

Melksham Minimix Ltd

Melksham Concrete Silo

Landscape and Visual Impact Assessment

Issue: Friday, 14 November 2025

CLIENT NAME: Melksham Minimix Ltd

SITE NAME: Melksham Concrete Silo

REPORT TITLE: Landscape and Visual Impact Assessment

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1. INTRODUCTION

Introduction and Competency

- 1.1 David Jarvis Associates Limited (DJA) has been commissioned by Melksham Minimix Ltd, (the 'Applicant') to prepare this Landscape and Visual Impact Assessment (LVIA) to inform and assess proposals on land at the Melksham Minimix Depot, Sahara Sandpit, Melksham, SN12 7QX, here after referred to as 'the Site'. The Site location is shown on **Drawing no. LV-0001**.
- 1.2 DJA is an environmental, planning and design consultancy experienced in the design and assessment of development across the planning spectrum. DJA is a Registered Practice of the Landscape Institute.

Scope

- 1.3 A typical LVIA considers landscape and visual matters as separate issues. Visual impacts relate to changes in views and visual amenity, whereas landscape impacts relate to physical changes to the defining characteristics of the landscape within an identified study area.
- 1.4 This LVIA concerns the predicted landscape and visual effects arising from the development comprising the installation of a single vertical concrete Silo to supplement existing operational capacity. The proposed structure will be located within the bounds of the existing Site, with an approximate top height of 13.9m. Relevant details of the Proposals are provided in **Appendix 1** with full details included within the planning statement accompanying the application.
- 1.5 For LVIA, the impacts arising from the Proposed Development are conveyed as effects (refer to Methodology para. 1.2). Typically, the assessment is undertaken for the construction stage, then short term effects at completion/operation ('Year 1') and long term, 'residual' effects ('Year 15'), accounting for mitigation as required. However, where it is relevant, assessment of stages may be combined; for example, where the effects are predicted to remain the same for construction and operation.

Methodology

- 1.6 This report has been prepared in accordance with a bespoke methodology that adheres to best practice guidelines, which includes the Guidelines for Landscape and Visual Impact Assessment¹ (also referred to as 'GLVIA3'). The full methodology used for this assessment is provided in **Appendix 2** of this report. Considerations that are specific to this assessment are recorded below.

Assessment Limitations

- 1.7 Specific limitations pertinent to the Site and time of visit are described below.
- 1.8 Field survey was carried out by DJA on 25th September 2025, the existing operation was not accessed. Assessment of the internal Site layout was undertaken via analysis of aerial photography from Google Earth © Google.
- 1.9 During the Site visit, only publicly accessible views were assessed, comprising Public Rights of Way (PROWs) and the local road network. The selected viewpoints are considered to be representative but not exhaustive; not all locations from where the Site is visible will have been assessed. No private land was accessed during fieldwork.

¹ Institute of Environmental Management and Assessment and the Landscape Institute – 'Guidelines for Landscape and Visual Impact Assessment' Third Edition 2013.

- 1.10 The field survey was undertaken in early autumn, with vegetation still in full leaf, therefore representing optimum screening conditions.

Study Area

- 1.11 The study area has been determined through a combination of desk-studies and the actual intervisibility experienced during the Site visit. The Zone of Theoretical visibility (ZTV) **Drawing LV-0002**, combined with baseline findings, have informed an understanding of the extent of the surroundings and their influence on the Site and where resultant effects are predicted to occur.

Planning History

- 1.12 The Local Planning Authority (LPA) is Wiltshire Council. The planning history of the site is summarised in the table below:

W/95/00425/FUL	Importation of inert filling material to aid restoration of sandpit	Granted 12 September 1995
W/96/00007/WCM	Temporary waste transfer and recycling station	Withdrawn
W/96/00514/EUD	Open air storage of equipment materials and plant	Appeal dismissed 16 April 1998
W/97/00869/FUL	Extend mineral working with restoration using imported fill	Refused 23 December 1997
W/98/00584/FUL	Review of mineral planning permissions determination of new conditions	Determined 9 October 1998
W/05/09021/WCM	Section 73 application to continue tipping operations without compliance with Condition 3 of permission W95/00425 to extend the period of operation to 31.12.2014	Granted 17 November 2005
W/06/09012/WCM	Installation of a concrete batching plant	Refused 9 November 2006
W/07/09010/WCM	Importation of inert filling material to aid restoration of sand pit without compliance with condition 01 of planning permission 05/09021	Granted 8 August 2007
W/10/02974/WCM	Lawful Development Certificate for an existing use or operation for crushing and storage of inert materials with weighbridge	Withdrawn 26 August 2011
W/10/03223/FUL	Metal clad garage, store and workshop	Refused 2 February 2011
W/11/02393/FUL	Detached workshop, garage and store	Withdrawn 8 November 2011
W/11/02436/WCM	Importation, processing, handling and storage of inert materials and retention of weighbridge and ancillary activities and facilities	Appeal Allowed 16 August 2012

W/12/00992/FUL	Consolidation and relocation of existing businesses with Change of use of former sand pit to form compound, including erection of building for storage of plant hire and civil engineering equipment and vehicles with associated workshop, office and welfare facilities and processing plant for recycling construction/demolition materials. Proposal includes retention of a weighbridge	Granted 3 December 2012
14/07457/WCM	Section 73 Application - Importation of Inert Filling Material to aid restoration of sandpit, without compliance with Condition 1 (variation of phasing of site operations) 3 (extension of time within which to complete restoration) 5 (aftercare) and 14 (Geological exposure) of planning permission W/07/09010 dated 8th November 2007	Granted October 2014
18/09462/FUL	Low level 'mini mix' mobile concrete plant including cement silo, aggregate bays and other ancillary development (generator, control cabin and ground works including drainage provision).	Granted

- 1.13 In February 2019, the LPA granted planning permission (18/09462/FUL) for a “Low level ‘mini mix’ mobile concrete plant including cement silo, aggregate bays and other ancillary development (generator, control cabin and ground works including drainage provision)”.

2. PLANNING POLICY AND GUIDANCE

2.1 A full review of the Site in relation to national and local planning is contained within the Planning Statement accompanying this application. This section provides a review of policy and supporting guidance pertinent to the consideration of landscape and visual matters.

2.2 The following policy documents are relevant to this assessment:

- National Planning Policy Framework (NPPF 2024)²;
- Wiltshire Core Strategy (January 2015)
- West Wiltshire District Plan 1st Alteration - Saved Policies (June 2004)

Landscape Designations and Considerations

2.3 Designations are an indication of landscape value and may be associated with relevant policies. These are illustrated on Drawing no. LV-0003, with the following being taken forward for further consideration:

- Wiltshire Special Landscape Area (SLA)

National Policy

National Planning Policy Framework

2.4 At the heart of the NPPF is a presumption in favour of sustainable development, described as being the 'golden thread' that should run throughout local plan and decision making. The NPPF encourages developments to function well, add to the overall quality of the area, are visually attractive and are sympathetic to local character; should be sympathetic to landscape setting and should not discourage innovation or change (para. 139)

2.5 An objective of the planning system is that decisions should contribute to and enhance the natural environment by protecting and enhancing 'valued' landscapes and recognising the intrinsic character and beauty of the countryside (Para 187).

Wiltshire Core Strategy (January 2015)

2.6 General development control within the local area is governed by the 'Wiltshire Core Strategy', adopted January 2015.

Core Policy 51: Landscape

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:

² National Planning Policy Framework. December 2024; updated February 2025. Department for Communities and Local Government.

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

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFPN) or Stonehenge and Avebury World Heritage Site (WHS) shall demonstrate that they have taken account of the objectives, policies and actions set out in the relevant Management Plans for these areas.

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

West Wiltshire District Plan 1st Alteration

- 2.7 The West Wiltshire District Plan was adopted in June 2004. Following the adoption of the Wiltshire Core Strategy in 2015, several of the Plan's policies were superseded. Appendix D of the Wiltshire Core Strategy confirms which policies remain 'saved' and relevant to inform decisions on planning applications within the previous administrative boundary of West Wiltshire District Council.
- 2.8 The key **Policy C3** relates to 'Special Landscape Areas', within which the application Site is located.
- 2.9 The policy statement that "... the landscape character of Special Landscape Areas will be conserved and enhanced and development will not be permitted which is considered to be detrimental to the high quality of these landscapes".

Planning Considerations and Key Findings

- 2.10 The Site and much of the surrounding local landscape is designated as a Special Landscape Area, under saved **Policy C3** from the West Wiltshire District Plan (2004)
- 2.11 Special Landscape Areas (SLAs) are landscapes of County importance and are a non-statutory designation given status through Local Plan policy. Much of Wiltshire's countryside, outside of the New Forest National Park and National Landscape Areas, is under the SLA designation.

3. LANDSCAPE BASELINE

General

Site Description

- 3.1 The proposed Site is situated on Sandridge Hill and is accessed via A3102 *Sandridge Hill* trunk road, proceeding between the township of Melksham and the village of Westbrook to the east, located in Wiltshire. The Site is an extant concrete processing operation, located within the former Sahara Sand Quarry, accommodating several commercial recycling and aggregate businesses. The Site is a rectangular parcel of land, benefiting from extensive deciduous boundary woodland, circa 20m in height, screening the majority of existing operational activities.
- 3.2 The extant operation consists of compacted areas of bare earth and tracks, including stocking areas, interspersed with woodland and scrubby fringe. The Site is accessed off the A3102 via a metalled road. The access is shared with the grouping of three buildings located directly beyond the western boundary. The internal operational access proceeds along the eastern Site boundary through the woodland margins.
- 3.3 Located centrally within the Site woodland is the aggregates processing area with associated operational plant and stockpiles. Within the northwest corner of the Site is a single storey building circa 18 x 30m (under separate ownership), fringed by woodland on the northern and western elevations.
- 3.4 To the east, are stockpiles and aggregate storage bays associated with the Applicants operation. Beyond, along the northern Site extent are several portacabins, silos and ancillary structures also under the Applicants control.
- 3.5 The ground levels gently undulate across the site, ranging from approximately 98m AOD to 103m AOD.

Site context

- 3.6 The A3102 runs west to east along the southern boundary of the Site and is located on the western extent of Sandridge Hill, the ridgeline plateauing at circa 100m AOD. The township of Melksham is located 1.8km to the west, with the village of Westbrook 2km to the northeast.
- 3.7 Immediately to the south of the Site is Morass Wood, that extends to the east, the landform dropping away towards the large-scale Sandridge Solar Farm. Circa 2km to the south is the Craysmarsh Solar Farm and Airfield, with the adjacent hamlet of Redstocks, accessed from the *Bath Road* A365.
- 3.8 Circa 300m to the southeast is the Grade II listed Sandridge Tower, enclosed within the northern extent of Morass Wood. To the east of the Site is Sandridge Lane, a cul-de-sac leading to Southview Farm, with a small adjacent residential community.
- 3.9 To the immediate west of the Site is Sandridge Park, an extensively wooded and enclosed parkland. Within the Park are a number of dwellings, including; The Old Coach House - Grade II listed, located circa 380m to the west.
- 3.10 To the immediate north of the Site is an open area of made ground associated with historic quarrying operations. To the north is the deciduous woodland of Hanging Wood, which visually encloses the ridgeline. Beyond, the landform gently undulates, before climbing towards the wooded slopes of Bowden Hill, circa 3km to the north of the Site.

