Land at Gate Farm



Landscape & Visual Impact Assessment

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Comments

Comments

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We disclaim any responsibility to the client and others in respect of any matters outside the scope of the above.

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1. Introduction

1.1 Waterman Infrastructure & Environment Ltd (Waterman) has been instructed by David Wilson Homes Bristol (hereafter referred to as the "Client") to undertake a Landscape and Visual Assessment in relation to the proposed Development of land at Gate Farm centred on grid reference ST 93827235 (hereafter referred to as the "Site"). The proposed development comprises 3 parcels of land (hereafter referred to as the 'proposed Development').

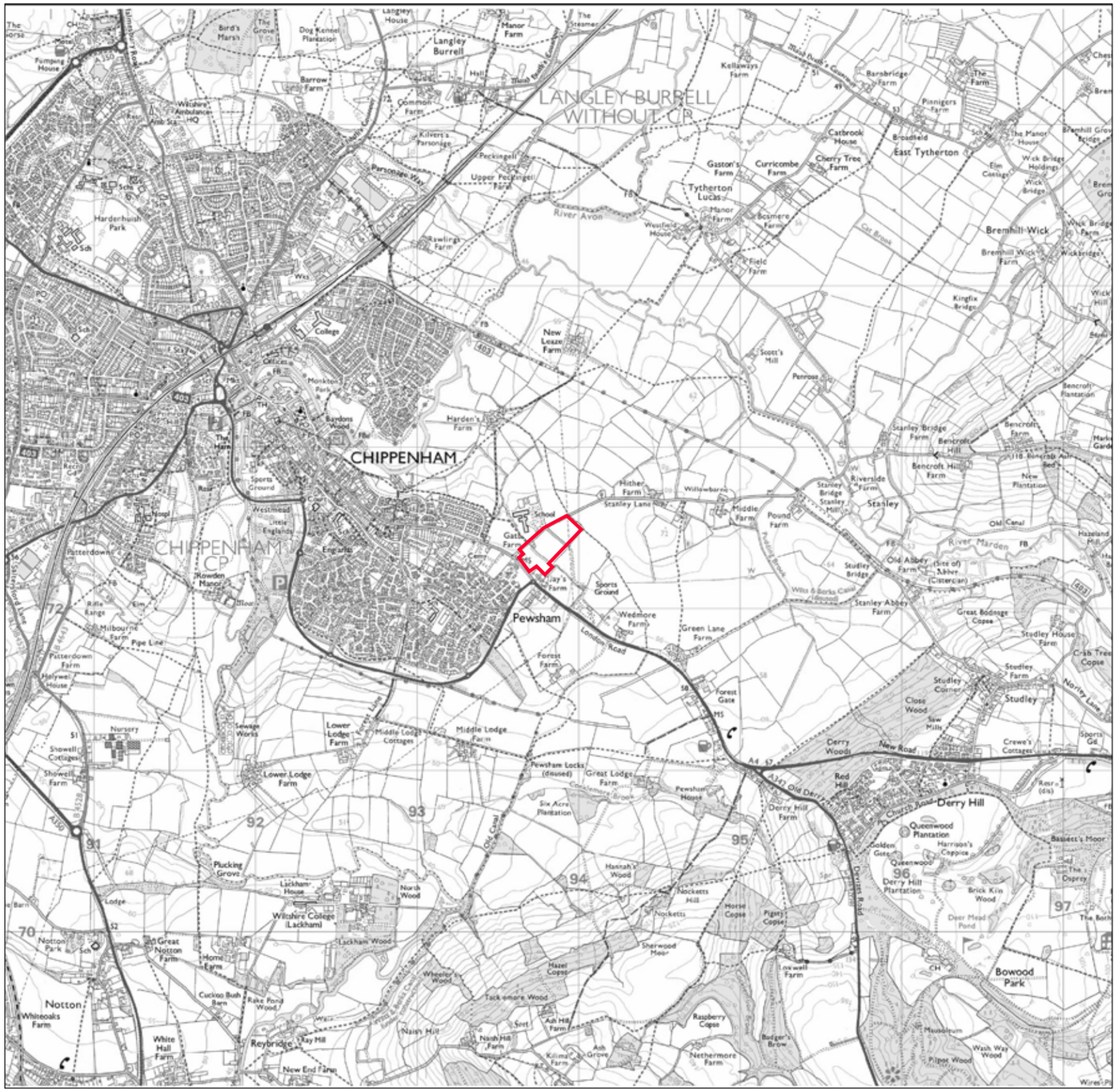
1.2 The Site falls within the administrative boundary of Chippenham Town Council, within Wiltshire County Council. It comprises an approximate area of 7 ha.

1.3 The proposed residential Development includes 2 storey high residential buildings, with potentially some 3 storey a key locations.

1.4 Access has been provided through a primary access entering the Site from Stanley Lane, north west of the Site and pedestrian and cycle access from London Road, south west of the Site. There is also a Public Right of Way that links up with Stanley Lane abutting the north west boundary of the Site. This connects with the wider countryside to the north.

1.5 The proposals are currently at outline stage. Further details with regards to the proposals are to be developed at the next stage.

1.6 This report presents the findings of a desktop study and field assessment carried out on the 18th October 2022. This report describes the relevant landscape planning context as well as other designations or environmental constraints relevant to the Site. It then describes the landscape character and visual amenity of the surroundings and analyses the key views towards the Site and the potential effects which would result as a consequence of the proposed Development.


LANGLEY BURRELL WITHOUT CP
CHIPPENHAM
CHIPPENHAM CP
Pewsham
Derry Hill
Bowood Park
Notton
Reybridge
Bremhill Wick
East Tytherton
Stanley
River Avon
River Marden
London Road
Stanley Lane
Parsonage Way
Old Canal
Plucking Grove
Lackham Wood
Tytherton Lucas
Langley Burrell
Harden's Farm
New Leaze Farm
Middle Lodge Farm
Lower Lodge Farm
Pewsham Locks (disused)
Six Acre Plantation
Derry Hill Plantation
Queenwood Plantation
Bencroft Hill Plantation
Witchire College (Lackham)
Forest Gate
Green Lane Farm
Weedmore Farm
Derry Hill Farm
Middle Farm
Pound Farm
Riverside Farm
Stanley Bridge Farm
Bencroft Farm
Scott's Mill
Kingfix Bridge
Wick Bridge
Bremhill Wick Farm
Curricombe Farm
Cherry Tree Farm
Gaston's Farm
Catbrook House
Broadfield
Pinnigers Farm
Barnsbridge Farm
Kellaways Farm
Manor Farm
Common Farm
Barrow Farm
Langley House
Harderhuish Park
Monkton Park
Bardons Wood
Sports Ground
Rifle Range
Milbourne Farm
Pipe Line
Patterdown Farm
Holywell House
Showell Farm
Showell Cottages
Sewage Works
Nursery
Lower Lodge Farm
Middle Lodge Cottages
Pewsham House
Great Lodge Farm
Derry Woods
New Road
Red Hill
Crewe's Cottages
Studley Farm
Studley House Farm
Studley Corner
Studley Bridge
Old Abbey Farm
Stanley Abbey Farm
Great Bodnage Copse
Crab Tree Copse
Close Wood
Derry Hill
Queenwood
Golden Gate
Harrison's Coppice
Brick Kiln Wood
Deer Mead Pond
Bassett's Moor
Sherwood Moor
Nockett's Hill
Horse Copse
Pigsty Copse
Raspberry Copse
Badger's Brow
Nethermore Farm
Ivy well Farm
Ash Hill Farm
Nash Hill Farm
Naish Hill
Kilcot Farm
Ash Grove
Hazel Copse
Tack more Wood
Wheeler's Wood
Hannah's Wood
Pilpot Wood
Wash Way Wood
Home Farm
Great Notton Farm
Notton Park
Whiteoaks Farm
White Hall Farm
Cuckoo Bush Barn
Rake Pond Wood
Kay Mill
New End Farm
Hither Farm
Willowbarns
Gas Farm
Jay's Farm
Rowden Manor
Patterdown
Rowden
Engarths
Little Englands
Westmead
Sports Ground
Bird's Marsh
Dog Kennel Plantation
Pumping House
Wiltshire Ambulance HQ
Peckingell
Upper Peckingell Farm
Rawlings Farm
Westfield House
Bosmere Farm
Fielc Farm
Bremhill Wick Farm
Wick Hill
Wick Bridge Holdings
Elm Cottage
The Manor House
Bencroft Plantation
New Plantation
Old Abbey Farm (Site of) Abbey (Cistercian)
Studley Bridge
Crewe's Cottages
Sports Gd
Derry Hill Farm
Queenwood Plantation
Harrison's Coppice
Golden Gate
Queenwood
Derry Hill Plantation
Brick Kiln Wood
Deer Mead Pond
Bowood Park
Museum
Pilpot Wood
Wash Way Wood
Nockett's Hill
Horse Copse
Pigsty Copse
Sherwood Moor
Raspberry Copse
Badger's Brow
Nethermore Farm
Ivy well Farm
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Bassett's Moor
Sherwood Moor
Nockett's Hill
Horse Copse
Pigsty Copse

2. Methodology and Assessment Criteria

Overview

2.1 The aim of the landscape and visual impact assessment is to establish the following in relation to the proposed Development:

- an understanding of the site and its wider landscape setting, identifying its character, resources, value and sensitivity to the development;
- an assessment of the composition, character and aesthetic value of views from visual receptors including occupiers of residential properties, views from people using amenity landscapes, and the sensitivity of views;
- the potential direct and indirect effects of the proposal on the landscape resource (i.e. key elements, features and character) and on visual receptors; and
- commentary on the residual effects on the landscape character and visual amenity in relation to the development scenario, and compliance with landscape policy.

2.2 This assessment considers two inter-linked issues as follows:

- Landscape Effects: the effects of the development on the physical and cultural characteristics of the site and on the surrounding landscape character; and
- Visual Effects: the effects of the development on views from visual receptors and on the amenity value of these views.

2.3 The methodology for the assessment is based on current best practice and guidance from the following sources:

- 'Guidelines for Landscape and Visual Impact Assessment'[1] , Landscape Institute (LI) and Institute of Environmental Management and Assessment (IEMA), Third Edition, 2013;
- 'An Approach to Landscape Character Assessment' [2], Natural England 2014; and
- 'Visual Representation of Development Proposals'[3], Landscape Institute, 2019 .

Establishment of Baseline Data

2.4 The baseline work adopted for the landscape and visual impact assessment comprises a combination of desktop and field studies to identify and record the character, elements, features and aesthetic and perceptual factors. The baseline data were established through the following:

- a review of all relevant documents and landscape planning policy and guidance;
- Geographical Information System (GIS) analysis of the topography surrounding the site and production of the Zone of Theoretical Visibility (ZTV);
- a Site visit to undertake an assessment of the character of the area, together with the sensitivity of the landscape to change as well as to obtain photographs of key viewpoints from around the Site; and
- identifying and describing the key features associated with the Development that would alter the characteristics of the landscape and visual baseline.

Definition of Receptor

2.5 Baseline data along with the description of the Site, form the basis for the identification and description of the changes that would result in the landscape and visual amenity of the area. The landscape resource needs to be understood in terms of its constituent elements. These elements include its character and the way this varies spatially, its geographic extent and history. It also covers its condition and the way it is experienced, including the value attached to it. A receptor is a defined aspect of the landscape resource that has the potential to be affected by the Development.

2.6 The visual baseline establishes the area in which the Site may be visible, the different groups of people who may experience views of the Site, the places where they would be affected and the nature of the views and visual amenity at those points. Visual receptors are individuals and/or defined groups of people who have the potential to be affected by the Development.

Landscape Baseline

2.7 The landscape baseline includes an overview of the elements that form the landscape baseline for the assessment, using text and graphical representation to describe:

- topography;
- cover, distribution and type of land use and open space, including statutory and non-statutory designations relevant to the landscape and visual assessment like Areas of Outstanding Natural Beauty and Open Access Land;
- development patterns and scale, including age, massing and density of buildings, levels of enclosure, building materials and landmark features;
- vegetation patterns and extents;
- transport routes and Public Rights of Way, National Trails and other routes to include roads, railways, cycleways, bridleways, footpaths, historic green lanes and waterways;
- heritage features, including Conservation Areas, Listed Buildings, Registered Parks and Gardens and other historic components; and
- existing landscape character assessments prepared by authorities including national level character assessment.

2.8 Within published landscape character assessments, Landscape Character Areas (LCAs) are defined as areas with broadly homogeneous characteristics. The identification of LCAs is influenced by the published landscape character assessments and subsequently refined by fieldwork. These LCAs form the basis of the assessment of potential impacts on landscape character.

Visual Baseline

2.9 A computer-generated Zone of Theoretical Visibility (ZTV) map was produced to illustrate the areas where the Development will be visible within the surrounding area (Figure 4). The ZTV was generated at an approximate height of 3 storeys with roofs above existing ground level and a blanket across the Site to represent the approximate size and massing of the proposed Development. The analysis has been produced to assist in viewpoint selection and to provide an appreciation of the potential influence of the proposed Development on the wider landscape, based on the proposed Development indicated on document reference '22548/3200 Illustrative Masterplan'. **Table 1** summarises sensitivity criteria of potential visual receptors, which has further informed the viewpoint selection.

2.10 The ZTV has been compiled using LiDar data comprising spot heights and contours (within a 2m resolution) to produce a Digital Surface Model (DSM). The DSM was overlain on a 1:25,000 Ordnance Survey base map.

2.11 The use of this type of ZTV map is considered good practice and is useful as a tool to assist in assessing the visibility of the Development within the Site. However, it should not be considered an absolute measure of visibility. Whilst a ZTV map indicates the potential area from which it might be possible to secure views to part(s) of the site, the use of the map needs to be qualified on the following basis:

- there will be a number of areas within the ZTV where it might be possible to view parts of the development, but that may not be accessible to the general public or well frequented;
- a ZTV map does not account for the complete effects of screening and filtering of views as a result of intervening features, such as buildings, trees, hedgerows, weather conditions; and
- a ZTV map does not account for the likely orientation of a viewer, for example when travelling in a vehicle.

2.12 The combined effect of these limitations means that ZTV mapping tends to over-estimate the extent of visibility; both in terms of the land area from which the Site is visible, and the extent of visibility of the Site from a particular viewpoint. Therefore, ZTV maps do not truly represent the 'visual impact' of the proposed Development.

