

Landscape and Visual Impact Appraisal

Land at Penn Farm, Calne

November 2025



Turley

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Client

Castlewood Properties Ventures Limited

Our reference

CASS3002

November 2025

1. Introduction

- 1.1 This standalone Landscape and Visual Impact Appraisal (LVIA) for Land at Penn Farm, Calne has been prepared by Turley Landscape and VIA on behalf of Castlewood Properties Ventures Ltd to assess the effect of the outline planning application proposal for a new residential development. The description of development, for which planning permission is being sought is as follows:

“Outline planning application with all matters reserved (except for access into the site) for the proposed development of up to 210 residential dwellings, and 0.75ha of employment land and ancillary uses, open space, vehicular and pedestrian accesses, landscaping, drainage measures and all other associated works including the demolition existing buildings and structure.”

- 1.2 For the purpose of the LVIA the site is referred to as the ‘Site’ or ‘Application Site’ and the application proposal is referred to as the ‘Proposed Development’. The LVIA has been undertaken to inform the preparation of development proposals for the Site and ascertain the likely effect of the Proposed Development on landscape and visual receptors. It has been prepared by chartered landscape architects from Turley Landscape and VIA.

- 1.3 The LVIA is set out in eight sections. Section two provides a summary of the methodology used for the appraisal and section three provides a summary of the relevant national and local planning policy and designations. The fourth and fifth sections discuss the baseline situation of the Site and the surrounding area in terms of ‘landscape character’, ‘landscape elements’ and ‘visual amenity’. The penultimate section provides a summary of the Proposed Development (including proposed landscape mitigation measures) and an appraisal of effects of the Proposed Development on the identified baseline situation. Finally, a summary of the appraisal and conclusions is provided in section eight.

- 1.4 The LVIA is supported by a series of appendices, which include figures, photos and visualisations, and can be found within and at the end of this document. The LVIA should also be read in conjunction with the information produced to support the planning application, on which this assessment is based. As follows:

- Parameter Plans by Turley Design
- Indicative material provided in the Framework Masterplan and Design and Access Statement by Turley Design
- Landscape Strategy by Turley Design (contained within the Design and Access Statement)
- Wider Masterplan Document for draft allocation area.

- 1.5 The LVIA process played an important role in informing both the Parameter Plan and the Framework Masterplan with the baseline landscape and visual analysis undertaken at an early stage in the design development process. This identified the key landscape opportunities and constraints together with key design principles to inform the

masterplan development. The Landscape Strategy has also been directly informed by the LVIA process, and the scheme has evolved to address feedback from consultation responses.

2. Appraisal Methodology

- 2.1 The methodology and approach adopted in undertaking this appraisal uses structured, informed and reasoned professional judgement taking into account a combination of quantitative and qualitative factors.

Site Location and Description

- 2.2 The Site is located on the north eastern edge of Calne within the jurisdiction of Wiltshire Council. It falls within the Civil Parish of Calne Without, which encompasses the open landscape surrounding Calne Civil Parish. The western boundary of the Site forms the boundary between the two parishes of Calne and Calne Without. The Site comprises of arable fields and a small industrial estate, located to the north of Spitfire Road. The Site forms part of a draft allocation under Policy 11: Land to the North of Spitfire Road, Calne in the Wiltshire Local Plan Pre-Submission draft 2020-2038 (Regulation 19) which is currently undergoing examination.

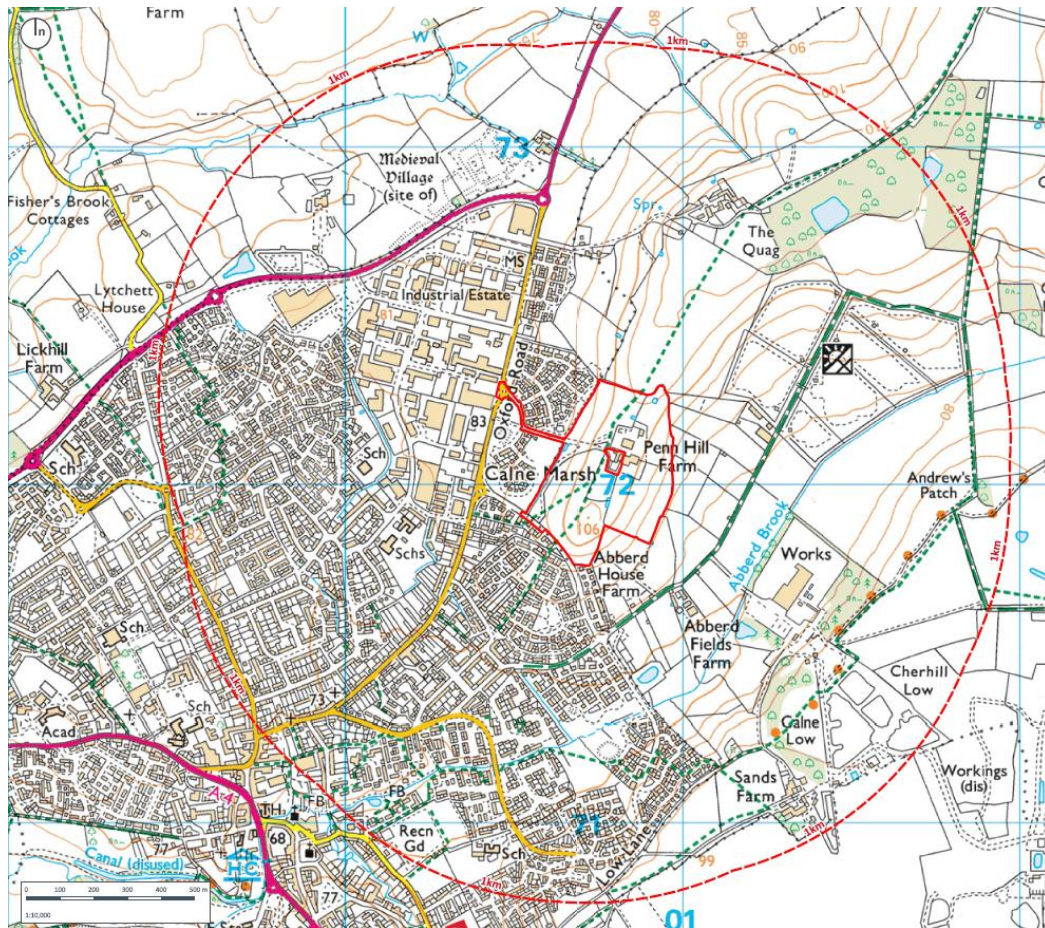


Figure 2.1: Site boundary and Principal Study Area

- 2.3 To the west of the Site, a recent residential development by Hills Group comprising of 200 units has been constructed and to the southeast of the Site a further residential development of 21 units by Backhouse Ltd has been constructed. To the east and north of the Site there is a mix of uses including Hills Calne Quarry, the Spitfire Road solar farm,

small industrial units, waste management sites and open agricultural fields. The land to the east of the Site which also falls within the draft allocation is subject to a separate outline planning application for up to 300 dwellings (Ref: PL/2025/02426) on land to the north of Abberd Lane. This planning application is yet to be determined.

Study Area

- 2.4 A one kilometre radius search has been established for the Principal Study Area based on the scale of the Proposed Development, the landscape context and the enclosure of the Site. The Principal Study Area is identified within **Figure 1 of Appendix 3**. The visual appraisal will consider the approximate zone of visual influence (ZVI) of the proposal within this Study Area, with further long distance views being considered where identified and relevant within a wider 5km study area. The identification of views has been informed by the preparation of Zone of Theoretical Visibility (ZTV) plans prepared in GIS software and provided at **Figures 5a and 5b of Appendix 3**.
- 2.5 There would be more distant areas with some inter-visibility with the Site. However, it is considered that the effects on receptors beyond the Study Area would be so minor that detailed assessment is not warranted. This approach is supported by GLVIA3 which states that the scale of assessment should be appropriate and proportional to the nature of the proposed development.

Surveys

- 2.6 A preliminary desk study was undertaken to establish the physical components of the Appraisal Site and its surroundings along with potential visual receptors. Ordnance Survey (OS) maps and aerial photography were utilised to identify these features. A series of field studies were undertaken by chartered landscape architects from Turley Landscape and VIA in January 2021 and October 2022, during which the visibility was good. Features of the Site and the surrounding area were identified and verified along with the visual receptors previously established. The field study also involved travelling through parts of the study area and producing a working photographic record of key views and features.
- 2.7 The LVIA is supported by a series of Accurate Visual Representations (AVRs) prepared by specialist consultants Troopers Hill. A copy of these images is provided at **Appendix 4**. The baseline viewpoint photography and survey work for these AVRs was undertaken in February 2024.

Methodology

- 2.8 The appraisal is carried out in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition (2013)¹; An Approach to Landscape Character Assessment (2014)²; the Landscape Character Assessment: Technical Information Note

¹ The Landscape Institute and the Institute of Environmental Management and Assessment (Third Edition 2013) *Guidelines for Landscape and Visual Assessment*

² Natural England (2014) *An Approach to Landscape Character Assessment*

08/2015 (2016)³; and, Visual Representation of Development Proposals (2019)⁴. The full LVIA methodology is set out in **Appendix 2**.

- 2.9 In summary, the approach is to establish the baseline condition of the existing landscape character and visual receptors of the Site and its surroundings. The Proposed Development is then discussed and the potential degree of 'effect' it will have is predicted. Consideration is then given to the residual effect of the Proposed Development once proposed landscape planting has matured.

Consultation

- 2.10 An email setting out the proposed scope of assessment and methodology for the LVIA including the proposed landscape and visual receptors and representative views to be assessed was sent to the landscape officer at Wiltshire Council on the 13th September 2022. A subsequent informal discussion was carried out by video call on the 29th September with the landscape officer. Following these discussions, two additional viewpoints and associated visual receptors were added to reflect views from the new public open space within the housing development to the north west of the Site and views from the public bridleway crossing more elevated land to the northwest of the Site close to Whitley Farm.
- 2.11 A planning application for the Site was originally submitted in 2023 under planning reference: PL/2023/02331 and was subsequently withdrawn. Consultation responses were received on the planning application from both the Landscape and Urban Design Officers at Wiltshire Council. The following updates to the scheme proposals and application material relevant to this LVIA have been made as part of this new planning application.
- AVRs have been provided to further demonstrate the visual impacts of the Proposed Development in key views including additional views requested by the Urban Design Officer from Sand Pit Road and Oxford Road. The AVRs informed the design process and the Parameter Plans were amended following testing of the scheme with wireline images.
 - Residential development has been restricted to two storeys above the 100m contour line and along the south facing slope.
 - The developable area has been pulled back from the hedgerow that follows the ridgeline to allow for additional planting along the brow of Penn Hill to provide additional screening to houses in long range views.
 - The developable area has been pulled back from the southeast corner of the Site and the LEAP relocated to improve visual relationship with Sand Pit Road and reduce the prominence of housing on the south facing slope.

³ The Landscape Institute (2016) *Landscape Character Assessment: Technical Information Note 08/2015*

⁴ Landscape Institute (2019) *Visual Representation of Development Proposals, Technical Information Note 06/19*

- New public footpath links have been extended on the Framework Masterplan to demonstrate connectivity with the proposed scheme (live application) at Land North of Abberd Lane.
- The positioning of street tree planting has been checked through the preparation of the Landscape Strategy to ensure minimum distances of 6m between a dwelling and a tree can be provided through the developable areas. This is to ensure the Proposed Development can meet requirements for tree lined streets under NPPF paragraph 136.

3. Relevant Planning Policy Context and Designations

Summary of Planning Policy Context

- 3.1 The national and local planning policy context of the Site of relevance to landscape and visual matters is briefly summarised below with further detail set out in **Appendix 1**.
- 3.2 The **National Planning Policy Framework** (NPPF) sets out a hierarchical approach to landscape protection. Paragraph 187 states that the planning system should ‘*contribute to and enhance the natural and local environment*’ by a number of things including:
- a) protecting and enhancing valued landscapes...(in a manner commensurate with their statutory status or identified quality in the development plan);*
- b) recognising the intrinsic character and beauty of the countryside...*
- 3.3 No specific guidance is provided on what constitutes a ‘valued landscape’. However, paragraph 188 states that ‘*Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries*’. Consideration is given to the value of the Appraisal Site and its landscape features later in this report.
- 3.4 Paragraph 189 states that ‘*Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes which have the highest status of protection in relation to these issues*’. It goes on to state that ‘*development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.*’
- 3.5 The local development plan comprises the Wiltshire Core Strategy (2015), the ‘saved’ policies of the North Wiltshire Local Plan (2006), the Wiltshire Housing Site Allocations Plan (2020) and the made Calne Community Neighbourhood Plan (2018). The Core Strategy identifies Calne as a Market Town. The Site falls outside of the Market Town settlement boundary and within the Calne Community Area which is a broad area comprising the landscape surrounding Calne including parts of the North Wessex Downs National Landscape. The strategy states that the Calne Community Area will deliver a modest and sustainable level of development with the overall objective of conserving the designated landscape.
- 3.6 **Core Strategy** Policy 51 seeks to protect, conserve and enhance Wiltshire’s distinctive landscape character and refers to the Landscape Character Assessments that cover the County, of which, the Wiltshire Landscape Character Assessment (2005) and the North Wiltshire Landscape Character Assessment (2004) are relevant to the Site.

