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# **1. Introduction**

## ***1.1 Purpose of the Report***

This Landscape and Visual Impact Assessment (LVIA) has been prepared in support of an outline planning application for a proposed residential development at Toat Café, Stanes Cottage and Stanes Farm, on Stane Street (A29), Pulborough, West Sussex, RH20. The report has also been prepared in response to the pre-application response from Horsham District Council (ref. PE/25/0141, dated 5 August 2025), specifically the commentary relating to landscape and visual effects.

The assessment analyses the potential effects of the proposed development upon existing landscape character and the visual amenity of key receptors within a defined study area, in line with the Guidelines for Landscape and Visual Impact Assessment (Third Edition) (Landscape Institute & IEMA).

The LVIA provides decision-makers, consultees and stakeholders with a robust and transparent assessment of existing landscape character, visual amenity, likely landscape and visual effects, and the mitigation and enhancement measures embedded within the outline proposals. It is intended to inform consideration of the planning application and any subsequent refinement of the design through the planning process.

The methodology adopted for this LVIA combines desk-based policy and landscape context analysis, field survey assessment, baseline photography (ground and aerial), Zone of Theoretical Visibility (ZTV) mapping, and standpoint visual analysis, structured to meet current best practice for landscape and visual assessments.

## ***1.2 Site Location and Context***

The site lies immediately adjacent to the A29 Stane Street, approximately 1.5–2 km north of Pulborough village centre, within the administrative area of Horsham District Council in West Sussex, South East England. The wider parish of Pulborough occupies a transitional landscape between the River Arun floodplain to the south and the rolling landform of the Western Weald to the north, characterised by a mix of farmland, woodland belts, dispersed farmsteads, small clusters of built development and transport infrastructure. The site benefits from strong road connectivity via the A29 and A283 and lies approximately 41 miles (66 km) south-west of London by road.

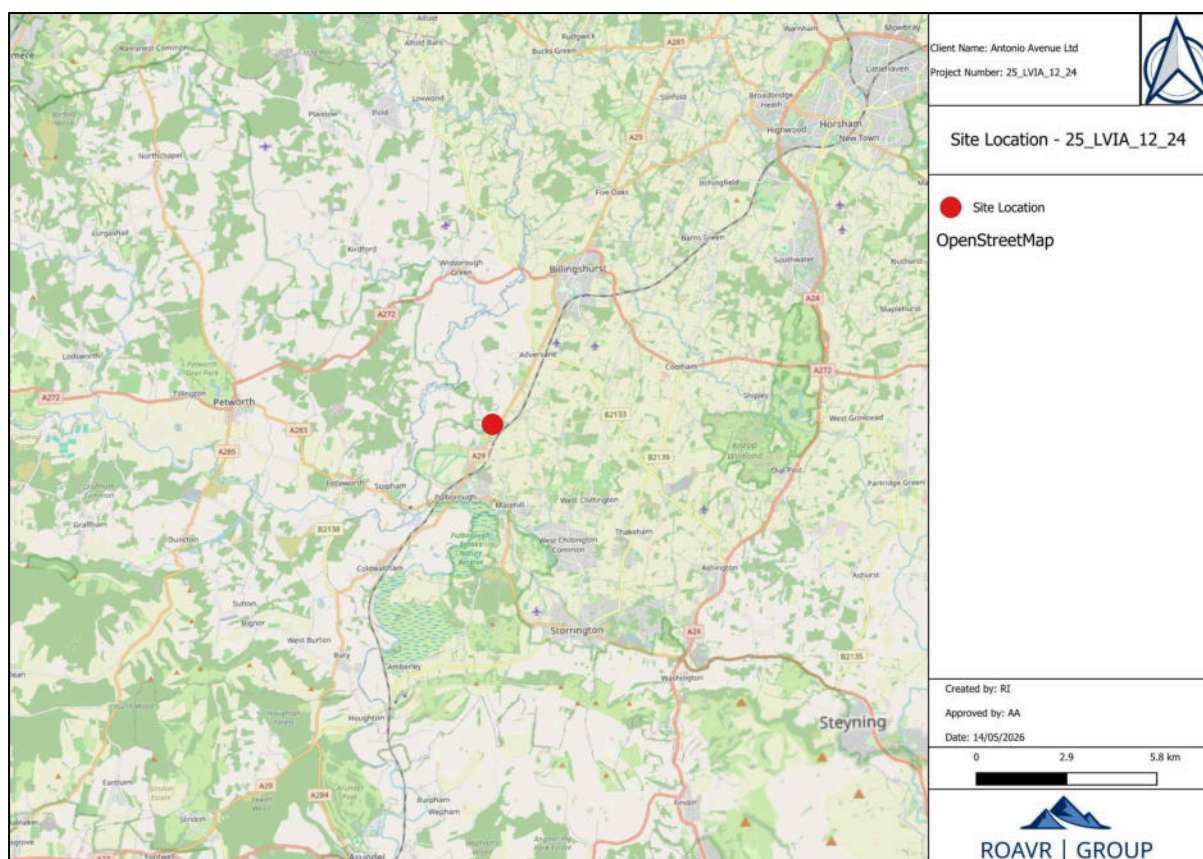
The site comprises a mix of land parcels including existing roadside commercial structures and yard areas (currently known as “Toat Café”), accompanying

agricultural holdings at Stanes Cottage and Stanes Farm, and associated open pastureland extending westwards from the A29.

The immediate landscape retains a rural framework of hedgerow boundaries, mature trees and enclosed field parcels, but it is not experienced as an isolated or wholly undeveloped countryside setting. The site and its surroundings are influenced by scattered residential properties, agricultural buildings, roadside commercial uses and infrastructure associated with the A29 corridor, which together create a mixed and transitional landscape character at this location.

**Figure 1.1:** *Site location plan — Google Maps.*





**Figure 1.2:** Context map — highlighting nearby settlements, land use pattern, and infrastructure.

The site's location along a primary north–south corridor gives it prominent visibility from vehicular receptors on the A29. At the same time, topographic subtlety and vegetative structure reduce long-distance visibility into the wider countryside. Detailed field survey and aerial data will refine the description and illustrate these characteristics in later sections.

### 1.3 Scope and Methodology

This LVIA has been undertaken in accordance with accepted professional standards and relevant planning policy context. It focuses on two interrelated components:

1. Landscape Effects: How the proposed development would influence the intrinsic character, pattern, and quality of the existing landscape resource within the study area.
2. Visual Effects: How the development may alter visual amenity and viewpoints experienced by receptors such as pedestrians, residents, motorists, and recreational users.

The assessment approach includes:

- Desk Assessment: Review of relevant planning policy including the Horsham District Planning Framework (HDPF), neighbourhood planning context (Pulborough Neighbourhood Plan), landscape character guidelines from county and district evidence bases, site history, and environmental constraints. Reference: [Horsham District Council+1](#)
- Field Survey: On-site and drone reconnaissance to capture baseline visual conditions, photographs, aerial overviews, and to verify landscape character descriptions.
- Zone of Theoretical Visibility (ZTV): Mapping to model areas from which the proposed development may potentially be visible, refined by field verification to account for vegetation and local screening features.
- Viewpoint Selection and Photography: Identification of representative viewpoints based on receptor sensitivity, distance, and landscape context.
- Assessment Criteria Application: Utilisation of qualitative and quantitative criteria consistent with GLVIA3 methodology to determine magnitude of change, receptor sensitivity, and resulting significance of effects.

In preparing this section and subsequent sections, care has been taken to align with the broader Development Plan and statutory planning context. The LVIA references relevant landscape character assessment sources and local policy considerations as a foundation for reporting and judgement criteria.

#### ***1.4 Assumptions and Limitations***

This report has been prepared on the basis of the information available at the time of drafting. Where site-specific proposals (such as detailed masterplan layout, building heights, materials, and detailed landscape mitigation strategies) have not yet been finalised, reasonable assumptions have been made for assessment purposes, based on typical residential schemes of comparable scale and the applicant's intentions.

Key assumptions include:

- Baseline vegetation structures and landform characteristics are substantially as observed during preliminary survey and confirmed by historic mapping (to be expanded once full field photography is available).
- The assessment is based on the submitted outline development parameters and assumes the scheme is assessed at the maximum design parameters provided for planning consideration.

- The influence of distance, atmospheric conditions, existing vegetative screening, and built form on visual perception has been judged following accepted visual assessment practice.

Limitations that will be addressed in subsequent sections include:

- Imagery Integration: All baseline images (ground and aerial), photomontages, and ZTVs have been incorporated following completion of the field campaign undertaken in December 2025.
- Design Iterations: Should the proposed masterplan evolve, the visual assessment components will be updated accordingly to ensure continued accuracy.

Notwithstanding these, the methodology ensures that no material information has been knowingly omitted and that conclusions drawn herein reflect a balanced professional judgement on landscape and visual effects.

## **2. Policy, Legislative and Planning Context**

This LVIA has been prepared within the context of national planning policy, local development plan policy, neighbourhood planning policy, and landscape character guidance relevant to the site. Policy and guidance at all levels requires that landscape and visual effects of development are properly considered, that valued landscapes are protected, and that proposals conserve and enhance the natural environment and local character.