- 3.11 To the northeast the landscape is dominated by a number of interlinked woodlands on higher land including Prickmoor Wood, New Plantation, The Brake and Silverstreet Wood.

Published Landscape Character

- 3.12 The boundaries of published landscape character assessments are shown on **Drawing LV-0004** and their key characteristics are described below and then evaluated to determine the extent to which they are representative of the Site and its setting / local context.
- 3.13 The landscape of Great Britain has been classified into a series of character areas of varying scales. These reflect broad recognisable characteristics such as geology, soils, vegetation, land use and settlement pattern. The following character assessments exist within the study area:
- National Character Area (NCA) 117 - Avon Vales;
 - Wiltshire Landscape Character Study, (2005)
 - West Wiltshire Landscape Character Assessment (2006)
- 3.14 To maintain a proportional assessment, being relative to the size and scale of the Site and/or Proposed Development, the local landscape character assessment adopted by the LPA is evaluated in this assessment.

National Character Assessment (NCA) 117 - Avon Vales

- 3.15 Key characteristics are described 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.*
- 3.16 NCA 117 - Avon Vales covers a large geographical area, and whilst it provides a helpful overview of the broader landscape patterns, it lacks detail to inform localised understanding. Instead, this is provided by LPA character assessments.

Wiltshire Landscape Character Study, (2005)

- 3.17 The character of the wider landscape, including Landscape Character Area 7C: Bowood Greensand Hills (from the Wiltshire Landscape Character Study, by Land Use Consultants 2005)
- 3.18 The landscape character assessment describes LCA 7C: Bowood Greensand Hills as:

- 3.19 *The Bowood Greensand Hills character area is less dramatic in topography than the other areas in the type, although still rising from 40 to 180m AOD with a central fairly level area, a gentle slope down to the east and a steeper slope with wide views out over the lowland to the west. The landform is varied by the many small valleys of tributaries of the River Avon and Marden. Historic houses with parklands and wooded estates dominate the area: Bowood to the north, Spy Park to the south and Bowden Park to the east. The slopes of the hills are pastoral with an intact hedgerow network, while the more level high ground has some large scale arable fields sometimes with fences. Here deciduous and coniferous shelter belts as well as the large blocks of woodland provide enclosure. Small linear villages are strung along the roads and there is a mix of estate buildings, vernacular (of stone or brick) and more modern. Two major roads cross the area and there is a sparse network of minor roads.*

West Wiltshire Landscape Character Assessment, by Chris Blandford Associates, 2006.

- 3.20 The proposed Site is located within *Landscape Character Area (LCA) F2: Sandridge Park Greensand Hills*.
- 3.21 The *Sandridge Park Greensand Hills* landscape character area is located towards the northeastern extent of West Wiltshire District, extending outside of the boundary, into the adjacent Kennet District, located to the east.
- 3.22 The landscape character assessment describes LCA 7C: Sandridge Park Greensand Hills as:
- 3.23 *This character area encompasses a relatively broad ridge, which slopes dramatically downwards towards adjacent open clay vale landscape character areas to the north and south, facilitating dramatic views across the surrounding landscape. Character is influenced by a mixture of rough grassland and pasture on the slopes (with small pockets of arable fields also visible). A mature and intact landscape structure is apparent, as a result of predominantly intact hedgerows and irregular patches and plantations of mixed and deciduous woodland on the slopes. These woodland patches create a varied sense of enclosure and in places, frame dramatic views across the lower open clay vale to the north and south. The main A1302 road (leading eastwards from Melksham) and one main footpath leads north south across the area. Settlement pattern is sparse and scattered, consisting predominantly of Sandridge Park House (a former stables) alongside other isolated buildings on the slopes. Overall there is an intimate character throughout the area, with recognisable sense of place provided by dramatic views across adjacent open clay vale landscape character areas. Sense of tranquillity is strong, at distance from the A1302 road corridor. strong, at distance from the A1302 road corridor.*
- 3.24 The key characteristics of LCA **7C** are as follows;
- *Rounded hill/ridge and steep slopes, which facilitate dramatic views across adjacent open clay vales to the north and south.*
 - *Irregular patches of woodland on slopes, which provide a sense of enclosure and frame views across adjacent landscape.*
 - *Sparse settlement pattern.*
 - *Wooded parkland surrounding Sandridge Park (Victorian Villa, built c.1850).*
 - *Landscape forms part of a wider areas of parkland landscape to the east.*
 - *Mature landscape structure.*
 - *Slopes covered by a patchwork of rough grassland and arable farmland/ pasture, with field boundaries delineated by mature hedgerows (and occasional single trees).*
 - *Overall strong sense of tranquillity throughout the character area.*

Landscape Sensitivity

- 3.25 Landscape sensitivity is derived from combining the judgements on landscape value and landscape susceptibility together. Photo viewpoints are used interchangeably to assist with the landscape appraisal, as well as in consideration of visual amenity. These are provided in **Appendix 3**. Judgements in relation to susceptibility are provided with reference to the assessment methodology.

Landscape Susceptibility – Study Area

- 3.26 Landscape susceptibility is the ability of an identified landscape receptor to accommodate the proposed development without undue consequences on its baseline conditions or character. Characteristics are represented to varying extents across the landscape, and therefore it is important to contextualise these, in order to understand how they relate to the Site and its immediate surroundings within the Study Area. In doing so, a better understanding is gained for where landscape character is weaker or stronger i.e. where the differences and similarities exist.
- 3.27 The Study Area is perceived as both a living and working landscape, comprising agricultural farmland, enclosed by small woodlands and historic parkland, with a relatively sparse and scattered settlement pattern, made up of farmsteads and small nucleated communities. The topography is generally rolling in nature, with the land rising to the north towards Bowden Hill. There is a predominant rural character throughout, with an associated sense of tranquillity. A network of rural lanes spur off the main road corridors, delineated by mature hedgerows that link into the wider woodland communities.
- 3.28 The Study Area is relatively sparsely populated by designated sites/ features. A limited number of statutory designated ecological sites have been identified within the Study Area, those being the woodland communities of Spye Park; Site of Special Scientific Interest (SSSI). The nearest woodland compartment within the SSSI is located circa 1.3km to the northeast and will not be effected by the Proposals.
- 3.29 There are also relatively few historic assets within the Study Area, with no Schedule Monuments and only a scattering of Listed Buildings identified. The Bowden Hill Conservation Area occupies the northern extent of the Study Area and has the highest concentration of Listed Buildings.
- 3.30 The A3102, bisects the study area dividing it roughly into two halves, the road representing a significant transport corridor within the local landscape. The A3102 is a busy highway, creating localised auditory and visual disturbance, incongruous to the general tranquil nature of the Study Area.
- 3.31 The northern section of the Study Area represents a generally unspoiled arable, wooded landscape and is broadly reflective of the characteristics of the LCA. The southern section has a similar intrinsic nature, although it is influenced by the detracting presence of the large scale Sandridge Solar Farm.
- 3.32 The footpath network is fairly extensive within both the northern and southern sections of the Study Area. Footpaths provide linkages back towards Bowden Hill to the north, west towards Melksham, and south beyond the Sandridge Solar Farm back towards the hamlet of Redstock. Bowden Hill also has an area of CRoW Land, providing a public right of foot access around the Church of St Anne. Due to distance and intervening vegetation, the wider footpath network is unlikely to be impacted by the proposals.
- 3.33 The susceptibility of the Study Area is considered to be **High-Medium**.

Landscape Susceptibility – Site

- 3.34 Characteristics are represented to varying extents across the landscape, and therefore it is important to contextualise these, in order to understand how they relate to the Site and its immediate surroundings within the study area. In doing so, a better understanding is gained for where landscape character is weaker or stronger i.e. where the differences and similarities exist.
- 3.35 The Site is an extant aggregates operation, surrounded by an enclosing perimeter of mature woodland. The aggregate operations established on the Site, are commercial after uses predicated by historic minerals activities. The fundamental nature of these localised operations is polarised to the general landscape characteristics of the surrounding countryside.
- 3.36 The Site benefits from mature woodland boundaries that were planted to screen the quarry. The boundary woodland slightly fluctuates in height, with an estimated top of canopy of between 17 - 20m.
- 3.37 The vegetative demise allows the Site to merge into the neighbouring Parkland woodland, blending seamlessly into the surrounding countryside. The existing Site relies on extant woodland to screen onsite operations and would be susceptible to any change in vegetative cover.
- 3.38 Within the vicinity of the Site there are two listed buildings;
- Sandridge Tower; Grade II Listed, located circa 300m to the southeast of the Site
 - The Old Coach House - Grade II listed, located circa 380m to the west.
- 3.39 Both of these buildings are bound within extensive woodland, The Old Coach House is located within the enclosed wooded parkland of Sandridge Park, and Sandridge Tower within the northern extent of Morass Wood.
- 3.40 The Site is not accessible via any public right of way (PROW) or other rights of access.
- 3.41 There are a number of footpaths within the vicinity, refer to Drawing **LV-0005**. The nearest PROW; MELW56 is located 125m to the east of the Site, proceeding from the A3102 in a northerly direction before redirecting back towards Sandridge Lane to the east. Footpath MELW52 proceeds slightly further to the east, beyond the dwellings on Sandridge Lane.
- 3.42 To the north of the Site, beyond Hanging Wood, is a parallel network of bifurcated routes; MELW48 and MELW47 proceed along the valley floor, with footpath MELW50 providing access over the riparian corridor before continuing over higher ground towards Frogditch and Frogditch Farmhouse on a northwest/southeast alignment.
- 3.43 There are no close proximity footpaths to the immediate east or south of the Site.
- 3.44 The susceptibility of the Site is considered to be **Medium-High**.

Landscape Value

- 3.45 Landscape value relates to the value or importance society attaches to a landscape or view, which expresses national or local consensus and because of various factors that are an influence on value. This may be assigned through a relevant designation. Where no designation exists, then LI guidance identifies a number of reasons why a landscape may be valued, which is determined with regard to the assessment methodology provided in Appendix 2.
- 3.46 Where the Site is in a landscape designation, the following over-arching values are given:

- High: International or Nationally designated landscapes;
- High-Medium: Regional or locally designated landscapes.

- 3.47 The Site is not subject to any statutory landscape or ecological designations, and there are no National Landscape Areas (NLA) or National Parks within the study area. The Site is located between two NLA; the North Wessex Downs circa 5.5km to the east, and the Cotswolds NLA circa 10km to the west. Neither of these designations will be affected by the proposals due to intervening distance.
- 3.48 The Site and much of the surrounding local landscape is however designated as a Special Landscape Area, under saved policies from the West Wiltshire District Plan (2004).
- 3.49 Special Landscape Areas (SLAs) are landscapes of County importance and are a non-statutory designation given status through Local Plan policy. Much of Wiltshire's countryside, outside of the New Forest National Park and National Landscape Areas, is designated as a SLA.
- 3.50 **Drawing LV-0004** illustrates that the Site is in a designated landscape.

Overall Landscape Sensitivity

- 3.51 Having developed a deeper understanding of the landscape value and susceptibility, the judgement of overall landscape sensitivity is provided in Table 3.2.

