape around the dwellings. Additional tree and shrub planting within the open space area will create additional screening to strengthen the existing trees and woodland and will create alternative green spaces within the overall area. Within the foreground receptors will experience little change in terms of land use although additional tree and shrub planting, the creation of two additional ponds and the raised hibernacula will alter the general arrangement..	Visual effects would be lessoned in the summer months due to higher degree of screening from buffer vegetation. The magnitude of effects would be small at any one point but visible from many points within the proposed open space area in the near distance to the receptor. Lighting to plots 66 -70 of the development may to be visible at night. New landscaping to garden curtilages would be a positive landscape benefit in the longer term.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP6 **Representative of general public who access the field and use the track linking Crewe Road to Alsager Hall Farm.**	**High** – Walkers (no public access as such into field).	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. Woodland TPO 1 is visible to views across the line of sight.	**Medium**	**Medium adverse** There would be a partial or complete loss of the baseline features to the west of the track with development filling the view of the receptor in this direction. The change to the view would not be visible for a long duration. Views would also experience the enhanced open space area which is judged to be an improvement.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the open space and other vegetation would be an improvement over the longer term.

Photograph 6

Date:	11/02/15
Time:	13:51
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378499 N354950
AOD:	84m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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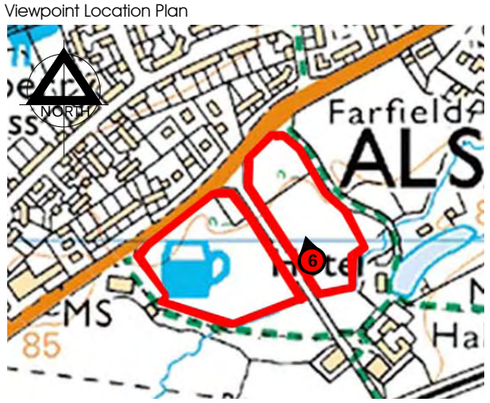
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 6
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_6
Checked	LAC
Revision	-

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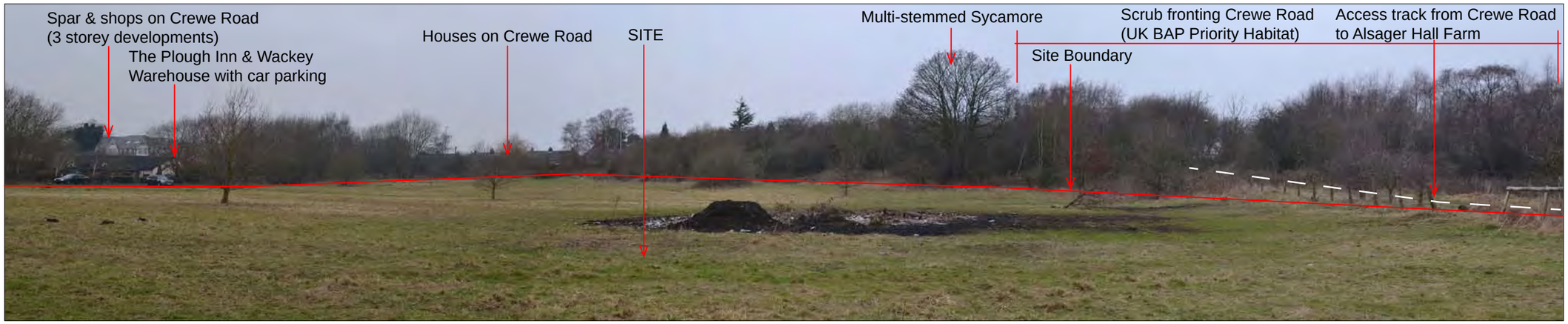

Photograph 7 - View from the south boundary of the site looking to the north west, to the west field parcel of the site

Description of Existing View	Proposed View	Visual Effect
The open aspects of the western field parcel are visible with views to the north and Crewe Road screened by existing vegetation and hedgerows along the Crewe Road frontage. The remnants of the November bonfire are visible in the foreground. Where there are gaps in the frontage vegetation moving towards the Plough Inn car park, properties on Crewe Road are visible. To the left of the photo viewpoint, the Plough Inn and Wacky Warehouse are visible with the higher proportion of the Spar and shops further along Crewe Road to the west. This development is particularly prominent in other more distant views and demarcates the western edge of the settlement of Alsager. The track linking Crewe Road with Alsager Hall Farm is visible and demarcated by the dilapidated timber fence to the right of the photo viewpoint. The view is unremarkable and judged to be of low value with no intrinsic quality with the landscape resource of poor or average condition.	The proposed development of plots 1-65 would occupy the full extent of the grassland within the view and would remove the vegetation to the frontage of Crewe road. The line of trees to the edge of the car park to the Plough Inn would be retained but would generally be lost to views by built form. Trees and vegetation within garden curtilages and tree planting to the access roads would be visible between houses. Rear garden fence boundaries would also form part of the landscape. Views across the site to Crewe Road would not be possible and the receptor would experience a change from grassland to residential development.	Whilst the viewpoint will change in character the effect is judged to be different rather than better or worse. Visual effects would be lessoned in the summer months due to higher degree of screening from garden and street planting. Lighting to roads within the development may to be visible at night. New landscaping to garden curtilages would be a positive landscape benefit in the longer term.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP7 **Representative of general public who access the field and use the track linking Crewe Road to Alsager Hall Farm.**	**High** – Walkers (no public access as such into field).	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Medium**	**Medium adverse** There would be a partial or complete loss of the baseline features to the west of the track with development filling the view of the receptor in this direction. The change to the view would not be visible for a long duration.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. However, the establishment of the open space and other vegetation would be an improvement over the longer term.

Photograph 7

Date:	11/02/15
Time:	13:55
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378491 N354951
AOD:	84m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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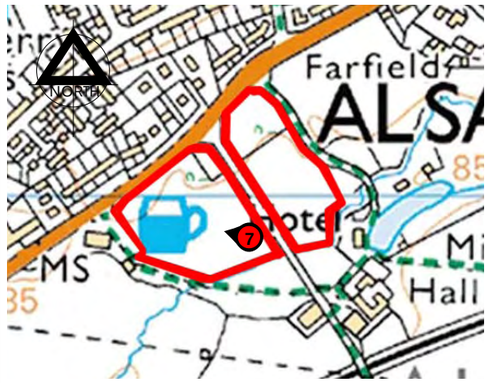
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 7
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_7
Checked	LAC
Revision	-

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Photograph 8 - View from the public right of way to the south of the site looking north west