### **2.1 National Planning Policy Framework (NPPF)**

The National Planning Policy Framework (NPPF), as most recently updated in December 2024, sets out the Government's planning policies for England and how these are expected to be applied in reaching planning decisions. It remains a material consideration of substantial weight in the determination of planning applications.

#### **Landscape and Visual Protection Policies**

- Paragraph 180 of the NPPF states that planning decisions should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes, recognising the intrinsic character and beauty of the countryside, and minimizing impacts on biodiversity and landscape features.
- The NPPF defines the rural landscape as an asset that contributes to sense of place, natural capital, and ecosystem services. Proposals must be informed by an understanding of landscape character, visual amenity, and potential harm.
- Paragraph 180(d) explicitly supports the preparation of tools including Landscape and Visual Impact Assessments to properly understand and mitigate effects of development on the natural environment.

#### **Sustainable Development and Planning Balance**

- The NPPF's overarching presumption in favour of sustainable development (Paragraph 11) requires that development proposals should be approved where they accord with up-to-date development plans unless material considerations dictate otherwise, including where adverse landscape or visual impacts would significantly and demonstrably outweigh benefits.
- This means that landscape and visual effects are a key consideration in the planning balance; they must be articulated clearly with evidence and, where impacts are identified, appropriate mitigation must be proposed.

While the NPPF gives particular statutory weight to nationally designated landscapes (e.g., National Landscapes and National Parks) through protected landscape policies (Paragraphs 176–189), it also clearly applies to the protection of non-designated rural landscapes by virtue of the requirement to “protect and enhance valued landscapes” and “recognise the intrinsic character and beauty of the countryside”.

Although the application site is not within a statutory landscape designation such as a National Park or National Landscape, the character, pattern, visual amenity and setting of the rural landscape around Pulborough remain relevant considerations. Design quality, contextual design, and mitigation of visual effects are policy requirements regardless of designation status.

## **2.2 Horsham District Planning Framework (HDPF) — Development Plan**

### Development Plan Status

The adopted Horsham District Planning Framework (HDPF) (November 2015) is the current development plan for Horsham District outside the South Downs National Park. It sets the spatial strategy and detailed planning policies used to determine planning applications up to 2031. Reference: [Horsham District Council](#)

The HDPF is composed of strategic and detailed policies covering environment, housing, economy and infrastructure. It must be read as a whole and applied to proposals for development.

### Environmental Protection and Landscape Policies

Key policies relevant to landscape and visual assessment include:

- Policy 24: Environmental Protection – this policy seeks to protect the district’s natural environment and environmental quality.
- Policy 25: District Character and the Natural Environment – seeks to maintain and enhance the character and quality of the district’s landscapes and townscapes. Development must protect landscape character, scenic quality, and contribute positively to the environment and distinctive sense of place.
  - Policy 25 therefore directly applies to proposals affecting countryside character and visual amenity outside built-up areas.
- Policy 26: Countryside Protection – restricts development in the countryside unless necessary and justified. This policy reinforces the need to demonstrate that development outside built boundaries respects and retains landscape character and local distinctiveness.

- Policy 27: Settlement Coalescence – aims to prevent encroachment that would erode the separate identity of settlements by insensitive development in the rural landscape.
- Policy 29: Protected Landscapes – although primarily concerning statutory designations such as national landscapes, the policy reinforces principles of conserving landscape character.
- Policy 30: Green Infrastructure and Biodiversity – reinforces the integration of landscape, ecology and green infrastructure into development proposals, promoting multifunctional benefits and connectivity.

Taken together, these policies require that proposals outside built-up areas (such as the application site) must exhibit a landscape-led design approach, demonstrate how they will conserve landscape character, and clearly assess likely visual effects and mitigation measures.

### Emerging Local Plan

A new Horsham District Local Plan (2023–2040) has been prepared and placed into examination, intended to update the HDPF. However, hearings have recently been paused or modified, and policies from the HDPF remain part of the adopted development plan for the time being.

Until formally adopted, this emerging plan carries limited weight but confirms continued policy emphasis on environmental protection and landscape integration.

### **2.3 Pulborough Neighbourhood Plan**

The Pulborough Neighbourhood Plan (2015–2031) was formally “made” (adopted) on 8 October 2025 and forms part of the statutory development plan alongside the HDPF.

The plan includes policies that protect the rural character of the parish and direct growth within defined built-up areas, specifically maintaining the separation of settlements and constraining greenfield development outside those boundaries.

Reference: [pulboroughparishcouncil.gov.uk](https://pulboroughparishcouncil.gov.uk)

Policy context relevant to landscape and visual considerations includes:

- Recognition that development outside the built-up area boundary must respond to countryside protection and local landscape character.
- Policies promoting design sympathetic to local character, protection of local green spaces, and rural heritage features that contribute to the sense of place.

The neighbourhood plan is a statutory component of the development plan; proposals must be assessed for conformity with its policies, particularly where site-specific landscape and open countryside controls apply.

## **2.4 Landscape Character and Designations**

### Horsham Landscape Character Assessment Guidance

Landscape character guidance produced by Horsham District Council identifies landscape types and areas across the county. These assessments provide an evidence base to understand the intrinsic qualities, sensitivities and guidance for landscape change. Area J1 is specifically referred to within the pre-app response and referenced later in this document.

Pulborough lies within the Low Weald landscape typology, characterised by gently rolling farmland, hedgerow patterns, woodland blocks and pastoral land use. These characteristics inform baseline landscape understanding and viewer perception.

Landscape character assessments provide context for understanding how the site's features contribute to local distinctiveness, visual enclosure/open-ness, and where potential change may integrate with existing patterns.

### Statutory Landscape Designations

The site is not located within a national statutory landscape designation such as the South Downs National Park or a National Landscape, formerly known as an Area of Outstanding Natural Beauty (AONB). However, the wider district contains nationally designated landscapes; the Horsham District boundary intersects with the South Downs National Park to the south.

Under national planning policy, the scenic beauty and character of designated landscapes receive great weight in planning decisions, and development affecting their setting must avoid or minimize adverse impacts. While the site itself is outside such designations, its relationship to the broader landscape pattern, the transition from open countryside to the lower flanks between the Weald and South Downs, requires careful consideration in terms of visual receptors and context.

### Locally Valued Landscape

Although not statutorily designated, landscapes are also considered “valued landscapes” under the NPPF if they exhibit demonstrable physical attributes and local importance to communities. National case law recognises that non-designated rural areas may still possess characteristics that warrant careful protection and assessment in planning decisions.

In this assessment, the qualities, pattern and visual amenity of the countryside around Pulborough are treated as valued for local planning purposes, given their contribution to setting, identity and recreational use.

## **2.5 Other Relevant Policy and Guidance**

### Landscape Institute / IEMA GLVIA3 Guidance

This LVIA follows methodology set out in Guidelines for Landscape and Visual Impact Assessment (Third Edition) (GLVIA3), representing current professional best practice for assessing landscape and visual effects of development. This guidance is widely referenced by planning authorities and inquiry inspectors to ensure clarity, consistency and defensible judgements in assessments.

### Planning Practice Guidance (PPG)

Government Planning Practice Guidance (PPG) provides supplemental detail to NPPF policies, including on the natural environment, landscape character, ecological networks and integration of green infrastructure into design solutions. These guidance notes support interpretation of NPPF and local plan policies.

### Green Infrastructure, Biodiversity and Environmental Net Gain

National policy now requires consideration of biodiversity net gain and green infrastructure provision as an integral component of site proposals. Planning Advice Notes published by Horsham District Council indicate that biodiversity enhancement and green infrastructure must be integrated into proposals in accordance with current policy frameworks.

## **3. Baseline Landscape Assessment**

### **3.1 Existing Landscape Conditions**

The Application Site is located on the western side of the A29 (Stane Street), approximately 1.5–2 km north of Pulborough village centre, within the administrative area of Horsham District Council in West Sussex, South East England.

The land comprises multiple parcels historically associated with agricultural use, alongside existing commercial elements including the *Toat Café* and associated yard areas, farm buildings at *Stanes Farm*, and detached residential properties such as *Stanes Cottage*. The site is bounded by the A29 to the east, pastoral fields to the north and west, and a network of hedgerows and mature trees that delineate field boundaries and provide vegetative structuring to the landscape.



*Aerial shot looking north across the site.*

Topographically, the site lies within the Low Weald clay vale, a landscape typology characterised by gently undulating terrain at relatively low elevation, typically between approximately 15–40 m above sea level, with subtle rises and undulations rather than dramatic elevation changes. The landscape pattern reflects the underlying Weald Clay geology, resulting in a mosaic of small to medium-sized fields enclosed by hedgerows and mature hedgerow trees, interspersed with woodland blocks and shaws (narrow bands of woodland). This physiographic context contributes to a landscape that is both enclosed and patchwork, with filtered and intermittent visibility across the rural scene.

