

**Land to the north of Whychurch Farm
and west of Crudwell Road,
Malmesbury**
Landscape and Visual Appraisal

Gleeson Land
February 2025

tor
&CO



Issue / revision	Prepared by Jane Davies
Reference 227612	Signature
This document is issued for	Date
☐ Information ☐ Approval	Checked by Jane Davies
☒ Comment ☐ Submission	Signature
Comments	Date
	Authorised by Jane Davies
	Signature
	Date
	Please return by

© tor&co 2025. All rights reserved.

No part of this document may be reproduced in any form or stored in a retrieval system without the prior written consent of the copyright holder.

All figures (unless otherwise stated) © tor&co 2025.

©Crown Copyright and database rights 2025 OS Licence no. AC000084896

Contains OS data © Crown copyright and database right 2025. Licensed under the Open Government Licence v3.0.

Aerial imagery © Getmapping plc

Contents

1.0	Introduction	4
	References and data sources	4
	The site	6
2.0	Planning Policy	7
	Relevant planning policy documents.....	7
3.0	Methodology	11
	Consultation	11
	Study area.....	11
	Baseline data collection	11
	Appraisal	11
	Limitations and assumptions.....	12
4.0	Landscape and visual baseline.....	13
	Landscape baseline	13
	Visual baseline	21
	Future baseline	25
5.0	Development proposals	26
	Primary and secondary mitigation.....	26
	Predicted sources of landscape and visual effects	27
6.0	Predicted landscape and visual effects.....	29
	Predicted effects on landscape character	29
	Predicted effects on landscape character area 7 - Sherston Dipslope Lowland...	33
	Predicted effects on landscape character area 8 - Hullavington Rolling Lowland	34
	Predicted effects on landscape character area 11 – Avon Valley Lowland	36
	Predicted effects on visual amenity.....	37
7.0	Summary of landscape and visual impacts.....	52
	Landscape.....	52
	Visual	54
	Appendix A part 1: Planning policy.....	57
	National planning policy	57
	National Planning Practice Guidance (NPPG).....	64
	Local planning policies	68
	Appendix A part 2: Appraisal methodology	86
	Introduction	86
	• Baseline studies	87
	• Identification and description of effects	87
	• Mitigation	87
	• Enhancement	87
	Baseline	87
	• Representative viewpoints.....	90
	• Specific viewpoints	90
	• Illustrative viewpoints.....	90
	Future baseline	90
	Description of proposals.....	90

Landscape appraisal	91
Visual appraisal.....	94
Appendix A part 3: Photographic images methodology	98
Photographic survey	98
Baseline photographs	98

Figures

Figure 1.	Site location and public rights of way
Figure 2.	Topography
Figure 3.	Designations
Figure 4.	National landscape character areas
Figure 5.	Cotswold National landscape character areas
Figure 6.	County landscape character areas
Figure 7.	Local landscape character areas
Figure 8.	Zone of theoretical visibility and viewpoint locations – Future baseline
Figure 9.	Zone of theoretical visibility and viewpoint locations – Proposals
Figure 10.	Viewpoint 1 – Winter
Figure 11.	Viewpoint 2 – Winter
Figure 12.	Viewpoint 3 – Winter
Figure 13.	Viewpoint 4 – Winter
Figure 14.	Viewpoint 5 – Winter
Figure 15.	Viewpoint 6 – Winter
Figure 16.	Viewpoint 7 – Winter
Figure 17.	Viewpoint 8 – Winter
Figure 18.	Viewpoint 9 – Winter
Figure 19.	Viewpoint 10 – Winter
Figure 20.	Viewpoint 11 – Winter
Figure 21.	Viewpoint 12 – Winter
Figure 22.	Viewpoint 13 – Winter
Figure 23.	Viewpoint 14 – Winter
Figure 24.	Viewpoint 15 – Winter
Figure 25.	Building heights parameter plan
Figure 26.	Land use parameter plan

Appendix figures

Figure A2.1.	Appraisal tables – Sensitivity of landscape receptor
Figure A2.2.	Appraisal tables – Magnitude of landscape effects
Figure A2.3.	Appraisal tables – Sensitivity of visual receptor
Figure A2.4.	Appraisal tables – Magnitude of visual effects

1.0 Introduction

- 1.1 This Landscape and Visual Appraisal (LVA) has been prepared by tor&co Ltd on behalf of Gleeson Land to support an outline planning application on land to the north of Whychurch Farm and west of Crudwell Road, Malmesbury for up to 149 dwellings, new vehicular access with footways and cycleways, public open space, landscape and associated infrastructure. Of the 149 homes 71 of them that lie to the west of the site within the application red line have planning permission with a reserved matters application pending a decision (ref: APP/Y3940/W/22/3290305 (PL/2021/08453)). The purpose of this appraisal is to identify, describe and assess the potential effects of the proposed development on the key landscape character and visual amenity of the site and its surroundings.

References and data sources

- 1.2 In preparing this report the published documents and plans set out in table 1.1 have been referred to. The application site is from this point on simply referred to as *the site*.

Table 1.1: References and data sources

Natural England, October 2014, An Approach to Landscape Character Assessment

Natural England, June 2019, An Approach to Landscape Sensitivity Assessment – to inform spatial planning and land management

Landscape Institute and Institute of Environmental Management and Assessment, 2013, Guidelines for Landscape and Visual Assessment (3rd edition)

Landscape Institute, 17 September 2019, Technical Guidance Note 06/19, Visual Representation of Development Proposals

Landscape Institute, 2021, Technical Guidance Note 02/21, Assessing Landscape Value Outside National Designations

Landscape Institute, August 2024, Technical Guidance Note LITGN-2024-01, Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA3)

Ministry of Housing, Communities and Local Government, December 2024, The National Planning Policy Framework (NPPF)

Ministry of Housing, Communities and Local Government, National Planning Practice Guidance (NPPG)

Natural England National Character Area Profiles; website www.naturalengland.org.uk

Cotswolds National Landscape Management Plan 2023-2025, February 2023.

Cotswolds AONB Partnership, The Cotswolds Landscape Character Assessment.

Land Use Consultants, Wiltshire Landscape Character Assessment, December 2005.

WHITE Consultants, North Wiltshire Landscape Character Assessment, June 2004.

North Wiltshire District Council, Malmesbury Conservation Area Appraisal, 2007

Wiltshire Council, Wiltshire Core Strategy, January 2015

Wiltshire Council, Wiltshire Local Plan Pre-submission draft 2020-2038 (Regulation 19) September 2023

Sustainability Appraisal Report Annex 2.7 – Chippenham HMA: Malmesbury Sites Assessment September 2023

Planning for Malmesbury September 2023

Wiltshire Local Plan Review: Sites Landscape Appraisals September 2023, Wiltshire Council

Wiltshire Open Space Assessment Update (2020), Wiltshire Council, final report March 2023

North Wiltshire District Council, North Wiltshire Local Plan 2011, June 2006 (Saved policies)

The site

- 1.3 The proposed development site is land located on the settlement edge of Malmesbury, south and west of the A429 and B4014, as illustrated in figure 1. The three fields are currently in agricultural use, grazed by cattle, with hedgerow boundaries. The topography of the site is approximately 91m above ordnance datum (AOD) in the east and gently slopes to approximately 84m AOD in the west. A drainage ditch runs along the site's western edge.

2.0 Planning Policy

Relevant planning policy documents

- 2.1 The site lies within the administrative area of Wiltshire Council. The key planning documents applicable to the study area are at the national scale, the National Planning Policy Framework (NPPF), December 2024 and National Planning Practice Guidance (NPPG) and at the local scale, the Wiltshire Core Strategy, January 2015, the 'saved policies' of the North Wiltshire Local Plan 2011, June 2006, and Malmesbury Neighbourhood Plan, February 2015. There are also supplementary planning documents with more detailed policies. A broad appraisal of these documents has been carried out identifying the key landscape related planning designations, as well as relevant nature conservation and cultural heritage designations that will also have an impact in terms of the landscape. The most relevant policies are summarised below and are illustrated on figure 3. A full list of policy criteria can be found in appendix A part 1.

National Planning Framework (NPPF), December 2024

- 2.2 The NPPF sets out the government's planning policies for England, the following of which are relevant to the landscape and visual appraisal:

Achieving sustainable development

- Paragraph 8 – achieving sustainable development

Promoting healthy and safe communities

- Paragraph 103 – planning policies promoting open space, sport and recreation facilities

Making effective use of land

- Paragraph 124 – planning policies and decisions promoting effective use of land
- Paragraph 125 – list of considerations for planning policies and decisions

Achieving appropriate densities

- Paragraph 129 – list of considerations for supporting development
- Paragraph 130 – making optimal use of the potential of each site

Achieving well-designed places

- Paragraph 131 – the requirement for good design
- Paragraph 134 – use of local or national design guides and codes
- Paragraph 135 – list of considerations for developments
- Paragraph 136 – The important contribution of trees

Conserving and enhancing the natural environment

- Paragraph 187 – list of planning policies and decisions that contribute to and enhance the natural and local environment
- Paragraph 188 – allocating land with the least environmental or amenity value
- Paragraph 189 – consideration of applications in or near protected environments
- Paragraph 193 – biodiversity enhancement

Conserving and enhancing the historic environment

- Paragraph 202 – importance of the historic environment

Proposals affecting heritage assets

- Paragraphs 207, 208 and 210 – proposals affecting heritage assets

Considering potential impacts

- Paragraphs 212, 213, 214, 215 and 216 – considering potential impacts.

National Planning Practice Guidance (NPPG)

- 2.3 The NPPG is a web-based resource that supports the NPPF and contains government guidance, the following of which are relevant to the landscape and visual appraisal:

- Paragraph: 001 Ref ID: 26-001-20191001 - Design: Process and tools
- Paragraph 005 Ref ID: 8-005-20190721 - Green Infrastructure
- Paragraph 006 Ref ID: 8-006-20190721 - Green Infrastructure
- Paragraph 008 Ref ID: 8-008-20190721 - Green Infrastructure
- Paragraph 029 Ref ID: 8-029-20190721 – Trees and Woodland
- Paragraph 036 Ref ID: 8-036-20190721 - Landscape
- Paragraph 037 Ref ID: 8-037-20190721 – Landscape
- Paragraph 039 Ref ID: 8-039-20250129 –Duty of Regard to National Park, the Broads and National Landscapes
- Paragraph 042 Ref ID: 8-042-20190721 –Development in National Park, Broads and AONB Setting
- Paragraph 004 Ref ID: 37-004-20140306 – Public Rights of Way

Local Plan

- 2.4 The Wiltshire Core Strategy was adopted in January 2015. Policies contained within the local plan that are relevant to the landscape and visual appraisal are as follows:

- **Policy CP1** – Settlement Strategy
 - **Policy CP2** – Delivery Strategy
 - **Policy CP3** – Infrastructure Requirements
 - **Policy CP13** – Spatial Strategy for the Malmesbury Community Area
 - **Policy CP50** – Biodiversity and Geodiversity
 - **Policy CP51** – Landscape
 - **Policy CP52** – Green Infrastructure
 - **Policy CP57** – Ensuring High Quality Design and Place Shaping
 - **Policy CP58** – Ensuring the Conservation of the Historic Environment
- 2.5 The following ‘saved policies’ of the North Wiltshire Local Plan, adopted in June 2006 are relevant to the landscape and visual appraisal:
- **Policy CF3** – Provisions of Open Space
 - **Policy H4** – Residential Development in Open Countryside
 - **Policy NE14** – Trees and the Control of New Development
- 2.6 The emerging Wiltshire Local Plan Pre-submission draft 2020-2038 (Regulation 19) September 2023 has a few policies that may be relevant although these have less weight. They are:
- **Policy 16** – Malmesbury Market Town
 - **Policy 84** – Public open space and play facilities
 - **Policy 89** – Biodiversity Net Gain
 - **Policy 90** – Woodland, hedgerows and trees
 - **Policy 91** – Conserving and enhancing Wiltshire’s landscapes
 - **Policy 93** – Green and Blue Infrastructure
- 2.7 The Wiltshire Local Plan Review: Sites Landscape Appraisals September 2023 identified the site as MAL1 which is made up of SHELAA land parcels 649 and 3432. The appraisal identified the site as generally medium to high landscape sensitivity and generally medium to limited capacity to accommodate housing development with more limited capacity through the south. The overall significance of effects states that:
- “Residential development with the proposed landscape mitigation on this site would have a moderate adverse effect on the SA objective to conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.”*
- Neighbourhood Plan**
- 2.8 The Malmesbury Neighbourhood Plan was adopted in February 2015, comprising Volume I Main Body and Volume II Design Guide. Policies contained within the neighbourhood plan that are relevant to the landscape and visual appraisal are as follows:
- Volume I: Main Body - Policy 13

- 2.9 Volume II Design Guide provides guidance on addressing the policies through objectives and tasks. The tasks considered relevant to this appraisal can be found in more detail in technical appendix A part 1.

Cotswolds National Landscape Management Plan

- 2.10 The Cotswolds National Landscape is located approximately 1km west of the site, to the west of Malmesbury and cuts across 15 local authorities. The Management Plan, adopted in February 2023, sets out the special qualities of the National Landscape and states the following policies for conserving and enhancing the National Landscape that are relevant to the proposals:

- **Policy CE1** – Landscape
- **Policy CE3** – Local Distinctiveness
- **Policy CE4** – Tranquillity
- **Policy CE5** – Dark Skies

- 2.11 Guidance documents from the Cotswolds Conservation Board have also been considered in relation to this appraisal:

- Cotswolds Conservation Board Position Statement: Development in the setting of the Cotswolds AONB (2016)
- Cotswolds Conservation Board Position Statement: Tranquillity (June 2019).

3.0 Methodology

Consultation

- 3.1 The local community were invited to a virtual consultation. Full details of the consultation event are set out in the Statement of Community Involvement (SCI). The landscape strategy also takes account of comments received from local residents.

Study area

- 3.2 A 3km study area was identified as an appropriate distance within which to consider the wider landscape setting of the site based on the zone of theoretical visibility (ZTV) of the development as illustrated in figures 8 and 9. Though the site may be visible from beyond this distance in some seasonal and weather conditions, it was considered to be too distant to allow any clear identification of the site features and precise boundaries or to create any adverse landscape and visual effects beyond this area. Further information on defining the study area can be found in technical appendix A part 2.

Baseline data collection

- 3.3 Published and adopted landscape character assessments (LCA) prepared by relevant authorities at varying levels, from national through to local assessments, have been referred to in order to identify the baseline landscape character, resources and associated value. Detailed fieldwork carried out within the site and immediate surroundings was used to check how applicable the landscape character assessments are to the study area. Further information on identifying landscape character, elements and features can be found in technical appendix A part 2.
- 3.4 Computer generated mapping has been used in combination with fieldwork to assess the potential visibility of the proposals. A ZTV was produced and was analysed on site to assist with identifying visual receptors. Fieldwork was confined to accessible parts of the site, public rights of way, transport routes and other publicly accessible areas. Following analysis of the ZTV and fieldwork, a series of viewpoints from which the proposals may be seen by the individual or groups of visual receptors were identified. Further information on identifying visual receptors and viewpoints can be found in technical appendix A part 2.

Appraisal

- 3.5 The appraisal judges the potential effects of the proposed development on the landscape and visual receptors that have been identified. This is determined by consideration of the sensitivity of the landscape and visual receptors and the magnitude of the landscape and visual effect as a result of the proposals. Further details of the methodology used in the appraisal is set out in full in technical appendix A part 2 and in figures A2.1 to A2.4 at the end of this report. Details of the methodology used in the photographic survey are set out in technical appendix A part 3.

Limitations and assumptions

3.6 In undertaking the assessment of landscape and visual effects of the proposals, the following assumptions have been made:

- Professional judgement is an important consideration in the determination of the overall landscape and visual effects and even with qualified and experienced professionals there can be differences in the judgements made
- The accuracy of the Digital Surface Model (DSM) used to prepare the zone of theoretical visibility (ZTV) falls within acceptable limits; however, there are potential discrepancies between the DSM and the actual landform where there are minor topographic features that are too small to be picked up. The DSM can pick up the majority of the woodland and buildings, although areas can be missed between the 1m grid (see technical appendix A part 2)
- During fieldwork, any significant discrepancies in the ZTV are recorded and later amended. Fieldwork was confined to accessible parts of the site, public rights of way, transport routes and other publicly accessible areas
- Private views from residential properties have not been assessed within this LVA, as the LI guidance states that if required this is to be assessed separately within a distinct Residential Visual Amenity Assessment. However, representative or specific viewpoints from adjacent publicly accessible streets or areas have been assessed to take into consideration views that may be afforded from receptors of a residential street / area
- To illustrate all potential viewpoints from which the proposals will be seen by the different visual receptors within the study area is not practical and is unnecessary for the purposes of the landscape appraisal.

4.0 Landscape and visual baseline

Landscape baseline

- 4.1 As part of the desktop appraisal, previous classifications and evaluations of the surrounding landscape within the study area have been examined. The purpose of this was to assess whether the site shares any of these common landscape characteristics and to assess how typical or unique the site is within the landscape context. It also helps to understand the landscape characteristics of the study area and how the site interacts with them.
- 4.2 The baseline study concentrates on the site and the wider area within the surrounding landscape. A distance of 3km from the site boundary was identified as an appropriate distance within which to consider the wider landscape setting of the site. Though the site may be visible from beyond this distance in some seasonal and weather conditions, it was considered to be too distant to allow any clear identification of the site features and precise boundaries or unlikely to create any adverse landscape and visual effects.

National landscape character areas (refer to figure 4)

- 4.3 Natural England's online National Character Area Profiles provide a description of the landscape character of the study area and the site at its broadest level. The site and part of the 3km study area lies within national character area 117 Avon Vales, and the surrounding study area lies within character areas 107 Cotswolds and 108 Upper Thames Clay Vales.
- 4.4 The key characteristics of NCA 117 Avon Vales most relevant to the site and study areas are listed below:
- *"An undulating clay vale with a mix of arable and pasture*
 - *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.*
 - *Wide River Avon corridor, with an ancient pattern of flood meadows and closely associated settlements and more recent development.*
 - *Transport corridors along roads and watercourses, heavily influential on all development in the NCA.*
 - *Large historic parks and mansions, often established from former monastic establishments.*
 - *Attractive stone-built centres to market towns that reflect the former agricultural productivity and wealth of the area.*
 - *Wide views across whole area from higher areas of surrounding chalk downs."*

Cotswolds National Landscape character areas (refer to figure 5)

- 4.5 The Cotswolds National Landscape LCA, 2002 provides a description of the landscape character and divides the national landscape into a series of 19 landscape character types and 68 landscape character areas. Part of the study area to the west of Malmesbury covering the designated landscape contains

parts of landscape character area 11A: South and Mid Cotswolds Lowlands within landscape type 11: Dip-Slope Lowland as well as 14B LCA: West Malmesbury Lowland Farmland within landscape type 14: Cornbrash Lowlands.

County landscape character areas (refer to figure 6)

- 4.6 The Wiltshire Landscape Character Assessment, 2005, (WLCA) divides the county into a series of 16 landscape character types and 38 landscape character areas. The site and part of the study area lies within landscape type 16: Limestone Lowland.
- 4.7 The key characteristics of the 16: Limestone Lowlands landscape type are:
- *“Gently undulating lowland farmland over underlying geology or predominantly mudstone and limestone with some pockets of clay.*
 - *A peaceful and rural landscape with subtle variations in character relating to the varied geology, topography and water courses.*
 - *Mix of permanent pasture and arable farmland.*
 - *Strong network of hedgerows with hedgerow trees.*
 - *Dry stone walls field boundaries in some areas and around settlements.*
 - *Field pattern predominantly large geometric field typical of eighteenth and nineteenth century enclosure with small scale irregular fields of medieval pattern close to settlement.*
 - *More open areas of higher ground to the west offer panoramic views over the type, elsewhere occasional woodland blocks, copses and frequent hedgerow trees give a greater sense of enclosure, with intermittent views.*
 - *Numerous rivers forming shallow valleys, with the watercourses sometimes lined with willows.*
 - *Settlements in the form of historic market towns, villages and scattered farmsteads distributed throughout the type linked by network of rural roads.*
 - *Traditional buildings of local limestone buildings an outstanding feature.*
 - *Presence of historic parkland and estates marked by stone estate walls, grand entrances and parkland trees and avenues.”*
- 4.8 The remaining study area lies within landscape type 11: Rolling Clay Lowland.
- 4.9 The WLCA landscape types are subsequently sub-divided into landscape character areas and the site lies within the 16A: Malmesbury-Corsham Limestone Lowlands landscape character area which is described as:
- *“Peaceful rural landscape.*
 - *Panoramic views from higher ground.*
 - *Strong network of hedgerows, hedgerow trees and occasional woodland copses, with some intensively flailed and gappy hedgerows.*
 - *Dry stone walls, with some becoming overgrown.*
 - *Predominantly rolling mixed pastoral and arable farmland with continued amalgamation and enlargement of fields*
 - *Distinctive traditional limestone villages and towns, connected by network of rural lanes and straight Roman roads.*

- *Scarcity of tree cover creates a greater sense of exposure, with areas of enclosure along springs and brooks in shallow valleys, most prominent being the River Avon with steep valley sides and a sense of containment.*
 - *Historic parklands.*
 - *Remaining areas of ancient woodland, chalk grassland and other areas of ecological diversity.”*
- 4.10 The remaining study area lies within the 11B: Minety Rolling Clay Lowland landscape character area.

Local landscape character areas (refer to figure 7)

- 4.11 At a local level, the site and the study area is covered by the North Wiltshire Landscape Character Assessment (NWLCA) undertaken in 2004.
- 4.12 There are 14 landscape character types, and the site lies within character type Lowland Clay Woodland. The Lowland Clay Woodland landscape character type is described as:

“A gently undulating lowland landscape on heavy clay soils forming a transition between the valley bottom and higher ground. Mixed farming and a dispersed settlement pattern enclosed by hedges with trees. Watercourses influence lower lying areas.”

- 4.13 The surrounding study area includes the following landscape character types:

- Settled Farmland Valley,
- Lowland Limestone (Forest Marble) Farmland, and
- Lowland River Farmland.

- 4.14 The landscape character types are subsequently sub-divided into landscape character areas and the site lies within the 5. Minety and Malmesbury Rolling Lowland landscape character area. The key characteristics are:

- *“Rolling or undulating lowland hills between 70-100m AOD, on Oxford Clay, with some Cornbrash and Forest Marble.*
- *Patchwork of irregular, small to medium sized fields, mainly pasture but with arable on the richer soils.*
- *Continuous hedges with many mature oak and some deciduous copses.*
- *Wetland features including groups of willows on wetter ground along streams and on alluvial soils.*
- *Mature trees on the skyline.*
- *Dispersed small villages or hamlets and fine stone country houses.*
- *Use of undressed limestone to walls, ashlar quoins, lintels and mullions, and stone slates.*
- *Dominance of Malmesbury both on views and communication routes, and in historical influence of the Abbey.*
- *Water meadows and open pasture on two arms of River Avon at Malmesbury.*
- *Detractors of water tower and power lines, but otherwise an unspoilt, quiet pastoral landscape.”*

4.15 The surrounding study area contains the following landscape character areas:

- 6. Upper Avon Valley,
- 7. Sherston Dipslope Lowland,
- 8. Hullavington Rolling Lowland, and
- 11. Avon Valley Lowland.

