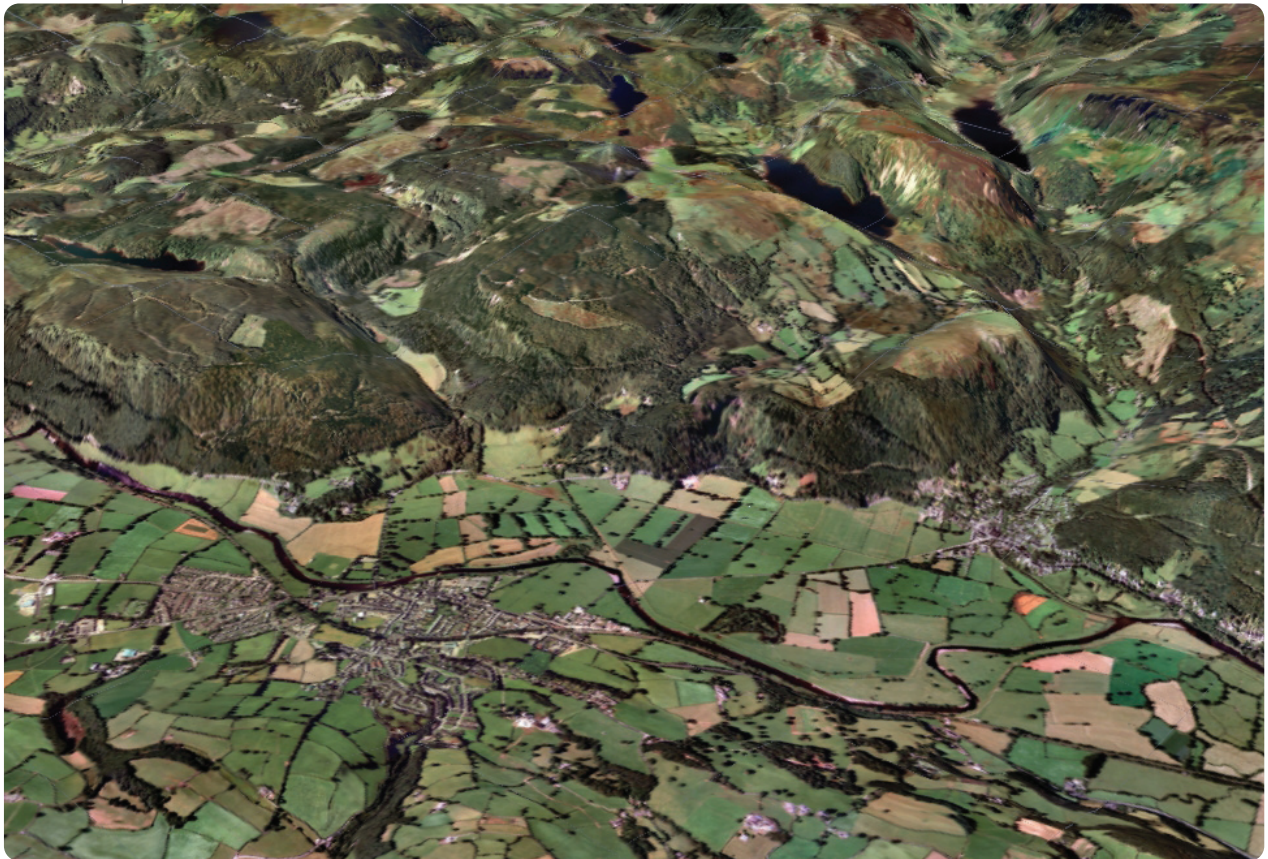
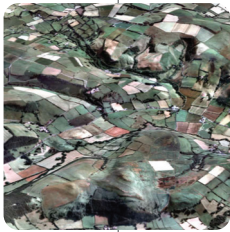


# Landscape Character Assessment - a new and cost-effective approach

The Landscape Character Assessment (LCA) team from ADAS and Environment Systems have developed a rapid, cost-effective and extremely powerful method of landscape character assessment that is GIS based and pinpoint accurate.

Our approach uses aerial photography and 3D terrain modelling to provide a seamless map of an area from which highly accurate landscape assessments can be made, minimising the need for fieldwork. This means it is not only faster and cheaper, but provides significant flexibility and power to complement existing GIS datasets. Because it is based on high resolution datasets, it is extremely accurate and provides an auditable and transparent record of decisions about character area boundaries.





## Uses:

To inform and guide rural land use and sustainable development policies, Strategic Environment Assessment (SEA) and development control decisions, such as:

- Informing criteria based policies to replace non-statutory landscape designations such as Areas of Great Landscape Value or Special Landscape Areas
- Land resource protection such as flood protection or soil erosion
- Forecasting and visualising climate change impacts
- Renewable energy planning
- Targeting agri-environmental support, especially Environmental Stewardship Higher Level Stewardship (HLS) grant
- Providing a framework for the preparation of more detailed Landscape Capacity Statements
- Highly visual and so facilitates effective community involvement

## Benefits:

**Accurate** - uses state of the art GIS technology and software for pin-point map accuracy

**Cost-effective** - can see the whole landscape at one glance, minimises time spent in the field and is quicker and more accurate than conventional approaches

**Flexible** - multi-layered and adaptable - can be used to model landscape changes and other scenarios

**Factual** - avoids subjectivity problems which can occur with more conventional approaches

**Integrated** - fully integrates with Ordnance Survey and existing GIS layers

**Accessible** - Easily understood.

We would welcome an opportunity to demonstrate how this new LCA tool could benefit your organisation. Please contact:

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