#### Vegetation and Field Pattern:

The existing landscape is dominated by a network of native hedgerows, comprising hawthorn, oak, field maple and other locally characteristic species, often with mature field trees reinforcing boundaries. Hedgerows in the Low Weald character often retain complexity and species richness, reflecting centuries of historic enclosure and evolution. These hedgerows, together with small blocks of woodland and shaws, contribute substantially to visual enclosure, softening views into the site from surrounding vantage points and limiting long-range visibility in many directions. The presence of mature hedgerow trees enhances the structural landscape pattern and ecological connectivity.

### Land Use:

The land use within the site is currently predominantly pastoral and low-intensity agricultural, forming part of the rural fringe adjoining the A29 corridor. The existing café and ancillary buildings introduce built form and activity that contrasts with the surrounding pastureland. These features include metal railings, signage and an expanse of tarmac and hardstanding. The existing mix of uses contributes to a heterogeneous baseline condition, with open farmland interspersed with built elements and vegetative structure.

### Field Boundaries and Corridors:

Field boundaries are generally intact and typical of traditional Low Weald landscapes, with close-grown hedgerows and scattered hedgerow trees. Perimeter hedges along the A29 and other local roads provide screening and define the edges of fields and lanes. Such vegetation also plays a significant role in filtering views and modulating the visual prominence of land uses from road corridors.

Notwithstanding the filtering effect of this vegetation, views from Stane Street (A29) are not wholly rural or enclosed. Existing built form remains perceptible within the corridor, including the petrol filling station and associated roadside commercial uses, housing to the north, housing to the south, and industrial sheds within the wider A29 corridor. As a result, the site is experienced within a mixed and transitional landscape framework rather than as an isolated or entirely undeveloped rural scene.

## **3.2 Landscape Character**

The landscape of the Horsham District is described in published landscape character assessments and supporting guidance. Horsham District Council's Landscape Character Areas mapping defines a series of broad character types and areas that reflect topography, land use, patterns of vegetation and settlement, and perceptual attributes across the district.

### Local Landscape Character Area:

The site lies within the "Broad Clay Vale Farmland" category, specifically corresponding to Landscape Character Area J1: Billingshurst & North Heath Farmlands in the Horsham District Landscape Character Areas framework. This area is typified by lowland clay vale farmland, medium- to small-scale fields delineated by hedgerows, and pastoral land uses punctuated by farmsteads and minor settlements.

The wider district character is influenced strongly by the overarching Low Weald landscape context, as formally recognised in the West Sussex Landscape Character Assessment and national character area profiles. The Low Weald is

described as a broad, low-lying clay vale, gently undulating and seldom exceeding modest elevations, with an intimate, wooded, and well-hedged pattern of small irregular fields enclosed by networks of shaws and hedgerow trees. An abundance of ponds, small stream valleys, wet meadows and riparian vegetation is typical of the Low Weald, reinforcing its watery, pastoral and wooded character.

While the J1 character area is described as possessing a semi-enclosed and strongly rural character, the presence of the A29 introduces an established urbanising corridor with hard edges, large-scale signage, traffic movement, lighting, and noise.

This corridor exerts a noticeable urbanising influence on the eastern boundary of the site. Additionally, the existing Toat Café complex with its extensive hardstanding, commercial signage, and large-scale buildings further contributes to a semi-urban perception of the site frontage, as acknowledged in the Horsham LCA. These factors act to moderate the site's rurality, suggesting a degree of visual resilience to well-designed development when appropriately set back and buffered.

#### Landscape Pattern and Features:

The Low Weald's intrinsic characteristics are reflected in the application site's surroundings, with key elements including:

- Low, gentle undulations and clay vale landform, creating a texture of slight rises and shallow dips without dramatic relief, contributing to a predominantly pastoral character and limited long-distance visibility.
- Dense hedgerow structure and mature hedgerow trees, which form a strong visual framework across field boundaries and along road corridors.
- Small blocks or linear strips of woodland/'shaws', which may occur along hedgerow edges or adjacent to farmland parcels, further reinforcing visual enclosure and ecological diversity.
- A pastoral land use pattern, with grassland intended for grazing and occasional mixed arable and pasture fields, typical in heavier clay soils where drainage is poorer.

This combination of features produces a fine-textured rural landscape where the scale is generally small and contained, offering a gentle, wooded, and pastoral appearance, mainly in views away from major roads.

#### Landscape Influence of A29 Corridor:

The A29 (Stane Street) is an important linear feature influencing local landscape character. As a historic Roman route now serving as a regional transport corridor,

it introduces a transport corridor landscape character that differs from pure rural farmland. The road corridor creates a threshold between the dynamic experience of vehicular movement and the surrounding pastoral landscape. Vegetation along the corridor, hedgerows and trees, provides filtering and screening, moderating visual effects of vehicles and built elements.

This dual character, where an engineered transport route intersects a rural clay vale, creates a landscape interface that is neither wholly urban nor wholly rural. The A29's presence has shaped adjoining land uses, roadside development patterns, access points, and localised visibility patterns which influence perceptions of the surrounding landscape.

### ***3.3 Landscape Sensitivity and Value***

#### Landscape Sensitivity:

Landscape sensitivity is a measure of the susceptibility of the landscape to change and the value attached to its features. The baseline landscape around the site exhibits characteristics typical of the Low Weald, combining pastoral land use, hedgerow networks, woodland shaws and a recognisable rural field pattern. However, sensitivity at the application site is not derived from landscape character in the abstract alone; it must also reflect the site's specific context adjacent to the A29, existing commercial frontage, areas of hardstanding, signage and other urbanising influences already present along this corridor.

Elements contributing to sensitivity include:

- The strong pattern of hedgerows and mature trees which form both visual and ecological networks across the landscape. Changes to these features are likely to be readily perceived.
- The small-scale field pattern, which contributes to the local distinctiveness and rural character; disruption of this pattern may diminish an observable sense of place.
- Although the wider landscape retains rural qualities, the application site itself does not read as an isolated or wholly tranquil countryside parcel. The influence of the A29, roadside movement, built form at Toat Café, signage, lighting and areas of hardstanding materially alter the immediate character of the site and reduce its susceptibility to carefully designed change when compared with more intact rural landscapes away from the road corridor.

In accordance with GLVIA3, landscape sensitivity has been derived through a balanced consideration of both landscape value and susceptibility to change. While the wider Low Weald landscape is recognised in planning terms as

requiring careful management, susceptibility to change at this specific site is moderated by the established influence of the A29 corridor, the existing roadside commercial uses, and the fact that the eastern part of the site already presents a visually disturbed edge rather than an entirely undeveloped rural frontage.

These established urbanising influences reduce the susceptibility of the site to further change, particularly where development is set back, existing vegetation is retained, and structural landscaping is reinforced. This does not remove the need for careful design, but it does mean that the site is better able to accommodate development than a more enclosed, undeveloped or visually sensitive parcel elsewhere within the wider countryside.

Taking both landscape value and susceptibility into account and recognising the existing influence of the A29 corridor and commercial frontage, the overall landscape sensitivity at the site is assessed as moderate, particularly where existing natural features contribute strongly to visual enclosure and compositional harmony.

#### Landscape Value:

Landscape value may be derived from a combination of aesthetic, ecological, cultural, recreational and perceptual qualities. Although the site and its immediate surroundings are not within a nationally designated landscape (such as a National Landscape or National Park), the Low Weald landscape character and local farmland and hedgerow patterns are recognised within local policy as features that contribute to the distinctive local identity of Horsham District's countryside.

Taking both landscape value and susceptibility into account, and giving appropriate weight to the existing influence of the A29 corridor and roadside development, the overall landscape sensitivity of the application site is assessed as moderate.

### **3.4 Landscape Constraints and Opportunities**

#### Constraints:

The key landscape constraints influencing potential development and mitigation include:

- Hedgerow structure and mature trees, which contribute significantly to local landscape character and visual amenity. These features should be retained and reinforced wherever possible.
- Visual influence of the A29 corridor, where existing screening may be insufficient to fully contain development at closer ranges, requiring careful

integration with plantings and design responses.

- Small-scale, pastoral field pattern, which is sensitive to large changes in land use or pronounced built form that could disrupt the rhythmic field pattern and sense of enclosure.

#### Opportunities:

- Vegetation enhancement, including strengthening hedgerows, planting native trees, and creating wildlife corridors, can reinforce the rural character while also assisting with visual integration.
- Landscape-led layout and design, where built form is sensitively sited and scaled to read within existing topography and vegetation structures, reducing visual prominence and harmonising with field patterns.
- Green infrastructure integration, connecting retained landscape features with new landscape features to support ecological value and connectivity.

### **3.5 Summary: Baseline Landscape Assessment**

The application site lies within a Low Weald clay vale context, typified by gently undulating pasture, dense hedgerow networks, and wooded shaws forming a fine-textured rural pastoral landscape. Field patterns are small and irregular, reflecting centuries of agricultural enclosure and serving to reinforce a tranquil rural character. The A29 introduces a transport corridor influence that shapes local perception and visibility patterns and links settlements to the north and south of the site.

The landscape at the application site is of moderate sensitivity. This reflects the presence of characteristic Low Weald features, including hedgerows, pasture and tree cover, but also recognises the existing urbanising influence of the A29 corridor, the Toat Café frontage and associated roadside development. The site therefore does not function as an isolated or highly sensitive rural parcel, and its capacity to accommodate change is greater than in more intact countryside locations, provided that development is landscape-led and supported by robust mitigation.