Malmesbury Conservation Area Appraisal

4.16 The Malmesbury Conservation Area is approximately 400m south of the site boundary and located within the study area. The Malmesbury Conservation Area Appraisal, 2007 provides a general character analysis of the town and a more detailed townscape analysis which divides the Conservation Area into 19-character areas and analyses these for their contribution to the Conservation Area character.

Baseline landscape character areas

4.17 The published character area assessments provide a broad overview of the landscape context and do not necessarily identify the subtle variations and intricacies of the local landscape characteristics of the site and surrounding area. Therefore, it is considered appropriate to refer to the local character assessment North Wiltshire LCA, 2004 as the basis for determining the landscape character areas. Overall, the landscape character assessments were used in conjunction with each other to assess the baseline landscape character areas of the site and the surrounding area, which was then supported by tor&co's own assessment for judging the value of the landscape in which the site and surrounding area lies.

4.18 Using the ZTV and through site investigation, the baseline study has established the following landscape character areas and associated landscape resources that may be physically or perceptually affected by the development proposals. The character areas that do not lie within the ZTV will not be considered any further, due to the lack of intervisibility with the proposals. The character areas that will therefore be assessed are:

- The site
- 5 Minety and Malmesbury Rolling Lowland LCA
- 6 Upper Avon Valley LCA
- 7 Sherston Dipslope LCA
- 8 Hullavington Rolling Lowland LCA

4.19 A description of the relevant baseline landscape character areas is provided in the following paragraphs. The potential effects of the development proposals on these character areas including the judgements of landscape value as identified in this baseline chapter are assessed within the predicted effects on the landscape character section later in this report.

The site

4.20 The site is located south of the B4014 and west of the A429 Crudwell Road, on the north eastern edge of the existing settlement of Malmesbury. The site

comprises three medium-sized fields that are currently in pastoral use, with Grade 3 Agricultural Land Classification, bound by hedgerows and occasional hedgerow trees. The topography of the site is approximately 91m AOD in the east and gently slopes to approximately 84m AOD in the west, as illustrated in figure 2.

- 4.21 There are no built structures on the site with the closest properties being Whychurch Farm to the immediate south, The Stable on Crudwell Road to the east, and Marsh Farm east of the A429. To the west is the northern residential area of Malmesbury including Powell Rise, Twynnoy Close, Ron Golding Close and Worthneys Close, set back beyond a mature tree lined edge and public footpath. Whychurch Farmhouse and an associated outbuilding to the south are Grade II listed. To the east is the Whychurch Water Tower. There are no heritage assets within the site.
- 4.22 The settlement edge on the site's western boundary is well treed, filtering views beyond the site to the residential area. The hedgerow boundaries of the site comprise species such as Blackthorn, Hawthorn and hazel. There are few individual mature trees and tree groups that include English Oak, Field Maple and Ash species with occasional willow and alder. A few tree groups also contain species such as Oak, Elm, Ash, Field Maple, Red Horse Chestnut, Wild Cherry, Hawthorn, Lombardy Poplar, Sycamore, Beech and Apple.
- 4.23 Views to the north east are possible towards Charlton Park Estate, identifiable by the woodland plantations on the perimeter. The NWLCA highlights scenic views towards Malmesbury Abbey, which are considered an important local perception from the A429 adjacent to the site, and this is notable from the southern parts of the site.
- 4.24 There are no landscape designations on the site, though the site provides some recreational value via public right of way MALM 7 which crosses the southern part of the site from Reeds Farm Road on the edge of the settlement, east across the site to join the A429.
- 4.25 The road corridors to the north and east, along with the prominence of the Whychurch Water Tower adjacent to the eastern boundary, have an urban influence on the site and reduce the perceived tranquillity. The ongoing construction of the Bloor Homes development at Avon Rise is prominent to the immediate west of the site and particularly from the northern parts of the site.

5 Minety and Malmesbury Rolling Lowland landscape character area

- 4.26 The Minety and Malmesbury Rolling Lowland LCA covers the central and eastern parts of the study area and includes the site. The character area comprises rolling or undulating lowland hills between 70m and 100m AOD, located mostly on Oxford Clay. The area is mostly a pastoral landscape with some arable fields and a mix of small, medium and large-scale field patterns.
- 4.27 The River Avon meanders through the southern part of the character area where it splits into two branches, the Tetbury Avon branch running through the centre of Malmesbury, with open pasture and water meadows alongside.
- 4.28 The southern edge of the character area follows the River Avon, running through the southern part of Malmesbury towards Brokenborough and north along the boundary of the Cotswolds National Landscape. The northern edge

runs between Brokenborough and Hankerton, following the topography on the edge of the rolling lowland.

- 4.29 The character area contains Conygre Mead Nature Reserve which is a County Wildlife Site on the edge of Malmesbury town. There are patches of ancient woodland, including Long Wood and around Garsdon Mill along Woodbridge Brook, south of Charlton Park. There are a few smaller woodland blocks including Marsh Copse and Quobwell Copse as well as plantations around Charlton Park.
- 4.30 The Malmesbury Conservation Area lies within the character area and includes the Malmesbury Abbey and St Pauls Church tower scheduled monuments, which have a strong influence and associations with the landscape. There are two other Conservation Areas in Charlton and Lea, along with a number of other Grade II listed buildings located towards the settlements of Malmesbury, Lea and Charlton as well as several farmsteads.
- 4.31 The A429 corridor runs north south and connects Malmesbury to the M4 south of the study area and north towards Cirencester. The B4040 corridor connects to Malmesbury from the east via Charlton. Several PROWs run through the character area in close proximity to Malmesbury and the River Avon with a few routes between the settlements of Charlton and Lea, which add to the recreational value of the area. The Wiltshire Cycleway, which circles the county, runs east west through the study area via Malmesbury town centre.

- 4.32 The NWLCA states the overall management objectives for the area are:

“to conserve and enhance its pastoral character, and to ensure that any new development respects the pattern of the dispersed settlement in the area and the vernacular building materials.

The maturity of hedgerow trees is important in shaping the character of the area and is a local asset of significance which should be conserved and enhanced.

The environs of Malmesbury are highly sensitive to change and great care will need to be taken in planning any development or other land use or management change in the visual envelope of the town.”

- 4.33 The NWLCA also provides a strategy for key views management as:

“The views to Malmesbury are critical in this area and should be preserved or enhanced. The A429, connects with the M4 motorway and collects traffic on the western side of the area, bypassing Malmesbury. Views from this road and the connecting B4040 and B4042, are important for the perceptions of many local people.

Within the rural hinterland, the key visual elements are the mature trees and the patchwork of small irregular fields.”

6 Upper Avon Valley landscape character area

- 4.34 The Upper Avon Valley LCA lies to the west of Malmesbury and partially covers the eastern tip of the Cotswolds National Landscape. It includes 14b West Malmesbury Lowland Farmland LCA from the Cotswolds National Landscape character assessment within the study area.

- 4.35 The LCA is bound by the B4040 Sherston Road to the north and follows the southern slopes of Malmesbury just to the north of the River Avon, east up to the A429 Priory Roundabout. To the south, the boundary is defined by field boundaries on the valley slopes south of the river and along Common Road.
- 4.36 The LCA is steep and intimate on the edge of Malmesbury with more openings as it widens in the shallower valley to the west. The topography lies between 75-95m AOD. The varied landscape form, along with the fertile soils along the River Avon, makes for a diverse agricultural landscape, with a mix of field patterns that are evident in different time periods. There is a strong sense of time depth in the landscape. The landscape appears mostly rural and more tranquil beyond the edge of Malmesbury and within the River Avon corridor. Woodland blocks and copses are notable on the higher ground of the valley slopes, including Cowage Gorse and Hyam Wood, an ancient, semi-natural woodland, on the edges of the study area and are predominantly mature oak trees which appear throughout the landscape along field boundaries. Willows and alders are also prominent and sit closer to the river's edge lower in the valley.
- 4.37 The north east edge of the LCA lies within the Malmesbury Conservation Area where there are several grade II listed buildings. Settlements comprise a few scattered farmsteads with larger settlements limited to the edge of the town and to the triangular cluster of more modern housing at Common Road and Foxley Road which detracts from the LCAs historic character. There are several PROW footpaths which connect Malmesbury to the River Avon corridor and from the upper slopes in the setting of the Malmesbury Conservation Area, the Malmesbury Abbey and St Pauls Church tower scheduled monuments are prominent in the adjacent LCA.
- 4.38 The NWLCA states the overall management objectives for the area are:
- “to protect the rich historical and ecological heritage of the area, and to conserve and enhance its distinctive and unspoilt character. The diversity of the area’s landscape features, relating to the topography, rivers and different forms of agriculture, combined with the mature trees and fine stone buildings, creates a distinctive area of high landscape quality.”*
- 4.39 The NWLCA strategy for key views management does not indicate any particular viewing points.

7 Sherston Dipslope Lowland landscape character area

- 4.40 The Sherston Dipslope Lowland LCA covers the northern and western parts of the study area, beyond Malmesbury. It covers part of the Cotswolds National Landscape eastern edge, including character areas 11A South and Mid Cotswolds Lowlands and 14B West Malmesbury Lowland Farmland, within the study area.
- 4.41 The topography is gently rolling and varies between 75m and 125m AOD. The River Avon Tetbury branch meanders to form a shallow valley through the National Landscape, with some locally steep and enclosed parts. The rural landscape has a distinctive character and a sense of remoteness, it is mostly tranquil. On the higher ground, far reaching views are possible over the landscape and across the river corridor to Malmesbury.

- 4.42 The landscape is accessible to the west around the small village of Brokenborough where several PROW bridleway and footpaths connect the village to the Cotswolds National Landscape and to Malmesbury.
- 4.43 With the exception of Brokenborough, settlement is sparse and limited to farmsteads within the study area. The area is notable for historic settlement and a medieval irregular field pattern, comprising a mix of pasture and arable fields with some larger fields in more recent times. There are a few roads that dissect the area and detract in the landscape, including the A429, the B4014 and B4040 which service Malmesbury.
- 4.44 Woodland is limited to shelterbelts and a cluster of small woodland plantations to the north and alongside the A429 to the north east, sitting on higher ground. Hedgerows and mature trees contain views in some areas where the landscape is more intimate. Groups of mature willows line the River Avon.
- 4.45 The NWLCA states the overall management objectives for the area are:
- “to enhance the character of the area through strengthening the landscape elements which contribute to its distinctiveness and conserve the ecological heritage and unspoilt character. The diversity of the area’s landscape features, relating to the topography, broad views, mature trees, dry stone walls and fine stone buildings, will require care and good stewardship.”*
- 4.46 The NWLCA also notes the key views from the A429 north of Malmesbury and the openness of views from higher ground where there is little woodland cover.

8 Hullavington Rolling Lowland landscape character area

- 4.47 The northern tip of the Hullavington Rolling Lowland LCA occupies a small part of the study area to the south of Malmesbury. The area borders the Cotswold National Landscape to the west and runs between the upper and lower Avon Valleys and up to Burton Hill and along Cam’s Hill.
- 4.48 The topography of the area is gently rolling with shallow valleys with localised points of higher ground affording views of Malmesbury, ranging from 80m to 96m AOD. The landscape is mostly tranquil, with a patchwork of pasture and some arable, irregularly sized fields, bound by hedgerows and mature oaks.
- 4.49 The A429 cuts through the area, a detracting feature of the landscape, though important for local perception of Malmesbury. The area has several PROW bridleways and footpaths which traverse the hills, connecting Malmesbury to the wider landscape.
- 4.50 From higher ground the Malmesbury Abbey and St Pauls Church tower scheduled monuments are visible. There are no landscape designations within the area. Settlements are limited to scattered farmsteads except for the edges of Burton Hill and Common Road. There are several listed buildings within the residential area of Burton Hill and at Cole Park.
- 4.51 The NWLCA states the overall management objectives for the area are:
- “to conserve and enhance its pastoral character, and to ensure that any new development respects the grain of the dispersed settlement in the area and the vernacular building materials.”*

11 Avon Valley Lowland landscape character area

- 4.52 The northern tip of the Avon Valley Lowland LCA occupies a small part of the study area to the south east of the core of Malmesbury, bound by the River Avon and confined to the western side of the River Avon corridor. The topography ranges from 65m to 99m AOD within the study area.
- 4.53 The northern part of the area includes the town defences scheduled monuments on the eastern edge of the historic core of Malmesbury, within the Malmesbury Conservation Area. From higher ground the Malmesbury Abbey and St Pauls Church tower scheduled monuments are also visible.

Visual baseline

Views of the site

- 4.54 The visibility of the site is generally contained to within approximately 0.5km to the south of the site before the existing development of Malmesbury restricts views. There are very small areas of potential visibility beyond the settlement of Malmesbury around Burton Hill, Cam's Hill, Combe Green and between Thornhill farm and Archers Farm out to the 3km study area boundary. To the west the settlement of Malmesbury including the new Bloor development at Avon Rise restrict visibility. Potential distant glimpsed views then open up to the west of the settlement around Boakley Cliff and Hyam Cottages. To the north there are close views from the B4014, then potential glimpsed views from the open farmland between woodland copses around Quobwell Farm, Griffins Bar Farm, Coldharbour and Five Lanes. To the east there are close views from the A429 and then limited potential glimpsed views from Milbourne, Charlton Park and Home Farm. The woodlands of Gardens Plantation, Marsh Copse, The Roughett, Kennels Plantation and Long Wood limit visibility throughout this area.
- 4.55 A computer-generated model of the zone of theoretical visibility (ZTV) in combination with fieldwork has been used to assess the potential visibility of proposed development from within the study area. The ZTV's illustrated in figures 8 and 9 have been used to identify the visual receptors that have the potential to be affected by the proposals. Those visual receptors that may be potentially affected by the development proposals are set out in table 1.2.
- 4.56 Fifteen representative illustrative viewpoints have been selected within the study area to illustrate how the site is experienced by the identified visual receptors. The viewpoints chosen, provide a representative selection of views from locations covering a range of receptors from varying directions and distances. The viewpoint locations are illustrated on figures 8 and 9 and the photographic viewpoints are illustrated on figures 10 to 23.

Table 1.2 Visual receptors

Visual receptor	Location	Identified viewpoint(s)
Residential areas	From the existing residential area of Malmesbury including Gilmore Road and Lacemakers Road The residential area is located to the south of the B4014 and to the south and west of the Bloor Homes development at Avon Rise that is currently	Viewpoint 1, Figure 10

	under construction, to the west of the site. There is an open view to the east from Gilmore Road through a break in the boundary vegetation, where the first phase of construction work on the adjacent Avon Rise development is currently experienced in the foreground of views looking east towards the site. The receptors will be residents and visitors to the residential area of Gilmore Road and Lacemakers Road	
	From the residential area of Burton Hill There are a number of large terraced and detached two to two and a half storey properties along the northern side of the B4042, at The Knoll and Hillcrest, which lie on the slightly elevated edge of Burton Hill. The ZTV indicates potential visibility of the proposals to the north however limited to the rear of the properties. No glimpsed views are afforded from the roads and there are numerous hedgerows and some mature trees within and along the properties rear garden boundaries which filter any oblique views towards the site. The receptors will be residents and visitors to properties at Burton Hill.	Viewpoint 2, Figure 11
	From the residential area of Milbourne Milbourne is a linear village along Milbourne Lane. They are mainly large, detached properties set back from the road with large gardens backing onto agricultural fields. There is an area of modern development at the entrance to the village at Milbourne Park and Monks Park. No glimpsed views are afforded from the roads with only occasional glimpsed views to the rear of the properties along the northern side of Milbourne Lane. There are numerous hedgerows and mature trees within and along the properties rear garden boundaries which filter any oblique views towards the site. The receptors will be residents and visitors to the residential area of Milbourne.	Viewpoint 3, Figure 12
	From users of the A429 This is a two-lane 60mph road and runs north south through the study area and bypasses to the east of Malmesbury. This is a main route which connects to the M4 and Cirencester beyond the study area. The northern section of the road is enclosed by mature tree plantations to the east on the edge of the Charlton Park Estate and hedgerows filter views over arable fields to the west with a rural setting. Views change due to the undulating route towards Filands Roundabout with occasional distant views travelling south of the settlement edge at Filands amongst mature vegetation and tree lined hedgerows. The route becomes more urbanised when arriving at the roundabout with the presence of ALDI and Malmesbury Garden Centre. Views are intermittent of pastoral fields as it passes the site with a well treed backdrop on the settlement edge, however the presence of the construction of the Bloor Homes development at Avon Rise urbanises these glimpsed views to the west. At Whychurch Roundabout, the Texaco garage and the Whychurch Water Tower are dominant. Glimpsed views of the site are oblique to the direction of travel when the route passes the eastern edge of the proposals. To the south, the route becomes more rural and is lined by mature hedgerows and trees set back from the road. There are occasional views over the rural landscape before approaching Malmesbury at Burton Hill, with Malmesbury Abbey visible on the skyline to the west as the road crosses the River Avon. The receptors will be motorists, cyclists, bus users and pedestrians using this road.	Viewpoint 4, Figure 13

Transport routes

	From users of the B4014 This is a two-lane 40mph road with a footpath to the north of the site access between the Filands and Tetbury Hill roundabouts, which increases to the national speed limit from the edge of Malmesbury out towards Tetbury. The adjacent Bloor Homes development at Avon Rise and access road from the B4014 once completed will restrict visibility of the site from the road. The receptors experience a rural outlook over mostly arable fields and farmsteads in the wider study area where the site is not visible before reaching the Dyson Village at the edge of Malmesbury. The route then passes the Filands View development and the construction of the Bloor Homes development at Avon Rise to the south, before passing the proposed site access on the approach to Filands roundabout. Oblique filtered views to the south beyond the boundary hedgerow of the pastoral fields on the site are possible. The receptors will be residents, motorists, cyclists, bus users and pedestrians using this road.	Viewpoint 5, Figure 14
	From users of Five Lanes This is a rural road which runs between Tetbury Lane to the east of the A429 to the B4014 west of the study area. The road is national speed limit, and meanders across the higher ground to the north of Malmesbury, approximately 2km from the site. Hedgerow boundaries are fragmented leading to intermittent distant views to the north and south of the route towards woodland blocks and an agricultural landscape. The receptors will be motorists, cyclists, horse riders and pedestrians using this road.	Viewpoint 6, Figure 15
	From users of the Park Lane This is a rural lane which runs between the B4040 and the River Tetbury, joining Park Road. It runs to the west of Malmesbury, past playing fields at White Lion Park. Views are a mix of rural and urban with views of the settlement edge of Newton Grove, Malmesbury. The lane is enclosed with hedgerows and mature trees which often obscure the views beyond. Occasionally where the topography of the road steepens there are wider views across the landscape to the fields and urban edge. The receptors will be motorists, pedestrians, cyclists and horse riders using this road.	Viewpoint 7, Figure 16
	From users of the public rights of way MALM 7 through the site The MALM7 footpath runs from Reeds Farm Road through the southern part of the site where it forks to join the A429 to the north and south of the Whychurch Water Tower. The northern fork of the footpath has a PPO for extinguishment which is yet to be determined. The footpath follows a grass path with open views of the immediate surrounding pastoral fields of the site. The western section of the route is more enclosed by the dense vegetation to the south and housing to the north before reaching the site's western boundary. Views to the south include St Paul's Church spire and Malmesbury Abbey which are visible beyond the River Avon treed corridor. The receptors will be pedestrians and local residents using this footpath.	Viewpoints 8 and 9 Figures 17 and 18
	From users of the public right of way MALM 8 adjacent to the site This footpath provides a connection between Webbs Way, Malmesbury and the B4040 along the western boundary of the site. It runs from Webbs Way along the pavement of Lacemakers Road before joining a tarmac footpath along the rear gardens of the properties along Powell Drive. There is then an application for a diversion order underway to relocate the PROW along the eastern edge of the Bloor Homes	Viewpoint 10 Figure 19
	Recreational routes and areas	

	development at Avon Rise which will slightly divert the route from its current alignment. The route currently runs through urban development and then along a trodden grass path, however the future baseline of this footpath will be that it will be surfaced and will run along the edge of residential development through an area of public open space. The future baseline will include residential development to the east of it (planning application APP/Y3940/W/22/3290305) and therefore views will be of residential development. The receptors will be pedestrians and local residents using this footpath.	
	From users of public right of way MALM 6 This right of way provides a link between Gloucester Road, Malmesbury and the B4040, past the Whychurch campsite via Whychurch Farm. The route is a trodden grass path which runs east west and follows the southern side of the site's field margin. Views are of the agricultural field which forms part of the setting to the Malmesbury Conservation Area, with St Paul's Church tower and Malmesbury Abbey visible beyond the River Avon treed corridor to the south. The receptors will be pedestrians and local residents using this footpath.	Viewpoint 11, Figure 20
	From users of public right of way MALM3, MALM5 and Malmesbury Cricket Club MALM 3 footpath provides a link between Malmesbury Cricket Club at Lovers Lane and the B4040. MALM5 footpath provides a link between Gloucester Road, Malmesbury and the B4040 just north of the Holloway Bridge. The routes are a trodden grass path which runs through the fields and along the rear of the properties along the edge of Malmesbury. MALM5 runs along the edge of the cricket ground and between the sports pavilion and a mature hedge to the rear of the properties. There are views towards Malmesbury Abbey from the northern part of MALM3 before the topography and built development of Malmesbury combined with the mature vegetation along the River Avon obscure views. Views from MALM5 are across the agricultural field northwards towards the Whychurch Farm buildings and the water tower. The receptors will be pedestrians and local residents using this footpath.	Viewpoint 12, Figure 21
	From users of the public rights of way to the east of the settlement of Malmesbury, MALW8, MALW9 Footpaths MALW8 and MALW9 run to the south west of Charlton Estate between the A429 and Milbourne via Charlton Bridge. The routes are trodden grass paths which run through agricultural fields. Views are of the agricultural landscape and the parkland of the Charlton Estate. The views are mostly restricted by the rising ground, mature boundary hedgerows and trees, Marsh Copse and Long Wood. The routes do not run through any designations and are not nationally recognised. The ZTV indicates potential visibility of the proposals from the northern part of MALW8 looking south west, and the southern tip of MALW9 on the edge of Milbourne looking west. However, intervening vegetation mostly screens views towards the site, with a glimpse of the Avon Rise development construction from MALW8. The receptors will be pedestrians and local residents using this footpath.	Viewpoint 3, Figure 12
	From users of the public rights of way to the west of the settlement of Malmesbury, BROK1, BROK5, BROK17 BROK1 and BROK5 are bridleways that run north south connecting the Shipton Moyne road to Brokenborough. BROK17 is a footpath that runs east west connecting BROK5 to Park Lane. These paths all run through the Cotswold National Landscape with a mostly rural and tranquil outlook with some urbanising influence on BROK17 as it approaches the settlement edge of Malmesbury and overhead cables traversing the fields. The routes are located between 1.5km and 2.3km from the site.	Viewpoint 13, Figure 22

	The receptors experience a mix of limited, filtered and open views over an undulating valley landscape of the River Avon Tetbury Branch. Views towards Malmesbury are fragmented by the large number of mature trees softening the roofscape with Whychurch Water Tower visible on the horizon. The receptors will be pedestrians, cyclists and horse riders using these bridleways and footpath.	
	From users of the public rights of way to the south of the settlement of Malmesbury, MALW27, MALW31, MALW32, MALW42 and MALW86 MALW86 is a bridleway that runs east west from Common Road at Portmeadow Farm to Arches Farm before joining a Byway that connects to Burton Hill. MALW31 and 32 are footpaths that run north south from the south western edge of Malmesbury and connect into the bridleway. MALW27 footpath runs parallel to MALW31 connecting Burton Hill to the wider countryside and MALW27 footpath connects Common Road to Cowage Grove on the edge of the study area. They all run through an agricultural landscape with views towards the settlement of Malmesbury where the Abbey and church spire form a skyline feature. The receptors will be pedestrians, cyclists and horse riders using these bridleways and footpaths.	Viewpoint 14, Figure 23
Tourist and recreational destinations	From Malmesbury Abbey Malmesbury Abbey is a former 12th century Benedictine Abbey located in the centre of Malmesbury on the southern bank of the River Avon Tetbury Branch. It is a grade 1 listed building and a scheduled monument. The ZTV indicates no potential visibility of the site from the Abbey or grounds. A site visit has confirmed this, with only an occasional glimpsed view of the water tower that lies just beyond the eastern boundary visible between mature trees. The water tower is 91m tall which is over 8 times the height of the proposed development. The receptors will be visitors to the Abbey and grounds.	Viewpoint 15, Figure 24

Future baseline

- 4.57 In the absence of the proposed residential development, the eastern part of the site is likely to carry on in agricultural use in the future, therefore the landscape character will be unchanged. The area to the west of the site has planning permission and is currently under construction therefore for the purposes of this appraisal, the Bloor Homes development at Avon Rise for 132 homes and a nursery (planning application reference PL/2023/00958) has been considered as part of the baseline studies. In addition, land within the redline on the western side of the site has planning permission with a reserved matters application pending a decision for up to 71 dwellings with public open space and associated infrastructure (planning appeal reference: APP/Y3940/W/22/3290305). While this area forms part of this application it already has planning approval and therefore will be considered as part of the future baseline.

