PRPOSED DEVELOPMENT
AT
WOOLEY GREEN FARM
BRADFORD ON AVON
BA15 1TY

FOR

MR L OVENS

LANDSCAPE REPORT

LANDESIGN ASSOCIATES
REF 1128/DOC1/ISSUE 2

LANDSCAPE REPORT 1 OF 3

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LANDSCAPE AND VISUAL APPRAISAL

1.0 Introduction

1.01 LanDesign Associates has been appointed by Mr L Ovens to advise on landscape issues in connection with proposed developments on land at Woolley Green Farm, Bradford on Avon, Wiltshire.

1.02 The site location is shown on LDA figs 1 and 2 and comprises an area of land of approximately 1.35 ha. comprising two separate development parcels sharing a common access from the B3105. These are described on the landscape drawings as Area A and Area B.

1.03 Area A is an area of land of approximately 0.45ha currently occupied by three large steel framed buildings, two of which are in light industrial use (steel fabrication) with associated extensive areas of external storage and hardstanding, and the third of which is a large agricultural barn, previously the subject of a Class Q application for conversion to residential use, (PL/2022/01439).

1.04 Area B is currently an open field of approximately 0.9 ha with a roughly shaped earth bund of excavated subsoil placed along the length of the B3105 site frontage. This part of the site has consent for 2 no. large scale agricultural units located as indicated on LDA drg 1128.01.

1.05 The combined site is situated within the West Wiltshire Green Belt.

1.06 A landscape and visual baseline assessment has been completed enabling a landscape and visual appraisal of the proposals and the findings of this are summarised in this report. The assessment that has been undertaken is proportionate to the nature and scale of the proposal and is based on the recommended methodology set out in the 'Guidelines for Landscape and Visual Assessment; (Third Edition)' comprising;

- a landscape and visual appraisal of existing baseline conditions including a review of relevant landscape planning policy background;
- a description of the scheme proposals;
- a discussion of the anticipated landscape and visual impacts arising from development as proposed, with reference to the existing baseline and to existing consents;
- conclusions;

1.07 This report consists of three documents comprising the following ;

LDA 1128 Doc 1 (Issue2); Written Appraisal (A4 document)

LDA 1128 Doc 2 (Issue 2); Illustrative Material

- 1128 Fig 1; Site Location OS Mapping (A4)
- 1128 Fig 2; Site Location (Aerial) (A4)
- 1128 Fig 3; PROW's (A4)
- 1128 Fig 4; Local Context (Aerial) (A4)
- 1128 Fig 5 Approximate Visual Envelope Area A (A4)
- LDA drg 1128.01C Site as Existing (1:250 A1)
- LDA drg 1128.02C Site as Proposed (1:250 A1)
- LDA drg 1128.03 Illustrative Sections (Area B Perimeter Mound)

LDA 1128 Doc 3 (Issue 2); Reduced Resolution Photoviewpoints Sheets 1 – 14 (A3)*

(*High resolution images are not included due to their large file size but are available for further review if required)

1.08 The Practice has undertaken numerous landscape and visual appraisals over the past 20 years for local authorities, private and commercial clients wishing to approach the development of sites in a landscape sensitive manner.

2.0 Landscape Planning Policy Background

2.01 The local planning authority is Wiltshire Council and the current Development Plan for the application site comprises the Wiltshire Core Strategy 2015. Planning Law requires that applications for planning permissions be determined on accordance with the development plan unless material considerations indicate otherwise.

The National Planning Policy Framework July 2021 (NPPF 3);

2.02 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. It provides an overarching framework for development and is a material consideration in planning decisions.

NPPF Section 13 (Protecting Green Belt Land)

2.03 Section 13 of the NPPF sets out the Government's policies on Green Belt land.

2.04 Para 137 states the fundamental aim of Green Belt policy is *to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence.*

2.05 Para 138 advises that the Green Belt serves five purposes;

- *to check the unrestricted sprawl of large built-up areas;*
- *to prevent neighbouring towns from merging into one another;*
- *to assist in safeguarding the countryside from encroachment;*
- *to preserve the setting and special character of historic towns; and*
- *to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.*

2.06 Para 149 reads (my emphasis)

A local planning authority should regard the construction of new buildings as inappropriate in Green Belt. Exceptions to this are:

a. *buildings for agriculture and forestry;*
b. *the provision of appropriate facilities (in connection with the existing use of land or a change of use) for outdoor sport, outdoor recreation, cemeteries and burial grounds and allotments; as long as the facilities preserve the openness of the Green Belt and do not conflict with the purposes of including land within it;*
c. *the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;*
d. *the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces;*
e. *limited infilling in villages, and limited affordable housing for local community needs under policies set out in the Local Plan;*
f. *limited affordable housing for local community needs under policies set out in the development plan (including policies for rural exception sites); and*
g. *limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would:*
   – not have a greater impact on the openness of the Green Belt than the existing development; or
   – not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.

Wiltshire Core Strategy (Adopted January 2015)

2.07 The application site is located within the Civil Parish of Bradford on Avon, on Green Belt land, some 0.5km to the north-west of the settlement edge of Bradford on Avon.

2.08 The Local Plan identifies a number of Strategic Objectives (Chapter 6) designed to manage change within the plan area, Strategic Objective 5 is concerned with *Protecting and Enhancing the Natural and Built Environment'.* Core policies within the plan are directed towards meeting the state Strategic objectives of the Core Strategy. Core Policy 51, Landscape, is directly associated with Strategic Objective 5 and reads;

Development should protect, conserve and where possible enhance landscape character and must not have an unacceptable impact on landscape character, while negative impacts must be

mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by, and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

i.The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies
ii. The locally distinctive character of settlements and their landscape settings
iii.The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe
iv. Visually sensitive skylines, soils, geological and topographical features
v. Landscape features of cultural, historic and heritage value
vi. Important views and visual amenity
vii.Tranquillity and the need to protect against intrusion from light pollution, noise, and motion
viii. Landscape functions including places to live, work, relax and recreate, and
ix. Special qualities of Areas of Outstanding Natural Beauty (AONBs) and the New Forest National Park, where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall demonstrate that they have taken account of the objectives, policies and actions set out in the relevant Management Plans for these areas. Proposals for development outside of an AONB that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's special qualities (as set out in the relevant management plan), must also demonstrate that it would not adversely affect its setting.