## **4. Visual Baseline**

This section establishes the existing visual environment around the application site at *Toat Café / Stanes Farm, Pulborough*, identifying the pattern and extent of visibility of the site, the nature of views from key locations, and the visual receptors who currently experience these views. The visual baseline is essential to understand what people see today and forms the foundation for predicting how views may change as a result of the proposed development.

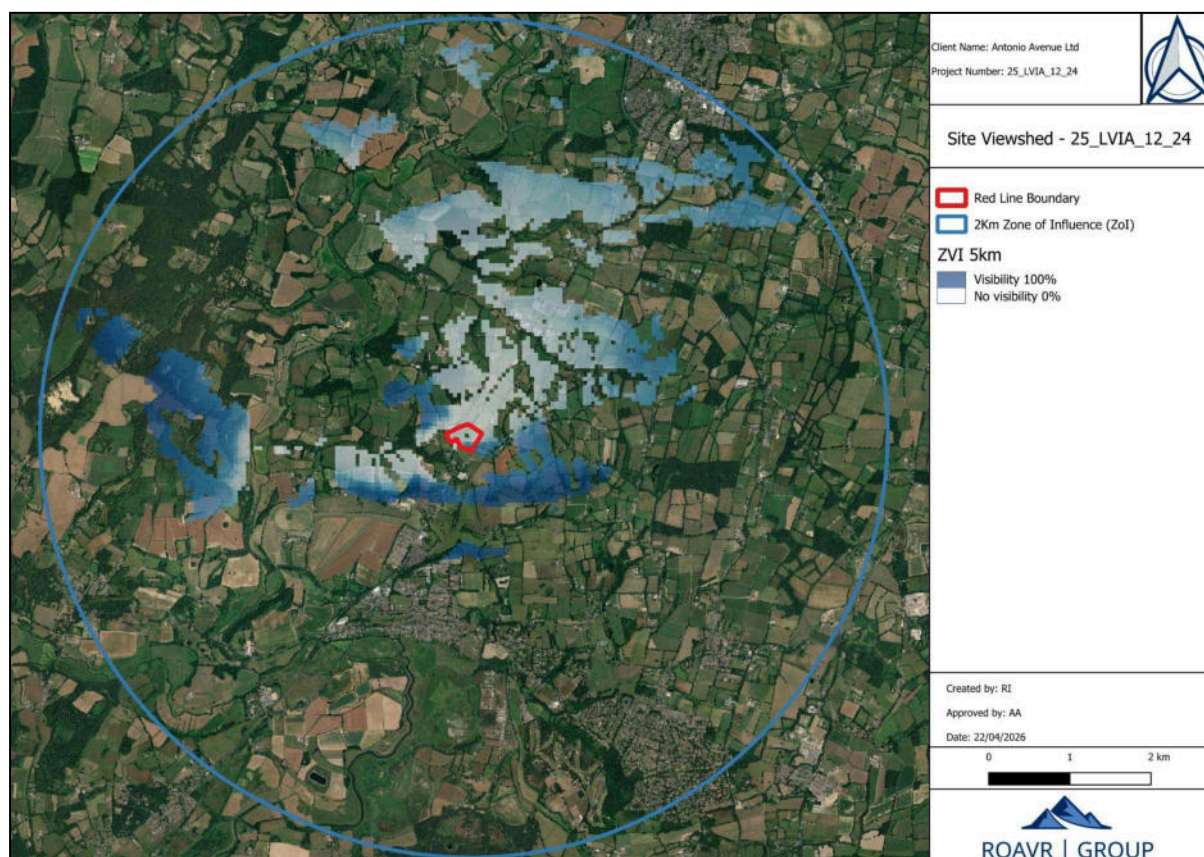
The visual baseline has been compiled through a combination of desk-based mapping, GIS analysis, field survey and planned baseline photography (ground and aerial) to be integrated once captured. Imagery was collected during early December 2025.

#### 4.1 Study Area and Zone of Theoretical Visibility (ZTV)

The Study Area for visual analysis is defined to include the extent over which changes to views may occur in relation to the proposed development. For a site of this scale and character, the Study Area is initially determined using professional judgement based on topography, established hedgerow and woodland screening, distances to likely visual receptors, and landscape character.

A Zone of Theoretical Visibility (ZTV) has been developed using digital terrain models and GIS mapping as a guide to the maximum extent from which the proposed development could theoretically be visible, based only on terrain height and development height assumptions. The ZTV does not account for vegetation, buildings or other field screening and is therefore a theoretical visibility model used primarily to inform viewpoint selection and field verification during the visual baseline survey.

**Figure 4.1 — Zone of Theoretical Visibility (bareground)**



The initial ZTV suggests that, from topographic considerations alone, visibility of development on the application site may extend into parts of the landscape along

the A29 corridor and from elevated points within the rural hinterland to the west. However, field verification confirms that vegetation, mature hedgerows and woodland belts, localised landform and existing built edges significantly reduce actual intervisibility beyond what is shown in the bareground ZTV.

## **4.2 Visual Receptors and Viewpoint Selection**

The visual baseline focuses on representative viewpoints that capture the range of visual receptors who currently experience views of the application site or its immediate setting. Visual receptors include people living, working, travelling or engaging in recreational activity in places where views of the landscape are an integral part of their experience.

The following receptor categories have been identified within the Study Area:

- Residents in nearby properties and farmsteads whose outlook may include parts of the site or its context.
- Road users on the A29, including northbound and southbound vehicles, who experience sequential and dynamic views of the landscape.
- Users of public rights of way (PRoWs) and local footpaths, whose movement and dwell time make views a material component of experience.
- Pedestrians and cyclists on local roads and lanes, where slower movement increases visual engagement.
- Recreational users in open spaces near Pulborough, particularly where elevated or open viewpoints afford panoramic views toward the Low Weald landscape.

### Viewpoint Selection:

A set of representative viewpoints has been selected to capture the key aspects of the visual baseline. The selection follows the GLVIA3 guidance for viewpoints: they should represent distinct visual conditions and receptor types, be repeatable for future comparisons, and be well distributed to cover major directions of approach and distances from the development site.

**Table 4.1 — Viewpoint Summary and Coordinates**

| Viewpoint ID | Location Description                                                                        | Receptor Type                       | Key Notes                                                   |
|--------------|---------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------|
| VP1          | A29 northbound far north -<br>WTW location - <i>airtime.filer.manly</i>                     | Road users                          | Strong orientation to site edge; partial hedgerow filtering |
| VP2          | A29 northbound mid-section -<br>WTW location - <i>complains.polygraph.ideas</i>             | Road users                          | Glimpsed views through vegetation gaps                      |
| VP3          | A29 northbound adjacent to entrance -<br><br>WTW location - <i>organic.upward.unique</i>    | Road users                          | Complete development visibility                             |
| VP4          | A29 - eastern side of site mid entrance-<br><br>WTW location - <i>cashier.grew.bonfires</i> | Road users                          | Complete development visibility                             |
| VP5          | A29 - southern side of the site-<br>WTW location - <i>committee.rant.active</i>             | Road users                          | Complete development visibility Road users                  |
| VP6          | A29 - southbound-<br><br>WTW location - <i>crumple.stocky.shell</i>                         | Road users                          | Partial visibility of NE corner of the site                 |
| VP7          | A29 / Broomers Hill Lane / Black Gate Lane- WTW location - <i>green.professes.lace</i>      | Road Users /<br>Adjacent properties | No visibility                                               |

| Viewpoint ID | Location Description                                                                          | Receptor Type             | Key Notes                                          |
|--------------|-----------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------|
| VP8          | Blackgate Lane -<br>WTW location -<br>unsettled.suffice.project                               | Road users                | Glimpses through<br>fragmented distant<br>hedgerow |
| VP9          | Blackgate Lane / Pickhurst Lane<br>Jctn-<br>WTW location - location -<br>suave.tell.wrenching | Road users /<br>residents | No visibility                                      |
| VP10         | PRW west site boundary -<br>WTW - twinkle.oval.irritable                                      | PRW users                 | Visible through fragmented<br>hedgerow             |
| VP11         | PRW NW corner of site -<br>WTW location -<br>lamine.diary.cakes                               | PRW users                 | Visible through fragmented<br>hedgerow             |
| VP12         | Toat Monument -<br>WTW location -<br>sidelined.officers.balconies                             | Recreational<br>visitors  | No visibility                                      |
| VP13         | Broomers Hill Lane -<br>WTW location -<br>newspaper.inviting.napped                           | Road users                | No visibility                                      |

**Figure 4.3 — Viewpoint Locations and PRowWs**



VP1 - A29 Northbound looking south.



VP2 - A29 Northbound looking south - midpoint.



VP3 - A29 - site entrance



VP4 - A29 - site entrance.



VP5 - A29 Northbound - looking north.



VP6 - A29 looking north, south of the site.



VP7 - A29 northbound, looking north south of the site.



VP8 - Blackgate Lane looking toward the site.



