



Land east of Spitfire Road, Calne

Landscape and Visual Impact Appraisal (LVA)

June 2025 Issue 4

MHP DESIGN LTD | CHARTERED LANDSCAPE ARCHITECTS | MASTERPLANNERS | ARBORICULTURISTS

1	INTRODUCTION	3
2	LANDSCAPE POLICY CONTEXT	8
3	LANDSCAPE BASELINE	16
4	VISUAL BASELINE.....	21
5	GREEN INFRASTRUCTURE; MITIGATION AND LANDSCAPE ENHANCEMENT.....	26
6	LANDSCAPE AND VISUAL EFFECTS.....	27
7	CONCLUSION.....	36
	APPENDIX A – ASSESSMENT METHODOLOGY	38
	APPENDIX B – GLOSSARY OF TERMS	52
	APPENDIX C – FIGURES AND PLANS.....	55

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1 INTRODUCTION

1.1.1 MHP Design Ltd are chartered Landscape Architects and a registered practice of the Landscape Institute. MHP have been appointed by Robert Hitchins Limited to undertake a Landscape and Visual Impact Appraisal (LVA) in relation to proposed development at the Land east of Spitfire Road, Calne, Wiltshire ('the site').

1.2 Aims and scope of assessment

1.2.1 The aim of this assessment is to provide guidance to the project architects in the development of the site, inform an appropriate landscape strategy and make an assessment and report the likely landscape and visual effects of the proposals for the site.

1.2.2 This assessment has been undertaken in two stages. The baseline section of the report describes the study site and its features which combine to form the landscape character and the sites visual relationship with its surroundings. This initial assessment is intended to identify baseline landscape and visual conditions, and identify opportunities and constraints to inform the design for landscape and visual mitigation as part of the wider design process for development of the site. Following an iterative process of design development, an LVA has been produced to test the final proposals and make judgements on potential likely harm based on professional methodology, included in Appendix A.

1.2.3 The following published resources have been consulted for guidance and background information:

- National Character Areas NCA 117: Avon Vales
- Wiltshire Landscape Character Assessment (December 2005)
- Wiltshire Core Strategy (adopted 2015)
- Calne Community Neighbourhood Plan 2016-2026

1.3 Landscape and visual appraisal methodology

1.3.1 The LVIA has been undertaken following best practice:

- Guidelines for Landscape and Visual Impact Assessment (GLVIA), Third Edition (Landscape Institute and Institute of Environmental Management and Assessment)

1.3.2 The landscape appraisal work has been undertaken in two stages; desktop studies followed by site studies involving visiting the site and the surrounding areas.

1.3.3 The desktop study involves gathering baseline data from published Landscape Character Assessment documents, Planning Documents, GIS mapping, OS maps and aerial photographs to identify existing landscape features and context including:

- Topography
- Settlement boundaries
- Flood Zones
- Listed Buildings, Conservation Areas, Scheduled Monuments, Registered Parks and Gardens
- Local Plan designations relating to landscape
- Ancient Woodland
- Areas of Outstanding Natural Beauty
- National Character Areas
- District Landscape Character Types and Areas
- Public Rights of Way (PRoW)

1.3.4 The field assessment involves a chartered landscape architect visiting the site and local area to identify key characteristics and key receptors including:

- Natural features and elements such as topography, hydrology, land cover
- Cultural and social aspects such as land use, historic landscape features and relationship to settlement and built structures.
- Aesthetic and Perceptual aspects such as scale, openness, tranquillity, naturalness, and remoteness
- Condition of the landscape elements and features
- Visual characteristics such as scenic quality, intervisibility, characteristic views, focal points, visual detractors
- Visual receptors; people at scenic viewing locations, walkers, cyclists, road users, occupants of houses, people at their place of work, people using indoor/outdoor community facilities

- 1.3.5 Refer to Appendices A and B for detailed landscape assessment methodology and a definition of terminology.

1.4 The study site

- 1.4.1 The site (Figure 1 below) consists of a small-medium size agricultural field broadly rectangular in shape. At the time of site survey the land use comprises of improved grass pasture in agricultural use. The boundaries of the site comprise native hedgerows and established trees.
- 1.4.2 Existing access to the site is from a gap in the existing hedge to the north of the field.

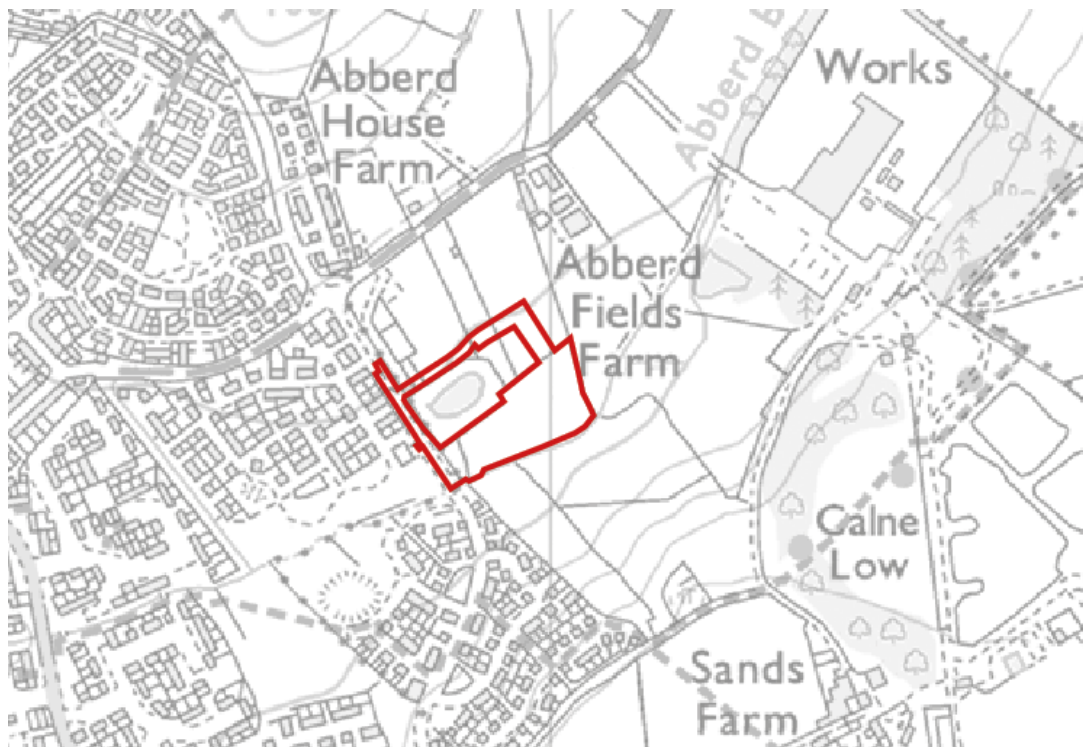


Figure 1: Site Location

- 1.4.3 The site is situated on low lying land sitting at approximately 70m above ordnance datum (AOD).
- 1.4.4 The nearest Public Right of Way (PRoW) (CALW56) a Bridleway, is located on Abberd Lane to the north of the site beyond the adjoining field. There are no PRoW within the internal fielded area of the site.

1.5 Site Context

- 1.5.1 The site lies immediately to the eastern edge of Calne town, adjoining an existing residential area including new residential areas of development currently under construction. The wider context of the site to the east consists of a mix of open and agricultural fields with well vegetated boundaries, small blocks of woodland, industrial operations (waste processing and quarrying) and a solar farm. The land immediately to the south, west and north comprise of residential dwellings associated with Calne town.
- 1.5.2 The site itself is generally low lying, reducing visibility from within the site to the immediate context and from the agricultural land beyond further to the east. New residential development, some under construction, dominates the outlook from the site and is prominent in views to both the south and west.
- 1.5.3 In its wider more rural context, the landscape comprises an intimate rolling countryside of enclosed small-large fields featuring well vegetated boundaries, blocks of established woodland, and scattered small villages and towns forming the character of the wider landscape setting of Calne.

1.6 The proposed development

- 1.6.1 The description of the proposed development is as follows:

“Residential development for up to 20 dwellings, associated works including infrastructure, ancillary facilities, open space and landscaping.

- 1.6.2 Refer to site illustrative layout proposals provided by Robert Hitchins Ltd. as part of this application.