2.09 Core Policy 57 Ensuring High Quality Design and Place Shaping, reads;

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complimentary to the locality. Applications for new development must be accompanied by appropriate.

information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

i. Enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced
ii. The retention and enhancement of existing important landscaping and natural features, (for example trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development
iii. Responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials streetscape and rooflines to effectively integrate the building into its setting
iv. Being sympathetic to and conserving historic buildings and historic landscapes
v. The maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41
vi. Making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area
vii. Having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing; vibration; and pollution (such as light intrusion, noise, smoke, fumes, effluent, waste or litter)
viii. Incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site
ix. Ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible; in

accordance with Core Policy 66 – Strategic Transport Network
x. The sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials
xi. Taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long-term future
xii. The use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm
xiii. In the case of major developments, ensuring they are accompanied by a detailed design statement and master plan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.
xiv. Meet the requirements of Core Policy 61 – Transport and New Development

Bradford on Avon Civil Parish Neighbourhood Plan 2013-2026

2.16 The Neighbourhood Plan is the Bradford on Avon Neighbourhood Parish Plan 2013- 2026. The Parish covers the central part of the Bradford on Avon Community Area and includes the application site , the hamlet of Woolley Green and fields immediately to the north, east and west.

2.17 The strategic objectives of the Neighbourhood Plan are listed as (my underlining);

- *to ensure that development in the town is genuinely sustainable and serves local needs*
- *<u>to protect and enhance the architectural and historic character of the town and its landscape setting</u>*
- *to concentrate on the provision of housing for local needs*
- *to ensure that the town has a viable economic future*
- *to protect and where necessary improve community facilities*
- *to minimise the adverse effect of through traffic and to improve provision for pedestrians*
- *to protect and enhance green spaces and biodiversity*
- *<u>to ensure the continued protection of the rural setting and the Green Belt</u>*
- *to recognise the need to address Climate Change*

3.0 Landscape and Visual Appraisal of the Site

3.01 This section describes the landscape and visual characteristics of the site in terms of defined Area A and Area B and provides a baseline against which the potential landscape and visual impacts of the proposed development can be assessed.

3.02 Landscape and visual effects are independent but related issues; landscape effects are changes in the landscape, its character and quality, arising from development, while visual effects relate to the appearance of these changes and the resulting effect on visual amenity.

Landscape Appraisal of the Site and Surroundings

3.03 The location of the application site is shown on LDA figs 1 to 4. These provide OS mapping and aerial views of the site and surrounding land with key features, including local roads, settlements and public rights of way, identified. Photoviewpoint sheets 01 - 10 record local landscape character and existing site conditions as of May 2023. Photographs were taken in clear, bright conditions with good visibility.

3.04 The local area is essentially rural in character, comprising a notably rolling arable farmland landscape with individual farmsteads and small settlements linked by a network of roads, footpaths and bridleways. Area A of the application site is situated immediately to the west of the small residential settlement of Woolley Green. To the south of the site, beyond the B3105, is a cluster of agricultural buildings, a large external storage area and a complex of local workshops and small business premises known as Woolley Grange Farm. To the south of this is Woolley Grange Hotel, a Grade 2* listed building located within a walled and treed setting in some 5.5 ha. of grounds. The larger settlement of Woolley, on the outskirts of Bradford-on-Avon lies approximately 0.25km further south-west. Other settlements within a 1km radius of the site include Woolley Park Farm, 0.5km to the east, Fairfield House and Piggeries 0.75km to the north-west and the linear settlement of Bradford Leigh approximately 1.0km to the north.

3.05 The overarching ‘national’ landscape character of the area is described by the Countryside Agency Countryside Character Volume 8: South West as Character Area 107; Cotswolds. The key landscape characteristics include ‘rolling, open, high wold plateaux moulded by physical and human influences, with arable and large blocks of woodland, divided up by small narrow valleys.

3.06 The Wiltshire Landscape Character Assessment, informed in part by the Countryside Character Area, identifies the area as Area 16A; Malmesbury-Corsham Limestone Lowland, described as '*predominantly rolling mixed pastoral and arable farmland, in a pattern of large fields bounded by hedgerows and hedgerow trees….* The assessment notes the landscape condition as *'good'*, strength of character as *'moderate'* and with a management strategy to *'conserve and strengthen'*.

3.07 The wider landscape setting of the application site comprises rolling farmland which is representative of both the NLCA and the WLCA character type. The immediate setting to the site comprises rolling farmland to the north comprising large fields bounded by hedgerows, orchards, vines, cash crops and open rolling farmland to the west, the adjacent residential hamlet of Woolley Green to the east, the busy B3105 road which defines the southern boundary of the site with Woolley Green Farm beyond this.

3.08 The application site itself comprises two distinct character areas, identified on LDA drg 1128.01C as Areas A and B.

3.09 Area A is currently occupied by a group of linked industrial units, accessed from the B3105 via a recently constructed tarmacadam site access. This cuts through a natural rubble stone wall which runs immediately alongside the B3105. The wall itself is in poor repair and partially overgrown by vegetation. The tarmac entrance splay opens onto an extensive area of crushed stone hardstanding which forms the general surface finish to Area A. The eastern boundary stone wall is co-incident with a number of residential properties at Woolley Green. The southern boundary to Area A is common to the garden boundary to No. 3 Woolley Green, a Grade 2 Listed Building. The northern boundary is formed by a hedgerow with some larger tree planting associated with an overgrown pond feature which creates a pinch point into the Area A from the west and provides a degree of visual enclosure to this part of the site, particularly in respect of views from the north and west. The northern boundary hedgeline to the east of the pond contains dead elm suckers and is in poor condition (refer also to Certhia Consulting Ltd Arboricultural Report dated May 2023). There are two main industrial units on the site. The most northerly and larger of these has a FFL of approximately 69.4m AOD and is partially set into land which falls from a high point of approximately 71.8m AOD in the north-east corner to a centralised level area of approximately 69.0 AOD before gently falling towards the main site access where it joins the B3105 at approximately 67.8m OAD. The overall landscape condition of this area is assessed as 'poor' in relation to the WLCA assessment of 'good' for the wider character type.

3.10 Area B comprises the part of a larger arable field bounded to the north and west by established hedgerows. The easternmost part of the field is excluded from Area A and currently comprises an extensive area of hardstanding associated with Area A. Area B shares a common access from the B3105 with Area A and a farm track leads from the associated area of hardstanding into Area A with a hedgerow gap along the northern field boundary accessing fields to the north. A low stone wall runs alongside the B3105 with an area of rough mounding approximately 2.0m high set slightly back from the top of the wall. This is formed from excavated material and sparsely vegetated. The field area falls in level from approximately 75.0m AOD the north-east corner to approximately 67.8m AOD in the south-east corner where the shared site access joins the B3105. Low voltage overhead cables cross the site. The overall landscape condition of this area is assessed as 'moderate to poor' in relation to the WLCA assessment of 'good' for the wider character type.