Table 3.1: Overall Sensitivity

	Susceptibility	Value	Overall Sensitivity
Study Area	High-Medium	High-Medium	High-Medium
Site	Medium-High	High-Medium	High-Medium

4. VISUAL BASELINE

General

- 4.1 In order to assess the impact the Proposed Development may have on visual amenity, it is necessary to understand who will be subject to a change in visual circumstances and the extent to which those persons – the visual receptor - will be affected. The starting point is thus to establish the sensitivity of the viewing public to visual change.
- 4.2 The visual baseline provides a record of the views available to visual receptors and their visual amenity, in order to determine, through the process of design and mitigation, how their views are changed by the Proposed Development. The degree by which a visual receptor is judged to be sensitive, however, also depends on the actual quality of the existing view at the point at which it is considered representative of the 'worse case', this being typically where the greatest intervisibility occurs. Accordingly, when the sensitivity to the change being proposed is assessed, matters such as the context and extent of the existing view as well as the proximity of the receptor to the proposed development need to be considered.

Zone of Theoretical Visibility

- 4.3 The ZTV, illustrates that the primary visibility is within the immediate vicinity of the Site, with potential longer distance views, circa 2-3 km to the north and northwest, with scattered visibility over similar distances to the south, refer to Drawing **LV-0002**.
- 4.4 The ZTV, reviewed in combination with other mapping and desktop studies, informed the identification of representative viewpoints for further consideration during the field survey.

Visual Receptors

- 4.5 A Site visit was undertaken on 25th September 2025 to investigate the viewpoints identified from analysis of the ZTV. Occasionally, where actual views differ from those identified through analysis of the ZTV, the next nearest and/or appropriate location is selected.
- 4.6 The locations of identified receptor viewpoints are shown on Drawing LV-0006. These represent where effects are predicted to occur. Where access is available, a photographic record of the broad extents of visibility is provided at **Appendix 3**.

Public Rights of Way ('PROW')

PROW no. MELW56

- 4.7 The nearest PROW; MELW56 is located 125m to the east of the Site, proceeding from the A3102 in a northerly direction before turning 90° to the east, back towards Sandridge Lane. The route passes predominantly across open fields.
- 4.8 **Viewpoint 1;** Is located on the southern extent of footpath MELW56, adjacent to the A3102. It represents a near distance view of the mature woodland screen along the eastern Site boundary. The bellmouth of the Site is visible beyond the road corridor.
- 4.9 **Viewpoint 2;** Is located to the northeast of the Site, on the northern section of footpath MELW56, adjacent to the field boundary. The footpath route cuts across the field, back towards the A3102. It represents a similar near distance view, with the woodland screening of the eastern Site boundary defining the horizon, and beyond are taller parkland trees within Sandridge Park.

PROW no. MELW50

- 4.10 Footpath MELW50 is located to the north of the Site, providing a linkage from the northern extent of Sandridge Lane, across rolling farmland, towards Frogditch to the northwest.
- 4.11 **Viewpoint 4;** The view is over a pastoral field, with the riparian vegetation along the valley floor visible in the middle ground. The landform of Sandridge Hill rises up beyond, enclosed by Hanging Wood and the wider woodland network.

PROW no. MELW23B

- 4.12 Footpath MELW23B, is located circa 2.25 km to the south of the Site, providing a linkage from the hamlet of Redstock to the main access corridor of footpath MELW23.
- 4.13 **Viewpoint 6;** Is located on the eastern extent of footpath MELW23B. The view is over a pastoral field, with riparian vegetation visible in the middle ground, affording glimpsed filtered views of the Craymarsh Solar Farm. Beyond, is the vegetative backdrop of Morass Wood, that merges into the wooded Landform of Sandridge Hill.

Roads

A3102 Sandridge Hill

- 4.14 The A3102 runs west to east, proceeding westwards from Melksham then climbing up Sandridge Hill along the southern boundary of the Site, towards Westbrook. The A3102 provides operational access to the Site.
- 4.15 **Viewpoint 1;** also provides a representative view from the A3102, proceeding eastwards towards Melksham; see *Para 4.8* for description.

Sandridge Lane

- 4.16 Sandridge Lane is located to the east of the Site and is accessed off the A3102. The carriageway is a narrow, metalled, single track cul-de-sac that provides access to Southview Farm, and associated dwellings. The carriageway is sunken in places, with intermittent hedgerow along its length.
- 4.17 **Viewpoint 3;** Is located on Sandridge Lane, adjacent to the dwellings neighbouring Southview Farm. The view is across an open field boundary demarked by a post and wire fence. Woodland along the eastern Site boundary defines the horizon, the screening effect reinforced by intervening field vegetation and the woodland network to the north of the Site.

Bowden Hill

- 4.18 Bowden Hill is located circa 3 km due north of the Site, forming part of the Bowood Greensand Hills. Bowden Hill road runs along the southern side of the landform, proceeding through the Conservation Area and CROW land.
- 4.19 Viewpoint 5; is taken from the Bowden Hill roadside viewpoint and is representative of longer distance views looking south. The view is across rough pasture, adjacent to the Church of St Anne. The treeline creates filtered, enclosed views towards the wider agricultural landscape beyond. The existing woodland precludes views towards the Site.
- 4.20 Due to distance, the screening effects of intervening woodland and no identified intervisibility with the Site, Bowden Hill has not been taken forward as a receptor.

Dwellings on Sandridge Lane

- 4.21 Along the extent of Sandridge Lane there are dwellings situated within two distinct groups, an assemblage of five residences adjacent to the junction of the A3102, and a larger group of properties located towards the northern extent of the access, neighbouring Southview Farm. The majority of the dwellings along Sandridge Lane are single storey bungalows. Of the northern group of dwellings, only the more southerly properties could have potential views, this is due to the screening provided by the adjacent woodland.
- 4.22 Any potential views from residences would likely be oblique, due to the properties being orientated away from the Proposals. Views are also likely to be significantly filtered due to existing garden boundaries, intervening hedgerows and other field vegetation.

Zone of Visual Influence

- 4.23 The analysis of the visual baseline has found that the actual Zone of Visual Influence ('ZVI') differs from the ZTV. With reference to the visual analysis presented on Drawing 002.
- 4.24 In reality, the Site and extant operations are nearly completely screened by the existing boundary woodland. The topography of *Hill Planting*, and the screening provided by Hanging wood, restricts wider landscape visibility from the north towards Sandridge Hill. On land to the south of the Site, visual influence is restricted by intervening woodland, specifically Morass Wood that rises up the southern slope of Sandridge Hill.

Visual Receptors

- 4.25 This baseline appraisal has identified three categories of Visual Receptor within the ZVI. These are:
1. Occupiers of Residential properties (Sandridge Lane).
 2. Users of Public Rights of Way.
 3. Users of roads.
- 4.26 People occupied at their place of work are considered to be the least likely receptors to be affected by development and have not been included within the assessment.
- 4.27 Receptor sensitivity is described in **Table 4.1**. The sensitivity of visual receptors varies according to category and the context of the view as described above. These findings are used to inform the iterative process of design and mitigation.

Table 4.1: Selected Representative Visual Receptors

Reference	Receptor description and location	Value	Susceptibility	Sensitivity
Residential Areas (Community) and/or Specific Dwellings				
N/A	Residents of Sandridge Lane	High	Medium	Medium/High
Users of Public Rights of Way				
VP 01 & 02	PROW no. MELW56	Medium	Medium	Medium
VP 04	PROW no. MELW50	Medium	Medium	Medium
VP 06	PROW no. MELW23B	Medium	Medium	Medium
Users of Local Roads				
VP 01	A3102 <i>Sandridge Hill</i>	Low	Low	Low
VP 03	Sandridge Lane	Low	Low	Low

5. PROPOSED DEVELOPMENT AND MITIGATION MEASURES

General

- 5.1 The Proposed Development seeks planning permission for the erection of an additional silo, increasing the capacity of the existing concrete batching plant and facilitating an expansion to the extant commercial operation.
- 5.2 The proposed development comprises the installation of a 120-tonne split vertical silo, with a maximum height of 13.9 metres. The structure comprises a metal cylindrical silo, circa 3.6m wide, with an associated maintenance access (via a mounted ladder) with a safety rail around the tower apex.
- 5.3 The silo would be installed to the rear of the existing batching plant, adjacent to the existing retaining wall, within the northern extent of the depot.
- 5.4 The silo would be installed, some 2-3 metres below typical adjacent ground level. This serves as a benefit in reducing the overall perceived structural height, whilst optimising operational capacity.
- 5.5 Relevant extracts detailing the silo structure are provided in **Appendix 1**.

Landscape Strategy

- 5.6 The baseline review has provided an understanding of the representation of defined landscape character. The landscape / development guidelines associated with the host landscape have been reviewed.
- 5.7 In conjunction with site-specific opportunities and locally valued characteristics, the following recommendations are proposed;

Table 5.1: Landscape Mitigation

Mitigation	Purpose
Primary Mitigation (Inherent)	
Mature woodland around the existing depot and Development Area to be completely retained.	• To maintain visual screening of the Site from the surrounding area. • To maintain the landscape character and biodiversity of the Site.
Secondary Mitigation (Foreseeable)	
Silo to be painted in subdued matt woodland tones. Reflective / clashing finishes or incongruous branding to be avoided. Operational lighting to be limited to low level illuminations wherever possible, to ensure safe working conditions and compliance with all statutory regulations, whilst minimising excessive optical pollution.	• To aid the visual integration of the Silo into the landscape from potential filtered winter views, whilst avoiding light pollution.

6. PREDICTED EFFECTS ON LANDSCAPE CHARACTER

- 6.1 Timescales for the assessment apply for the construction period; and then at Year 1 following completion. No longer term assessment is deemed necessary, as the existing established woodland boundaries restrict the landscape character effects of the proposed Silo to internal areas of the Site.
- 6.2 The assessment presented below, is for the Proposals with the infrastructural design mitigation previously discussed in place. The Site is an operational aggregates business. The Proposals are to install a single concrete Silo, circa 13.9 m high. The Proposals will not result in the loss of any vegetation or other valued landscape elements.
- 6.3 The Site benefits from mature woodland boundaries that were planted to screen historic quarrying operations, with an estimated canopy top of between 17 - 20m. The Silo will not break the treeline of the existing Site, this has been evidence by visual height analysis, see **Appendix 4** and *Para 7.2* for methodology.

Assessment Approach

- 6.4 Due to the Site being used for extant operations directly related to the Proposals, and the mitigation recommendations not requiring long-term maturation to be effective, this assessment records the potential effects on landscape character within a single phase; construction and operation, rather than the typical construction, and operation at Year 1 & 15 approach.

Effects on landscape character of LCA 7C: Sandridge Park Greensand Hills

Construction / Operation – Assessment of Effects (Year 1)

- 6.5 The installation of the Silo will represent change at a very localised scale within the bounds of the Site, with no change to the extant land use. Once installed, the Silo is unlikely to be visible from outside of the Site, although limited filtered winter views maybe possible through the boundary woodland.
- 6.6 The woodland enclosure around the Site, is reflective of the mature landscape structure of the LCA. The rolling landform and wooded nature of the LCA generally restricts wider landscape views towards the Site.
- 6.7 During construction, a crane installing sections of the Silo maybe visible above the treeline, but any effects on the Landscape Character Area will be very temporal in nature. Once works are completed it is unlikely that there will be any discernible effect on the characteristics of the LCA. Any winter effects will also likely be inconsequential with the proposed mitigation implemented.
- 6.8 The LCA within the Study Area has a High-Medium baseline susceptibility, however due to the inherent screening provided by the Site, any effect on landscape character resultant from the Proposals is considered to be **Negligible, neutral and permanent**.