5.0 Development proposals

- 5.1 The land use parameter plan on figure 26 illustrates the strategic landscape planting and public open space, the setback of built development from Whychurch Farm listed buildings and the retention of the PROW. It also illustrates the proposed hedgerow and woodland copse planting that will form the primary landscape mitigation. The illustrative masterplan in the Design and Access Statement (DAS) shows the development proposals including the siting of each property and illustrative landscape planting within the public open space. The following description covers the specific areas that will affect the landscape and visual resources and the primary mitigation measures.

Primary and secondary mitigation

- 5.2 The potential impacts on the landscape and visual resources were a significant consideration from the outset of the development of the parameter plan. The need to retain and accommodate key landscape elements, and the likely effect on receptors both within and beyond the development boundaries, influenced and guided the proposals. As a result, the scheme has been developed to best protect the landscape resources of the site and its landscape setting.
- 5.3 Key primary measures incorporated into the building heights and land use parameter plans figures 25 and 26 aim to minimise the initial predicted impacts of the proposed development and include the following:
- Retention of both branches of PROW MALM7 within the site
 - Retention of existing hedgerows along the boundaries of the site and retention of the individual oak tree within the agricultural field to the north of the site
 - Removal of a short stretch of hedgerow number H8 (Category C) for access from an earlier phase of development and removal of a short stretch of hedgerow H2 (Category C) which is already allowed for within the approved earlier phase
 - Provision of a new network of footpaths through the site connecting to the existing public rights of way and highway network
 - Creation of areas of public open space including a new hedgerow and woodland copse planting including transplants, feathered and advanced nursery stock (up to 3.5m high) on a staggered 1.5m grid
 - Creation of new attenuation areas
 - Creation of new children's play areas
 - Creation of an allotment within the public open space.
- 5.4 There is the potential for secondary mitigation measures to reduce the remaining potential impacts and help assimilate the development at a local level. These will come forward during detailed design at the reserved matters application stage. Types of secondary mitigation that are likely to form typical reserved matters conditions are set out below.

Minimise scale of buildings in response to the surrounding area

- 5.5 Maximum building heights have been indicated on the building heights parameter plan on figure 24 and illustrated within the DAS. There is the potential that during the detailed design stage these heights may be reduced. The assessment has allowed for the worst case of 11m above ground level +/- 1m for any required groundworks, however the detailed design stage may reduce the ground floor level thereby reducing the potential visual effects.

Architectural design

- 5.6 The design and style of the built form should make a positive contribution to the local distinctiveness of Malmesbury and provide high quality design, which will enrich the local environment and create a sense of place.

Boundary treatments, street furniture and hard landscape

- 5.7 Streetscapes and the public realm should enhance local distinctiveness and reinforce a sense of place. Proposals should include high quality design, which creates an attractive public realm.

Control the use of materials to reduce visibility

- 5.8 The development will be in scale and character with the local vernacular. Controlled use of colour and materials is recommended to minimise unnecessary or unintentional visual impacts in the wider landscape, particularly roofscapes which will be determined via planning conditions.

Establish a strong landscape structure within the site

- 5.9 Opportunities for further enhancement include woodland, tree, hedgerow and shrub planting along the principal routes through the proposed development within the POS and within gardens. This should have the effect of integrating the development into the wider landscape.

Predicted sources of landscape and visual effects

- 5.10 The principal sources of change to landscape resources and visual amenity arise from the introduction of new built forms and landscape elements. The changes that could occur to the landscape can be separated into temporary (that occur during construction) and permanent changes that occur post construction.
- 5.11 In terms of the changes some may be beneficial, resulting in an improvement in quality or landscape resources, while others may be adverse. Some changes may initially be adverse, but on establishment and maturity may result in a gradual improvement as new landscape resources replace old or supplement the existing. This makes qualitative evaluation more difficult. Experience indicates that the latter is frequently the case, as landscape perception inevitably determines an appraisal. Sudden change in a known landscape is almost always initially prominent, but its perceived significance soon fades with acceptance. The elements that will give rise to landscape and visual effects are summarised in the following paragraphs.

Predicted temporary effects during construction

- 5.12 The following activities will cause temporary changes to the landscape and visual receptors during all phases of the construction period:
- Infrastructure provision – building access roads / connection to services / trenching operations
 - The erection of temporary protective and security fencing as well as hoarding to reduce noise impact
 - Site compounds and contractors' car parking
 - Site excavation and the movement of site soils for the construction of the new vehicular access
 - Site level changes, mainly involving foundations, the creation of new road infrastructure and the creation of development platforms
 - Introduction of cranes, rigs and large machinery and their associated movement and noise, both to and from the site and around the site
 - Temporary lighting and signage associated with construction works
 - Changes to the surrounding roads due to the movement of additional heavy machinery during construction
 - Construction related noise affecting local levels.

Predicted permanent effects at completion (post-construction)

- 5.13 The following activities will cause permanent changes to landscape and visual receptors:
- Construction of a residential development of up to 149 dwellings (two storey up to 9.5m high to ridge height and two and a half storeys up to 11m high to ridge height). There will be a new vehicular access with footways and cycleways, public open space, landscape and associated infrastructure. Out of the 149 homes, 71 of them that lie to the west of the site have planning permission with a reserved matters application pending a decision (ref: APP/Y3940/W/22/3290305).
 - Introduction of a new junction from the Bloor Homes development access road off the B4014 which has already been constructed as part of the Avon Rise development and the access from it which is approved as part of planning permission with a reserved matters application pending a decision (ref: APP/Y3940/W/22/3290305).
 - Introduction of lighting associated with urban development
 - Earthworks associated with the development parcels and provision of new attenuation features
 - Retention of mature trees and hedgerows apart from the loss of a short stretch of hedgerow number H8 (Category C) for access from an earlier phase of development and removal of a short stretch of hedgerow H2 (Category C) which is already approved as part of the earlier phase
 - Introduction of approximately 65m of new hedgerow planting
 - Introduction of public open space including allotments, informal open space and children's play space
 - Introduction of new woodland copse planting
 - Introduction of new footpaths within the public open space
 - Changes in visual appearance of the site
 - Changes to the character of the site.

6.0 Predicted landscape and visual effects

- 6.1 The following section predicts the potential effects on the landscape resources and visual amenity receptors within the site and in the areas surrounding the site identified in the baseline section. In each case, the effects are described in relation to the effects during construction and at the completion of the final phase of the proposed development (including consideration of night time effects at completion) from year 0 to 15 post completion. After 15 years the existing and proposed vegetation (e.g., hedgerows and woodland) will have grown and the effects are therefore reassessed, taking into account the mature vegetation as there is the potential for the impacts of the residential development to reduce as vegetation screening increases. The appraisal has been undertaken with reference to the receptor sensitivity and magnitude of effects tables in figures A2.1 to A2.4.

Predicted effects on landscape character

- 6.2 The effects on the landscape resources identified in the baseline are assessed below for each identified character area within the ZTV.

Predicted effects on the landscape character of the site

- 6.3 The site is identified under the regulation 19 Wiltshire Local Plan Review Sites from 2020 and referred to as 'MAL1'. The Sites Landscape Appraisals, September 2023, considers 'MAL1' to have medium to high landscape sensitivity and generally a medium to limited capacity for development with more limited capacity through the south. The site appraisal concluded that residential development with the proposed landscape mitigation on this site would have a moderate adverse effect on the SA objective to conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place.
- 6.4 There are no designated landscapes or ecological or heritage assets present within the site boundary and the council's sites landscape appraisal concurs with this assessment stating that it is "*within an undesignated landscape... in moderate condition*". There is a PROW MALM7 that runs through the site, however there are no nationally recognised routes and part of MALM7 is undergoing an extinguishment order. The footpaths are likely to be used by locals rather than visitors travelling long distance routes. The site lies within the landscape character area 5 - Minety and Malmesbury Rolling Lowland.
- 6.5 The site is influenced by the Bloor Homes development that is currently under construction at Avon Rise and will be influenced by the future development of land within the redline to the west of the site for a further 71 dwellings (planning application reference: APP/Y3940/W/22/3290305). It is also influenced by the existing development edge of Malmesbury at Lacemakers Road and development along the A429 and B4014. From our site assessment it is concluded that the value of the landscape receptor is considered to be medium as it is average quality with some reasonably strong characteristics in the form of mature trees and some areas with views towards Malmesbury Abbey but some detracting characteristics in the form of the overhead electricity cables and the water tower on the eastern boundary. It is a landscape used by the local residents for some recreation in the form of the footpath across the fields that connect to the wider landscape.

- 6.6 It is considered that the landscape receptor of the site is able to accommodate a small change as a result of the proposed development without undue consequences on its defining characteristics. The susceptibility of the landscape receptor to specific changes associated with the proposed development is considered to be medium. The site's landscape character is therefore considered to be of medium sensitivity.
- 6.7 A large degree of activity and disturbance will be evident during construction, with the movement of machinery around the site and the introduction of construction elements that will cause noise and alter some key characteristics of the whole site. The magnitude of landscape effects during construction will be large adverse and temporary. There will be very limited physical effects on the existing landscape features within the site, apart from the loss of agricultural land and the removal of a short stretch of hedgerow number H8 (Category C) for access from an earlier phase of development and removal of a short stretch of hedgerow H2 (Category C) which is already allowed for in the approved earlier phase of development. All the mature trees within the site will be retained. The proposed new hedgerow and woodland copse planting will enhance the landscape features of the site and provide a long-term benefit. Both branches of the footpath MALM7 that runs through the site including the northern arm that is currently undergoing an extinguishment order have been incorporated within the proposals on their current alignment. Development has been pulled back from the southern redline boundary by a minimum of 45m taking into consideration the council's Sites Landscape Appraisals document which highlighted a higher sensitivity to the south of the site. The area to the south with MALM7 PROW running through it allows for an area of public open space to be created and retains views towards Malmesbury Abbey on the horizon and to the grade II listed Whychurch Farmhouse and Outbuilding.
- 6.8 The inspector for the western part of the site application APP/Y3940/W/22/3290305 determined that *"whilst pleasant enough, the land has a rather nondescript character, and makes little contribution to the wider landscape"* and that *"In my judgement, the site would be an obvious and logical location for housing, and the overall impact on the character and appearance of the area, including the landscape, would be minimal."*
- 6.9 The proposals will influence the entire site and will create moderate alterations to the site's key resources and character of the site. Overall, the magnitude of effect as a result of the development will be medium adverse. This will reduce over time as primary mitigation in the form of a hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure to the proposed development.
- 6.10 There will be an increase in lighting associated with the proposed development however this will be seen in the context of the existing lighting of Malmesbury and the adjacent street lighting of the B4014 and A429 roundabouts at completion.

Predicted effects on landscape character area 5 - Minety and Malmesbury Rolling Lowland

- 6.11 The effects on the landscape character of the site have been described above. The landscape effects on the remaining part of this character area will now be described.

- 6.12 The character area comprises rolling or undulating lowland hills between 70m and 100m AOD and is mostly a pastoral landscape with some arable fields and a mix of small, medium and large-scale field patterns. The River Avon meanders through the southern part of the character area where it splits to two branches, the Tetbury Avon branch running through the centre of Malmesbury, with open pasture and water meadows alongside.
- 6.13 The character area contains a number of nature conservation designations, Conygre Mead Nature Reserve CWS on the edge of Malmesbury town and areas of ancient woodland, including Long Wood and around Garsdon Mill along Woodbridge Brook, south of Charlton Park.
- 6.14 There are also a number of heritage designations including Malmesbury Conservation Area and Malmesbury Abbey and St Pauls Church tower scheduled monuments, which have a strong influence and associations with the landscape. There are two other Conservation Areas in Charlton and Lea, along with a number of other listed buildings located within the settlements of Malmesbury, Lea and Charlton as well as several farmsteads.
- 6.15 There are no landscape designations within this character area.
- 6.16 The A429 corridor runs north south and connect Malmesbury to the M4 south of the study area and north towards Cirencester. The B4040 corridor connects to Malmesbury from the east via Charlton. Several PROWs run through the character area in close proximity to Malmesbury and the River Avon with a few routes between the settlements of Charlton and Lea, which add to the recreational value of the area, however there are no nationally recognised long distance recreation routes or national trails.
- 6.17 The Wiltshire Landscape Character Area Assessment December 2005 divides this character area into two LCAs, the Minety Rolling Clay Lowland and the Malmesbury-Corsham Limestone Lowland. The condition of both is described as good and the strength of character is moderate. The NWLCA 2004 suggests *“the overall objectives for the area are to conserve and enhance its pastoral character, and to ensure that any new development respects the pattern of the dispersed settlement in the area and the vernacular building materials. The majority of hedgerow trees is important in shaping the character of the area and is a local asset of significance which should be conserved and enhanced.”*
- 6.18 It is considered that the landscape receptor of the Minety and Malmesbury Rolling Lowland is of medium to high value as it is in good condition with some reasonably strong characteristics and a strong sense of place in the form of mature trees and hedgerows, a number of PROW and some listed buildings, conservation areas and scheduled monuments. The susceptibility of the landscape receptor to specific changes associated with the proposed development is considered to be medium as it is able to accommodate a small change related to the proposed development without undue consequences arising on its defining characteristics. The landscape receptor is therefore judged to be of medium to high sensitivity.
- 6.19 A very minor degree of activity and disturbance will be evident during construction from within this character area although there may be a very slight increase in traffic along the A429 and B4014. The magnitude of landscape effects during construction will be negligible adverse and temporary.

- 6.20 The proposals will influence a very small part of this character area beyond the site boundary. The built development of Malmesbury restricts visibility to the south and west and the woodland blocks restrict visibility to the north and east to glimpsed views. The inspector concluded on the western part of the site that the proposal would have a minimal impact on the character and appearance of the area. This assessment concludes that the proposed development will create a minor impact on the landscape resources of the Minety and Malmesbury Rolling Lowland landscape character area. The magnitude of effect as a result of the development will be small adverse. This will reduce over time to small / negligible as primary mitigation in the form of trees, hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure to the proposed development.
- 6.21 There will be an increase in lighting associated with the proposed development however this will not be perceptible from the majority of the character area and where visible, will be viewed in the context of the existing lighting of Malmesbury at completion.

Predicted effects on landscape character area 6 - Upper Avon Valley

- 6.22 The Upper Avon Valley LCA lies to the west of Malmesbury and the majority of this landscape within the study area is designated under the Cotswolds National Landscape.
- 6.23 The LCA is steep and intimate on the edge of Malmesbury with more openings as it widens in the shallower valley to the west. The topography lies between 75-95m AOD. The varied landscape form, along with the fertile soils along the River Avon, makes for a diverse agricultural landscape, with a mix of field patterns that are evident in different time periods. There is a strong sense of time depth in the landscape. The landscape appears mostly rural and more tranquil beyond the edge of Malmesbury and within the River Avon corridor.
- 6.24 Hyam Wood is designated ancient woodland, notable on the higher ground of the valley slopes, a semi-natural woodland, along with Cowage Gorse, located on the edge of the study area, predominantly mature oak trees which appear throughout the landscape along field boundaries. Willows and alders are also prominent and sit closer to the river's edge lower in the valley.
- 6.25 Heritage designations include part of the Malmesbury Conservation Area where there are several listed buildings. Settlements comprise a few scattered farmsteads with larger settlements limited to the edge of the town and to the triangular cluster of more modern housing at Common Road and Foxley Road which detracts from the LCAs historic character. The LCA has recreational value in the form of several PROW footpaths which connect Malmesbury to the River Avon corridor and the upper slopes that form the setting of the Malmesbury Conservation Area, Malmesbury Abbey and St Pauls Church tower scheduled monuments are prominent in the adjacent LCA.
- 6.26 The Wiltshire Landscape Character Area Assessment December 2005 describes the condition of this character area within the Malmesbury-Corsham Limestone Lowland as good and the strength of character as moderate. The NWLCA 2004 suggests *"the overall objectives for the area are to protect the rich historical and ecological heritage of the area, and to conserve and enhance its distinctive and unspoilt character."*

- 6.27 It is considered that the landscape receptor of the Upper Avon Valley LCA is of high value as it is designated a National Landscape and has a strong sense of time depth. It is in good condition with some strong characteristics and a strong sense of place with a number of PROW and some listed buildings and the Malmesbury Conservation Area. The susceptibility of the landscape receptor to specific change associated with the proposed development is considered to be high as it is able to accommodate a very limited change related to the proposed development without undue consequences arising on its defining characteristics. The landscape receptor is therefore judged to be of high sensitivity.
- 6.28 A very minor degree of activity and disturbance may be evident during construction from within this character area. The magnitude of landscape effects during construction will be negligible adverse and temporary.
- 6.29 The proposals will influence a very minor extent of this character area. The built development of Malmesbury restricts visibility to the north and east to glimpsed views which will be experienced within the context of Malmesbury town. The inspector concluded on the western part of the site that the proposal would have a minimal impact on the character and appearance of the wider area. This assessment concludes that the proposed development will create negligible alterations of elements or features of the Upper Avon Valley landscape character area. The magnitude of effect as a result of the development will be negligible adverse. This will reduce over time as primary mitigation in the form of trees, hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure to the proposed development.
- 6.30 There will be an increase in lighting associated with the proposed development however this will not be perceptible from the majority of the character area and where visible, will be viewed in the context of the existing lighting of Malmesbury at completion.

Predicted effects on landscape character area 7 - Sherston Dipslope Lowland

- 6.31 The Sherston Dipslope Lowland LCA covers the northern and western parts of the study area, beyond Malmesbury. It is partly covered by the landscape designation of the Cotswolds National Landscape and include character areas 11A South and Mid Cotswolds Lowlands and 14B West Malmesbury Lowland Farmland.
- 6.32 The topography is gently rolling and varies between 75m and 125m AOD. The River Avon Tetbury branch meanders to form a shallow valley through the National Landscape, with some locally steep and enclosed parts. The rural landscape has a distinctive character and a sense of remoteness, it is mostly tranquil. On the higher ground, far reaching views are possible over the landscape and across the river corridor to Malmesbury. Woodland is limited to shelterbelts and a cluster of small woodland plantations to the north and alongside the A429 to the north east, sitting on higher ground. Hedgerows and mature trees contain views in some areas where the landscape is more intimate. Groups of mature willows line the River Avon.

- 6.33 The landscape offers recreational value as it is accessible to the west around the small village of Brokenborough where several PROW bridleway and footpaths connect the village to the National Landscape and to Malmesbury. With the exception of Brokenborough, settlement is sparse and limited to farmsteads with some listed buildings. There are no other heritage designations however, the area is notable for historic settlement and a medieval irregular field pattern, comprising a mix of pasture and arable fields with some larger fields in more recent times. There are a few roads that dissect and detract from the landscape tranquillity, including the A429, the B4014 and B4040 which service Malmesbury.
- 6.34 The Wiltshire Landscape Character Area Assessment December 2005 describes the condition of this character area within the Malmesbury-Corsham Limestone Lowland as good and the strength of character is moderate. The NWLCA 2004 suggests *“the overall objectives for the area are to enhance the character of the area through strengthening the landscape elements which contribute to its distinctiveness, and conserve the ecological heritage and unspoilt character.”*
- 6.35 It is considered that the landscape receptor of the Sherston Dipslope Lowland LCA is of high value as it is in a National Landscape and has a distinct rural character, notable for historic settlement. It is in good condition with some strong characteristics and sense of place in the form of mature trees and veteran hedgerows, a number of PROW and considerable heritage interest. The susceptibility of the landscape receptor to specific change associated with the proposed development is considered to be high as it is able to accommodate a very limited change related to the proposed development without undue consequences arising on its defining characteristics. The landscape receptor is therefore judged to be of high sensitivity.
- 6.36 A very minor degree of activity and disturbance may be evident during construction from within this character area. The magnitude of landscape effects during construction will be negligible adverse and temporary.
- 6.37 The proposals will influence a very minor extent of this character area. This assessment concludes that the proposed development will create negligible alterations of elements or features of the Sherston Dipslope Lowland landscape character area. The magnitude of effect as a result of the development will be negligible adverse. This will reduce over time as primary mitigation in the form of trees, hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure to the proposed development.
- 6.38 There will be an increase in lighting associated with the proposed development however this will not be perceptible from the majority of the character area and where visible, will be viewed in the context of the existing lighting of Malmesbury at completion.