Site Survey and Photography

2.13 Viewpoint locations were established through desk-based research which has then been verified through site fieldwork. The selected points are considered as being the best locations for

1 Landscape Institute and Institute of Environmental Management and Assessment, 2013, Guidelines for Landscape and Visual Impact Assessment Third Edition, Routledge

2 Christine Tudor, October 2014, An Approach to Landscape Character Assessment, Natural England.

3 Landscape Institute, 2019, Technical Guidance Note 06/19 Visual Representation of Development Proposals, Landscape Institute

representative views of the proposed Development as see from a key receptor.

2.14 The site survey was conducted on the 18th October in optimal conditions, being of clear weather and good atmospheric conditions for optimal visibility during the winter season. It is acknowledged that differing visual effects are possible due to seasonality and that the winter view provides clearer prospects where deciduous vegetation intervenes. The survey was undertaken mid-winter to provide a worse-case scenario of visibility due to minimal seasonal leaf cover.

2.15 During the site survey baseline photographs of representative viewpoints towards the Site were obtained. All baseline photographs were taken with a digital equivalent of a 35mm SLR camera, with 50mm focal length lens, at approximate adult eye level (1.6m). They seek to illustrate the full extent of the proposed Development and visibility of the Site within the local landscape that would be experienced at each viewpoint.

2.16 The photographs of representative viewpoints are provided within in this report to aid the reader's understanding of the assessment of visual effects. These photographs have been annotated as appropriate.

Assumptions and Limitations

2.17 The visual analysis is based on views from external spaces within the public domain and not from inside buildings or private spaces. However, comment and assessment in relation to views from private spaces will be made where appropriate.

2.18 The assessment process aims to be objective and to quantify effects as far as possible. However, it is recognised that subjective judgement is appropriate, if it is based upon training and experience, supported by clear evidence, reasoned argument and informed opinion. Whilst changes to a view can be factually defined, the evaluation of landscape character and visual effect does require qualitative judgements to be made. The conclusions of this assessment therefore combine systematic observation and measurement with informed professional interpretation.

Methodology for Assessment of Effects

Approach to Assessing Likely Significant Effects

2.19 To predict and describe the potential effects on the landscape and visual resource, baseline information is combined with the different components of the proposed Development during the construction and operational phases, and considers:

- landscape character and resources, including effects on the aesthetic values of the landscape caused by changes in the elements, characteristics, character and qualities;
- designated landscapes, registered parks and gardens, and recreational interests; and
- visual amenity, including effects upon potential viewers and viewing groups caused by changes in the appearance of the landscape as a result of the Development.

2.20 The assessment takes into account the spatial and temporal nature of potential effects as follows:

- **direct effects** are those imposed on landscape elements on the Site (those that occur within the development site) as a direct result of development, such as the loss of existing trees or other vegetation;
- **indirect and secondary effects** may occur some distance from the Site (outside of the development site, but within the study area) as a consequence of the development occurring, such as the removal of screen vegetation which would allow views in from surrounding areas;
- **permanent or temporary effects** - temporary effects predominantly arise during construction, whereas permanent effects predominantly arise once the scheme has been completed. However, it is recognised that the construction period may have both temporary and permanent effects arising; and
- **adverse effects** are those that cause detriment to the pre-development situation; beneficial effects are those that restore or improve the landscape; and neutral effects might change the existing situation, but on balance make the situation neither better nor worse.

Scope of Assessment

Spatial Scope

2.21 Due to the nature of the landform in the surrounding landscape and the outcome of the ZTV analysis, a study area constituting 2.5km from the Site boundary was considered to be appropriate. The topography of the area and intervening vegetation will help to shield views towards the Site. Furthermore, we have assumed the nature of the proposed Development comprising the majority of 2 storey buildings with occasional 3 storey, which will not be easily visible from further distances and above vegetation level.

Temporal Scope

2.22 The site survey was carried out in 2022 during the winter season to establish the landscape and visual baseline during the winter months, when potential screening from deciduous trees would be diminished due to loss of their leaves. The assessment is also undertaken based on the winter baseline conditions.

Assessment of Sensitivity, Magnitude and Significance

Sensitivity

2.23 The value and condition ascribed to landscape contributes to an understanding and consideration of the potential sensitivity of a character area. The condition of the character area is based on the physical state of the landscape, including its intactness and the state of repair of individual features and elements using the following criteria:

- Good: components are regularly maintained to a high standard;
- Fair: components are relatively well maintained; and
- Poor: components are poorly maintained or damaged.

2.24 The likely value of the character areas is based on which users may value the areas, and where relevant, any statutory, non–statutory or local plan designations. The presence of combinations of attributes should be considered when ascribing the value of a character area. Based on the guidance provided within the Guidelines for Landscape and Visual Impact Assessment (GLVIA) [3rd Edition] the factors influencing the value of the landscape are set out in **Table 1**.

Table 1: Landscape Value Criteria

Value of the Landscape	Criteria
Internationally valued	World Heritage Sites Part of an internationally recognised element of the country's character of interest to international tourism
Nationally valued	National Parks Areas of Outstanding Natural Beauty Listed Buildings and some Conservation Areas Scheduled Monuments
Locally valued	Designated areas by local authorities e.g. special landscape areas and Conservation Areas A public, semi- public private open space that is of value to the local community
Limited value	Commercial, industrial or disused area providing little value to the community or residents

2.25 Sensitivity is a term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and knowledge of the condition and value related to that receptor. The overall sensitivity of the landscape can be defined as embracing a combination of the sensitivity of the landscape resource (in terms of both its character as a whole and the individual elements contributing to character) and the visual sensitivity of the landscape. In some cases, whilst an area may fall within a statutory designation, character and visual amenity will vary and as a result, different sensitivity levels may be applied to neighbouring areas within the designation. The criteria used to assess the sensitivity of landscape and visual receptors are set out in **Table 2**.

Table 2: Sensitivity Criteria

Sensitivity to Change	Criteria	
	Landscape Receptor	Visual Receptor
High	Internationally or nationally statutory designated/ recognised landscape of high quality and distinctive character with a large number of features and strong sense of place; A relatively undisturbed, pristine landscape where changes or disruptions to the existing landscape would be noticeable and difficult to mitigate or restore; Where features or sense of place is diminished, a lower sensitivity may apply; Susceptible to change which would permanently alter key characteristics and elements of the landscape (e.g. World Heritage Site, Biosphere Reserve, National Park, AONB).	Receptors with a key interest and expectation of enjoying the view (i.e. walkers, horse-riders); Residents in homes who have open, uninterrupted views in the direction of the development; Receptors are more likely to be highly sensitive within a nationally or internationally designated landscape.
Medium	Locally designated/ recognised landscape with some distinctive and/ or designated characteristics and features in reasonable condition; Landscape of relatively widespread and common features or characteristics, capable of tolerating moderate levels of change without affecting the key characteristics and elements (e.g. Local Green Space, Local Nature Reserve).	Visitors at locations where the view is valued but not fundamental to the location or activity (e.g. people in outdoor recreation that does not focus on an appreciation of the landscape; Residents in homes who have views in the direction of the development where the quality, condition and extent of the existing view is unexceptional (e.g. some high density suburban areas); People travelling on local roads or on trains with specific interest in the view but where viewing periods are discontinuous and/ or irregular; Receptors are more likely to be of medium sensitivity within locally valued landscapes.
Low	Undesignated landscape with local value but low quality; Few distinctive characteristics, features or elements many of which may be in poor condition; Landscape capable of tolerating substantial change/ improvement/ enhancement.	People engaged in activities that either distract from the view or require concentration on the foreground, resulting in minimal interest or appreciation of the view (e.g. people at work), motorists travelling not for the specific enjoyment of the scenery or people engaged in sports or recreation where the focus is more on the activity rather than the view; Receptors are more likely to be of low sensitivity where visual amenity is not the principal reason for them to be present or where the quality of the existing view is poor (e.g. industrial areas or derelict land).

Magnitude of Change

2.26 Each effect on a receptor needs to be assessed in terms of its size or scale, the geographical extent of the area influenced, and its duration and reversibility. The assessment includes consideration of the magnitude of change the proposed Development would exert on the receptor because of:

- the proximity of the proposed Development to the receptor – generally the magnitude of effect reduces with increasing distance as it progressively exerts less influence;
- the extent to which the proposed Development can be seen, and the extent to which landform, woodland, buildings etc. intervene; and
- the visibility of the proposed Development and its resulting effects on character.

2.27 The assessment of the magnitude of change upon visual amenity as a direct result of the Development depends upon several factors including:

- the scale of change in the view with respect to the loss and/or addition of new features;
- the degree of contrast, or integration of/ compatibility with any new features with existing features in the view;
- the duration of the effect (temporary or permanent, intermittent or continuous). Temporary effects are considered to be less significant than longer term or permanent effects. Therefore, magnitude is more likely to be higher if the change is long-term or permanent and low if change is short-term or temporary.
- the distance of the receptor from the source of the effect;
- the angle of view and presence of intervening vegetation or features;
- the dominance of the impact feature in the view; and
- seasonal variation.

2.28 It is generally assumed that the visual effects of the proposed Development would reduce as viewing distance increases. However, the magnitude of visual effects at any given distance will vary according to a range of factors. These include the extent of the new buildings and structures that would be visible; their position in the view; the presence of other conspicuous features; and the extent to which views of the proposed Development would be screened or filtered by intervening landform or by landscape elements such as trees, woodlands, hedgerows, or built structures; and the extent of mitigation planting.

2.29 The assessment assumes that the change would be seen in clear visibility and under appropriate lighting conditions and considers:

- the attributes of the landscape where the development would be sited (i.e. the scale and character of the landscape in which it would be viewed; the presence or absence of features; and the scale/enclosure within the field of view);
- the design and siting of the Development itself; and
- the atmospheric conditions prevalent at the time of viewing.

2.30 Criteria used to determine the magnitude of predicted landscape and visual amenity effects range from Negligible to Major and are set out in **Table 3**.

Table 3: Magnitude Criteria

Magnitude of Change	Criteria	
	Landscape Receptor	**Visual Receptor**
Major	All / most key characteristics / features / elements of the landscape would be affected within a localised area. Limited change in landscape characteristics over an extensive geographical area. The proposal would be completely incompatible or inconsistent with the area and its surroundings.	Extensive change to baseline view and/ or loss of key visual features. Introduction of anomalous and highly prominent or dominant new elements.
Moderate	Some key characteristics/ features/ elements would be affected within a localised area. Limited change in landscape characteristics over a wider area without compromising the overall integrity of the landscape. The proposal would introduce some notable elements which would be inconsistent with the existing character which would affect a limited area of the landscape.	Notable change to baseline view (e.g. partial loss of key visual features). Introduction of prominent, but essentially localised new features or elements.
Minor	Very few key characteristics/ features/ elements would be affected. The proposal would introduce some elements which would affect a very limited number of key characteristics/ features/ elements within a localised area of the landscape.	Minimal change to baseline view (e.g. limited loss of visual features), changes are evident, but not especially prominent and are generally localised.
Negligible	No discernible change to the key characteristics of the landscape character; Could include a minimal degree of change within a highly localised area of the landscape.	Barely perceptible change to baseline view and/ or very brief exposure to view.
No Change	No change to Landscape character	No change to Visual Amenity

Significance of Effect

2.31 The two principal criteria determining significance are the sensitivity of the receptor to change as a result of the proposed Development, and the magnitude of the impact or effect. Both are considered together to determine the significance of the landscape and visual effect, which can be adverse, beneficial or neutral, as shown in **Table 4**.

Table 4: Significance of Effect Matrix

		Sensitivity to Change		
		High	**Medium**	**Low**
Magnitude of Change	**Major**	Major Adverse / Beneficial	Major Adverse / Beneficial	Moderate Adverse / Beneficial
	Moderate	Major Adverse / Beneficial	Moderate Adverse / Beneficial	Minor Adverse / Beneficial
	Minor	Moderate Adverse / Beneficial	Minor Adverse / Beneficial	Minor Adverse / Beneficial
	Negligible	Negligible	Negligible	Negligible
	No Change	None	None	None

2.32 Adverse effects are considered to be changes that are detrimental in terms of reducing the quality of the landscape resource or a receptor's views, whereas beneficial effects are changes that enhance the quality of the landscape resource or a receptor's views.

2.33 Effects which are assessed as 'moderate' or 'major' are considered to be 'significant' for the purposes of this assessment and are shown in bold. Effects which are assessed as 'minor' or 'negligible' are considered to be 'not significant'. Where it is deemed the proposed Development would have no discernible effect on the quality of the landscape or the receptor's views a neutral classification is assigned. A textual description of landscape and visual effects is given in **Table 5**.

Table 5: Description of Significance of Effects

Significance of Effect	Landscape Character	Visual Amenity
Major Adverse	The Development is at considerable variance with the scale, landform and pattern of the landscape, and/or there is a total or major loss of key characteristics.	The Development would be visually intrusive and would cause substantial deterioration and / or adverse change in the existing view / general visual amenity of the area.
Moderate Adverse	The Development is out of proportion and does not fit with the scale, landform and pattern of the landscape, and/or damages quality, with a loss of key characteristic features.	The Development would be visually intrusive and would cause noticeable deterioration and / or adverse change in the existing view / general visual amenity of the area.
Minor Adverse	The Development fits within the scale, landform and pattern of the landscape however, there is some loss of quality or characteristic features.	The Development would cause limited visual intrusion and would cause minor deterioration and/ or adverse change in the existing view / general visual amenity of the area.
Negligible	The Development has no easily discernible effect on landscape character.	The Development would cause no easily discernible change to visual amenity and key views.
Minor Beneficial	The Development would complement the scale, landform and pattern of the landscape, whilst contributing to the existing character.	The Development would result in minor improvement and/ or positive changes to key views/ visual amenity of the area.
Moderate Beneficial	The Development would fit in well with the scale, landform and existing pattern of the landscape, and maintain and/or enhance the existing landscape character.	The Development would create a very noticeable improvement and / or positive change in key views / visual amenity of the area.
Major Beneficial	The Development would fit in very well with the scale, landform and existing pattern of the landscape, and bring considerable enhancements.	The Development would create a substantial improvement and enhancement of key views / visual amenity of the area.