2 LANDSCAPE POLICY CONTEXT

2.1 National Planning Policy Framework

2.1.1 The National Planning Policy Framework (NPPF) sets out the governments planning policies for England and how these are expected to be applied for future development. At the heart of the NPPF is ‘a presumption in favour of sustainable development’.

2.1.2 Sections relating to landscape specific policies focused on ‘Conserving and Enhancing the Natural environment’ and provide relevant guidance, including that proposals:

- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings
- Conserving and enhancing the natural environment including valued landscapes

2.1.3 The site is not located within a designated landscape such as a National Landscape/AONB (Area of Outstanding Natural Beauty), National Park or Special Landscape Area. The North Wessex Downs National Landscape/AONB lies 1.3km to the east of the site. No intervisibility with the AONB was recorded from within the site nor from identified receptors within the National Landscape/AONB. As such the North Wessex Downs National Landscape/AONB has been scoped out of this report.

2.2 Local Planning Policy

2.2.1 The following documents have been referred to for landscape policies and designations:

- Wiltshire Core Strategy (adopted 2015)
- Calne Community Neighbourhood Plan 2016-2026

2.2.2 The following extracts of policies and designations have been considered against the proposal and study area.

Wiltshire Core Strategy	
Core Policy 51: Landscape	<i>Development should protect, conserve and where possible</i>

	<i>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> <i>i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.</i> <i>ii. The locally distinctive character of settlements and their landscape settings.</i> <i>iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.</i> <i>iv. Visually sensitive skylines, soils, geological and topographical features.</i> <i>v. Landscape features of cultural, historic and heritage value.</i> <i>vi. Important views and visual amenity.</i> <i>vii. Tranquillity and the need to protect against intrusion from light pollution, noise, and motion.</i> <i>viii. Landscape functions including places to live, work, relax and recreate.</i>
Core Policy 52 Green Infrastructure	<i>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</i>

	<i>developers will be required to:</i> <i>i. retain and enhance existing on site green infrastructure</i> <i>ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards</i> <i>v. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.</i>
Core Policy 57 Ensuring high quality design and place shaping	<i>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> <i>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</i> <i>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</i> <i>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</i>

	<i>iv. being sympathetic to and conserving historic buildings and historic landscapes</i> <i>vi. making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area</i> <i>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)</i> <i>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)</i> <i>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</i> <i>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</i> <i>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</i>
Calne Community Neighbourhood Plan 2016-2026	
Policy BE1 – Integration and Landscaping	<i>All development proposals must provide appropriate landscaping to integrate the existing and new built form and landscape; the landscaping treatment should:</i>

	• <i>minimise but not obliterate views of the development (except where other treatments are advised from the visual impact assessment); and</i> • <i>use stands of trees to either restrict or focus views of the development and to break up the outline of buildings; and</i> • <i>extend existing landscaping ensuring that existing built form and community identity of streets and areas are not adversely affected; and</i> • <i>ensure that access routes are attractive and safe; and</i> • <i>contribute to supporting native fauna where possible, using the latest research to support choices, which may include non-native species where these may be more tolerant to future climate change; and</i> • <i>for developments with a countryside edge, build density should reduce toward the countryside with larger areas dedicated to gardens.</i>
Policy BE2 – Design Principles for Local Distinctiveness	<i>All development must be designed to a high quality that reinforces local distinctiveness, including in relation to materials, built form and settlement patterns.</i>
Policy NE2 – Setting of Calne and Calne Without	<i>Proposals for new development must respect the pastoral setting of Calne & Calne Without and accordingly must assess and address, with mitigation where appropriate, their impact on:</i> • <i>the sensitive rural edges of the town and villages where views both in and out and linkages are an integral part of the character of these places; and</i> • <i>the physical separations between communities; and</i> • <i>the dominance of the natural features that provide the</i>

	<i>setting for these settlements such as the valley setting of Calne below rural hilltops; and</i> <i>the un-urbanised qualities of the country lanes; and</i> <i>tranquillity and the need to protect against intrusion from light pollution, noise, and motion</i> <i>Wherever possible, development should deliver enhancements to the landscape character including well integrated additional planting.</i>
Designations	
Tree Preservation Order (TPO)	Trees within the site are largely being retained. Refer to Arboricultural report/assessment.
Local Green Space	Not applicable to site
Open access land/public rights of way	Public Right of Way (PRoW) CALW56 is situated further to the north on Abberd Lane. No PRoW traverse the internal areas of the site.
Conservation Area	The site is not located within the Calne Conservation Area which is further to the west. No intervisibility recorded to this area and this is therefore scoped out of report.
Registered Parks and Gardens	The site is not within or adjacent to land designated as a Registered Park and Garden.
North Wessex Downs	There is a wide panoramic view from the western edge of the North Wessex Downs AONB. The study site is indistinguishable from the surrounding residential areas over these distances.

2.3 Summary of landscape policy and designations

2.3.1 Existing national and local policy will require development of the study site to achieve the following landscape and visual objectives:

- Use landscape character to inform the proposed settlement pattern and external features, colour and scale of the development, protecting the quality, form, views and visual amenity of the existing landscape.
- Enhance local distinctiveness and character.
- Enhance and reinforce existing habitats and trees on the site and increase opportunities for wildlife and biodiversity through comprehensive proposals for green infrastructure
- Protect the rural edge of Calne.
- Utilise tree planting to break up massing and potential views of development.

2.3.2 This assessment considers the potential landscape and visual effects and potential mitigation measures against the requirement to achieve the objectives set out above.

3 LANDSCAPE BASELINE

3.1 Scope of assessment

3.1.1 The following landscape receptors have been included for assessment:

- National Character Area **NCA 117 Avon Vales**
- Wiltshire's Landscape Character Assessment: Landscape Type 11: Rolling Clay Lowland – Character Area 11A: Swindon-Calne Rolling Clay Lowland
- Local Landscape Character
- Existing landscape site features and elements

3.2 NCA117 Avon Vales

3.2.1 The site is located within the National Character area 117 Avon Vales, as shown on the Natural England National Character Area Map. Key characteristics of the Avon Vales character area are as follows:

- 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

3.3 Wiltshire's Landscape Character Assessment

3.3.1 The Wiltshire Landscape Character assessment places the development site within Landscape Type (LT) 11: Rolling Clay Lowland and more specifically Landscape Character Area (LCA) 11A: Swindon-Calne Rolling Clay Lowland. The key characteristics of LT 11 include:

- Gently rolling lowland based on Clay
- Mixed arable and pastoral land use with pasture concentrated around the water courses
- Variable field pattern with network of full hedgerows and mature hedgerow trees
- Presence of streams marked by lines of willows and crossed by modest bridges
- Woodland blocks including some ancient woodland and wet woodland of high ecological value, plus scattered mature trees
- Small number of meadows of neutral and unimproved grassland
- Scattered settlement of towns, small villages and farmsteads, many using vernacular materials of brick, half-timber, stone, tiles and thatch
- Roads largely minor and rural with a few trunk roads and sections of motorway
- Views vary from semi-enclosed by intact hedgerows, riparian vegetation and woodland blocks, to more open with views to the rising scarps of the chalk uplands
- A largely peaceful, rural landscape

3.4 Local Landscape Character

3.4.1 At local level the character of the site and its immediate context is informed by the following influences:

- Field boundaries defining the edges of the site, gappy, unmanaged and poor and declining condition in some places.
- The vegetated stream corridor of Abberd Brook to the south.
- Calne settlement boundary with residential development to the south and west of the site and new recently consented residential and commercial development to the north including a SuDS pond.
- Valley landscape with local topography rising to the north and featuring well vegetated boundaries forming local ridgelines.
- High Penn Solar farm within proximity of the site
- Hills Waste Solutions – Industrial waste facility within proximity of the site
- Visible low level overhead services within proximity to the site

Study site and immediate context landscape elements and features

3.4.2 In addition to a review of the National and District Landscape Character Assessments, site specific work has been undertaken to identify individual landscape elements and features, and their patterns across the site. The findings are as follows.

- The site consists of a single small to medium sized agricultural field comprising improved grassland. Some of the land at the time of site survey is not being actively managed.
- Low lying topography of the site.
- The field boundaries comprise mixed native hedgerows including large mature willow trees.
- There are views of the wider countryside, Hills Waste industrial machinery and residential development on settlement edge which are within proximity.
- The solar farm to the north within proximity is evident in local views from more elevated footpaths to the south and east.