- 3.7 The vision set out within the **Calne Community Neighbourhood Plan 2 (2025)** states that *“the beauty of an outstanding landscape will be enhanced”* and that *‘the valued and visually appealing characteristics of the hamlets, villages and the town of Calne will be retained, while allowing for innovative and imaginative additions to both the built and natural environments’*. Policy BE1 ‘Design Principles for Local Distinctiveness’ requires development to demonstrate high-quality design that actively conserves, enhances, and reinforces the positive landscape characteristics of the different character areas within the Neighbourhood Plan area.
- 3.8 Policy NE5 requires proposals for new development to respect the rural setting of Calne and Calne Without. Development proposals are required to *‘assess and address, with mitigation where appropriate’* on the following:
- a. the rural edges of the town and villages where views both in and out and linkages are an integral part of the character of these places;*
 - b. the physical separation (countryside gaps) that protects the separate identity of settlements and landscape features as shown on figure 5a;*
 - c. the dominance of the natural features that provide the setting for these settlements such as the valley setting of Calne below rural hilltops;*
 - d. the rural qualities of the country lanes;*
 - e. important views, including but not limited to, the 3 views identified in the Design Guide, should be protected;*
 - f. tranquillity and the need to protect against intrusion from light and noise pollution.*
- 3.9 The policy also states that *‘Wherever possible, development should deliver enhancements to the landscape character including well integrated additional planting’*.
- 3.10 Policy BE1 requires development to be designed to a high quality that reinforces local distinctiveness.
- 3.11 Wiltshire is currently reviewing its Local Plan. The Wiltshire Local Plan Pre-Submission Draft 2020-2038 (Regulation 19) is currently undergoing examination. Due to the progressed nature of the plan, the draft policies should be given weight.
- 3.12 Within the draft Local Plan, the Site forms part of a residential led allocation for approximately 570 dwellings, local centre, nursery and employment land under Policy 11: Land to the North of Spitfire Road, Calne. The concept plan provided with the policy is set out at **Figure 3.1**. The policy information requests that the masterplan incorporates *‘appropriate landscape buffers to new settlement edges in the north and east of the site and through the development, to ensure a well-integrated settlement expansion to the east of Calne and avoid where possible development on higher landform to prevent harm to the Area of Outstanding Natural Beauty’*.

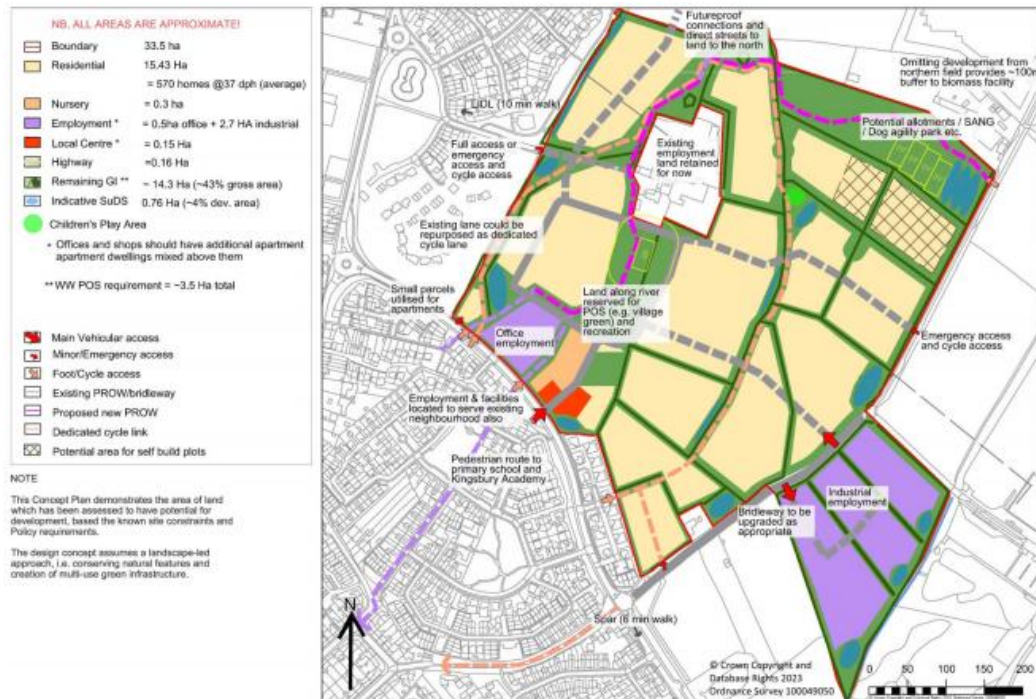


Figure 3.1: Extract from the Wiltshire Local Plan Pre-Submission Draft 2020-2038 (Regulation 19) showing the Concept Plan for 'Land to the North of Spitfire Road, Calne'

3.13 The Concept Plan indicates development across the majority of the Site with a central corridor of higher ground kept free from development. The Proposed Development has been informed by the full suite of technical constraints including drainage requirements, ecology, levels and landscape considerations. As such, there are some differences in approach to the developable extents; these are described in detail in Section 6.

Landscape and Environmental Designations

3.14 The Site is not covered by a national landscape designation. It was also not identified at a local level as one of the Special Landscape Areas (SLA) within the Wiltshire Structure Plan. The closest SLA to the site is landscape to the southwest of Calne (c. 1.75km from the Site) including Bowood Park and Bowden Hill. The following designations are of relevance to the landscape context of the Site:

- At its closest point, the **North Wessex Downs National Landscape** is located approximately 1.45km to the east of the Site. In the National Landscape Management Plan 2025-2030 (published November 2025) the area is described as an area of undeveloped chalk downland with a mosaic of semi-natural chalk grassland, woodland, pasture, heath and commons. The North Wessex Downs AONB Position Statement on Setting (2019) identifies that the setting “*does not have a defined geographical boundary but it should be addressed as the area within which development and land management proposals, by virtue of their nature, size, scale, siting, materials or design can be considered to have an impact, either positive or negative, on the natural beauty and special qualities of the North Wessex Downs AONB*”. The statement sets out ways of minimising adverse visual

impacts on the setting of the AONB (now National Landscape) including care over orientation and site layout; careful use of colours, materials and non-reflective structures; restraint over lighting; and, grouping of structures to avoid new expanses of development that are visible and out of context.

- The nearest **Listed Building** is the Bricklayers Arms Public House (grade II) located approximately 180m from the southwest corner of the Site.
- A **Scheduled Monument**, Medieval settlement 520m north east of Lower Beversbrook Farm is identified approximately 600m to the northwest of the Site.
- The Bowood House **Registered Park and Garden** (grade I) is located approximately 2.8km to the southwest of the Site. This area and the landscape extending east towards Calne including Pinhills Farm were part of the Spye Park Special Landscape Area formerly designated in the Wiltshire Structure Plan and the Kennet Local Plan 2011. Policy NR9 relating Special Landscape Areas has not been 'saved' but indicates the potential local value of this landscape.

4. Baseline Landscape Appraisal

4.1 The baseline landscape appraisal comprises the following five parts:

- review of the relevant landscape character assessments (at national, County and District level) to understand the landscape character context of the Site.
- assessment as to whether the Site's landscape elements reflect and contribute to the characteristics of the recognised landscape character types or areas within the district level landscape character assessment.
- analysis of the local landscape elements and characteristics of the Site and its immediate context; and,
- identification of key landscape receptors against which the impact of the proposals should be assessed.

Landscape Character Context

4.2 The key landscape character assessments of relevance to the Site and immediate context were identified as:

- National level: National Character Area (NCA) Profiles prepared by Natural England;
- County level: Wiltshire Landscape Character Assessment (2005); and,
- District level: North Wiltshire Landscape Character Assessment (2004).

National Level Character Assessment

4.3 At a national level the Appraisal Site is located within 'NCA 117: Avon Vales'. The National Character Area (NCA) profile for this area, prepared by Natural England, describes it as a *"low-lying, clay-dominated open landscape, with the higher ground of the Salisbury Plain and West Wiltshire Downs National Character Area (NCA) to the south"*. The NCA profile provides a high level overview of the landscape characteristics.

Wiltshire Landscape Character Assessment (2005)

4.4 In the Wiltshire Landscape Character Assessment⁵, the Site is located within the 'Swindon-Calne Rolling Clay Lowland (11A)' Landscape Character Area and within the Landscape Type 'Rolling Clay Lowland'.

⁵ Land Use Consultants (2005) Wiltshire Landscape Character Assessment

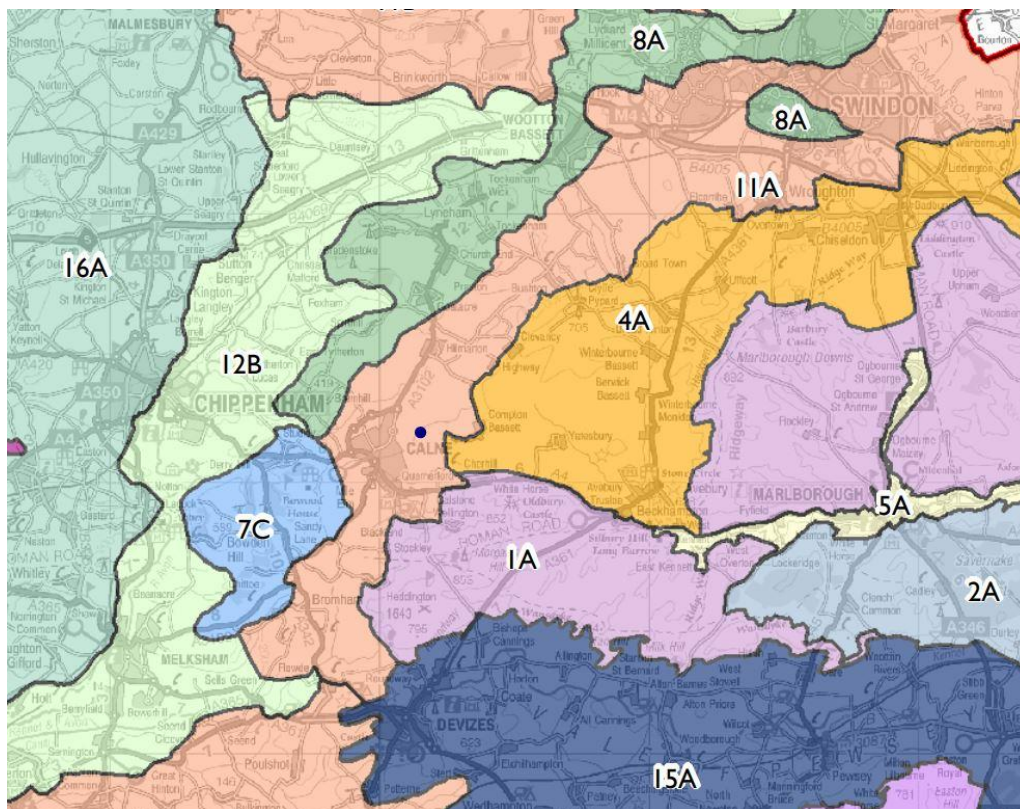


Figure 4.1: Extract from Wiltshire Landscape Character Assessment: Location of Application Site marked with blue dot

4.5 The key characteristics of the ‘*Rolling Clay Lowland*’ Landscape Type are as follows, those relevant to the Site have been underlined:

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

- *A largely peaceful, rural landscape.”*
- 4.6 A summary is provided of the ‘Swindon-Calne Rolling Clay Lowland (11A)’ Landscape Character Area. This includes reference to the views to surrounding hills and chalk scarp which is said to “*emphasise the comparatively level and open character of the area.*” The modern built edges of Calne are said to influence the surrounding landscape, with this mitigated to some extent by woodland cover.
- 4.7 The evaluation of the ‘Rolling Clay Lowland’ Landscape Type identifies positive landscape features of significance. This includes the following features that are present within the Site:
- *Strong pattern of hedgerows and mature hedgerow trees.*
 - *Woodland blocks of high ecological value.*
 - *Views to Chalk scarps and Limestone ridge.*
- 4.8 The lack of new hedgerow trees to replace the existing mature trees is identified as a force for change. The pressure for further expansion of settlement and the character of small villages and scattered farmsteads being threatened by new development is also identified.
- 4.9 The condition of the landscape is judged to be **good**. The overall strength of character is identified as **moderate**. The strategy for the landscape is as follows:
- “The strategy for the Rolling Clay Lowland is to conserve the peaceful rural landscape with its hedgerow network, rich riparian vegetation, remnant meadows, ancient woodlands and pattern of small villages and scattered farmsteads and to strengthen its character through measures to minimise the urbanising influence of large towns, new settlement and transport routes and to improve the woodlands and farmlands by encouraging management to retain or enhance their biodiversity and historic character”.*
- 4.10 The following identified broad managements objectives are considered particularly relevant for the Site and type of development proposed:
- *Retain and manage the dense hedgerow network and nurture new hedgerow trees.*
 - *Introduce new tree planting along watercourses using typical riparian species such as alder and willow.*
 - *Ensure that landscape is at the foundation of decisions about the growth of settlements (e.g.Swindon and Calne) and that landscape is used to provide a strong framework within which changes can happen in a sustainable way.*
 - *Consider strengthening the enclosed character of the landscape and screening views to intrusive urban edges through nurturing existing and planting new woodland.*

North Wiltshire Landscape Character Assessment

4.11 The North Wiltshire Landscape Character Assessment⁶ identifies the Site as being located within the 'Hilmarton Rolling Lowland' Character Area.