Predicted effects on landscape character area 8 - Hullavington Rolling Lowland

- 6.39 The Hullavington Rolling Lowland LCA occupies a small part of the study area to the south of Malmesbury. The area borders the Cotswolds National Landscape to the west and runs between the upper and lower Avon Valleys, up

to Burton Hill and along Cam's Hill. The topography is gently rolling, shallow valleys with localised higher ground affording views of Malmesbury, ranging from 80m to 96m AOD.

- 6.40 The landscape is mostly tranquil, with a patchwork of pasture and some arable, irregularly sized fields, bound by hedgerows and mature oaks. There are no ecological designations. The A429 cuts through the landscape, a detracting feature, though important for the local perception of Malmesbury. The landscape offers recreational value through several PROW bridleways and footpaths which traverse the hills, connecting Malmesbury to the wider landscape. Settlement is limited to Burton Hill and Common Road with some listed buildings, and occasional farmsteads. From higher ground, there are notable views of Malmesbury Abbey and St Paul's Church tower scheduled monuments in the adjacent LCA.
- 6.41 The Wiltshire Landscape Character Area Assessment December 2005 describes the condition of this character area within the Malmesbury-Corsham Limestone Lowland as good and the strength of character is moderate. The NWLCA 2004 suggests *"the overall objectives for the area are to conserve and enhance its pastoral character, and to ensure that any new development respects the grain of the dispersed settlement in the area and the vernacular building materials."*
- 6.42 It is considered that the landscape receptor of the Hullavington Rolling Lowland LCA is of medium value as it has a reasonably distinct rural character. It is in good condition with some moderate characteristics and a strong sense of place with some locally important features in the form of mature trees and hedgerows, a number of PROW and some listed buildings. The susceptibility of the landscape receptor to specific change associated with the proposed development is considered to be high as it is able to accommodate a very limited change related to the proposed development without undue consequences arising on its defining characteristics. The landscape receptor is therefore judged to be of medium sensitivity.
- 6.43 A very minor degree of activity and disturbance may be evident during construction from within this character area. The magnitude of landscape effects during construction will be negligible adverse and temporary.
- 6.44 The proposals will influence a very minor extent of this character area. The built development of Malmesbury restricts visibility to the north to glimpsed views which will be experienced within the context of Malmesbury town. The inspector concluded on the western part of the site that the proposal would have a minimal impact on the character and appearance of the area. This assessment concludes that the proposed development will create negligible alterations of elements or features of the Hullavington Rolling Lowland landscape character area. The magnitude of effect as a result of the development will be negligible adverse. This will reduce over time as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure for the proposed development.
- 6.45 There will be an increase in lighting associated with the proposed development however this will not be perceptible from the majority of the character area and

where visible, will be viewed in the context of the existing lighting of Malmesbury at completion.

Predicted effects on landscape character area 11 – Avon Valley Lowland

- 6.46 The Avon Valley Lowland LCA northern tip lies within the study area, south east of the core of Malmesbury. The topography varies between 65m and 99m AOD, confined to the western side of the River Avon corridor.
- 6.47 The landscape contains the heritage designations of the Malmesbury Town defences scheduled monuments on the eastern edge of the historic core of Malmesbury, the Malmesbury Conservation Area as well as the Ringwork on Cam's Hill scheduled monument. From higher ground, views are possible of Malmesbury Abbey and St Pauls Church Tower scheduled monuments.
- 6.48 The Wiltshire Landscape Character Area Assessment December 2005 describes the condition of this character area within the Malmesbury-Corsham Limestone Lowland as good and the strength of character is moderate. The NWLCA 2004 suggests *"the overall objectives for the area are to conserve the rural character, and ensure development of the urban fringe and communication corridors does not compromise the nature of the area."*
- 6.49 It is considered that the landscape receptor of the Avon Valley Lowland LCA is of high value as it is notable for heritage interest with Malmesbury Conservation Area and has a distinct rural character on the River Avon corridor. It is in good condition with some strong characteristics and a strong sense of place in the form of mature trees and hedgerows, a number of PROW and some listed buildings. The susceptibility of the landscape receptor to specific change associated with the proposed development is considered to be high as it is able to accommodate a very limited change related to the proposed development without undue consequences arising on its defining characteristics. The landscape receptor is therefore judged to be of high sensitivity.
- 6.50 A very minor degree of activity and disturbance may be evident during construction from within this character area. The magnitude of landscape effects during construction will be negligible adverse and temporary.
- 6.51 The proposals will influence a very minor extent of this character area. The built development of Malmesbury, the undulating topography and mature vegetation restricts visibility to the north to potential glimpsed views from higher ground at Cam's Hill and Burton Hill. This assessment concludes that the proposed development will create negligible alterations of elements or features of the Avon Valley Lowland landscape character area. The magnitude of effect as a result of the development will be negligible adverse. This will reduce over time as primary mitigation in the form of trees, hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and creates a strong landscape structure to the proposed development.
- 6.52 There will be an increase in lighting associated with the proposed development however this will not be perceptible from the majority of the character area and where visible, will be viewed in the context of the existing lighting of Malmesbury at completion.

Predicted effects on visual amenity

- 6.53 The effects on visual amenity to specific receptors are assessed below. To illustrate the visual effects representative, illustrative and specific viewpoints have been used.
- 6.54 Figures 8 and 9 show the ZTV of the proposals. In order to produce the ZTV of the proposals, the building heights parameters plan shown on figure 25 was imported into the digital surface model. Selected points were added with varying height values to accord with the proposed building heights for each block. An allowance was also made for the alteration of the ground level for each development platform. The height from which the proposed development would be visible was set at 1.5m. For full details of the heights and methodology used, refer to technical appendix A part 2.
- 6.55 The ZTV illustrated in figure 8 is the future baseline ZTV that considers the approved residential development to the west of the site for 71 dwellings (planning application APP/Y3940/W/22/3290305). The ZTV illustrated in figure 9 shows the potential visibility of the proposed development within the redline which includes the approved 71 units plus the proposed development to the east of the site. The two ZTV's are almost identical which illustrates that the additional development to the east of the site will not be any more visible than the approved 71 units that will form the future baseline. The ZTV is contained within a 3 km radius of the site boundary. The ZTV illustrates that the potential visibility of the proposed development is generally contained to 0.5km to the south of the site where the development of Malmesbury restricts views. There are very small areas of potential visibility beyond the settlement of Malmesbury to Burton Hill, Cam's Hill, Combe Green and between Thornhill Farm and Archers Farm. The settlement of Malmesbury to the west, including the Avon Rise development, restricts visibility. Potential distant glimpsed views then open up to higher ground to the west of the settlement towards Boakley Cliff and Hyam Cottages. There are close views along the B4014 to the north of the site, then potential glimpsed views from the open farmland between copses around Quobwell Farm, Griffins Bar Farm, Coldharbour and Five Lanes. To the east, close views from the A429 are possible and then limited potential glimpsed views from Milbourne, Charlton Park and Home Farm. The woodlands of Gardens Plantation, Marsh Copse, The Roughett, Kennels Plantation and Long Wood limit visibility throughout this area.
- 6.56 For each of the visual receptors appraised, the duration and reversibility on the magnitude of visual effects of the development proposals on the receptors will be permanent, non-reversible and long term.

Views from the existing residential area of Malmesbury including Gilmore Road and Lacemakers Road (refer to representative viewpoint 1 on figure 10)

- 6.57 The existing residential area is located to the south of the B4014 Filands and to the west and south of the Avon Rise development that is currently under construction, to the west of the site. The ZTV indicates the potential visibility of the proposals from the eastern edge of the development and the central public open spaces. Views are mostly filtered by the mature hedgerows and trees on the eastern boundary and by properties within the area. There is an open view to the east from Gilmore Road through a break in the boundary vegetation, where the first phase of construction work on the adjacent Avon Rise

development is currently experienced in the foreground of views looking east towards the site. In the future baseline, the views will be further limited to the east by the development on land within the redline to the west of the site for a further 71 dwellings (planning application APP/Y3940/W/22/3290305).

- 6.58 The value attached to the views by the receptors is considered to be high. The susceptibility of the visual receptors to specific changes associated with the proposed development is high. The residential receptors are therefore considered to be of high sensitivity.
- 6.59 There may be a glimpsed view of the construction between dwellings and of cranes above the mature trees in the distance at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction of cranes partially visible through intervening built form. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.60 At completion, glimpsed views may be possible of the development proposals looking east between the properties and viewed in the context of properties within the residential area, the Avon Rise development and the development of the reserved matters application for up to 71 dwellings within the site. The development will potentially cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.61 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.62 Lighting associated with the new development is not expected to be perceptible, as the proposals, if visible, will be seen within the context of the settlement of Malmesbury, the Avon Rise development, the reserved matters application in the northern part of the site and the lighting along the A429. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from the residential area of Burton Hill (refer to representative viewpoint 2 on figure 11)

- 6.63 There are a number of large terraced and detached two to two and a half storey properties along the northern side of the B4042, at The Knoll and Hillcrest, which lie on the slightly elevated edge of Burton Hill. The ZTV indicates potential visibility of the proposals to the north however limited to the rear of the properties. No glimpsed views are afforded from the roads, there are numerous hedgerows and some mature trees within and along the properties rear garden boundaries which will filter any oblique views towards the proposed development. There are no listed buildings or conservation areas within the development at Burton Hill, there are no landscape or natural heritage designations and no associations. It is not a distinctive or scenic landscape and there is no wildness or tranquillity.
- 6.64 The value attached to the views by the receptors is considered to be high. The susceptibility of the visual receptors to specific change associated with the proposed development is high. The residential receptors are therefore considered to be of high sensitivity.

- 6.65 There is unlikely to be any ground level construction activity visible from the settlement of Burton Hill, however, there may possibly be occasional glimpsed views of cranes above the mature trees in the distance at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction of cranes partially visible above the intervening built form. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.66 At completion it is expected that the development proposals will be barely discernible beyond the existing mature woodland, hedgerows and hedgerow trees. Occasional rooflines may be visible but at a distance of approximately 1.5km. The development will potentially cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.67 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.68 Lighting associated with the new development is not expected to be perceptible, as the proposals, if visible, will be seen within the context of the settlement of Malmesbury and the lighting along the A429. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from the residential area of Milbourne (refer to representative viewpoint 3 on figure 12)

- 6.69 Milbourne is a linear village along Milbourne Lane. There are mainly large, detached properties set back from the road with large gardens backing onto agricultural fields. There is an area of modern development at the entrance to the village at Milbourne Park and Monks Park. No glimpsed views are afforded from the roads with only occasional glimpsed views to the rear of the properties along the northern side of Milbourne Lane. There are numerous hedgerows and mature trees within and along the properties rear garden boundaries which filter any oblique views towards the site. There is no conservation area within Milbourne with just two listed buildings. There are no landscape or natural heritage designations.
- 6.70 The value attached to the views by the receptors is considered to be high. The susceptibility of the visual receptors to specific changes associated with the proposed development is high. The residential receptors are therefore considered to be of high sensitivity.
- 6.71 There is unlikely to be any ground level construction activity visible from the settlement of Milbourne, however, there may possibly be occasional glimpsed views of cranes above the mature trees in the distance at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction of cranes partially visible above the intervening built form. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.72 At completion it is expected that the development proposals will be barely discernible beyond the existing mature woodland, hedgerows and hedgerow trees. Occasional rooflines may be visible but at a distance of approximately 950m. The development will potentially cause a very minor alteration to the

composition and nature of the view over a very small proportion of the field of view.

- 6.73 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.74 Lighting associated with the new development is not expected to be perceptible, as the proposals, if visible, will be seen within the context of the settlement of Malmesbury and the lighting along the A429. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of the A429 (refer to representative viewpoint 4 on figure 13)

- 6.75 This is a two-lane 60mph road and runs north south through the study area and bypasses to the east of Malmesbury. This is a main route which connects to the M4 and Cirencester beyond the study area. To the north, the route is rural, enclosed by mature tree plantations along the edge of Charlton Park Estate and a mix of limited, open and filtered views are afforded over gently undulating arable fields to the west. The receptors experience occasional distant views to the settlement edge at Filands amongst mature vegetation and tree lined hedgerows when travelling south.
- 6.76 The route becomes more urbanised at Filands roundabout to Whychurch Roundabout with associated street lighting, ALDI, Malmesbury Garden Centre, Texaco Garage and the Whychurch Water Tower dominant in views. Occasional glimpsed views to the west towards the site and a well treed backdrop on the settlement edge are experienced obliquely to the direction of travel. The presence of construction of the Avon Rise development urbanises these views to the west. To the south, the route becomes more rural, lined by mature hedgerows and trees, with occasional views over an agricultural landscape before approaching Burton Hill, with Malmesbury Abbey visible in the skyline as the road crosses the River Avon. The road does not run through any designations however there is some heritage interest with Malmesbury Abbey and St Pauls Church spire that are recognisable features promoting a strong sense of place where visible from a very short section of the route.
- 6.77 The ZTV indicates potential visibility of the proposals from close proximity to the site between Whychurch Roundabout and Home Farm to the north out to approximately 1.2km from the site boundary. The ZTV indicates no visibility with the proposals from the south of Malmesbury.
- 6.78 The value attached to the views by the users of A429 is considered to be low. The susceptibility of the visual receptors to specific change associated with the proposed development is low as the receptors primary focus is unlikely to be on the landscape. The receptors are therefore considered to be of low sensitivity.
- 6.79 No construction activity will be visible for the majority of the route. There is unlikely to be any ground level construction activity visible from the A429 with occasional glimpsed views of cranes above the mature trees in the distance at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction moving machinery and cranes partially visible between

intervening built form and boundary vegetation as the A429 passes the site. The receptors may also experience a minor increase in traffic at certain times during construction. The magnitude of visual effects during construction will be negligible adverse and temporary.

- 6.80 At completion it is expected that the development proposals will be barely discernible beyond the existing mature woodland, hedgerows and hedgerow trees and intervening built form for the majority of the route. The receptor will experience occasional glimpsed views of the proposals from limited locations as the A429 approaches Malmesbury, between Filands roundabout and Whychurch roundabout, viewed in the context of the Avon Rise development and the reserved matters application for 71 dwellings in the north western part of the site and viewed obliquely to the direction of travel. The development will cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of views.
- 6.81 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.82 Lighting associated with the new development will not be perceivable for the majority of the route, and where visible, will be seen within the context of the settlement of Malmesbury and the lighting along the A429, Filands roundabout and Whychurch roundabout. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of the B4014 (refer to representative viewpoint 5 on figure 14)

- 6.83 This is a two-lane 40mph road with a footpath to the north of the site access between the Filands and Tetbury Hill roundabouts, which increases to the national speed limit from the edge of Malmesbury towards Tetbury. A row of large, detached properties set back on the northern side of the B4014 lie to the north of the site in close proximity to the new access road to the Avon Rise development. The frontages are defined by a mixture of stone walls, fencing, mature hedgerows and treed boundaries. The nature of the boundaries affords a mix of limited, open and filtered views from the frontages of these properties across the road to the site, however the adjacent Avon Rise development and access road from the B4014 once completed will restrict visibility of the site from this road.
- 6.84 The receptors experience a rural outlook over mostly arable fields and farmsteads in the wider study area where the site is not visible before reaching the Dyson Village at the edge of Malmesbury. The route then passes the Filands View development and the construction of the Avon Rise development to the south, before passing the proposed site access on the approach to Filands roundabout. The ZTV indicates the majority of the route has no visibility of the site, with potential visibility of the proposals along a 270m stretch of the road from adjacent to the site's northern boundary between the Avon Rise development and Filands roundabout where oblique filtered views are possible to the south beyond the boundary hedgerow of the pastoral fields on the site.
- 6.85 The value attached to the views by the users of B4014 is considered to be medium. The susceptibility of the visual receptors to specific change associated

with the proposed development is medium. The receptors are therefore considered to be of medium sensitivity.

- 6.86 No construction activity will be visible for the majority of the route. There is likely to be ground level construction activity visible from the section of the route passing the site boundary and access before Filands roundabout, with occasional glimpsed views of cranes above the mature trees and development from more distant parts of the road at certain times during construction. A very small proportion of the receptors' views may experience a degree of activity during construction, with the introduction of moving machinery and cranes partially visible between intervening built form and boundary vegetation as the B4014 passes the site. The receptors may also experience a minor increase in traffic at certain times during construction. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.87 At completion it is expected that the development proposals will be barely discernible beyond the existing mature woodland, hedgerows and hedgerow trees and intervening built form for the majority of the route. The receptor will experience filtered views of the proposals along a 270m stretch as the B4014 passes the site access, viewed in the context of the Avon Rise development and the reserved matters application for 71 dwellings in the north western part of the site to the foreground of the views, viewed obliquely to the direction of travel. The development will cause a minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.88 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.89 Lighting associated with the new development will not be perceivable for the majority of the route. Where visible, it would be seen within the context of the settlement of Malmesbury and the lighting at Filands Roundabout. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of Five Lanes (refer to representative viewpoint 6 on figure 15)

- 6.90 This is a rural road which runs between Tetbury Lane to the east of the A429 to the B4014 west of the study area. The road is national speed limit, and meanders across the higher ground to the north of Malmesbury. Hedgerow boundaries are fragmented leading to intermittent distant views to the north and south of the route to woodland blocks and an agricultural landscape. The road does not run through any landscape designations.
- 6.91 The ZTV indicates potential visibility of the proposals from a few isolated spots along the route approximately 2km from the site where there are breaks in field boundary hedgerows, viewed obliquely to the direction of travel.
- 6.92 The value attached to the views by the users of Five Lanes is considered to be medium. The susceptibility of the visual receptors to specific changes associated with the proposed development is medium. The receptors are therefore considered to be of medium sensitivity.
- 6.93 Construction activity will be barely discernible from this route. There will be no ground level construction activity visible, with only occasional glimpsed views of

cranes above the mature trees and development at certain times during construction at a distance of 2km. A very small proportion of the receptors' views may experience a degree of activity during construction, with the introduction of cranes partially visible beyond intervening built form and boundary vegetation. The magnitude of visual effects during construction will be negligible adverse and temporary.

- 6.94 At completion it is expected that the development proposals will be barely discernible beyond the existing mature woodland, hedgerows and hedgerow trees and intervening built form from this route. The receptors may experience filtered views of the proposals from isolated spots oblique to the direction of travel and viewed in the context of the town of Malmesbury, the Avon Rise development and the reserved matters application for 71 dwellings. The development will cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.95 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.96 Lighting associated with the new development is not likely to be perceivable at a 2km distance and if visible and will be viewed within the wider context of the settlement of Malmesbury. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of Park Lane (refer to representative viewpoint 7 on figure 16)

- 6.97 To the west of Malmesbury, the lane is approximately 550m in length and runs between Park Road and the B4040 Sherston Road, passing playing fields at White Lion Park. The lane runs alongside the boundary to the Cotswolds National Landscape designation and terminates at the River Tetbury. Views are a mix of rural and urban with views of the settlement edge of Newton Grove, Malmesbury. Hedgerows and mature trees enclose the lane, often obscuring views beyond. Occasionally where topography of the road steepens there are wider views to the east across the landscape to the fields and urban edge, and of the more rural agricultural landscape to the west over the Cotswold National Landscape where overhead cables traverse the fields.
- 6.98 The ZTV indicates potential visibility of the proposals from the southern part of the route looking east, along an approximate 250m stretch of the road, at a distance of 1.35km from the site. It will be viewed obliquely to the direction of travel on higher ground and where there are breaks in field boundary vegetation.
- 6.99 The value attached to the views by the users of Park Lane is considered to be medium. The susceptibility of the visual receptors to specific change associated with the proposed development is medium. The receptors are therefore considered to be of medium sensitivity.
- 6.100 There will be no ground level construction activity visible, and only occasional glimpsed views possible of cranes above the intervening mature trees and rooftops of Malmesbury at certain times during construction at a distance of 1.35km. A very small proportion of the receptors' views may experience a degree of activity during construction, with the introduction of cranes partially

visible beyond intervening built form and mature vegetation. The magnitude of visual effects during construction will be negligible adverse and temporary.

- 6.101 At completion it is expected that the development proposals will be barely discernible beyond the existing mature trees, hedgerows and hedgerow trees and intervening development from this route. The receptors may experience limited views of proposed rooftops from isolated spots oblique to the direction of travel and viewed in the context of the town of Malmesbury. The development will cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.102 The magnitude of visual effects at completion will be negligible adverse and permanent and will reduce even further after 15 years as planting within the proposed development matures.
- 6.103 Lighting associated with the new development is not likely to be perceivable and if visible, would be seen within the context of the settlement of Malmesbury. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of the PROW MALM7 through the site (refer to representative viewpoints 8 and 9 on figures 17 and 18)

- 6.104 This footpath runs through the southern part of the site from Reeds Farm Road to join the A429 past Whychurch Water Tower. The northern fork of the footpath has a PPO for extinguishment yet to be determined. The footpath is trodden grass and the receptor affords open views of the immediate surrounding pastoral fields of the site. The western section of the route is more enclosed by dense vegetation to the south and housing to the north before reaching the site boundary. The future baseline will include residential development to the north of it (planning application APP/Y3940/W/22/3290305) and therefore views will be partially of residential development. The receptors experience views of heritage assets to the south comprising Malmesbury Abbey and St Paul's Church spire, visible beyond the River Avon treed corridor, along with the grade II listed buildings at Whychurch Farm. The route is not nationally recognised and does not run through any landscape designations.
- 6.105 The public right of way is mainly used by local residents and dog walkers whose primary focus is on the landscape. The value attached to the views by the users of the public right of way within the site is considered to be medium. The susceptibility of the visual receptor to the specific change associated with the proposed development is medium. The sensitivity of the visual receptors using the footpaths through the site are therefore medium.
- 6.106 The public rights of way will remain open but may have some temporary diversions during construction. A large degree of activity and disturbance will be evident during construction with movement of machinery around the site. The magnitude of visual effects during construction will be large adverse and temporary.
- 6.107 At completion the receptors using the public right of way will experience full views of the development and associated landscape and will run east west along the edge of the residential development through an area of public open space and north south through the development. There will be the loss of agricultural land as a result of the proposals with the introduction of new houses

of up to two and a half storeys (up to 11m high). Views to the south will be retained toward Malmesbury Abbey and St Paul's Church Spire and the listed buildings at Whychurch Farm.