3.11 Separate consents have been granted for two agricultural buildings located as indicated on LDA drg 1128.02. The larger of these is located closest to the B3105 and comprises a large agricultural unit constructed from fibre cement roof cladding with concrete panels and Yorkshire boarding to the elevations. The overall size of the approved structure is approximately 32m long x 12m deep, 4.9m to the eaves and 6.25m to the ridge. The smaller unit is set back slightly further into the field area and comprises a steel portal-framed hay barn 18.3 m long x 12.2 wide, 4.9m to the eaves and 5.5m to the ridge.

3.12 A number of public rights of way cross land within 1.0km of the application site to the north and south and these are shown on LDA fig 3.

3.13 The application site is not situated in, or close to, a Conservation Area, and there are no tree preservation orders within or in close proximity to the site. There are no significant individual specimen trees on site although some of the larger trees around the existing farm pond and the coniferous trees bordering the boundary with No. 3 Woolley Grange, (situated within the adjacent garden), contribute positively to local landscape character.

3.14 The landscape character of Area A and Area B is described with reference to Photoviewpoints 1 to 9 (Area A) and 10 to 16 (Area B). Photoviewpoints 17 – 21 illustrate the sites immediate setting and local landscape character. Photoviewpoint locations are cross referenced to LDA drg 1128.01.

Area A

Photoviewpoints 01; Site access from site boundary with B3105 looking towards Area A.

Photoviewpoints 02; Looking across B3105 from Woolley Green Farm entrance towards the site access (to left), with garden wall to No. 3 Woolley Grange and associated garden vegetation to right of view.

Photoviewpoint 03; From hardstanding by site access looking east towards Area A with pond vegetation to left of view and boundary vegetation to No. 3 Woolley Green to right of view. This part of the site is dominated by the extensive area of hardstanding with associated materials storage and car parking.

Photoviewpoint 04; Looking east towards Industrial Units with central storage are and hardstanding. The gable ends and rooflines of residential properties at Woolley Green are visible beyond the eastern boundary of the site. Dead elm suckers visible in boundary hedgerow.

Photoviewpoint 05; Looking east beyond the upper industrial unit towards Woolley Green showing partial retention of unit with established field boundary to left. A number of trees within the hedge line are in poor condition and the ground to the rear of the unit is degraded and poorly maintained. Upper floor windows on the gable end of no. 6 Woolley Green overlook the site. Dead elms in northern boundary hedgeline to left of view.

Photoviewpoint 06; Looking west from the eastern site boundary across Area A. The view is dominated by the industrial units, the external storage of materials and the extensive area of hardstanding. Trees to the centre of view are associated with the pond area and provide valuable softening. The garden boundary wall to adjacent properties is visible to left of view with the chimney and roofline of No. 3 Woolley Green (Grade 2 Listed) visible just to the right of this.

Photoviewpoint 07; From the south-east corner of Area A illustrating the varied boundary treatments , influence of adjacent garden vegetation, external storage to industrial units and associated hardstanding.

Photoviewpoint 08; Looking from Area A towards the main site access with parking and hardstanding dominating the view. The vegetation grouping to the right of view is associated with

the existing pond feature. To centre of shot there are clear views of the open field of which Area B forms part.

Photoviewpoint 09; Looking from Area A towards the main site access with parking and hardstanding main components of view. Units and storage areas at Woolley Green Farm are visible to centre of view beyond the B3105.

Area B

Photoviewpoint 10; Looking to the south-west across Area B from the edge of perimeter mounding towards the B3105. Established hedgerow vegetation encloses the larger field area with the field gap to right of shot linking a well-defined farm track into the larger field beyond.

Photoviewpoint 11; Looks back across Area B towards Area A with the buildings of Woolley Green Farm clearly visible to centre of view. The enclosing hedge line to left of view is well established and in good condition. The vegetation grouping to right of view for part of the field boundary on the opposite side of the B3105.

Photoviewpoint 12; Looks through a large hedgerow gap at the north western boundary to Area B with views of orchard planting set within a gently rolling landscape characteristic of the Malmesbury-Corsham Limestone Lowland character area.

Photoviewpoint 13; Looks north across Area B from the perimeter mounded area towards the northern field boundary. Area A is visible to right of view with the rooflines of residential properties at Woolley Green also visible along with, to extreme right. Woolley Green Farm.

Photoviewpoint 14; Looks East along the line of the B3105 from the Area B perimeter mound. Woolley Green Farm complex is prominent to centre of view along with associated outside storage areas.

Photoviewpoint 15; Looks West from shared site access across Area B towards the western and northern boundary hedge lines. Overhead power cables cross the field. Perimeter mounding defines the southern site boundary to left of view.

Photoviewpoint 16; Looks west from site access and illustrates the raised level of Area B relative to the B3105 with the perimeter stone wall forming a retaining element and the rough mounding

above blocking views across this area from the roadside. The retaining wall is in poor condition, (partially overgrown, a section demolished to accommodate the current site access and remainder missing its coping).

Immediate Setting and Local Landscape Character

Photoviewpoint 17; At the entrance to Woolley Green Farm looking towards existing work-units, with associated storage, parking and hardstanding.

Photoviewpoint 18; Looking across B3105 towards Woolley Green House (Grade 2 Listed).

Photoviewpoint 18A; From edge of B3105 looking towards site from driveways accessing no. 3 Woolley Green, (listed building) to left and Wetherlam to right. The ridge line the southernmost Industrial Unit (Area A) is visible above white boundary fence to the right of the white van.

Photoviewpoint 19; Looking along access road to side of Woolley Green House leading to other properties within hamlet and connection in to PROW BRAD 11 which crosses land to the north of the application site connecting with Leigh Road to the north (LDA fig 3).

Photoviewpoint 20; Residential properties nos. 8 & 9, Woolley Green.

Photoviewpoint 21; Looking south along the access road serving Woolley Green from close to its connection into PROW BRAD 11.

Visual Appraisal of the Site

3.15 The visibility of Area A and Area B in the wider landscape provides a baseline against which to understand the potential impact of both the consented agricultural buildings and to assess the individual and combined Area A and B proposals in terms of individual and cumulative predicted effects on the visual amenity of the surrounding area.