3.5 Summary of landscape baseline

3.5.1 Landscape receptors have been identified as follows:

- 'Avon Vales' National Landscape Character Area 117
- Landscape Character Area (LCA) 11A: Swindon-Calne Rolling Clay Lowland
- Local Landscape Character
- Natural site elements and features

3.6 Landscape baseline analysis

3.6.1 The following judgements have been made regarding the susceptibility of the landscape receptors and their value. The values of these larger landscape receptors range from Low to Medium based on where designations lie, therefore an average judgement has been made.

TABLE 1: Landscape Sensitivity			
Landscape receptor	Susceptibility	Value	Overall sensitivity
Avon Vales(117)	Medium	Medium	Medium
LCA 11A: Swindon-Calne Rolling Clay Lowland	Medium	Medium	Medium
Local Landscape Character	Low	Medium-Low	Medium-low
Natural site elements and features	Medium/Low	Low	Medium-low

- 3.6.2 Overall, the study site comprises an urban fringe landscape upon the eastern settlement edge of Calne. The study site is adjoining a new neighbouring residential development seen to the south and west. The site's relationship with the wider open countryside is limited by local topography and vegetation and the proximity of both industrial scale buildings (Hills Waste) and the solar farm, which are situated further to the north east. The study site is low lying, with vegetated boundaries which contribute to the wider landscape character of the area. Value found on the site is attributed to the vegetated field boundaries and mature established trees. Internal landscape features (grass pasture and rough grassland) are not rare within the local context and the fields of the site are not publicly accessible. As such, the site has a framework from which development can occur without a great magnitude of change upon the current baseline condition, with respect to the both the site itself and the immediate local area.
- 3.6.3 Strong visual links and close proximity with both the settlement edge of Calne and new residential development (under construction) reduce the susceptibility of the study site, bringing opportunity for development that reflects its setting within the wider landscape and settlement edge location.
- 3.6.4 There are opportunities to manage and improve existing more valuable landscape elements as well as introducing additional landscape elements such as native tree and hedge planting throughout the development.

4 VISUAL BASELINE

4.1 Scope of study area

- 4.1.1 The scope of this assessment was assessed through the desktop study work. Contour maps were assessed in-order to establish a preliminary visual envelope and to identify potential visual receptors within that area. Local footpaths are not adjacent to the site which is located on Spitfire Road which has pedestrian pavements passing the site. There are a moderate network of local rights of way within the wider study area.
- 4.1.2 Landform of the study site is generally low lying. The wider study area consists of a rolling landscape with hedgerow and treed boundaries, blocks of woodland and built development restricting and containing views out across the local area. Existing established hedgerows including those on the site boundaries limit intervisibility to the nearest public footpaths to the north.

4.2 Visual receptors, viewpoints, and views

- 4.2.1 The key visual receptors are identified as follows.

View from Public Rights of Way/Bridleway to the North of the study site Abberd Lane (Ref: CALW56)

Refer to VP Photographs VP 1-2

- 4.2.2 The PRoW crosses the existing roundabout connecting Sand Pit Road, Spitfire Road and Abberd Lane beyond the study site further to the north. The PRoW runs along an east to west alignment and links the settlement of Calne to the wider open countryside to the east through an existing solar farm. Views towards the site when viewed from Abberd Lane are obscured by the existing vegetated boundaries of the adjoining field comprising hedgerow and hedgerow trees. In most locations views of the site itself are entirely obscured by the dense lane side vegetation and trees (refer to representative viewpoint photographs in Appendix C).

Spitfire Road (west of the site)

Refer to VP Photographs VP 3, 4, 5

- 4.2.3 Visual receptors along Spitfire Road immediately west of the site are afforded glimpsed and partial views towards the study site. In most instances and from medium distances further to the north and south layers of boundary vegetation limit direct views into the site from many locations along the urbanised residential highway. Glimpsed views further to the south are available as topography rises into the built-up development of Regent Park where views are glimpsed of some areas of the site through the field boundary vegetation. Within closer proximity at the stream culvert, a direct view from the road towards the site is filtered by the boundary vegetation which is situated towards the southwestern end of the site.

Public Rights of Way to the south and East (CALW16)

Refer to VP Photographs VP 7 and 8

- 4.2.4 The PRow network to the south traverse the newly created residential areas of Calne settlement edge. Views from the route when within proximity to these new dwellings are obscured by the existing dwellings which curtail direct views back towards the site. From more elevated positions as the footpath leaves the residential areas view back towards the site become more available from a short section of the footpath where the site is seen in the context of the adjoining settlement edge. As the footpath continues north through areas of established trees Views back towards the site are obscured by vegetation and trees which restrict a clear view back towards the town and the urban fringe.

Residents' Dwellings within Close Proximity to the Study Site (not accessible at the time of site survey)

- 4.2.5 There are a number of residential dwellings within relatively close proximity to the study site. Identified viewpoints from these dwellings were not accessible at the time of site survey and have not been taken forward and assessed. Glimpsed views of the site from residential dwellings are likely to be apparent from the following locations.

- Dwellings to the west along Spitfire Road

- Dwellings to the south Gregor Drive, Henley Avenue

4.2.6 In all instances views from these locations are likely to be filtered by boundary vegetation associated with the sites southwestern boundary where they are orientated towards the site. Views are likely to be confined to upper storey rooms within dwellings.

4.3 Summary of Visual Baseline Analysis

4.3.1 The study site has limited intervisibility with the wider landscape and is well contained by local topography and vegetation. Views from Spitfire Road towards the site are available from the section of the road and associated pedestrian footpaths as they directly pass the site. Longer distance views from more sensitive locations with the AONB are not discernible over these distances and are limited by layers of boundary vegetation and trees and the low-lying nature of the site.

4.3.2 Visual receptors have therefore been identified as follows:

Table 2 – Visual Receptors Identified for Assessment	
Visual Receptor	Visual Receptor Type
Public Rights of Way to the north (CLAN63) Abberd Lane	Walkers, Horse Riders, Cyclists
Public Rights of Way to the south (CALW16)	Walkers, Horse Riders, Cyclists
Spitfire Road	Walkers, Cyclists, Cars, Dwellings

5 GREEN INFRASTRUCTURE; MITIGATION AND LANDSCAPE ENHANCEMENT

5.1.1 Proposed enhancement has been an inherent part of the landscape design to create an organic development set within the existing strong landscape framework. The siting of the new development seeks to retain key aspects of the study site (hedgerows and established trees), maintaining the character of the local area.

5.1.2 The proposed landscape strategy for the site includes the following elements

- Existing boundary vegetation to be retained and enhanced where possible
- Introduction of tree planting throughout development in order to break up views of development from local receptors.
- Reinforce existing field boundaries with tree planting to enhance landscape character and soften views to and from surrounding receptors/neighbouring development
- New native hedge and tree planting within the site in order to offset potential losses of existing vegetation and trees associated with proposed new access to development
- Incorporate long grass, wild flower margins and swathes of native bulb planting to create an attractive setting to the new development and promote biodiversity enhancement
- Enhance the existing ecological habitats across the site in accordance with the project's ecologist recommendations.

6 LANDSCAPE AND VISUAL EFFECTS

6.1 Effects on Landscape Receptors

6.1.1 The landscape receptors identified in the Landscape Baseline are assessed for their sensitivity by consideration of their susceptibility to change as a result of the proposal (high, medium, low) and the value of the landscape receptor. The overall sensitivity of the landscape receptor is assessed using the criteria set out in the methodology in Appendix A.

Local Landscape Character Landscape Character Area (LCA) 11A: Swindon-Calne Rolling Clay Lowland

6.1.2 Elements and features within the study site and wider study area that contribute to this character area are identified as follows:

- Gently rolling lowland
- Mixed arable and pastoral land use
- Variable field pattern with network of full hedgerows and mature hedgerow trees
- Scattered settlement of towns
- Views vary from semi-enclosed by intact hedgerows, riparian vegetation and woodland blocks, to more open with views to the rising scarps of the chalk uplands

6.1.3 The study site and local area is representative of the host LCA. As supported by the site-specific assessment within this LVA, the LCA is of lower value, reflecting the edge of settlement urban context of the edge of Calne Town.