VP9 - Blackgate Lane / Pickhurst Lane Jctn - Looking east.



VP10 - PRW on the western site boundary looking east.



VP11 - PRW on the NW corner of the site looking east.



VP12 - Toat Monument at 3m altitude looking SE toward the site.



VP13 - Aerial image looking north toward the site.

### **4.3 Baseline Visual Conditions**

For each of the identified viewpoints, the visual baseline documents the existing view, including field of view, composition, characteristics, and visual quality.

#### **4.3.1 Viewpoint Visual Descriptions**

##### VP1 — A29 southbound near Toat Café entrance

*Baseline view:* Users travelling south along the A29 experience the approach to the site with varying degrees of visibility through roadside hedges. Views are dynamic and sequential, with glimpses of open pastureland punctuated by mature native hedgerow. The café and farm buildings create a modest built component; however, the landscape character remains rural in appearance with agricultural fields beyond. Visual prominence of the site is moderated by roadside vegetation and minor level changes.

The visual experience at this location is shaped by the movement, hard landscaping, and signage typical of a primary route. The presence of Toat Café, with its large roofline and commercial frontage, forms a dominant visual anchor that detracts from the rural vernacular and introduces a semi-commercial, urbanised interface to the site. This contrasts with more sensitive, enclosed rural views from PRWs to the west.

##### VP2 — A29 southbound mid-section

*Baseline view:* Northbound travellers experience filtered partial views of the site. Hedgerows and field boundary vegetation provide containment, with intermittent glimpses of distant countryside landscape. Visual receptors are moderately engaged with surroundings due to moderate traffic speeds and intermittent breaks in vegetation structure.

##### VP3-5 — The site entrance.

*Baseline view:* Northbound and southbound travellers on the A29 are presented with views of the site which include the pastureland, buildings and veteran tree monoliths. The site takes around 7-seconds to pass at moderate travel speed.

The visibility of extensive hardstanding and commercial infrastructure at the Toat Café frontage, including advertising hoardings and car parking, reinforces the non-rural character of the site's eastern edge. The A29 itself, with regular vehicular activity, kerb lines and verge treatments, weakens the rural perception of this part of the landscape.

##### VP6-7 — A29 Northbound and adjacent residence

*Baseline view:* Residents on the eastern side of the A29 can see limited portions of the western side of the site. A dense line of native and non-native trees obscure the majority of the sight picture and form a tunnel of vegetation.

#### VP8-9 — Blackgate Lane

*Baseline view:* Users of Blackgate Lane and adjacent residences have distant views of the site which are broken and disrupted by native trees and mature hedgerows around the field margins.

#### VP10-11 — PRW

*Baseline view:* Recreational users of the PRW have strong views of the site through fragmented bordering trees and hedgerows.

### **4.4 Visual Receptor Sensitivity**

In accordance with GLVIA3 principles, visual receptor sensitivity is a function of receptor susceptibility (likelihood of receptors being affected by changes to views) and receptor value (importance attached to views by receptor groups). Residential receptors, frequent recreational users, and slower-moving road users typically have higher susceptibility and place high value on views. Conversely, fast-moving road users may have lower sensitivity due to transient views.

Residential visual receptor sensitivity has been assessed with regard to the nature of available views rather than receptor type alone. While residential receptors typically exhibit high susceptibility under GLVIA3, views from nearby dwellings in this instance are generally filtered, oblique, and experienced at distance through established hedgerows and tree belts. The site does not form the principal outlook from most residential receptors and views are not continuous or panoramic. On this basis, residential susceptibility is considered reduced relative to more open rural settings, resulting in an overall moderate visual sensitivity.

**Table 4.2 — Visual Receptor Sensitivity**

| Receptor Group                | Susceptibility | Value        | Overall Sensitivity |
|-------------------------------|----------------|--------------|---------------------|
| Residents (private dwellings) | Low            | Moderate     | Moderate            |
| Recreational PRW users        | High           | High         | High                |
| Cyclists / slow road users    | Moderate       | Moderate     | Moderate            |
| A29 fast road users           | Low–Moderate   | Low–Moderate | Low–Moderate        |

*Sensitivity judgements reflect site-specific visibility conditions in accordance with GLVIA3, rather than the receptor category alone.*

#### **4.5 Summary of Visual Baseline Conditions**

- Extent of visibility: The combination of ZTV modelling and field verification indicates that, absent screening, the site has theoretical visibility across a wide area; however, vegetation and topography reduce actual visibility considerably. The main visible areas of the site are the A29 to the east and the public rights of way to the west and north.
- Receptor distribution: A mix of visual receptors has been identified, from residential users and recreational paths to road users on the A29.
- Visual amenity: Baseline views generally reflect a rural, pastoral context with vegetated boundaries framing the landscape and contributing to local scenic quality.
- Baseline condition: Views are typically characterised by hedgerow and tree screening, rolling low-lying landform and interspersed with the significant built elements to the eastern side of the site including the Toat Cafe, car wash, signage and extensive tarmac and hardstanding.

## **5. Assessment of Effects**

### **5.1 Assumptions and Development Parameters**

This assessment of effects is based on the following assumed parameters for the proposed development.

#### Development Summary

- Proposed use: Residential (mixed dwellings)
- Approximate number of units: 93
- Building heights: Typically 2 storeys
- Materials palette: At this outline stage, the material palette remains indicative and will be confirmed at a later design stage. However, the illustrative scheme reflects a vernacular palette appropriate to the local context, including brick, clay tile hanging and muted roof finishes.
- Landscaping & green infrastructure: Extensive tree and hedge planting is proposed, particularly along the site's eastern boundary and also internally, distributing the effect of the development through considered tree planting.
- Areas of open space, landscape planting and SUDS infrastructure are proposed within the site, including to the northern part of the scheme, but the play area itself is not intended to operate as a flooded attenuation feature.

#### Assessment Scenario

- Assessment is based on the maximum extent of the proposed development in terms of height, massing, site footprint, and built extent, as shown in the submitted outline parameters and illustrative material.
- Mitigation is assumed in its proposed form and included in residual effect judgements where appropriate.
- Magnitude of effect considers degree of change to existing views and landscape patterns relative to the baseline state.

### **5.2 Landscape Effects on Landscape Character**

#### **5.2.1 Overview of Landscape Receptors**

| Landscape Feature / Receptor    | Sensitivity | Value    | Key Character Parameters                     | Notes                                     |
|---------------------------------|-------------|----------|----------------------------------------------|-------------------------------------------|
| Pastureland Fields (Site)       | Moderate    | Moderate | Open farmland, field pattern, low hills      | Primary landscape resource within site    |
| Hedgerow Network                | High        | High     | Defining field structure & character         | Contributes strongly to landscape pattern |
| A29 Road Corridor Landscape     | Moderate    | Moderate | Linear transport corridor with rural context | Transitional landscape interface          |
| Hedgerow Trees & Woodland Shaws | Moderate    | Moderate | Structural ecological & visual network       | Helps filter views                        |

*Note 1:* Sensitivity here combines *susceptibility* (landscape's likelihood of being affected by change) and *value* (importance attributed to it by policy/landscape character evidence) according to GLVIA3 methodology.

### 5.2.2 Magnitude of Landscape Effects

Criteria for Magnitude of Change

Magnitude is judged based on:

- Spatial extent, how widely the landscape will experience change
  - Scale / degree of change, how much physical change will occur
  - Duration / reversibility, permanence of the change
- Refer to GLVIA3 Tables on Magnitude of Change for threshold descriptions.

**Table 5.1: Landscape Effects Magnitude**

| Landscape Feature  | Magnitude of Change | Reasoning                                                             |
|--------------------|---------------------|-----------------------------------------------------------------------|
| Pastureland Fields | Moderate/High       | Loss of agricultural fields to built form alters pattern and land use |

|                                 |                |                                                                                                                                                                                              |
|---------------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hedgerow Network                | Minor/Moderate | Extensive retention expected, but potential break in continuity                                                                                                                              |
| A29 Corridor Landscape          | Minor          | Development set back from the A29 and partially screened by retained and proposed vegetation, resulting in perceptible but contained change within an already influenced transport corridor. |
| Hedgerow Trees & Woodland Shaws | Minor          | Retained where possible; some extensive reinforcement proposed                                                                                                                               |

### 5.2.3 Significance of Landscape Effects

**Table 5.2: Landscape Effects Summary (Pre-Mitigation)**

| Landscape Feature         | Sensitivity | Magnitude of Change | Significance (pre-mitigation) |
|---------------------------|-------------|---------------------|-------------------------------|
| Pastureland Fields        | Moderate    | High                | Moderate-Major                |
| Hedgerow Network          | High        | Minor               | Minor                         |
| A29 Corridor              | Moderate    | Moderate            | Moderate                      |
| Hedgerow Trees & Woodland | Moderate    | Minor               | Minor                         |

Significance Thresholds (GLVIA3-informed):

- Negligible: no perceptible change
- Minor: noticeable but not substantial effects

- Moderate: clear effects that should be weighed in planning balance
- Major: substantial impacts, potentially adverse without mitigation

### **5.3 Cumulative Effects**

Cumulative effects consider how this development, combined with other committed or proposed changes in the wider landscape, may influence visual and landscape character.