Effects on landscape character of Special Landscape Area (SLAs)

Construction / Operation – Assessment of Effects (Year 1)

- 6.9 Due to the SLA designation covering the Site, locality, and the northern half of the study area, any landscape character effects will be directly comparable to the commentary provided previously for the LCA.
- 6.10 The SLA has a predefined susceptibility of High-Medium, again any effects on landscape character resultant from the Proposals are considered to be **Negligible, neutral and permanent** due to the lack of visibility with the wider landscape.

Table 6.1: Summary of Predicted Landscape Effects (Residual)

Receptor	Sensitivity	Magnitude	Level of Effect	Nature (Positive/ Adverse/Neutral)	EIA Threshold (Significant / Not Significant)
LCA 7C: Sandridge Park Greensand Hills					
Construction / Operation – Assessment of Effects (Year 1)	High-Medium	Negligible	Negligible	Neutral	Not Significant
Special Landscape Area					
Construction / Operation – Assessment of Effects (Year 1)	High-Medium	Negligible	Negligible	Neutral	Not Significant

7. PREDICTED EFFECTS ON VISUAL AMENITY

- 7.1 A detailed assessment of the predicted magnitude and effect of visual change from the viewpoints is set out below and summarised in **Table 7.1**. Reference is given to the representative viewpoints where relevant.

Proposed Silo Height Analysis

- 7.2 To help understand potential visual effects resultant from the Proposals, Viewpoints 1 - 4 and 6, have been modelled within a Digital Terrain Model (DTM), predicting the height and mass of the Silo, as demonstrated by the red marker, see **Appendix 4**.
- 7.3 This is not a representation of predicted visibility through the surrounding woodland; it is purely an indicative representation of relative height and massing compared to ground level and the surrounding treeline.
- 7.4 Viewpoint 5 was not modelled due to intervening distance from the Site and the screening effects of existing woodland.

Construction Effects

- 7.5 The construction phase of the development is expected to be very temporal, with a maximum estimated timeframe of two months. During this period the existing operations will run concurrently. Construction activities entirely occur within the woodland periphery of the Site.
- 7.6 The only element of construction activities potentially visible outside of the Site, will be the crane utilised for the lifting and installation of the top Silo sections. It is likely only the top extent of the crane would be visible above the treeline.
- 7.7 It is considered that a **Minor adverse** and **temporary** effect, will occur during the construction period for near distance views. This will be limited to periods when the upper structural elements are being installed.

Residential Receptors

Dwellings on Sandridge Lane

- 7.8 The properties on Sandridge Lane are generally orientated away from the Site, and screened by associated garden vegetation and intervening field boundaries. Any views would have an intervening distance of circa 0.5 km. The predicted massing of the Silo is entirely screened by the existing eastern boundary woodland. There is the potential for winter views of the Proposals when there is no leaf cover. The upper crane arm may also be visible from some receptors during the construction period.
- 7.9 The magnitude of effect is predicted to be Low/Negligible which reflects the potential for oblique filtered winter views of the Proposals. The receptor sensitivity is High, the overall level of effect is predicted to be **Minor/Negligible adverse, permanent**. This is not a long-term Significant effect.

Public Rights of Way ('PROW')

PROW no. MELW56

- 7.10 The predicted massing of the Silo is entirely screened by the existing eastern boundary woodland. The visual mass of the infrastructure would be greatest from the section of footpath that proceeds, parallel and due east of the Site. It is possible there could be some limited intervisibility during winter

months when there is no leaf cover. The Silo base will however be set below the intervening landform, due to the slight rise in ground level towards the Site.

- 7.11 The magnitude of effect is predicted to be Low/Negligible which reflects the potential for winter views of the Proposals. The receptor sensitivity is Medium and therefore the overall level of effect is predicted to be **Minor/Negligible adverse, permanent**. This is not a long-term Significant effect.

PROW no. MELW50

- 7.12 The visual analysis undertaken, has predicted that the Silo would be entirely screened by the vegetation of Hanging Wood and the wider woodland network. Due to intervening distance from the Site, topography and vegetative enclosure along the footpath corridor, it is predicted that there will be no views of the Development.

- 7.13 Whilst this is not completely definitive, it is currently predicted that there will be **no visual effect** resultant from the Proposals upon this route.

PROW no. MELW23B

- 7.14 Visual analysis has predicted that the Silo would be entirely screened by the vegetation of Morass Woods and the wider woodland network of Sandridge Hill. It is predicted that there will be no views of the Development.

- 7.15 Again, whilst this is not completely definitive, it is predicted that there will be **no visual effect** resultant from the Proposals upon this footpath.

Roads

A3102 Sandridge Hill

- 7.16 Any visual effect on *Sandridge Hill* is likely to be comparable to the visual effect previously described for PROW no. MELW56 (Para 7.10). The road carries high volumes of traffic, at relatively high speed, limiting any potential visual effect to transient views.

- 7.17 The magnitude of effect is predicted to be Negligible which reflects the transient nature of any view. The receptor sensitivity is Low and therefore the overall level of effect is predicted to be **Negligible adverse, permanent**. This is not a long-term Significant effect.

- 7.18 Sandridge Lane

- 7.19 Any visual effect on Sandridge Lane is likely to be comparable to the visual effect previously described for Dwellings on Sandridge Lane (Para 7.8). The Lane is sunken along sections of its length, and partially enclosed by roadside hedgerows. Where there are views towards the Site, they would be oblique and fleeting, as the carriageway funnels the view parallel to the Site.

- 7.20 The magnitude of effect is predicted to be Negligible which reflects the transient and oblique nature of any view. The receptor sensitivity is Low and therefore the overall level of effect is predicted to be **Negligible adverse, permanent**. This is not a long-term Significant effect.

Summary of Visual Assessment

- 6.11 This visual impact assessment has identified a number of key factors relating to the Proposals;
- 1) The Site benefits from significant existing woodland margins. The Silo does not break the treeline of the boundary vegetation, and will likely be completely screened during the summer period.

- 2) Any visual effects from the Proposals will likely occur during winter views when there is no leaf cover. The proposed mitigation relating to the Silo finishes will help restrict any potential visibility.
- 3) Very localised visual effects, due to the significant extant vegetation around the Site, and the enclosing nature of the surrounding woodland communities within the wider landscape.

Table 7.1: Summary of Predicted Effects on Visual Amenity (Residual)

Receptor	Sensitivity	Magnitude	Level of Effect	Nature (Positive/ Adverse/Neutral)	EIA Threshold (Significant / Not Significant)
Residential Areas (Community) and/or Specific Dwellings					
Dwellings on Sandridge Lane					
Operation – Assessment of Effects (Year 1)	Medium/High	Low/ Negligible	Minor/ Negligible	Adverse	Not Significant
Users of Public Rights of Way					
PROW no. MELW56					
Operation – Assessment of Effects (Year 1)	Medium	Low/ Negligible	Minor/ Negligible	Adverse	Not Significant
PROW no. MELW50					
Operation – Assessment of Effects (Year 1)	Medium	No effect	No effect	No effect	No effect
PROW no. MELW23B					
Operation – Assessment of Effects (Year 1)	Medium	No effect	No effect	No effect	No effect
Users of Roads					
A3102 Sandridge Hill					
Operation – Assessment of Effects (Year 1)	Low	Negligible	Negligible	Adverse	Not Significant
Sandridge Lane					
Operation – Assessment of Effects (Year 1)	Low	Negligible	Negligible	Adverse	Not Significant

8. SUMMARY AND CONCLUSIONS

- 8.1 David Jarvis Associates has been commissioned to undertake an LVIA for the installation of a single 120-tonne split vertical silo, with a maximum height of 13.9 metres. The Proposals are located within an existing concrete depot and former quarry, surrounded by a perimeter of mature woodland.
- 8.2 Recommendations arising from the detailed evaluation of landscape character and visual amenity have been directly addressed, in order to minimise, limit and avoid harm to identified receptors.
- 8.3 Having gained an understanding of the range of effects that are predicted to occur for the Proposed Development, the relevant planning policy has been examined, and the findings used to inform decision making.

Landscape Character Baseline

- 8.4 The proposed Site and locality is situated within Landscape Character Area (LCA) F2: Sandridge Park Greensand Hills; *West Wiltshire Landscape Character Assessment, by Chris Blandford Associates, 2006*.
- 8.5 The Site and much of the surrounding local landscape is designated as a Special Landscape Area, under saved policies from the *West Wiltshire District Plan (2004)*. The SLA protects landscapes of County importance and are a non-statutory designation given status through Local Plan policy.
- 8.6 The study area comprises agricultural farmland, enclosed by small woodlands and historic parklands, with a relatively sparse and scattered settlement pattern, made up of farmsteads and small nucleated communities. The topography is generally rolling in nature, with the land rising toward Bowden Hill to the North. There is a predominantly rural character throughout, with an associated sense of tranquillity. A network of rural lanes spur off the main road corridors, delineated by mature hedgerows, that link into the wider woodland communities.
- 8.7 The Study Area is relatively sparsely populated by designated sites/ features. A limited number of statutory designated ecological sites have been identified within the Study Area, those being the woodland communities of Spy Park; Site of Special Scientific Interest (SSSI). The nearest woodland compartment within the SSSI is located circa 1.3km to the northeast and will not be effected by the Proposals.
- 8.8 Within the vicinity of the Site there are two listed buildings;
- Sandridge Tower; Grade II Listed, located circa 300m to the southeast of the Site
 - The Old Coach House - Grade II listed, located circa 380m to the west.
- 8.9 Both of these buildings are enclosed within extensive woodland, The Old Coach House is located within the enclosed wooded parkland of Sandridge Park, and Sandridge Tower within the northern extent of Morass Wood.
- 8.10 There are relatively few historic assets within the wider Study Area, with no Schedule Monuments and only a scattering of Listed Buildings identified.
- 8.11 The Bowden Hill Conservation Area occupies the northern extent of the Study Area and has the highest concentration of Listed Buildings.
- 8.12 The A3102, bisects the study area dividing it roughly into two halves, the road representing a significant transport corridor within the local landscape. The A3102 is a busy highway, creating localised auditory and visual disturbance, incongruous to the general tranquil nature of the Study Area.

- 8.13 The northern section of the Study Area represents a generally unspoiled arable, wooded landscape and is broadly reflective of the characteristics of the LCA. The southern section has a similar intrinsic nature, although it is influenced by the detracting presence of the large scale Sandridge Solar Farm.