Description of Existing View	Proposed View	Visual Effect
The public right of way footpath FP6 enters the application site in the south western corner, crossing over the footbridge on the Valley Brook. It skirts the corner of the site and enters into the car park area of the Plough Inn close to the Wacky Warehouse before connecting with Crewe Road. From the site visits undertaken, very few people appear to follow the route as it is not defined by surfacing. Views from this public right of way begin off site at a distance of 0.73km reducing to where it enters the site. The view from this point on the footpath provides a view of the western grassland area with the landscape features of the boundary vegetation, houses on Crewe Road and the edge of the Plough Inn with car parking. The edge of the car park is unsecured with no boundary treatment.	The route of the footpath would be taken along access roads between residential built form, from the point of the footbridge over the brook to the edge of the Plough Inn car park. The view will change from that of grassland surrounded by trees and scrub to that of residential development. Front garden curtilages and car parking bays would be experienced by the receptor. For the on site footpath and the initial 200metres from the site boundary, the changes to the view during the construction phase is considered to significant.	Although the change will be significant it will only be experienced for a short distance and time. New landscape features may ultimately provide an attractive environment which enhances the setting of the footpath and the adjacent visitors to the public house.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP8 **Representative of walkers/ cyclists on public right of way footpath FP6 within the application site.**	**Medium to high** - Walkers, possibly cyclists. Attention focused on a restricted area of landscape due contained nature of site.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Medium to high**	**Substantial adverse** Footpath relatively frequently used by local dog walkers but passing through landscape. Alteration and diversion of this section of footpath. View from baseline to residential buildings.	**Major adverse**	**Moderate adverse to minor adverse or negligible over time** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 8

Date:	11/02/15
Time:	13:58
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	Directly adjacent boundary
OS Grid Reference:	E378376 N354905
AOD:	85m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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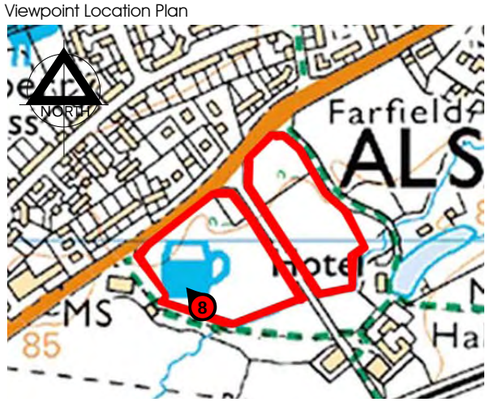
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 8
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_8
Checked	LAC
Revision	-

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Photograph 9 - View from Crewe Road to the west of the site looking south east towards The Plough Inn and west corner of the site

Description of Existing View	Proposed View	Visual Effect
Views from these properties which face the site be private views in the context of living or bedrooms rooms to the front of the buildings and garden surrounds. The dwellings are set back from the road edge and the majority have well screened shared access drives. The majority of the dwellings have front aspects to the site however visual impact will vary in degrees depending on the alignment of dwellings and the location of windows for main occupation during daytime hours. Views from garden curtilages will be restricted due to screening vegetation along Crewe Road. Views that can be gained towards the site will be obscured by existing vegetation which will be retained. The car park of the Plough Inn is the main focus of the view.	The proposed view from this viewpoint is unlikely the change to any significant degree. Some outlines of built form and roofscape may be visible through existing vegetation. New vegetation and tree panting to the Crewe Road frontage may be evident.	No significant visual effect.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP9 **Representative houses 331, 233 and 235 Crewe Road.**	**Medium** – House occupants	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Medium**	**Small adverse** Although the development is in close proximity to the development proposals there will be minor loss to the features of the existing view due to intervening and screening vegetation that will be retained. The development will be largely obscured. Receptors do not spend time looking at the view.	**Minor to Moderate adverse**	**Negligible to minor** The development would not significantly change the view but might still be discernable in a very small part.
Representative of pedestrian using the highway footpath of Crewe Road.	**Medium** – House occupants without direct views.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Medium**	**Small adverse** Although the development is in close proximity to the development proposals there will be minor loss to the features of the existing view due to intervening and screening vegetation that will be retained. The development will be largely obscured.	**Minor to Moderate adverse**	**Negligible to minor** The development would not significantly change the view but might still be discernable in a very small part.

Photograph 9

Date:	11/02/15
Time:	14:01
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.04km
OS Grid Reference:	E378256 N354976
AOD:	86m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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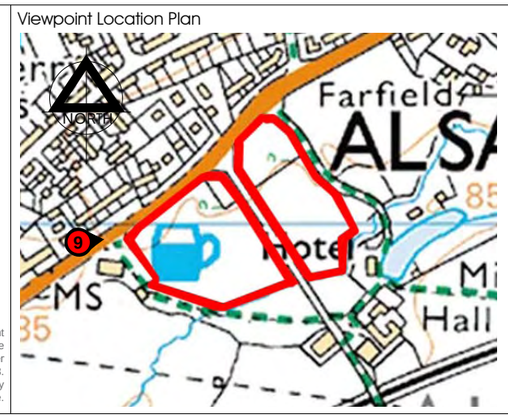
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 9
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_9
Checked	LAC
Revision	-

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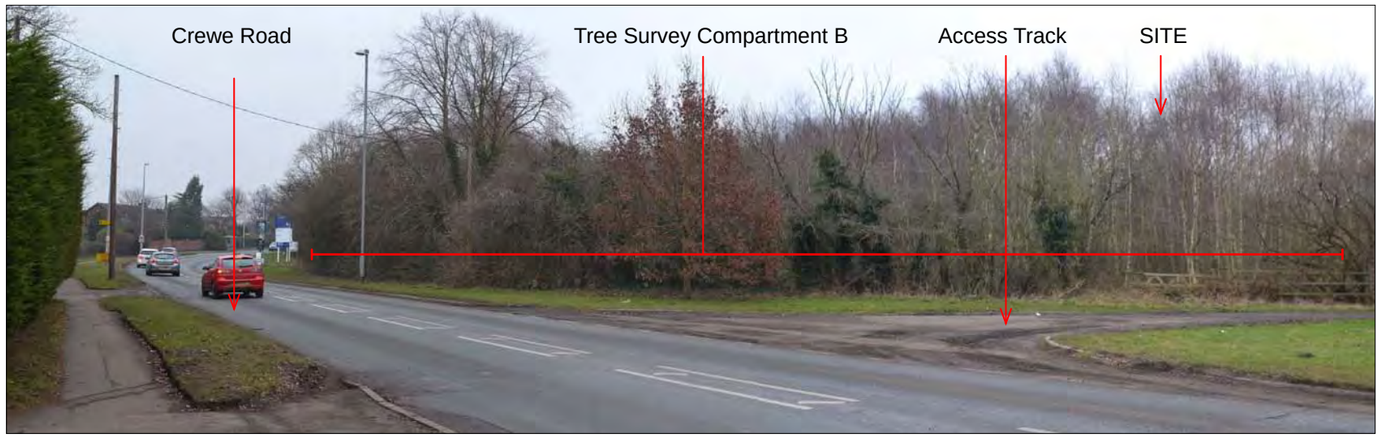

Photograph 10 - View from Crewe Road to the north of the site, looking towards the north boundary and track access point that runs though the centre of the site

