TECHNICAL NOTE: KEY VIEWS

Welbeck Strategic Land

Ruskin Fields, Oxford

November 2025

1.0 APPROACH TO SELECTION OF VIEWPOINTS

1.1 The approach to the selection of viewpoints is consistent with best practice, as set out in the Guidelines for Landscape and Visual Impact Assessment 3 (GLVIA 3), (Landscape Institute and Institute of Environmental Management and Assessment, 2013).

1.2 Firstly, a study area has been determined. Due to the nature of the development (i.e. modest height and massing), the study area has been set at 2.5km offset from the site boundary.

1.3 A Zone of Theoretical Visibility (ZTV) has then been prepared on the worse-case scenario, which in this case is all the proposed development area built out at 17m (equivalent to 5 storey residential development).

1.4 Viewpoint locations have been selected to represent views experienced by a range of users, with the most sensitive receptors prioritised. Viewpoints locations are typically located within the areas where views of the development are likely to be experienced, as indicated by the ZTV (although this doesn't mean that views of the development will be experienced from these locations). Viewpoints have also been selected to represent views from a range of compass directions and a range of distances.

1.5 Viewpoints are included in the area where the ZTV overlaps with the Elsfield View Cone, to represent the views in areas where potentially views of the rooftops of Oxford's historic core can be experienced. Several viewpoints have also been included within Old Headington Conservation Area.

1.6 Photography will be obtained from these selected viewpoints – these photos will be taken and presented in accordance with Landscape Institute Technical Guidance Note 06/19 'Visual Representation of Development Proposals'. (Photo Viewpoints are presented as 'Type 1 Annotated Viewpoint Photographs').

1.7 Photowires (or 'Wireframes') will be provided from a small number of viewpoints (likely 4 or 5). These will be included in the Landscape and Visual Appraisal and will show the likely visible extent of the proposed development, based upon an illustrative scheme.

2.0 VIEWPOINTS & VISUAL RECEPTORS

2.1 The table below sets out the proposed viewpoints to be included within the Landscape and Visual Impact Assessment. The locations of these are illustrated in Figure 1. (The actual locations may differ slightly from the locations shown, with the optimum locations selected based on a site-based assessment).

2.2 Photography for Viewpoints A-J has previously been obtained and included within the Preliminary Landscape and Visual Appraisal (provided to Oxford City Council as part of the

initial pre-app submission). Photography for the remainder of the viewpoints will be obtained in December 2025.

Table 1: Proposed Viewpoints (for inclusion within a subsequent LVA)

Viewpoint Reference (refer to Visual Appraisal)	Visual Receptors	Included in Preliminary Landscape & Visual Appraisal?
A	Users of Stoke Place / Bridleway Oxfordshire 320 56/10 Residents of Stoke Place (located within Old Headington Conservation Area)	Yes
B	Residents of Foxwell Drive	Yes
C	Users of Dunstan Park Residents on Foxwell Drive and Halliday Hill (located within Old Headington Conservation Area)	Yes
D	Residents of St Andrews Road / Dunstan Road (located within Old Headington Conservation Area)	Yes
E	Users of Bury Knowle Park (located within Old Headington Conservation Area)	Yes
F	Residents of Chestnut Avenue and Barton Lane (located within Old Headington Conservation Area)	Yes
G	Users of Bridleway 123 7/20 (northeast of the site)	Yes
H	Users of PROW 201 / 10/10 (north of the site)	Yes
I	Users of PROW 201 / 11/10 (north of the site)	Yes
J	Users of Marsh Lane (northwest of site)	Yes
K	Users of A40	No
L	Residents of Barton	No

Viewpoint Reference (refer to Visual Appraisal)	Visual Receptors	Included in Preliminary Landscape & Visual Appraisal?
M	Users of PROW 201 /11 /10 (north of the site)	No
N	Users of PROW 201 / 10/10 (north of the site)	No
O	Users of PROW 123 / 13 / 10 Residents of Barton Village Road (northeast of the site)	No

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N

0 500 1,000 m

Site Boundary

Visual Appraisal

Zone of Theoretical Visibility

Elsfield view cone

Viewpoint Locations

date 27/11/25

drwn/chkd MW / DH

client
Welbeck Strategic Land V Ltd

project
Ruskin Fields, Oxford

title
VISUAL APPRAISAL

scale
1:20,000 @ A3

number
FIGURE 1

rev
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