#### Cumulative Landscape Effects:

- Interaction of built elements with existing settlement edge and countryside
- Combined visual influence on receptors at extended distances

#### Cumulative Visual Effects:

- Road corridor receptors may experience layered visual change
- Recreational receptors may perceive incremental changes across multiple axes

The A29 corridor should be recognised as a transitional landscape, with receptors accustomed to urbanising elements including signage, built form and movement. The baseline condition already contains commercial and other built features that are visible from both the east and the west, including the petrol station, housing and industrial sheds within the wider A29 corridor. As a result, the magnitude of change is judged to be lower for road-based receptors than it would be in a wholly rural context, as the proposals would be experienced within an already influenced and partially developed visual baseline.

## 5.4 Summary: Predicted Effects

**Table 5.3: Summary of Visual and Landscape Effects**

| Viewpoint/Recept or               | Receptor Sensitivity | Magnitude of Change | Significance (pre-mitigation) | Significance (post-mitigation) |
|-----------------------------------|----------------------|---------------------|-------------------------------|--------------------------------|
| VP1-3 – A29 Southbound            | Moderate             | Moderate            | Moderate                      | Minor                          |
| VP4-5 – A29 Northbound/Southbound | Moderate             | Major               | Major                         | Minor                          |
| VP8 – Blackgate Lane              | Minor                | Minor               | Minor                         | Minor                          |
| VP10-11 – Bridleway               | High                 | High                | Moderate                      | Moderate                       |
| Hedgerow Network                  | High                 | Moderate            | Moderate                      | Minor                          |
| Pastureland Fields                | Moderate             | High                | Major                         | Moderate                       |

Overall, the proposed development gives rise to clear but manageable landscape and visual effects. Those effects are greatest at closer range and for receptors with more sustained views, particularly PRW users, but they are moderated by the existing A29 corridor influence, the built and commercial character already present at the site frontage, and the retention and reinforcement of key landscape structure. The scheme is therefore not considered to result in unacceptable change in landscape character terms, provided that the proposed landscape framework and mitigation are secured and implemented in full.

## **6. Mitigation Measures and Recommendations**

### **6.1 Overview**

Mitigation plays a central role in reducing, offsetting, or avoiding adverse landscape and visual effects arising from development. The LVIA has identified a range of moderate to major impacts, particularly in relation to the conversion of pastureland to residential built form and visual effects from public rights of way and the A29 corridor. This section sets out a robust mitigation strategy that integrates design evolution, landscape enhancement, and long-term management.

Mitigation has been considered across three primary tiers:

1. Avoidance – altering design to prevent significant effects from occurring in the first place.
2. Reduction – modifying development proposals to reduce the scale, magnitude, or intensity of effects.
3. Offsetting / Compensation – where effects cannot be entirely avoided or reduced, compensatory measures are proposed to rebalance overall impact and secure landscape and visual benefits as part of the wider mitigation strategy.

### **6.2 Design-Led Avoidance Measures**

The development has been informed by a landscape-led masterplanning approach. Early decisions have sought to align layout, building zones and infrastructure with the underlying landscape character, avoiding visually sensitive or elevated areas and retaining vegetation wherever feasible.

The design approach acknowledges the semi-urbanised character of the site's frontage and responds by setting development back from the A29, incorporating robust landscaping, and reinforcing the transition from existing hard urban edges to softened residential form. This is consistent with the existing visual context created by Toat Café and the adjacent A29 road corridor and mitigates additional urbanising impacts while contributing to placemaking and site legibility.

This point is important in response to the pre-application landscape concerns. While the proposed development represents a change from the existing arrangement of fields and scattered built form, it is not being introduced into an entirely undeveloped or visually pristine landscape. The site already sits within a roadside corridor influenced by commercial uses, signage, hardstanding and built form associated with the A29. In this context, a well-structured residential scheme with substantial planting, public-realm landscape buffers and retention of key

vegetation can read as a more coherent and better-integrated edge condition than the current fragmented mix of uses.

The proposals also need to be considered against the realistic commercial fallback position, namely the allocation of various commercial uses under PNP Policy 8. In that context, the proposed development would be read against the broader pattern of mixed development along the A29 corridor and, with the embedded structure planting and landscape buffers proposed, would have a more contained and better integrated visual presence than a comparable commercial form of development on the site.

The retention of boundary vegetation within the public realm, reinforcement of corridors outside private curtilage, provision of northern and western green infrastructure, and the integration of SUDS and planting as part of the landscape structure directly address the concern that mitigation would be insufficient. In landscape terms, these measures do more than screen development: they restructure the site edge, restore continuity to boundary features and provide a stronger and more legible framework than exists at present.

Key avoidance strategies include:

- Development set back from the A29 to retain roadside vegetation, reduce visual prominence, and avoid the need for extensive hedgerow removal.
- Location of open space and SuDS feature on the northeastern edge, reducing development density in visually exposed areas and improving integration with PRW users' views.
- Retention of mature tree lines and hedgerows, notably those providing structure along the southern and northern edges, to conserve the enclosed field character of the Low Weald.
- Use of lower-density plots and green edges on the perimeter, softening transition from built form to countryside with extensive new planting within the site.

These strategies serve to reduce initial landscape and visual impacts and are consistent with HDPF Policies 24–26 and the Pulborough Neighbourhood Plan objectives for rural integration.

### **6.3 Landscape Mitigation Measures**

A detailed landscape planting strategy will accompany the reserved matters application and will include the following components:

- Hedgerow Restoration and Planting:

- Replanting any removed hedgerow sections with native, locally characteristic species (hawthorn, blackthorn, oak, hazel).
- Enhancement of fragmented hedgerows on the western and southern boundaries.
- Strengthening of internal green corridors to reconnect fragmented ecological features.
- Tree Planting:
  - Extensive new tree planting using native species to reflect existing field structure and woodlands (e.g., field maple, hornbeam, wild cherry).
  - Reinforcement of field corners and linear planting along internal footways and roads.
- Western Landscape Buffer:
  - Creation of a multi-functional western green corridor adjacent to the PRW, comprising wildflower grassland, new hedgerows, and mixed native trees.
  - Design to include *soft contouring, mounding, and vegetative structure* that mirrors local field margins, enhancing enclosure and visual mitigation.
- SuDS and Ecology Zones:
  - Integration of attenuation features and associated planting within the site, including the northern part of the scheme, to soften engineered landforms and contribute to the landscape structure. These features are intended to sit alongside open space and green infrastructure as part of a coordinated landscape-led layout, rather than presenting as isolated engineering elements. The play area itself is not designed as a floodable feature.
  - Use of naturalised edges and planting schedules that support both landscape integration and biodiversity enhancement.

These measures are intended to produce a strong structural framework for the site that will visually absorb development and reinforce landscape character over time.

## 6.4 Visual Mitigation and Screening

Visual mitigation is targeted at locations where receptors (identified in Section 4) would experience moderate or high magnitude of change, particularly from viewpoints VP3, VP10, and VP11 (PRWs and A29).

Proposed visual screening measures include:

- Layered Vegetation Planting:
  - Near VP3–5: Introduce staggered rows of trees and hedgerow layers to obscure housing edges and reduce visual contrast.
  - Along A29: Reinforcement of roadside vegetation with robust planting belts using fast-establishing native species.
- Edge Treatment and Transition Zones:
  - Inclusion of low-density housing or landscape transition strips at visual interfaces with open countryside.
  - Integration of *domestic-scale* structures with native tree backdrops to soften visual mass.
- On-Plot Green Infrastructure:
  - Integration of gardens, semi-permeable driveways, and small-scale tree planting to break up visual mass of built form and reduce cumulative impact from clustered development.
- Dark Sky Design Principles:
  - Minimise light spill and glare by specifying downward-shielded, low-level lighting to preserve rural character and mitigate night-time visual effects.

Visual mitigation is designed to be progressive and adaptive, offering increasing benefit over time as planting matures, with early establishment measures (e.g., advanced nursery stock, temporary fencing) recommended for high-sensitivity edges.

In accordance with GLVIA3, the assessment recognises that landscape and visual effects will vary over time. Initial effects following construction are anticipated to be greater prior to establishment of proposed planting; however, the residual

effects reported within this LVIA reflect the medium-term scenario following establishment and maturation of mitigation planting, typically within a 10–15 year period. Early-stage effects are considered temporary and are not representative of the long-term character or visual outcome of the scheme.

The bulk of the proposed housing would be screened immediately by existing boundary planting, trees and other vegetation. Those parts that are more open at the outset would become increasingly filtered and softened in the medium to long term by proposed structural planting. In addition, parts of the site fall within an area already identified by the Pulborough Neighbourhood Plan for commercial development, and the proposed residential form would have a materially lower visual and landscape effect than a realistic commercial fallback position in this location.