3. Landscape and Visual Planning Policy Context

National Planning Policy

National Planning Policy Framework (2021)

3.1 The National Planning Policy Framework (NPPF)[4] sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their local planning authority can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

3.2 Section 2 of the NPPF highlights the importance of achieving sustainable development with three overarching objectives including an environmental objective. New development needs '*to contribute to protecting and enhancing our natural, built and historic environment*'.

3.3 Section 8, of the NPPF, paragraph 98 identifies the requirement for '*access to a network of high quality open spaces*'.

3.4 Section 11 of the NPFF identifies that planning policies and decisions should support development that makes efficient use of land, taking into account:

- '*the desirability of maintaining an area's prevailing character and setting (including residential gardens), or of promoting regeneration and change*'.
- '*encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside*'.

3.5 Section 12 of the NPPF identifies '*good design*' as a key aspect of sustainable development which should create '*better places in which to live and work*'. The guidance sets out six objectives/ principles that planning policies and decisions should ensure that proposed developments:

- *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)*
- *establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- *optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- *create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'*

3.6 Paragraph 132 states that '*design quality should be considered throughout the evolution and assessment of individual proposals*'.

3.7 Paragraph 134 infers that '*poor design*' of a development would be refused specifically those that '*fail to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents*'.

3.8 Section 15 of the NPPF focuses on opportunities for development to enhance the natural environment. Paragraph 174 sets out approaches to promoting the natural environment.

- *'protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan)';*
- *'recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland';*
- *'maintaining the character of the undeveloped coast, while improving public access to it where appropriate;*
- *'minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures';*
- *'preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans'; and*
- *'remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate'.*

3.9 Within Section 16 Conserving and enhancing the historic environment, the NPPF suggests that the planning system should contribute to and enhance the historic environment by taking into account '*the desirability of new development making a positive contribution to local character and distinctiveness*' and '*opportunities to draw on the contribution made by the historic environment to the character of a place*'.

Local Planning Policy

Local Plan

3.10 The Development is situated within the planning jurisdiction of Wiltshire County Council and within the administrative boundary of Chippenham Council.

Wiltshire Core Strategy (2015)[5]

3.11 The following core policies are relevant to the LVIA, which include the development proposals and the baseline of the study area.

3.12 Objective 5: protecting and enhancing the natural, historic and built environment

3.13 Core Policy 51 - Landscape states that, '*Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any 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.*'

3.14 Core Policy 52- Green Infrastructure states that, '*Development shall make provision for the retention and enhancement of Wiltshire's green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to*:

- *retain and enhance existing on Site green infrastructure;*
- *make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards;*
- *put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development;*
- *provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy; and*
- *identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.*'

3.15 Core Policy 57- Ensuring high quality design and place shaping states that, '*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 complementary to the locality.*'

3.16 It also states that, '*Applications for new development must…demonstrate how the proposal*

4 Ministry of Housing (July 2021). Communities and Local Government, National Planning Policy Framework.

5 Wiltshire Local Development Framework. Wiltshire Core Strategy. January 2015. Found at: untitled (wiltshire.gov.uk)

will make a positive contribution to the character of Wiltshire through:

- *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;*
- *the retention and enhancement of existing important landscaping and natural features, (e.g. 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; and*
- *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 being sympathetic to and conserving historic buildings and historic landscapes.'*

3.17 Core Policy 58 - Ensuring the conservation of the historic environment states that,

- *'Development should protect, conserve and where possible enhance the historic environment.'*
- *'Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance, including:*
- *buildings and structures of special architectural or historic interest'*

Wiltshire Housing Site Allocations Plan (WHSAP), February 2020[6]

3.18 The WHSAP is intended to support the delivery of new housing set out in the Core Strategy. The WHSAP includes two allocated Sites that are situated (or part situated) in the North Bradley parish boundary within the Site the study area, which are subject to current live applications:

- Site H2.2 (adjacent to the White Horse Business Park – 20/03641/OUT & 20/05805/OUT); and
- Site H2.6 (Southwick Court – 20/00379/OUT).

3.19 Section 5 of the WHSAP sets out that; '*Landscaping will be provided at boundaries and throughout each Site retaining and reinforcing as much as possible of existing hedgerow and tree cover. This will often be required in order to establish a visual boundary to a settlement and so help preserve the settlement's character and appearance in the wider landscape as well as protect the amenity of adjoining uses.'*

Chippenham Neighbourhood Plan, 2023-2036, Pre-Submission Draft, February 2022[7]

- 'Protecting ancient trees or trees of arboricultural value, and where appropriate enhancing woodlands, in accordance with the requirements of Policy GI4;'
- 'Demonstrating how development proposals for sites adjacent to existing green spaces and to open countryside will provide an appropriate and sensitive interface or 'buffer' through their layout and/or landscape design so as to minimise negative impacts on these existing habitats and retain the overall ecological integrity and habitat networks;'

3.20 Policy GI3 – Green Corridors states that, '*All development located within, or adjacent to, the Green Corridors identified on Figure 6.3 must be designed to protect and enhance these Corridors by:*

- *Ensuring that it will not compromise the integrity of Green Corridors and their principal open space use and function for wildlife and biodiversity, visual amenity, and movement networks;'* and
- *'Ensuring that wherever possible new open space connects to a Green Corridor;'*

3.21 Policy GI4 – Trees, Woodlands and Hedgerows states that, '*Proposals should seek to protect existing trees, woodland and hedgerows and avoid removal wherever possible. In particular, ancient, veteran and mature trees or trees and hedgerows of ecological, arboricultural or amenity value should be retained*.'

3.22 Policy GI5 – Green Buffer states that '*Masterplanning for strategic development sites in Chippenham will make provision for the following design elements:'*

- *'Urban fringe will be screened with dense tree planting that will effectively protect views from the countryside towards Chippenham during all times of the year.'*

6 Wiltshire Housing Site Allocations Plan: Adopted February 2020. Found at: Wiltshire Housing Site Allocations Plan: Adopted February 2020

7 Chippenham Neighbourhood Plan 2023-2036, Pre-Submission Draft, February 2022. Found at: CTC_0803_Draft_Neighbourhood_Plan.pdf (chippenhamneighbourhoodplan.org.uk)

4. Landscape and Visual Baseline

Existing Environment

Topography and drainage

4.1 The analysis of the terrain of the Site and study area is illustrated on **Figure 2**.

4.2 The Site has a subtle undulating formation which slopes gently down from the north to the south where is leads towards a watercourse that meanders south east of the Site. The ground then rises to 125m AOD at Bencroft Hill approximately 2.5km north east of the Site and to 126m AOD at Derry Hill approximately 2km south east of the Site.

4.3 The River Avon is located approximately 840m north west of the Site of which including its catchment falls within flood zones 2 and 3. The River Marden, approximately 1,370m north east of the Site and its catchment also falls within flood zones 2 and 3. Pudding Brook connects with the River Marden and is the closest watercourse to the Site.

Land use, land cover

4.4 The Site covers approximately 7ha and comprises pastoral fields. An electricity pylon is located just outside of the Site boundary to the east of the Site adjacent to the access road leading to Stanley Park. The electricity line passes across the northern part of the Site and across the fields, separating the east and west parts of the study area.

4.5 The immediate surrounding area comprises urban development to the edge of Chippenham and Pewsham to the south west, Abbeyfield School to the north, Stanley Sports Ground to the north east and pastoral fields to the south east with further pastoral and arable fields extending beyond the immediate landscape to the north, east and south. Public rights of way routes traverse throughout the area.

4.6 There is currently an existing private access to the Site from Stanley Lane to the north.

Trees, woodland, hedgerows & vegetation

4.7 Mature densely covered hedgerows with trees bound a large proportion of the Site and surrounding fields. Some gappy hedgerows provide a buffer between the boundary of the Site and the rear of properties along London Road (A4) and Stanley Lane south west and west of the Site.

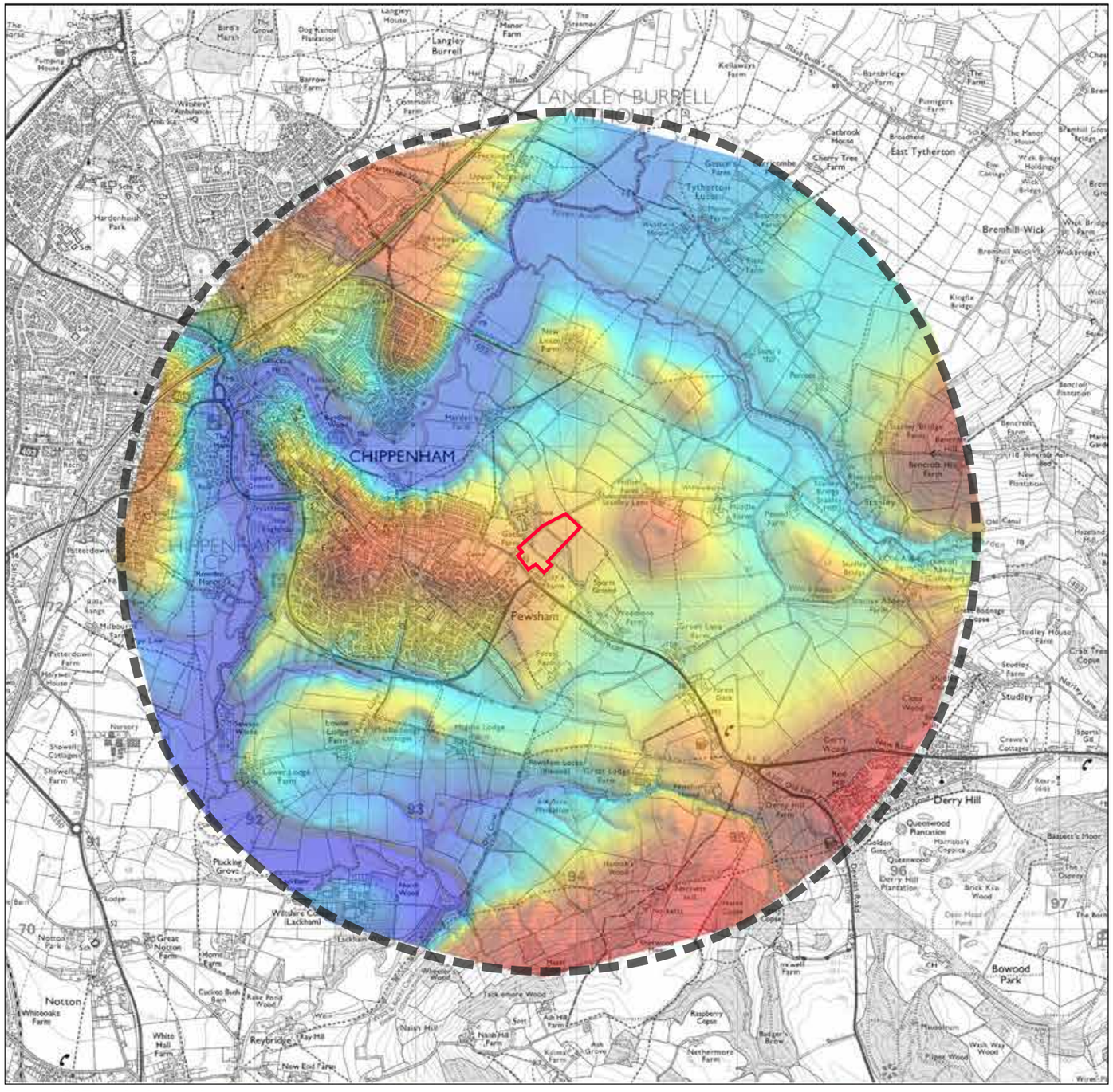


Figure 2: Terrain Analysis

4.8 The study area comprises mainly pastoral fields and some arable fields, dense boundary hedgerows with intermittent trees to the north, east and south, with some pockets of woodland interspersed between fields to the south and east and larger blocks of woodland to the south east including Close Wood and Lackham Wood Ancient and Semi Natural Woodland to the edge of the study area. To the west and north west is mainly an urban setting. The site is separated from wider open countryside by Abbeyfields School on Stanley Lane, Stanley Park Sports Ground to the south-east, pylon lines crossing north to south and through the Site, London Road and housing to the western edge of Pewsham.

Settlements

4.9 The Site adjoins the western edge of Pewsham, a suburb of Chippenham. Smaller settlements within the study area include Tytherton Lucas approximately 1.5km north east, Stanley approximately 1.9km east and Derry Hill approximately 2.6km south east of the Site. Various farms and isolated properties are scattered within the study area to the north, east, south and south west.

4.10 The Site is surrounding by residential development along London Road south west of the Site and several properties adjoining the Site along London Road and Stanley Lane to the south west and southern corners of the Site. Abbeyfield School is adjacent to the northern boundary of the Site along Stanley Lane. Stanley Sports Ground bounds the north east portion of the Site.

Communications

4.11 The Site sits alongside Stanley Lane and London Road (A4) with the access road leading to Stanley Sports Ground crossing through the central portion of the Site. The A4 provides connections to Chippenham and Calne and connects with the A342 further south linking with settlements such as Devizes further afield. Chippenham train station is served by Great Western Railway which passes through Chippenham approximately 2km north west of the Site.

4.12 The area is served by a network of Public Rights of Way (PRoW) and this is discussed further in section ‘Designations and Landscape Features’.

Designations and Landscape Features

4.13 As shown through MAGIC[8] and Wiltshire Core Strategy[9] local mapping sources, designations and landscape features are evident throughout the study area and these are illustrated on **Figure 3**.

4.14 There are no statutory or non-statutory designations of landscape relevance within the Site, however Gate Farmhouse Grade II Listed Building adjoins the south-west corner of the Site boundary.

Designations

4.15 Statutory designations noted below are within the 2.5km study area:

- Bencroft Hill Meadows Site of Special Scientific Interest (SSSI), approximately 2km east of the Site.
- Kellaways – West Tytherton, River Avon SSSI, approximately 2km north of the Site.
- Close Wood Ancient and Semi Natural Woodland, approximately 2km south east of the Site.
- Lackham Wood Ancient and Semi Natural Woodland, approximately 2.1km south west of the Site.
- Mortimore's Wood Local Nature Reserve (LNR), approximately 1.7km west of the Site.

4.16 There are also a number of Statutory Grade II and few and II* Listed Buildings within the 2.5km study area, which date back to the 17th century or earlier. The majority of these include buildings within Chippenham, Rowden, Thytherton Lucas and Derry Hill Conservation Areas. There are also several current or former farmhouses or buildings. Only those within 1km of the Site have been shown on **Figure 3** due to proximity to the proposed Development, however it is likely that only the setting of Gate Farmhouse adjoining the south-west boundary of the Site will be affected. Refer to Historic Environment Desk Based Assessment by Wessex Archaeology for assessment in relation to the setting of any heritage assets.