Visual Amenity Baseline

- 8.14 In reality, the Site and extant operations are nearly completely screened by the existing boundary woodland. The topography of Hill Planting, and the screening provided by Hanging wood, restricts wider landscape visibility from the north towards Sandridge Hill. On land to the south of the Site, visual influence is restricted by intervening woodland, specifically Morass Wood that rises up the southern slope of Sandridge Hill.
- 8.15 Relatively few visual receptors have been identified within the Study area.
- 8.16 The baseline appraisal has determined three categories of Visual Receptor within the ZVI. These are:
- Occupiers of Residential properties (Sandridge Lane)
 - Users of Public Rights of Way (PROW's; MELW56, MELW50 & MELW23B)
 - Users of roads (A3102 *Sandridge Hill* and Sandridge Lane)
- 8.17 The nearest PROW; MELW56 is located 125m to the east of the Site, proceeding from the A3102 in a northerly direction before turning 90° to the east, back towards Sandridge Lane.
- 8.18 No views of the Proposed Development Area were identified during the Site visit due to the screening provided by the mature woodland that bounds the Site.
- 8.19 Along the extent of Sandridge Lane there are dwellings situated within two distinct groups, an assemblage of five residences adjacent to the junction of the A3102, and a larger group of properties located towards the northern extent of the access, neighbouring Southview Farm. The majority of the dwellings along Sandridge Lane are single storey bungalows. Of the northern group of dwellings, only the more southerly properties could have potential views, this is due to the screening provided by the adjacent woodland.
- 8.20 No views of the Proposed Development Area were identified during the Site visit due to the screening provided by the mature woodland that bounds the Site.

Development Mitigation

- 8.21 The Proposals are surrounded by a perimeter of mature woodland that screens the Development Area.
- 8.22 Any operational visual effects from the Proposals will likely only occur during winter views when there is no leaf cover. The proposed mitigation relating to Silo finishes will help limit any visual effects from potential filtered winter views. The following recommendations are suggested;
- Silos to be painted in subdued matt woodland tones.
 - Reflective / clashing finishes or incongruous branding to be avoided.
 - Operational lighting will be limited to low level illuminations wherever possible, to ensure safe working conditions and compliance with all statutory regulations, whilst minimising excessive optical pollution.

Effects on Landscape Character

- 8.23 The installation of the Silo will represent change at a very localised scale within the bounds of the Site, with no change to the extant land use. Once installed, the Silo is unlikely to be visible from outside of the Site, except for the potential of limited filtered winter views.
- 8.24 The woodland enclosure around the Site, is reflective of the LCA characteristics with mature landscape structure and parkland surrounds. The rolling landform and wooded nature of the LCA generally restricts wider landscape views towards the Site.
- 8.25 The LCA within the Study Area, has a baseline High-Medium susceptibility, however due to the inherent screening provided by the woodland enclosure, any residual effects on landscape character resulting from the Proposals are considered to be **Negligible, neutral and permanent**.
- 8.26 The Site, its locality, and the northern half of the study area, are within the Special Landscape Area designation. Any effects on the SLA will be directly comparable to the commentary provided for the LCA previously.

Effects on Visual Amenity

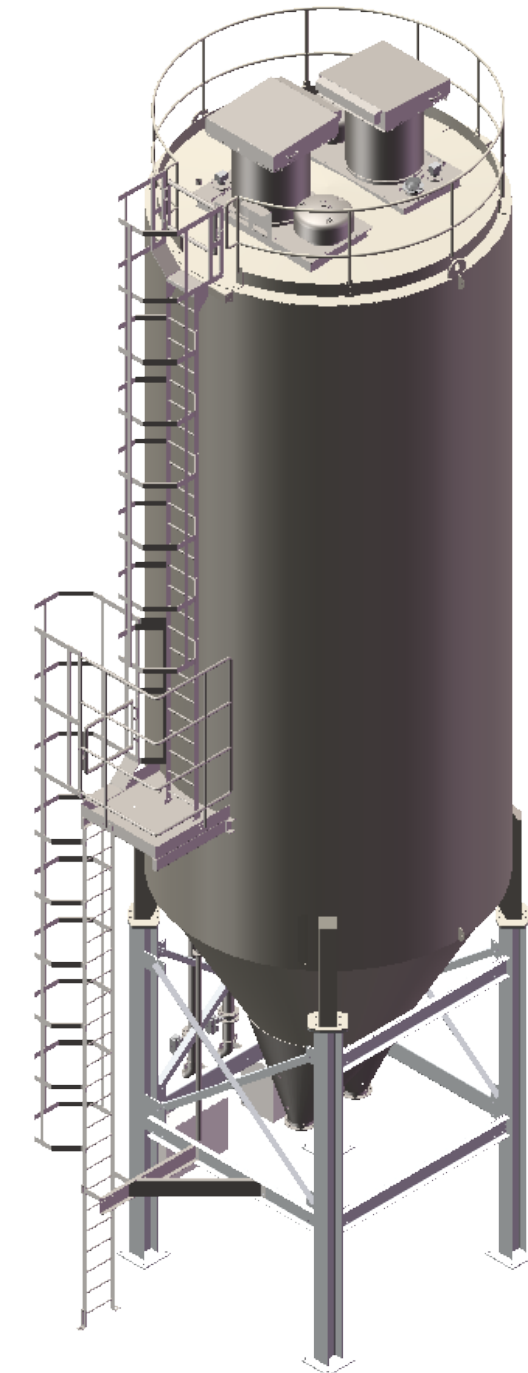
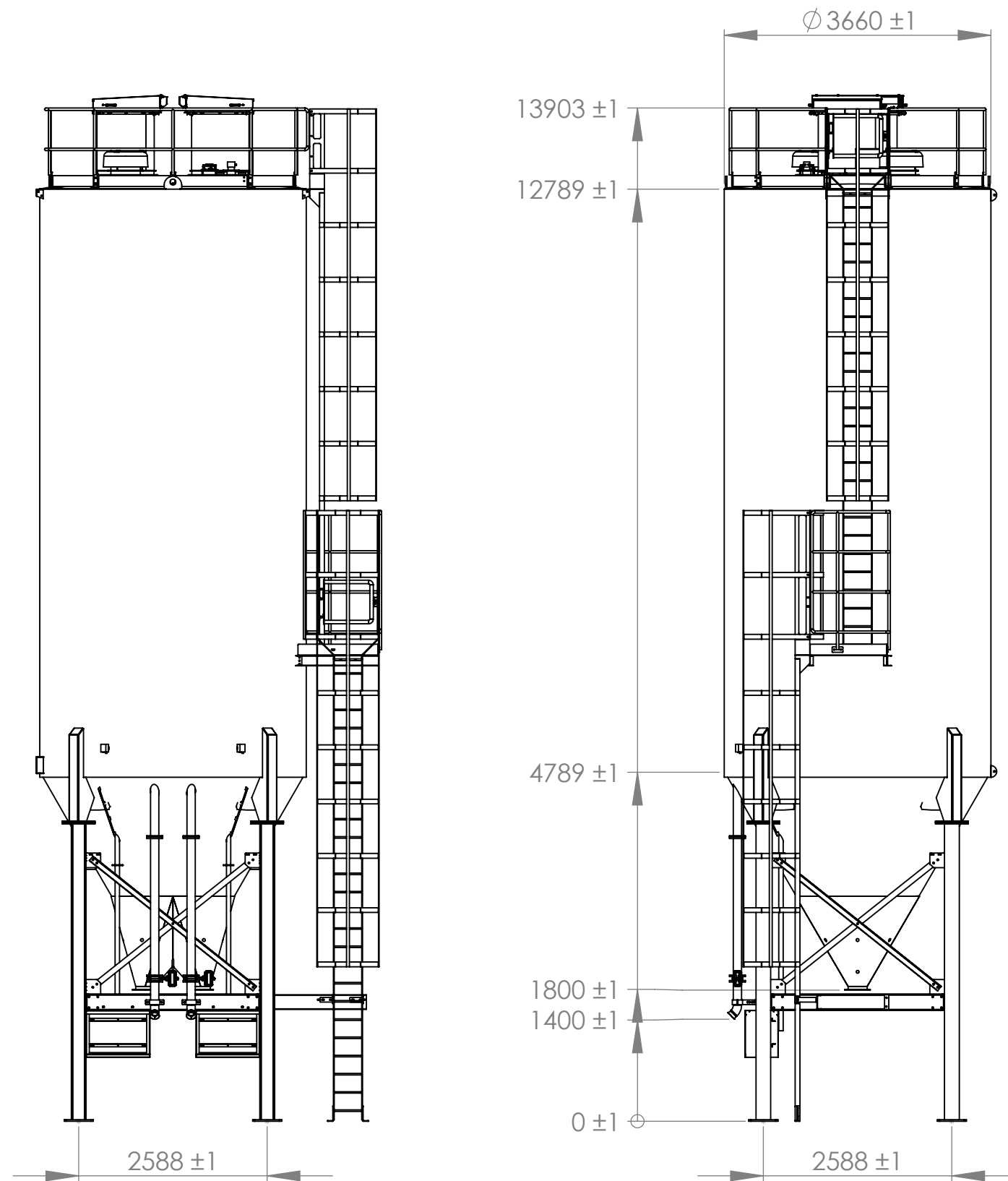
- 8.27 The construction phase of the development is expected to be very temporal, with a maximum estimated timeframe of two months. During this time the existing operations will run concurrently. Construction activities will entirely occur within the woodland periphery of the Site.
- 8.28 The only element of construction activities potentially visible outside of the Site, will be the crane utilised for the lifting and installation of the top Silo sections. It's likely that only the top extent of the crane would be visible above the treeline.
- 8.29 It is considered that a **Minor adverse and temporary** effect, will occur during the construction period for near distance views.
- 8.30 PROW no. MELW56 is the only footpath identified with potential visual effects resultant from the Proposals. The predicted massing of the Silo would be entirely screened by the existing eastern boundary woodland. The visual mass of the infrastructure would be greatest from the section of footpath that proceeds, parallel and due east of the Site. It is possible there could be some limited intervisibility during winter months when there is no leaf cover. Overall, the level of effect is predicted to be **Minor/Negligible adverse, permanent**.
- 8.31 The properties on Sandridge Lane are generally orientated away from the Site, and screened by associated garden vegetation and intervening field boundaries. Any views would have an intervening distance of circa 0.5 km. The predicted massing of the Silo is entirely screened by the existing eastern boundary woodland. There is the potential for winter views of the Proposals when there is no leaf cover. The upper crane arm may also be visible from some receptors during the construction period.
- 8.32 Overall, the level of effect is predicted to be **Minor/Negligible adverse, permanent**.
- 8.33 There is also the potential for visual effect during the winter period when there is no leaf cover, on both A3102 *Sandridge Hill* and Sandridge Lane. Any resultant effect is predicted to be **Negligible adverse, permanent**.

Conclusions

- 8.34 The Proposed Development has been designed to minimise both landscape character and visual effects, using a best practice approach that responds to a recorded baseline within a defined study area. The Proposed Development will have no discernible effect on the landscape character of the Study Area.

- 8.35 The Silo will not break the treeline and benefits from significant screening provided by the existing woodland margins that surround the Site. Any visual effects will likely be restricted to the winter period when there is no leaf cover. The proposed mitigation relating to the Silo finishes will help restrict any potential visibility.
- 8.36 The identified visual effects are very localised due to the significant extant vegetation around the Site and the enclosing nature of the surrounding woodland communities within the wider landscape.
- 8.37 No unacceptable harm to visual amenity or landscape character has been identified during the study. Analysis has shown that the proposals can successfully visually embed into their existing woodland context and only present the potential for limited winter visual effects.