Description of Existing View	Proposed View	Visual Effect
The main approach to the proposed development site is along from Crewe Road and highway users will approach from both the north east and southwest.. Near distance views of the site for vehicle users are limited to those driving the section of Crewe Road that is adjacent to site with some limited views from the south travelling northwards. Views are generally broken by existing dwellings and vegetation. More open views are found from the Plough Inn toward the central access track. The speed limit along the majority of this section of road is 40mph. This reduces to 30mph adjacent to property number 205 as you approach the centre of Alsager. The main approach to the proposed development site is off Crewe Road and house occupants using the Crewe Road footpath will have four access points off the shared access drives between properties. The footpath is located to the north side of Crewe Road only with a wide grass verge adjacent to the highway. Urbanising features include lighting columns and signage to the Old Mill Public House. Views from semi-detached and detached properties on Crewe Road (odd number no's.) which face the site will be private views in the context of living or bedrooms rooms to the front of the buildings and garden surrounds. The dwellings are set back from the road edge and the majority have well screened shared access drives. The majority of the dwellings have front aspects to the site however visual impact will vary in degrees depending on the alignment of dwellings and the location of windows for main occupation during daytime hours. Views from garden curtilages will be restricted due to screening vegetation along Crewe Road. The private access track to Alsager Hall Farm is visible as a break in the frontage vegetation. The main view is that of dense vegetation which forms a high screen to the current grassland. Some of the vegetation appears to be poorly managed with some fly tipping and rubbish evident.	Travelling in a north easterly or south westerly direction where Crewe Road is adjacent to the site, there will be views into the site through boundary vegetation of hedgerow planting and street trees. Views along Crewe Road beyond the site edge diminish as you move away from the site due to intervening vegetation and buildings. There is also no formal footpath to the southern side of Crewe Road beyond residential properties. The predominant view will be of plots 1-6, 62-65 and 66 which face Crewe Road. Plot 66 will be partially screened by retained frontage vegetation. Forward facing properties set alongside the access drive will provide a positive frontage with gardens and a tree lined aspect. Further views into the development will be possible along the main entrance/access but will be partially filtered by proposed curtilage planting. Views from properties facing the proposed development site will be partially screened by garden and frontage vegetation.	The visual effect is one of a changed character from a vegetated frontage with grassland behind to one of residential development within a landscaped setting. Retained vegetation to the frontage of the eastern field parcel will form a backdrop and separation between the proposed development and that of the adjacent Miller Homes site.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP10 **Representative of pedestrian using the highway footpath of Crewe Road.**	**Medium** – attention only partially focused on the views within their journey.	**Low - Medium** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Medium**	**Medium to Large adverse** There would be a relatively major and partial loss to one or more key elements of the existing landscape. The change would be directly visible. At the construction phase the development would be of moderate duration.	**Moderate to Major adverse**	**Moderate adverse** The proposed development would cause obvious alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.
Representative of motorised road users using highway footpath of Crewe Road.	**Low** – attention only partially focused on the views within their journey and more focused on driving.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Low**	**Medium adverse** There would be a relatively major and partial loss to one or more key elements of the existing landscape. The change would be directly visible. At the construction phase the development would be of moderate duration. The change would be of short duration with time taken to pass development site of approximately 10-15 seconds at 40 mph.	**Minor to Moderate adverse**	**Minor adverse** The proposed development would cause obvious alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.
Representative of private properties along Crewe Road (odd no's from 233 - 215).	**Medium to High –** residents, some with direct views and may be have views in day time.	**Low -** No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Medium to High**	**Medium to large adverse** There would be a relatively major and partial loss to one or more key elements of the existing landscape. The change would be directly visible. At the construction phase the development would be of moderate duration.	**Moderate to Major adverse**	**Minor to Moderate** The proposed development would cause obvious alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 10

Date:	11/02/15
Time:	14:05
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.01km
OS Grid Reference:	E378388 N355078
AOD:	86m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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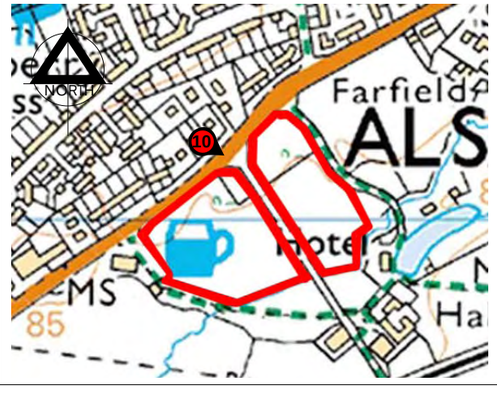
Viewpoint Location Plan



Project Crewe Road, Alsager	
Title Viewpoint 10	
Client Hollins Strategic Land	
Date March 2015	Scale NTS
Drawn CAW	Drawing No. Vp_10
Checked LAC	Revision -

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Photograph 11 - View from Crewe Road looking south to the most north corner of the site opposite house 199 & 197

Description of Existing View	Proposed View	Visual Effect
The view along Crewe Road looking in a south westerly direction from a position close to the junction of the lane to the Old Mill Public House currently provides a vista of vegetated landscape. The frontage outgrown hedgerow, regenerating Birch and the woodland (TPO Woodland 1) is located to the north eastern corner of the site and generally fills the view in the foreground. The wide grass verge and the vegetation to the frontage of the houses to the north of Crewe Road add to the overall landscaped corridor at this point. Detracting urban features are also present in the lighting columns and advertising signage. Moving further south west the electricity pylons and overhead lines become visible. Within the landscape. Properties continuing north easterly along Crewe Road are within 0.07km to 0.12km from the western boundary of the site. It is considered that properties beyond this distance would have limited to no views due to intervening buildings and vegetation. Views from these properties will be private views in the context of mainly curtilage surrounds. Visual impact will vary in degrees depending on the location of windows for main occupation during daytime hours. The private access track to Alsager Hall Farm is generally obscured within the view by vegetation. The main view is that of dense vegetation which forms a high screen to the current grassland. Some of the vegetation appears to be poorly managed with some fly tipping and rubbish evident.	The proposed view from the footpath to the north of Crewe Road will be of a limited amount of the plot facing onto Crewe Road. As these are proposed to be set back some 15.0 metres with a landscaped frontage the predominant view will be of the new tree planting and grass verge. A new footpath will be created to the south side of Crewe Road. Plots 66-70 will be screened by the retention of the approximately 50% of the existing vegetation to the frontage of the eastern field parcel and enhanced with new tree and hedge planting.	Views in a south westerly direction by both pedestrians and motorised vehicle users will generally be a similar view to that currently seen. A landscaped corridor would be retained and new tree planting to the frontage would provide mitigation for lost higher canopy trees removed to facilitate plots 1-6 and 66-65. For private properties the impact diminishes as you move further away from the site due to intervening vegetation site views are likely to be partially filtered.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP11 **Representative of pedestrian using the highway footpath of Crewe Road.**	**Medium** – attention only partially focused on the views within their journey.	**Low - Medium** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Medium**	**Small to Medium adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. The change would be directly visible, particularly when moving across the development frontage. At the construction phase the development would be of moderate duration.	**Moderate adverse**	**Moderate adverse** The proposed development would cause moderate alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.
Representative of motorised road users using highway footpath of Crewe Road.	**Low** – attention only partially focused on the views within their journey and more focused on driving.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Low**	**Small adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. The change would be directly visible. At the construction phase the development would be of moderate duration. The change would be of short duration with time taken to pass development site of approximately 10-15 seconds at 40 mph.	**Minor adverse**	**Minor adverse moving to negligible as planting matures** The proposed development would cause a small alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.
Representative of private properties along Crewe Road (odd no's from 221 travelling north easterly, including Woodside House).	**Medium to High –** residents, some with direct views and may be have views in day time.	**Low -** No relationship with heritage asset, inclusion within planning designations, no significant scenic quality except the view will be of a well vegetated area which includes UK BAP Priority Habitat.	**Medium to High**	**Medium to large adverse** There would be a relatively major and partial loss to one or more key elements of the existing landscape. The change would be directly visible. At the construction phase the development would be of moderate duration.	**Moderate to Major adverse**	**Minor to Moderate** The proposed development would cause obvious alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 11