3.16 The approximate Visual Envelope of the site; the surrounding area from it is 'visible', has been assessed from an initial desktop analysis of O.S. base information together with an analysis

of views out from the site to surrounding areas. Where necessary, further site investigation, including walking public footpaths, vehicular routes and areas of public open space, has confirmed the actual extent of visual influence.

3.17 In addition to considering the extent of visibility and representative viewpoints, weight should also be given to visual receptors; specifically the type and numbers of viewers affected, nature and duration of view and important views of and from valued landscapes. Potential screening effects are also identified and recorded. Visual receptors of relevance to this site are;

- *local residents; (High Sensitivity receptors)*
- *users of recreational landscapes/public footpaths and bridleways including tourists and visitors; (High Sensitivity receptors)*
- *users of public roads; (Medium Sensitivity receptors)*
- *local workers including agricultural workers (Medium Sensitivity receptors)*

3.18 The two principal criteria determining significance are the scale or magnitude of effect and the environmental sensitivity of the location or receptor. A higher level of significance is generally attached to large-scale effects and effects on sensitive or high-value receptors; thus, small effects on highly sensitive sites can be more important than large effects on less sensitive sites. It is important that a balanced and well-reasoned judgement of these two criteria is achieved in assessing the magnitude of visual impacts.

3.19 LDA fig 5 indicates the approximate extent of the combined visual envelope for Area A and Area B. Because of interaction of the rolling nature of the general landform and established field boundary vegetation, there are only limited clear views of both areas and consequently there is a relatively restricted Primary Visual Envelope comprising the following publicly accessible views;

- There are close and middle-distance views from rising farmland to the north of the site, including from a section along PROW BRAD 11 where it crosses the field immediately to the north-east. These are primarily of boundary hedgerows to both areas with some filtered views of the roofline of the northernmost existing industrial unit in Area A. (PV 23, 24 & 25). There is a limited, narrow view though into Area B through an existing hedgerow gap.

- The site is generally screened from land to the west due to the interaction of boundary hedgerow, adjacent orchard planting, field boundary hedgerows and a rising, gently rolling landform which effectively blocks longer distance views (PV12).

- The site is not generally visible from the east, however, there will be close range views from a small number of residential properties at Woolley Green immediately adjacent to the site, particularly into Area A from garden spaces and from first floor windows directly overlooking the site, (PV 05). The settlement of Woolley Green effectively blocks views from open farmland further to the east (PV 18, 19 & 21).

- There are close range views of the site boundary from the B3105 where is crosses directly in front of the application site (PV16). There is no footpath along the road and traffic is generally travelling at speed. The existing roughly formed mound blocks views across Area B and there are only limited views into Area A due to the filtering effects of vegetation associated with the existing pond and also garden vegetation of No. 3 Woolley Green. The primary visual element in respect of the existing site is the tarmac splay of the shared site access which is visually prominent and a negative detractor to the overall character of the road corridor, (PV 01).

- There are close range views of the site entrance and along the Area B frontage from Woolley Grange Farm immediately to the south of the B3105, (PV 22).

- There is a glimpsed public view of the site boundary and roofline of the southernmost industrial unit in Area A travelling west along the B3105. The site is partially visible through the gap formed by the driveways accessing No. 4 and Wetherlam (PV18A). There are likely to be similar views of the site boundary and southernmost industrial unit and agricultural building from the rear windows and gardens of both properties. Potential public views from the grass verge and footpath crossing between Woolley Green and Woolley Street to the south are blocked by properties at Woolley Green. There is no roadside footpath alongside the B3105 and the ridgeline of the existing industrial unit and site boundary are only briefly glimpsed from the road in passing.

- There are intermittent middle-distance views from elevated farmland to the south of the site, including from a section along PROW BRAD 12 where it crosses a large open field to the south-west of the site. These are primarily of boundary hedgerows to both areas with

some filtered views of the roofline of the northernmost existing industrial unit in Area A, (PV 29 & 29).

3.20 Views beyond the immediate visual envelope are blocked through a combination of rolling landform, field boundary vegetation and, to a lesser degree, built form. There may be some occasional views towards the application site from higher ground to the west and south, however these will be at distance and the application site will form a small and indistinct element in the much wider landscape.

4.0 The Development Proposal

4.01 For the purposes of this appraisal it is assumed that both Area A and Area B are to be developed in accordance with Ashley Design Associates drgs 2783-15 and 2783-16. These drawings are to be read in conjunction with LanDesign Associates landscape proposals as shown on LDA drg 1128.02C. The combined scheme proposal envisages;

- the retention of all associated perimeter hedgerows and significant vegetation in order to maintain existing baseline landscape character elements, visual screening and maintain ecological value.

- Significant blocks of new native planting to create a strong structural landscape framework and enhance local landscape character.

- the relocation of the current steel fabrication business from the existing Area A to Area B, involving demolition of the existing two-unit configuration on Area A and the construction of a more efficient, less intrusive single unit configuration on Area B with dedicated hardstanding and parking set within a clearly defined fenced compound screened by planting.

- the restoration of the existing Area B boundary wall and associated re-contouring, topsoiling and planting of the existing Area B perimeter mound provide a significant structural planting belt alongside the B3105.

- the re-development of Area A as a residential site with the construction of 3 no. residential units and associated hardstanding, garaging and garden space and associated strengthening of the northern hedgerow boundary and pond-side vegetation.

- Both Area A and Area B to be serviced by a modified reduced scale access onto the B3105 in the location of the existing access point, with a significant overall reduction in the extent of hardstanding both in relation to the access itself and also the existing hardstanding bordering the garden boundary of no. 3 Woolley Green (Grade 2 Listed).

- Residential Area A io to be serviced by a new footpath/cycleway linking into the existing PROW BRAD 11 at Woolley Green, providing a safe pedestrian and cycleway route into Bradford on Avon via Woolley, avoiding the B3105 which has no footpath fronting the site.

- The retention and protection of the existing pond area between Areas A and B in order to ensure long term retention of this landscape feature.

- Enhanced landscape setting to the settlement of Woolley Green including listed buildings.

5.0 Landscape and Visual Impact Appraisal of Proposals

Landscape Impact of the Development Proposal

5.01 The landscape impact appraisal describes the likely nature and scale of changes to individual landscape elements and characteristics, and the consequential effect on the landscape character, resulting from the proposed improvement work. Whilst the potential changes arising from the proposals can be factually defined, the significance of these changes requires qualitative professional judgements to be made.