8 Multi-Agency Geographic Information for the Countryside (MAGIC) web Site. Found at: Magic Map Application (defra.gov.uk).

9 Wiltshire.gov.uk. Found at: Wiltshire Core Strategy (arcgis.com)

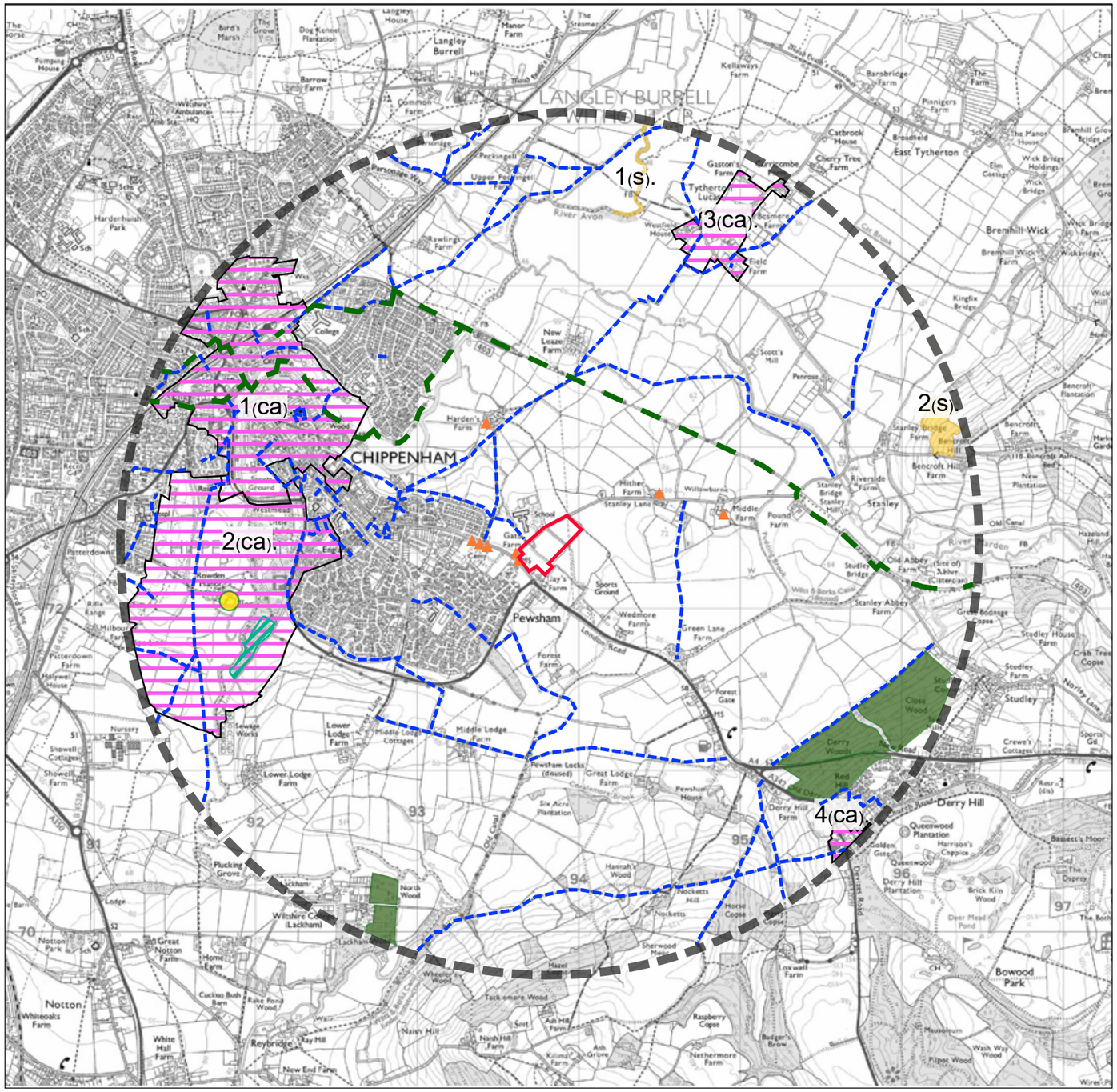


Figure 3: Landscape Designations and Access Routes

4.17 The listed buildings noted below are in close proximity to the Site and the setting of which have the potential to be effected by the proposed Development:

- Grade II listed Gate Farmhouse and Milestone about 25m south east of Gate Farmhouse adjoin the western corner of the Site on Stanley Lane.
- Grade II listed Milestone about 25m south east of Gate Farmhouse adjoins the south west corner of the Site on Stanley Lane.

4.18 The listed buildings noted below are within 1km of the Site:

- Cluster of grade II listed buildings associated with Chippenham Cemetery approximately 270m west of the Site along London Road;
- Grade II listed Harden's Farmhouse, approximately 780m north of the Site which connects with a PRoW route;
- Grade II listed Hither Farm Cottage, approximately 500m east of the Site along Stanley Lane; and
- Grade II listed Middle Farmhouse, approximately 840m east of the Site along Stanley Lane;

4.19 Local designations noted below are shown on the Wiltshire Core Strategy interactive mapping and are within the 2.5km study area:

- Chippenham Conservation Area (CA), approximately 1.3km west of the Site;
- Tytherton Lucas CA, approximately 1.8km north east of the Site;
- Rowden CA, approximately 1.1km west of the Site; and
- Derry Hill CA, approximately 2.4km south east of the Site.

Public Right of Way (PRoW), Cycle Routes and Walking Routes

4.20 The closest public footpath to the Site connects with Stanley Lane, which passes adjacent to the north west boundary of the Site and connects with footpaths leading to Chippenham and then further afield into surrounding landscape, including other PRoW routes to the north as well as National Cycle Route 403, approximately 860m north of the Site.

There are also various other PRoW routes including public footpaths and public bridleways criss crossing through the study area, with a high proportion linking up with Derry Hill and Grade I Listed Bowood Registered Park and Garden to the south, just outside the study area. There are also paths along London Road and Stanley Road that pass to the north, west and through the centre of the Site along Stanley Sports Ground access road adjacent to the Site boundaries.

Landscape Character Baseline

National Character

4.21 The National Character Area (NCA) profiles produced by Natural England identify the Site and study area to sit within NCA 117 'Avon Vales' [10]. Key characteristics of relevance to the study area include:

- *'Small and medium sized fields with mostly hedgerow boundaries with few hedgerow trees, varying in shape from irregular piecemeal enclosure to rectilinear planned enclosure.'*
- *'Numerous low ridges with local views over towns and villages.'*
- *'Transport corridors along roads and watercourses, heavily influential on all development in the NCA.'*

Regional Character

4.22 The 2.5km study area sits within the regional character type 'Landscape Character Type 7: Wooded Greensand Hills'. The Character Area within Type 7 in which the study area sits includes '7C: Bowood Greensand Hills' as noted in The Wiltshire Landscape Character Assessment . The key characteristics of relevance to the study area include:

- *'Hills support a large proportion of woodland, both deciduous and coniferous.'*
- *'An undulating clay vale with a mix of arable and pasture.'*
- *'High level of survival of small and irregular fields with indented outlines around many of the areas of woodland that is typical of early enclosure and assart incursions.'*
- *'Presence of substantial areas of ancient woodland, along with other important nature conservation habitat types including wet woodland and meadow'.*
- *'Villages of stone dwellings nestle hidden in the shelter of the deep valleys cut through the Greensand.'*
- *'Sunken lanes, enclosed by high banks, shaded by trees and rich in wild flowers, give strongly framed views over the adjacent open vales adding to the sense of a small scale, intimate landscape*.'

4.23 The 2.5km study area sits within the regional character type 'Landscape Character Type 8: Limestone Ridge'. The Character Area within Type 8 in which the study area sits includes '8A: Swindon-Lyneham Limestone Ridge' as noted in The Wiltshire Landscape Character Assessment. The key characteristics of relevance to the study area include:

- *'Level hill tops contrast with steep slopes down to the surrounding clay lowland.'*
- *'Predominantly a pastoral landscape with some arable fields.'*
- *'Large fields with a network of hedgerow with numerous hedgerow trees.'*
- *'Scattered tree clumps and woodland blocks, with some ancient woodland.'*
- *'A settled landscape with a number of large villages, several smaller settlements and scattered farmsteads.'*
- *'Panoramic views from higher ground, particularly from the western scarp slopes.'*

4.24 The 2.5km study area sits within the regional character type 'Landscape Character Type 12: Open Clay Vale'. The Character Area within Type 12 in which the study area sits includes '12B: Avon Open Clay Vale' as noted in The Wiltshire Landscape Character Assessment. The key characteristics of relevance to the study area include:

- *'Level land form with wide open skies and views to ridges and downs.'*
- *'Pastoral land use with some arable.'*
- *'Large scale geometric fields with hedgerows or open drainage channels defining boundaries.'*
- *'Settlement pattern varies from large towns and small scattered villages to sparse farmsteads.'*
- *'Crossed by major transport corridors, and a network of minor roads linking settlements.'*
- *'Wide open skies and views to ridges and downs'*
- *'Rich variety of rivers, tributaries, drainage channels and open water bodies, including scarce marl water habitats.'*
- *'Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).'*
- *'Villages and farmsteads with vernacular mix of local stone and brick.'*
- *'Visible archaeology in Roman roads, pattern of medieval villages, long established grazing meadows, and the Kennet and Avon Canal corridor.'*

10 Natural England National Character Area Profiles, National Character Area 117 – Avon Vales. Found at: Avon Vales – Natural England (nationalcharacterareas.co.uk)

Local Character

Site Character Analysis

4.25 For the purposes of this assessment, four Landscape Character Areas have been identified with specific regard to the geographical extent of the study area and the context of the Site. The LCA's are described in **Table 6** and illustrated on **Figure 4**.