### **6.5 Long-Term Management and Maintenance**

Mitigation success depends on establishment and upkeep of planting and green infrastructure. A Landscape and Ecological Management Plan (LEMP) should be prepared to guide:

- Maintenance of new hedgerows and trees (watering, pruning, gapping-up)
- Timing of planting and establishment (autumn/winter planting, 5-year maintenance period)
- Monitoring of visual and ecological objectives
- Prescriptions for replacement planting and species mix reviews
- Management of SuDS and wildflower grassland to preserve visual and habitat value

This aligns with Policy 30 (Green Infrastructure & Biodiversity) in the HDPF and current best practice in Environmental Net Gain and stewardship planning.

### **6.6 Summary**

The following table summarises the recommended mitigation and their primary benefits:

| Mitigation Measure               | Primary Function                                | Affected Area                 |
|----------------------------------|-------------------------------------------------|-------------------------------|
| Vegetative buffers along A29     | Visual screening, roadside landscape continuity | VP1–VP5                       |
| Western green corridor with SuDS | PRW mitigation, ecological linkage              | VP10–VP11                     |
| Hedgerow reinforcement           | Restore Low Weald field pattern                 | Perimeter and internal fields |
| Tree planting across site        | Structure, enclosure, visual softening          | Site-wide                     |
| Dark sky lighting strategy       | Night-time landscape protection                 | All receptors                 |
| LEMP implementation              | Long-term effect maintenance                    | Entire site & interface zones |

Together, these measures ensure that residual landscape and visual effects are reduced to a level acceptable within the planning balance and consistent with national and local policy.

## **7. Summary and Conclusions**

### **7.1 Summary of Findings**

This Landscape and Visual Impact Assessment (LVIA) has evaluated the baseline landscape character and visual amenity of the site and its surroundings and assessed the likely effects arising from the proposed residential development using a combination of desk based research and site aerial and ground imagery collection.

The LVIA has been prepared in accordance with GLVIA3 methodology and has incorporated desk-based research, GIS mapping, field verification and a programme of ground and aerial photography.

The following conclusions are drawn from the assessment:

- The site is located within the Low Weald landscape character area, defined by small to medium scale pastoral fields, mature hedgerows, scattered trees, and woodland shaws. This character is recognised in planning terms as requiring careful treatment and is moderately sensitive to change at the application site.
- The landscape currently comprises a mix of agricultural, residential and commercial land uses, giving it a transitional character along the A29 corridor. Whilst the landscape retains a rural component, it is not a designated landscape and is already influenced by transport infrastructure, existing built form and other urbanising features.
- The visual baseline confirms that while theoretical visibility (ZTV) of the site is broad, actual visibility is significantly constrained by intervening vegetation and topography. The site is only partially visible from select public rights of way and sections of the A29. While the wider landscape retains a rural and agricultural quality, the eastern edge of the site is heavily influenced by the A29 and the existing development at Toat Café. These elements introduce an established semi-urban condition, reducing both the scenic sensitivity and visual expectations of this landscape compartment. This context provides an opportunity to re-develop previously developed land and reinforce local character with sensitive urban design and green infrastructure.
- Receptors most affected by the proposed development include users of the public footpath west of the site and select residential receptors with direct outlook over open fields. Most visual receptors, including road users, will experience filtered, sequential views with limited exposure to the full extent of built form.

- Landscape effects are judged to be moderate, primarily due to the change from agricultural fields to residential use. However, key features such as hedgerows, mature trees and green field boundaries are retained or reinforced, ensuring that landscape pattern and character are not fundamentally altered.
- Visual effects vary from minor to moderate depending on viewpoint, with no major adverse effects identified that cannot be effectively mitigated with high quality well thought out planting.

## **7.2 Role of Mitigation**

A comprehensive mitigation strategy has been proposed to reduce and manage the landscape and visual impacts of the development, including:

- A landscape-led masterplan layout that avoids visually sensitive edges
- Retention and reinforcement of key landscape features, particularly hedgerows and trees
- Introduction of structural planting, particularly along the western and southern boundaries
- Creation of buffer zones, green corridors and SuDS features to soften built form
- Use of dark-sky compliant lighting design
- Implementation of a Landscape and Ecological Management Plan (LEMP) to ensure long-term success of mitigation measures (to be secured by condition)

With these measures in place, residual effects are significantly reduced. In most locations, effects fall within the minor or minor-moderate range, which is considered acceptable in planning terms and consistent with development in rural edge locations.

## **7.3 Compliance with Planning Policy**

This LVIA demonstrates that the proposed development:

- It has been assessed in a manner consistent with GLVIA3 and relevant national and local planning policy. The scheme responds to the intrinsic character of the countryside not by denying change, but by understanding the site's actual baseline condition: a transitional roadside location

influenced by the A29, existing commercial uses, hardstanding, signage and built form, as well as retained pastoral and vegetated features.

- The assessment concludes that the site is not experienced as an isolated or highly sensitive rural parcel, and that carefully designed development can be accommodated here without giving rise to unacceptable landscape or visual effects. This is particularly so where the scheme retains important vegetation, places landscape buffers and green corridors within the public realm, reinforces field boundaries and introduces a stronger landscape framework than currently exists.
- In this respect, the proposal is consistent with the NPPF requirement to recognise the intrinsic character and beauty of the countryside while also making balanced planning judgements based on site-specific evidence. It is also consistent with the relevant aims of the Horsham District Planning Framework and Pulborough Neighbourhood Plan, insofar as it seeks to integrate development with its surroundings, retain and strengthen landscape structure, and avoid unnecessary harm to the wider character of the area.
- The pre-application concerns regarding settlement pattern, urbanising influence and mitigation have been considered directly in this LVIA. In professional judgement, the proposed scheme, with the submitted and proposed mitigation, would form a more coherent and better-landscaped edge condition than the existing fragmented roadside context and would not result in unacceptable conflict with landscape policy objectives.

## **7.4 Conclusion**

The proposed development is located within a landscape of moderate sensitivity at the application site, where change must be handled carefully but can be successfully accommodated through landscape-led design, retention of key vegetation, and substantial structural planting. The baseline is not one of isolated or pristine countryside, but of a mixed roadside environment in which rural and urbanising influences already coexist.

In professional judgement, and subject to the implementation of the proposed mitigation and long-term management measures, the scheme would not give rise to unacceptable landscape or visual effects. Rather, it would introduce a more coherent, better integrated and more effectively landscaped form of development than the existing fragmented roadside condition, and is therefore capable of being supported in landscape and visual terms.

## 8. Appendices

8.1 - Link to 360 aerial image in centre of the site:

<https://kuula.co/share/hB1x5?logo=1&info=1&fs=1&vr=0&sd=1&thumbs=1>

8.2 - Link to drone aerial imagery of the site:

<https://drive.google.com/file/d/1odtCfXORFbrt-0lIJJoJ1AS0tGVKJz5dj/view?usp=sharing>

8.3 - Drone Aerial Imagery

8.4 - Photo Location Plans

### 8.3 Drone Imagery

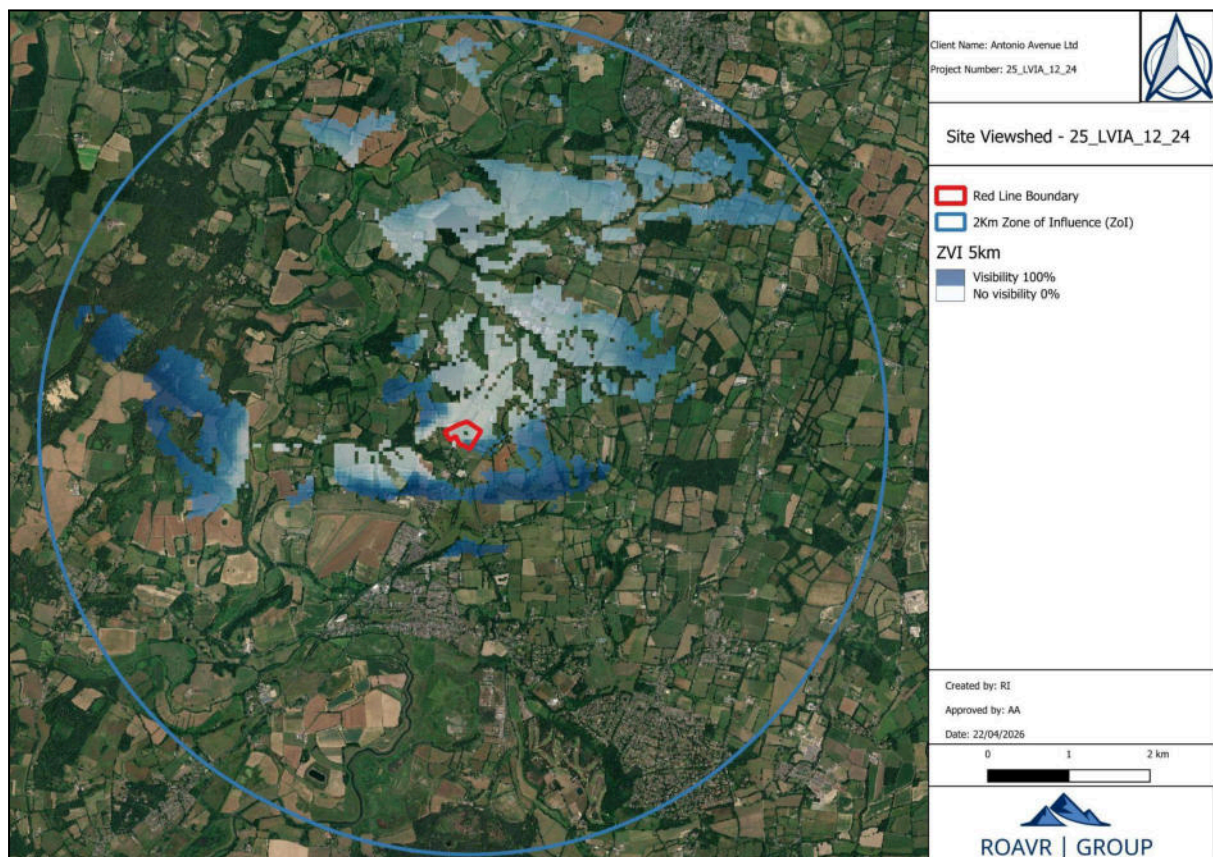
| Description                               | Location                             | Image Plate                                                                          |
|-------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------|
| Looking toward southern site boundary     | 50° 58' 43.062" N<br>0° 29' 26.13" W |    |
| Looking at western site boundary.         | 50° 58' 43.068" N<br>0° 29' 26.13" W |   |
| Looking toward the NW corner of the site. | 50° 58' 43.074" N<br>0° 29' 26.13" W |  |