- 6.1.4 The proposed development has responded to the rural edge character of the area and context of the site in relation to the existing settlement edge and LCA 11A to deliver a scheme that integrates with existing development which is adjoining. The LCA is able to accommodate change within the location with limited susceptibility due to the strength of the containment of surrounding landform, adjacent residential land use, settlement pattern and existing partial enclosure of the lower elevated portions of the site which are well visually enclosed. Given the above factors, the site has a **low** susceptibility to the proposed development. LCA 11a has been assessed as being of a **medium-low** sensitivity to the proposed development.
- 6.1.5 The overall magnitude of change will result in a small-scale change experienced in the immediate area of the site and its immediate environs. Therefore, the magnitude of change on LCA11a is assessed to be **low-negligible**. This is due to the small sized geographic area affected in relation to the overall character area and the introduction of built form in keeping with the adjacent settlement edge development.

Local Landscape Character

- 6.1.6 The land beyond the study site is typical of a settlement edge landscape. Its character is informed by the low lying landform upon which the site is located, and available views of the settlement of residential Calne. Local topography limits visibility with the wider agricultural landscape to the north and further to the east. Field patterns are generally irregular with strong vegetated boundaries. The local landscape is dominated by the presence of residential development upon the settlement edge with limited intervisibility with the wider open countryside. This landscape receptor is considered to be of **medium** value.
- 6.1.7 The local landscape character has capacity to accept development proposals given its edge of settlement location and proximity to the existing residential areas of Calne. Development proposals provided in the indicative site plan are in keeping with the existing settlement pattern. The local context has a high level of enclosure and is set within a highly developed residential visual context. The susceptibility of the landscape receptor is considered to be **medium** given its close relationship with the settlement edge of Calne and limited connection with the wider agricultural landscape. The local landscape character is assessed to have a **medium** sensitivity to change.

- 6.1.8 The magnitude of effect on this character area is assessed to be **low-medium** providing a small-scale change experienced in the immediate area of the site and surroundings.

Site Elements and Features

Boundary Hedgerows/Hedgerow Trees

- 6.1.9 This landscape receptor forms the boundaries of the site at the site's perimeter. Boundary hedgerows and hedgerow trees appear not to be in regular maintenance at the time of the site survey. However, these landscape features are characteristic of both the local area and wider LCA. As such, boundary hedgerows and hedgerow trees are considered to have a **low-medium** value.
- 6.1.10 The proposed development will result in largely the retention of peripheral hedgerows, with some predicted loss to small sections of hedgerow facilitate access to the new development. Therefore, this receptor is considered to have a **low** susceptibility to change; overall it is considered to have a **medium** sensitivity to change.
- 6.1.11 Overall, the overall magnitude of change upon the receptor is considered to be **low**. Development proposals will result in a partial loss of existing site hedgerows that make a moderate contribution to the character of the site. The development proposal incorporates enhancements to retained hedgerows and includes provision for the introduction of additional hedgerows and trees throughout the development site.

Agricultural land (Pasture/Rough Pasture)

- 6.1.12 This landscape element forms the predominant landcover land associated with the existing open areas of the site. These areas are unremarkable in nature but provide a sense of openness across the study site. These areas of existing agricultural land are considered to have **low value**. The proposed development will result in a partial loss of the pastoral land use and replaced by built form, therefore, this receptor is considered to have a **medium** susceptibility to change; overall it is considered to have a **medium-low** sensitivity to change.
- 6.1.13 The magnitude of effect on this site element is assessed to be **medium**. This is due to the introduction of built structures that will displace the existing grassland areas of the site.

6.2 EFFECTS ON VISUAL RECEPTORS

PRoW to the north CALW56 (Abberd Lane)

- 6.2.1 Views afforded from this location are of a **low** value due to no formal landscape designations associated with the footpath. Walkers are considered to have a **high** susceptibility to change due to the extent to which their attention/interest is focused on the views. The visual sensitivity of the receptor is considered **Medium**.
- 6.2.2 Receptors along this route would experience no notable changes to the view which will be filtered by the existing well vegetated boundary along Abberd Lane and that of the adjoining field. Where new planting is proposed and once it has matured it will assist in curtailing views towards the site from this location. The overall magnitude of change is expected to be **negligible**.

PRoW to the South local footpaths (CLAN16)

- 6.2.3 Views afforded from this location are of a **low** value due to no formal landscape designations associated with the footpath. Walkers are considered to have a **high** susceptibility to change due to the extent to which their attention/interest is focused on the views. The visual sensitivity of the receptor is considered **medium**.
- 6.2.4 Receptors from this PRoW would experience a change in view with development proposals seen in short sections of the more elevated views back towards the site from these locations beyond the edge of the existing housing. Views of the development from lower elevations would largely otherwise be obscured by existing dwellings. As such, the extent to which views are experienced is fleeting in relation to the overall length of footpaths. The overall magnitude of change is expected to be **low**, reducing further once proposed vegetation on the site has established.

Walkers and vehicles using Spitfire Road

- 6.2.5 Views afforded from this location are of a **low** value due to no formal landscape designations associated with the local area. Receptors in these locations are considered to have a **low-**

medium susceptibility to change due to the focus of the view. The sensitivity of this receptor is considered to be **medium-low**.

- 6.2.6 Receptors from these locations will experience a change in view above the existing hedgerows on the site's boundaries where there are currently glimpsed available views of the open areas of the site. The introduction of built form would likely be seen in the context of the existing and newly consented built form when in close proximity views from locations within the immediate environs of the site immediately to the west. Views from medium and longer distances north and south on the highway are likely to be fleeting and glimpsed and seen in the context of the existing residential settlement. The magnitude of change is considered to be **medium**.

7 CONCLUSION

- 7.1.1 The study site is situated on the settlement edge of Calne comprising of a small to medium sized agricultural field. The site is contained by mature native hedgerows and established trees with a small watercourse (Abberd Brook) to the south of the site. The site is within open countryside between existing residential development situated immediately to the north, south and west.
- 7.1.2 The study site has no formal landscape designations and is not considered to be a valued landscape.
- 7.1.3 Development proposals represent a change of use from agricultural land to built residential development. Development will result in landscape and visual change to the site and immediate environs over a small sized geographic extent. The receiving landscape has capacity to accommodate residential development, largely due to the wider character of surrounding residential context and peri urban context. The landscape strategy indicated on the indicative proposals seeks to not only minimise identified landscape and visual impacts but retain key landscape features identified within local character assessments.
- 7.1.4 There is a small network of PRow within the wider study area. The closest PRow is a bridleway situated to the north along Abberd Lane. Views towards the site from this location are heavily filtered and curtailed by the boundary hedgerow of the adjoining field. The most available view of the site is from Spitfire Road when within close proximity. At longer distances from the road to the north and south, the site is largely obscured from the view by a combination of existing dwellings and boundary vegetation. Opportunity exists along the Spitfire Road frontage to bring about landscape enhancement through retention of the existing boundary vegetation combined with additional planting and the setting back of proposed dwellings from the road. Longer distance views over Calne Town from within the AONB are available from higher elevations on something or other hill and where the site is not directly identifiable due its largely residential context and well treed boundaries.
- 7.1.5 The existing character of the site is influenced by the adjacent settlement of Calne. Development proposals draw on local characteristics in terms of style and character and provide both a coherent and logical extension to the settlement without adversely affecting the wider landscape setting or approach from local roads or footpaths.

7.1.6 This assessment concludes that the site has capacity in landscape and visual terms to accommodate the proposed development in accordance with the submitted outline plans with no predicted significant harm to landscape character or existing views. Overall, development offers potential for minor beneficial enhancement which will benefit local landscape character and visual amenity through new native planting and enhancement of on-site hedgerows, hedgerow trees and the active management of these new and existing landscape features. In terms of overall landscape pattern, the introduction of new built form to the site is a logical extension to the settlement of Calne, in keeping with the existing settlement scale and character. The proposed development is therefore deemed to be compliant with both local plan and national landscape related policy and guidance.

APPENDIX A – ASSESSMENT METHODOLOGY

ASSESSMENT GUIDELINES

The methodology used to identify and assess the landscape and visual effects of proposed development and their scale is based on the following recognised guidance:

- Guidelines for Landscape and Visual Impact Assessment (3rd edition) – Landscape Institute/IEEMA (2013)
- Landscape Institute Technical Guidance Note 06/19 – Visual Representation of Development Proposals – Landscape Institute (2019)
- GLVIA Statements of Clarification 1/13 – Landscape Institute website
- An Approach to Landscape Character Assessment – Natural England October 2014

LVIA METHODOLOGY

The Landscape and Visual Impact Assessment is a tool used to identify and assess the effects of change resulting from a proposed development on the landscape as a resource, and people's views and visual amenity. It is an iterative process intended to inform design decisions so that new development can avoid or reduce notable negative (adverse) effects on the landscape and visual environment.