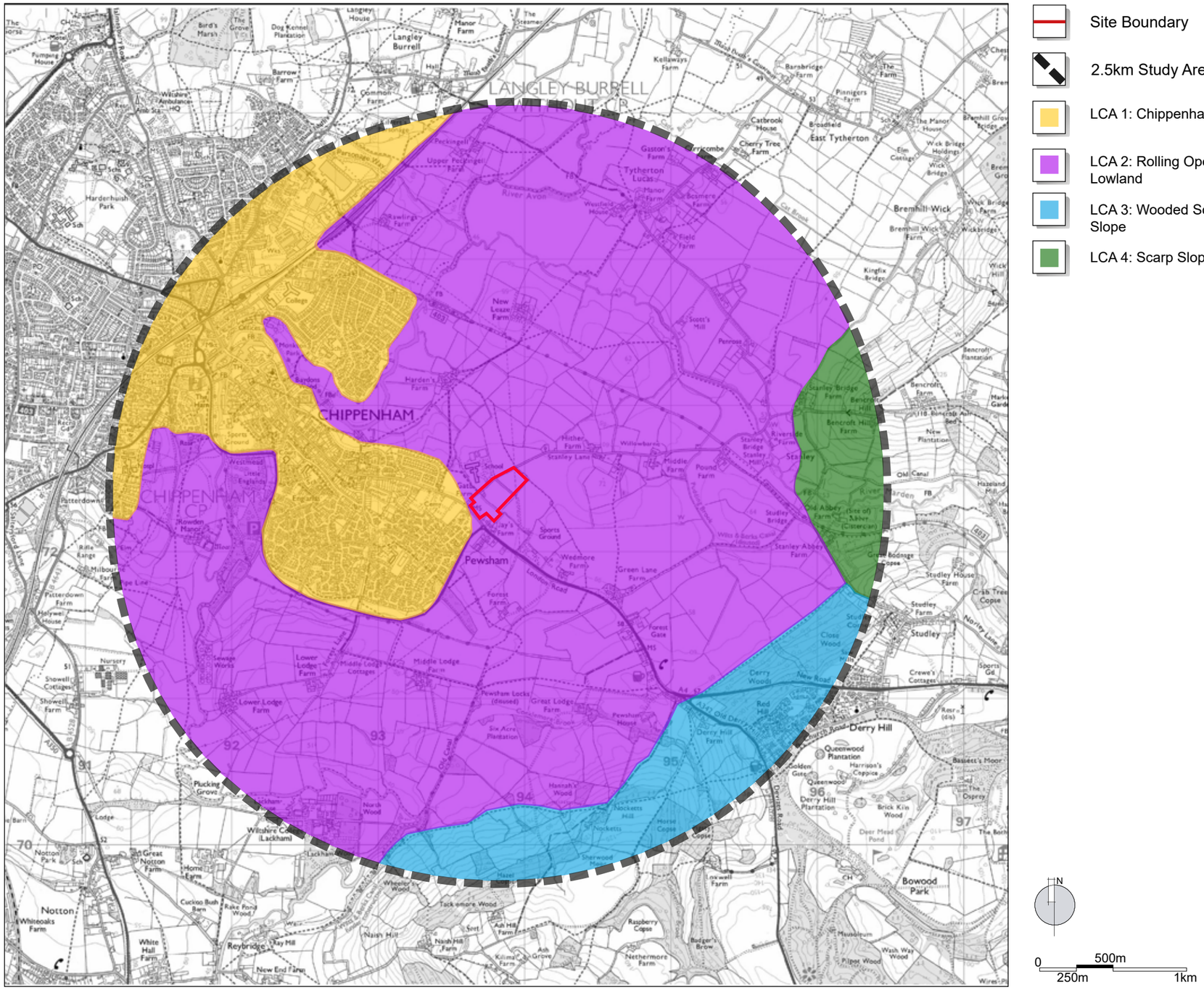


Figure 4: Landscape Character Areas

Table 6: Landscape Character Areas

Landscape Character Area	Definition	Sensitivity
LCA 1 Chippenham	Chippenham Character area covers the north and north western area of the study area and falls within regional LCA 12b. Chippenham is a large urban settlement with significant infrastructure networks, with the town being a gateway to cities such as Bath and Swindon. The western edge of Chippenham is dominated by suburban housing in Pewisham and retail shops and is served by the A4, A420 and the Great Western Railway line linking up this area with surrounding areas. Properties on the south western edge of Chippenham afford pleasing views towards agricultural fields to the south and east. The locally designated Conservation Areas of Chippenham and Bowden define much of the central and parts of the southern extents of Chippenham LCA with Listed Buildings clustered within Chippenham CA. The River Avon which meanders through the central part of this LCA has distinctive landscape features along the river corridor. Aside from the designated areas, the LCA is largely undesignated with some distinctive characteristics and therefore it is considered to be a landscape that is capable of tolerating moderate levels of change.	Medium
LCA 2 Rolling Open Lowland	This local LCA falls within regional LCA 12b which covers the Site itself and majority of the study area. It is characterised as a rural lowland landscape with wide open views across to ridges. Settlements comprise of small villages, scattered farmsteads and dwellings as well as a secondary school. The A4 crosses through the central portion of this LCA and serves as the main transport link providing connections to the wider area, however the roads within the village and surrounding area are largely minor and rural. Various PRoW pass through the landscape, however views are largely close range due to the undulating topography and hedge lined fields. There are some distinctive characteristics including mature tree and hedge lined lanes and fields with pleasing views to surrounding open agricultural fields with various designated Grade II listed buildings dotted around the landscape, primarily associated with current and former farmhouses. Tytherton Lucas Conservation Area is located to the north of the LCA with several listed buildings. The River Avon, River Marden and associated watercourses meander through this landscape to the west, north and north east which connect with Chippenham and the wider landscape. Linear belts of trees line these corridors, with dense coverage especially prominent along the north eastern sections of the River Avon and River Marden and south western section of the River Avon, which forms a distinctive backdrop within the localised rural landscape. Aside from the designated areas, the LCA is largely undesignated with some distinctive characteristics and therefore it is considered to be a landscape that is capable of tolerating moderate levels of change.	Medium
LCA 3 Wooded Scarp Slopes	This local LCA falls within regional LCA 7c. It is a largely wooded landscape on steep scarp slopes which rise to a height of 129m AOD, which make up the south east extent of the study area. The designated Close Wood Ancient and Semi Natural Woodland forms a distinctive feature of this LCA to the edge of Studley village and locally designated Derry Hill Conservation Area. The LCA connects with Bowood Grade II Registered Park and Garden, which is just outside the study area. There are various Grade II Listed Buildings scattered along the A4 and within Derry Hill. The landscaped parkland of Bowood estate and Derry Hill contribute to the character of the area, albeit falling just outside the LCA. PRoW routes criss cross through the slopes where intermittent gaps in woodland afford some glimpsed views across the rolling open lowland towards Chippenham, however much of these are filtered by intervening tree cover. Aside from the designated landscapes and features, the busy A432 and A4 roads disrupt some of the tranquillity of this landscape and due to the contained nature of this LCA it is considered to be a landscape that is capable of tolerating moderate levels of change.	Medium
LCA 4 Scarp Slopes	This local LCA falls within regional LCA 8a. The land rises quite steeply to 125m AOD at its highest point to the east of the study area which affords panoramic views across the rolling open lowland of LCA 2 and edge of Chippenham to the west. Bencroft Hill SSSI and Grade II listed Bencroft Farmhouse at the edge of the SSSI are located to the highest point of this LCA along Stanley Lane on the steep scarp slopes. Few PRoW pass through this LCA and views from these locations are largely screening by blocks of intervening woodland at Bencroft Hill and on scarp slopes. Due to the presence of the designated landscape and heritage asset combined with open panoramic views towards the wider rural in a largely unspoilt landscape, it is considered that changes or disruptions to this landscape would be noticeable and difficult to mitigate or restore.	High

Summary of Landscape Baseline

4.26 The Site sits within a gently rolling lowland landscape of existing arable and pastoral fields to the eastern edge of Chippenham and centres around the watercourses of the River Avon and River Marden. The land then rises quite steeply to the east and south eastern edge of the study area. The field boundaries are lined with dense hedgerows and trees, many of which are mature in size. Linear belts trees and woodland blocks of varying sizes are distinctive features along the river corridors and on the steep slopes. The urban fringe of Chippenham forms the backdrop towards this part of the study area and defines much of the character area to the west. PRoW are scattered in and around the 2.5km study area, including National Cycle Route 403. There are a various designated heritage assets including a number of Grade II and few Grade II* listed buildings. The National and Regional character areas describe the existing Site and localised area as an undulating clay vale with a mix of arable and pasture with large fields and a network of hedgerows and hedgerow trees with panoramic views from higher ground. It is also described as having scattered tree and woodland blocks with some ancient woodland and a rich variety of rivers and tributaries. It also describes it as a landscape that has several smaller settlements and scattered farmsteads. This aligns well with the local landscape character, albeit the local landscape has a significant focus on Chippenham as this sets the backdrop to much of the LCA.

Visual Baseline

4.27 **Figure 5** illustrates the theoretical visibility of the Site, based on the existing baseline and the Development with all proposed dwellings at 3 storeys high with roofs to represent a worst-case scenario. The ZTV is colour coded to assist with the analysis of visibility whereby strong, dark green colouration represents up to 100% of the Development being theoretically visible and pale, light green colouration represents no theoretical visibility of the Development. Intermediate gradation of colour ranging from darker green to lighter green represents a range of theoretical visibility from high to low potential visibility respectively.

4.28 The visual analysis has identified the following principal receptor groups which may be sensitive to visual change due to Development occurring on Site:

- PRoW and footpath users on and connecting with Stanley Lane;
- Users of National Cycle Route 403;
- Residents along London Road (A4);
- Pedestrians along London Road (A4);
- Residents on Stanley Lane;
- Recreational users of Stanley Sports Ground; and
- Motorists along Stanley Lane

4.29 Views which are considered to be representative of the above receptors are described in **Table 7** and locations shown in **Figure 5** with images of these views on **Figures 6, 8, 10, 12 and 14.**

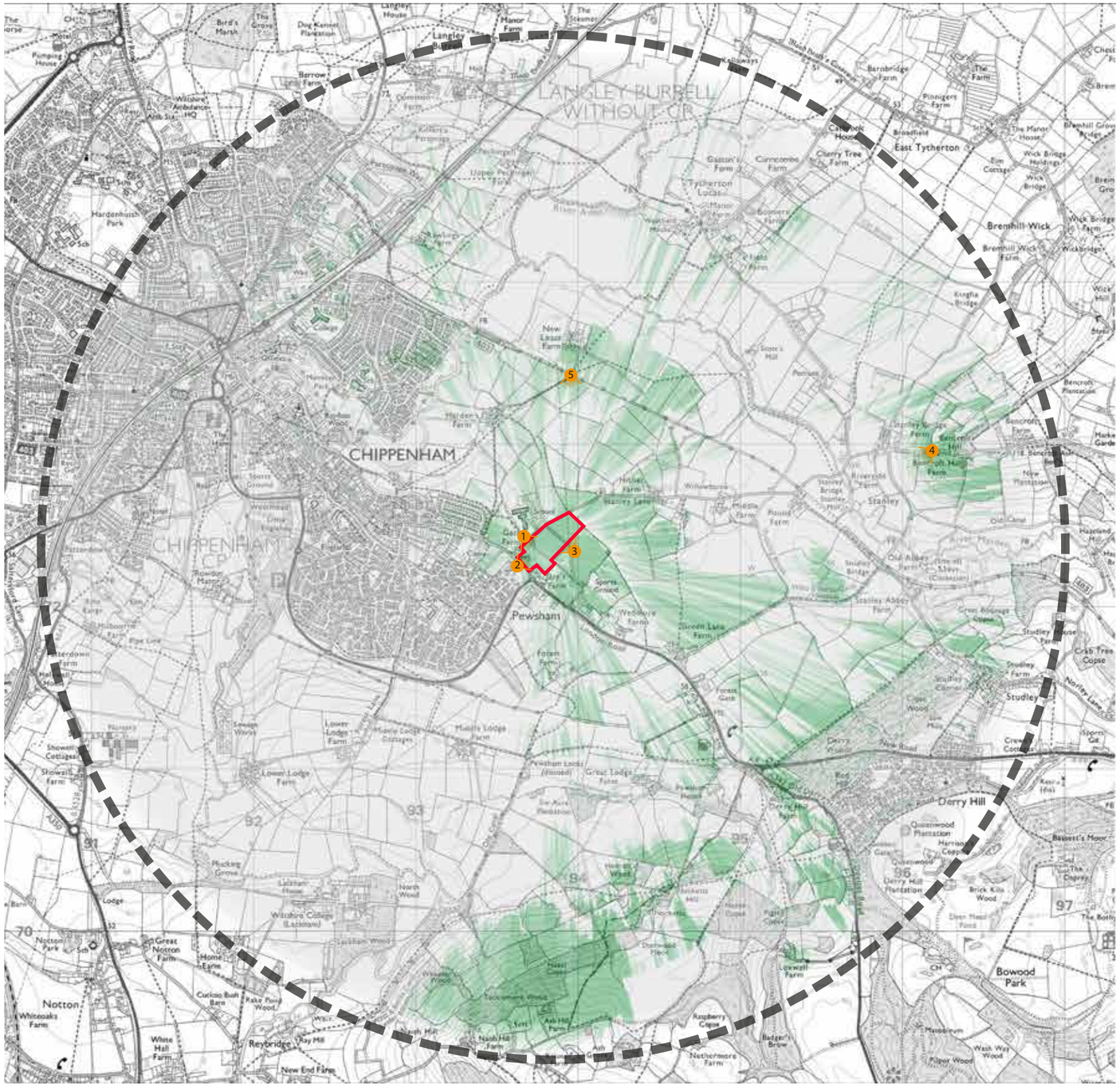


Figure 5: ZTV and Viewpoint Locations

Site Boundary

2.5km Study Area

Potential Viewpoint Location

Key for Theoretical Visibility:

- High potential Visibility
- Low potential visibility
- No Visibility

The Zone of Theoretical Visibility (ZTV) uses a Digital Surface Model (DSM) which is overlain on a 1:25,000 Ordnance Survey base map. The ZTV map indicates the potential area from which visibility of the existing site might be possible. The ZTV map is based on the baseline surface model which does not account for the effects of the proposed development. The ZTV map does not account for the likely orientation of a viewer for example when travelling in a vehicle nor does it account for the diminishment of visibility with increased viewing distance caused by the limitations of the human eye and prevailing atmospheric conditions. As such, the ZTV is an over-estimate of the extent of visibility. It is an assessment tool but should not be considered an absolute measure of visibility and does not represent the visual impact.

This ZTV is based on the development being 3 storey high.

N

0 250m 500m 1km

Table 7: Representative Views

Viewpoint Number	Approximate coordinates and distance from Site	Description of View	Visual Receptors	Sensitivity to Change
1	X: 209227 Y: 514506 Distance from Site: approx. 20m.	View from PRoW connecting with Stanley Lane along north western boundary of Site looking towards south east into the Site.	Users of PRoW	Medium
			Users of footpath along Stanley Lane	Medium
2	X: 209348 Y: 514496 Distance from Site: approx. 30m.	View from footpath along London Road (A4) looking north east towards the Site.	Users of footpath along London Road	Medium
			Residents along London Road	High
3	X: 514501 Y: 208827 Distance from Site: approx. 30m.	View from footpath along access road within Stanley Sports Ground looking north west towards the Site.	Recreational users of Stanley Sports Ground	Low
4	X: 514553 Y: 205439 Distance from Site: approx. 2.3km	View from Stanley Lane adjacent to Bencroft Hill Farm Cottage looking west towards the Site.	Road users of Stanley Lane	Medium
			Residents of Bencroft Hill Farm	High
5	X: 514597 Y: 208823 Distance from Site: approx. 880m.	View from PRoW, National Cycle Route 403 and access to New Leaze Farm looking south towards the Site.	PRoW users	High
			National Cycle Route 403 users	High
			Residents of New Leaze Farm	High

Visual Analysis

4.30 From the north, views are restricted to few PRoW and National Cycle Route users and few residential properties, most of which are heavily screened by undulating topography mature trees and boundary hedgerows to the surrounding farmland. Pylons and electricity lines cross the landscape and are visible from the north, but do not deter from a relatively unspoilt view. Views are mainly localised and include close range viewpoints along Stanley Lane, adjacent to the Site. From this direction the Site is relatively contained and have localised viewpoints.

4.31 From the east, views are limited to close range viewpoints immediately adjacent to the Site, including users of Stanley Sports Ground and those on higher ground with far reaching panoramic views from the furthest point of the study area. Due to the distance from the Site, long-range views experience partially glimpsed views of the Site and the edge of Pewsham and Chippenham beyond this forming a distant glimpsed backdrop. A pylon is evident within the foreground view when facing along Stanley Sports Ground access road which detracts from the view due to the proximity and size, Smaller electricity poles are present in the foreground from the distant views, which given their size, do not detract from the view.

4.32 From the south, views are screened by undulating topography and dense vegetation cover, including dense tree and hedge lined fields and woodland blocks. Any longer distance views on higher ground at Derry Hill will not be evident due to substantial woodland and tree cover and intervening buildings. The busy A4 and A342 are also detracting features in the landscape.

4.33 From the west, views are restricted to the immediate vicinity to those along London Road on the edge of Pewsham due to intervening buildings and vegetation cover. Views into the Site from here are glimpsed due to a mature hedgerow bounding the south western portion of the Site.

Summary of Visual Baseline

4.34 The relatively flat topography and intervening features limit the visibility of the Site within the study area. The well-established boundary vegetation of the Site and surrounding fields as well as the densely vegetation watercourse corridors located in the study area and intervening buildings, considerably reduces the visibility of the Site. Overall, views of the Site are restricted to the immediate vicinity with few mid-range and long-range views which experience glimpsed views of the Site through gaps in vegetation. Electricity pylons that are interspersed within the landscape detract slightly from the visual amenity. During the winter months these views will be more prominent due to leaf loss.

5. Proposed Development

5.1 The assessment of potential effects is based on document '22548/3200C Illustrative Masterplan' and associated Parameter Plans, within the Design and Access Statement which is being submitted as part of the Outline Planning Application for a residential development extending the outer fringes of Pewsham and Chippenham.

5.2 An assessment of the effects resulting from the proposed Development 'during construction' and 'operational' phases are separately presented in this report. In reality, there may be some overlap between construction operations and operational phases of the Development. However, temporary and permanent effects were considered within the phase where the main magnitude of change arises.