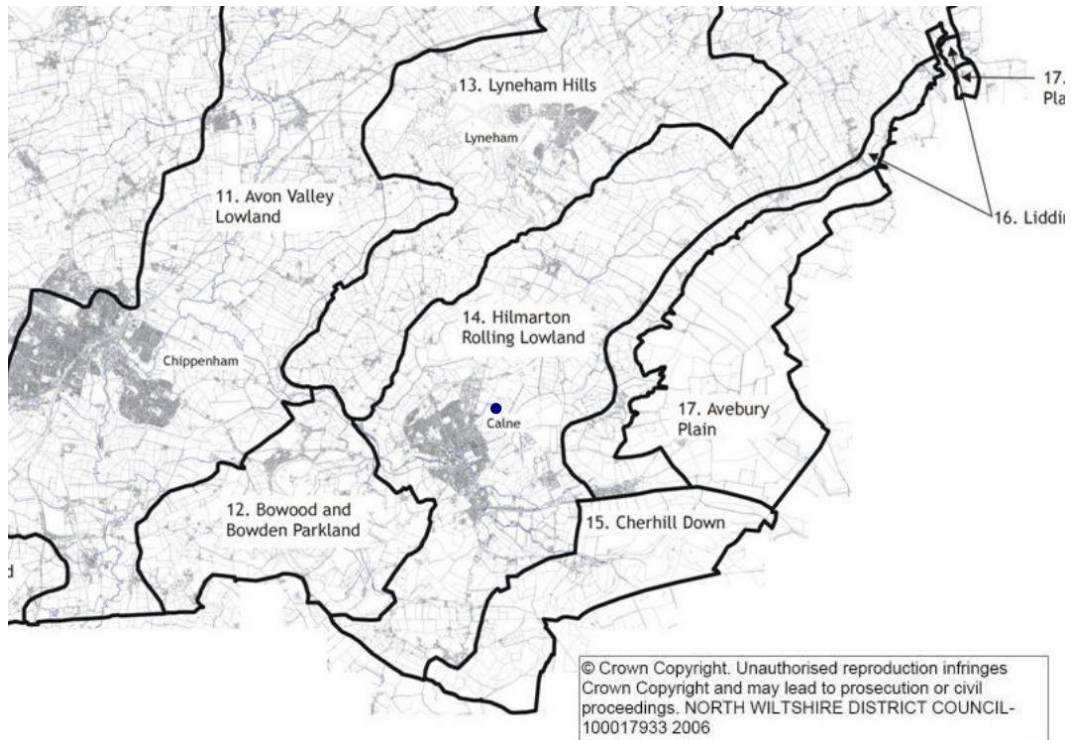


Figure 4.2: Extract from North Wiltshire Landscape Character Assessment:
Location of Application Site marked with blue dot

4.12 The key characteristics for the Hilmarton Rolling Lowlands are as follows, those considered particularly relevant to the Site have been underlined.

- Low lying mixed agriculture, between 70m AOD and 130m AOD on geology dominated by clays.
- Scattered dwellings and small settlements away from Calne.
- Areas of valley bottom, dominated by wet grassland and willows.
- Patchwork of small to medium sized fields, mainly pasture but with arable on lighter soils.
- Hedged boundaries predominantly well managed, but becoming discontinuous on more intensively farmed land.
- Mix of brick and stone buildings, the core of Calne predominantly built from Freestone Oolitic limestone.

⁶ WHITE Consultants (June, 2004) North Wiltshire Landscape Character Assessment

- *Broad expansive views.*
 - *Peaceful rural character*
- 4.13 This document provides further detail on short term and long term management guidelines. The following actions are considered relevant to the Site and Proposed Development.
- *Encourage repair, replanting and extension of hedgerows and development of hedgerow trees where hedgerows are in poor condition.*
 - *Conserve mature trees, woodland clumps and shelterbelts.*
 - *Consider where development related to Calne is most appropriate in terms of landscape and visual effects.*
 - *Discourage development in the rural parts of the area.*
 - *Conserve and maintain river corridors, valley bottom pasture and meadows and riparian vegetation.*
 - *Repair landscapes Identify and seek opportunities to create new woodland belts and copses, in particular to help screen and contain development.*
- 4.14 In relation to landscape sensitivity the study describes how around Calne, the original settlement in the valley bottom has extended up the valley sides. These areas are identified as being exposed to wider views and sensitive to further development. The setting of Cherhill Downs to the east (within the National Landscape) is identified as an important consideration and the summary states that only “*small-scale, sensitively designed development, appropriately associate with existing built could be successfully accommodated without adverse landscape impacts*”.

Landscape Elements

Application Site features

- 4.15 The Site comprises five agricultural fields which are currently grazed. It forms part of the landscape surrounding the settlement of Calne. Recent developments to the north eastern edge of the settlement have extended the town to the east of Oxford Road and on the north and southern sides of Sand Pit Road. As a result of this, recent development now abuts the Site’s south and western boundaries. Located centrally and outside of the Site boundary is Penn Hill Farmhouse. The various buildings, hard surfacing and storage yard that forms a small industrial estate adjacent to the Farmhouse are included within the Site boundary. The key landscape features of the Application Site and surrounding context are described below.

Topography and Drainage

- 4.16 The Application Site occupies a minor ridge line to the northeast of Calne and located between two watercourses; the Fisher’s Brook and the Abberd Brook. The Site forms a low hill with the highest point around 106m AOD and sloping sides to the east and west. Elevated parts of the Site provide vantage points for long distance views towards the

North Wessex Downs National Landscape to the southeast and across Calne to the southwest. The topography of the Site and wider landscape surrounding Calne has a role in providing containment to the settlement which is primarily located on lower lying ground, although more recent developments have extended further up the valley sides.

- 4.17 In the wider landscape, the topography is gently undulating and dissected by several watercourses. To the southeast, at the edge of the North Wessex Downs National Landscape, the topography becomes more pronounced. The distinctive folded valleys on the scarp edge at Cherhill Hill is prominent in the wider landscape before the topography levels out on the more gently undulating Cherhill Plain. The topography of the Site and wider landscape is illustrated in **Figure 2 of Appendix 3**.

Land Use and Settlement Pattern

- 4.18 The Application Site comprises fields of pasture divided by hedgerows and mature tree belts. A small industrial estate is located to the centre of the Site and Penn Hill Farmhouse provides residential uses, also to the centre of the Site. A series of small ponds are present to northeast corner of the Site and along the western boundary.
- 4.19 Beyond the Application Site's northern and eastern boundaries are further agricultural fields divided by hedgerows, interspersed with a mix of other uses including Hills Calne Quarry, the Spitfire Road solar farm, small industrial units and waste management sites. The Site is bounded by the south and west by residential housing. It is situated adjacent to the north eastern settlement edge of Calne which is part of the more recent expansion of the town. A large industrial area with commercial uses lies beyond a recently completed residential development across Oxford Road to the west.



Figure 4.3: Mix of industrial and residential uses surrounding the Site

- 4.20 The settlement area of Calne has a clearly defined boundary to the northwest formed by the A3102. To the north of this, the Fisher's Brook and Cowage Brook dissect the landscape and a series of hills and ridgeline between these watercourses provide a

degree of containment to the settlement from the northwest. The historic core of Calne is situated towards the south western side of the town, along the historic Bath to London Road, which is now the A4.

- 4.21 The settlement has seen significant expansion with the industrial estate along Oxford Road to the north and new residential estates to the east in close proximity to the Site. Development has begun to be situated on rising slopes including to the south of Abberd Brook rising up to Low Lane. The draft allocations for additional development in the Site and wider context to the east demonstrate the aspirations for further growth to the northeast of Calne.

Vegetation

- 4.22 A mature tree belt encloses the eastern edge of the industrial estate within the Site and is seen on the skyline in views from the wider landscape. A series of mature conifer trees are located adjacent to and within the grounds of Penn Hill Farmhouse forming prominent features on the skyline in views from the wider area. Field boundaries are delineated by mature native hedgerows with intermittent clumps of mature trees that are also prominent in skyline views. A series of small ponds are located within the Site and often hidden within field boundary vegetation. A larger pond is located to the north east corner, surrounded by trees and scrub.
- 4.23 A tree survey has been carried out by Hankinson Duckett Associates (HDA) and identifies predominantly Category B (moderate quality) trees and hedgerows within the Site together with two Category A (high quality) trees, a smaller number of Category C (low quality) trees and Category U trees which cannot realistically be retained for longer than 10 years. No trees are subject to a tree preservation order (TPO) and no trees were identified as Category A of high quality and value.
- 4.24 Woodland copse and tree belts on hilltops are common characteristics of the surrounding landscape and are noticeable in views of the Cherhill Downs within the National Landscape. In the wider landscape vegetation is primarily associated with field boundaries that vary in their intactness. There are also noticeable tree lines along watercourses and occasional scattered blocks of mature woodland. More extensive areas of woodland are present within areas of historic parkland including Bowood Park and Compton Bassett Park which contribute to wooded skylines in long distance views.



Figure 4.4: Woodland at Compton Bassett Park and woodland copse seen at the top of Cherhill Hill

Built Form

- 4.25 Industrial warehouses and lines of coaches within the storage yard are located on higher land to the centre of the Site. These are prominent in views towards the Site from the surrounding area during winter and have a harmful effect on the local visual amenity. Power lines extend across both the east and west sides of the Site, forming further visually intrusive features.



Figure 4.5: Existing built form within the Site.

- 4.26 The residential dwellings to the southwest of the Site are predominantly a mix of two and three storey dwellings of modern suburban character. Typical materials include red

brick, buff brick and rendered facades. Other built form in the study area includes the industrial units across Oxford Road on the northern edge of Calne, typically 2-3 storeys in height and constructed with brick and metal cladding.



Figure 4.6: Recent residential development to the south of the Site

- 4.27 The most distinct architectural characteristics of Calne are present within its historic centre, which is covered by a conservation area designation (Calne Conservation Area). The north tower of St Mary's Church is a distinguishable feature in views from high ground, and visible from parts of the Site.

Movement

- 4.28 The Site is located to the north of Sand Pit Road and c.220m to the east of Oxford Road. Sand Pit Road runs along the southern boundary and a private road connects the Site to Oxford Road to the west. Two public rights of way (CALW61 and CALW62) cross the Site providing connections to the residential areas south of Sand Pit Road to the south, and the wider open landscape to the north.
- 4.29 The main vehicular approaches to Calne are provided by the A3102 which runs north-south from Swindon to Melksham wrapping around Calne along the western edge; and the A4 providing connections to the east and west running through the south-western part of the town.
- 4.30 Within the Study Area there are a number of public rights of way, as identified at **Figures 6 and 7, Appendix 3**. Public rights of way close to the Site include a bridleway running along Spitfire Road to the southeast of the Site and a further public footpath extending from new development at Low Lane. The network of public footpaths and bridleways, provide connections between the urban settlement and the open landscape. Numerous trails and footpaths cross the North Wessex Downs National Landscape providing opportunities for recreation.

Local Landscape Character

- 4.31 The landscape character context of the Application Site at national, county and district level is set out earlier in this section. Further assessment has been undertaken at a local level to understand the character of the Site itself and the immediate surrounding study area.
- 4.32 The Application Site has been compared with the character areas of the 'Rolling Clay Lowland' and the 'Hilmarton Rolling Lowland' as described in the Wiltshire Landscape Character Assessment and the North Wiltshire Landscape Character Assessment respectively. It was considered that the Application Site is representative of some, but not all of the characteristics of the wider district and county scale character areas.
- 4.33 The Application Site consists of a group of medium size fields, with a generally intact field pattern of hedgerows and intermittent mature trees and small areas of woodland. The topography of the Site provides broad expansive views and occasional long distance views of the steep scarps of the Chalk uplands associated with Cherhill Down. The Site is influenced by surrounding residential and industrial areas, and also nearby solar farm and waste treatment works that detract from the tranquillity of the landscape. It is therefore not considered to have a peaceful rural character. It is also not representative of the characteristics of ancient woodland and wet woodland of high ecological value; streams marked by lines of willows; or, neutral and unimproved grassland.
- 4.34 Within the study area, the key changes in landscape character relate to topography, tree cover, tranquillity, settlement pattern and the extent of built form. Four Local Landscape Character Areas (LLCAs) have been identified which are illustrated and described below, and in **Figure 4 of Appendix 3**:
- LLCA 1: Calne Rolling Lowlands
 - LLCA 2: Calne Residential
 - LLCA 3: Oxford Road Industrial Estate
 - LLCA 4: Cherhill Works