- 6.108 Overall, the receptors visual experience will continue to be that of the settlement edge of Malmesbury, however, it will be more directly influenced by the development proposals. The development will cause a major alteration to the composition and nature of views over a medium proportion of the field of view.
- 6.109 The magnitude of visual effects at completion will be large adverse and permanent. This will reduce to medium adverse after 15 years as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and filters views of the proposed development.
- 6.110 Lighting associated with the new development will be seen and viewed within the context of the settlement edge of Malmesbury and the reserved matters application for 71 dwellings in the north western part of the site. The magnitude of visual effects at night will be medium adverse and permanent.

Views from users of the PROW MALM8 adjacent to the site (refer to representative viewpoint 10 on figure 19)

- 6.111 This footpath provides a connection between Webbs Way, Malmesbury and the B4040 along the western boundary of the site. It runs from Webbs Way along the pavement of Lacemakers Road before joining a tarmac footpath along the rear gardens of the properties along Powell Drive. There is then an application for a diversion order underway to relocate the PROW along the eastern edge of the Bloor Homes development at Avon Rise which will slightly divert the route from its current alignment. The route currently runs through urban development and then along a trodden grass path, however the future baseline of this footpath will be that it will be surfaced and will run along the edge of residential development through an area of public open space. The future baseline will include residential development to the east of it (planning application APP/Y3940/W/22/3290305) and therefore views will be of residential development. This footpath does not run through any landscape designations and is not a nationally recognised route. The future baseline will be a commonplace townscape but is likely to be well used by residents.
- 6.112 The public right of way is mainly used by local residents and dog walkers whose primary focus is on the landscape. The value attached to the views by the users of the public right of way considered to be medium. The susceptibility of the visual receptor to the specific change associated with the proposed development is medium. The sensitivity of the visual receptors using the footpath MALM8 are therefore medium.
- 6.113 A large degree of activity and disturbance will be evident during construction with movement of machinery around the site. The magnitude of visual effects during construction will be large adverse and temporary.
- 6.114 At completion the receptors using the public right of way will experience full views of the development. There will be the loss of agricultural land as a result of the proposals with the introduction of new houses of two and two and a half storeys (up to 11m high).

- 6.115 Overall, the receptor's visual experience will continue to be that of the settlement edge of Malmesbury, however, it will be more directly influenced by the development proposals. The development will cause a major alteration to the composition and nature of views over a medium proportion of the field of view.
- 6.116 The magnitude of visual effects at completion will be medium adverse and permanent. This will reduce after 15 years as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and filters views of the proposed development.
- 6.117 Lighting associated with the new development will be viewed within the context of the Avon Rise development and the reserved matters application in the northern part of the site. The magnitude of visual effects at night will be small adverse and permanent.

Views from users of the PROW MALM6 (refer to representative viewpoint 11 on figure 20)

- 6.118 This footpath provides a link between Gloucester Road, Malmesbury and the B4040, past Whychurch Farm and campsite. The route is a trodden grass path which follows the southern side of the site's field margin and runs east west. Views are of the large agricultural field sloping down towards the River Avon. The route has a heritage interest as it runs through the setting to Malmesbury Conservation Area, with St Paul's Church spire and Malmesbury Abbey visible from the higher ground beyond the River Avon treed corridor to the south. To the west, views are of mature field margin vegetation and the residential area on Tetbury Hill in Malmesbury town beyond. To the north is mature vegetation on the edge of Malmesbury which changes to the boundary hedgerow of the site where there are views towards the construction site at the Avon Rise development and the listed buildings at Whychurch Farm, with glimpsed views toward the Texaco Garage and the Whychurch Water Tower. To the east, views open up from higher ground and are more rural in nature, reaching across the B4040 to agricultural fields and mature boundary vegetation forming a backdrop.
- 6.119 The future baseline will include residential development to the north situated in the foreground of the Avon Rise development (planning application APP/Y3940/W/22/3290305) and therefore views will be to a greater degree of residential development when looking north. This footpath does not run through any landscape designations and is not a nationally recognised route though it runs through the setting of the Malmesbury Conservation Area.
- 6.120 The public right of way is mainly used by local residents and dog walkers whose primary focus is on the landscape. The value attached to the views by the users of the public right of way considered to be medium with the recognisable features of Malmesbury Abbey and St Pauls Church Tower that promote a strong sense of place. The susceptibility of the visual receptor to the specific change associated with the proposed development is medium. The sensitivity of the visual receptors using the footpath MALM6 are therefore medium.
- 6.121 A moderate degree of activity and disturbance will be evident during construction with movement of machinery around the site. The magnitude of visual effects during construction will be medium adverse and temporary.

- 6.122 At completion the receptors using the public right of way will experience views of the development that are not central to the focus of views, over a intermediate section of the route, filtered by the mature boundary hedgerow and hedgerow trees. There will be the loss of agricultural land as a result of the proposals with the introduction of new houses of two and two and a half storeys (up to 11m high), viewed in close proximity yet in the context of the Avon Rise development and up to 71 dwellings as part of planning application APP/Y3940/W/22/3290305.
- 6.123 Overall, the receptor's visual experience will continue to be that of the settlement edge of Malmesbury, however, it will be more directly influenced by the development proposals. The development will cause a partial alteration to the composition and nature of views over a medium proportion of field of view.
- 6.124 The magnitude of visual effects at completion will be medium adverse and permanent. This will reduce after 15 years as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and filters views of the proposed development.
- 6.125 Lighting associated with the new development will be perceivable and where visible, will be seen in the context of Malmesbury, the reserved matters application within the northern part of the site and the A429. The magnitude of visual effects at night will be medium adverse and permanent.

Views from users of the PROW MALM3, MALM5 and Malmesbury Cricket Club (refer to representative viewpoint 12 on figure 21)

- 6.126 MALM3 PROW is a footpath that provides a link between Malmesbury Cricket Club at Lovers Lane and the B4040. MALM5 footpath provides a link between Gloucester Road, Malmesbury and the B4040 just north of the Holloway Bridge and passes through the Malmesbury Cricket Club grounds.
- 6.127 The footpaths run mainly through an open agricultural field and alongside the Malmesbury Cricket Ground and mature rear garden vegetation on the edge of Malmesbury. These footpaths do not run through any landscape designations, and they are not nationally recognised routes. They do not run through a wild or tranquil landscape, but it is a functional agricultural landscape on the edge of the settlement of Malmesbury which does form part of the setting to the Malmesbury Conservation Area.
- 6.128 The public rights of way are mainly used by local residents whose primary focus is on the landscape. The value attached to the views by the users of these public rights of way and the Cricket Club are considered to be medium. The susceptibility of the visual receptor to the specific change associated with the proposed development using the public rights of way is medium and the Cricket Club is low. The sensitivity of the visual receptors overall are considered to be medium.
- 6.129 A small degree of activity and disturbance will be evident during construction with movement of machinery around the site and the introduction of other types of construction elements. Users of the rights of way will experience filtered views of the construction activity beyond the hedgerow with mature hedgerow trees. The agricultural buildings at Whychurch Farm are likely to obscure construction activity in the eastern part of the site apart from the potential for

cranes to be visible. The magnitude of visual effects during construction will be medium adverse and temporary.

- 6.130 Glimpsed views of the development proposals roofscape will be attainable at completion, however, the existing boundary hedgerow, hedgerow trees and the Whychurch Farm buildings, in combination with the proposed woodland copse planting along the site's southern boundary, will further filter views of the development proposals that will be experienced by these receptors. Overall, the development is considered to cause a minor alteration to the composition and nature of views over a small proportion of the view.
- 6.131 Overall, the magnitude of visual change is predicted to be small adverse. The degree of effects will therefore be small adverse. This will reduce after 15 years as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and filters views of the proposed development.
- 6.132 Lighting associated with the new development will be seen in the existing context of Malmesbury, the reserved matters application in the north western part of the site and the A429. The magnitude of visual effects at night will be small adverse and permanent.

Views from users of the PROW to the east of the settlement of Malmesbury, MALW8, MALW9 (refer to representative viewpoint 3 on figure 12)

- 6.133 Footpaths MALW8 and MALW9 run to the south west of Charlton Estate between the A429 and Milbourne via Charlton Bridge. The routes are trodden grass paths which run through agricultural fields. Views are of the agricultural landscape and the parkland of the Charlton Estate. The views are mostly restricted by the rising ground, mature boundary hedgerows and trees, Marsh Copse and Long Wood. The routes do not run through any designations and are not nationally recognised.
- 6.134 The ZTV indicates potential visibility of the proposals from the northern part of MALW8 looking south west, and the southern tip of MALW9 on the edge of Milbourne looking west. However, intervening vegetation mostly screen views towards the site, with a glimpse of the Avon Rise development construction from MALW8. The future baseline will include residential development to the north west situated in the foreground to the Avon Rise development (planning application APP/Y3940/W/22/3290305) and therefore the glimpsed view will be to a greater degree of residential development.
- 6.135 The public rights of way are mainly used by local residents whose primary focus is on the landscape. The value attached to the views by the users of these public rights of way are considered to be medium. The susceptibility of the visual receptor to the specific change associated with the proposed development is medium. The sensitivity of the visual receptors overall are therefore considered to be medium.
- 6.136 Ground level activity will be barely visible and glimpsed views of construction elements may be visible at certain times during construction. A very small proportion of the receptors' views may experience a degree of activity during construction, with the introduction of cranes partially visible, filtered by

intervening boundary vegetation. The magnitude of visual effects during construction will be negligible adverse and temporary.

- 6.137 Glimpsed views of the development proposals roofscape will be attainable at completion from a very minor extent of the footpaths, however, the existing mature tree lines and intervening boundary hedgerows in combination with the proposed planting within the site boundary, will further filter views of the development proposals that will be experienced by these receptors. Overall, the development is considered to cause a very minor alteration to the composition and nature of views over a very small proportion of the views. The magnitude of visual change is predicted to be negligible adverse. The degree of effects will therefore be negligible adverse. This will reduce after 15 years as primary mitigation in the form of hedgerow and woodland copse planting identified on the land use parameter plan figure 26 and secondary mitigation throughout the proposed development matures and filters views of the proposed development.
- 6.138 Lighting associated with the new development is not likely to be perceivable, and if visible, would be seen in the context of the Avon Rise development, the reserved matters application in the north western part of the site and lighting on the A429. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of the PROW to the west of the settlement of Malmesbury, BROK1, BROK5, BROK17 (refer to representative viewpoint 13 on figure 22)

- 6.139 BROK1 and BROK5 are bridleways that run north south connecting the Shipton Moyne Road to Brokenborough. BROK17 is a footpath that runs east west connecting BROK5 to Park Lane. These paths all run through the Cotswold National Landscape located 1.5km to 2.3km from the site with a mostly rural and tranquil outlook with some urbanising influence on BROK17 as it approaches the settlement edge of Malmesbury with overhead cables traversing the fields. The receptors experience a mix of limited, filtered and open views over an undulating valley landscape of the River Avon Tetbury Branch. Views towards Malmesbury are fragmented by the large number of mature trees softening the roofscape, with Whychurch Water Tower visible on the horizon.
- 6.140 The public rights of way are mainly used by local residents whose primary focus is on the landscape. The value attached to the views by the users of these public rights of way are considered to be high. The susceptibility of the visual receptor to the specific change associated with the proposed development is high. The sensitivity of the visual receptors using these PROW are therefore high.
- 6.141 There is unlikely to be any ground level construction activity visible from these rights of way, however, there will be occasional glimpsed views of cranes in the distance beyond the core of Malmesbury above the intervening mature trees at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction of cranes partially visible above intervening built form and mature trees. The magnitude of visual effects during construction will be negligible adverse and temporary.

- 6.142 At completion it is expected that the development proposals will be barely discernible beyond the existing built form of Malmesbury and the intervening mature trees and hedgerows. Occasional glimpses of rooflines may be possible but at a distance of approximately 1.5km to 2.3km. The development will potentially cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.
- 6.143 Overall, the magnitude of visual change is predicted to be negligible adverse. The degree of effects will therefore be negligible adverse.
- 6.144 Lighting associated with the new development is not expected to be perceivable, as the proposals, if visible, will be seen beyond the existing settlement of Malmesbury. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from users of the PROW to the south of the settlement of Malmesbury, MALW27, MALW31, MALW32, MALW42 and MALW86 (refer to representative viewpoint 14 on figure 23)

- 6.145 MALW86 is a bridleway that runs east west from Common Road at Portmeadow Farm to Arches Farm before joining a Byway that connects to Burton Hill. MALW31 and 32 are footpaths that run north south from the south western edge of Malmesbury and connect into the bridleway. MALW27 footpath runs parallel to MALW31 connecting Burton Hill to the wider countryside and MALW27 footpath connects Common Road to Cowage Grove on the edge of the study area. They all run through an agricultural landscape with views towards the settlement of Malmesbury where the Abbey and St Pauls church spire form a skyline feature. These footpaths do not run through any landscape designations, and they are not nationally recognised routes.
- 6.146 The public rights of way are mainly used by local residents whose primary focus is on the landscape. The value attached to the views by the users of these public rights of way are considered to be medium. The susceptibility of the visual receptor to the specific change associated with the proposed development is medium. The sensitivity of the visual receptors using these PROW are therefore medium.
- 6.147 There is unlikely to be any ground level construction activity visible from rights of way, however, there may possibly be occasional glimpsed views of cranes in the distance beyond the core of Malmesbury and the abbey at certain times during construction. A very small proportion of the receptors' views may experience a very minor degree of activity during construction, with the introduction of cranes partially visible above intervening built form. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.148 At completion it is expected that the development proposals will be barely discernible beyond the existing built form of Malmesbury and the intervening mature woodland, hedgerows and hedgerow trees. Occasional rooflines may be visible but at a distance of approximately 1.2km. The development will potentially cause a very minor alteration to the composition and nature of the view over a very small proportion of the field of view.

- 6.149 Overall, the magnitude of visual change is predicted to be negligible adverse. The degree of effects will therefore be negligible adverse.
- 6.150 Lighting associated with the new development is not expected to be perceivable, as the proposals, if visible, will be seen beyond the existing settlement of Malmesbury. The magnitude of visual effects at night will be negligible adverse and permanent.

Views from visitors to Malmesbury Abbey (refer to representative viewpoint 15 on figure 24)

- 6.151 Malmesbury Abbey is a former 12th century Benedictine Abbey located in the centre of Malmesbury. The abbey sits in an elevated position on the southern bank of the River Avon Tetbury Branch. It is a grade 1 listed building and scheduled monument which lies within the Malmesbury Conservation Area. The abbey grounds are laid to lawn with paved footpaths and occasional trees and the Abbey House Gardens lie to the east. The grounds to the north and east of the abbey are well enclosed by stone walls and fencing, mature hedgerows and trees along the river valley limiting views out beyond the grounds. To the south and west, the grounds are enclosed by the surrounding streets, occasional mature trees and urban development of Malmesbury, with St Pauls Church tower, a scheduled monument to the south west corner. A site visit has confirmed there is no intervisibility with the site, with only an occasional glimpsed view of the Whychurch Water Tower that lies just beyond the eastern boundary visible between mature trees. The water tower is 91m tall which is over 8 times the height of the proposed development.
- 6.152 The receptors at Malmesbury Abbey will be visitors to the abbey and grounds where the landscape setting is an important contributor to the experience of the heritage assets. The value attached to the views by the users are considered to be high. The susceptibility of the visual receptor to the specific change associated with the proposed development is high. The sensitivity of the visual receptors are therefore considered to be high.
- 6.153 There will not be any ground level construction activity visible from the abbey grounds, however, there may possibly be a glimpsed view of the tops of cranes in the distance, approximately 750m away at certain times during construction, between intervening built form and mature vegetation, experienced over a very small proportion of the receptors' views. The magnitude of visual effects during construction will be negligible adverse and temporary.
- 6.154 At completion it is expected that the development proposals will not be visible beyond the existing boundaries of the abbey grounds and the intervening mature woodland, hedgerows and trees. The development will not alter the composition and nature of the view.
- 6.155 Overall, the magnitude of visual change is predicted to be negligible adverse. The degree of effects will therefore be negligible adverse.
- 6.156 Lighting associated with the new development is not expected to be perceivable as the proposals will not be seen beyond the abbey. The magnitude of visual effects at night will be negligible adverse and permanent.

7.0 Summary of landscape and visual impacts

Landscape

- 7.1 The site is gently sloping between 84m and 91m AOD and comprises three medium-sized fields currently in pastoral use, located on the north eastern edge of the existing settlement of Malmesbury. The existing vegetation consists of hedgerow boundaries of Blackthorn, Hawthorn and hazel and a few individual mature hedgerow trees, including English Oak, Field Maple and Ash species with occasional willow and alder. A few tree groups also contain species such as Oak, Elm, Ash, Field Maple, Red Horse Chestnut, Wild Cherry, Hawthorn, Lombardy Poplar, Sycamore, Beech and Apple. There are no built structures and no heritage assets on site. Whychurch Farmhouse and outbuilding are Grade II listed, located to the immediate south of the site and Whychurch Water Tower lies to the east.
- 7.2 The site is identified under the regulation 19 Wiltshire Local Plan Review Sites from 2020 and referred to as 'MAL1'. The Sites Landscape Appraisals, September 2023, considers 'MAL1' to have medium to high landscape sensitivity and generally a medium to limited capacity for development with more limited capacity through the south. The site appraisal concluded that residential development with the proposed landscape mitigation on this site would have a moderate adverse effect on the SA objective to conserve and enhance the character and quality of rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place. There are no designated landscapes or ecological or heritage assets present within the site boundary and the councils Sites Landscape Appraisal concurs with this assessment stating that it is "*within an undesignated landscape... in moderate condition*". Other landscape related planning policies that are relevant to the site have been complied with.
- 7.3 The character of the site has been appraised as medium value as it is average quality with some reasonably strong characteristics in the form of mature trees, and views towards Malmesbury Abbey from some areas. Detracting features include overhead electricity cables and Whychurch Water Tower. There is some recreational value with MALM7 footpath which runs across the eastern fields that connect to the wider landscape. The site is considered to be able to accommodate a small change as a result of the proposed development without undue consequences on its defining characteristics. The landscape sensitivity of the site is considered to be medium.
- 6.157 The proposed development will have a medium magnitude of effect on the landscape resources of the site as a result of the development through the introduction of up to 148 dwellings at 2 and 2.5 storey with an access road. There will be a loss of agricultural land and the removal of a short stretch of hedgerow number H8 (Category C) for access from an earlier phase of development and removal of a short stretch of hedgerow H2 (Category C) which is already allowed for within the approved earlier phase. All mature trees will be retained on site. The MALM7 footpath northern arm, currently undergoing an extinguishment order, has been incorporated within the proposals and the southern arm runs through an area of public open space, retaining key views towards Malmesbury Abbey to the south and the listed buildings at Whychurch Farm which have been sensitively incorporated into the proposals. The development has been set back a minimum of 45m from the

southern boundary taking into consideration the Sites Landscape Appraisals document which highlighted a higher sensitivity to the south of the site.

- 6.158 The inspector for the western part of the site application APP/Y3940/W/22/3290305 determined that *“whilst pleasant enough, the land has a rather nondescript character, and makes little contribution to the wider landscape”* and that *“In my judgement, the site would be an obvious and logical location for housing, and the overall impact on the character and appearance of the area, including the landscape, would be minimal.”*
- 7.4 The proposals have incorporated a number of primary mitigation measures to minimise the potential effects of the proposed development on the landscape and visual resources. This includes a proposed new hedgerow and woodland copse planting, identified on the land use parameter plan figure 26 which will enhance the landscape features of the site and provide a long-term benefit and reduce the medium adverse effect over time.
- 7.5 Whilst the proposed development will notably change the landscape character of the site, the proposals will have a limited effect on the character areas in the wider landscape with intervisibility with the site identified by the ZTV's. The Minety and Malmesbury Rolling Lowland is considered to be high to medium sensitivity and all the remaining landscape receptors are considered to be of high sensitivity. This is principally due to mostly distinctive landscape features of high value including the Cotswold National Landscape designation and considerable heritage interests including Malmesbury Abbey and the Malmesbury Conservation Area. These characteristics are very susceptible to change.
- 7.6 After 15 years, with primary mitigation as indicated on the land use parameter plan figure 26 taken into account, the degree of landscape effects on the landscape character area of the Minety and Malmesbury Rolling Lowland will remain as small in areas in close proximity to the site and reduce to negligible in the wider landscape. The landscape effects on the Upper Avon Valley, Sherston Dipslope Lowland, Hullavington Rolling Lowland and Avon Valley Lowland will remain as negligible.
- 7.7 Table 1.3 below summarises the sensitivity of the receptor and the predicted magnitude of effect on the landscape receptors. All the effects in table 1.3 are adverse in nature and of reasonable certainty.

Topic	Landscape receptor	Receptor sensitivity	Magnitude of effect including primary mitigation (at completion)	Magnitude of effects including primary mitigation after 15 years
Landscape effects	The site	Medium	Medium adverse	Medium adverse
	Landscape character area 5 - Minety and Malmesbury Rolling Lowland	High to medium	Small adverse	Small to negligible adverse

Landscape character area 6 – Upper Avon Valley	High	Negligible adverse	Negligible adverse
Landscape character area 7 – Sherston Dipslope Lowland	High	Negligible adverse	Negligible adverse
Landscape character area 8 – Hullavington Rolling Lowland	High	Negligible adverse	Negligible adverse
Landscape character area 11 – Avon Valley Lowland	High	Negligible adverse	Negligible adverse

Table 1.3

Visual

- 7.8 Fifteen representative viewpoints were chosen from the surrounding landscape. These viewpoints represent views from fifteen different visual receptors or receptor groups. The visual receptors tended to be residents, motorists with transitory views, pedestrians, cyclists and visitors.
- 7.9 The majority of the receptors were considered to be of medium sensitivity due to the visual receptors' experience of the development proposals being from public rights of way or rural roads with the exception of three residential areas, and the public rights of way to the west which run through the Cotswold National Landscape, which were considered to be of high sensitivity. Receptors visiting Malmesbury Abbey and grounds are also considered to be high sensitivity. The receptors of the A429 were considered to be of low sensitivity.
- 7.10 As a result of limited visibility throughout the wider landscape created by the topography, the core of Malmesbury and the abundant mature trees and hedgerows, copses and woodlands, there were few distant views available. Overall, the proposed development will have a negligible adverse magnitude of visual effect on the majority of the receptors.
- 7.11 Users of the public rights of way MALM6 and MALM 8 will have a medium adverse magnitude of visual effect due to being located immediately adjacent to the proposals. Footpath MAL7 runs through the site and will have a large adverse visual effect at completion which will reduce to medium over time as the landscape setting matures. Public rights of way MALM3 and MALM5 and the Malmesbury Cricket Club will have a small adverse magnitude of visual effect.
- 7.12 Table 1.4 below summarises the sensitivity of the receptor and the predicted magnitude of effects on the visual receptors. All the effects in table 1.4 are adverse in nature and of reasonable certainty.