It is recognised as important to draw distinctions between landscape and visual effects during the assessment; treating them independently although related. GLVIA sets out the recommended process for assessing the scale of effects by comparing the sensitivity of the visual or landscape receptor with the magnitude of change resulting from proposed development.

The GLVIA states that the assessment should cover the following stages:

- Project description: description of the proposed development for the purpose of assessment; main features of proposals and establish parameters
- Baseline studies: establishes existing nature of landscape and visual environment in the study area, includes information of the value attached to different resources
- Identification and description of effects that are likely to occur, including whether they are adverse or beneficial
- Assess scale of effects: systematic assessment of the likely scale of the effects identified

- Mitigation: proposes measures designed to avoid/prevent, reduce or offset (or compensate for) any notable negative (adverse) effects

Method of Desk Study

Assessment of Ordnance Survey map data, aerial photographs, landscape designations and landscape planning policies are undertaken at the outset to inform the extent of the study area and identify sensitive visual receptors and likely sensitivity of the landscape. Liaison with the Local Planning Authority landscape officer is also undertaken to agree landscape resources and visual receptors of potential sensitivity to be included within the assessment.

METHOD OF FIELD WORK

Site surveys are undertaken by at least one chartered landscape architect. Visual and landscape receptors are checked and refined initially from the study site. Visual receptors are then visited from the nearest publicly accessible location, to select the most suitable and representative viewpoint. Assessment is undertaken on site; locations and notes recorded on maps and photographs taken from viewpoints. Photographs are taken using a digital SLR set to the equivalent of a 50mm SLR lens; which best represents the view experienced by the human eye.

METHOD FOR ASSESSING LANDSCAPE

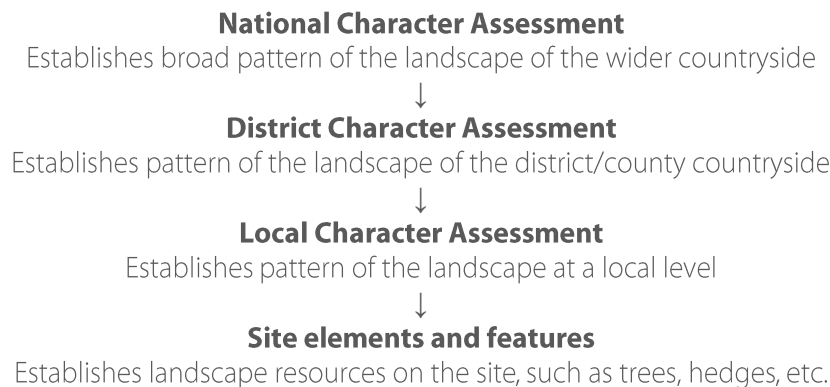
Landscape Character and Characterisation

Landscape Character Assessment Guidance defines 'landscape' as consisting of the following elements:

- Natural: geology, landform, air and climate, soils, flora and fauna
- Cultural/Social: land use, settlement, enclosure
- Perceptual and Aesthetic: memories, associations, preferences, touch and feel, smells, sounds and sight

Landscape Character Assessment Guidance encourages assessment at different scales that fit together as a hierarchy of landscape character areas and types so that each level can provide more detail to the

one above. Identifying the existing landscape character is part of establishing the baseline conditions of a study site and its study area.



Value of the landscape receptor

Value can apply to areas of landscape as a whole, or to the individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape. Value is determined by some or all of the following aspects:

- Importance applied to landscape by designation or planning policy and the level of this importance in terms of local, regional or national importance
- The views of the local consultees, including the local planning authority, members of the public, special interest groups such as Parish Council, wildlife or walking groups
- The rarity, importance and condition of the landscape resource as judged objectively by the landscape professional

International and Nationally designated landscapes tend to be of the highest value, locally designated landscapes are most likely to be of moderate value and undesignated landscapes can either be of lower to moderate value depending on an assessment taking into account the following factors:

- Condition of the local landscape
- Scenic quality
- Rarity
- Representativeness
- Conservation interests
- Recreation value

- Perceptual aspects
- Associations

The definitions of value used are as follows:

- International: such as World Heritage Sites
- National: such as National Parks, AONB, Conservation Areas, Listed Buildings
- Local: such as Special Landscape Areas, Areas of Great Landscape Value, several protected features such as Tree Preservation Orders, site may be mentioned in literature, art, tourism or in district/county landscape character assessments or sensitivity assessments
- Community: generally undesignated, may have value at a community level by tourism, literature, art, village greens or allotments, may have a small number of protected features
- Site: no designated features or landscape, limited value, no protected features

Susceptibility of the landscape receptor to the proposed change

This relates to 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 the achievement of the of landscape planning policies.

The definitions of susceptibility of the proposed change to landscape used are as follows:

- **High:** elements, features or whole landscapes that are susceptible to change, with limited opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Medium:** elements, features or whole landscapes that are partially susceptible to change, with some opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Low:** elements, features or whole landscapes that have limited susceptibility to change, with opportunities to accommodate change based on the strength of the existing

landform, land use pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity

Definition of Landscape Sensitivity

Landscape **sensitivity** is determined by combining judgements of the **susceptibility** to the proposed change and the **value** of the receptor. Refer to Table A.

Table A: Definition of Landscape Sensitivity:	
Sensitivity	Definition
High	- High susceptibility to proposed change - May be a designated landscape valued at a National or International level - Landscape characteristics are vulnerable and unable to accommodate change - Development may result in notable changes to landscape character
Medium-High	- Medium or high susceptibility to proposed change - May be a designated landscape valued at a local or national level - Landscape characteristics are vulnerable with limited ability to accommodate change - Development may result in moderate changes to landscape character
Medium	- Medium susceptibility to proposed change - Some designated features and/or valued at a local level - Landscape characteristics are able to accommodate some change - Development may not result in notable changes to landscape character
Medium-Low	- Low or medium susceptibility to proposed change - Likely to be an undesignated landscape but possibly some designated features and/or valued at a local level - Landscape characteristics are resilient to accommodating change - Development may not result in notable changes to landscape character
Low	- Low susceptibility to proposed change - Undesignated landscape and/or valued at a community level - Landscape characteristics are robust and able to accommodate change - Development may not result in notable changes to landscape character
Negligible	- No susceptibility to proposed change - Undesignated, valued at a site level - Landscape characteristics that are degraded or discordant with landscape character - Development may result in an improvement to landscape character

Landscape Receptor – Overall Magnitude of Effect

The magnitude of the effect is determined by combining the professional judgements about the **size or scale** of the landscape effect, the **geographical extent** over the area which the effect occurs, its **reversibility** and its **duration**. Refer to Table B:

- The scale of the effect – for example, whether there is complete loss of a particular element/feature/characteristic or partial loss or no loss; proportion of key elements or features of the baseline that will be lost, the value/importance of these elements to the landscape character and the degree of contrast between the development and the landscape character
- The geographical extent of the area affected relative to the receptor; this will range from the site itself, a short distance comprising the immediate local area, a medium distance comprising the local and middle landscape and long distance comprising the wider landscape
- The duration of the effect; 0-1 year for the construction period is considered short-term duration, 1-10 years for mitigation to establish is considered medium-term duration, 10 years and beyond is considered long-term duration
- Reversibility; the extent to which the development could be removed and the land reinstated. Reversible and temporary development would include solar farms and wind turbines. Other development such as housing would be considered irreversible and permanent

Table B: Definition of Landscape Magnitude of Change:	
Magnitude of Change:	Definition:
High	Very substantial loss of landscape elements of the landscape, and/or the lost elements make a substantial contribution to landscape character, and/or change affects a large geographical area, and/or the development introduces a dominating and contrasting characteristic to the landscape
Medium-High	Substantial loss of landscape elements of the landscape, and/or the lost elements make a large contribution to landscape character, and/or change affects a moderate to large geographical area, and/or the development introduces a prominent and partially uncharacteristic feature to the landscape
Medium	Moderate loss of landscape elements of the landscape, and/or the lost elements make a moderate contribution to landscape character, and/or change affects a moderate geographical area, and/or the development becomes an identifiable feature but not wholly uncharacteristic to the landscape
Medium-Low	Partial loss of landscape elements of the landscape, and/or the lost elements make a moderate to small contribution to landscape character, and/or change affects a small to moderate geographical area, and/or the

	development is perceptible but not wholly uncharacteristic to the landscape
Low	Minor loss of landscape elements of the landscape, and/or the lost elements make a small contribution to landscape character, and/or change affects a small geographical area, and/or the development introduces elements not uncharacteristic to the landscape
Negligible	Negligible or no loss of landscape elements of the landscape, and/or the lost elements make a limited contribution to landscape character, and/or change affects a very small geographical area, and/or the development introduces characteristics that are consistent with or enhance the landscape, and/or effects may be short term, temporary or reversible

Assessment criteria used to assess landscape effects

Receptor sensitivity and magnitude of change arising from the Proposed Development are combined using a combination of professional judgement and experience. Refer to Table C.