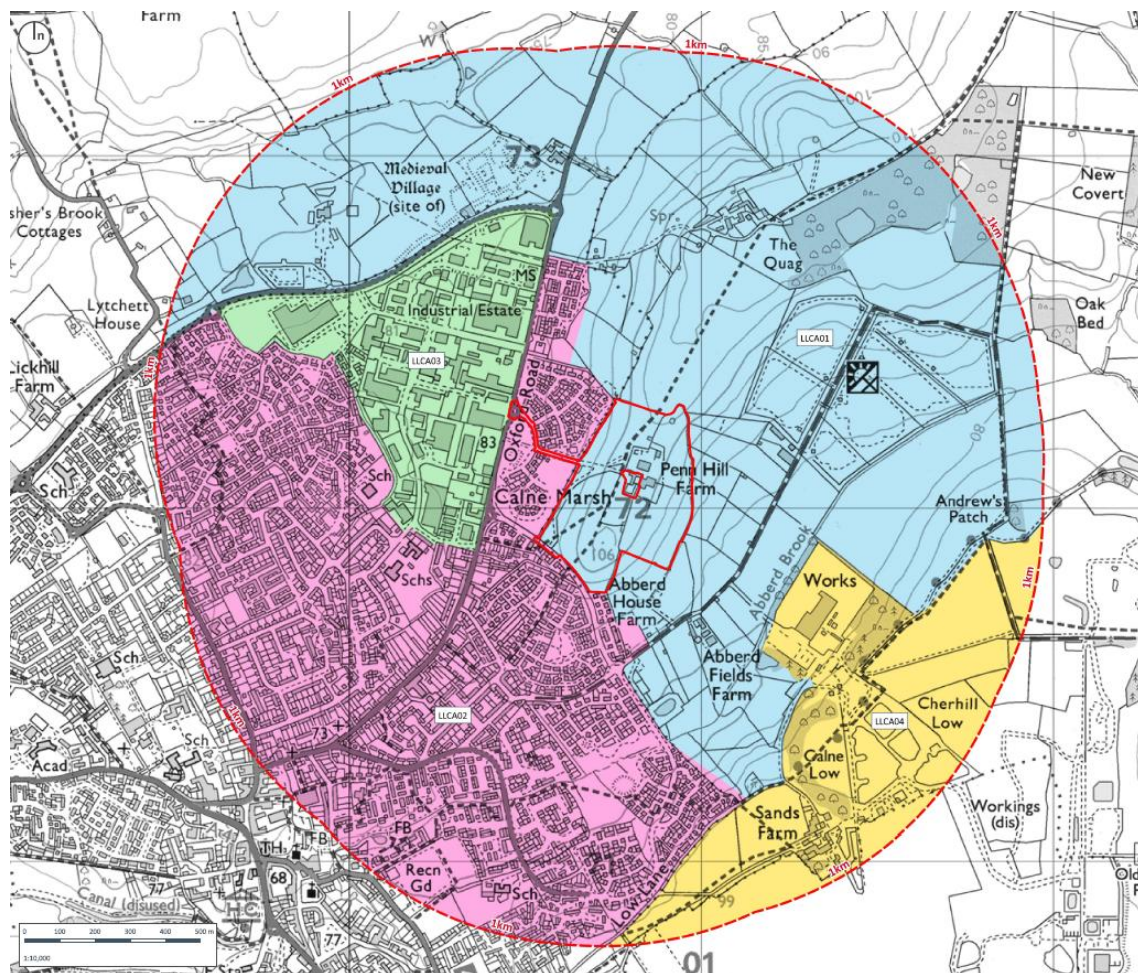


Figure 4.7: Local Landscape Character Areas

LLCA 1: Calne Rolling Lowlands

- 4.35 The Application Site is located within this LLCA which comprises characteristically undulating farmland, dissected by a series of brooks, that surrounds the settlement area of Calne. There are no landscape designations covering the area. The local topography contributes to the containment of Calne in the wider landscape. The land use is typically mixed, including arable and pastoral farmland, a solar farm, and small industrial units and farmsteads. The field structure is delineated by mature hedgerows with hedgerow trees in a variable condition with some significant mature trees that contribute positively to the character of the area.
- 4.36 Away from the settlement edge, the landscape is mainly crossed by rural lanes and public rights of way. Settlement is limited to scattered farmsteads although the area is influenced by surrounding residential areas on the urban fringe of Calne. Long-distance views from elevated areas contribute positively to the local character and include visual connections with the North Wessex Downs National Landscape.
- 4.37 LLCA 1 is considered to be of **Medium-Ordinary Value**, due to it not forming part of a designated landscape, but having some local value as a recreational resource, contributing to the agricultural setting of Calne and the wider setting of the National Landscape.



Figure 4.8: Land uses within LLCA1 include mixed farmland, a solar farm, and small industrial units.

LLCA 2: Calne Residential

- 4.38 LLCA2 encompasses the residential areas of Calne which are located to the north-east of the town and immediately to the south and to the west of the Site. Topography is typically lower lying than the surrounding landscape, although areas to the southeast of the town rise up the valley slopes of the Abberd Brook. The north and eastern parts of town are characterised by 20th century residential developments, including the recently completed development of High Penn Park immediately to the west of the Site. This includes two-three storey semi-detached or detached properties constructed in red brick, buff brick, reconstituted stone and rendered facades. Residential areas are interspersed with public open space and some mature tree belts remaining from the historic field pattern. Aside from a handful of Grade II listed buildings, namely The Bricklayers Arms Public House (now The Bug and Spider) and the Wellington Villa on Oxford Road; and nos. 17 & 19 The Pipin, there are no designations covering the area. LLCA2 Calne Residential is considered to be of **Ordinary Value**.



Figure 4.9: Typical residential properties within LLCA2

LLCA 3: Oxford Road Industrial Estate

- 4.39 LLCA3 encompasses the industrial and commercial areas located to the north of Calne. The area lies to the west of Oxford Road and to the south of the A3102. It is comprised of a series of medium scale industrial units, warehouses and office buildings that are typically 2-3 storeys in height and constructed with metal cladding or brick. There is a supermarket (Tesco superstore) at the northern edge. The built form is surrounded by large car parks and service yards with occasional shrubs and hedgerows along road corridors. The area has some positive landscape features including mature trees along Oxford Road, but is not covered by any landscape designation and is of little scenic or landscape importance. LLCA3: Oxford Road Industrial Estate is considered to be of **Low Value**.



Figure 4.10: Medium scale industrial units typical of LLCA3

LLCA 4: Cherhill Works

- 4.40 LLCA4 is located to the southeast of Calne predominantly occupying a plateau landform. The area comprises fields of irregular shape with clusters of mature trees and shelter belts. The landscape is degraded due to extraction works with a series of quarries and waste treatment works. Because of the extraction works, the area also has several water bodies. Land uses include farmland, small industrial units and a quarry/waste management site (Hills Calne Quarry / Hills Waste Solutions) surrounded by a car park and service yards. Structures associated with these works have an intrusive impact on views. LLCA 4: Cherhill Works is considered to be of **Low Value**.



Figure 4.11: Hills Waste Site within LLCA 4 has intrusive impact on views

Assessment of Landscape Value

- 4.41 As set out in **Table 4.1** below, the Site and surrounding landscape within LLCA1 has been considered against the 'range of factors that can be considered when identifying landscape value' which are identified in Table 1 of the recent 'Technical Guidance Note 02/21: Assessing landscape value outside national designations' published by the Landscape Institute.
- 4.42 Table 1 provides criteria against which to assess an area to determine if it constitutes a 'valued landscape' under NPPF para 187a.

Table 4.1: Assessment of landscape value of the Site and LLCA1

Factor	Commentary
Natural heritage	The Site and LLCA1 is not covered by any national landscape designations but is visible from and considered to form part of the wider setting to the North Wessex Downs National Landscape. The Site was not identified as one of the former Special Landscape Areas indicating it was not considered as being part of an area above the ordinary at a local scale. The Site is part of a pronounced topographical feature and the undeveloped slopes that surround Calne.
Cultural heritage	The Site does not contain any designated heritage assets. A scheduled monument is located to the north of the A3102 named: medieval settlement 520m northeast of Lower Beversbrook Farm.
Landscape condition	The landscape is in moderate condition, with varied management to boundary features. Some grassland is grazed with large areas of arable farmland. Some small industrial sites are in a poor condition. The tree survey for the Site identifies the majority of trees being of moderate or low arboricultural quality and typically average or below average physiological condition with only two trees identified of high quality (category A).
Associations	LLCA1 is not considered to be connected to notable people, events and the arts.
Distinctiveness	The landscape contributes to the rural setting to Calne and has some visual associations with the North Wessex Downs National Landscape. Overall, the landscape features are typical of the local landscape and are not considered to be rare or particularly distinctive.
Recreational	The landscape is crossed by a network of public rights of way and cycle route which have recreational value.
Perceptual (scenic)	The undeveloped eastern slopes are more prominent in views from nearby public rights of way and in long distance views from within the National Landscape. The public rights of that cross the

	Site provide vantage points for long distance views of the distinctive chalk hills that surround Calne, including those within the National Landscape. In sensitive views from the National Landscape, the Site sits well below the skyline formed by treed hills in the distance. In some views from Calne from the southwest, the Site is glimpsed on the horizon with mature trees forming the skyline. The Site is not discernible in key gateway views on approach to Calne on the A3102 from the north and the A4 from the west. It is glimpsed on approach from the southwest on the A3102 behind existing development. The scenic quality of views is influenced by industrial uses, residential areas and a large solar farm.
Perceptual (wildness and tranquillity)	The proximity of Calne Industrial Estate and Hills Calne Quarry limit the sense of tranquillity particularly on the western side of the Site. The Site is influenced by recent residential development to the south and west and the Calne Industrial Estate to the west. A small industrial estate within the Site itself detracts from the rural character of the landscape. The quarry, nearby industrial estate and the A3102 also detract from the tranquillity of the area.
Functional	The landscape forms part of the setting of the North Wessex Downs National Landscape but does not have strong physical or functional links with it and does not make an important contribution to the appreciation of the designated landscape and its special qualities.

- 4.43 In summary, LLCA1 does contain a number of positive attributes and characteristics, including the containment parts of the Site provide to the wider settlement area, the visual relationship with the North Wessex Downs National Landscape and the mature trees and hedgerow structure. Parts of the Site are visible from areas within the North Wessex National Landscape and development within the Site is likely to feature in views to and from the National Landscape. For this reason, it is considered to form part of its setting. The valued qualities of the National Landscape are identified in the North Wessex Downs National Landscape Management Plan 2025-2030 and supporting Landscape Character Assessment for the North Wessex Downs National Landscape (Draft June 2025). These primarily relate to physical characteristics of the landscape within the boundary and as a result the Site and LLCA1 do not contribute to the special qualities. A sense of remoteness and tranquillity is identified for the open downland landscape which is closest to the Site. However, due to the Site's association with the settlement area of Calne, the contribution to this special quality is limited.
- 4.44 The Site forms part of an area of agricultural landscape, which is attractive but does not have particular physical attributes which elevate it above the ordinary. It does not form part of an area identified within the former Wiltshire Structure Plan by the local landscape designation of Special Landscape Area and does not make a strong contribution to the special qualities and scenic beauty of the National Landscape. As

such, it is not considered to form part of a 'Valued Landscape' and, therefore, should not be afforded additional protection under para 187a of the NPPF.

Summary of Landscape Receptors

- 4.45 The landscape comprises a number of resources or receptors; these are defined within GLVIA3 as the '*constituent elements of the landscape, its specific aesthetic or perceptual qualities and the character of the landscape in different areas*'. These form the elements or 'units' which need to be considered when assessing the potential landscape effect of a proposed development or other change. The final stage of the baseline landscape appraisal was therefore to identify the key landscape receptors with potential to be affected by redevelopment of the Application Site. The landscape receptors are summarised in **Table 4.2**.
- 4.46 One individual feature of the landscape that is considered to require assessment in more detail as a separate landscape receptor is the 'trees and hedgerows' within the Site. The Site contains a series of mature hedgerows and trees which create an established landscape framework to the area and contribute positively to its character. The majority of the trees within the Site have been identified of moderate arboricultural value. Trees located on elevated parts of the Site contribute to treed skylines in longer distance views. The trees and hedgerows are considered to be of **Medium Value**.
- 4.47 The North Wessex Downs National Landscape will also be considered as a landscape receptor. This nationally designated landscape has a High Value.

Table 4.2: Summary Landscape Receptors Baseline Situation

Landscape Character Receptor	Landscape Value
District LCA 14: Hilmarton Rolling Lowlands	Medium
LLCA1 – Calne Rolling Lowlands	Medium-Ordinary
LLCA2 – Calne Residential	Ordinary
LLCA3 – Oxford Road Industrial Estate	Low
LLCA4 – Cherhill Works	Low
Trees and hedgerows within Application Site	Medium
North Wessex Downs National Landscape	High

5. Baseline Visual Appraisal

- 5.1 The visibility of the Site from the surrounding area was established through both a desktop analysis of the surrounding area and by confirming on site the localised screening effect of the landform, vegetation and built form. ZTV mapping was also prepared and is set out at **Figures 5a and 5b** of **Appendix 3**. This demonstrates the potential visibility of the Proposed Development in the wider landscape and is described in more detail in Section 7 of this LVIA.