|                                                                    |                                       |                                                                                      |
|--------------------------------------------------------------------|---------------------------------------|--------------------------------------------------------------------------------------|
| Looking toward the NE corner of the site.                          | 50° 58' 43.062" N<br>0° 29' 26.124" W |    |
| Looking NE toward the site from the West.                          | 50° 58' 43.92" N<br>0° 29' 38.928" W  |   |
| Looking SW toward the site from the north                          | 50° 58' 44.286" N<br>0° 29' 13.464" W |  |
| Highest local viewpoint - Toates Tower looking SE toward the site. | 50° 59' 2.784" N<br>0° 30' 21.306"    |  |

|                                                        |                                    |                                                                                    |
|--------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------|
| Looking toward the site from above Broomers Hill Lane. | 50° 58' 22.29" N<br>0° 29' 26.1" W |  |
|--------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------|

Map Link to imagery:

<https://www.google.com/maps/d/u/0/edit?mid=1GM0qS4gS8o2TGJZnt09vvzqUbwZbLjk&usp=sharing>



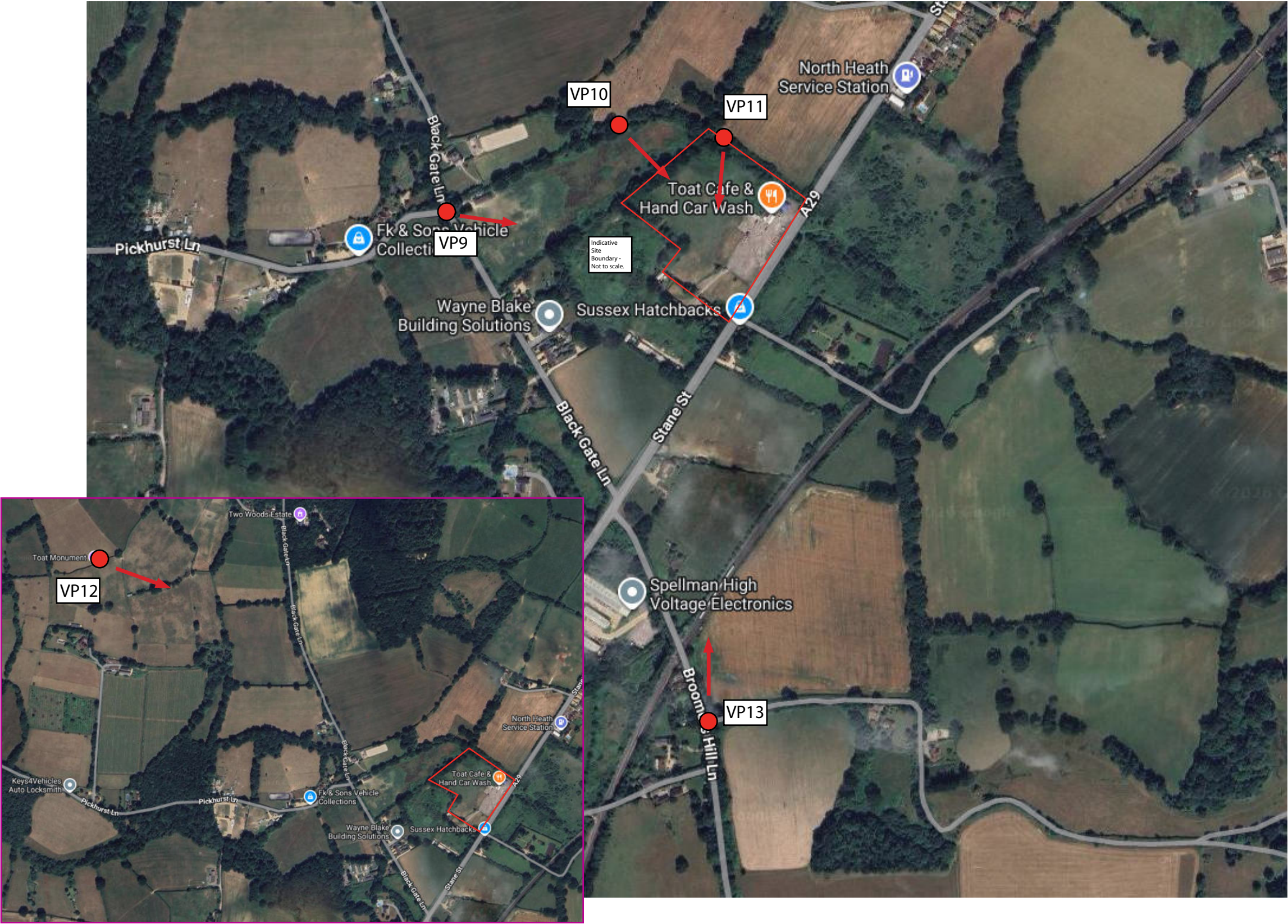
Viewshed is completed using OS Terrain 50 (DTM) with an observer height 1.7m and a 5,000 m radius, the modelled theoretical visibility is 12.6% of the 5 km study area ( 9.9 km<sup>2</sup> visible out of 78.6 km<sup>2</sup>). This calculation is terrain-only (it doesn't include screening from trees or buildings). To reflect this, LiDAR would be required.

**General Notes**  
Do not scale off drawing - refer to the tree data schedule for accurate crown spread measurements.  
Depictions of tree canopies are based on measurements taken to four cardinal compass points.  
No liability of any kind is accepted for any omissions or inaccuracies in respect of this plan.  
The original of this drawing was produced in colour; a monochrome copy should not be relied upon.  
All rights reserved.



|                                                                                                  |     |           |         |
|--------------------------------------------------------------------------------------------------|-----|-----------|---------|
| Drawing Title                                                                                    |     |           |         |
| Photo Location Plan                                                                              |     |           |         |
| Client                                                                                           |     |           |         |
| Antonio Avenue Ltd                                                                               |     |           |         |
| Site/Project                                                                                     |     |           |         |
| Tote Cafe, Pulborough                                                                            |     |           |         |
| Scale/Sheet                                                                                      |     | Date      |         |
| NTS - A3                                                                                         |     | 22/1/2026 |         |
| Drawing No                                                                                       | Rev | Drawn By  | Chkd By |
| LVIA_PHOTOG_01                                                                                   | 1   | CS        | MH      |
| <div></div> |     |           |         |
| Marr House, Beechwood Business Park<br>Inverness, IV2 3BW<br>Office: 01463 667302                |     |           |         |

**General Notes**  
Do not scale off drawing - refer to the tree data schedule for accurate crown spread measurements.  
Depictions of tree canopies are based on measurements taken to four cardinal compass points.  
No liability of any kind is accepted for any omissions or inaccuracies in respect of this plan.  
The original of this drawing was produced in colour; a monochrome copy should not be relied upon.  
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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------|---------|
| Drawing Title                                                                                                                                                                               |     |           |         |
| Photo Location Plan                                                                                                                                                                         |     |           |         |
| Client                                                                                                                                                                                      |     |           |         |
| Antonio Avenue Ltd                                                                                                                                                                          |     |           |         |
| Site/Project                                                                                                                                                                                |     |           |         |
| Tote Cafe, Pulborough                                                                                                                                                                       |     |           |         |
| Scale/Sheet                                                                                                                                                                                 |     | Date      |         |
| NTS - A3                                                                                                                                                                                    |     | 22/1/2026 |         |
| Drawing No                                                                                                                                                                                  | Rev | Drawn By  | Chkd By |
| LVIA_PHOTOG_01                                                                                                                                                                              | 1   | CS        | MH      |
| <div></div> <p>Marr House, Beechwood Business Park<br/>Inverness, IV2 3BW<br/>Office: 01463 667302</p> |     |           |         |