ASSESSMENT DRAWINGS



120T 3660 dia Split Vertical Silo

Danfords

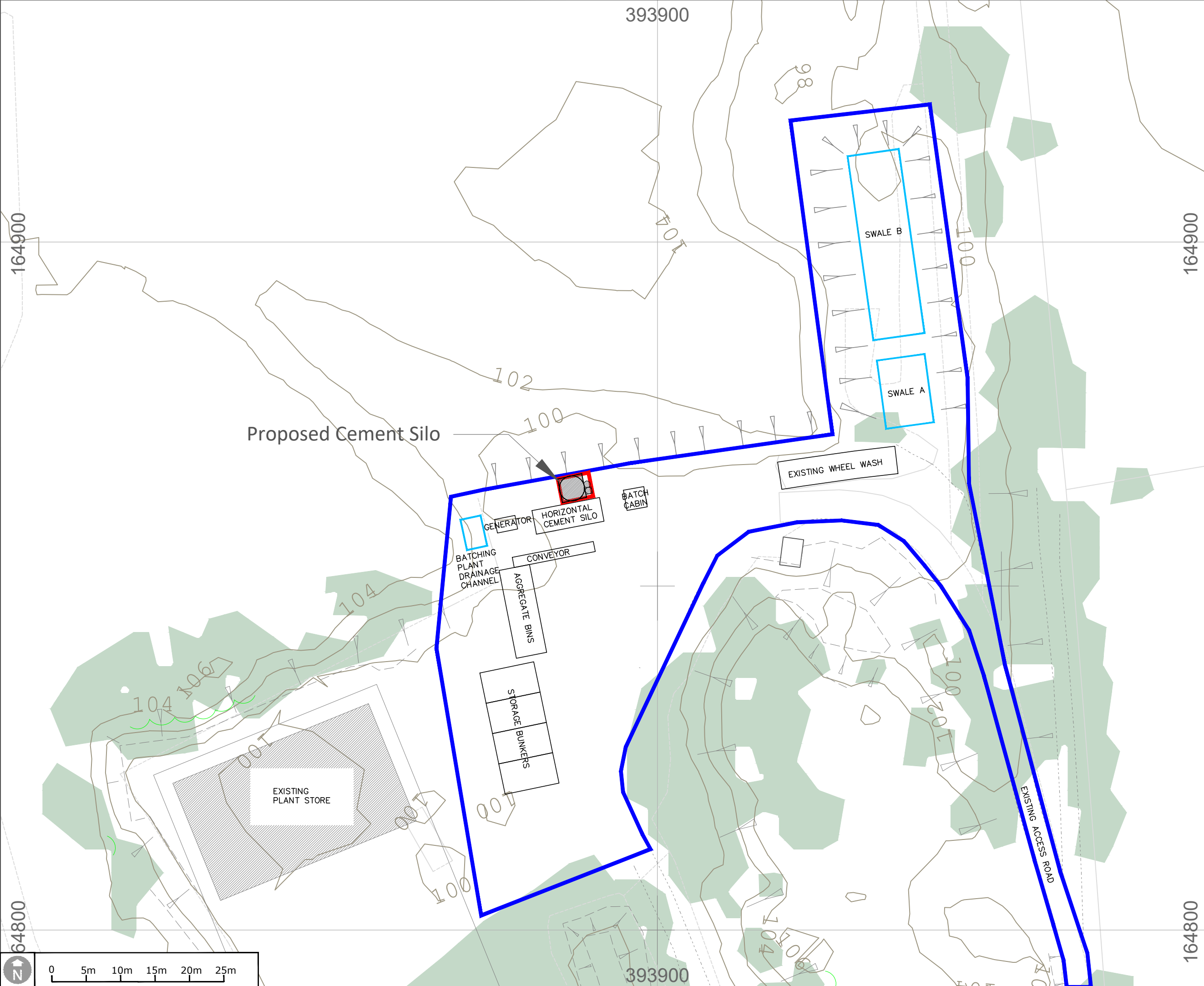
The Perfect Concrete Equipment Mix

APPENDIX 1

Development Proposals (Extracts)

Z:\3436 Melksham Concrete\3436-4-1 PRE PLANNING\3436-4-1 DR\0003-S4-P1 Proposed Site Plan.dwg

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KEY

Boundary:

Application Site

Boundary:

Other land in Applicant's control

Existing trees

Status

FINAL ISSUE

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Client

MELKSHAM MINIMIX LTD.

Project

SILO APPLICATION

Drawing Title

PROPOSED SITE PLAN

Scale	Sheet Size	Date Plotted	
1:500	A3	14/11/2025	
Client Ref.	Drawing Ref.	Drawing No.	Version
-	3436-4-1	DR-0003	S4-P1

APPENDIX 2

LVIA ASSESSMENT METHODOLOGY

1.1 The following section provides a description of the field survey and assessment methods.

Assessment Terminology

1.2 Whilst the process of assessment is referred to as landscape and visual impact it is important to note the difference between ‘impact’ and ‘effect’. The impact is what will happen i.e. the permanent loss of trees and hedgerows. The effect is the result of the impact i.e. opening of new views or a change in the perception of the local landscape character. A full glossary of the terms used in this assessment is appended or provided on request.

Guidance and Approach

1.3 Guidance emphasises the responsibility of the landscape professional carrying out the assessment to ensure that the approach and methodology adopted is appropriate for the particular development to be assessed. This assessment has been prepared in accordance with the following:

- Guidelines for Landscape and Visual Impact Assessment (3rd Edition)¹;
- An Approach to Landscape Character Assessment (October 2014, Natural England);

1.4 Other technical guidance notes (TGN) published by the Landscape Institute (LI), are also used where relevant, including:

- TGN 06/19: Visual Representation of Development Proposals (17 September 2019);
- TGN 02/21: Assessing landscape value outside national designations (26 May 2021).

Overview of the Assessment Process

1.5 Professional judgement is a very important part of the LVIA process at every stage of assessment. That said, it is also important that professional judgement is exercised within an overall assessment framework which transparently sets out the steps in the assessment process which have resulted in the final assessment of the level of effects.

1.6 In accordance with the above guidance, the preparation of this assessment involved the following key stages:

- **Establishment of the landscape baseline** - through identification and understanding of the representation of the defining landscape characteristics within the site and surrounding Study Area (in the form of landscape character assessment), and the relative value that is attached to the landscape by way of detailed desk-based study (including to identify relevant landscape designations and related planning policy) and site field work.
- **Establishment of the visual baseline** – through identification and analysis of the existing visual resource that may be affected, including the extent and nature of principle views to the proposed development from visual receptors in the Study Area.

¹ Institute of Environmental Management and Assessment and the Landscape Institute – ‘Guidelines for Landscape and Visual Impact Assessment’ Third Edition 2013.

- **Identification of Potential effects** - The broad design parameters of the project that have been established and fixed at the time of commission in terms of the nature of the proposed development, having been informed by the LVIA findings and other recommendations. This provides sufficient information to identify the likely scale and nature of the changes to landscape characteristics as well as changes affecting visual amenity.
- **Identification of landscape and visual receptors** – These are assessed and assigned their sensitivity to change. The sensitivity of landscape and visual receptors is determined by a combination of their value, and their susceptibility to change. (i.e. their ability to accommodate the proposed change without resulting in overly negative effects).
- **Identification of mitigating measures** – Iterative development of the Proposed Development and/ or mitigation measures to avoid, reduce or offset identified adverse effects. Mitigation measures have been considered in relation to ‘Primary’ measures (inherent) which form part of the design process and ‘Secondary’ measures (foreseeable) designed to address any residual adverse effects of development.
- **Assessment of the final scheme design** – Assessment of the magnitude of change to determine the level of effect, and where relevant, to identify effects that are Significant or Not Significant, in EIA terms during the construction stage, during operations and completion (restoration).
- Depending on the nature of the development, the stages may be assessed individually or in combination, and may include an assessment of cumulative effects. Where relevant, the assessment will also account for the mitigation at various stage e.g. the maturation of new planting which may differ between the point of completion (Year 1) and at the residual stage of post-completion (Year 15), unless otherwise stated.

Extent of Study Area

- 1.7 The term ‘Study Area’ relates to the area of land that has been described and assessed as part of this assessment. The definition of a Study Area is an important part of a landscape and visual impact assessment as it describes the predicted maximum geographical extents within which potential Significant environmental effects may occur.
- 1.8 The Study Area is determined by a two-stage process: a desk study to identify any relevant landscape designations and sensitive receptors in the landscape surrounding the Application Site and a field survey to assess the limits of potential significant visibility. The latter is informed by a Zone of Theoretical Visibility (ZTV) study.

Consultation

- 1.9 Where appropriate, consultation is undertaken with the local planning authority to agree viewpoints and other matters relating to the assessment. The outcome of the consultation will be detailed in the assessment.

Assumptions and Limitations

- 1.10 The assessment is subject to the following limitations and assumptions:
 - The prominence of the Proposed Development in the landscape and views will vary according to prevailing weather conditions. Professional judgement will take into consideration circumstances where the weather does not conform with ‘worst case scenario’, being a clear, bright day in winter, when vegetation foliage is at lowest and visibility is at its clearest;

- The assessment of operational effects assumes that all other aspects of the Proposed Development outside of the scope of the assessment, have been implemented;
- ZTV studies are only used to inform the selection of viewpoints. The limitations and technical specifications are provided in supporting text to these studies;
- Field assessment of visual effects is taken from publicly accessible routes and locations. For residential receptors, assumptions are made about the types of rooms in buildings and importance of views from these rooms and outdoor areas within the domestic curtilage. Domestic curtilage is determined by identifiable boundaries such as hedgerows or fencing.

Assessment of Landscape Effects

Landscape Baseline

- 1.11 The landscape baseline is the description of the existing environmental qualities of the landscape receptors and the landscape as a whole against which any future changes can be measured or landscape effects predicted and assessed.
- 1.12 The landscape baseline is established by considering both a desk study of existing sources and field work to identify and record the character of the landscape and the existing elements and features as well as the perceptual and aesthetic factors which contribute to it.
- 1.13 Landscape character and value are separately identified. This is done in order to distinguish between the ability of a landscape to physically accommodate a development in terms of landform, landcover and land use, as opposed to consideration of effects on valued aspects of the landscape which are more subjective in nature.

Landscape Character

- 1.14 Existing Landscape Character Assessments are critically reviewed to identify the key or defining characteristics that are represented in the Application Site and Study Area. Fieldwork will also determine local and/or site-specific variations.
- 1.15 Typically, the landscape baseline will identify and describe the elements that make up the landscape in the Study Area, namely:
 - **Physical Influences:** Geology, Landform/ Topography, Soils, Drainage;
 - **Land Cover:** Vegetation, Tree Cover, Built Form;
 - **Human Influences:** Land use and Management, Field Pattern, Method of Enclosure, Settlement Character, Building Character; Access.
- 1.16 The outcome of the review and fieldwork will present the extent to which the site and Study Area conform or differ from the wider landscape character assessments and to identify other specific characteristics that are relevant.

Landscape Susceptibility

- 1.17 Landscape susceptibility is the ability of an identified landscape receptor to accommodate the proposed development without undue consequences on its baseline conditions or character. Susceptibility of a landscape receptor to change is specific to the type of development being proposed in Study Area to ensure relevancy to the assessment. Where noted, the definition for the grades of susceptibility is described in Table APP 1.1 below.

Table APP 1.1 Landscape Receptor Susceptibility

Grade	Description
High	• Little or no ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • No or few references or influences within the landscape to the type of development proposed.
Medium	• Some ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • Landscapes with some noticeable existing influence or context associated with the type of development proposed.
Low	• An ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline; • Landscapes with a strong reference or influence to the type of development proposed.