Existing visibility of the Site

- 5.2 The visibility of the Site varies due to its topography, the presence of boundary vegetation and surrounding development. The western side of the Site has a greater level of containment due to the Hills Group Development and the Calne Industrial Estate to the west of Oxford Road. The lower lying areas to the eastern side of the Site also have an increased level of visual enclosure due to the lower lying topography and the mature hedgerow and trees present on the boundary. Typically, land within the Site that is above the 100m contour line has a reduced level of visual enclosure due to its elevation. However, mature tree belts on this higher ground provide a degree of containment to the Penn Hill industrial estate and farmhouse which would increase during summer when trees are in full leaf.
- 5.3 From elevated parts of the Site, there are panoramic views across Calne and towards the surrounding open landscape to the southeast, southwest and northwest. Views looking northeast are more contained due to the vegetation on the northern boundary, the tree belt enclosing the northern edge of the industrial estate and the rising topography towards the Quag. The views looking out of the Site encompass built development within Calne located on the valley floor and lower valley sides and open landscape, including the distinctive chalk downs and woodland within the National Landscape, is seen in the distance on the horizon. The tower of St Mary's church is a landmark feature in views looking across the town to the southwest.



Figure 5.1: View looking northwest from public right of way crossing Site: The settlement of Calne is seen in the middle ground and the higher ground of Bremhill and Studly forming the horizon in the distance



Figure 5.2: View looking southeast from within Site towards North Wessex Downs National Landscape seen on the horizon

Identified Key Views

- 5.4 The North Wessex Downs Interactive Map⁷, identifies the views from Cherhill Downs within ‘places to visit’ describing them as ‘*far reaching views of rolling valleys and hills*’.

Visual Receptors and Representative Views

- 5.5 The key visual receptors which have been identified as having existing views of the Site and/or with views with potential to be affected if development were introduced on the site are:

- Road users on approach routes to Calne via the A3102 and Oxford Road
- Users of public rights of way crossing the Site
- Local community in residential areas of Calne
- Users of public rights of way to the southeast of the Site
- Users of public rights of way within the North Wessex Downs National Landscape
- Users of public rights of way to the southwest of Calne
- Road users on the A3102 approaching Calne from the southwest
- Users of public rights of way and rural lanes to the northwest of Calne
- Users of Oxford Road development public open space

- 5.6 The visibility of the Site and general visual amenity experienced from the above receptors is described in **Table 5.1**. Key Representative Views that provide a snapshot of this experience are also described alongside photography below and viewpoint plans provided at **Figures 7 and 8 of Appendix 3**. The full size photography is set out in **Figure 9 of Appendix 3** and should be printed and viewed at A3. The viewpoint locations were agreed with the landscape officer at Wiltshire Council.

⁷ North Wessex Downs Interactive Map [<https://www.northwessexdowns.org.uk/interactive-map/#viewpoints-chalk-downs>]. Accessed November 2022

Table 5.1: Key Visual Receptors

Visual Receptor	Commentary
Road users on the A3102 and Oxford Road approaching Calne from the north <i>Representative Views 1 and 2</i>	On approach to Calne on Oxford Road from the north, the Site is screened by intervening topography and residential development to the east of Oxford Road. The cluster of trees at The Quag are seen on this gateway approach, set on higher ground than the Site (View 1) and help to maintain a rural setting to the town. Recent development to the west of the Site is visible on this approach. Further south on Oxford Road, at the roundabout with Sand Pit Road. Views toward the Site are typically screened by vegetation and the emerging development within the adjacent site (View 2). In winter when the trees are not in leaf, the western field within the Site is seen to the background of the view, partially screened by trees.
Users of public rights of way crossing the Site (Refs: CALW62 & CALW61) <i>Representative Views 8a and 8b</i>	There are open views across the parts of Site as the public rights of way directly cross it (View 8b). The eastern side of the Site is partially contained within these views due to internal field boundaries and built form. The elevated position of the path allows for far reaching views to the south, east, and west, including views of the North Wessex Downs National Landscape. In views looking southwest from elevated stretches of the footpaths CALW61 and CALW62, to the south of the farmhouse, residential development within Calne is seen beyond the Site on the lower lying land, the tower of St Mary's Church is also visible. When travelling on public footpath CALW61 on approach to the Site from the north, the Site is predominantly screened by mature vegetation on the northern boundary with the exemption of glimpsed views of structures within the industrial estate (View 8A). As the footpath enters the urban settlement to the south of the Site, views are contained by residential properties.
Local community in residential areas of Calne <i>Representative Views 3, 4a and 4b</i>	As Sand Pit Road runs along the southern boundary of the Site, there are views of the sloping southernmost field (View 3) seen behind the access road. Mature trees within the Site are seen on the skyline. Further south, on Spitfire Way, views are influenced by recent residential development, including the Backhouse Ltd development on the northern side of the road. The Site is partially obscured by mature trees to either side of Spitfire Road and within the Site. Filtered views of the small industrial site and Penn Hill Farm are possible on the skyline. These views are more contained with little perception of the wider open landscape that surrounds Calne. From the areas to the south of Sand Pit Road, the Site is predominantly screened in views from these residential areas by built form and changes in level surrounding the Site. There are occasional framed views where the elevated land within the Site is seen to the background of views, terminating roads or on the skyline behind the roofline of residential properties (Views 4a and 4b). These views are not extensive, but provide an indication of the rural setting of the town.
Users of public rights of way to the southeast of	Views of the Site vary as the topography rises and falls. From public bridleway CALW56 following Spitfire Road, views are partially contained by mature

the Site <i>Representative Views 5, 6 and 7</i>	trees and hedgerows on the eastern boundary of the Site and vegetation in the intervening landscape. Spitfire Road runs in a north-south direction, connecting Sand Pit Road to the fields and commercial units to the north. The southern part of the road is paved, changing to a dirt road on the northern end as it crosses through the solar farm. As the topography rises when the path runs through the solar farm, more of the wider landscape beyond the Site becomes visible (View 5). Boundary hedgerows and the mature tree belt surrounding the industrial estate creates a degree of screening to existing the built form within the Site and forms a treed skyline. Views become more open on higher land surrounding Andrew's Patch (View 6). The views are also influenced by Hills Calne Quarry, the solar farm and development on the settlement edge of Calne. The sloping eastern fields within the Site are visible, and the hedgerow and trees along the centre of the Site form the skyline obscuring development to the western side of the Site. Travelling further west on the public right of way, more of the housing developments to the eastern edge of Calne become visible (View 7). Open countryside is seen on the horizon on higher ground behind the housing. The southwestern field of the Site is seen on the skyline behind the Backhouse development.
Users of public rights of way within the North Wessex Downs National Landscape <i>Representative View 9</i>	Extensive panoramic views are experienced from the distinctive chalk downs within the North Wessex Downs National Landscape. These elevated areas of open landscape provide vantage points for long distance views. The Site is seen to the middle ground of these views as demonstrated by the view from Cherhill Down (View 9). The low hill that the Site is situated on is seen obscuring parts of the wider settlement area. Large scale industrial units to the western edge of the Calne Industrial Estate are prominent behind the Site. The mature conifer trees and built form within the Site are also noticeable. The Site sits well below the skyline formed by open countryside to the background of the view.
Users of public rights of way to the southwest of Calne <i>Representative View 11</i>	Elevated topography allows for some longer distance views from public rights of way leading to Pinhills Farm (close to Bowood House Registered Park and Garden). These views extend across Calne with farmland seen in the distance. Mature trees and woodland create a treed horizon line. In these views, parts of the Site would be glimpsed behind recent development to the southern side of Sand Pit Road. Vegetation both within and beyond the Site within the Quag would be seen on the skyline behind Penn Hill Farm. The tower of St Mary's Church is a noticeable feature in the views, although seen against a backdrop of residential properties.
Road users on the A3102 approaching Calne from the southwest <i>Representative View 10</i>	Views experienced by road users of the A3102 on approach to Calne from the southwest. The undulating topography and mature tree belts prevent wider views until the road bends close to the entrance to a new housing development named Stoke Meadow. From here, framed views of the Calne settlement area are possible with wooded slopes and farmland glimpsed on the horizon to the background of views. The Site is part of this farmland with the nearby solar farm also visible.
Users of public rights of way and rural lanes to the	This includes occasional views from the lane leading northeast from Turf House Lane leading to Charlcutt (View 12) and public rights of way that

northwest of Calne <i>Representative Views 12 and 14</i>	branch from it to the northwest of Calne (View 14). The extent of visibility varies due to the undulating topography and mature woodland and field boundaries. Where visible, the Site would sit below the skyline formed by the chalk hills within the North Wessex Downs National Landscape. Development within the Site would also be set behind residential and industrial development to the west of the Site which would partially obscure it.
Users of Oxford Road development public open space <i>Representative View 13</i>	Public open space associated with new residential development to the east of Oxford Road. A green corridor runs adjacent to the western boundary of the Site with a larger area of green space located to the northwest. Views encompass rough grass, hedgerows and residential properties set on gently sloping land. Views of the Site are largely prevented by the hedgerow and trees on the Site boundaries. Limited glimpses of the fields and mature trees within the Site are possible from localised parts of the open space. Due to the rising topography views are relatively contained and do not extend to the wider landscape beyond the Site to the east.

Representative View 1 – View from Oxford Road at the roundabout with A312 looking south-east.



- 5.7 The viewpoint is located on the western pavement of Oxford Road, at the roundabout with the A312 road, c. 580m to the north-west of the Site. The view is orientated in a south-easterly direction and is representative of road users and pedestrians on approach to Calne from the north. The foreground of the view comprises the roundabout itself, behind which, open fields, field boundary vegetation and mature trees at The Quag, contribute to the rural character of the view. The residential development to the east of Oxford Road is visible in the background towards the right of the view. These houses, along with residential properties on High Penn mark the settlement edge. From this viewpoint, the Site is screened by mature vegetation and the intervening built form.

Representative View 2 – View from Oxford Road at the roundabout with Sand Pit Road looking east.



- 5.8 The viewpoint is located on the western pavement of Oxford Road, at the roundabout with Sand Pit c. 210m from the Site. The view faces northeast and is representative of road users and pedestrians on Oxford Road and Sand Pit Road. The foreground of the view comprises the roundabout itself, behind which mature trees screen a residential development (High Penn Park) which is nearing completion immediately to the west of the Site. From this viewpoint, views towards the Site are largely screened by roadside vegetation and built form. In winter, when the trees are not in leaf, further glimpses of residential properties and the western field within the Site are possible to the background of the view, partially screened by trees.

Representative View 3 – View from Sand Pit Road looking north.



- 5.9 The viewpoint is located on the southern pavement of Sand Pit Road, near the south western edge of the Site. The view is orientated in a north-easterly direction and is experienced by road users and pedestrians travelling along Sand Pit Road. This view demonstrates the rural appearance of the Site in the street scene from Sand Pit Road. To the north (left) of the road, the boundary hedge that runs along the southern boundary of the Site and a mature tree, contribute positively to the appearance of the view. There are partial views across the Site's westernmost field through a gap in boundary vegetation alongside the existing access track. Due to topography, views are contained and do not extend beyond the Site.

Representative View 4a – View from Comet Crescent.



- 5.10 Representative view 4a is located on Comet Crescent looking north, c 150m south of the Site. The view is framed by two and three storeys residential buildings on either side of the street and planting softens the view. Roadside vegetation along Sand Pit Road is seen in the background towards the middle of the view, beyond which the western field of the Site is glimpsed. From this viewpoint the rest of the Site and wider countryside is obscured by the intervening built form and topography.

Representative View 4b – View from public open space north of James Avenue, looking north



- 5.11 Representative viewpoint 4b is located within public open space within recently built housing development to the southeast of Calne. The view faces north towards the Site from c.580m away. A pond and area of grassland occupies the foreground of the view. Residential properties of two and three storeys in height surround the open space and sit within a structure of mature trees which contain wider views. A glimpse of mature trees and elevated field within the Site are possible on the horizon. A warehouse and busses within the small industrial estate in the Site are also glimpsed to the background of the view on the skyline.

Representative View 5 – View from Spitfire Road/Public Right of Way CALW56 looking south west.



- 5.12 The viewpoint is located at the northern end of Spitfire Road, c.615m north-east of the Site. The view is orientated in a south-westerly direction and is experienced by users of public rights of way to the southeast of the Site. The view is rural in character, with native hedgerows and intermittent trees on each side of the path. The solar farm is visible toward the middle ground of the view, partially contained by hedgerows. As the topography rises, parts of the eastern side of the Site are visible in the background of the view. The Site's visibility increases during winter, with built form within the Penn Hill industrial estate and the mature trees that surround it becoming visible. Due to the topography of the Site, the western fields are obscured from view. Glimpsed to the background of the view are existing houses within Calne and the wider landscape on elevated land to the southwest.

Representative View 6 – View from Public Right of Way CHER34 looking west.



- 5.13 The viewpoint is located on footpath no. CHER34, c.750m east of the Site. The view is experienced by users of public rights of way to the south east of the Site. The route is also identified as a cycle route. The view is rural in character comprising undulating farmland and mature tree belts. The sloping eastern fields within the Site are visible, and the hedgerow and trees along the centre of the Site form the skyline obscuring the western side of the Site and existing development beyond. Existing built form within the Site is also visible on the skyline, partially enclosed by mature trees. The solar farm is noticeable on sloping farmland to the north-east (right) side of the view. The undeveloped slopes within the Site contribute to the rural setting of Calne.

Representative View 7 – View from Public Right of Way CALW16 looking north-west.