Table C: Scale of Effects							
		Sensitivity					
		High	Medium-High	Medium	Medium-Low	Low	Negligible
Magnitude of Change	High	Very Substantial	Substantial	Substantial	Substantial-Moderate	Moderate	Negligible
	Medium-High	Substantial	Substantial	Substantial-Moderate	Moderate	Moderate	Negligible
	Medium	Substantial	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Negligible
	Medium-Low	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Minor	Negligible
	Low	Moderate	Moderate	Minor-Moderate	Minor	Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

METHOD FOR ASSESSING VIEWS

As previously noted, a ZTV was used to inform the extent of the study area based on the theoretical visibility of the development. The ZTV illustrates the extent to which the proposed development site as a whole is potentially visible from the surrounding area. The ZTV was prepared using GIS software (Global Mapper) by carrying out an analysis of the visibility of the site from the surrounding area up to 5km using a digital terrain model from OS Landform DTM profile and OS Panorama DTM data. Calculations are based on bare earth survey OS height data with a viewer height set at 1.7m. The digital

terrain model and subsequent output are based on bare earth modelling and as such do not take into account any screening from land cover such as buildings, hedgerows and trees. ZTV mapping therefore represents a 'worst case' scenario assuming 100% visibility, where the actual extents of visibility are likely to be less extensive. The ZTV was used to determine where there may be potential views of the development which are then further verified with site visits. The ZTV is used to identify potential key views of the development which are then verified by field work to further identify visual receptors.

Viewpoints selected for inclusion in the assessment and for illustration of the visual effects fall broadly into three groups:

- **Representative viewpoints**, selected to represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included individually and where the notable effects are unlikely to differ – for example, certain points may be chosen to represent the views of particular public footpaths and bridleways
- **Specific viewpoints**, chosen because they are key and sometimes promote viewpoints within the landscape, including for example specific local visitor attractions, viewpoints in areas of particularly noteworthy visual and/or recreational amenity such as landscapes with statutory landscape designations, or viewpoints with particular cultural landscape associations
- **Illustrative viewpoints**, chosen specifically to demonstrate a particular effect or specific issues, which might, for example, be restricted visibility at certain locations

Visual effects are determined through a process of identifying which visual receptors are likely to experience notable visual effects. The process of identifying effects involves determining the **sensitivity** of each visual receptor and **magnitude** of change experienced at each which leads to a professional judgement of the **visual effects**.

Value attached to views

Visual sensitivity is partially determined by judgements made attributing value to views. Judgements take account 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 (such as parking places, sign boards and interpretive material) and reference to them in literature or art

The value of views is defined as follows:

- **High;** recognition of the view by its relation to a heritage asset or national planning designation (AONB, National Park, National Trail). Appearance in guide books, tourist maps or featured in well-known art works. Provision of facilities such as interpretation panels, parking places and signage. Views enjoyed at a local or national level.
- **Medium;** local planning designation (Country Park, Area of Great Landscape Value) or valued locally by village design statement or sensitivity assessment. May be some detractor elements, views enjoyed at a local level.
- **Low;** no specific value placed by designation or publication, may be a large proportion of detractor elements within the view, views enjoyed at a community or site level.

Susceptibility of visual receptors to change

Visual sensitivity is partly determined by the susceptibility to change of each visual receptor. The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- The occupation or activity of people experiencing the view at particular locations
- The extent to which their attention is focussed on the views and visual amenity they experience at particular locations

The susceptibility of visual receptors to change in views and visual amenity is defined broadly as follows:

- **High:** residents at home (generally rooms occupied during daylight hours), people engaged in outdoor recreation (PRoWs or where attention is focussed on the landscape or particular views), visitors to heritage assets or other attractions where the surroundings are important to the experience, communities where views contribute to the landscape setting enjoyed by residents in the area

- **Medium:** travellers on roads (except main roads and motorways), trains or other transport modes such as cyclists.
- **Low:** people travelling on main roads and motorways, people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views, people at their place of work whose attention may be focused on their work or activity.

Combining judgements regarding the **susceptibility of change** with the **value** attached to views leads to a professional judgement of **sensitivity** of each visual receptor. Refer to Table D.

Table D: Definition of Visual Sensitivity	
Sensitivity rating:	Definition:
High	Receptor may have high susceptibility to changes in view/visual amenity, views experienced may be of a high value designated landscape or at a defined publicised viewing point/attraction, receptors may include residents at home (from rooms generally occupied in daylight hours), users of national or long distance trails or visitors to listed parks/gardens.
Medium-High	Receptor may have medium or high susceptibility to changes in view, views experienced may be of a high or medium value designated landscape, receptors may include travellers on scenic road routes, residents at home (from rooms not facing the development or generally not occupied in daylight hours), users of public rights of way.
Medium	Receptors may have medium susceptibility to changes in view/visual amenity, views experienced may be within medium value locally designated landscape, receptors may include travellers on roads, pedestrians or cyclists.
Medium-Low	Receptors may have with low or medium susceptibility to changes in view/visual amenity, views experienced may be of a medium or low value locally designated landscape where there maybe be some detractors, receptors may include commuters on busy roads such as motorways or urban roads, users may be involved in passive outdoor sport such as golf.
Low	Receptors may have low susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape with several detractors, receptors may include people at work, people engaged in outdoor sport or recreation which does not depend on landscape as a setting.
Negligible	Receptors may have low or negligible susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape dominated by detractors where there are low numbers of receptors engaged in indoor active work.

VISUAL RECEPTOR – OVERALL MAGNITUDE OF EFFECT

The magnitude of the effect is determined by combining the professional judgements about the **size** or **scale** of the visual effect, the **geographical extent** over the area which the effect occurs, its **reversibility** and its **duration**. Refer to Table E.

Table E: Definition of Visual Magnitude of Change	
Magnitude of Change:	Definition:
High	Total loss or very substantial alteration of key views, and/or site may form a very large proportion of the view, and/or all of the site may be visible, and/or views of the site may be experienced over a long distance by high numbers of receptors, and/or views may be permanent and irreversible.
Medium-High	Substantial alteration of key views, and/or site may form a medium to large proportion of the view, and/or most of the site may be visible, and/or views of the site may be experienced over a moderate to long distance by moderate to high numbers of receptors, and/or views may be permanent and irreversible.
Medium	Moderate alteration of key views, and/or site may form moderate proportion of the view, and/or around half of the site may be visible, and/or views of the site may be experienced over a moderate distance by moderate numbers of receptors, and/or views may be permanent and irreversible.
Medium-Low	Moderate to minor alteration of key views, and/or site may form moderate to minor proportion of the view, and/or partial views of the site, and/or views of the site may be experienced over a moderate to short distance by moderate to low numbers of receptors, and/or views may be permanent and irreversible.
Low	Minor alteration of key views, and/or site may form small proportion of the view, and/or partial or obscured views of the site, and/or views of the site may be experienced over a short/local distance by low numbers of receptors, and/or views may be permanent and irreversible.
Negligible	Limited alteration of key views, and/or site may form very small proportion of the view, and/or limited views of the site, and/or views of the site may be experienced over a very short distance by a limited number of receptors, and/or views may be temporary, reversible, permanent or irreversible.

Assessment criteria used to assess visual effects

Receptor sensitivity and magnitude of change arising from the proposed development are combined using a combination of professional judgement and experience. Refer to Table F.