Date:	11/02/15
Time:	14:07
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.02km
OS Grid Reference:	E378461 N355154
AOD:	90m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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Viewpoint Location Plan

Project	Crewe Road, Alsager
Title	Viewpoint 11
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_11
Checked	LAC
Revision	-

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Photograph 12 - View from the public right of way (FP7) to the east boundary of the site looking east across the site beneath TPO G1

Description of Existing View	Proposed View	Visual Effect
The majority of the path runs adjacent to the east side of the site and is shared with the road. Moving away from the site as it follows the track towards the Old Mill public house and Alsager Hall Farm there is a sense of moving away from the settlement and towards a more rural landscape. Views are directed along the path/road, although there are views into the site through roadside vegetation and trees and which cover the two field parcels. From a seated position in a car the views are more limited. Views beyond the site are limited by topography and the presence of vegetation to the edges of the site. The building of the Ordnance factory of BAE Radway Green is just visible to the viewers far left through filtering vegetation.	Views of built development are at a maximum distance of 60 metres from the site. Although adjacent to the site views seen towards the proposed development vary site due to significant wooded and hedge vegetation and proposed layout of the open space provision. Views are seen in the context of the boundary vegetation. As the footpath moves away from the site views will be seen in the context with the Old Mill Public House and adjoining car park. Movement of plant and machinery and the construction process of the houses may be visible.	The effect of the development to views in this location are limited given that the main part of the development will be a relative distance and in the context of intervening open space provision which will receive enhanced planting. Existing retained vegetation will also assist in heavily screening built form. The effect is considered of low significance.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP12 **Representative view of pedestrians using the public right of way footpath FP7 to east of the site.**	**Medium** – Walkers, possibly cyclists, possibly horse riders. Cyclists not focused on view.	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but partially interrupted.	**Medium**	**Small to Medium adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. For horse riders the view would potentially be more visible. For cyclists the view would be more fleeting The change would be visible through existing vegetation. At the construction phase the development would be of moderate duration.	**Minor to Moderate adverse**	**Minor adverse** The proposed development would cause small to moderate alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.
Representative view of motorised road users using the public right of way footpath FP7 to east of the site.	**Low** – Travellers on road, rail or other modes of transport tend to fall into a category of moderate susceptibility to change.	**Very low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Low**	**Small adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. The change would be visible through vegetation. At the construction phase the development would be of moderate duration. The change would be of short duration with time taken to pass development site of approximately 10-15 seconds at 40 mph.	**Minor to negligible adverse**	**Minor adverse moving to negligible as planting matures** The proposed development would cause a small alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 12

Date:	11/02/15
Time:	14:14
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.01km
OS Grid Reference:	E378506 N355105
AOD:	90m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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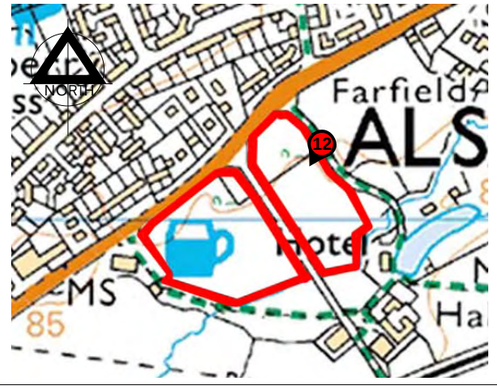
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 12
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_12
Checked	LAC
Revision	-

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Photograph 13 - View from Old Mill Public House Car Park looking towards the west at the far east corner of the site

Description of Existing View	Proposed View	Visual Effect
The predominant view is of the car park surrounds and the relatively dense vegetation to the edge of the car park which arises from the Valley Brook corridor. Views through the vegetation are of the eastern field parcel with views to the further west much less distinct due to distance and filtering vegetation.	The effect of the vegetation will considerably curtail views of the built form but some degree of housing and roofs are potentially visible at the early stages of completion. New planting within the open space provision provide good screening over time and this will be the main element of the development seen from this location.	The visual effect of the development is not considered to impact on receptors visiting the public house to any significant degree given the orientation to the proposed development and the intervening vegetation.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP13 **Representative of mainly pedestrians using car park of the Old Mill public house. Car users also considered.**	**Low to Medium** – Visitors to public house.	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View selectively obtained.	**Low**	**Small adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. For people entering car park by car the view would be less obvious as drivers focused on manoeuvring car into a parking bay. The change would be limited by intervening existing and new vegetation. At the construction phase the development would be of moderate duration.	**Minor adverse**	**Negligible to Minor adverse** The proposed development would cause a very small alteration to an established view from a low sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would significantly reduce over time to as planting establishes and matures.

Photograph 13

Date:	11/02/15
Time:	14:16
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.04km
OS Grid Reference:	E378602 N354970
AOD:	85m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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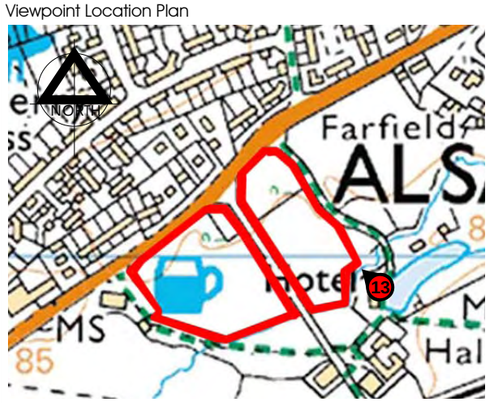
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 13
Client	Hollins Strategic Land
Date: March 2015	Scale: NTS
Drawn: CAW	Drawing No.: Vp_13
Checked: LAC	Revision: -

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Photograph 14 - View from the public right of way south of the site looking towards the north and the eastern parcel of land to the site

Description of Existing View	Proposed View	Visual Effect
Views are drawn towards the track which divides the two field parcels of the development area. The photo viewpoint illustrates the depth of view towards the eastern parcel which will be occupied by the open space and Great Crested Newt habitat area. Existing vegetation surrounding the edges of the site filters views in this direction.	The main components of the view will be of the enhanced open space habitat area with blocks of new woodland vegetation, the creation of two new small ponds and a linear feature of a hibernacula which will be soiled and grassed with surrounding tree and scrub planting. The properties 69 and 70 set within their garden curtilages will also form part of the views in the middle distance.	The visual effect will be predominantly one of an enhanced and planted open space are which will be influenced to a slight degree by new built property.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP14 **Representative of pedestrians using footpaths to south of site and the car parking area of Alsager Hall Farm.**	**Low to Medium** – Visitors to farm shop and café and users of the local public footpath network.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Low**	**Medium adverse** There would be a change to the view in a northerly direction and partial loss to one or more key elements of the existing landscape. For people entering car park by car the view would be less obvious as drivers focused on manoeuvring car. The change would be limited by intervening existing and new vegetation. At the construction phase the development would be of moderate duration.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause moderate alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 14