- 5.14 The viewpoint is located on footpath no. CALW16, c. 680m south-east of the Site. The view is experienced by users of public rights of way to the south east of the Site. Similar to Viewpoint 6, the view is rural in character comprising undulating farmland, with the expanse of the view broken up by hedgerow boundaries and clusters of mature trees. The solar farm is visible to the north-east (right) of the view and the Backhouse Ltd residential development is visible to the west (left) of the view marking the edge of the urban settlement of Calne. Open countryside is seen on the horizon on higher ground behind the housing. From this viewpoint, the eastern fields and built form within the Site are visible in the background towards the middle of the view. The skyline of this views comprises mature trees, including those along the centre of the Site and the mature trees at the Quag. The undeveloped slopes contribute to the rural setting of Calne.

Representative View 8a – View from Public Right of Way CALW61 looking south-west.



- 5.15 Representative View 8a is located c. 235m north-east of the Site on public footpath CALW61. The foreground of the view is dominated by arable land and the distinctive ridge topography which falls away to the east and west. Mature trees within the Site are visible to the centre of the view, and during winter, filtered views of the Site's built form become possible. The background of the view comprises rolling farmland to the south-east (left) of the view, and the town of Calne to the north-west (right) of the view. The tower of St Mary's church is a distinguishable feature in the distance within the town. Open countryside is seen on the horizon on higher ground behind the town. In the wider panorama, recent housing developments surrounding the Site and the industrial estate on Oxford Road are also noticeable.

Representative View 8b – View from Public Right of Way CALW61 looking east.



- 5.16 Representative view 8b is located on footpath CALW61 which runs across the Site in a northeast-southwest direction. The view faces southwest from close to the entrance to Penn Hill Farm. There is an open view across the western side of the Site encompassing the sloping pasture and smaller field located on the plateau. As the topography falls, the surrounding settlement, set on lower lying land becomes visible. This includes more recent development that extends higher up the valley slopes. The nearby industrial estate is noticeable in the view and housing under construction directly to the west of the Site. The background of the view and skyline is defined by sloping farmland and woodland. The tower of St Mary's church is a noticeable feature within the town, sitting well below the skyline.

Representative View 9 – View from Public Right of Way CHER27 on Cherryhill Downs looking north-west.



- 5.17 The viewpoint is located on footpath no. CHER27 within the North Wessex Downs National Landscape, c. 3.7km south-east of the Site. The elevated vantage point provides extensive views across rolling valleys and hills. The foreground of the view encompasses the fields to the south of the A4 divided by hedgerows, beyond which the village of Cherhill is visible. The Site is visible towards the middle ground of the view, behind which the industrial units on the northern edge of Calne Industrial Estate can be seen. From this viewpoint, the mature trees, built form and eastern fields within the Site are visible and form part of the wider rural setting to Calne.

Representative View 10 – View from Silver Street/A3102 looking north-east.



- 5.18 The viewpoint is located on Silver Street/A3102, opposite Stoke Meadow, a recently completed residential development c. 1.8km to the south-west of the Site. The view is orientated in a north-easterly direction and is representative of road users and pedestrians on approach to Calne from the south. The elevated position of the viewpoint allows for long distance views across the town to the wooded slopes which form the distant horizon to the background of the view. The mature trees to the south of Penn Hill Farm and the sloping field to the south of the Site are visible behind residential areas to the south of Sand Pit Road. The arable field, solar farm and mature trees at The Quag to the north of the Site are also visible and tree belts in the distance which form the skyline.

Representative View 11 – View from Public Right of Way CALW3.



- 5.19 Representative Viewpoint 11 is located on footpath no. CALW3 near Pinhills Lane Plantation c. 2.8km south-west of the Site. The view is representative of users of public rights of way to the southwest of Calne. The view is rural in character dominated by open farmland in the foreground. The urban settlement of Calne is seen towards the middle ground of the view, where the tower of St Mary's church is a distinguishable feature. As the topography rises within the Site, the south western field becomes visible, seen behind recent residential development to the south of Sand Pit Road. The Site's boundary vegetation and the line of trees that run through the middle of the Site are also visible. Arable farmland and mature trees beyond the Site form the skyline in the view.

Representative View 12 – View from road off Turf House Lane, outside Field Farm looking south-east.



- 5.20 The viewpoint is located c. 3.3km to the north-west of the Site, near the access road to Field Farm. The view is representative of road users and pedestrians on rural lanes to the north-west of Calne. The view encompasses an open pasture and mature trees, with electricity posts adding an urbanising element to the view. The residential properties along Turf House Lane are visible to the south (right) of the view. Towards the background, the industrial units on the northern edge of Calne Industrial Estate can be seen, behind which the western fields within the Site are visible. The existing residential property and industrial estate are also discernible and sit well below the skyline formed by the distinctive chalk scarps of the North Wessex Downs National Landscape. The Cherhill Monument is a landmark feature on the skyline.

Representative View 13 – View from field to the north of the Site looking south-east.



- 5.21 Representative Viewpoint 13 is located c.150m to the north of the Site. The foreground of the view comprises an open area of rough grassland, behind which the properties along Larkspur Drive are visible to the south-west (right) the view. A small extent of the Site is glimpsed in the background towards the middle ground of the view, behind field boundary vegetation. Power lines are visible on the horizon and mature trees within the Site, close to Penn Hill Farmhouse are also noticeable on the skyline.

Representative View 14 – View from Public Right of Way HILM8 looking south-east.



- 5.22 Representative view 14 is located on footpath no. HILM8 c.2km northwest of the Site. The view is representative of users of public rights of way and rural lanes to the northwest of Calne. The view has an open character, with the foreground of the view comprising an open arable field and hedgerow. Towards the background of the view, the industrial units on the northern edge of Calne Industrial Estate can be seen, behind which the western fields within the Site are visible. The distinctive elevated topography of the North Wessex Downs National Landscape forms the horizon of the view. Mature trees and built form within the Site are visible sitting below the skyline.

6. Proposed Development

- 6.1 The LVIA has been prepared to inform and accompany the outline planning application for a new residential led, mixed use development to the northeast of Calne. The description of development for planning purposes is as follows:

“Outline planning application with all matters reserved (except for access into the site) for the proposed development of up to 210 residential dwellings, and 0.75ha of employment land and ancillary uses, open space, vehicular and pedestrian accesses, landscaping, drainage measures and all other associated works including the demolition existing buildings and structure.”

- 6.2 The Parameter Land Use Plan (Drawing ref: CASS3002.3600 Rev: F) produced by Turley Design that supports this planning application, identifies the area within the Site that would accommodate residential development. Above the 100m contour line and on the south facing slope the proposed residential development and employment development would be limited to 2 storeys to reflect existing built form and recognise the increased visibility of these areas in the wider landscape. The eastern side of the Site which is most visible from the North Wessex Downs National Landscape would be kept free from development and would accommodate significant areas of public open space, habitat creation and strategic planting. Built development would be broken up by tree-lined streets and additional areas of open space to break up the massing of built form on the west facing slopes as defined on the Green Infrastructure Parameter Plan (Drawing ref: CASS3002.3602 Rev F).
- 6.3 The Framework Masterplan set out in the Design and Access Statement (DAS) by Turley Design, indicates a possible site layout demonstrating how up to 210 dwellings might be accommodated within the Application Site. The LVIA process played an important role in informing both the Parameter Plan, the Framework Masterplan and Landscape Strategy for the Site with the baseline landscape and visual analysis undertaken at an early stage in the design development process. This identified the key landscape opportunities and constraints together with key design principles to inform the development of the Masterplan and Landscape Strategy (also by Turley Design).
- 6.4 The developable areas identified in the Parameter Plans differ from that set out for the draft allocation in the Concept Plan provided in the Wiltshire Local Plan Pre-Submission Draft 2020-2038 (Regulation 19) September 2023 with a much-reduced extent of built development. This was due to the sensitivity of the east facing slopes and the topography of this part of the Site. The requirements for drainage have also influenced where development could be accommodated and the existing industrial area is to be redeveloped, making use of an existing brownfield part of the Site for employment uses.
- 6.5 Principles of the design that were identified during the LVIA process and are particularly relevant in terms of mitigation of landscape and visual effects are described in the DAS and the Landscape Strategy. These include:
- The two eastern fields which are the most visually prominent in views from the North Wessex Downs National Landscape and wider countryside to the east would

be preserved free from built development in order to retain undeveloped slopes that contribute to the landscape setting of Calne and the National Landscape;

- The eastern fields would provide a significant area of public open space for surrounding communities that would provide vantage points for the enjoyment of long distance views towards the National Landscape and across Calne. Proposed open space features would include a community orchard and allotment gardens, with the latter located within a more enclosed area close to housing to the north of the Site;
- A band of strategic woodland planting, strengthening existing tree belts, would be created along the eastern brow and crest of the hill within the 100m contour line, to maintain a treed horizon line in views from the surrounding landscape and residential areas to the southwest. This would also provide additional screening to prominent parts of the Calne Industrial Estate to the west of the Site and maintain a treed horizon line in wider views from the west and south;
- Linked wildlife corridors would be created connecting the mature tree belt currently enclosing the Penn Hill industrial estate and complying with guidelines in the landscape character assessment to introduce new woodland planting;
- Existing mature hedgerow and hedgerow trees to the peripheral boundaries of the Site would predominantly be retained intact with supplementary planting. The developable area would be set back from these edges and outside of root protection areas with sufficient space allowed in the parameters for maintenance;
- Landscape edge to the northern side of the development area to be formed with a reinforced native species hedgerow and hedgerow trees, a grass margin and riparian vegetation associated with the retained pond to form a robust settlement edge;
- Landmark trees to be integrated within the development area with sufficient space allowed to accommodate large maturing varieties e.g. oak;
- The public rights of way crossing the Site would be maintained and diverted to provide new connections to public open space which maintain areas for vantage points for long distance views. Where public rights of way run through the development suitable offsets from built form would be provided and tree planting incorporated along these routes.
- The landscape strategy sets out a commitment to using predominantly native trees and shrubs of local provenance;
- Creation of a unique, high quality development, which is landscape-led, reflecting the local character of the Site and its surroundings;
- The employment uses would be contained within the brownfield part of the Site where existing employment uses are located. Building heights would be limited to 2 storeys on the more elevated parts of the Site above the 100m contour line and at the south facing slope near the interface with Sand Pit Road; and,

- Sensitive lighting design with low lighting levels and use of light fittings with low potential for light spill or glare would be confirmed through reserved matters applications.

7. Landscape and Visual Assessment of Effects

- 7.1 The effect of the Proposed Development is assessed by predicting the magnitude of the change on the previously identified landscape character and key visual receptors. The visual assessment does not attempt to predict the visual effects of seasonal changes throughout the year but describes the ‘worst case’ position in terms of the greatest potential visibility of the development i.e. in winter when the trees would have lost their leaves. It has been assumed that lighting design would be covered by a planning condition and would be designed to be appropriate to its rural context to ensure light spill on the surrounding environment is minimised.
- 7.2 The assessment of effects is based on the Parameter Plans (Drawing Nos. CASS3002-3600.F, CASS3002-3601.F and CASS3002-3602.F); with reference to the Framework Masterplan and Landscape Strategy set out in the Design and Access Statement as described in Section 6 of this LVIA. The assessment has also been informed by the preparation of AVRs for Representative Views 1a, 1b, 3b, 6, 7, 8, 9, 10 and 12.

Sensitivity of the Landscape Character and Visual Receptors

Landscape Character Receptor’s Sensitivity

- 7.3 Effects on landscape character are both direct i.e. on the LCA that the Application Site is located within, and indirect i.e. changes to characteristics that occur beyond the boundary of the LCA. **Table 7.1** summarises the identified landscape receptors sensitivity to change.