5.3 Images showing the approximate extent of the proposed Development are shown on **Figures 7, 9, 11, 13 and 15.**

Construction

5.4 During the construction phase the proposed Development is likely to give rise to a number of localised changes to the landscape character and visual amenity, arising from site preparation and construction activities. The construction phase is predominantly a period of temporary change; however, any earthmoving, re-contouring or building work can potentially result in permanent changes to the landscape. The construction activities in themselves could also be a source of disruption and visual intrusion. The principal construction operations likely to have temporary effects on landscape character and visual amenity include:

- site clearance and preparation works (including vegetation removal, ground modelling and earth moving);
- fixed and mobile construction plant;
- site compound(s), utilities and protective hoardings;
- groundworks and construction of substructure (e.g. excavations, foundations and perimeter walls);
- construction of the vertical structures (the proposed dwellings);
- construction of roads, car parking and footpaths; and
- increase in movement and disturbance associated with construction works and the operation of construction plant.
- Disposal of material including waste;
- Stockpile and material (including waste) storage areas; and
- Security and safety lighting.

Operation (prior to mitigation)

5.5 The proposed Development would give rise to a number of changes in landscape character and visual amenity caused chiefly by the introduction of urban development and infrastructure. Such changes can significantly alter the characteristics of a landscape and can constitute visual intrusion. Effects at operation, affecting landscape features, landscape character and visual amenity, are likely to be caused by:

- The presence of new built form, namely residential dwellings;
- The introduction of highways infrastructure and upgrading of existing road infrastructure;
- The introduction of vehicles and people as mobile elements within views;
- The introduction of landscape features such as street trees, boundary planting and private ornamental garden spaces; and
- Security and street lighting.

6. Assessment of Effects

Landscape Character

6.1 The assessment of the potential effects of the proposed Development on landscape character during construction is set out in **Table 8**.

Table 8: Potential effects on Landscape Character during Construction Phase

Landscape Character Area	Description of Effect	Sensitivity	Magnitude of Change	Likely Significance of Effect
LCA 1 Chippenham	This LCA abuts the edge of the proposed Development and construction activities would therefore interrupt the relationship between this LCA and its neighbouring open agricultural LCA, especially the views towards open fields in which properties on the north-east edge of Pewsham afford. The effect would lessen the sense of sharp definition of the urban edge and would reduce the ability of positive characteristics from the neighbouring LCA. However, partially constructed structures, noise and construction activities would, to a small degree, be congruous with the nature of the urban LCA with the majority of the area being unaffected.	Medium	Minor	Temporary, short to medium term, local, adverse effect of minor significance.
LCA 2 Rolling Open Lowland	This LCA covers the proposed Development itself and majority of the study area, which is characterised by rural open landscape, therefore Construction activities would be incongruous with the key characteristics of the LCA and directly affect the localised site area within LCA, leading to the clearance of some positive character features including agricultural fields, sections of hedgerow boundaries and few hedgerow trees. This would also include the presence of construction activities and structures within parts of this LCA.	Medium	Moderate	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.
LCA 3 Wooded Scarp Slopes	Changes resulting from the construction activities would occur outside of this LCA and would not be discernible largely due to the relative distances, busy transport corridors fragmenting this landscape and the discrete, contained nature and detachment of this LCA to the proposed Development. The feeling of relative enclosure would provide an element of separation from the construction activities and therefore diminishing the effects on this landscape.	Medium	Negligible	Negligible
LCA 4 Scarp Slopes	Construction of the proposed Development would occur entirely outside of this LCA and at a long distance from the Development. However, owing to its designated landscape and elevated open panoramic views towards the proposed Development would result in the LCA being sensitive to indirect effects of construction activities of which would be incongruous with the characteristics of this LCA. However the effects would be reduced when considered in context with the urban edge of Chippenham and busy transport routes.	High	Minor	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.

6.2 The assessment of the potential effects of the proposed Development on landscape character at operational is summarised in **Table 9**.

Table 9: Potential effects on Landscape Character at Operation

Landscape Character Area	Description of Effect	Sensitivity	Magnitude of Change	Likely Significance of Effect
LCA 1 Chippenham	The proposed Development at operation would indirectly affect this LCA by removing agricultural landscape of its immediate setting to the north-east, of which would impact on the setting of properties on the north-east edge of Pewsham. However, the Development would be highly congruous with the nature of the urban edge of the LCA, expanding this character area.	Medium	Negligible	Negligible
LCA 2 Rolling Open Lowland	The proposed Development at operation would directly affect this LCA, with new urban development replacing agricultural land, constituting a loss of key characteristic features including open fields with hedgerow and hedgerow tree lined boundaries. The Development would fit comfortably alongside the urban fringe of Pewsham and Chippenham.	Medium	Minor	Long-term, local, adverse effect of minor significance.
LCA 3 Wooded scarp Slopes	The proposed Development at operation would be incongruous with the key characteristics of this LCA but owing to the LCA's enclosed nature, the Development would be experienced indirectly and at a discreetness and distance too far to incur any significant effects. Such effects would be relatively localised and in keeping with the urban edge of Chippenham and Pewsham which abuts the site boundary.	Medium	No Change	None
LCA 4 Scarp Slopes	The proposed Development at operation would indirectly affect this LCA by removing agricultural landscape of which is evident from the LCA's elevated and open position. The Development would be incongruous with the characteristics of this LCA, however the effects would be significantly reduced when considered in context with the urban edge and busy transport routes of which would form an extension to the Development and sit comfortably within this urban setting.	High	Negligible	Negligible

Landscape Character Summary

6.3 A summary of the effects on Landscape Character are shown in **Table 10**.

Table 10: Summary of Landscape Character Effects

Landscape Character Area	Sensitivity	Magnitude of Change (Construction)	Magnitude of Change (Operation)	Likely Significance of Effect (Construction) Significant Effects shown in bold	Likely Significance of Effect (Operation) Significant Effects shown in bold
LCA 1 Chippenham	Medium	Minor	Negligible	Temporary, short to medium term, local, adverse effect of minor significance.	Negligible
LCA 2 Rolling Open Lowland	Medium	Moderate	Minor	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
LCA 3 Wooded scarp Slopes	Medium	Negligible	No Change	Negligible	None
LCA 4 Scarp Slopes	High	Minor	Negligible	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible

Visual Amenity

6.4 This section assesses the likely effect of the Proposed Development on the visual receptors identified in **Table 7**.

Construction

6.5 This assessment is based on an understanding of the construction programme and qualitative assessment of the likely effects.

Operational Development

6.6 The visual impact of the operational development is assessed on the following pages.

Figure 6: Viewpoint 1 - View from PRoW connecting with Stanley Lane along north western boundary of the Site looking south east into the Site.
Existing



Description of View

6.7 The dense unmanaged boundary hedgerow along Stanley Lane to the northern boundary of the Site screen much of the views into the Site from this location with Stanley Lane making up the immediate foreground. Users experience partial views into the central/south west portion of Site, which is currently privately owned with a yard and associated buildings, of which the upper portions of these buildings are evident. Views into the Site from the existing access point are more direct and open. Views from the PRoW are only evident at the start of this route where it connects with Stanley Lane, beyond this the route is screened by intervening vegetation.

Sensitivity

- Users of PRoW: **Medium**
- Users of Footpath along Stanley Lane: **Medium**

Note: This is a composite image made up of 50mm photographs joined together horizontally (by means of cylindrical projection) to form a field of view which is wider than that seen in detail by the human eye. For correct perspective viewing, this image should be viewed at a distance of approximately 325mm when printed at A3.

Viewpoint Location Plan



Figure 7: Viewpoint 1 - View from PRoW connecting with Stanley Lane along north western boundary of the Site looking south east into the proposed Development.
Proposed



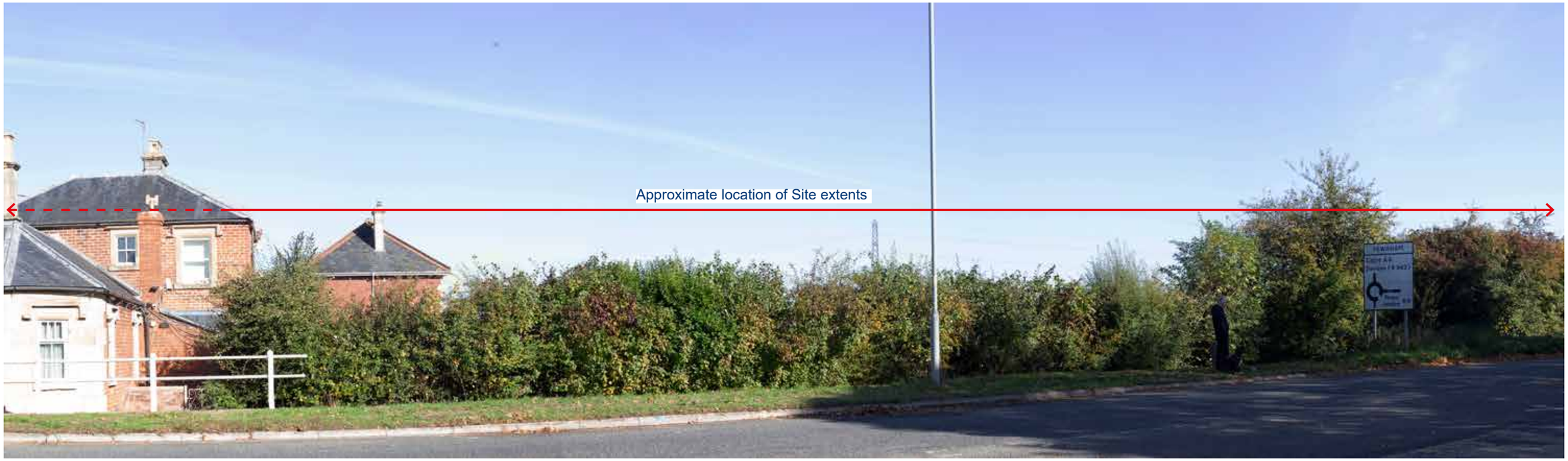
Table 11: Potential effects on Visual Amenity during Construction

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
1	Due the close proximity of this viewpoint to the proposed Development, views of upper parts of construction activities and primary vehicle access from Stanley Lane would be highly evident but would cause localised noticeable deterioration to the view, especially for those footpath users along Stanley Lane, with the route following adjacent to the works. Clearance associated with the access road, would further open up views from this location. Due to leaf loss, views would be more evident during the winter months.	Users of PRoW	Medium	Minor	Temporary, short to medium term, local, adverse effect of minor significance.
		Users of Footpath along Stanley Lane	Medium	Moderate	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.

Table 12: Potential effects on Visual Amenity at Operation

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
1	Due the close proximity of this viewpoint to the Site and the proposed Development, there would likely be localised visual effects of the primary vehicular access road from Stanley Lane and upper portions of the Development adjacent to this. There would likely be clearance associated with the access road, however the existing mature hedgerow would help provide screening along here, therefore visual effects of the Development as a whole would not be significant. The proposed Development visible from this vantage point would be of the access road and upper portions of the residential dwellings of low scale massing broken up with pockets of green space and reinforced hedgerow boundaries. Due to leaf loss, views would be more evident during the winter months.	Users of PRoW	Medium	Negligible	Negligible
		Users of Footpath along Stanley Lane	Medium	Minor	Long-term, local, adverse effect of minor significance.

Figure 8: Viewpoint 2 - View from footpath along London Road (A4) looking north east towards the Site.
Existing



Description of View

6.8 Footpath users and properties along London Road experience restricted views into the Site from this location due to the intervening dense unmanaged hedgerow and property on Stanley Lane adjoining the Site. London Road and its busy traffic movements make up the foreground views to users along here. Views from this location represent users on London Road and also assumes direct views into the Site from first floor windows to the front of the properties.

Sensitivity

- Users of footpath along London Road: **Medium**
- Residents along London Road: **High** Description of View

Note: This is a composite image made up of 50mm photographs joined together horizontally (by means of cylindrical projection) to form a field of view which is wider than that seen in detail by the human eye. For correct perspective viewing, this image should be viewed at a distance of approximately 325mm when printed at A3.

Viewpoint Location Plan



Figure 9: Viewpoint 2 - View from footpath along London Road (A4) looking north east towards the proposed Development.
Proposed



Table 13: Potential effects on Visual Amenity during Construction

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
2	Due to the close proximity, construction activities would be clearly visible within the wide and open views from upper storey windows. The baseline agricultural landscape would be replaced by conspicuous construction activities which would dominate views, however the existing boundary hedgerow would provide substantial screening of lower parts of construction activities to receptors at ground level. Footpath users would likely have views of upper portions of construction activities whilst in transit and perpendicular to direction of travel. Due to leaf loss, views would be more evident during the winter months.	Users of footpath along London Road	Medium	Minor	Temporary, short to medium term, local, adverse effect of minor significance.
		Residents along London Road	High	Major	**Temporary, short to medium term, local, adverse effect of major significance.**

Table 14: Potential effects on Visual Amenity at Operation

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
2	Due to the close proximity to the Development views from upper storey windows would be evident and result in a deterioration of the view from these locations. The baseline agricultural landscape in the immediate mid ground would be replaced with residential housing; however, the boundary hedgerow would provide a good level of screening and views would be localised, therefore the visual effects would not be significant to those receptors at ground level. The proposed elements visible from this location would be the pedestrian cycle access to London Road and residential dwellings of low scale massing broken up with pockets of green space and reinforced hedgerow boundaries in the near view. Due to leaf loss, views would be more evident during the winter months.	Users of footpath along London Road	Medium	Negligible	Negligible
		Residents along London Road	High	Moderate	**Long-term, local, adverse effect of major significance.**

Figure 10: Viewpoint 3 - View from footpath along access road within Stanley Sports Ground looking north-west towards the Site.
Existing



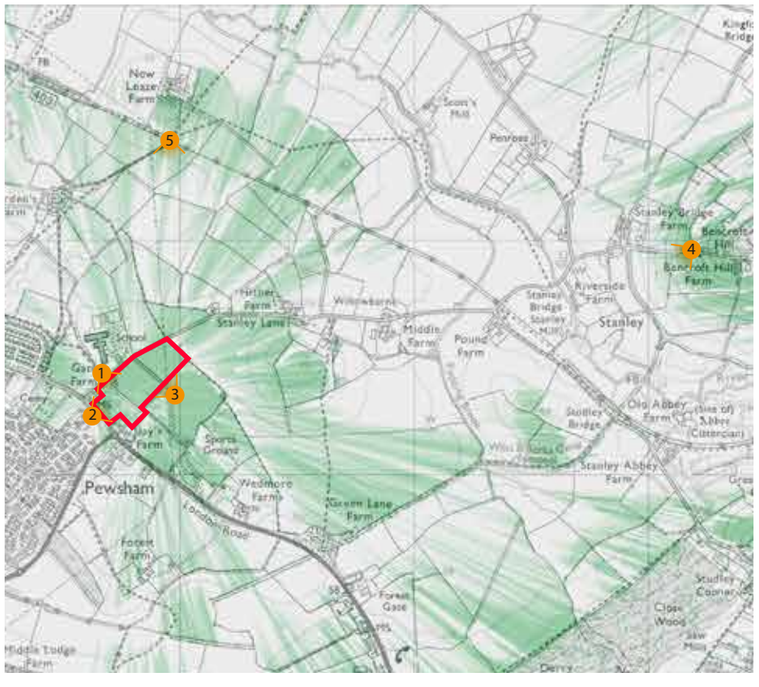
Description of View

6.9 Users of Stanley Sports Ground have partial views between gaps in mature trees and hedgerows that line the south western extent of the Site. The view is from footpath along the access road between the north and southern portions of land that make up the sports ground and traverses through the central/ north part of the Site. Distant views are largely screened beyond the immediate vicinity aside from views to the southwest where the land rises towards Derry Hill.