5.02 The degree to which a particular landscape type or area can accommodate change arising from a particular development, without detrimental effects on its character, will vary with:

- existing land use;
- the pattern and scale of the landscape;
- visual enclosure/openness of views, and distribution of visual receptors;
- the scope for mitigation, which would be in character with the existing landscape;

- the value placed on the landscape.

5.03 The following significance criteria have been adopted based on the extent to which the proposals are assessed to improve, cause damage, or are neutral with respect to these key landscape features.

Severe Adverse; The proposed scheme would result in effects that are at a complete variance with the landform, scale or pattern of the landscape;

- would permanently degrade, diminish or destroy the integrity of valued characteristic features, elements and/or their setting;
- would cause a very high-quality landscape to be permanently changed and its quality diminished.

Major Adverse; The proposed scheme would result in effects that;

- cannot be fully mitigated and may cumulatively amount to severe adverse effect;
- are at a considerable variance to the landscape degrading the integrity of the landscape;
- will be substantially damaging to a high-quality landscape.

Moderate Adverse; The proposed scheme would;

- be out of scale with the landscape or at odds with the local pattern and landform;
- will leave an adverse impact on a landscape of recognised quality.

Minor Adverse; The proposed scheme would;

- not quite fit into the landform or scale of the landscape;
- affect an area of recognised landscape character.

Neutral; The proposed scheme would;

- complement the scale, landform and pattern of the landscape;
- maintain existing landscape quality.

Minor Beneficial; The proposed scheme has the potential to;

- improve the landscape quality and character;
- fit in with the scale, landform and pattern of the landscape;
- enable the restoration of valued characteristic features partially lost through other land uses.

Moderate Beneficial; The proposed scheme has the potential to;

- fit very well with the landscape character;
- improve the quality of the landscape through removal of damage caused by existing land uses.

These terms are not absolute and often combinations of effects are experienced. In such instances it becomes a matter of professional judgement as to the appropriate level of impact significance based on the above definitions.

5.04 Based on the above, the primary baseline landscape receptors for this site are;

Strategic level landscape elements

- The Wiltshire Landscape Character Area 16A; Malmesbury-Corsham Limestone Lowland (Medium Sensitivity to change)
- Landscape Impact on Greenbelt (Spatial Openness) (High Sensitivity to change)

Local Level landscape elements

- Local landscape setting of Woolley Green residential hamlet (High Sensitivity to change)
- Landscape Setting of Listed Buildings in close proximity to the site (High Sensitivity)
- Existing Tree, Hedgerows, Ponds (High Sensitivity to change)
- Existing built form (perimeter fencing and walling & structures) (High Sensitivity to change)
- Local landform (High Sensitivity to change)
- Local land use pattern (High Sensitivity to change)
- Tranquillity (High Sensitivity to change)

5.05 The following potential changes to landscape character are predicted;

Area A Landscape Impact relative to existing baseline

Area A; Strategic Impacts

- NCA Landscape Character Type 107; The Cotswolds; The proposal would not result in any significant effect on the wider landscape character area.
- LCA 16A; Malmesbury Corsham Limestone Lowland; The proposal would be in-keeping with local settlement character and there would be no significant change to the defined character type. There would be improvements to the northern boundary hedgeline, with removal of dead elms and the introduction of replacement tree planting. There would be no loss of views or open land. The overall landscape value measured against LCA16A would improve from 'poor' to 'good'.
- Perceived Impact on Green Belt; The removal of the existing industrial units and their replacement with smaller scale residential units and associated domestic gardens would result in a greater sense of openness.

Area A; Local Impacts

- The local landscape setting to Woolley Green would be significantly enhanced.
- The landscape setting of individual listed buildings at Woolley Green would be significantly enhanced.
- There would be no significant loss of vegetation of landscape features. Existing boundary hedgerows would be reinforced and improved and there would be new planting associated with the residential development.
- There would be improvements to existing walled and fenced boundaries with the removal of stored materials and the rationalisation of boundary treatments.
- There would be no significant change to local landform.
- There would be significant improvement to local land use pattern with the proposed residential use more in-keeping with the adjacent residential character of Woolley Green.
- There would be a greater degree of tranquillity, primarily as perceived by local residents with properties close to or bordering the existing industrial units.

Area B Landscape Impact relative to existing baseline

Area B; Strategic Impacts

- NCA Landscape Character Type 107; The Cotswolds; The loss of the existing open field would give rise to a negative local landscape impact, however, given that the proposal would achieve the relocation of existing industrial units into a single combined unit, with associated positive benefits to the setting of Woolley Green hamlet, there would be no significant effect on the wider landscape character type.
- LCA 16A; Malmesbury Corsham Limestone Lowland; There would be a small loss of open land but no significant loss of views. The overall landscape value measured against LCA16A would remain as 'moderate'.
- Perceived Impact on Green Belt; There would be a reduction in the perceived openness of the green belt due to the massing of the proposed new building, however, boundary planting would significantly reduce the impact of this by blocking principal views from the B3105 and land immediately to the south.

Area B; Local Impacts

- There would be a loss of open agricultural land.
- The landscape setting of individual listed buildings at Woolley Green would be significantly enhanced through relocation of the industrial units from their existing position.
- There would be no significant loss of vegetation of landscape features. Existing boundary hedgerows would be reinforced and there would be an opportunity to provide a belt of woodland planting alongside the B3105 which would significantly enhance existing roadside character, (LDA drg 1128.02).
- There would be an opportunity to re-instate the Cotswold stone wall alongside the B3105 by clearing overgrown vegetation and providing a new stone coping.
- There would be some local recontouring required to accommodate the proposed new building and associated hardstanding however the effect of this would be to set the building down into the landscape rather than elevate it.
- There would be an extension to local settlement pattern associated with the loss of the open field.
- There would be a loss of tranquillity, primarily as perceived by users of the PROW to the north of the site. There would be negligible loss of tranquillity as perceived from the B3105.

Area B Landscape Impact compared to existing consent for 2 no. agricultural units.