Table 7.1: Summary of Landscape Receptors Sensitivity

Landscape Receptor	Landscape Value	Landscape Susceptibility to Change	Sensitivity of Receptor
District LCA 14: Hilmarton Rolling Lowlands	Medium	Medium – Mature trees and topography provide a moderate degree of containment to parts of the LCA which would help integrate new development within the wider landscape. Other parts are more exposed and sensitive to change. Expansive views and vegetation also sensitive to change. Features of the character area would remain but would be altered by the type of development proposed.	Medium
LLCA1 – Calne Rolling Lowlands	Medium-Ordinary	Medium-Low – Mature trees and topography provide a moderate degree of containment to parts of the LLCA which would help integrate new development within the wider landscape. Other parts are more exposed and contribute to the rural setting and containment of Calne	Medium-Low

		and therefore more sensitive to change. LLCA has strong connections with settlement edge and a draft allocation for residential-led development covers part of the LLCA. Features of the character area would remain but would be altered by the type of development proposed.	
LLCA2 – Calne Residential	Ordinary	Low – Residential areas of a similar scale and settlement pattern to the type of development proposed. The characteristics of the landscape would not be significantly altered by the type of development proposed.	Low
LLCA3 – Oxford Road Industrial Estate	Low	Low – Existing presence of large scale development and low lying topography reduces the potential susceptibility of the landscape to accommodate change.	Low
LLCA4 – Cherhill Works	Low	Medium-Low – Degraded landscape due to extraction works with potential for improvement. Plateau topography and mature tree belts provide good scope to accommodate development. However, detachment from settlement edge and visibility from surrounding landscape increases sensitivity to change.	Medium-Low
Trees and hedgerows within the Site	Medium	Medium-Low – Mature trees and hedgerows contribute to local character and are sensitive to change. Good scope for retention and improvement with the type and scale of development proposed.	Medium-Low
North Wessex Downs National Landscape	High	High – Elevated and exposed landscape with limited existing development. Landscape is highly sensitive to change.	High

Visual Receptor's Sensitivity

- 7.4 The Value of the visual receptor's view relates to whether the views are associated with designated landscapes, protected views or designated heritage assets and the quality of the view in terms of visual amenity. The susceptibility of the visual receptor to change considers the occupation or activity of people experiencing the view; and extent of attention or interest that may therefore be focused on the views; and, visual amenity they experience. **Table 7.2** summarises the sensitivity of each of the previously identified visual receptors. This is based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

Table 7.2: Sensitivity of Visual Receptors

Receptor and representative viewpoint (RV)	Value	Susceptibility to change	Sensitivity
Road users on the A1302 and Oxford Road approaching Calne from the north <i>Representative Views 1a, 1b and 2</i>	Ordinary – views not protected or related to designated, or non-designated assets but contribute positively to the visual amenity experienced by the receptor.	Medium - views and visual amenity likely to be of moderate importance to road users.	Medium-Low
Users of public rights of way crossing the Site (Refs: CALW62 & CALW61) <i>Representative Views 8a and 8b</i>	Medium – views not protected but in part associated with the North Wessex Downs National Landscape.	High - views and visual amenity likely to be of high importance to users of public rights of way.	Medium-High
Local community in residential areas of Calne <i>Representative Views 3a, 3b,, 4a and 4b</i>	Ordinary – views not protected or related to designated, or non-designated assets but contribute positively to the visual amenity experienced by the receptor.	Medium - views and visual amenity likely to be of moderate importance to people travelling through residential areas.	Medium-Low
Users of public rights of way to the southeast of the Site <i>Representative Views 5, 6 and 7</i>	Medium – views not protected but in part associated with the North Wessex Downs National Landscape.	High - views and visual amenity likely to be of high importance to users of the public right of way.	Medium-High
Users of public rights of way within the North Wessex Downs National Landscape <i>Representative View 9</i>	High – promoted views from Cherhill Down in the North Wessex Downs National Landscape.	High - views and visual amenity likely to be of high importance to users of the public right of way.	High
Users of public rights of way to the southwest of Calne <i>Representative View 11</i>	Medium – views not protected but associated with historic parkland and special landscape area.	High - views and visual amenity likely to be of high importance to users of the public right of way.	Medium-High
Road users on the A3102 approaching Calne from the southwest <i>Representative View 10</i>	Ordinary – views not protected or related to designated, or non-designated assets but contribute positively to the visual amenity experienced by the receptor.	Medium - views and visual amenity likely to be of moderate importance to road users.	Medium-Low

Users of public rights of way and rural lanes to the northwest of Calne <i>Representative Views 12 and 14</i>	Medium – views not protected but in part associated with the North Wessex Downs National Landscape.	High - views and visual amenity likely to be of high importance to users of the public right of way and rural lanes.	Medium-High
Users of Oxford Road development public open space <i>Representative View 13</i>	Ordinary – views not protected or related to designated, or non-designated assets but contribute positively to the visual amenity experienced by the receptor.	High – Views and visual amenity likely to be of high importance to users of public rights of way.	Medium

Effects during the Construction Phase: Short Term

- 7.5 The key aspects of the construction phase which have potential to affect the previously identified landscape character areas and visual receptors have been identified as:
- Demolition of existing industrial buildings on Site.
 - Stripping of field and grading works to enable construction.
 - The temporary effect of the construction plant and traffic, which will include small site compounds; and, protective fencing to the Appraisal Site's retained vegetation.
 - The progressive construction of the features present within the Proposed Development.
- 7.6 The effect on the landscape character and visual receptors would be similar to those changes experienced during the operational phase, as the progressive construction of the features present within the Proposed Development. The additional noticeable difference would be the presence of construction vehicles using the road network; and, the presence of construction plant and vehicles within the Application Site which would slightly increase the visual envelope of the Proposed Development during the construction phase.
- 7.7 These effects would be experienced directly on the Application Site, North Wiltshire District LCA 14: Hilmarton Rolling Lowlands and LLCA1: Calne Rolling Lowlands with the change of land use from farmland to that of a construction site. The main groups of visual receptors affected by the slight increase in vehicular use; the presence of construction plant and hoarding; and, movement of construction vehicles, would be pedestrians using the surrounding public right of way network and motorists on Sand Pit Road. The effects experienced during the construction phase would be short term and temporary.

Effects during the Operational Phase: Medium/Long Term

- 7.8 The effects of the Proposed Development on its first year of operation (when the development is complete and occupied) would be permanent. Within the appraisal of effects, consideration is given to the effects of the Proposed Development at year 1 when buildings would be implemented but the proposed planting would not yet be matured. Consideration is also given as to whether the effects on landscape character and visual receptors would change by year 15 on account of the establishment of this planting. The effects are set out in **Tables 7.3** and **7.4** and the changes experienced are described in the following paragraphs.

Changes to Landscape Features

Land Use

- 7.9 The Proposed Development would permanently change the land use of the majority of the Site from farmland to residential development and green infrastructure including public open space. The existing industrial estate would remain in employment use. The introduction of residential development would change the character of the landscape introducing more urban features and resulting in a reduction in the extent of undeveloped landscape surrounding the settlement edge of Calne. The residential uses would be seen in context with the adjacent settlement area that contains the Site to the west and south. The introduction of community uses within green infrastructure areas such as allotments, community orchards and public open space would increase the recreational value of the Site and would provide additional resources for the surrounding residential communities.

Settlement Pattern and Built Form

- 7.10 The developable area as defined by the Parameter Plans is located to the west of the Application Site, closest to the existing settlement edge. The location of the developable area would extend the settlement area further up the valley slopes than the wider town. However, this is reflective of the pattern of recent development to the south of Abberd Brook. The preservation of mature tree belts and the eastern fields free from development would maintain areas of open landscape that would maintain containment to the settlement in the wider landscape to the southeast.
- 7.11 Buildings would typically be 2 storeys or 2.5 storeys with up to 210 dwellings set at a density of c.40 dwellings per hectare. The scale and density of development would reflect surrounding residential areas in Calne. Details of housing styles and elevation design would be confirmed through reserved matters applications but would be expected to respond positively to local context in accordance with Core Policy 57.

Topography

- 7.12 Grading works would be required to accommodate development on the sloping topography of the Site. The Framework Masterplan demonstrates a scheme that would work with the Site's topography to minimise the extent of earthworks to a degree. However, some views of open hillside topography would be lost due to the development. Minor grading works would also be required to accommodate drainage features and infrastructure. Topography is an important part of local character and development

would be positioned to the west of the Site to maintain some undeveloped slopes and tree topped skylines.

Vegetation

- 7.13 The ecology and landscape Parameter Plan sets out the principles of the landscape strategy that seeks to retain and enhance the existing landscape framework. The developable areas would be set away from existing mature trees and hedgerows to the perimeter of the Site. The mature tree belts that enclose the industrial area would also be maintained with an extended tree belt running north-south through the Site to strengthen the treed skyline in long distance views.
- 7.14 Sufficient space is provided within the scheme parameters to provide tree lined streets (in accordance with NPPF para 136) and areas of open space that would break up the extent of built development. The landscape strategy sets out principles to accommodate woodland copse and woodland edge planting to strengthen the existing landscape framework, enhance wildlife corridors and contribute positively to visual amenity within the development.
- 7.15 The AIA (November 2025) identifies that the implementation of the Proposed Development would require the removal of two Category B trees, two Category C trees, one category U tree and three Category B groups. One Category C hedge and one Category U group (G53) would also be removed. One other hedgerow would also require removal to facilitate the layout however this comprises of Bramble that has been maintained as a hedge and it is classified as Category U.
- 7.16 The landscape strategy follows principles set out in the published landscape character assessments. The developable area has been informed by early stage landscape analysis. The majority of existing hedgerows and mature trees would be maintained. The proposed woodland belts and copses would reflect the local character and would contribute to the screening of more intrusive development in the industrial estate to the west of Oxford Road.
- 7.17 At year 1, the magnitude of change and type of effect on the trees and hedgerows within the Application Site is considered to be **Medium** and **Adverse** due to the removal of some trees and hedgerows within the Site to accommodate the development and loss of grassland.
- 7.18 By year 15, the proposed hedgerows, street trees, and woodland planting with green infrastructure areas would have established which would help the residential development assimilate with the surrounding landscape. The overall strengthening of the landscape structure of the Site is considered to represent a **Beneficial** type of effect of **Low** magnitude on Site vegetation. This is due to the combination of the adverse effect of development and vegetation removal and the beneficial effects of improvements of the retained landscape structure plus the introduction of substantial areas of new planting.

Movement and Accessibility

- 7.19 General movement patterns of surrounding highways and public rights of way would not be affected by the implementation the Proposed Development. Vehicular access would be obtained from Oxford Road (via the residential development to the west). These

roads provide access to existing residential areas so the overall character of these routes would experience little change.

- 7.20 The public right of way access across the Site would be maintained but would be diverted to run through the eastern side of the Site that would be set away from built development. Direct routes through the Site running through residential areas would still be maintained, however the scenic quality of these routes would decrease. More scenic options would be provided through the public open space to the east and west of the Site. The rural character of these routes would change particularly within the Site itself, reinforcing the urbanising presence of adjacent development. Whilst the public rights of way would maintain vantage points for long distance views towards the North Wessex Downs National Landscape and across Calne, long distance views out of the Site would be obscured by new development to the western side of the Site. The impacts on views experienced from these public rights of way are described in the assessment of effects on visual receptors.

Impacts on Landscape Character

District LCA: 14: Hilmarton Rolling Lowlands

- 7.21 The Proposed Development would directly affect a small part of the district scale character area. The effects experienced would be limited to the local area around the Application Site with the introduction of built development in an area adjacent to the settlement edge of Calne. This would result in changes to a localised part of the character area that is already influenced by settlement. There would be a reduction in an area of open farmland and the visibility of the settlement in the surrounding landscape would increase. Areas of a more peaceful, rural character with a patchwork of fields, tree belts and woodland away from Calne would be maintained. Broad expansive views, including those where Cherhill Downs are a key feature on the skyline would also remain with development predominantly sitting below the wider skyline.
- 7.22 At year 1, the magnitude of change and type of effect on LCA 14 would be **Low** and **Adverse**. By year 15, it is considered that the retention of existing landscape features and establishment of the landscape strategy that reflects guidance in the district and county character assessments would further integrate the development within its landscape structure. The type of effect would be **Adverse** and the magnitude of change would reduce to **Very Low**.

LLCA1 Calne Rolling Lowlands

- 7.23 The Proposed Development would directly affect the characteristics of LLCA1 Calne Rolling Lowlands through the change in land use of the Application Site that would result in an increase in built form and a reduction in farmland adjacent to the settlement edge of Calne.
- 7.24 The built development would in part be set on higher ground than residential areas in the majority of Calne. However, recent development to the south of Abberd Brook has similarly extended up the valley sides and, due to the topography continuing to rise to the north of the Site at The Quag, the wider perception of treed skylines and containment to the town would largely be maintained. The Proposed Development would reflect the scale and density of adjacent residential areas to the south and west

and landscape mitigation measures would reduce the experience of change in the wider landscape to the north and east.

- 7.25 There would be a reduction in the undeveloped valley slopes within the LLCA1 and stretches of public rights of way would run through areas of suburban character which would result in adverse impacts on the character of the Site itself and immediate context. The Proposed Development would introduce some community and landscape benefits in terms of the proposed additional public open space which could include allotments, community orchard, play spaces and semi-natural green space. These changes would increase the recreational value of the landscape.
- 7.26 Overall, at year 1 the magnitude of change and effect on the landscape character of LLCA1 would be **Medium** and **Adverse**. This is due to a permanent loss to some of the key characteristics of the landscape and a noticeable change to part of the landscape.
- 7.27 Following the establishment of proposed planting, the Proposed Development would bring about wider landscape benefits through the creation of woodland planting, native shrub planting, street trees and community orchard. This would reinforce existing characteristics of the landscape. It is considered that the magnitude of change would reduce to **Medium-Low** and the overall type of effect would remain **Adverse**. There would be inevitable harm to the landscape due to the construction of development within a greenfield site. However, the Proposed Development would be integrated within a mature landscape framework and would introduce additional landscape features to reinforce the landscape structure and provide wider recreation benefits.

LLCA2 – Calne Residential

- 7.28 There would be no direct effects on LLCA2 – Calne Residential. From the majority of the area there would be limited awareness of change due to the existing residential development that surrounds the Site. There would be an increase in activity and suburban development to the southeast of Calne. The Proposed Development would be experienced in context with existing residential areas. There would be a reduction in the perception of a rural setting experienced from parts of the townscape due to glimpses of residential development seen in place of glimpses of open fields. However, views to open farmland would remain from parts of the urban area. From some areas, new housing would be seen on the skyline which would detract from the rural setting of the town.
- 7.29 At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, the establishment of street trees and woodland planting would break up areas of development and would strengthen the presence of trees on the skyline. This would reduce the magnitude of change to **Very Low** and the type of effect would remain **Adverse**.

LLCA3 – Oxford Road Industrial Estate

- 7.30 There would be no direct change to the characteristics of LLCA3 – Oxford Road Industrial Estate and due to intervening built form, minimal awareness of change through impacts on views. The magnitude of change and type of effect at year 1 and year 15 would be **Negligible**.