Date:	11/02/15
Time:	14:19
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.07km
OS Grid Reference:	E378562 N354880
AOD:	87m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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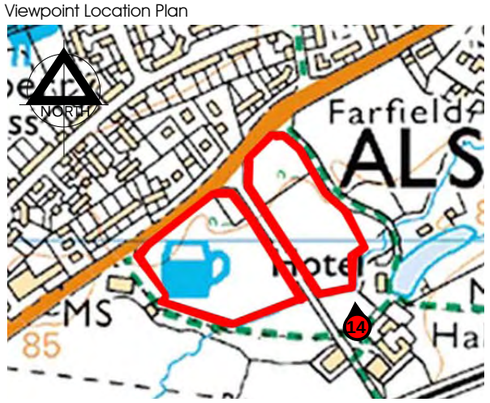
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 14
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_14
Checked	LAC
Revision	-

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Photograph 15 - View from the public right of way south of the site looking towards the north and the western parcel of land of the site

Description of Existing View	Proposed View	Visual Effect
Views are drawn towards the track which divides the two field parcels of the development area. The photo viewpoint illustrates the depth of view towards the western parcel which will be occupied by the majority of the new built form and associated infrastructure. Existing vegetation surrounding the edges of the site filters views in this direction, particularly the stand of tall Alders in the mid distance. The two telecommunication masts occupy the foreground.	The main components of the view will be of the main part of the development seen through the trees and vegetation on the southern edge of the site. The retained stand of Alder trees will screen views, particularly in the summer season. Houses and roofscape will be observable in the middle distance set within garden curtilages and tree planted access roads. The access track will remain but will become a tree planted avenue.	The visual effect will be predominantly one of a changed landscape and character in the middle distance in the context of surrounding vegetation and some urbanising features. The development will be contained in its setting with a backdrop of the settlement beyond Crewe Road.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP15 **Representative of pedestrians using footpaths to south of site and the car parking area of Alsager Hall Farm.** **(Footpath RB 6 in west also visible behind plant vehicle).**	**Low to Medium** – Visitors to farm shop and café and users of the local public footpath network.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality.	**Low**	**Medium adverse** There would be a change to the view in a northerly direction and partial loss to one or more key elements of the existing landscape. For people entering car park by car the view would be less obvious as drivers focused on manoeuvring car. The change would be limited by intervening existing and new vegetation. At the construction phase the development would be of moderate duration.	**Moderate adverse**	**Minor to Moderate adverse** The proposed development would cause moderate alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 15

Date:	11/02/15
Time:	14:19
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.07km
OS Grid Reference:	E378546 N354875
AOD:	86m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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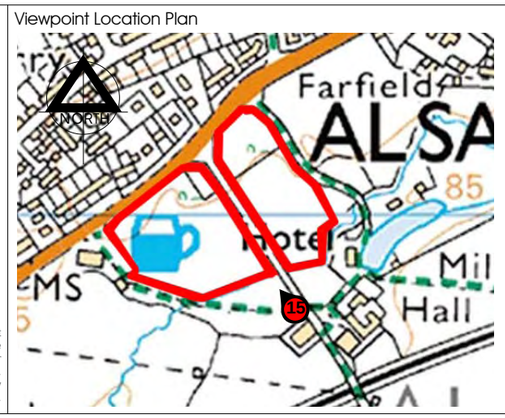
Viewpoint Location Plan



Project: Crewe Road, Alsager	
Title: Viewpoint 15	
Client: Hollins Strategic Land	
Date: March 2015	Scale: NTS
Drawn: CAW	Drawing No.: Vp_15
Checked: LAC	Revision: -

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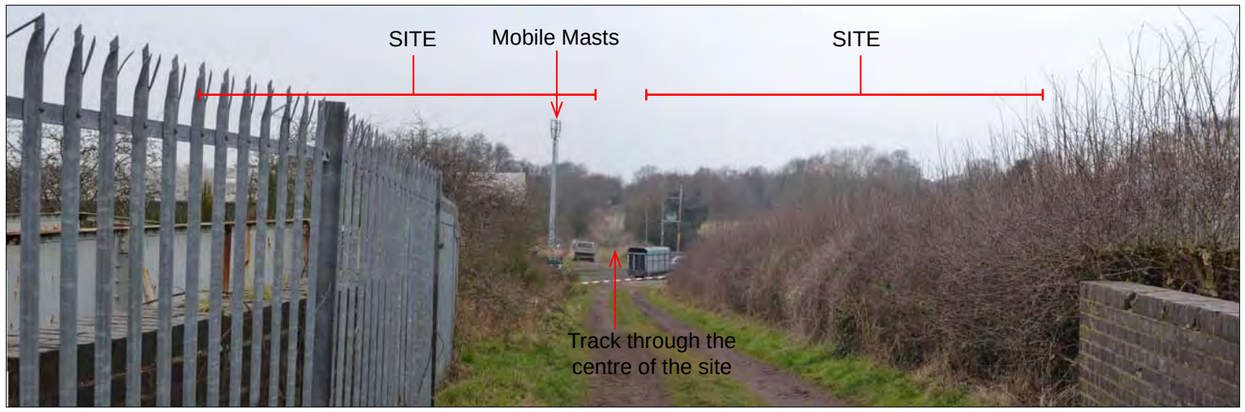

Photograph 16 - View from the public right of way south of the site on the bridge crossing the railway line

Description of Existing View	Proposed View	Visual Effect
Moving beyond the boundaries of the site to the south the views are limited to where public access is available on the network of footpaths. Where footpath 6 crosses the railway line the viewer id slightly elevated but views are limited by intervening features including vegetation and the palisade fencing across the sides of the bridge. The track linking Crewe Road with Alsager Hall Farm is visible directly before the receptor. Small portion of the development site are visible to either side of the track.	The proposed view will be limited by intervening features. The track will have planting along either side and plots 69 and 70 on the eastern side will potentially be visible in the far distance. Existing and intervening vegetation will dominate the view.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development over time, once new planting has become established.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP16 **Representative of pedestrians using footpath FP 6 to south of site at a distance of 30 metres at the railway bridge.**	**Medium** – Walkers, possibly cyclists, possibly horse riders. Cyclists not focused on view	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but partially interrupted.	**Medium**	**Small to Medium adverse** There would be a relatively minor and partial loss to one or more key elements of the existing landscape. For horse riders the view would potentially be more visible. For cyclists the view would be more fleeting The change would be visible when travelling in a northerly direction only. The view is severely curtailed by intervening vegetation in the near and middle distance. At the construction phase the development would be of moderate duration.	**Minor to Moderate adverse**	**Minor adverse** The proposed development would cause small to moderate alteration to an established view from a moderately sensitive receptor, or perceptible damage to a view from a more sensitive receptor. This would reduce over time to as planting establishes and matures.