Table F: Scale of Effects						
	Sensitivity					
	High	Medium-High	Medium	Medium-Low	Low	Negligible

Magnitude of Change	High	Very Substantial	Substantial	Substantial	Substantial-Moderate	Moderate	Negligible
	Medium-High	Substantial	Substantial	Substantial-Moderate	Moderate	Moderate	Negligible
	Medium	Substantial	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Negligible
	Medium-Low	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Minor	Negligible
	Low	Moderate	Moderate	Minor-Moderate	Minor	Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

Assessment criteria used to assess scale of effects

Following identification of the sensitivity, extent and scale of the individual landscape and visual effects, the overall effects are combined with each other. A judgement is then made by identifying the most notable effects, after mitigation, resulting in the likely impacts of the proposed development. The definitions of the final statement of scale of effects are shown in Table G.

Table G: Definition of Scale of Effects	
Scale of impact:	Definition of predicted effects:
Substantial beneficial (positive) effect	The proposals would result in: • The scheme causing a notable improvement to the existing view • Successful mitigation providing notable improvements to landscape quality and character • Fitting in very well with the scale, landform and pattern of the existing landscape
Moderate beneficial (positive) effect	The proposals would result in: • The scheme causing a noticeable improvement to the existing view • Successful mitigation providing noticeable improvements to landscape quality and character • Fitting in well with the scale, landform and pattern of the existing landscape
Slight beneficial (positive) effect	The proposals would result in: • The scheme causing perceptible improvement in the existing view • Successful mitigation providing slight improvements to landscape quality and character • Fitting in with the scale, landform and pattern of the existing landscape
Neutral	The proposals would result in: • The scheme causing no discernible deterioration or improvement to the existing view • Mitigation that neither deteriorates or improves landscape • The scale, landform and pattern of the current landscape is

	broadly retained
Slight adverse (negative) effect	The proposals would result in: • The scheme causing a slight perceptible deterioration to the existing view • Almost wholly success in mitigating adverse effects • Not quite fitting the landform and scale of the landscape
Moderate adverse (negative) effect	The proposals would result in: • The scheme causing a noticeable deterioration to the existing view • Only partial mitigation of adverse effects • Variance to the existing landscape, out of scale or at odds with the local pattern and landform
Substantial adverse (negative) effect	The proposals would result in: • The scheme being immediately apparent causing notable deterioration to the existing view • No way of fully mitigating adverse effects • Considerable variance to the existing landscape, degrading the integrity of its overall character

APPENDIX B – GLOSSARY OF TERMS

Characterisation	The process of identifying areas of similar landscape character, classifying and mapping them and describing their character.
Designated landscape	Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents.
Elements	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings.
Geographical Information System (GIS)	A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database.
Green Infrastructure (GI)	Network of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.
Indirect effects	Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects.
Iterative design process	The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues.
Key characteristics	Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.
Land use	What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.
Landform	An area, as perceived by people, the character of which is the result of the action and interaction of natural and /or human factors.
Landscape and Visual Impact Assessment (LVIA)	A tool used to identify and assess the likely significance or scale of the effects of change resulting from development both on the

	landscape as an environmental resource in its own right and on people's views and visual amenity.
Landscape Character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.
Landscape Character Areas (LCA's)	These are single unique areas which are the discrete geographical areas of a particular landscape type.
Landscape Character Assessment	The process of identifying and describing variation in the character of the landscape, and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscape distinctive. The process results in the production of a Landscape Characterisation Assessment.
Landscape Effects	Effects on the landscape as a resource in its own right.
Landscape quality (condition)	A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
Landscape receptors	Defined aspects of the landscape resource that have the potential to be affected by a proposal.
Landscape value	The relative value that is attached to different landscape by society. A landscape may be valued by different stakeholders for a whole variety of reasons.
Magnitude (of effect)	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.
Photomontage	A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.
Scoping	The process of identifying the issues to be addressed by an EIA. It is a method of ensuring that an EIA focuses on the important issues and avoids those that are considered to be less significant.
Sensitivity	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.
Significance	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic. Only applicable to Proposed Developments screened as requiring a full Environmental Impact Assessment.
Susceptibility (or vulnerability)	How susceptible or vulnerable the landscape receptor is to accommodate the proposed development without undue negative consequences for the maintenance of the baseline situation
Time depth	Historical layering – the idea of a landscape as a 'palimpsest, a much written –over manuscript.
Tranquillity	A state of calm and quietude associated with peace, considered to be an important asset of landscape.
Visual amenity	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.
Visual effects	Effects on specific views and on the general visual amenity

	experienced by people.
Visual receptors	Individuals and/or defined groups of people who have the potential to be affected by a proposal.
Visualisation	A computer simulation, photomontage or other technique illustrating the predicted appearance of a development
Zone of Theoretical Visibility (ZTV)	A map, usually digitally produced, showing areas of land within which a development is theoretically visible.

APPENDIX C – FIGURES AND PLANS

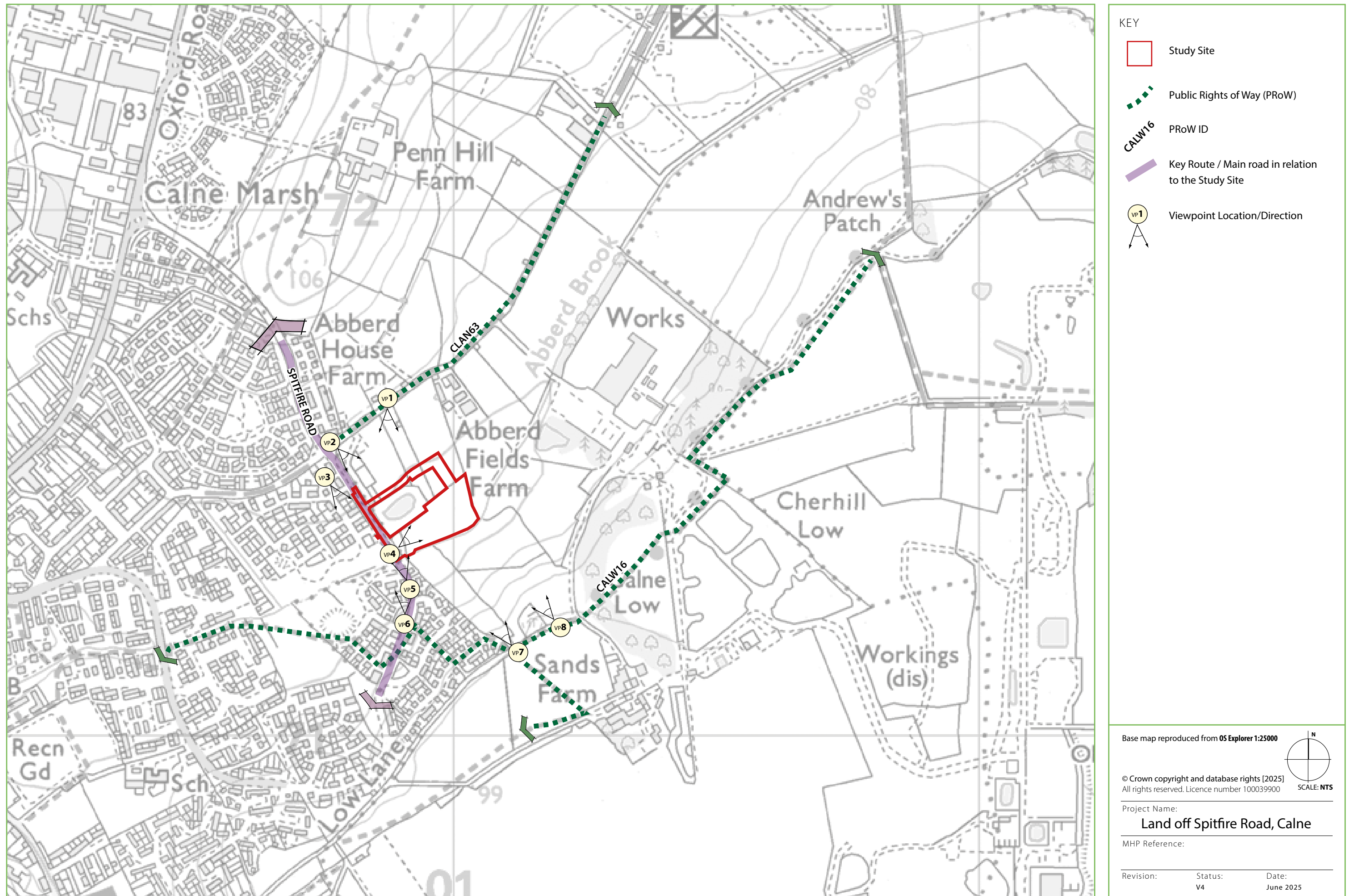


Figure 1 Site Location, Designations, Viewpoint Locations and Context
23281 Land east of Spitfire Road, Calne