- 1.18 The relationship between susceptibility to change and value can be complex and is not linear. For example, a highly valued landscape (such as a National Landscape) may have a low susceptibility to change due to both the characteristics of the landscape and/or the nature of the proposed change.

Landscape Value

- 1.19 As part of describing the landscape baseline the value of the potentially affected landscape is established. Value can apply to an area such as a relevant designation or an individual element such as a landscape feature or building which contributes to the character of the landscape. Where the Application Site is covered by a designation, the following over-arching values are given:
- High: International or Nationally designated landscapes;
 - High-Medium: Regional or locally designated landscapes.
- 1.20 In cases where the Application Site is not designated, it does not follow that it is not valued. In these instances, the site and Study Area are considered with regard to the extent of the factors listed in TGN 02/21, this being an evolution in the process previously set by GLVIA Box 5.1.
- 1.21 These factors are not fixed, but instead considered on a case-by-case basis and evaluated with regard to Table APP1.2 below. They are evaluated as High (notable contribution/influence), Medium (some contribution/influence) or Low (limited or no contribution/influence). Split grades may be possible where resulting value falls between two grade levels, such as where circumstances vary across a site or Study Area.

Table APP 1.2 Factors for determining value for non-designated landscapes

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

Landscape Sensitivity

- 1.22 Landscape sensitivity is determined by drawing together the judgements on landscape value and landscape susceptibility. It is itself then carried forward to determine the significance of effect. The assessment provides a clear rationale for both the landscape receptor's existing value and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a receptor's sensitivity has been graded in a particular way.
- 1.23 The determination of sensitivity is based on professional judgement, however, high value/ high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. Split grades are used when resulting sensitivity falls between two grades where variability in susceptibility and/or value has been a consideration.
- 1.24 To allow easier inspection and review of the assessment process Table APP 1.3 below is used to aid consistency in the definition of sensitivity.

Table APP 1.3 Sensitivity Matrix

Category		Susceptibility				
		High	Medium High	Medium	Medium /Low	Low
Value	High	High	High	Medium/High	Medium	Medium
	Medium/High	High	Medium/High	Medium	Medium	Medium/Low
	Medium	Medium/High	Medium	Medium	Medium/Low	Medium/Low
	Medium/Low	Medium	Medium	Medium/Low	Medium/Low	Low
	Low	Medium	Medium/Low	Medium/Low	Low	Low

Magnitude of Landscape Effects

1.25 The effect on landscape receptors is assessed in terms of the following factors:

- **Size and scale of the change** – considering the loss or addition of features;
- **Geographical extent of the effect** – being Wide/Medium/Local/Site e.g. within the Application Site; immediate setting (local); a larger proportion of the landscape type or character area (wider);
- **Duration of effects** - short term; medium term; long term as defined within the assessment;
- **Reversibility** - Reversible; partially reversible; permanent.

1.26 The above factors are considered together to derive an overall magnitude of effect for each identified receptor or group of receptors, which is determined by the use of professional judgement. The magnitude of effect is presented on a three-point scale of High, Medium and Low. Split grades may be possible where resulting magnitude falls between two grade levels.

Table APP 1.4 Magnitude of Effect for Landscape Receptors

Grade	Description
High	The development would result in a substantial alteration to the key landscape character or characteristics of the receptors.
Medium	The development would result in a partial alteration of or alteration to key landscape character or characteristics of the receptor
Low	The development would result in a small alteration to landscape character or characteristics of the receptor.
Negligible	The development would result in a slight alteration to landscape character or characteristics of the receptor.
None	The development would not result in an alternation to landscape character or characteristics of the receptor.

Assessment of Visual Effects

Visual Baseline

1.27 The visual baseline is the description of the existing qualities of views and visual amenity for the individual visual receptors against which any future changes can be assessed or visual effects predicted and assessed.

1.28 The visual baseline is established by considering both a desk study of existing sources such as landscape character assessments and OS mapping to identify prominent or promoted views and field work to identify and record the character and extent of the views and the features and aesthetic and perceptual factors which contribute to the general visual amenity.

Viewpoint Selection

1.29 Viewpoints are selected to illustrate the views and visual amenity experienced by the different visual receptors. This may be informed by the ZTV. In selecting the viewpoints, the following factors are taken into account:

- Viewing distance and direction – short, medium, long distance or oblique;
- The nature of the viewing experience – static views, views along a route;
- The type of view - glimpsed, panorama, screened, partial; and
- The potential for cumulative views in conjunction or in close sequence with other existing and proposed development of a similar nature (typically agreed with the LPA).

Visual Presentation Methods

- 1.30 Presentation methods for the visual impact assessment comprise panoramic photography consisting of a series of stitched single shot photographs. Field survey photographic record are prepared and presented in accordance with the Landscape Institute Technical Guidance Note 06/2019, 'Visual Representation of Development Proposals' (17th September 2019).

Value attached to views and visual amenity

- 1.31 The assessment considers the interest or reason a receptor has in experiencing a view and the value that they can reasonably attach to it.
- 1.32 The value attached to views is described as either High, Medium, or Low. Split grades may be possible where resulting value falls between two grade levels. Table APP 1.5 below gives an indication of the value assigned to views and visual amenity.

Table APP 1.5 Visual Receptor Value

Grade	Description
High	Views from and/or visual amenity associated with viewpoints of international or national importance, popular well-known visitor attractions / routes where views and visual amenity form an identified part of the attraction or route. Inclusion within widely publicised guidebooks or cultural references; residential receptors
Medium	Views from and/or the visual amenity associated with viewpoints of identified district or local importance; local well-known visitor attractions or public open spaces and routes where views and visual amenity form an integral part of the attraction; local public rights of way.
Low	Views from and/or visual amenity associated with every day locations or routes that do not benefit from any designation or cultural associations. Locations where the view of the landscape is not the primary reason for being in attendance, such as places of employment.

Susceptibility of visual receptor to change

- 1.33 Susceptibility of visual receptors to change in views and visual amenity is derived from the consideration of:
1. The occupation or reason why one is experiencing the view or area; and
 2. The amount of interest or attention one may have in the view and appearance of the area.
- 1.34 Judgements on visual susceptibility are presented on a three-step scale of Low, Medium or High. Split grades may be possible where resulting value falls between two grade levels. A description and indication of typical receptors associated with the grades of visual susceptibility are described in Table APP 1.6 below.

Table APP 1.6 Visual Receptor Susceptibility

Scale	Description of susceptibility
High	Little or no ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.
Medium	Some ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.
Low	An ability to accommodate change caused by the proposed development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity

Visual Sensitivity

- 1.35 Visual Sensitivity is derived from the judgements of value of a view or visual amenity and susceptibility of the visual receptor.
- 1.36 The assessment provides a clear rationale for both the existing value of the view or visual amenity and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a visual receptor's sensitivity has been graded in a particular way.
- 1.37 Determination of sensitivity is based on professional judgement, however, high value/high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. A three-point scale is used to define visual receptor sensitivity. Split grades are used when resulting sensitivity falls between two grades. As with the determination of landscape sensitivity, to allow easier inspection and review of the assessment process, the sensitivity matrix is used to aid consistency in the definition of visual sensitivity.

Table APP 1.7 Visual Receptor Sensitivity

Category		Susceptibility				
		High	Medium / High	Medium	Medium /Low	Low
Value	High	High	High	Medium/High	Medium	Medium
	Medium/High	High	Medium/High	Medium	Medium	Medium/Low
	Medium	Medium/High	Medium	Medium	Medium/Low	Medium/Low
	Medium/Low	Medium	Medium	Medium/Low	Medium/Low	Low
	Low	Medium	Medium/Low	Medium/Low	Low	Low

Magnitude of Visual Effects

- 1.38 The level of effect on a visual receptor is derived from an assessment of the magnitude of effect and the sensitivity of the receptor. This is informed by various factors, such as:
- **Size and scale of the change in view** – considering the loss or addition of features, changes in composition and consideration of the proportion of view occupied by the proposed development
 - **Geographical extent of the effect**- angle of view, distance of the receptor to the development and the extent over which the changes would be visible.
 - **Contrast or integration with the existing visual character** – possible areas of consideration include form, scale and mass, skyline effects, height, colour and texture.

- **Duration of visual effects** - short term; medium term; long term as defined within the assessment;
- **Reversibility** - Reversible; partially reversible; permanent.

1.39 The above factors are considered together to derive an overall magnitude of effect for each receptor, which is determined by the use of professional judgement. The magnitude of visual effect is categorised as either High, Medium or Low. Split grades between these categories can be used where the magnitude fits neither category. A description of the visual magnitude categories is shown in Table APP 1.8.

Table APP 1.8 Magnitude of Effect for Visual Receptors

Grade	Description
High	The proposed development would result in a substantial change to the identified view or visual amenity
Medium	The proposed development would result in a partial alteration to the identified view or visual amenity
Low	The proposed development would result in a small alteration to the identified view or visual amenity
Negligible	The proposed development would result in a barely discernible alteration to the identified view or visual amenity
None	The proposed development would not alter the identified view or visual amenity

Significance and Nature of Effect on Landscape and Visual Receptors

1.40 The assessment of the significance of effect is derived by combining the judgements of sensitivity and magnitude of effect for each landscape and visual receptor along with a clear narrative of the reasoning behind the assessment. The significance of an effect can be beneficial, adverse or neutral, permanent or temporary:

- **Adverse effects** are those that would be damaging to the key characteristics arising from either their loss, reduction or introduction of uncharacteristic elements so as to degrade the quality and integrity of the landscape and or visual resource.
- **Beneficial effects** are those that would result in an improvement in the key characteristics arising from improvement or introduction of new positive elements or removal of existing incongruous elements so as to improve the quality and integrity of the landscape and/or visual resource;
- **Neutral effects** are those effects that would maintain, on balance, the key characteristics and existing levels of the quality and integrity of the landscape and/or visual resource.

1.41 To aid consistency and allow easier inspection and review of results checklists, tables and matrices are used as a guide, alongside professional judgement. These include the use of matrices for the determination of significance thresholds, whereby the predicted magnitude of an effect is assessed against the sensitivity of a given receptor. This provides an indication of the level or significance of an effect (see Table APP 1.9 below). For the purposes of the assessment and unless stated otherwise in the EIA methodology or report, the threshold for significant effects is moderate or greater, shaded blue in Table 1.9 below.

Table APP 1.9 Significance of Effects Matrix

Category		Receptor Sensitivity		
		High	Medium	Low
Magnitude of Effect	High	Major	Major/Moderate	Moderate
	Medium	Major/Moderate	Moderate	Minor
	Low	Moderate	Minor	Minor/Negligible
	Negligible	Minor	Minor/Negligible	Negligible
	None	None	None	None

- 1.42 Definitions are provided below. Where necessary, the intermediary categories between Major, Moderate and Low will be explained within the main body of the assessment.