Photograph 16

Date:	11/02/15
Time:	14:24
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.16km
OS Grid Reference:	E378596 N354797
AOD:	88m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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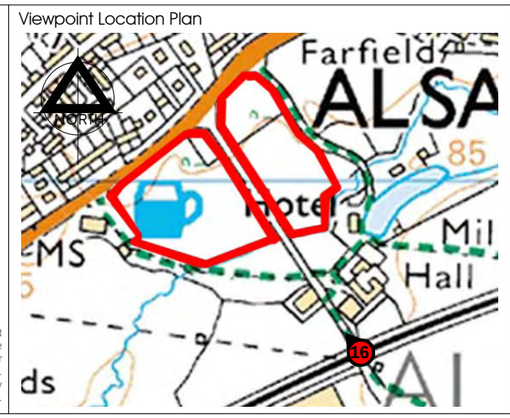
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 16
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_16
Checked	LAC
Revision	-

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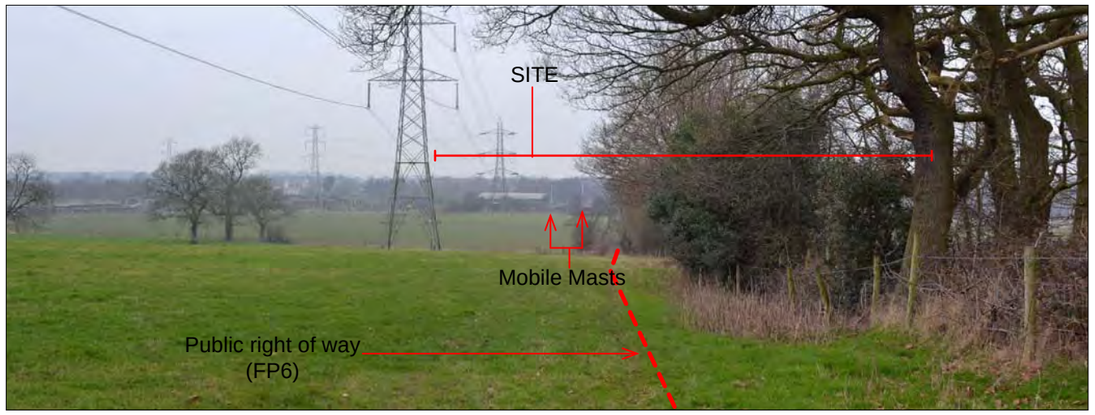

Photograph 17 - View from the public right of way south of the site looking north towards the site

Description of Existing View	Proposed View	Visual Effect
At distance from the site, due to land topography and intervening vegetation there would be extremely limited/no views. Views can be seen of the site when approaching the development from the south. This view is interrupted by the railway line, agricultural buildings, mature vegetation located along the brook corridor. The electrify pylons and telephone communication masts are particularly dominant in the landscape giving a sense of moving towards a conurbation. Beyond the site to the far north, existing residential dwellings of Crewe Road are visible. Views of the site become more prominent within 200metres from the railway bridge continuing towards Alsager Hall Farm with broken views through the woodland vegetation on the site boundary.	The proposed view is unlikely to change and is not influenced by the development proposals at this distance.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development over time, once new planting has become established.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP17 **Representative of pedestrians using footpath FP 6 to south of site at a distance of 30 metres at the railway bridge.**	**Medium** – Walkers, possibly but unlikely cyclists, possibly but unlikely horse riders.	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Medium to High**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the footpath south of the railway line.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 17

Date:	11/02/15
Time:	14:40
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.66km
OS Grid Reference:	E379012 N354501
AOD:	106m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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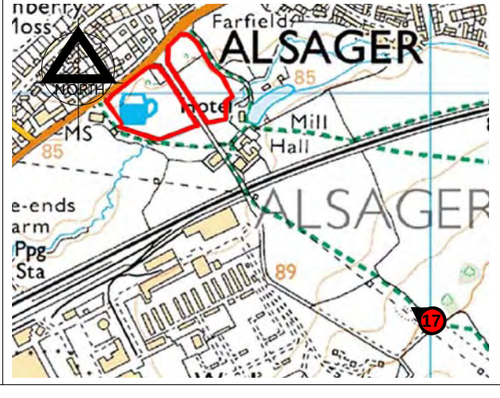
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 17
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_17
Checked	LAC
Revision	-

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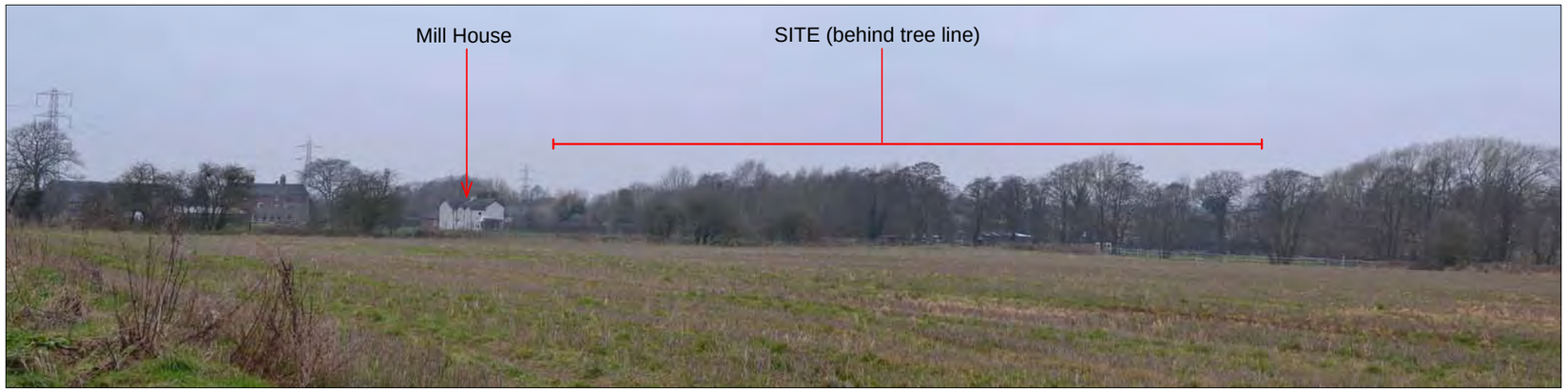

Photograph 18 - View from the public right of way adjacent the railway line to the east of the site looking west towards the site

Description of Existing View	Proposed View	Visual Effect
Views towards the proposed dev on the footpaths to the east of the site are heavily restricted by foreground features of Alsager Hall Farm, Mill House properties and mature woodland vegetation. Tall trees and vegetation along the Valley Brook of the Miller Homes site dominates the middle distance which lies between the receptor and the site.	Any views which are visible are viewed in the context of the adjacent buildings of Mill House and Alsager Hall Farm and the boundary vegetation to the site. Movement of plant and machinery and the construction process of the houses may be visible in the construction phase, otherwise it will be difficult to distinguish the development due to intervening vegetation.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development proposals.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP18 **Representative of pedestrians using footpath FP 8 - 10 to east of site at a distance of 500 metres adjacent to railway line.**	**Medium** – Walkers, possibly but unlikely cyclists, possibly but unlikely horse riders.	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Medium to High**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the footpath south of the railway line.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 18