Topic	Visual receptor	Receptor sensitivity	Magnitude of effect including primary mitigation (at completion)	Magnitude of effects including primary mitigation after 15 years
Visual effects	Views from residential area of Malmesbury including Gilmore Road and Lacemakers Road	High	Negligible adverse	Negligible adverse
	Views from the residential area of Burton Hill	High	Negligible adverse	Negligible adverse
	Views from the residential area of Milbourne	High	Negligible adverse	Negligible adverse
	Views from the A429	Low	Negligible adverse	Negligible adverse
	Views from the B4014	Medium	Negligible adverse	Negligible adverse
	Views from Five Lanes	Medium	Negligible adverse	Negligible adverse
	Views from Park Lane	Medium	Negligible adverse	Negligible adverse
	Views from PROW MALM7 through the site	Medium	Large adverse	Medium adverse
	Views from PROW MALM8 adjacent to the site	Medium	Medium adverse	Medium adverse
	Views from PROW MALM6	Medium	Medium adverse	Medium adverse
	Views from PROW MALM3, MALM5 and Malmesbury Cricket Club	Medium	Small adverse	Small adverse
	Views from PROW east of Malmesbury	Medium	Negligible adverse	Negligible adverse
	Views from PROW west of Malmesbury	High	Negligible adverse	Negligible adverse
	Views from PROW south of Malmesbury	Medium	Negligible adverse	Negligible adverse
	Views from Malmesbury Abbey	High	Negligible adverse	Negligible adverse

Table 1.3

- 7.13 In summary, the effects on both landscape character and views are predominantly restricted to the site itself and its immediate context. Views from the wider landscape, particularly from the Cotswolds National Landscape and Malmesbury Abbey, are important considerations but can be successfully mitigated or the proposals are not visible. This will include the wide range of

measures set out in this appraisal to minimise effects on the wider landscape and views and to integrate the development into the landscape.

Appendix A part 1: Planning policy

National planning policy

- A1.1 The National Planning Policy Framework (NPPF) published by the Ministry of Housing, Communities and Local Government was last updated in December 2024. It sets out the government's planning policies for England and how these are expected to be applied. The NPPF provides a framework within which councils can produce their own local and neighbourhood plans. The relevant guidance on landscape and visual issues is stated below:

Achieving sustainable development

- A1.2 The purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 8 sets out three key objectives of the NPPF which are achieved through the application of planning policies, a number of which are relevant to this application. Paragraph 8 states that:

“Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*
- b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and*
- c) an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimizing waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”*

Promoting healthy and safe communities

- A1.3 The NPPF in paragraph 103 states:

“Access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities, and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.”

Making effective use of land

A1.4 The NPPF in paragraph 124 states:

“Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or ‘brownfield’ land.”

A1.5 The NPPF in paragraph 125 lists:

“Planning policies and decisions should:

- a) 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;*
- b) recognise that some undeveloped land can perform many functions, such as for wildlife, recreation, flood risk mitigation, cooling/shading, carbon storage or food production;*
- c) give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land;*
- d) promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively (for example converting space above shops, and building on or above service yards, car parks, lock-ups and railway infrastructure); and*
- e) support opportunities to use the airspace above existing residential and commercial premises for new homes. In particular, they should allow upward extensions – including mansard roofs - where the development would be consistent with the prevailing form of neighbouring properties and the overall street scene, is well designed (including complying with any local design policies and standards), and can maintain safe access and egress for occupiers. A condition of simultaneous development should not be imposed on an application for multiple upward extensions unless there is an exceptional justification.”*

Achieving appropriate densities

A1.6 The NPPF in paragraph 129 lists:

“Planning policies and decisions should support development that makes efficient use of land, taking into account:

- a) the identified need for different types of housing and other forms of development, and the availability of land suitable for accommodating it;*

- b) local market conditions and viability;
- c) the availability and capacity of infrastructure and services – both existing and proposed – as well as their potential for further improvement and the scope to promote sustainable travel modes that limit future car use;
- d) the desirability of maintaining an area’s prevailing character and setting (including residential gardens), or of promoting regeneration and change
- e) the importance of securing well-designed, attractive and healthy places.”

A1.7 The NPPF in paragraph 130 lists:

“Area-based character assessments, design guides and codes and masterplans can be used to help ensure that land is used efficiently while also creating beautiful and sustainable places. Where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies and decisions avoid homes being built at low densities and ensure that developments make optimal use of the potential of each site. In these circumstances:

- a) plans should contain policies to optimize the use of land in their area and meet as much of the identified need for housing as possible. This will be tested robustly at examination, and should include the use of minimum density standards for city and town centres and other locations that are well served by public transport. These standards should seek a significant uplift in the average density of residential development within these areas, unless it can be shown that there are strong reasons why this would be inappropriate;*
- b) the use of minimum density standards should also be considered for other parts of the plan area. It may be appropriate to set out a range of densities that reflect the accessibility and potential of different areas, rather than one broad density range; and*
- c) local planning authorities should refuse applications which they consider fail to make efficient use of land, taking into account the policies in this Framework. In this context, when considering applications for housing, authorities should take a flexible approach in applying policies or guidance relating to daylight and sunlight, where they would otherwise inhibit making efficient use of a site (as long as the resulting scheme would provide acceptable living standards).”*

Achieving well-designed places

A1.8 The NPPF in paragraph 131 confirms:

“The creation of high quality beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.”

A1.9 The NPPF in paragraph 134 confirms:

“Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents. Landowners and developers may contribute to these exercises, but may also choose to prepare design codes in support of a planning applications for sites they wish to develop. Whoever prepares them, all guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area, taking into account the guidance contained in the National Design Guide and the National Model Design Code. These national documents should be used to guide decisions on applications in the absence of locally produced design guides or design codes.”

A1.10 The NPPF in paragraph 135 states:

“Planning policies and decisions should ensure that developments:

- a) 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;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) 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);*
- d) 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;*
- e) 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*
- f) 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.”*

A1.11 The NPPF in paragraph 136 states:

“Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees and the existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are found that are compatible with highways standards and the needs of different users.”

Conserving and enhancing the natural environment

A1.12 Paragraph 187 states:

“Planning policies and decisions should contribute to and enhance the natural and local environment by:

- a) *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);*
- b) *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;*
- c) *maintaining the character of the undeveloped coast, while improving public access to it where appropriate;*
- d) *minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures and incorporating features which support priority or threatened species such as swifts, bats and hedgehogs;*
- e) *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*
- f) *remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.”*

A1.13 Paragraph 188 states that:

“Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries.”

A1.14 Paragraph 189 states that:

“Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.

A1.15 Paragraph 193 – biodiversity enhancements states:

“When determining planning applications, local planning authorities should apply the following principles:

- a) *if significant harm to biodiversity resulting from a development cannot be avoided (through locating on an alternative site with less harmful impacts), adequately mitigated, or, as a last resort, compensated for, then planning permission should be refused;*
- b) *development on land within or outside a Site of Special Scientific Interest, and which is likely to have an adverse effect on it (either individually or in combination with other developments), should not normally be permitted.*

The only exception is where the benefits of the development in the location proposed clearly outweigh both its likely impact on the features of the site that make it of special scientific interest, and any broader impacts on the national network of Sites of Special Scientific Interest;

- c) development resulting in the loss or deterioration of irreplaceable habitats (such as ancient woodland and ancient or veteran trees) should be refused, unless there are wholly exceptional reasons and a suitable compensation strategy exists; and*
- d) development whose primary objective is to conserve or enhance biodiversity should be supported; while opportunities to improve biodiversity in and around developments should be integrated as part of their design, especially where this can secure measurable net gains for biodiversity or enhance public access to nature where this is appropriate.”*

Conserving and enhancing the historic environment

A1.16 Paragraph 202 states:

“Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.”

Proposals affecting heritage assets

A1.17 Paragraph 207 states that:

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.”

A1.18 Paragraph 208 states that:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.”

A1.19 Paragraph 210 states that:

“In determining applications, local planning authorities should take account of:

- a) *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- b) *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c) *the desirability of new development making a positive contribution to local character and distinctiveness.”*

Considering potential impacts

A1.20 Paragraph 212 states that:

“When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.”

A1.21 Paragraph 213 states that:

“Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) *Grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- b) *Assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II listed buildings, grade I and II registered parks and gardens, and World Heritage Sites, should be wholly exceptional.”*

A1.22 Paragraph 214 states that:

“Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) *the nature of the heritage asset prevents all reasonable uses of the site; and*
- b) *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- c) *conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and*
- d) *the harm or loss is outweighed by the benefit of bringing the site back into use.”*

A1.23 Paragraph 215 states that:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

A1.24 Paragraph 216 states that:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

National Planning Practice Guidance (NPPG)

A1.25 The NPPG contains government guidance, the following of which is relevant to this appraisal.

Design: process and tools

A1.26 Planning for well-designed places (paragraph: 001, reference ID: 26-001-20191001), revised 01.10.2019) states that:

“Well-designed places can be achieved by taking a proactive and collaborative approach at all stages of the planning process, from policy and plan formulation through to the determination of planning applications and the post approval stage. This guidance explains the processes and tools that can be used through the planning system and how to engage local communities effectively.

To be read alongside this guidance, the National Design Guide sets out the characteristics of well-designed places and demonstrates what good design means in practice.

As set out in paragraph 130 of the National Planning Policy Framework, permission should be refused for development of poor design that fails 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. Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development.

Good design is set out in the National Design Guide under the following 10 characteristics

- *Context*
- *Identity*
- *Built form*
- *Movement*
- *Nature*
- *Public spaces*
- *Uses*
- *Homes and buildings*
- *Resources*
- *Lifespan*

The National Design Guide can be used by all those involved in shaping places including in plan-making and decision making.”

Natural environment – Green Infrastructure

- A1.27 Importance of green infrastructure (paragraph: 005, reference ID: 8-005-20190721, revised 21.07.2019) states that:

“Green infrastructure is a natural capital asset that provides multiple benefits, at a range of scales. For communities, these benefits can include enhanced wellbeing, outdoor recreation and access, enhanced biodiversity and landscapes, food and energy production, urban cooling, and the management of flood risk. These benefits are also known as ecosystem services.”

- A1.28 Green infrastructure planning goals (paragraph 006, reference ID: 8-006-20190721, revised 21.07.2019) states that:

“Green infrastructure can help in:

Building a strong, competitive economy

Green infrastructure can drive economic growth and regeneration, helping to create high quality environments which are attractive to businesses and investors.

Achieving well-designed places

The built environment can be enhanced by features such as green roofs, street trees, proximity to woodland, public gardens and recreational and open spaces. More broadly, green infrastructure exists within a wider landscape context and can reinforce and enhance local landscape character, contributing to a sense of place and natural beauty.

Promoting healthy and safe communities

Green infrastructure can improve the wellbeing of a neighbourhood with opportunities for recreation, exercise, social interaction, experiencing and caring for nature, community food-growing and gardening, all of which can bring mental and physical health benefits. Outdoor Recreation Value (ORVal) is a useful online tool that can be used to quantify the recreational values provided by greenspace. Green infrastructure can help to reduce health inequalities in areas of socio-economic deprivation and meet the needs of families and an ageing population. It can also help to reduce air pollution and noise.

Mitigating climate change, flooding and coastal change

Green infrastructure can contribute to carbon storage, cooling and shading, opportunities for species migration to more suitable habitats and the protection of water quality and other natural resources. It can also be an integral part of multifunctional sustainable drainage and natural flood risk management.

Conserving and enhancing the natural environment

High-quality networks of multifunctional green infrastructure contribute a range of benefits, including ecological connectivity, facilitating biodiversity net gain

and nature recovery networks and opportunities for communities to undertake conservation work.”

- A1.29 Consideration of green infrastructure in planning decisions (paragraph 008, Ref ID: 8-008-20190721, revised 21.07.2019) states that:

“Green infrastructure opportunities and requirements need to be considered at the earliest stages of development proposals, as an integral part of development and infrastructure provision, and taking into account existing natural assets and the most suitable locations and types of new provision.

Depending on individual circumstances, planning conditions, obligations, or the Community Infrastructure Levy may all be potential mechanisms for securing and funding green infrastructure.

Green infrastructure will require sustainable management and maintenance if it is to provide benefits and services in the long term. Arrangements for funding need to be identified as early as possible, and factored into the design and implementation, balancing the costs with the benefits. Local community engagement can assist with management and tailoring provision to local needs.”

Natural environment – Trees and woodland

- A1.30 Consideration of trees within settlements (paragraph 029, Ref ID: 8-029-20190721, revised 21.07.2019) states that:

“Well-placed and well-chosen trees on streets and in urban spaces can provide a range of benefits: encouraging walking and enhanced physical and mental health; contributing to local environmental character and distinctiveness; providing habitats for wildlife; reducing noise and excessive heat; and supporting sustainable drainage. Changing climate, in particular hotter summers and more frequent periods of dry weather, and unknown pests and diseases, will place new pressures on green infrastructure in the long-term, so trees of the right species and age profile are essential.

The interaction of trees and tree roots with built infrastructure, transport networks, buildings and utility services is complex and requires detailed interdisciplinary co-operation, with expert arboricultural or forestry advice. The selection of street trees needs to consider which species will best suit the highway environment in the long term, including associated infrastructure and utilities.”

Natural environment – Landscape

- A1.31 Planning policies to conserve and enhance landscapes (paragraph 036, Ref ID: 8-036-20190721, revised 21.07.2019) states that:

“The National Planning Policy Framework is clear that plans should recognise the intrinsic character and beauty of the countryside, and that strategic policies should provide for the conservation and enhancement of landscapes. This can include nationally and locally-designated landscapes but also the wider countryside.

Where landscapes have a particular local value, it is important for policies to identify their special characteristics and be supported by proportionate evidence. Policies may set out criteria against which proposals for development affecting these areas will be assessed. Plans can also include policies to avoid adverse impacts on landscapes and to set out necessary mitigation measures, such as appropriate design principles and visual screening, where necessary. The cumulative impacts of development on the landscape need to be considered carefully.”

A1.32 Assessing landscape character (paragraph: 037 Ref ID: 8-037-20190721, revised 21.07.2019) states that:

“For a designated landscape, the relevant management plan will contain further information on the area’s particular character and beauty.

Where appropriate, landscape character assessments can be prepared to complement Natural England’s National Character Area profiles. Natural England provides guidance on undertaking these assessments.

To help assess the type of and scale of development that might be able to be accommodated without comprising landscape character, a Landscape Sensitivity and Capacity Assessment can be completed.”

A1.33 Duties of local planning authorities towards National Parks, the Broads and National Landscapes, paragraph: 039 Reference ID: 8-039-20250129, revision date 29th January 2025 states that:

“Section 11A(2) of the National Parks and Access to the Countryside Act 1949, section 17A of the Norfolk and Suffolk Broads Act 1988 and section 85 of the Countryside and Rights of Way Act 2000 (as amended by section 245 of the Levelling Up and Regeneration Act 2023) require that ‘in exercising or performing any functions in relation to, or so as to affect, land’ in National Parks and National Landscapes, relevant authorities ‘must seek to further’ the purposes for which these areas are designated. Guidance on the operation can be found in Defra guidance on this duty.

This duty is particularly important to the delivery of the statutory purposes of protected landscapes. It applies to all local planning authorities, not just National Park authorities, and is relevant in considering development proposals that are situated outside National Park or National Landscape boundaries, but which might have an impact on their setting or protection.”

A1.34 Development within the setting of National Parks, the Broads and Areas of Outstanding Natural Beauty, paragraph: 042 Reference ID: 8-042-20190721, revision date 21st July 2019 states that:

“Land within the setting of these areas often makes an important contribution to maintaining their natural beauty, and where poorly located or designed development can do significant harm. This is especially the case where long views from or to the designated landscape are identified as important, or where the landscape character of land within and adjoining the designated area is complementary. Development within the settings of these areas will therefore need sensitive handling that takes these potential impacts into account.”

Open space, sports and recreation facilities, public rights of way and local green space– Public rights of way and National Trails

A1.35 Public rights of way and National Trails, paragraph: 004 Reference ID: 37-004-20140306, revision date 06th March 2014 states that:

“Local highway authorities hold information about the location of public rights of way in the areas they cover. They are required to record the existence and location of rights of way on a definitive map. Natural England also has information about public rights of way and National Trails.

Public rights of way form an important component of sustainable transport links and should be protected or enhanced. The Defra Rights of Way circular (1/09) gives advice to local authorities on recording, managing and maintaining, protecting and changing public rights of way. It also contains guidance on the consideration of rights of way in association with development. The Circular also covers the statutory procedures for diversion or extinguishment of a public right of way.”

Local planning policies

Wiltshire Core Strategy, adopted January 2015

A1.36 Policy CP1 – Settlement Strategy states that:

“The Settlement Strategy identifies the settlements where sustainable development will take place to improve the lives of all those who live and work in Wiltshire.”

The application site is located on the outskirts of the Market Town of Malmesbury. The policy states:

“Outside the Principal Settlements, Market Towns are defined as settlements that have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.

Market Towns have the potential for significant development that will increase the jobs and homes in each town in order to help sustain and where necessary enhance their services and facilities and promote better levels of self containment and viable sustainable communities.”

A1.37 Policy CP2 – Delivery Strategy states that:

“In line with Core Policy 1, the delivery strategy seeks to deliver development in Wiltshire between 2006 and 2026 in the most sustainable manner by making provision for at least 178ha of new employment land and at least 42,000 homes.”

The policy states a minimum housing requirement (dwellings) for North and West Wiltshire HMA as 24,740.

“This will be delivered in a sustainable pattern in a way that prioritises the release of employment land and the re-use of previously developed land to deliver regeneration opportunities, and to limit the need for development on

Greenfield sites, with approximately 35% of development taking place on previously developed land.

The 42,000 homes will be developed in sustainable locations in conformity with the distribution set out above, against which the land supply situation will be assessed. A more detailed distribution is set out in the Community Area Strategies. Development proposals should also be in general conformity with these.

Sites for development in line with the Area Strategies will be identified through subsequent Site Allocations DPDs and by supporting communities to identify sites through neighbourhood planning.”

The policy then states ‘within the limits of development’:

“Within the limits of development, as defined on the policies map, there is a presumption in favour of sustainable development at the Principal Settlements, Market Towns, Local Service Centres and Large Villages.”

A1.38 Policy CP3 – Infrastructure Requirements states that:

“All new development will be required to provide for the necessary on-site and, where appropriate, off-site infrastructure requirements arising from the proposal. Infrastructure requirements will be delivered directly by the developer and/or through an appropriate financial contribution prior to, or in conjunction with, new development. In ensuring the timely delivery of infrastructure, development proposals must demonstrate that full regard has been paid to the council’s Infrastructure Delivery Plan and Schedule and all other relevant policies of this plan. Joint working with adjoining authorities will be encouraged to ensure that wider strategic infrastructure requirements are appropriately addressed.”

A1.39 Policy CP13 – Spatial Strategy for the Malmesbury Community Area states that:

“Over the plan period (2006 to 2026), approximately 1,395 new homes will be provided of which about 885 should occur at Malmesbury. Approximately 510 homes will be provided in the rest of the Community Area. Growth in the Malmesbury Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2.

Development proposals in the Malmesbury Community Area will need to demonstrate how the relevant issues and considerations listed in paragraph 5.73 will be addressed.”

The issues relevant to the landscape and visual appraisal set out in paragraph 5.73 of the Wiltshire Core Strategy include:

- *“providing appropriate levels of housing in the town. Malmesbury has a high quality historic environment with few opportunities to bring forward new affordable homes on previously developed land. It is possible that a greenfield site may need to be identified to provide for housing need in the Community Area and enable the local economic base to diversify*
- *future development will be carefully managed to ensure the high quality built environment, including the important historic assets, such as Malmesbury Abbey and Conservation Area, are protected. Future development should be of high quality design and well integrated with the existing built form and*

landscape setting of the town, including using local materials where appropriate

- *all development within the Community Area must conserve the designated landscape of the Cotswold Area of Outstanding Natural Beauty and its setting, and where possible enhance its locally distinctive characteristics*
- *work is currently underway to prepare neighbourhood plans in the Malmesbury Community Area, and these should also inform future planning decisions”*

A1.40 Policy CP50 – Biodiversity and Geodiversity states that:

“Protection

Development proposals must demonstrate how they protect features of nature conservation and geological value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource, and secure the integrity of local ecological networks and provision of ecosystem services.

All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

Biodiversity enhancement

All development should seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services. Such enhancement measures will contribute to the objectives and targets of the Biodiversity Action Plan (BAP) or River Basin/Catchment Management Plan, particularly through landscape scale projects, and be relevant to the local landscape character.”

A1.41 Policy CP51 – 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. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

- i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.*

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

The policy then states:

“Proposals for development outside of an AONB that is sufficiently prominent (in terms of siting or scale) to have an impact on the area’s special qualities (as set out in the relevant management plan), must also demonstrate that it would not adversely affect its setting.”

A1.42 Policy CP52 – 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:

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

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement

demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers.”

A1.43 Policy CP57 – 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. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced

ii. the retention and enhancement of existing important landscaping and natural features, (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

iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting

iv. being sympathetic to and conserving historic buildings and historic landscapes

v. the maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41 (Sustainable Construction and Low Carbon Energy)

vi. the making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area

vii. having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that

appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)

viii. incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site

ix. ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)

x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials

xi. taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future

xii. the use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm

xiii. the case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place

xiv. meeting the requirements of Core Policy 61 (Transport and New Development)."

A1.44 Policy CP58 – 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:

i. nationally significant archaeological remains

ii. World Heritage Sites within and adjacent to Wiltshire

iii. buildings and structures of special architectural or historic interest

iv. the special character or appearance of conservation areas

v. historic parks and gardens

vi. important landscapes, including registered battlefields and townscapes.

Distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance with Core Policy 57 (Ensuring High Quality Design and Place Shaping).

Heritage assets at risk will be monitored and development proposals that improve their condition will be encouraged. The advice of statutory and local consultees will be sought in consideration of such applications."

North Wiltshire Local Plan 2011, adopted 2006, saved policies

A1.45 Policy CF3 Provision of Open Space states that:

"Proposals for new housing development will be required to make provision for open space on site, to provide 15sqm for Local Parks and 3sqm for play areas per person. The Council will accept in the appropriate circumstances, financial payments from developers for provision of open space according to the following order of preference:

- i) Provision of open space elsewhere which is appropriately located in relation to the development;*
- ii) Contributions towards the upgrading of existing nearby open spaces.*

Development will be required to make contributions to remedy local deficiencies in the quantity and/or quality of open space and the future maintenance of open space provided to meet needs arising from the new development as set out in North Wiltshire's Open Spaces Study.