Table APP 1.10 Significance of Effect Definitions

Significance of effect	Landscape	Visual
Major	The proposals will result in a substantial change in the key characteristics of the receptor or alterations to the quality and integrity of the landscape receptor such that the proposals are one of the principal elements altering the baseline landscape context.	The proposals will result in a substantial in view or introduce/ alter elements, features or characteristics where the baseline visual context alters with the proposals being one of the principal visual elements.
Moderate	The proposals will result in a partial change in the key characteristics of the receptor or partial alterations to the quality and integrity of the landscape receptor but where the baseline landscape context remains.	The proposals will result in a partial change in view or introduce/ alter elements, features or characteristics but where the baseline visual context remains.
Minor	The proposals will result in a small change in character of the receptor that is discernible but does not alter its key characteristics or will alter the quality and integrity of the landscape receptor in a small way.	The proposals will result in a small change in view/ areas of visual amenity or introduce/ alter elements, features or characteristics but where the change is not prominent.
Negligible	Slight change in the key characteristics of the landscape or alterations to the legibility of the landscape receptor.	The proposals will result in a barely discernible change in view/ areas visual amenity.
None	No change to the key characteristics of the landscape or alterations to the legibility of the landscape receptor.	No change to the view / visual amenity.

Glossary of Terms

(Derived from current IEMA/LI Guidelines with additional glossary)

Access land	Land where the public have access either by legal right or by informal agreement.
Baseline studies	Work done to determine and describe the environmental conditions against which any future changes can be measured or predicted and assessed.
Characterisation	The process of identifying areas of similar landscape character, classifying and mapping them and describing their character.
Characteristics	Elements, or combinations of elements, which make a contribution to distinctive landscape character.
Compensation	Measures devised to offset or compensate for residual adverse effects which cannot be prevented/avoided or further reduced.
Competent authority	The authority which determines the application for consent, permission, licence or other authorisation to proceed with a proposal. It is the authority that must consider the environmental information before granting any kind of authorisation.
Consultation bodies	Any body specified in the relevant EIA Regulations which the competent authority must consult in respect of an EIA, and which also has a duty to provide a scoping opinion and information.
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.
Development	Any proposal that results in a change to the landscape and/or visual environment.
Direct effect	An effect that is directly attributable to the proposed development.
‘Do nothing’ situation	Continued change or evolution in the landscape in the absence of the proposed development.
Ecosystem services	The benefits provided by ecosystems that contribute to making human life both possible and worth living. The Millennium Ecosystem Assessment (www.unep.org/maweb/en/index.aspx) grouped ecosystem services into four broad categories: 1. supporting services, such as nutrient cycling, oxygen production and soil formation – these underpin the provision of the other ‘service’ categories; 2. provisioning services, such as food, fibre, fuel and water; 3. regulating services, such as climate regulation, water purification and flood protection; 4. cultural services, such as education, recreation and aesthetic value.
Elements	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings.
Enhancement	Proposals that seek to improve the landscape resource and the visual amenity of the proposed development site and its wider setting, over and above its baseline condition.
Environmental Impact Assessment (EIA)	The process of gathering environmental information; describing a development; identifying and describing the likely significant environmental effects of the project; defining ways of preventing/avoiding, reducing, or offsetting or compensating for any adverse effects; consulting the general public and specific bodies with responsibilities for the environment; and presenting the results to the competent authority to inform the decision on whether the project should proceed.
Environmental Statement	A statement that includes the information that is reasonably required to assess the environmental effects of the development and which the applicant can, having regard in particular to current knowledge and methods of assessment, reasonably be required to compile, but that includes at least the information referred to in the EIA Regulations.
Feature	Particularly prominent or eye-catching elements in the landscape, such as tree clumps, church

towers or wooded skylines OR a particular aspect of the project proposals.

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)	Networks of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.
Heritage	The historic environment and especially valued assets and qualities such as historic buildings and cultural traditions.
Historic Landscape Characterisation (HLC and Historic Land-use Assessment (HLA)	Historic characterisation is the identification and interpretation of the historic dimension of the present-day landscape or townscape within a given area. HLC is the term used in England and Wales, HLA is the term used in Scotland.
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 cover	The surface cover of the land, usually expressed in terms of vegetation cover or lack of it. Related to but not the same as land use.
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	The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes.
Landscape and Visual Impact Assessment (LVIA)	A tool used to identify and assess the likely significance 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 capacity	The degree to which a particular landscape character type or area is able to accommodate change without unacceptable adverse effects on its character. Capacity is likely to vary according to the type and nature of change being proposed.
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 (LCAs)	These are single unique areas which are the discrete geographical areas of a particular landscape type.
Landscape Character Assessment (LCA)	The process of identifying and describing variation of 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 landscapes distinctive. The process results in the production of a Landscape Character Assessment.
Landscape Character Types (LCTs)	These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic

attributes.

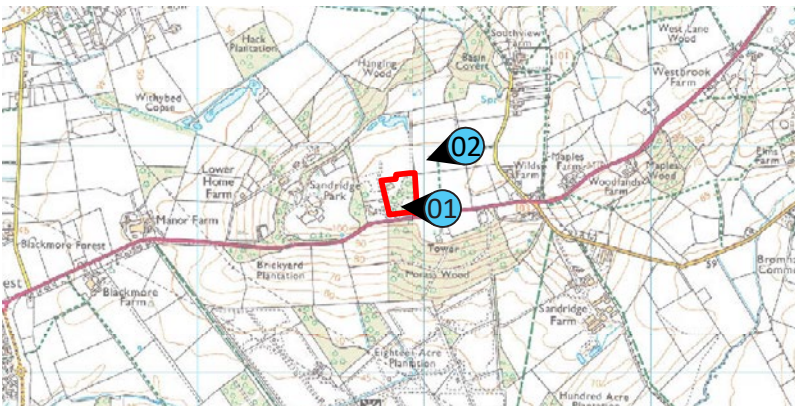
Landscape classification	A process of sorting the landscape into different types using selected criteria but without attaching relative values to different sorts of landscape.
Landscape effects	Effects on the landscape as a resource in its own right.
Landscape features	A prominent eye-catching element, e.g. wooded hill top and church spire.
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 strategy	The overall vision and objectives for what the landscape should be like in the future, and what is thought to be desirable for a particular landscape type or area as a whole, usually expressed in formally adopted plans and programmes or related documents.
Landscape value	The relative value that is attached to different landscapes 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.
Parameters	A limit or boundary which defines the scope of a particular process or activity.
Perception	Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences).
Photomontage	A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.
Receptors	See Landscape receptors and Visual receptors.
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.
Seascape	Landscapes with views of the coast or seas, and coasts and adjacent marine environments with cultural, historical and archaeological links with each other.
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.
Stakeholders	The whole constituency of individuals and groups who have an interest in a subject or place.
Strategic Environmental Assessment (SEA)	The process of considering the environmental effects of certain public plans, programmes or strategies at a strategic level.
Susceptibility	The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences.
Time depth	Historical layering – the idea of landscape as a ‘palimpsest’, a much written-over manuscript.
Townscape	The character and composition of the built environment including the buildings and the relationships between them, the different types of urban open space, including green spaces, and the relationship between buildings and open spaces.
Tranquillity	A state of calm and quietude associated with peace, considered to be a significant 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 the development.
Zone of Theoretical Visibility (ZTV)	A map, usually digitally produced, showing areas of land within which a development is theoretically visible.
Zone of Significant Visibility (ZSV)	Area within a ZTV from which a proposed development is likely to draw the eye of a casual observer, based on field observations.

APPENDIX 3

Photographic Field Survey Record



Viewpoint 01 details

Grid Reference: E: 394091, N: 164723
Altitude AOD: 102m
Distance to Site: 118m
Date: 25/09/2025
Time: 11:24

Viewpoint 02 details

Grid Reference: E: 394173, N: 164983
Altitude AOD: 101m
Distance to Site: 226m
Date: 25/09/2025
Time: 09:46

Project	MELKSHAM CONCRETE SILO
Client	MELKSHAM MINIMIX LTD
Drawing Ref & Title	3436-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 2 - SHEET 1 OF 4
Date	NOV 2025

PLANNING

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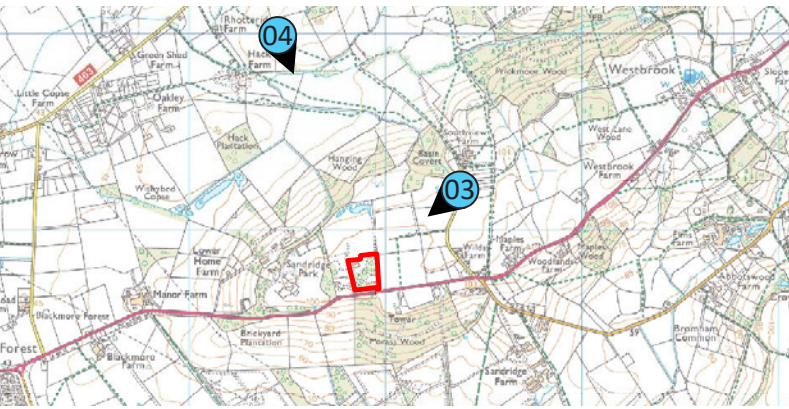
t: 01793 612173
e: mail@davidjarvis.biz
w: www.davidjarvis.biz



Viewpoint 03 - View north-east, from Sandridge Lane



Viewpoint 04 - View north-west, from footpath MELW50



Viewpoint 03 details

Grid Reference: E: 394377, N: 165189
Altitude AOD: 96m
Distance to Site: 495m

Date: 25/09/2025
Time: 09:55

Viewpoint 04 details

Grid Reference: E: 393467, N: 166005
Altitude AOD: 61m
Distance to Site: 1168m

Date: 25/09/2025
Time: 10:33

Project	MELKSHAM CONCRETE SILO
Client	MELKSHAM MINIMIX LTD
Drawing Ref & Title	3436-4-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD	
APPENDIX 2 - SHEET 2 OF 4	
Date	NOV 2025

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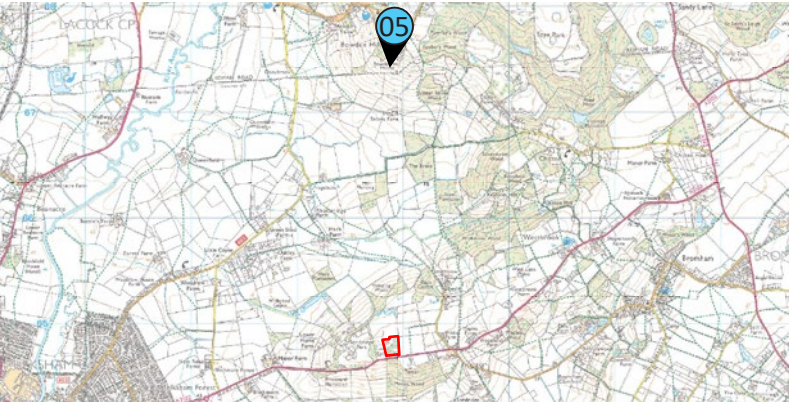
t: 01793 612173
e: mail@davidjarvis.biz
w: www.davidjarvis.biz



Viewpoint 05 - View north, from Bowden Hill (marked roadside viewpoint)



Viewpoint 05



Viewpoint 05 details

Grid Reference: E: 393886, N: 167832
Altitude AOD: 145m
Distance to Site: 2898m
Date: 25/09/2025
Time: 12:03

Project	MELKSHAM CONCRETE SILO
Client	MELKSHAM MINIMIX LTD
Drawing Ref & Title	3436-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 2 - SHEET 3 OF 4
Date	NOV 2025

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