Date:	11/02/15
Time:	15:14
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.4km
OS Grid Reference:	E378970 N354935
AOD:	90m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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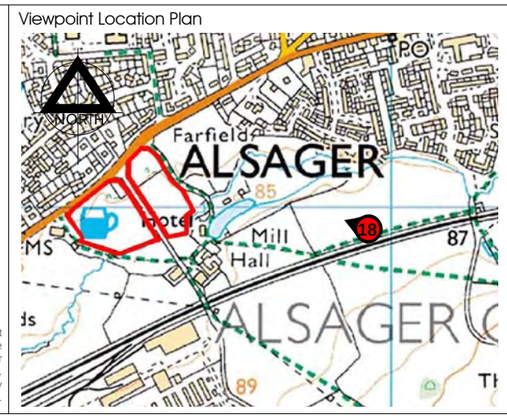
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 18
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_18
Checked	LAC
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Photograph 19 - View from Crewe Road at entrance to Holly Trees Hotel Car Park to the west of the site looking east towards the site

Description of Existing View	Proposed View	Visual Effect
Properties to the south west of the site are within 0.04km to 0.24km from the western boundary of the site. Properties beyond this distance would have limited to no views due to intervening buildings and vegetation. Views from these properties will be private views in the context of mainly curtilage surrounds. Visual impact will vary in degrees depending on the location of windows for main occupation during daytime hours. The impact diminishes as you move further away from the site – view from Holly Tree Hotel is at 0.8 km of the site boundary. Due to intervening vegetation and buildings views are likely to be partially or heavily filtered. Receptors in cars and on foot experience the edge of the site and the boundary vegetation. The Plough Inn is barely visible on the edge of the field. Electricity pylons and overhead power line cut across the viewers' line of sight. Urban features are evident along the road corridor. The landscape is more open and expansive to the west of the site and rural in character although influenced by urban features. There is a sense of approaching a settlement.	Views will be relatively unaltered but aspects of the edges of the development including built forms/roofscapes will become more apparent as the receptors move closer to the site. Planting to the western edges of the site will assist in screening the development with views possible only at near distance.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development proposals.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP19 **Representative of pedestrians and houses at distance from the site to the south west along Crewe Road.** **Viewpoint at Holly Trees Hotel, edge of car park entrance.**	**Medium** – Walkers, cyclists, possibly but unlikely horse riders.	**Low to moderate** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Medium to High**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.
Representative of sequential views of motorised road users using highway at distance from the site to the north west along Crewe Road.	**Low** – Motorised road users with attention only partially focused on the views within their journey and more focused on driving.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local use of road network but severely interrupted.	**Low**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 19

Date:	11/02/15
Time:	15:37
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.41km
OS Grid Reference:	E377956 N354748
AOD:	83m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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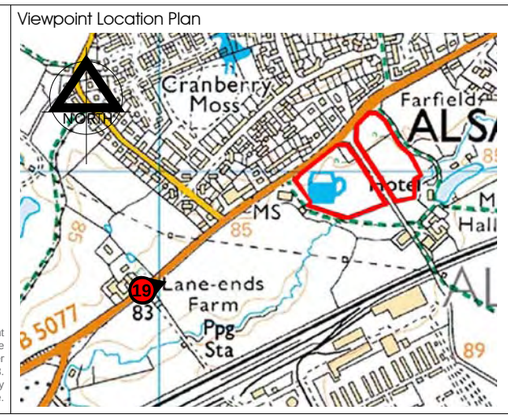
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 19
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_19
Checked	LAC
Revision	-

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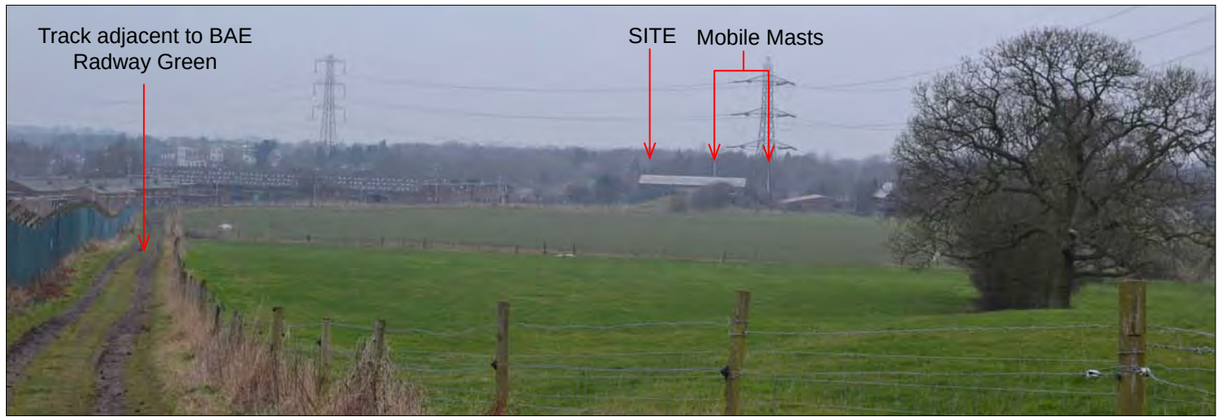

Photograph 20 - View from the footpath to the south of the site of the site adjacent to the BAE Radway Green looking north west towards the site

Description of Existing View	Proposed View	Visual Effect
The permissive footpath is aligned along the eastern boundary of the BAE Radway Green factory on land that rises gently from the railway line to a high point of approximately 1065m AOD at a distance of approximately 0.7 kms from the site. Beyond this due to land topography and intervening vegetation there would be no views. BAE Radway Green is in part adjacent to the footpath and is clearly visible for the majority of the footpath. Views can be seen of the site when approaching the development from the south. This view is interrupted by the railway line, agricultural buildings, mature vegetation located along the brook corridor, pylons and telephone communication masts. Beyond the site existing residential dwellings of Crewe road to the north west of the site are visible. Views of the site become more prominent within 200metres from the railway bridge continuing towards Alsager Hall Farm with broken views through the woodland vegetation on the site boundary.	Views will be relatively unaltered but aspects of the edges of the development including built forms/roofscapes will become more apparent as the receptors move closer to the site. Planting to the southern edges of the site will assist in screening the development with views possible only at near distance.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development proposals due to the screening effect of intervening buildings and vegetation.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP20 **Representative of pedestrians and cyclists using Permissive Footpath to south of site beyond railway line.**	**Medium** – Walkers, possibly but unlikely cyclists, possibly but unlikely horse riders.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Low to Medium**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the track south of the railway line. Views only possible when travelling in a northerly direction.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.
Representative of motorised vehicles using Permissive Footpath to south of site beyond railway line.	**Low – F**arm workers, possible people employed at Ordnance factory.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Low**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the footpath south of the railway line. Views only possible when travelling in a northerly direction.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 20

Date:	11/02/15
Time:	14:34
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.66km
OS Grid Reference:	E378931 N354424
AOD:	104m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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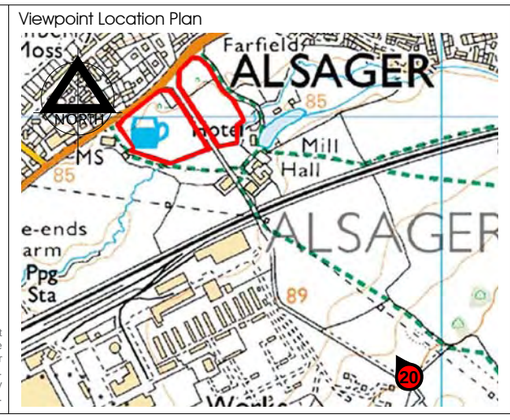
Viewpoint Location Plan