Area B; Strategic Impacts

- NCA Landscape Character Type 107; The Cotswolds; There would be a slight additional loss to the open field associated with the proposed hardstanding and fencing under the industrial unit scheme , however there would be significant additional landscaping and a reduction in the number of buildings from 2 no. agricultural units (consented) to a single industrial unit, with little overall change in massing.
- LCA 16A; Malmesbury Corsham Limestone Lowland; There would be a small additional loss of open land but a reduction in the number of buildings from two (agricultural character) to one (industrial character) and no significant loss of views. Proposed boundary planting would provide screening of the proposed industrial unit and less impact of built form on local character than the agricultural units which would be significantly more prominent, particularly from the B3105. The overall landscape value measured against LCA16A would remain at 'moderate'.
- Perceived Impact on Green Belt; There would be no reduction in the perceived openness of the green belt due to replacement of two agricultural buildings with a single larger industrial unit. Boundary planting would however significantly reduce the perceived impact of the industrial unit in comparison to the agricultural units by blocking principal views from the B3105 and land immediately to the south.

Area B; Local Impacts

- There would be a slight loss of open agricultural land associated with additional areas of hardstanding under the industrial unit option.
- There would be no significant change to the local landscape setting of individual listed buildings at Woolley Green.
- There would be no significant loss of vegetation of landscape features under either option however the industrial unit scheme would provide an opportunity to provide a belt of woodland planting alongside the B3105 which would significantly enhance existing roadside character, (LDA drg 1128.02C).
- There would be an opportunity to re-instate the Cotswold stone wall alongside the B3105 by clearing overgrown vegetation and providing a new stone coping.

- There would be some additional local recontouring required to accommodate the associated hardstanding to the industrial unit.
- Both schemes would extend the existing development pattern.
- There is likely to be a greater loss of tranquillity associated with the proposed industrial unit.

Shared Access

- The creation of the new shared and fully landscaped access would result in a significant reduction in the visual impact of the access on the B3105 with associated substantial positive benefits to local landscape character. The overall landscape value measured against LCA16A would improve locally from 'poor' to 'moderate'.

Discussion

5.06 Taking into account the nature and sensitivity of identified landscape receptors and the magnitude of identified effects, the development proposal is assessed, on balance, to give rise to the following individual and cumulative impacts;

Area A (Residential Proposal); There would be a **moderate beneficial** impact on landscape character with positive impacts associated with the change from industrial to residential use. The primary impacts would relate to improvements to the setting of Woolley Green Hamlet, individual Listed Buildings therein, and the perceived openness of the Green Belt.

Area B (Proposed Industrial re-location); There would be a **minor adverse** impact on landscape character with negative impacts associated with loss of existing open land, the introduction of built form and a loss of openness of Green Belt land. Proposed perimeter planting would significantly improve the character of the roadside corridor and substantially mitigate perceived changes to landscape character and loss of openness.

Area B (taking into account impacts associated with existing consent for agricultural units); There would be **neutral/minor adverse** impacts relative to the predicted comparative impact of the agricultural units with a slight loss of openness which would be mitigated through proposed perimeter planting and little perceived change to landscape character due to the effects of existing and proposed boundary screening.

Shared Access; There would be **moderate beneficial** impacts on landscape character with a reduction in the size of the existing access and associated hardstanding and general softening through new planting to either side of the new smaller entrance.

Cumulative Landscape Impact; Taking the above individual impacts into account, the overall proposal would give rise to a cumulative (moderate) **minor beneficial** landscape impact. This balancing assessment references existing landscape character and land-use, the slight increase of built form and hard surfacing associated with the proposed new industrial building relative to the consented agricultural building, positive impacts associated with a redesigned site access and potential landscape benefits arising from new tree and shrub planting within the overall site. Even discounting the impacts of the existing agricultural consent and referencing the existing landscape baseline, the overall balance of cumulative landscape impacts, (Area A, Area B and reconfigured site access), would result in a (slight) **minor beneficial** landscape impact.

Visual Impact of the Development Proposal

5.07 The assessment of visual effects describes;

- the changes in the character of the available views resulting from the development;
- the changes in the visual amenity of the visual receptors, (defined here as the viewer group who will experience an effect).

5.08 For the purposes of the Visual Impact Assessment the following significance criteria have been adopted;

Substantial Impact; This occurs if development results in a high number of local residents, workers or visitors (pedestrians) experiencing a major long term or permanent change in the nature and quality of the existing view. Substantial impact will occur if the development becomes a dominant component in the view, irrespective of distance.

Moderate Impact*;* This occurs if development results in a number of local residents, workers or visitors (pedestrians) experiencing a change in the nature and quality of the

existing view that is short term or will be mitigated in the long term. Moderate impact will occur if the development becomes a noticeable component in the view, but the overall structure and balance of that view is maintained.

Slight Impact*;* This occurs if development results in a number of local residents, workers or visitors (pedestrians) experiencing a minor change in the nature and quality of the existing views. This may be short term, or a more significant transient effect from a vehicle. Slight impact will occur if the development will be only partially visible or seen entirely but only with concentration or difficulty.

These impacts may be either beneficial or adverse.

5.09 The site visual appraisal summarises the broad range of typical views of the development and refers to the combined Visual Envelope of the site which is illustrated graphically on LDA fig 5. An assessment of the potential visual impacts on representative key locations from within the Visual Envelope are summarised with reference to Photoviewpoint Sheets 1 - 14. Potential changes to the view from significant viewpoints have been considered in the context of both the existing site and with reference to extant unimplemented agricultural consents. The assessment takes into account the extent to which the proposed changes will impact upon the wider view, and the sensitivity of identified receptor groups.

5.10 The following primary landscape receptors lie with the identified visual envelope;

- *local residents; (High Sensitivity receptors)*
- *users of recreational landscapes/public footpaths and bridleways including tourists and visitors; (High Sensitivity receptors)*
- *users of public roads; (Medium Sensitivity receptors)*
- *workers including agricultural workers (Medium Sensitivity receptors)*

Area A Predicted Impact

Area A; Assessment of Visual Impacts Private Residences within the Primary Visual Envelope;

5.11 There are limited views of the site from properties at Woolley Green. Existing views from properties immediately adjacent to the site of the rooflines and upper elevations of the existing

industrial units will be replaced by views of smaller scale residential units with equivalent roof heights and associated low level garaging, and garden spaces. The assessed visual impact would be **moderate (beneficial).**

Area A; Assessment of Visual Impacts from Footpaths/Bridleways within the Primary Visual Envelope;

5.12 Public footpaths and bridleways within the Visual Envelope are identified on LDA fig 5. The primary views of the proposed development would be from a short section of the PROW BRAD 11 to the north of the site (within 0.25km distant).