Figure 2 Viewpoint Photograph 1- Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south**

Study Site not visible
behind hedgerows/trees



Extent of Single Frame View

Figure 3 Viewpoint Photograph 1 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking South**



Figure 4 Viewpoint Photograph 2- Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**

LANDSCAPE ARCHITECTURE
MASTERPLANNING
ARBORICULTURE **mhp**

Study Site not visible
behind hedgerows/trees



Extent of Single Frame View

Figure 5 Viewpoint Photograph 2 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking south**



Figure 6 Viewpoint Photograph 3 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south**



Figure 7 Viewpoint Photograph 3 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking south**



Figure 8 Viewpoint Photograph 4 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking west**

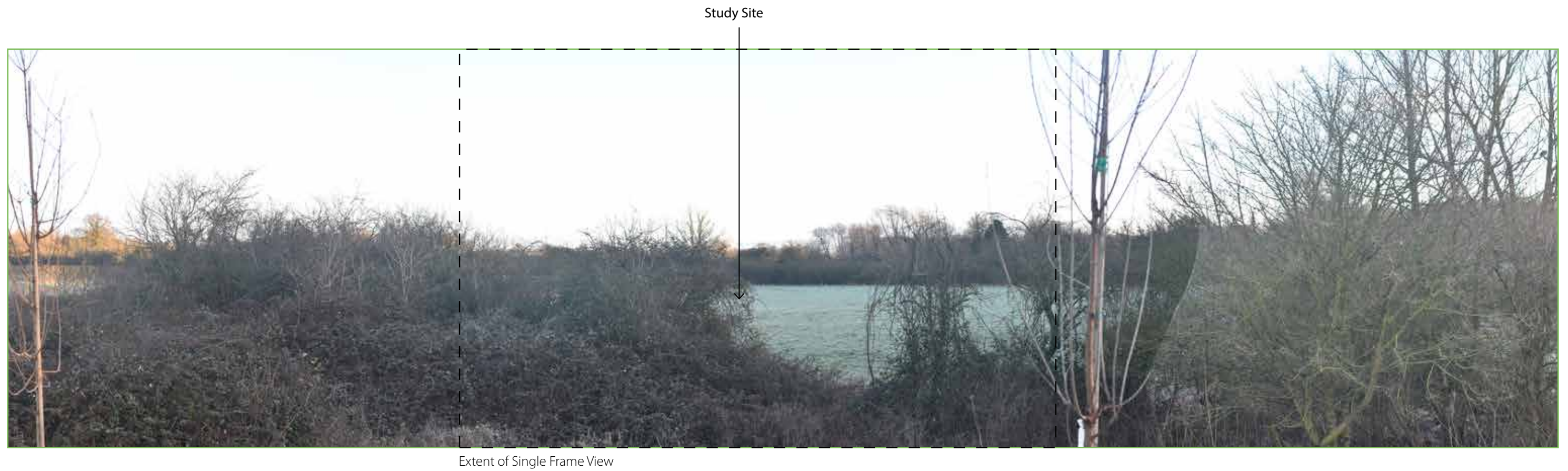


Figure 9 Viewpoint Photograph 4 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking west**



Study Site

Figure 10 Viewpoint Photograph 5 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**



Figure 11 Viewpoint Photograph 5 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north**



Study Site

Figure 12 Viewpoint Photograph 6 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north**



Figure 13 Viewpoint Photograph 6 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**



Figure 14 Viewpoint Photograph 7 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**



Figure 15 Viewpoint Photograph 7 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**



Figure 16 Viewpoint Photograph 8 - Single Frame View
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

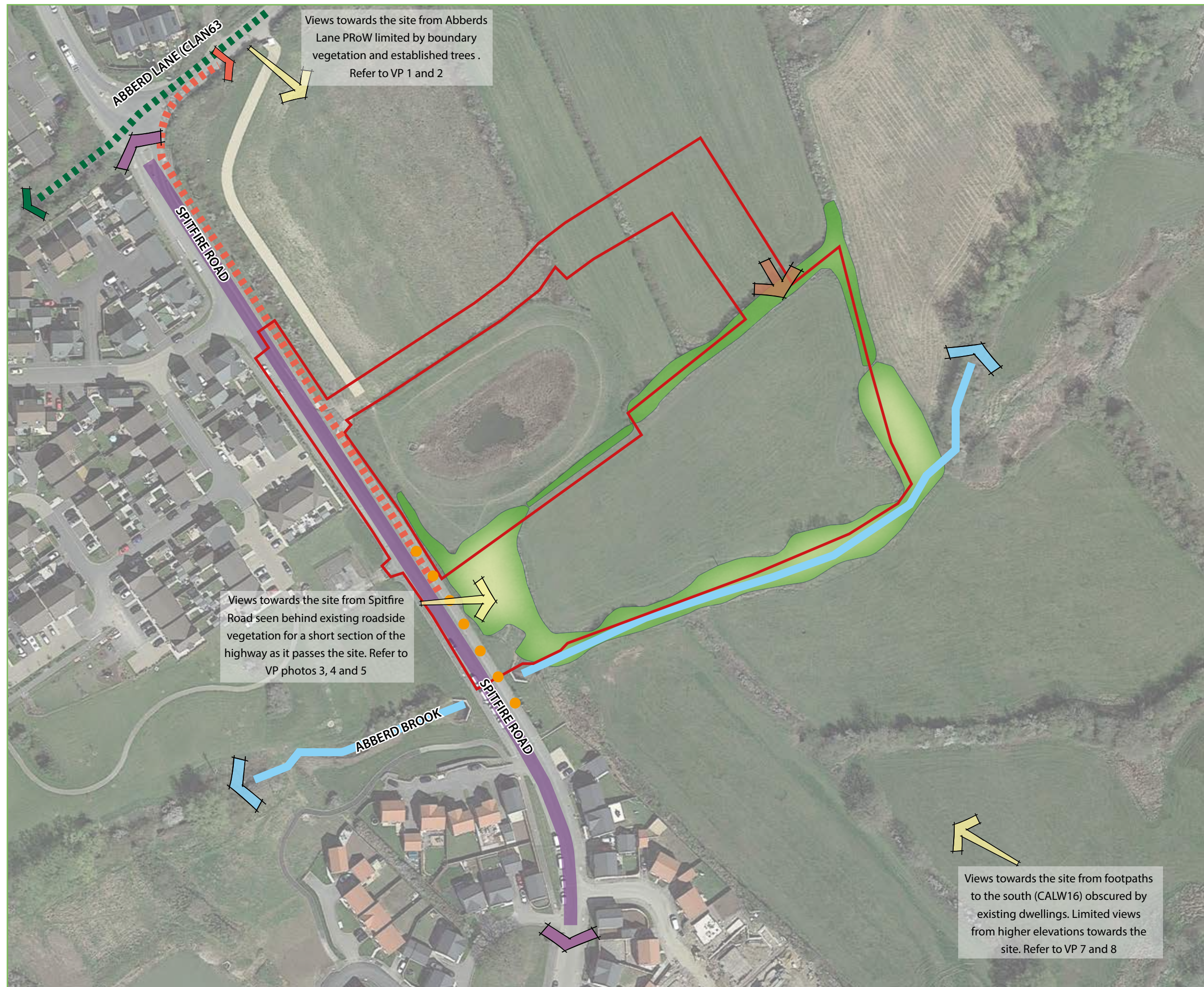
Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**



Figure 17 Viewpoint Photograph 8 - Panoramic View for Context
23281 Land east of Spitfire Road, Calne

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **JAN 2024**

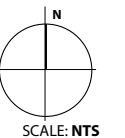
Camera Make/Model: **Nikon D7200**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**



KEY

- Study Site (approximate extent)
- Public Rights of Way (PRoW)
- Key Route / Main road in relation to the study Site
- Transient/Sequence of Views
- Existing Access
- Existing boundary vegetation and trees associated with the site
- Potential Views
- Opportunity to create footpath links to existing PRoW network

Base Image source: **Google Earth Pro.**
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Project Name:

Land east of Spitfire Road, Calne

MHP Reference:

Revision:

Status:
V4

Date:
June 2025

Figure 18 Landscape Analysis Sketch
23281 Land east of Spitfire Road, Calne