Project	Crewe Road, Alsager
Title	Viewpoint 20
Client	Hollins Strategic Land
Date	March 2015
Scale	NTS
Drawn	CAW
Drawing No.	Vp_20
Checked	LAC
Revision	-

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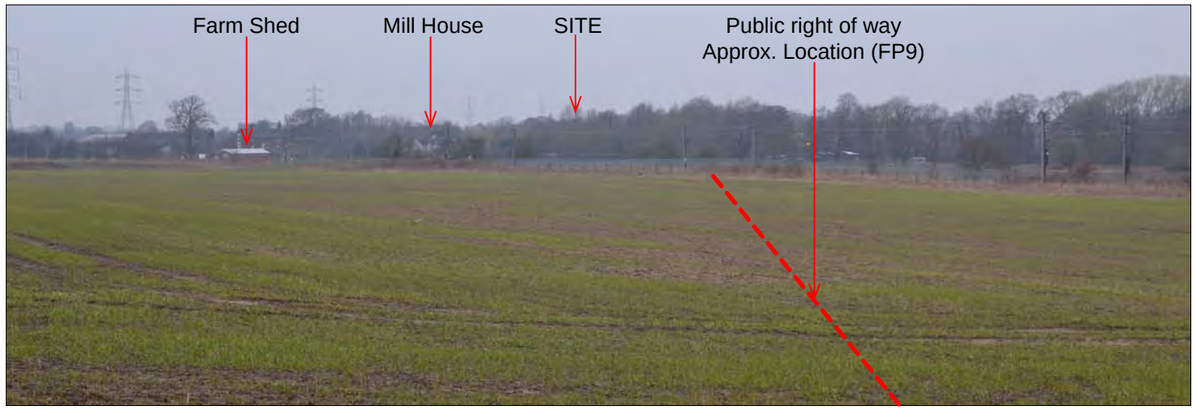

Photograph 21 - View from the public right of way (FP9) to the east of the site on the track to Home Farm looking west towards the site

Description of Existing View	Proposed View	Visual Effect
Views of site from this footpath are heavily restricted by foreground features of the Crewe - Derby railway line, Alsager Hall Farm, Mill House properties and mature woodland vegetation. Any views which are seen are viewed in the context of the adjacent settlement and the boundary vegetation to the site. Movement of plant and machinery and the construction process of the houses may be visible. Electricity pylons influence the background views.	Views will be relatively unaltered but aspects of the edges of the development including built forms/roofscapes will become more apparent as the receptors move closer to the site. Planting to the eastern edges of the site will assist in screening the development with views possible only at near distance.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development proposals due to the screening effect of intervening buildings and vegetation.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP21 **Representative of pedestrians using footpath FP 9 to south east of site beyond railway line.**	**Medium** – Walkers, possibly but unlikely horse riders. Route not frequently used.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Low**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the footpath south of the railway line. North of the railway line the views are dominated by existing vegetation along the Valley Brook corridor.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 21

Date:	11/02/15
Time:	15:06
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.63km
OS Grid Reference:	E379184 N354830
AOD:	96m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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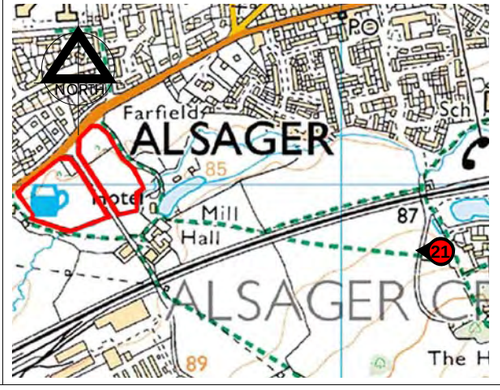
Viewpoint Location Plan



Project Crewe Road, Alsager	
Title Viewpoint 21	
Client Hollins Strategic Land	
Date March 2015	Scale NTS
Drawn CAW	Drawing No. Vp_21
Checked LAC	Revision -

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Photograph 22 - View from the public right of way (FP13) to the east of the site on the track to The Hall looking west towards the site

Description of Existing View	Proposed View	Visual Effect
Views of site from this footpath are heavily restricted by foreground features of mature woodland vegetation. Any views which are seen are viewed in the context of the adjacent settlement and the boundary vegetation to the site. The site is at distance of approximately 0.75km and is distinguishable. Electricity pylons influence the background views.	Views will be relatively unaltered but aspects of the construction phase/moving plant may just be visible and become apparent as the receptors move along footpath FP 13. Existing vegetation to the eastern edges of the site will assist in heavily screening the development.	The visual effect will be predominantly one of a relatively unchanged landscape with little or no impact resulting from development proposals due to the screening effect of intervening buildings and vegetation.

Viewpoint and representation of view	Susceptibility of Visual Receptor	Value attached to view	Sensitivity of Visual Receptor	Magnitude of change	Significance of Visual Effects during Construction	Significance of Residual Effects (Operational and after mitigation)
VP22 **Representative of pedestrians using footpath FP 13 to south east of site beyond railway line and in close proximity to The Hall.**	**Medium** – Walkers, possibly but unlikely horse riders. Route not frequently used.	**Low** – No relationship with heritage asset, inclusion within planning designations, no significant scenic quality. View widely observed by local people but severely interrupted.	**Low**	**Very Small adverse** There would be a relatively minor to negligible loss to one or more key elements of the existing landscape. The site is barely visible over much of the footpath.	**Negligible to Minor adverse**	**Negligible** The proposed development would not cause any significant alteration to an established view.

Photograph 22

Date:	11/02/15
Time:	14:59
Weather conditions:	Mild Overcast
Taken by:	LAC
Distance to the appeal site:	0.79km
OS Grid Reference:	E379317 N354721
AOD:	110m
Viewer's Height:	1.4m
Camera:	Nikon D3100
Lens:	AF-S NIKKOR 35mm

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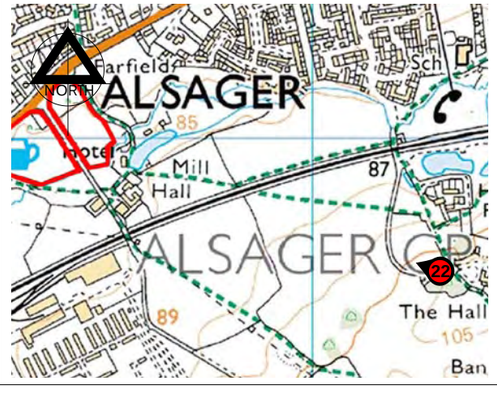
Viewpoint Location Plan



Project Crewe Road, Alsager	
Title Viewpoint 22	
Client Hollins Strategic Land	
Date March 2015	Scale NTS
Drawn CAW	Drawing No. Vp_22
Checked LAC	Revision -

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