The existing roofline of the northernmost industrial unit would be replaced in view by the reduced scale rooflines of residential properties. Proposed reinforcement planting to perimeter hedge lines would strengthen the existing boundary and minimise the visibility of these elements over time. There may be low impact views of the proposed footpath/cycleway link proposed to the north of the existing boundary hedge line. The smaller scale built form of the residential units would provide a minor but improved visual extension to Woolley Green hamlet and the assessed visual impact would be **slight (beneficial).**

Area A; Assessment of Visual Impacts from Roads within the Primary Visual Envelope;

5.13 There is a glimpsed view into Area A and its associated roadside frontage from the B3105 travelling eastwards towards Woolley Green (PV 01). Development as proposed would replace views of the industrial units with a fully landscaped residential scheme which would notably improve the view along the roadside corridor. Given that the road is heavily used the assessed visual impact would be **moderate (beneficial)**.

5.14 There is a glimpsed view of the combined sites roadside frontage from the B3105 travelling westwards (PV 02). Development as proposed would replace the existing hardstanding and parking with a fully landscaped site boundary which would noticeably improve the view along the roadside corridor. Given that the road is heavily used the assessed visual impact would be **moderate (beneficial)**.

5.14 There is a glimpsed view of the roofline of the southernmost industrial unit and boundary fence to Area A from the B3105 travelling westwards when looking along the driveways of No. 3

Woolley Green and Westerlam, (PV 18A). Development as proposed would enable an improved boundary treatment to be put in place and the view of the ridgeline of the industrial unit would be replaced with the view of a residential roofline. This would be slightly elevated in comparison to the existing industrial unit, (refer to Architects Section A-A), but more in-keeping with the visual character of the adjacent residential buildings. On balance there would be an improvement to the setting of the listed building (no. 3) and adjacent residential properties leading to **moderate (beneficial)** impacts.

5.16 There are no other views of the site from public roads within the Primary Visual Envelope.

Area A; Assessment of Visual Impacts from Farmland within the Primary Visual Envelope;

5.17 There are clear uninterrupted views towards the site frontage from Woolley Grange Farm immediately to the south of the B3105 but no clear views into the area where the industrial units are located. Development as proposed would replace the existing hardstanding and parking with a fully landscaped site boundary which would noticeably improve the view from land immediately to the south of the B3105 including farm buildings and light industrial units associated with the farm. The assessed visual impact would be **moderate (beneficial)**.

5.18 Visual impacts on existing short and middle-distance views towards Area A from elsewhere within the identified primary visual envelope are of boundary vegetation with glimpses of the roofline of the most northerly industrial unit visible above the boundary hedge line. This would be replaced with views of residential scale rooflines with a greater degree of gapping between the built structures. Although there would be minimal change experienced by only a limited number of medium sensitivity receptors, the nature of change would be positive, giving rise to **slight (beneficial)** visual impact**.**

Area A; Assessment of Secondary Visual Impacts from beyond Primary Visual Envelope;

5.19 The Visual Envelope of the site is well contained by virtue of the wider gently rolling landform and vegetation. Consequently, there are no significant distant views of the site beyond the primary Visual Envelope. There are however limited views from the section of PROW BRAD 12 crossing elevated open farmland to the south of the site, at some 0.5km distant (PV's 28 & 29). There will also be similar views from the elevated north facing part of the open field crossed by the footpath. In both instances heavily filtered views of the Industrial units will be replaced by glimpsed

views of the roofscape of the proposed residential units, providing a natural extension to residential properties at Woolley Green. In this basis the nature of change is assessed as **slight (beneficial).**

Area B; Assessment of Visual Impacts Private Residences within the Primary Visual Envelope;

5.20 There are limited views of Area B from a small number of properties at Woolley Green. Existing views from properties immediately adjacent to the site of the existing open field will be replaced by views of the relocated industrial unit and associated hardstanding. Compared to the existing baseline the assessed visual impact would be **moderate (adverse).** If the permitted agricultural units in Area B are taken as the baseline, with the proposed single industrial unit replacing the two smaller agricultural units of equivalent massing, the assessed visual impact would be **minor (adverse).**

Area B; Assessment of Visual Impacts from Footpaths/Bridleways within the Primary Visual Envelope;

5.21 Footpath BRAD 11 (PV24); The roofline of the proposed industrial unit would be visible above the perimeter hedge line and there would be limited views through the retained field gap into the associated parking and storage area. Compared to the existing baseline the assessed visual impact would be **moderate (adverse).** If the permitted agricultural units in Area B are taken as the baseline, with the proposed single industrial unit replacing the two smaller agricultural units of equivalent massing, the assessed visual impact would be **minor (adverse).**

Area B; Assessment of Visual Impacts from Roads within the Primary Visual Envelope;

5.22 There is a clear view of the Area B roadside mounding from a short section of the B3105 where it passes alongside the site. The proposed development would replace the views of the rough mounding a fully planted landscaped bund which would block potential views of the proposed industrial unit and improve the existing view along the roadside corridor. The mound itself would provide initial screening with woodland planting on the mound providing significant additional screening within 5 years of planting and full screening by years 7 -10, (refer to LDA drg 1128.03). Given that the road is heavily used the assessed visual impact would be **moderate (beneficial).** If the permitted agricultural units in Area B are taken as the baseline, the assessed visual impact would be **substantial (beneficial)** since the proposal enables the landscaping and

planting of the perimeter without which there would be clear views into the site of the agricultural units. These would otherwise be significant visual detractors within the identified visual envelope.

5.23 There are no other views of the site from public roads within the Primary Visual Envelope.

Area B; Assessment of Visual Impacts from Farmland within the Primary Visual Envelope;

5.24 There would be clear views of the perimeter mound and associated woodland planting from Woolley Grange Farm immediately to the south of the B3105. There would be no clear views into the area where the industrial units are located however given the elevated level of this land relative to the B3105 it is likely that the roofline of the propped industrial unit would be visible above the mound and perimeter planting. The introduction of built form into the landscape would give rise to a **minor (adverse)** visual impact compared to the existing baseline. If the permitted agricultural units in Area B are taken as the baseline, the assessed visual impact would be **minor (beneficial)** since the proposal enables the landscaping and planting of the perimeter without which there would be clear views into the site of the consented agricultural units rather than restricted views of the single industrial unit.

5.25 From elsewhere within the identified primary visual envelope views of boundary vegetation with glimpses of the open field area through field gaps or at distance would remain but with the roofline of the proposed industrial unit visible as a new built element in the wider landscape. Perimeter planting would partially soften the impact of this over time it is likely that the roofline would remain as a component in the wider landscape, particularly when viewed from higher land to the north and south. Although this change would be experienced by only a limited number of medium sensitivity receptors, contained within the identified visual envelope, the nature of change would be negative, giving rise to **minor (adverse)** visual impacts**.** Since a similar level of impact would apply to the permitted the agricultural units, the assessed visual impact if these are taken as baseline would be **neutral** since one set of rooflines would be replaced in the view with a single roofline of similar combined massing, visible from the same locations.