All residential developments regardless of scale have the potential to contribute to the increased need generated to improve existing open spaces or provide new open spaces. The preference will be to provide new open space provision on site. However, this may not be practical for minor residential development proposals (ten dwellings or less). For these minor residential proposals, the use of a financial contribution would normally be considered appropriate.

Open space provision will be required in accordance with the Council's defined approach contained within the Open Space Study 2004."

A1.46 Policy H4 Residential Development in the Open Countryside states that:

"New Dwellings in the Countryside outside the Framework Boundaries, as defined on the proposals map, will be permitted provided that:

- i) It is in connection with the essential needs of agriculture or forestry or other rural based enterprise;*
- ii) It is a replacement for an existing dwelling where:*
 - a. The residential use has not been abandoned; and*
 - b. the existing dwelling is incapable of retention in its current state, is unsightly or is out of character with its surroundings and*

c. the replacement dwelling is of a similar size and scale to the existing dwelling within the same curtilage.

Justification for an agricultural, forestry workers, or other rural based occupational dwelling will be based on the functional and financial tests set out within Government guidance. Permission will only be granted if it can be demonstrated that the need for a dwelling cannot be fulfilled by another existing dwelling on the unit or within the locality. If planning permission is granted for an agricultural workers dwelling it can be expected to tie the dwelling to the farm buildings and/or the agricultural land of the unit by way of a legal agreement or other means. This will prevent it being sold separately without further application to the local planning authority.

Proposals to remove the occupancy condition on an agricultural, forestry or other occupational workers dwelling will not be permitted unless it can be demonstrated that:

- i. there has been a genuine and unsuccessful attempt to market the property at an appropriate market rate based on the occupancy condition for a minimum of 1 year; and*
- ii. there is no agricultural or forestry need for the dwelling on the holding, nor is a need likely to arise in the foreseeable future; and*
- iii. there is no agricultural or forestry need within the locality.*

This policy reflects the strict controls placed on new residential development within the countryside at all levels of Planning guidance.”

A1.47 Policy NE14 Trees, Site Features and the Control of New Development states that:

“Permission will not be granted for proposals that would result, or be likely to result, in the loss of trees, hedges, lakes/ponds or other important landscape or ecological features that could be successfully and appropriately incorporated into the design of a development.

Planning conditions will be imposed and Tree Preservation Orders made, for safeguarding single and small groups of trees in the interests of public amenity.

It is the duty of the local planning authority to ensure, whenever it is appropriate that in granting planning permission for any development adequate provision is made, by the imposition of conditions, for the preservation or planting of trees. The latter should be substantially native tree species of local provenance.

It will be expected that assessments to determine the nature conservation and landscape value features both within and adjacent to sites will be undertaken. Details of any assessment should be submitted with a planning application.

For example, a tree survey should be carried out of the site and directly adjacent land by a competent expert to establish the quality and condition of trees potentially affected by development as appropriate.

Development shall be designed to ensure the longevity of retained vegetation and features through appropriate management and mitigation measures.

British Standard 5837: 1991 – Guide for Trees in Relation to Construction, offers relevant guidance for trees.”

***The emerging Wiltshire Local Plan Pre-submission draft 2020-2038
(Regulation 19) September 2023***

A1.48 Policy 16 Malmesbury Market Town states that:

“Development at Malmesbury will:

- 1. provide a range of housing to respond to local needs recognising the environmental constraints that affect the town including its historic character and setting with Malmesbury Abbey and Market Cross at its core, areas of flood risk within the town and proximity to the Cotswolds Area of Outstanding Natural Beauty;*
- 2. be supported by infrastructure including providing for the younger population, improving traffic congestion and parking issues, provision of local sports and leisure, provision of adequate early years and primary school places and improvement and protection of green and blue infrastructure;*
- 3. support good prospects for economic growth including diversifying the local economy, building on local skills and protecting the town centre; and*
- 4. be supported by the implementation of a strategy for the town centre that builds on Malmesbury’s historic town centre and further encourages spending and tourism, improves accessibility, better manages traffic and parking and safeguards, as well as capitalises on, heritage assets in the town centre.*

Over the plan period (2020 to 2038) approximately 600 homes and 3.3ha of employment land will be provided at Malmesbury including:

60 dwellings on small sites of less than ten dwellings; and

remaining employment land on the existing allocations at the Garden Centre and Land North of Tetbury Hill.

The neighbourhood area designation requirement is 35 dwellings.

The following Principal Employment Areas will be retained in accordance with Policy 65 (Existing employment land): Malmesbury Business Park, Dyson Site and Land North of Tetbury Hill.

A reserve site of approximately 55 dwellings is identified on Land off Park Lane and Sherston Close, as shown on the Policies Map, which will only be brought forward in accordance with Policy 3 (Reserve sites and broad locations for growth).”

A1.49 Policy 84 Public open space and play facilities states that:

“All major new development must make provision for public open space and, where appropriate, play facilities. In addition, all development must protect and improve the quantity, quality, and accessibility of and to public open space.

All major new development which will have an adverse impact upon the existing quantity, quality and accessibility of and to public open space will need to submit an open space assessment with the planning application. This

must be produced according to: the latest standards set out in the Wiltshire Open Space Assessment; other council strategies/studies covering different types of public open space including green and blue infrastructure and play areas; and relevant supplementary planning documents (or successor documents).

The open space assessment must ensure development will:

- a. provide new, replace or improve existing open space;*
- b. identify and quantify the effects of development on the quantity, quality and accessibility of open space affected within Wiltshire and any neighbouring local authority's area if the public open space also serves it. Include impact on the amenity, character of the area and current and future needs;*
- c. include how the developer will secure the management and maintenance of any new and/ or improved public open space. This will be secured by planning condition or legal agreement;*
- d. provide new or replacement public open space on-site. If this is not possible, then provide off-site;*
- e. show how locating new public open space or improving the quality of existing provides multifunctional benefits to help meet other relevant policies within the Plan e.g. relating to biodiversity, green and blue infrastructure, climate change, cultural heritage etc.*

A1.50 Policy 89 Biodiversity Net Gain states that:

“Development must achieve a minimum of 20% biodiversity net gain, or higher as stipulated in national legislation and/or policy or supplementary guidance, over the pre-development biodiversity value as measured by the latest Biodiversity Metric. Exempted development must achieve no net loss of biodiversity and should achieve appropriate net gains, aspiring to deliver at least 20% biodiversity net gain.

Biodiversity net gain must be delivered in the following hierarchical manner:

- 1. Onsite delivery: where delivered on site habitats should be functionally linked to the wider habitat network creating coherent ecological networks.*
- 2. Offsite delivery: should prioritise contributing to nearby habitat recovery and creation strategies as identified within adopted mitigation strategies, strategic wildlife corridors, Local Nature Recovery Strategy and, Green and Blue Infrastructure Strategy.*
- 3. Offsite delivery: on an alternative suitable site, prioritising strategic delivery in the Local Nature Recovery Strategy area.*
- 4. Credits: as a last resort, and where it is agreed by the local planning authority no suitable alternatives exist, through the purchase of an appropriate amount of national biodiversity units/credits.*

Planning applications subject to mandatory biodiversity net gain must submit a Biodiversity Gain Plan at the application stage that should include:

- how the mitigation hierarchy has been adhered to;*

- *justification for the baseline date and assessed value of the site prior to development, including a brief synopsis of the site's historic biodiversity value and appointing strategic significance in metric;*
- *pre and post-development biodiversity value of onsite habitats and created off site habitats;*
- *demonstrate how net gains are achieved through onsite, offsite or purchased credits, clarifying and explaining the predicted biodiversity outcomes both qualitatively and quantitatively;*
- *how a positive proportionate contribution has been made to the ecological networks and priorities as outlined within the Local Nature Recovery Strategy and regional Nature Recovery Networks and for maintaining or creating local ecological networks through habitat creation, protection, enhancement, restoration and management.*

The assessments underpinning, and the Biodiversity Gain Plan itself, must be undertaken by a suitably qualified and/or experienced ecologist and be submitted together with baseline and proposed habitat mapping in a digital format with the application.

Sites where net gain is provided (on or off site) must be managed and monitored by the applicant or an appropriate body funded by the applicant for a minimum period of 30 years. Annual monitoring reports detailing the sites condition must be submitted to the council each year over this period. A management plan must be provided at the application stage detailing how the post-development biodiversity values of the site and any supporting off-site provision will be secured, managed, and monitored in perpetuity.

Where there is evidence of neglect or damage to any of the habitats on development sites reducing their biodiversity value their deteriorated condition will not be taken into consideration and steps will be taken to establish the previous ecological baseline⁶¹ of the site in order to decide the acceptability of any development proposals.

Development proposals where the principal objective is to conserve or enhance biodiversity and geodiversity interests will be supported in principle."

A1.51 Policy 90 Woodland, hedgerows and trees states that:

"Proposals for major development shall make provision for the retention and enhancement of Wiltshire's woodlands, hedgerows, and trees, and shall incorporate these assets into development design as part of the wider Green and Blue Infrastructure (GBI) Network, by:

- 1. contributing to the tree planting targets of Wiltshire Council's Climate Strategy and woodland, hedgerow and tree strategy, following the principles of 'Right Tree, Right Place';*
- 2. supporting the economic benefits of woodland and tree planting from agroforestry, leisure, tourism as well as wider ecosystem services such as natural flood management and climate resilience;*
- 3. where applicable, supporting the aims and objectives of the Great Western Community Forest;*

4. *where applicable and acceptable in highway terms, ensuring on major developments that tree lined streets, community orchards and garden tree planting, are fully integrated into proposals;*
5. *seeking, where applicable, to increase woodland and street tree cover in existing urban areas in Wiltshire to create shade, mitigate storm water runoff, improve air quality, sequester carbon, and improve the health and well-being of local communities;*
6. *ensuring the long-term sustainability of woodland, hedgerow, and tree planting, through the appropriate specification of plants, planting accessories, soil volumes, and long-term management to ensure the establishment to maturity of planting schemes in Wiltshire and minimise wastage.”*

A1.52 Policy 91 Conserving and enhancing Wiltshire’s landscapes states that:

“Development will conserve and where possible enhance Wiltshire’s landscapes by:

1. *being located and designed to respect landscape character and maintain an area’s distinctive sense of place and reinforce local distinctiveness as set out in the Wiltshire Landscape Character Assessment and landscape strategy;*
2. *conserving, enhancing, and restoring the characteristics and views of landscapes along with valued attributes and existing site features such as trees, hedgerows, dry stone walls and waterbodies that contribute to the character and quality of the area;*
3. *conserving and enhancing the locally distinctive character of settlements and their landscape settings;*
4. *conserving and enhancing the transition between man-made and natural landscapes at the urban fringe;*
5. *being of high-quality design appropriate to its townscape and landscape context in accordance with the National Design Guidance and Wiltshire Design Guide, that incorporates green and blue infrastructure, supports climate resilience, biodiversity enhancement, and health and wellbeing of the local community;*
6. *be located and designed to prevent erosion of relative tranquillity (light pollution and noise) and intrinsically dark landscapes, and use opportunities to enhance areas in which tranquillity have been eroded;*
7. *where necessary, being supported by a proportionate Landscape and Visual Impact Assessment, Landscape and Visual Appraisal, or Townscape Appraisal that shows how, through an iterative process that has considered the site context, this has helped integrate and enhance the proposed development;*
8. *protecting geology and soils that underpin the landscape character of Wiltshire enhancing healthy ‘living’ soils as the foundation for successful plant growth, natural carbon sequestration, groundwater storage and filtration, as well as all eco-system services.*

Wiltshire’s designated landscapes

Great weight will be given to conserving and enhancing the landscape and scenic beauty of Wiltshire's designated landscapes, Areas of Outstanding Natural Beauty and the New Forest National Park. Development within, and influencing the setting of, these designated areas should be limited in scale and extent and are expected to contribute towards conserving and enhancing their natural beauty.

Proposals for development within or affecting designated landscapes must demonstrate that they have taken account of the objectives, policies and actions set out in the relevant management plans for these areas. Proposals for development outside of an Area of Outstanding Natural Beauty that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's special qualities, as set out in the relevant management plan, must also demonstrate that it would not adversely affect its setting.

Development will not be supported if it cannot demonstrate conservation or enhancement to the landscape character and special qualities of an Area of Outstanding Natural Beauty or National Park."

A1.53 Policy 93 Green and Blue Infrastructure states that:

"Development shall make provision for the retention and enhancement of Wiltshire's green and blue infrastructure network and shall ensure that suitable links to the network are provided and maintained.

Proposals for major development will be required to:

- 1. retain and enhance the integrity, quantity, quality and connectivity of existing on site green and blue infrastructure;*
- 2. identify and incorporate opportunities for the creation and extension of the green and blue infrastructure network, ensuring new and existing green and blue infrastructure is well integrated, enhancing strategic connectivity whilst maximising wildlife and ecosystem services;*
- 3. put measures in place to ensure appropriate long-term management, maintenance and funding of any green and blue infrastructure directly related to the development;*
- 4. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire;*
- 5. retain and enhance existing public rights of way, maximising accessibility and opportunities for new connections. Existing and new routes shall be integrated into the wider GBI network providing convenient and attractive links throughout the development and surrounding area.*

Where damage or loss of existing green or blue infrastructure is unavoidable, only the minimum necessary shall be removed. Any loss must be mitigated through the creation of new or replacement green and/or blue infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green and blue infrastructure network.

Green and blue infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green and blue infrastructure network in accordance with the Wiltshire Green and Blue Infrastructure Strategy and GBI Settlement Frameworks will be supported.

Developer contributions to support such initiatives will be required where appropriate.”

Malmesbury Neighbourhood Plan, adopted 2015

A1.54 In Volume I: Main Body - Policy 13 relating to preserving and/or enhancing the town centre states that:

“The Neighbourhood Plan Design Guide as set out in Volume II of this Plan should be taken into consideration in all developments to ensure high quality of design that respects the specific character of Malmesbury Town and the surrounding area.”

A1.55 In Volume II: Design Guide, tasks set to achieve the Objectives on Design Quality include:

- *Task 8.1: Development must make a positive contribution towards the distinctive character and form of the town as a whole and relate well to its site and its surroundings*
- *Task 8.2: Building style must be appropriate to the context*
- *Task 8.4: Development proposals, particularly but not only, where sited on the edge of Malmesbury, must maintain visual connections with the countryside*
- *Task 8.5: The visual impact of new development on the countryside, and on views from the countryside, must be enhancing*
- *Task 8.12: The form and structure of new development must ensure that a sense of place is created, demonstrating the highest standards of urban design which respect its context, setting, local townscape and landscape character*
- *Task 8.18: Design of new buildings must incorporate a varied skyline*
- *Task 8.20: The scale and massing of all new buildings must be informed by and sensitive to local topography and landscape character, townscape and the wider setting of the development within the town*
- *Task 8.21: The residential density of new development must be informed by and sensitive to local character, form and quality of the historic core of Malmesbury as well as its site specific characteristics.*
- *Task 8.23: The design of new development must reflect the increasing importance of the principles of sustainable development.*

Cotswolds National Landscape Management Plan, adopted 2023

A1.56 The special qualities of the Cotswolds National Landscape are stated in a statement of significance as:

“The Cotswolds is a rich mosaic of historical, social, economic, cultural, geological, geomorphological and ecological features. The special qualities of the Cotswolds National Landscape are:

- *The unifying character of the limestone geology – its visible presence in the landscape and use as a building material;*
- *The Cotswold escarpment, including views from and to the National Landscape;*

- *The high wolds – a large open, elevated predominantly arable landscape with commons, ‘big’ skies and long-distance views;*
- *River valleys, the majority forming the headwaters of the Thames, with high-quality water;*
- *Distinctive dry stone walls;*
- *Flower-rich grasslands particularly limestone grasslands;*
- *Ancient broadleaved woodland particularly along the crest of the escarpment;*
- *Variations in the colour of the stone from one part of the National Landscape to another which add a vital element of local distinctiveness;*
- *The tranquillity of the area, away from major sources of inappropriate noise, development, visual clutter and pollution;*
- *Extensive dark sky areas;*
- *Distinctive settlements, developed in the Cotswold vernacular with high architectural quality and integrity;*
- *An accessible landscape for quiet recreation for both rural and urban users, with numerous walking and riding routes, including the Cotswold Way National Trail;*
- *Significant archaeological, prehistoric and historic associations dating back 6,000 years, including Neolithic stone monuments, ancient drove roads, Iron Age forts, Roman villas, ridge and furrow fields, medieval wool churches and country estates and parks;*
- *A vibrant heritage of cultural associations, including the Arts and Crafts movement of the 19th and 20th centuries, famous composers and authors and traditional events such as the Cotswolds Olimpics, cheese rolling and woolsack races.”*

A1.57 The Cotswolds National Landscape Policy CE1: Landscape states:

“CE1.1. Proposals that are likely to impact on, or create change in, the landscape of the Cotswolds National Landscape, should have regard to, be compatible with, and reinforce the landscape character of the location, as described by the Cotswolds Conservation Board’s Landscape Character Assessment and Landscape Strategy and Guidelines. There should be a presumption against the loss of key characteristics identified in the landscape character assessment.

CE1.2. Proposals that are likely to impact on, or create change in, the landscape of the Cotswolds National Landscape, should have regard to the scenic quality of the location and its setting and ensure that views – including those into and out of the National landscape – and visual amenity are conserved and enhanced.

CE1.3. Conserving and enhancing landscape character should be a key objective of Environmental Land Management and rural development support mechanisms in the Cotswolds National Landscape.

CE1.4. Rural skills training and the utilisation of those skills – such as dry stone walling, stone-masonry, traditional woodland management and hedge laying – will be supported to ensure the long-term retention, creation and management of the key features of the Cotswolds National Landscape.”

A1.58 The Cotswolds National Landscape Policy CE3: Local distinctiveness states:

“CE3.1. Proposals that are likely to impact on the local distinctiveness of the Cotswolds National Landscape should have regard to, be compatible with and reinforce this local distinctiveness. This should include:

- Being compatible with the Cotswolds Conservation Board’s Landscape Character Assessment, Landscape Strategy and Guidelines and Local Distinctiveness and Landscape Change;*
- Being designed and, where relevant, landscaped to respect local settlement patterns, building styles, scale and materials and in accordance with design guidance prepared by local planning authorities;*
- Using an appropriate colour of limestone to reflect local distinctiveness.*

CE3.2. Innovative designs, compatible with the conservation of natural beauty – which are informed by local distinctiveness, character and scale – should be welcomed.

CE3.3. The development of design guidance – which is supported by a robust evidence base and which reflects relevant guidance published by the Cotswolds National Landscape Board – will be encouraged.

CE3.4. Provision should be made for the quarrying of limestone, at an appropriate scale, in order to provide building materials that help maintain and enhance the local distinctiveness of the National Landscape. Any production of aggregate and agricultural lime should be secondary and necessary for local and necessary operational purposes. Any such mineral sites should be required to demonstrate that they do not have any significant adverse effects on the natural beauty of the National Landscape including its special qualities or the integrity of existing wildlife sites.”

A1.59 The Cotswolds National Landscape Policy CE4: Tranquillity states:

“CE4.1. Proposals that are likely to impact on the tranquillity of the Cotswolds National Landscape should have regard to this tranquillity, by seeking to avoid and where avoiding is not possible, minimise noise pollution and other aural and visual disturbance.

CE4.2. Measures should be taken to remove and where removal is not possible minimise existing sources of noise pollution and other aural and visual disturbance in order to enhance the tranquillity of the Cotswolds National Landscape.

CE4.3. Proposals that are likely to impact on the tranquillity of the CNL should have regard to – and be compatible with – the National Landscapes Board’s Tranquillity Position Statement.”

A1.60 The Cotswolds National Landscape Policy CE5: Dark Skies states:

“CE5.1. Proposals that are likely to impact on the dark skies of the Cotswolds National Landscape should have regard to these dark skies, by seeking to avoid and where avoiding is not possible, minimise light pollution.

CE5.2. Proposals that are likely to impact on the dark skies of the CNL should have regard to recognised standards and guidance, in particular, that

published by the Institution of Lighting Professionals and the Commission for Dark Skies.

CE5.3. Measures should be taken to increase the area of dark skies in the Cotswolds National Landscape by removing, and where removal is not possible, minimising existing sources of light pollution.

CE5.4. Consideration will be given to seeking a formal dark sky designation for those parts of the Cotswolds National Landscape that are least affected by light pollution.”

Cotswolds Conservation Board Position Statement: Development in the Setting of the Cotswolds AONB, revised June 2016

- A1.61 The Position Statement defines and clarifies references to setting from the Cotswolds National Landscape Management Plan and includes:

“The Board considers the setting of the Cotswolds AONB to be the area within which development and land management proposals, by virtue of their nature, size, scale, siting materials or design can be considered to have an impact, positive or negative, on the landscape, scenic beauty and special qualities of the Cotswolds AONB.

The surroundings of the Cotswolds AONB are also important to its landscape character and quality. There are views out of the AONB and across back into land within the AONB and views towards or into it from surrounding areas, all of which can be very significant. Development proposals that affect views into and out of the AONB need to be carefully assessed to ensure that they conserve and enhance the natural beauty and landscape character of the AONB.”

- A1.62 The Position Statement states the following potential examples of adverse impacts on the setting of the AONB:

- *Development which would have a significant visual impact on views out of the AONB or between parts of the AONB (and subject to separate guidance and policies views into the AONB) including consideration of cumulative impact of several similar forms of development;*
- *Loss of tranquillity through the introduction or increase of lighting and or noise (including consideration of cumulative impact of several similar forms of development);*
- *Other environmental impact and forms of pollution like dust;*
- *Introduction of abrupt change of landscape character (including the addition of tall structures, masts, wind turbines etc);*
- *Loss or harm to heritage assets and natural landscape, particularly if these are contiguous with the AONB;*
- *Impact on special associations and interrelationships of settings (for example between the Bath World Heritage Site and the AONB)*
- *Change of use of land where of a significant enough scale to cause harm to landscape character; and*
- *Inappropriate use of external materials, external colours, reflective surfaces, and inappropriate landscaping.”*

Cotswolds Conservation Board Position Statement: Tranquillity, June 2019

- A1.63 The Position Statement provides supporting text to the Management Plan Policy CE4 Tranquillity and how issues of tranquillity should be addressed in the National Landscape and its setting. It is stated:

“Tranquillity is one of the ‘special qualities’ of the Cotswolds Area of Outstanding Natural Beauty (AONB). In other words, it is one of the features of the Cotswolds that makes the area so outstanding that it is in the nation’s interest to safeguard it.”

Appendix A part 2: Appraisal methodology

To be read with reference to figures A2.1 to A2.4.

Introduction

- A2.1 The following paragraphs set out the methodology that has been followed in the baseline study of the existing landscape and visual amenity and the subsequent appraisal of the effects of the proposals.