Sensitivity

- Recreational users of Stanley Sports Ground: **Low**

Viewpoint Location Plan



Note: This is a composite image made up of 50mm photographs joined together horizontally (by means of cylindrical projection) to form a field of view which is wider than that seen in detail by the human eye. For correct perspective viewing, this image should be viewed at a distance of approximately 325mm when printed at A3.

Figure 11: Viewpoint 3 - View from footpath along access road within Stanley Sports Ground looking north-west towards the proposed Development.

Proposed



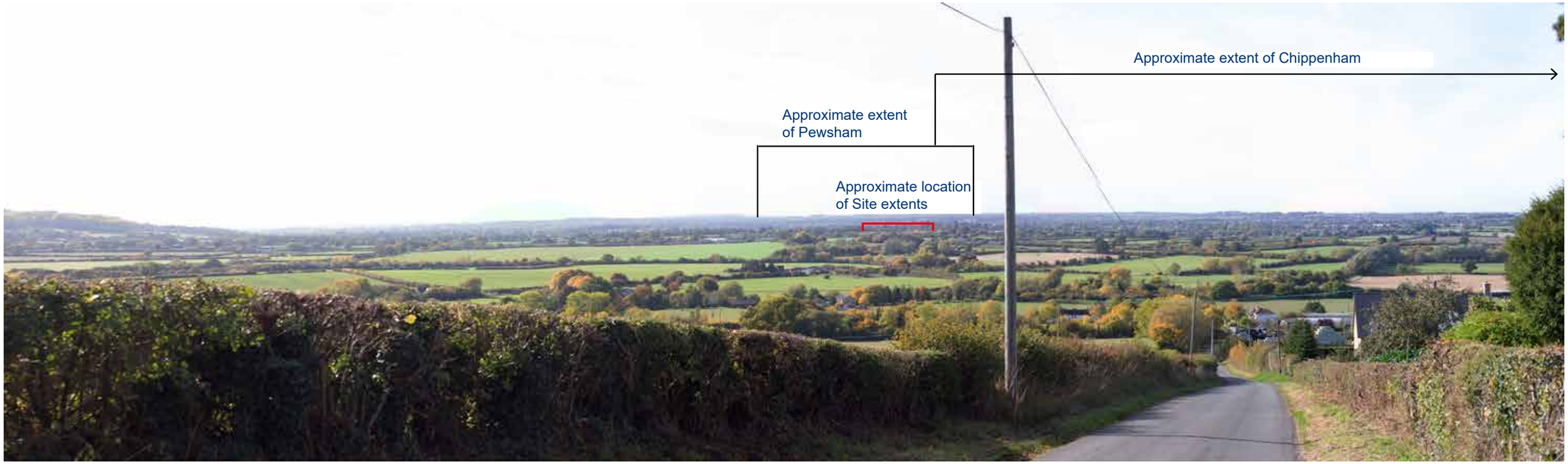
Table 15: Potential effects on Visual Amenity during Construction

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
3	Due the close proximity to the proposed Development, receptors from this location would experience views of upper elements of construction activities but would result in localised noticeable deterioration to the view. Due to the foreground vegetation and mature trees and hedgerow to the site boundary, views would be filtered and consist of upper parts of construction activities. Due to leaf loss, views would be more evident during the winter months.	Recreational users of Stanley Sports Ground	Low	Minor	Temporary, short to medium term, local, adverse effect of minor significance.

Table 16: Potential effects on Visual Amenity at Operation

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
3	This viewpoint is in close proximity to the proposed Development; however, the foreground vegetation and mature trees and hedgerow to the site boundary would provide a good level of screening. The proposed Development visible from this location would be upper portions of residential dwellings of low scale massing broken up with pockets of green space and reinforced hedgerow boundaries, however these views would be glimpsed and from ground level. Due to leaf loss, views would be more evident during the winter months.	Recreational users of Stanley Sports Ground	Low	Negligible	Negligible

Figure 12: Viewpoint 4 - View from Stanley Lane adjacent to Bencroft Hill Farm looking west towards the Site.
Existing



Description of View

6.10 As a result of the well managed hedgerow in the foreground and elevated position at approximately 129m AOD, users of Stanley Lane at this location afford wide open panoramic views across the largely unspoilt rolling open lowland in the mid and distant views. This is made up of dense tree and hedge lined field boundaries and river corridor with far reaching views towards Derry Hill where the land rises to the south west and edge of Chippenham to the west and north west.

6.11 Residents of Bencroft Hill Farm will likely have far reaching glimpsed views of the Site, particularly from first floor windows.

6.12 Road users gain partial fleeting views, whilst residents afford more direct longer lasting views from this elevated position. Views for users and residents along here experience pleasing panoramic views across unspoilt landscape.

Sensitivity

- Road users of Stanley Lane: Medium
- Residents of Bencroft Hill Farm: High

Note: This is a composite image made up of 50mm photographs joined together horizontally (by means of cylindrical projection) to form a field of view which is wider than that seen in detail by the human eye. For correct perspective viewing, this image should be viewed at a distance of approximately 325mm when printed at A3.

Viewpoint Location Plan

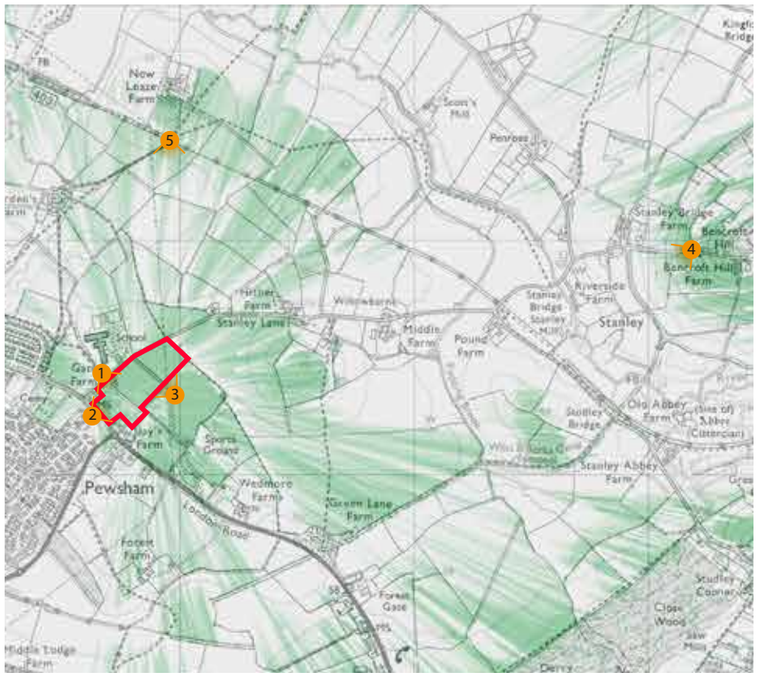


Figure 13: Viewpoint 4 - View from Stanley Lane adjacent to Bencroft Hill Farm looking west towards the proposed Development.
Proposed

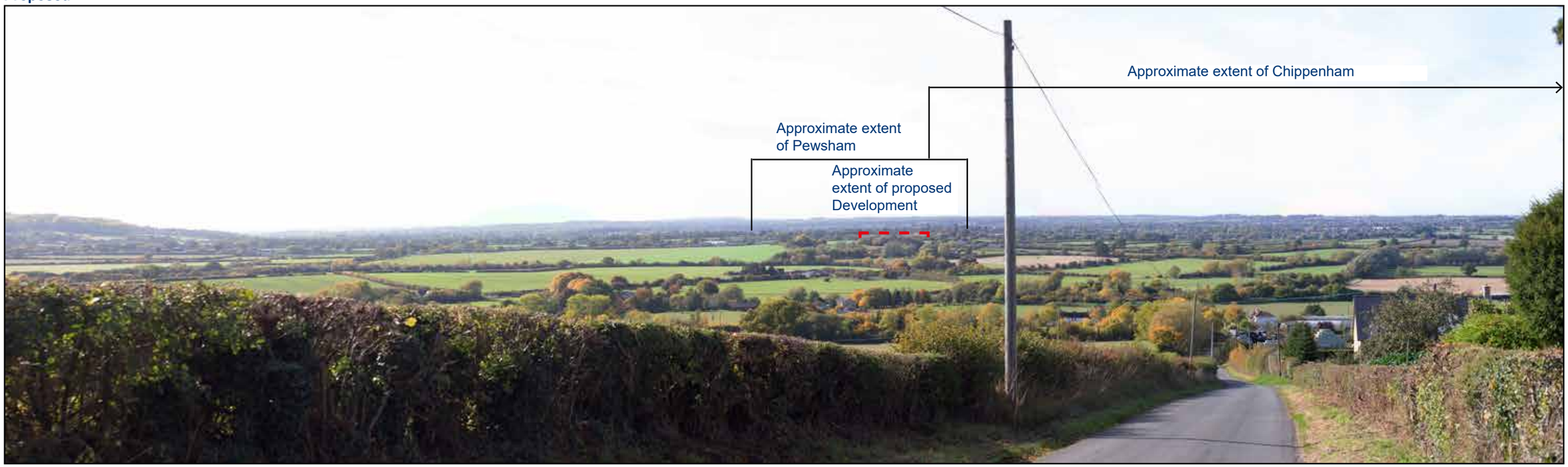


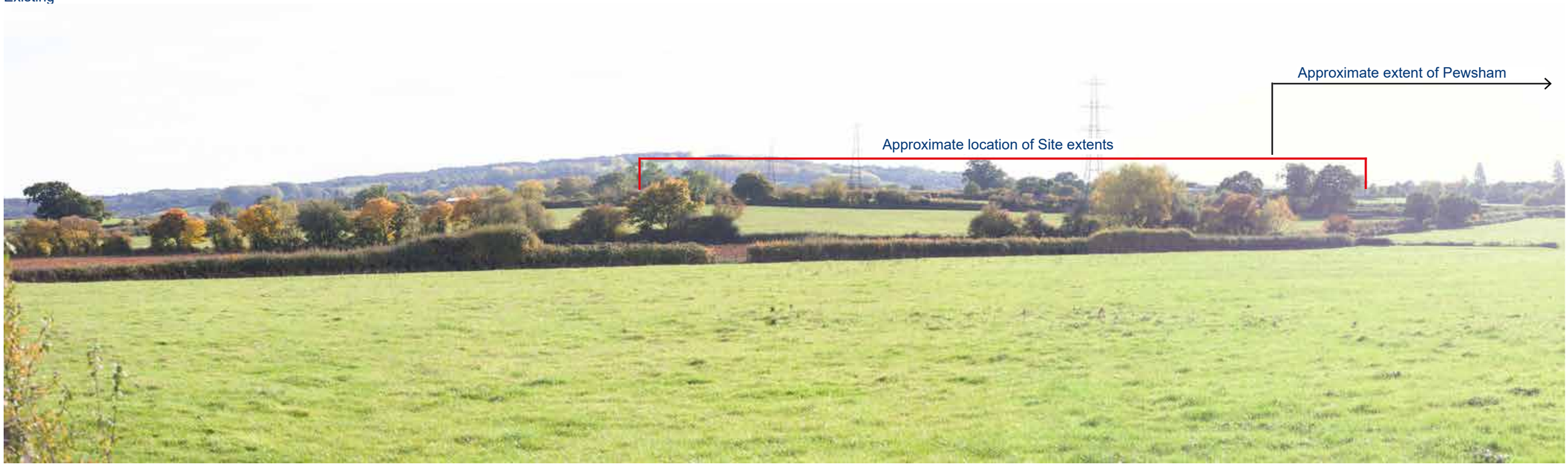
Table 17: Potential effects on Visual Amenity during Construction

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
4	Due to the distance of this viewpoint from the proposed Development, upper parts of construction activities would seen as distant incongruous features in the landscape, which would be appear most visible from upper storey windows from Bencroft Hill Farm facing towards the site. Road users would view the proposed Development as fleeting elements in transit and therefore would be barely perceptible. The dense tree and hedge coverage would filter much of these views. Due to leaf loss, views would be more evident during the winter months.	Road users of Stanley Lane	Medium	Negligible	Negligible
		Residents of Bencroft Hill Farm	High	Minor	**Temporary, short to medium term, local, adverse effect of moderate significance.**

Table 18: Potential effects on Visual Amenity at Operation

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
4	Due to the distance of this viewpoint and dense tree and hedge coverage within the wider landscape, residents from upper storey windows of Bencroft Hill Farm facing the site would likely experience partial glimpsed views of upper portions of the proposed Development that would be seen as an extension to the urban edge of Chippenham and Pewsham. Due to the distance and transient nature of road users along Stanley Lane the visual amenity would not change. Due to leaf loss, views would be more evident during the winter months.	Road users of Stanley Lane	Medium	No Change	None
		Residents of Bencroft Hill Farm	High	Negligible	Negligible

Figure 14: Viewpoint 5 - View from PRoW, National Cycle Route 403 and access to New Leaze Farm looking south towards the Site.
Existing



Description of View

6.13 Cyclists and PRoW users in this location have wide open views across low lying pastoral fields in the foreground which are bound by dense hedgerows and trees. Several pylons make up the mid to distant views, which only detract slightly the relatively unspoilt rural landscape. Views towards the Site are largely screened due to undulating topography and intervening vegetation. The eastern edge of Chippenham is partially evident; however, this is largely screened by dense vegetation cover. Far reaching views towards Derry Hill set the backdrop to this view.