Area B; Assessment of Secondary Visual Impacts from beyond Primary Visual Envelope;

5.26 Views towards open farmland from the section of PROW BRAD 12 crossing elevated open farmland to the south of the site, would see the introduction of a single roofline as a new built element in the wider landscape. There will also be similar views from the elevated north facing part

of the open field crossed by the footpath. In both instances heavily filtered views of the Industrial units will be replaced by glimpsed views of the smaller scale roofscape of the proposed residential units. This nature of change would be negative, but not the magnitude of impact would be relatively low, giving rise to **minor (adverse)** visual impacts**.** Since a similar level of impact would apply to the permitted the agricultural units, the assessed visual impact if these are taken as baseline would be **neutral** since one set of rooflines of roughly equivalent combined massing would be replaced in the view with a single roofline visible from the same locations.

Shared Access Predicted Impact

There would be a reduction in the overall scale of the existing site access with planting and soft landscaping replacing the existing area of hardstanding. There would be limited views into Area A looking east along the B3105 at the point where is passes the site entrance and clear views of the eastern elevation and roofline of the proposed industrial unit looking west from the B3105 at the point where it passes the site entrance. The proposed return into the site of the boundary mounding with associated woodland planting would partially mitigate the view of the industrial building viewed from the site entrance. On balance this would give rise to significant improvements assessed as **slight (beneficial).** Taking the agricultural units as baseline, the additional planting associated with the industrial unit would result in **moderate (beneficial)** impact since the industrial unit would appear less visually dominant than the unscreened agricultural units, both of which would be highly visible from the site entrance.

Discussion

Taking the above individual impacts into account, the overall proposal would, on balance give rise to a cumulative (strongly) **minor (beneficial)** visual impact.

If the permitted agricultural units are taken as the landscape baseline, and taking into account the proposed B3105 planting belt then the overall proposal would give rise to a cumulative **moderate (beneficial)** visual impact.

6.0 Conclusions

6.01 The landscape and visual has reviewed the landscape and visual characteristics of the application site with reference to relevant character guidance, planning policy background, OS and aerial mapping and site investigation. The baseline analysis and associated drawings;

- establish what constitutes the landscape and visual characteristics of the site,

- provide an overview of individual and cumulative landscape and visual impacts associated with the proposed development both with reference to the existing baseline and taking into account existing agricultural consents on open land.

6.02 The nature of the proposed development is consistent with existing local landscape character. There would be no significant adverse effect on Natural England Landscape Character Area 107 and no significant adverse change to Wiltshire Landscape Character Assessment Area 16A. There would be positive local landscape benefits associated with improvements to the immediate setting of Woolley Green and a number of local Listed Buildings. In respect of the relocated light industrial use the proposal would replace two existing units with a single building set within a clearly defined and fully landscaped curtilage on an area that currently has permitted consent for two agricultural buildings of combined massing comparable to the proposed industrial unit. On this basis, the overall scheme proposal would give rise to a cumulative (moderate) **minor beneficial** landscape impact. Discounting the predicted impacts of the existing agricultural consent, and simply referencing the existing site baseline, the overall predicted cumulative landscape impacts, (Area A, Area B and reconfigured site access), would still result in a (slight) **minor beneficial** landscape impact.

6.03 The Visual Envelope of the development is relatively tightly drawn and restricted to land immediately to the north, south and to a lesser degree, east of the site. Taking identified impacts into account, the overall proposal, (Area A and B), would, on balance give rise to a cumulative **minor (beneficial)** visual impact. If the permitted agricultural units are taken as the landscape baseline and taking into account the landscape benefit associated with well-established planting belt along the B3105 boundary, then the overall proposal would give rise to a **moderate (beneficial)** visual impact.

6.04 In the context of the Green Belt, the effect of the residential development in Area A would be to create a perception of greater openness with increased space between buildings. This should be set against a loss of openness associated with relocating the Industrial use on Area B. If the potential impact on Green Belt openness of the permitted agricultural units on Area B is taken into account, the overall proposal would result, on balance, in a positive impact on the open character of the Green Belt. This is consistent with the exceptions to development in the Green Belt set out in NPPF Para 149 g. which permits *limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use (excluding temporary buildings), which would:*

> *– not have a greater impact on the openness of the Green Belt than the existing development; or*
> *– not cause substantial harm to the openness of the Green Belt, where the development would re-use previously developed land and contribute to meeting an identified affordable housing need within the area of the local planning authority.*

6.05 The proposal complies with, the aims of Strategic Objective 5 of the Core Policy, and more specifically Core Policy 51 which states the development should *conserve and where possible enhance landscape character and must not have an unacceptable impact on landscape character, while negative impacts must be mitigated as far as possible through sensitive design and landscape measures.* There would be no loss of existing vegetation and the locally distinctive character and setting of Woolley Green would be enhanced by the proposal. There would be no adverse impacts on sensitive skylines or topography, no damage to landscape features of cultural, historic or heritage value and no loss of views or visual amenity. Proposed boundary planting alongside the B3105 would substantially mitigate potential adverse visual impacts on the roadside corridor.

6.06 The proposal complies with Core Policy 57 which requires a high standard of deign and the creation of *a sense of place through drawing on local context and being complimentary to the locality.* Local distinctiveness would be enhanced through the improvements to the settings of local Listed Buildings and the settlement of Woolley Green, the retention, enhancement and incorporation into the overall design of existing boundary hedgerows, pond and boundary walling, improved residential amenity through the reduction of noise, smoke and fumes etc. achieved through relocation of the existing industrial units and significant improvements to the local landscape and visual character of the B3105 roadside corridor where it passes in front of the site.

6.07 There would be no direct impact on the landscape setting of the Bradford on Avon and no obvious conflicts with the aims and policies of the Bradford on Avon Neighbourhood Plan.

6.08 Based on the above and given the current landscape characteristics of Area A, and taking into account the anticipated effects of permitted agricultural development on Area B, it is concluded that there is the potential for positive landscape benefits to be achieved through the development of the site as proposed, without significantly compromising the perceived openness of the Green Belt. On this basis there is no reason why the application should not be permitted on landscape grounds subject to standard landscape conditions being placed on any consent.

End. 1128 Report Issue 2