LVA Guidelines

- A2.2 The landscape appraisal has been carried out in accordance with the following best practice guidelines:
- *The Guidelines for Landscape and Visual Impact Assessment, (GLVIA) 3rd Edition, Landscape Institute (LI) and Institute for Environmental Management and Assessment (IEMA) (2013)*
 - *An Approach to Landscape Character Assessment, Natural England (October 2014)*
 - *Visual Representation of Development Proposals Landscape Institute Technical Guidance Note 06/19 17 September 2019*
 - *Landscape Institute Technical Guidance Note 02/21, Assessing landscape value outside national designations.*

Role of the LVIA (and LVA)

- A2.3 Paragraph 2.21 of the GLVIA states that there are two distinct components of the LVIA:

“Assessment of landscape effects: assessing effects on the landscape as a resource in its own right;

Assessment of visual effects: assessing the effects on specific views and on the general visual amenity experienced by people.”

Definition of landscape

- A2.4 In describing landscape, paragraph 2.19 of the GLVIA states:

“Landscape results from the interplay of the physical, natural and cultural components of our surroundings. Different combinations of these elements and their spatial distribution create the distinctive character of landscapes in different places, allowing different landscapes to be mapped, analysed and described. Character is not just about the physical elements and features that make up a landscape, but also embraces the aesthetic, perceptual and experiential aspects of the landscape that make different places distinctive.”

Definition of visual amenity

- A2.5 The GVLIA glossary defines the meaning of visual amenity as:

“The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.”

- A2.6 The methodology for assessing both the landscape and visual effects is outlined in paragraphs A2.35 to A2.65.

Appraisal process

The process of an LVA includes the following stages:

- Project description – Describes the proposed development, identifying the main features of the proposal, and establishes parameters such as maximum extents of the development or sizes of the elements.
- Baseline studies – Establishes the existing nature of the landscape and visual environment in the study area, including any relevant changes likely to occur independently of the development proposal. Includes information on the value attached to the different environmental resources.
- Identification and description of effects – Systematically identifies and describes the effects that are likely to occur, including whether they are adverse or beneficial.
- Mitigation – Identifies proposals for measures designed to avoid / prevent, reduce or offset (or compensate for) any significant negative (adverse) effects
- Enhancement – not specifically related to mitigation of adverse landscape and visual effects but means any proposals that seek to improve the landscape and/or visual amenity of the proposed development site and its wider setting beyond its baseline condition.

Professional judgement

- A2.7 Professional judgement is an important consideration in the determination of the overall landscape and visual effects and even with qualified and experienced professionals there can be differences in the judgements made.

- A2.8 Paragraph 2.23 of the GLVIA states that:

“While there is some scope for quantitative measurement of some relatively objective matters, for example the number of trees lost to construction of a new mine, much of the assessment must rely on qualitative judgements, for example about what effect the introduction of a new development or land use change may have on visual amenity or about the significance of change in the character of the landscape and whether it is positive or negative.”

- A2.9 Paragraph 2.24 of the GLVIA states that:

“In all cases there is a need for the judgements that are made to be reasonable and based on clear and transparent methods so that the reasoning applied at different stages can be traced and examined by others.”

Baseline

- A2.10 The landscape and visual baseline conditions were established by:

Landscape	Visual
Identify elements and features Identify landscape character and key characteristics Consider value attached to landscape Identify landscape receptors	Identify extent of possible visibility (ZTV) Identify visual receptors (people) who may be affected Identify and select representative, illustrative and specific viewpoints

Site familiarisation

- A2.11 The site and surrounding area were visited in November 2024 to obtain familiarity with the landscape. Field studies and desk studies of photographs, aerial photographs, map information, landscape character assessments and statutory and emerging planning policy documents have enabled the recording of landscape elements such as topography, drainage, land use, development, vegetation and other features.

Defining the study area

- A2.12 The study area defines the scope of the appraisal. The study area includes the site itself and the wider area around it, within which the proposed development may have a significant influence. The extent of the study area has been established using a zone of theoretical visibility (ZTV) of the proposed development in combination with observations made on site. During the appraisal process the study area may change as a result of fieldwork studies or changes to the proposals.
- A2.13 A 3km study area was chosen as the visibility beyond this distance will become limited and the proposed development is unlikely to have any major effects.

Identifying landscape character, elements and features

- A2.14 Published and adopted landscape character assessments (LCA) prepared by relevant authorities at varying levels, from national through to local assessments, have been referred to in order to identify the baseline landscape character, resources and associated value. These established assessments have been reviewed in terms of their status, scale and level of detail provided and therefore suitability for use within the appraisal. This review also took account of the date in which the assessments were carried out and how relevant the content is in relation to the current landscape characteristics.
- A2.15 National and county level LCA generally give a broad scale assessment which often provides an overview of the landscape context and setting but does not necessarily represent the local landscape characteristic of the site and surrounding area. Local LCA provide more detail on the types of landscape that occur in the study area. They are therefore considered appropriate as a basis for describing the key characteristics and are used to inform the description of the landscapes that may be affected by the proposals.
- A2.16 Detailed fieldwork carried out within the site and immediate surroundings is used to check the applicability of the landscape character assessments throughout the study area, and where variations in the landscape are identified since the LCA was adopted, modifications or supplementary information are provided in the baseline.

A2.17 ZTV analysis and field studies have been carried out to determine which landscape character areas will be physically or perceptually affected by the proposals.

Identifying possible extent of visibility (ZTV)

A2.18 Computer generated mapping has been used in combination with fieldwork, to assess the potential visibility of the proposals. The extent of visibility over which the proposed development may theoretically be seen, Zone of Theoretical Visibility (ZTV), is provided in figures 8 and 9.

A2.19 The ZTV has been derived from a Digital Surface Model (DSM). The DSM used was based on a 1m grid provided by Lidar. This uses first return derived information during winter that provides a highly detailed three-dimensional model of the landscape and townscape. Topographic features including landform, woodland, settlements, individual buildings, isolated trees, copses, hedgerows, embankments and other minor topographic features, out to a distance of 3km from the application boundary, are all modelled. The accuracy of the DSM falls within acceptable limits; however, there are potential discrepancies between the DSM and the actual landform where there are minor topographic features that are too small to be picked up. The Lidar data can pick up the majority of the woodland and buildings, although areas can be missed between the 1 m grid.

A2.20 For this project, the ZTV has been generated using the DSM and the following proposed building heights plus 1m to allow for any groundworks:

- 9.5m equivalent to two storey dwellings
- 11m equivalent to two and a half storey dwellings

A2.21 The proposed building heights are above Ordnance Datum (AOD) and to the highest ridge line.

A2.22 The height from which the proposed development would be seen was set at 1.5m (as given in the GLVIA). A professional judgement has been made for this appraisal that approximately 3 km is the distance beyond which proposals of this scale, nature and context would not have a significant effect on either landscape character or views. The resulting ZTV, figures 8 and 9, illustrates the extent to which any part of the proposals (large or small i.e. it could just be the very top of the roofline of the buildings) is potentially visible from the surrounding area.

A2.23 During fieldwork, any significant discrepancies in the ZTV are recorded and later amended. Fieldwork was confined to accessible parts of the site, public rights of way, transport routes and other publicly accessible areas.

Identifying visual receptors

A2.24 The baseline study will have determined the individuals and/or defined groups of people who have the potential to be affected by the proposals. These are referred to as visual receptors.

A2.25 Paragraph 6.13 of the GVLIA states that visual receptors may include:

“...people living in the area, people who work there, people passing through the landscape on road, rail or other forms of transport, people visiting promoted landscapes or attractions, and people engaged in recreation of different types”.

Identifying viewpoints

A2.26 Following analysis of the ZTV and fieldwork, a series of viewpoints from which the proposals will be seen by the individual or groups of visual receptors were identified. To illustrate all potential viewpoints from which the proposals will be seen by the different visual receptors within the study area is not practical and is unnecessary. Therefore, viewpoints selected for inclusion in the LVA broadly fall into three groups:

- Representative viewpoints (represent the experience of different types of visual receptors). For example, certain points may be chosen to represent the views of users from a particular public right of way.
- Specific viewpoints (a particular view from a key or promoted viewpoint). For example, viewpoints with a particular cultural landscape association.
- Illustrative viewpoints to demonstrate a particular effect/issue. For example, the restricted visibility at a certain location.

A2.27 Generally, viewpoints are selected from publicly accessible land and/or the transport routes. Private views from residential receptors have not been taken; however, representative or specific viewpoints from adjacent areas can take into consideration that similar views may be afforded from receptors of residential areas.

Future baseline

A2.28 In describing potential effects, account must also be taken of ongoing changes to the area surrounding the site and the site itself should no development take place which is described as future baseline. Those schemes that are under construction or have planning consent, which it can be reasonably assumed will be constructed, are to be included in the appraisal's baseline. Understanding and describing how the proposals will be experienced in the immediate context of existing and future developments is important to reaching accurate and realistic conclusions on the overall effects.

Description of proposals

A2.29 The planning application drawings and design and access statement provide a description of the proposals. The paragraphs below summarises the elements that are likely to give rise to landscape or visual effects. The effects on landform and on existing landscape features such as vegetation are also described. Proposals for landscape measures such as new planting are also set out.

Mitigation measures

A2.30 The GLVIA describes three forms of mitigation measures. These are:

- *“Primary measures, developed through the iterative design process, which have become integrated or embedded into the project design;*
- *Standard construction and operational management practices for avoiding and reducing environmental effects;*
- *Secondary measures, designed to address any residual adverse effects remaining after primary measures and standard construction practices have been incorporated into the scheme.”*

- A2.31 The first two forms are referred to as primary mitigation, while the last is referred to as secondary mitigation. At all stages of the iterative design development, the purpose has been to prevent/avoid, reduce and where possible offset, remedy or compensate potential adverse effects by including primary mitigation measures and standard construction and operational management practices. The plan illustrated in figure 18 incorporates the primary measures considered necessary and are used to assess predicted potential effects.
- A2.32 Secondary mitigation measures are those that have not been designed into the proposals that form part of this application. Potential secondary mitigation measures are described and considered in the appraisal. Where significant adverse effects remain after secondary mitigation, these are referred to as residual effects.

Enhancement

- A2.33 Enhancement is not specifically related to mitigation of adverse landscape and visual effects. It means any proposals that seek to improve the landscape and/or visual amenity of the proposed development site and its wider setting over and above its baseline condition. Enhancement can take many forms, including improved land management or restoration of historic landscapes, habitats and other valued features; enrichment of impoverished agricultural landscapes; measures to conserve and improve the attractiveness of town centres; and creation of new landscape, habitat and recreational areas. These can make a contribution to sustainable development and the overall quality of the environment.

Landscape appraisal

- A2.34 The landscape appraisal judges the potential effects of the proposal on the landscape receptors that have been identified. The potential landscape effects are determined by consideration of the sensitivity of the landscape receptors and the magnitude of the landscape effect as a result of the proposals. These are defined in the following paragraphs.

Criteria for assessing potential landscape effects

Sensitivity of landscape receptor

- A2.35 The sensitivity of the landscape is assessed by combining the considerations of two factors:
- Value
 - Susceptibility to specific change.
- A2.36 The **value** of the landscape receptor is defined in the GLVIA (paragraph 5.19) as:
- “The relative value that is attached to different landscapes by society, bearing in mind that a landscape may be valued by different stakeholders for a whole variety of reasons.”*
- A2.37 The value of the landscape receptor is established at the baseline stage and considers two key categories as highlighted in paragraph 5.44 of the GLVIA:

- *“The value of the landscape character types or areas based on review of any designations at both national and local levels, and, where there are no designations, judgements based on criteria that can be used to establish landscape value;*
- *The value of individual contributors to landscape character, especially the key characteristics, which may include individual elements of the landscape, particular landscape features, notable aesthetic, perceptual or experiential qualities, and combinations of the contributors.”*

A2.38 Landscape designations should not be over relied upon to signify the value of the landscape receptors. It is also important to remember that the fact that an area of landscape is not designated either nationally or locally does not mean that it does not have any value.

A2.39 In attributing value to a landscape the factors that can help in the identification of valued landscapes provided in GLVIA, Box 5.1 and Table 1 of the *Assessing landscape value outside national designations, Landscape Institute Technical Guidance Note, 02/21* include:

- Natural heritage – Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest which contribute positively to the landscape
- Cultural heritage - Landscape with clear evidence of archaeological, historical or cultural interest which contribute positively to the landscape
- Landscape condition – Landscape which is in a good physical state both with regard to individual elements and overall landscape structure
- Associations – Landscape which is connected with notable people, events and the arts
- Distinctiveness – Landscape that has a strong sense of identity
- Recreational – Landscape offering recreational opportunities where experience of landscape is important
- Perceptual (Scenic) – Landscape that appeals to the senses, primarily the visual sense
- Perceptual (Wildness and tranquillity) - Landscape with a strong perceptual value notably wildness, tranquillity and/or dark skies
- Functional – Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape.

A2.40 In the absence of a formal landscape designation or landscape character area, judgement on the value of a landscape is based on the criteria set out in paragraph A2.40.

A2.41 The landscape receptors **susceptibility** to specific change is defined in the GLVIA (paragraph 5.40) as follows:

“The ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and /or achievement of landscape planning policy and strategies.”

A2.42 Paragraph 5.42 of the GLVIA also states that:

“Since landscape effects in LVIA are particular to both the specific landscape in question and the specific nature of the proposed development, the assessment of susceptibility must be tailored to the project.”

A2.43 Factors for judging susceptibility to change include:

- Vulnerability or robustness of elements of the landscape
- The tolerance, i.e. the extent to which elements of the landscape can be replaced, restored or may be altered
- The level or role elements of the landscape have in defining the character of the landscape
- The landscape sensitivity to the specific type of development proposed
- *Scale/field pattern and enclosure*
- *Landform*
- *Landcover*
- *Historic landscape features/character*
- *Aesthetic, perceptual and experiential qualities (scenic quality and character, remoteness/tranquillity)*
- *Visual – skylines and settings, movement, key vistas, views to and from important landscape and cultural heritage features*
- *Landscape condition/quality*
- *Settlement pattern and edges*
- *Settlement setting and separation*
- *Rural character*
- *Man-made influences.*

A2.44 The guidance set out in figure A2.1 has been used in this appraisal to arrive at an overall evaluation of landscape sensitivity. Both susceptibility to change and value are judged as high, medium, low or negligible based on the criteria shown. There may be circumstances where the weighting given to some criteria may be greater than others. The combination of susceptibility and value produces an overall evaluation of landscape sensitivity, which is ultimately a matter of professional judgement, and is defined in this report as high, medium, low or negligible or any combined intermediate judgements.

Magnitude of landscape effect

A2.45 The magnitude of effect is assessed in terms of:

- Size/scale
- Geographical extent
- Duration
- Reversibility.

A2.46 The **size or scale** of an effect is assessed by determining the degree of change that would arise from the proposals. The effect of both loss and addition of new features is considered as major, partial, minor or very minor based on the criteria

set out in figure A2.2 and are judged as large, medium, small or negligible. The judgements may take into account:

- The extent of existing landscape elements that will be lost (this may be quantified)
- The degree to which aesthetic or perceptual aspects of the landscape are altered through the loss of or addition of landscape resources / elements. For example, removal of hedges may change a small-scale intimate landscape into a large scale, open one.
- Whether the effect changes any of the key characteristics which are distinctive to the landscape character.

A2.47 The **geographical extent** of effects is assessed by determining the area over which the landscape effects will be felt. The effect is considered across varying scales of wide, intermediate, localised or limited based on the criteria set out in figure A2.2 and are judged as large, medium, small or negligible. In general, the effects will vary according to the nature of the project and may not be relevant on every occasion.

A2.48 The **duration** of effects is assessed by the period of time over which the degree of change to the landscape would arise from the development. Duration is judged as long term (10-25 years), medium term (5-10 years) or short term (less than 5 years) based on the criteria set out in figure A2.2.

A2.49 The **reversibility** of an effect assesses the prospects or practicality of the effect being reversed. The effect is judged as reversible, partially reversible or permanent as set out in figure A2.2.

A2.50 Duration and reversibility can be considered together so that a temporary or partially reversible effect is linked to definition of how long that effect may last.

A2.51 The guidance notes and criteria set out in figure A2.2 have been used to make a judgement on the magnitude of landscape effect for this appraisal. The magnitude of landscape effect is determined by combining the judgements of the four individual factors of size/scale, geographical extent, duration and reversibility. There may be circumstances where the weighting given to some criteria may be greater than others. The combination of all four factors produces an overall evaluation of magnitude of landscape effect, which is ultimately a matter of professional judgement, and is defined in this appraisal as large, medium, small or negligible or any combined intermediate judgements. The GLVIA also states that thought must be given to whether the likely visual effects are judged to be positive (beneficial) or negative (adverse). It may also be possible for the effects to be neutral.

Visual appraisal

A2.52 The visual appraisal judges the potential effects of the proposals on the visual receptors that have been identified. The potential visual effects are determined by consideration of the sensitivity of the visual receptors and the magnitude of the visual effect as a result of the proposals. These are defined in the following paragraphs.

Criteria for assessing potential visual effects

Sensitivity of visual receptors

- A2.53 A visual receptor is a particular person or group of people who would be experiencing the view or are likely to be affected at a specific viewpoint.
- A2.54 The sensitivity of the visual receptor is assessed by combining the judgements of two factors:
- Value attached to views
 - Susceptibility of visual receptors to change
- A2.55 The GLVIA suggests that when judging the **value** attached to the views experienced (paragraph 6.37), account should be taken of:
- *“recognition of the value attached to particular views, for example in relation to heritage assets, or through planning designations;*
 - *indicators of the value attached to views by visitors, for example through appearances in guidebooks or on tourist maps, provision of facilities for their enjoyment and references to them in literature or art”*
- A2.56 The value attached to the views experienced is established at the baseline stage and considers these two key categories:
- The quality of the view/visual experience i.e. attractive unspoilt landscape
 - The associations which contribute to the visual experience i.e. cultural/historical/ecological interests and planning designations
- A2.57 The visual receptors’ **susceptibility** to change is defined in the GLVIA (paragraph 6.32) as follows:
- *“the occupation or activity of people experiencing the view at particular locations; and*
 - *the extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations.”*
- A2.58 The guidance set out in figure A2.3 has been used in this appraisal to arrive at an overall evaluation of the sensitivity of the visual receptors. Both susceptibility to change and value are judged as high, medium, low or negligible based on the criteria shown. There may be circumstances where the weighting given to some criteria may be greater than others. The combination of susceptibility and value produces an overall evaluation of visual receptor sensitivity, which is ultimately a matter of professional judgement, and is defined in this report as high, medium, low or negligible or any combined intermediate judgements.

Magnitude of visual effect

- A2.59 The magnitude of visual effect is assessed in terms of:
- Size/scale
 - Geographical extent
 - Duration

- Reversibility.

A2.60 The **size or scale** of a visual effect is assessed by determining the degree of change that would arise from the proposals. The effect of loss, addition or change to the composition of the view through the introduction of development is considered as major, partial, minor or very minor based on the criteria set out in figure A2.4 and are judged as large, medium, small or negligible. The GLVIA (paragraph 6.39) suggests that when judging visual effects, the following be taken account of:

- *“the scale of the change in the view with respect to the loss or addition of features in the view and changes in its composition, including the proportion of the view occupied by the proposed development;*
- *the degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture;*
- *the nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses.”*

A2.61 The **geographical extent** of visual effects is assessed by determining the area over which the visual effects will be seen. The visual effect is considered across varying scales of wide, intermediate, localised or limited based on the criteria set out in figure A2.4 and are judged as large, medium, small or negligible. The GLVIA (paragraph 6.40) suggests that extent is likely to reflect:

- *“the angle of view in relation to the main activity of the receptor;*
- *the distance of the viewpoint from the proposed development;*
- *the extent of the area over which the changes would be visible.”*

A2.62 The **duration** of effects is assessed by the period of time over which the degree of change to the visual receptor would arise from the development. Duration is judged as long term (10-25 years), medium term (5-10 years) or short term (less than 5 years) based on the criteria set out in figure A2.4.

A2.63 The **reversibility** of an effect assesses the prospects and the practicality of the effect being reversed. The effect is judged as reversible, partially reversible or permanent as set out in figure A2.4.

A2.64 The guidance notes and criteria set out in figure A2.4 have been used to make a judgement on the magnitude of visual effect for this appraisal. The magnitude of visual effect is determined by combining the judgements of the four individual factors of size/scale, geographical extent, duration and reversibility. There may be circumstances where the weighting given to some criteria may be greater than others. The combination of all four factors produces an overall evaluation of magnitude of visual effect, which is ultimately a matter of professional judgement, and is defined in this appraisal as large, medium, small or negligible or any combined intermediate judgements.

Taking account of effects throughout the life of the project

A2.65 The degree of landscape and visual effects can vary considerably during the life cycle of the project. Within the appraisal a description of the development is

provided at each stage in the life cycle of the project to assist in understanding the scheme and the predicted landscape and visual effects of the development. The description of effects considers the following project stages:

- During construction
- At completion (post construction - year 0 during winter)
- Year 15 post construction during winter

Appendix A part 3: Photographic images methodology

Photographic survey

- A3.1 The aim is to recreate as closely as possible what the human eye can see. 50 mm is a traditionally agreed focal length for matching a photograph to the actual view seen, but a range between 45 mm to 55 mm is often used.
- A3.2 For this appraisal, a DSLR Canon EOS 6D camera was used in conjunction with a fixed 50 mm prime lens images captured in landscape format. To capture the photographs, a Manfrotto MT055 CX Pro 3 with levelling base mount and tripod have been used. The EOS 6D employs a sensor of similar size to a traditional SLR therefore the 50 mm lens used results in a focal length of 50 mm as no modification factor is applied. This methodology is in accordance with the LI Advice note 06/19, *Visual Representation of Development Proposals*, 17 September 2019.
- A3.3 In this assessment, the photographs are taken at approximately 1.5 m above ground level using a tripod with a Pano head which provides a 15-degree angle between adjacent shots.
- A3.4 The viewpoints have been surveyed using GPS (in built in the camera) to provide a six-figure National Grid reference for the viewpoints. The accuracy of this device can vary (depending on factors such as satellite coverage, proximity of buildings, tree coverage etc.) so these figures are then checked on detailed OS survey plans to give a more accurate reference.

Baseline photographs

- A3.5 The baseline panorama shows the existing view and captures the overall landscape and visual context. Images are captured in landscape format shooting from left to right covering at least 180 degrees where applicable. The camera may be mounted in portrait orientation to capture a greater vertical field of view where required. For panoramic photographs, individual shots are stitched together seamlessly using Lightroom Classic.
- A3.6 All photographic representations are type 1 and are to be viewed at a comfortable arm's length. The A1 images are provided in cylindrical projection at 100% and should be viewed curved. The A3 images are provided in planar projection at 100% and should be viewed flat.