Sensitivity

- PRoW users: **High**
- National Cycle Route 403 users: **High**
- Residents of New Leaze Farm: **High**

Note: This is a composite image made up of 50mm photographs joined together horizontally (by means of cylindrical projection) to form a field of view which is wider than that seen in detail by the human eye. For correct perspective viewing, this image should be viewed at a distance of approximately 325mm when printed at A3.

Viewpoint Location Plan



Figure 15: Viewpoint 5 - View from PRoW, National Cycle Route 403 and access to New Leaze Farm looking south towards the proposed Development.
Proposed

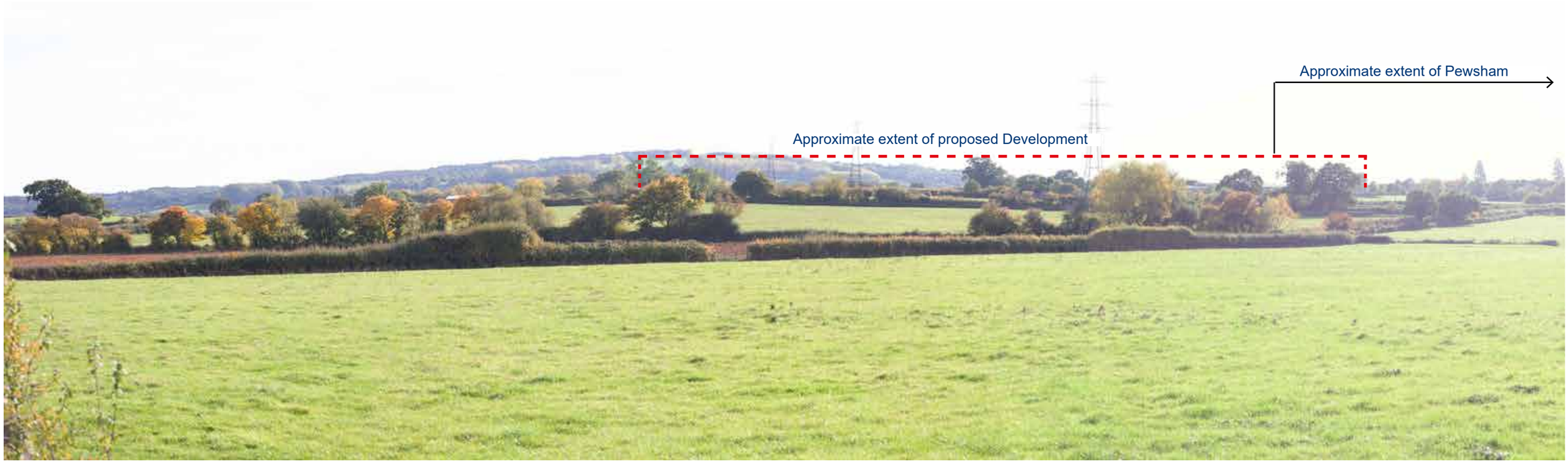


Table 19: Potential effects on Visual Amenity during Construction

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
5	Due to the relative distance of this viewpoint from the proposed Development, with intervening topography and dense tree and hedgerow cover, it is likely that uppermost parts of construction activities would seen as glimpsed incongruous features in the landscape. These elements would be appear most visible from upper storey windows from residents of New Leaze Farm facing towards the site. Cyle path users would view the proposed Development as fleeting elements in transit and therefore would result in a barely perceptible change to the baseline view, whilst footpath users would have longer lasting glimpsed views when facing in the direction of the proposed Development with minimal change to baseline view. Due to leaf loss, views would be more evident during the winter months.	PRoW users	High	Minor	**Temporary, short to medium term, local, adverse effect of moderate significance.**
		National Cycle Route 403 users	High	Negligible	Negligible
		Residents of New Leaze Farm	High	Minor	**Temporary, short to medium term, local, adverse effect of moderate significance.**

Table 20: Potential effects on Visual Amenity at Operation

Viewpoint	Description of Effect	Visual Receptors	Sensitivity	Magnitude of Change	Likely Significance of Effect Significant Effects shown in bold
5	Due to the relative distance of this viewpoint from the proposed Development, with intervening topography and dense tree and hedgerow cover, it is likely that the proposed Development would not be in view from receptors at ground level from this location. It is likely that there would be glimpsed views of uppermost parts of the housing development from upper storey windows of New Leaze Farm facing towards the site, however this would appear as an extension to the urban edge of Chippenham and Pewsham and therefore result in barely perceptible change to the baseline view. Due to leaf loss, views would be more evident during the winter months.	PRoW users	High	No Change	None
		National Cycle Route 403 users	High	No Change	None
		Residents of New Leaze Farm	High	Negligible	Negligible

Table 11: Summary of Visual Effects

Viewpoint	Location	Visual Receptors	Sensitivity	Magnitude of Change (Construction)	Magnitude of Change (Operation)	Likely Effect (Construction) Significant Effects shown in bold	Likely Effect (Operation) Significant Effects shown in bold
1	View from PRoW connecting with Stanley Lane along north western boundary of the Site looking south east into the proposed Development.	Users of PRoW	Medium	Minor	Negligible	Temporary, short to medium term, local, adverse effect of minor significance.	Negligible
		Users of footpath along Stanley Lane	Medium	Moderate	Minor	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
2	View from footpath along London Road (A4) looking north east towards the proposed Development.	Users of footpath along London Road	Medium	Minor	Negligible	Temporary, short to medium term, local, adverse effect of minor significance.	Negligible
		Residents along London Road	High	Major	Moderate	**Temporary, short to medium term, local, adverse effect of major significance.**	**Long-term, local, adverse effect of major significance.**
3	View from footpath along access road within Stanley Sports Ground looking north-west towards the proposed Development.	Recreational users of Stanley Sports Ground	Low	Minor	Negligible	Temporary, short to medium term, local, adverse effect of minor significance.	Negligible
4	View from Stanley Lane adjacent to Bencroft Hill Farm looking west towards the proposed Development.	Road users of Stanley Lane	Medium	Negligible	No Change	Negligible	None
		Residents of Bencroft Hill Farm	High	Minor	Negligible	**Temporary, short to medium term, local, adverse effect of moderate significance.**	Negligible
5	View from PRoW, National Cycle Route 403 and access to New Leaze Farm looking south towards the proposed Development.	PRoW users	High	Minor	No Change	**Temporary, short to medium term, local, adverse effect of moderate significance.**	None
		National Cycle Route 403 users	High	Negligible	No Change	Negligible	None
		Residents of New Leaze Farm	High	Minor	Negligible	**Temporary, short to medium term, local, adverse effect of moderate significance.**	Negligible

7. Mitigation Measures and likely Residual Effects

7.1 Whilst the design of the proposed Development has sought to work with baseline conditions and the local topography in order to fit appropriately within the setting, a limited number of significant effects are inevitable with a development of this scale and nature, most notably those residents along London Road adjacent to the proposed Development. Measures to prevent, offset or reduce significant effects likely to result from the proposed Development are recommended.

Construction

7.2 Adverse effects which would arise during the construction of the proposed Development, for all identified phases, could be minimised by adopting the following strategies:

- Adoption of a Construction Environmental Management Plan (CEMP) to ensure good Site management and housekeeping;
- Careful siting and use of hoardings to contain construction machinery, materials and welfare facilities to avoid unnecessary intrusion into the landscape character or visual amenity outside the Site; and
- Structural planting (including any mitigation planting recommendations identified in the following paragraphs) provided on Site at the earliest practicable opportunity within the construction works. This would enable early establishment and eventual maturation of planting to ensure maximum benefit is conferred to the Completed Development in terms of screening / filtering of views, reinforcement of character or general amenity.

7.3 Mitigation at the construction phase will help minimise landscape and visual effects. However, the very nature of construction activity means that it is unlikely to change the level of effect as a consequence of the mitigation. Therefore, the residual effects will be the same as the pre-mitigation effects.

7.4 Residual construction effects are set out in **Table 12**.

7.5 **Table 12** summarises only those landscape resources or visual receptors which are likely to experience significant effects (as defined for the purposes of the LVIA as being moderate and above) during construction (either before or after mitigation) and identifies the significance of the residual effect.

Operation

7.6 The proposed Development at operation should include the following mitigation measures to be set out as part of an agreed landscape scheme (refer to Illustrative Masterplan 22548/3200C for further details with the proposals):

- Planted gateway to the proposed Development from Stanley Lane;
- Retained and strengthened hedgerow, primarily to the rear of Gate Farmhouse and along London Road;
- Landscape area to the north-east of the Development to include new and retained planting);
- Landscape edge along the south-east edge of the Development including scrub buffer to retained and strengthened hedgerow;
- Managed boundary hedgerow alongside London Road; and
- Retained orchard including new planting, helping to soften the southern interface with Listed Gate Farmhouse.

7.7 Residual effects for the proposed Development at operation, taking into account proposed planting that has matured over 15 years, are set out in **Table 12**.

7.8 **Table 12** summarises only those landscape resources or visual receptors which are likely to experience significant effects (as defined for the purposes of the LVIA as being moderate and above) either before or after mitigation, and identifies the significance of the residual effect.

Table 12: Summary of Likely Effects

Ref	Description	Likely Effect (Construction) Significant Effects shown in bold	Likely Effect (Operation) Significant Effects shown in bold	Mitigation Measures (Construction)	Mitigation Measures (Operation)	Likely Residual Effect (Construction) Significant Effects shown in bold	Likely Residual Effect (Operation) Significant Effects shown in bold
LCA 2	Rolling Open Lowland	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.	As defined in paragraph 7.2	Retained, strengthened and managed hedgerows to boundary of proposed Development.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
LCA 4	Scarp Slopes	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible	As defined in paragraph 7.2	Retained, strengthened and managed hedgerows to boundary of proposed Development.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible
Viewpoint 1	Users of Footpath along Stanley Lane	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.	As defined in paragraph 7.2	Proposed planting within the Development to help break up the building massing.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
Viewpoint 2	Residents along London Road	**Temporary, short to medium term, local, adverse effect of major significance.**	**Long-term, local, adverse effect of major significance.**	As defined in paragraph 7.2	Managed boundary hedgerow along London Road. Retained orchard including new planting, helping to soften interface with the Listed Gate Farmhouse.	**Temporary, short to medium term, local, adverse effect of major significance.**	**Long-term, local, adverse effect of major significance.**
Viewpoint 4	Residents of Bencroft Hill Farm	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible	As defined in paragraph 7.2	Retained planting to north-east end of the proposed Development.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible
Viewpoint 5	PRoW users	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	None	As defined in paragraph 7.2	Proposed planting within the Development to help break up the residential blocks.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	None
	Residents of New Leaze Farm	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible	As defined in paragraph 7.2	Proposed planting within the Development to help break up the building massing.	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible

8. Summary of likely Significant Effects

8.1 The evaluation of landscape character and visual amenity has considered the baseline conditions of the Site and the study area. Sensitive receptors have been identified and an assessment of the potential effects on visual amenity and landscape character arising as a result of the proposed Development has been reported.

8.2 The proposed Development would be in keeping with the local character of the urban areas of Chippenham and Pewsham with minor effects to the wider rural landscape, however through careful consideration of building design and mitigation measures this would help integrate the proposed Development.

8.3 The Site has a relatively contained character consisting of flat pasture fields with dense mature boundary hedgerows to the majority of the Site boundaries, restricting all but a few elevated views beyond the immediate vicinity and those immediately adjacent to the Site boundary. As a result of this, the surrounding area has limited to no views towards the proposed Development. Visual effects would occur in localised views around the Site.

8.4 It is concluded that the proposed Development would be in accordance with the local planning policy in all aspects. In landscape terms, it would have localised minor adverse effects on the integrity of the surrounding landscape character within the 2.5km study area. In visual terms, there would be localised major adverse effects to residents along London Road with no further significant effects on the identified visual receptors. The mitigation measures designed into the Development would help integrate the proposed Development, of which would result in an extension of Chippenham and Pewsham. The mitigation measures however would not reduce the significance of effects of visual amenity to those sensitive residential receptors along London Road and junction with Stanley Lane with views towards the proposed Development.

8.5 A summary of likely significant residual effects are shown in **Table 13**.

Table 13: Summary of Likely Significant Effects

Ref	Description	Likely Significant Effect (Construction) Significant Effects shown in bold	Likely Significant Effect (Operation) Significant Effects shown in bold
LCA 2	Rolling Open Lowland	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
LCA 4	Scarp Slopes	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible
Viewpoint 1	Users of Footpath along Stanley Lane	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Long-term, local, adverse effect of minor significance.
Viewpoint 2	Residents along London Road	**Temporary, short to medium term, local, adverse effect of major significance.**	**Long-term, local, adverse effect of major significance.**
Viewpoint 4	Residents of Bencroft Hill Farm	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible
Viewpoint 5	PRoW users	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	None
	Residents of New Leaze Farm	**Temporary, short** to **medium term, local, adverse effect** of **moderate significance**.	Negligible

9. Monitoring

9.1 No monitoring of effects is proposed.

Construction

9.2 All demolition and construction effects would be temporary lasting until the Proposed Development has been completed. Therefore, no monitoring of the effects of the demolition and construction works on landscape character or visual amenity would be required.

Completed Development

9.3 The significant adverse effects on Landscape Character and Visual Amenity would not be an ongoing effect, following completion of the Proposed Development, and so would not require monitoring.

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Our vision

"Engineering a better environment for people and the planet"

Our mission

"To solve complex problems for the benefit of clients, communities and the climate"

Our values

People orientated

Individually and collectively, people are our business.
We strive to create environments for everyone to flourish and thrive.

Flexible

Pragmatic by nature and dedicated to getting the job done to the highest possible standard.

Professional

Operating at pace with integrity to deliver technical and robust solutions.

Environmentally aware

We understand our responsibility to the environment, it shapes our decision making and informs our practice.

Innovative

Our forensic questioning provides the ability to deliver appropriate innovations at every stage on every project.

Relationship focused

We value individuality and the benefits of working collaboratively to achieve positive outcomes for all.