LLCA4 – Cherhill Works

- 7.31 There would be no direct change to the characteristics of LLCA4 – Cherhill Works. There would be a slight increase in the perception of surrounding development of a more urban character and additional activity experienced from some public rights of way crossing the area. Due to the concentration of built development to the western side of the Site these impacts would be limited. The establishment of the landscape strategy would result in the strengthening of some landscape features in the surrounding landscape. Overall, the magnitude of change would be **Very Low** and the type of effect would be **Adverse** at year 1 and year 15.

North Wessex Downs National Landscape

- 7.32 The Proposed Development would be glimpsed in the distance from localised parts of the National Landscape. The special qualities of the protected landscape and its physical characteristics would be maintained. Due to the location of built development to the western part of the Site, limited built form within the Proposed Development would be visible and would be read in context with existing views of Calne. It would not detract from the perceived tranquillity and remoteness of the Cherhill Downs. Due to the separation of the Site from the designated landscape and the location of the Site which sits below the skyline in long distance views, development within it would not have the potential to cause significant harm to the scenic beauty or special qualities of the designated landscape. The Site has similar characteristics to the site of the nearby solar farm (Ref: 12.04169/FUL) where no objection was raised by the North Wessex Downs National Landscape's planning advisor. The magnitude of change and type of effect on the character⁸ of the North Wessex Downs National Landscape would be **Negligible** at year 1 and year 15.

Table 7.3: Summary of effects on landscape character receptors

Landscape Receptor	Sensitivity	Magnitude Year 1	Magnitude Year 15	Level and type of Effect Year 1	Level and type of Effect Year 15
District LCA 14: Hilmarton Rolling Lowlands	Medium	Low	Very Low	Minor Adverse	Minor to Negligible Adverse
LLCA1 – Calne Rolling Lowlands	Medium	Medium	Medium-Low	Moderate Adverse	Moderate to Minor Adverse
LLCA2 – Calne Residential	Low	Low	Very Low	Minor to Negligible Adverse	Negligible Adverse
LLCA3 – Oxford Road Industrial Estate	Low	Negligible	Negligible	Negligible	Negligible
LLCA4 – Cherhill Works	Medium- Low	Very Low	Very Low	Minor to Negligible Adverse	Minor to Negligible Adverse

⁸ The impacts on views from the National Landscape are considered separately

Site trees and hedgerows	Medium-Low	Medium	Low	Moderate to Minor Adverse	Minor Beneficial
North Wessex Downs National Landscape	High	Negligible	Negligible	Negligible	Negligible

Impacts on Visual receptors and Representative Views

- 7.33 The likely key effects of the Proposed Development on the visual receptors identified during the baseline study are discussed below and summarised in **Table 7.4**. Reference is made to the changes experienced to the associated representative views within this analysis. Where changes are anticipated by year 15 on account of the establishment of areas identified for green infrastructure, these are also identified.
- 7.34 The visibility of the Site would increase following the implementation of the Proposed Development. This is due to the presence of new built form up to 2.5 storeys in height within the Site. The potential extent of visibility is demonstrated by the computer generated ZTV provided in **Appendix 4**. This uses the maximum ridge heights of 9m for two storey development and 11m for two and a half storey development to demonstrate where in the surrounding landscape the Proposed Development is likely to be visible. It should be noted that this visibility is based on available lidar data and resultantly some areas of data are missing. The ZTV does not take into account all of the recent development to the west and south of the Site or trees and vegetation in the area, and also doesn't account for the reduction in visibility as the distances away from the Site increase. The likely visibility of the proposals has therefore been refined through the field study.
- 7.35 The assessment of visual effects has been informed by Accurate Visual Representations (AVRs), prepared by specialist visualisers Troopers Hill, for Representative Views 1a, 1b, 3b, 6, 7, 8, 9, 10 and 12. (Appendix 4).

Road users on approach routes to Calne via the A3102 and Oxford Road

- 7.36 As demonstrated by the ZTV, views of the Proposed Development on approach to Calne from the north would be limited. This is due to the topography and mature woodland to the north of the Site at The Quag and High Penn Farm. These intervening areas of landscape would maintain views of undeveloped slopes on approach to the town. Any limited glimpses of housing, would be similar to glimpses of the existing settlement edge and would not detract from the perceived rural setting. As the A3102 wraps round the northwest edge of the town, views would be obscured by intervening industrial and residential development in the settlement.
- 7.37 As Oxford Road enters the settlement, views will predominantly be framed by existing built form and the Proposed Development would not be visible. As demonstrated by the AVR for View 1a, at the roundabout with the A3102, mature trees and recently constructed housing would obscure virtually all of the Proposed Development. Glimpsed views would also be possible from the roundabout with Sand Pit Road, where roof profiles would be visible behind the development under construction to the west of the Site. Given the existing context of residential development and the containment of the Site in existing views, the changes to the character and appearance of views would be limited. At year 1 and year 15, the magnitude of change would vary from **Low** to

Negligible and the type of effect would be **Neutral** with no overall harm or improvement to views.

- **Representative View 1a (see AVR1a)** – Virtually all of the Proposed Development would be obscured by housing and mature trees. In winter, occasional glimpses of the roofline of housing within the Site may be possible on the skyline. This would be read in context with existing housing and would not extend the perceived settlement edge or the wider rural setting to the town. At year 1 and year 15, the magnitude of change would be **Very Low** and the type of effect would be **Neutral**.
- **Representative View 1b (see AVR1b)** – Virtually all of the Proposed Development would be obscured by the recently constructed housing which extends across the middleground of the view. The Proposed Development would be glimpsed in the background seen behind, replacing glimpses of existing development around Penn Hill Farm. This would be read in context with the existing housing and would not noticeably change the character of the view. At year 1 and year 15, the magnitude of change would be **Very Low** and the type of effect would be **Neutral**.
- **Representative View 2** – Limited glimpses of the roofline of proposed housing on higher ground within the Site would be possible, partially obscured by existing mature trees and the development in the foreground which would be built out. The change would be seen in context with existing housing and would result in no overall harm or improvement to the view. At year 1 and year 15, the magnitude of change would be **Low** and the type of effect would be **Neutral**.

Users of public rights of way crossing the Site (Refs: CALW62 & CALW61)

7.38 As the public rights of way cross through the Site, there would be substantial changes to views due to farmland within views becoming residential development. From some points on the public rights of way, framed views across Calne and towards countryside in the distance would be maintained. The diverted stretches of the footpaths would maintain a more rural outlook with long distance views towards the National Landscape. To the north of the Site, views would become partially contained by topography and retained vegetation along the north northern boundary. Further to the north, mature woodland at The Quag would prevent views. At year 1, the magnitude of change would range from **High** (when the public rights of way run directly through the Site) to **Medium** (north of the Site prior to the Quag) and the type of effect would be **Adverse**. By year 15, proposed planting within open space and running through the development would establish and the magnitude of change would vary from **Medium-High** to **Medium-Low**. The type of effect would remain **Adverse**.

- **Representative View 8a (see AVR8)** – Housing and commercial buildings within the Site would become visible with some built form seen in the middleground. Wider views to the southeast which extend to the National Landscape would be maintained. The built form would be partially contained by retained hedgerows to the northern boundary and mature trees that surround the employment areas. The fall in topography within the Site and the more elevated ground in the foreground would also partially obscure views of the development. The wider skyline in the distance would be maintained to parts of the background of the view. The glimpse of St Mary's church would be obscured in the view. Built

development would be seen in context with the existing views of Calne. However, due to proximity, the Proposed Development would result in a stronger presence of urban development in the view. At year 1, the magnitude of change would be **Medium** and the type of effect would be **Adverse**. By year 15, the proposed reinforcement of the northern boundary vegetation and tree planting within open space would have established and would soften views of the proposed built form. The magnitude of change would reduce to **Medium-Low** and the type of effect would remain **Adverse**.

- **Representative View 8b** – The viewpoint would be located within the developable area. A diverted public right of way running through public open space would be provided as an alternative to walking through the development. Based on the Framework Masterplan, the view would look along a new road with residential properties to either side and a narrow area of open space to the foreground of the view extending down the slope. The Proposed Development would noticeably change the character of the view. The longer range views would be obscured including the glimpsed view of the church. At year 1, the magnitude of change would be **High** and the type of effect would be **Adverse**. By year 15, planting within the development and in the area of public open space would soften the impacts of built form. The magnitude of change would reduce to **Medium-High** and the type of effect would remain **Adverse**.

Local community in residential areas of Calne

7.39 Road users and pedestrians on Sand Pit Road would experience the most noticeable changes to views as the road runs adjacent to the Site. The developable area would be set back from the retained hedgerow with a larger area of green infrastructure including a wetland area to the southeast corner. The proposed built form would be noticeable on higher ground within the Site but would be read in context with existing housing to the north and south of the road. From streets within the settlement area, views would predominantly be contained by existing houses. Where streets are orientated towards the Site, proposed built form would be seen on the skyline to the background of views. Again, the Proposed Development would be read in context with existing built form and would not obscure notable long distance views. Retained mature trees within the Site and new planting once established would break up the extent of built form.

7.40 At year 1, the magnitude of change would vary between **Medium** (Sand Pit Road) and **Negligible** and the type of effect would be **Adverse**. By year 15, the landscape strategy would provide additional containment to built form. The magnitude of change would range between **Medium-Low** and **Negligible** and the type of effect would remain **Adverse**.

- **Representative View 3a and 3b (see AVR3b)**– The existing willow tree and hedgerow that partially encloses the Site would be retained and the proposed site access would move further west than the existing. Residential properties would be visible beyond this and would result in a noticeable change to the view, albeit seen in the context of existing housing to the south and north of Sand Pit Road. The Framework Masterplan indicates an outward facing development with street trees and open space that would break up the extent of built form in the view. At year 1, the magnitude of change would be **Medium** and the type of effect would

be **Adverse**. By year 15, proposed planting within the development would have established to integrate with the existing landscape framework and soften views of the development. The magnitude of change would reduce to **Medium-Low** and the type of effect would remain **Adverse**.

- **Representative View 4a** – The Proposed Development would be seen terminating the framed view with housing seen on the skyline. The built form would be partially obscured by the hedgerow and shrubs alongside Sand Pit Road. The positioning of open space to the southeast corner of the Site and within the developable area would also break up the extent of built form with houses set behind proposed open space. The wider extent of the development would be obscured by housing and trees in the foreground. At year 1 and 15, the magnitude of change would be **Low** and the type of effect would be **Adverse** due to the removal of some green space to the background of the view. However, proposed planting would break up the massing of built form once established.
- **Representative View 4b** – The mature trees glimpsed on the skyline within the Site would be retained and would partially obscure proposed built form. The rooftops of residential properties would be seen to the background of the view with some properties breaking the skyline, seen behind existing housing. Mature trees in the foreground would continue to set the development within a mature landscape framework. At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, the reinforced boundary tree belts and strategic planting running through open space along the ridge line would have established providing greater containment to the proposed built form. The magnitude of change would reduce to **Very Low** and the type of effect would remain **Adverse**.

Users of public rights of way to the southeast of the Site

7.41 Due to the topography and structure of mature trees and hedgerows, for long stretches of these public rights of way the Proposed Development would be obscured. From elevated stretches of the public rights of way, there would be occasions where built form would be seen on the skyline, set behind retained hedgerows and trees. The positioning of built form at the top of the slope would be similar to the existing farmhouse and warehouses. The wider extent of the development would be obscured and open fields to the east of the Site would retain a countryside character to views. At year 1, the magnitude of change would vary between **Medium-Low** and **Negligible** and the type of effect would be **Adverse**. By year 15, the magnitude of change would vary between **Low** and **Negligible** and the type of effect would remain **Adverse**. The proposed landscape strategy would reinforce the landscape structure with additional tree planting and woodland seen on the skyline.

- **Representative View 5** – Due to the topography, retained vegetation and the positioning of built form to the western side of the Site, the majority of the residential development would be obscured from view. Limited glimpses of built form would be possible during winter. New planting and areas of open space would also be visible and would reinforce the wooded appearance of the landscape. At year 1, the magnitude of change would be **Very Low** and the type of effect would be **Adverse**. By year 15, planting within areas of open space would

have established and would obscure the limited glimpses of built form. The magnitude of change would remain **Very Low** and the type of effect would be **Neutral** with no overall harm or improvement to the view.

- **Representative View 6 (see AVR6)** – The majority of the Proposed Development would be obscured due to the topography of the Site and retention of existing vegetation. Proposed built form within residential and employment areas would be seen on the skyline behind retained hedgerows and trees. This would replace existing views of Penn Hill Farm and warehouse buildings although would extend across more of the Site. Proposed planting and open space would also be seen on the facing slope. This would have a more formal appearance than the open field prior to the establishment of woodland planting and trees. At year 1, the magnitude of change would be **Medium-Low** and the type of effect would be **Adverse**. By year 15, the strategic planting running through open space along the ridge line would have established providing greater containment to the proposed built form. Planting within the open space would integrate with the existing landscape structure. The magnitude of change would reduce to **Low** and the type of effect would remain **Adverse**.
- **Representative View 7 (see AVR7)** – Similarly to View 6 built form would appear on the skyline set behind the retained structure of hedgerows and mature trees to field boundaries. The green infrastructure to the south of the Site adjacent to the Backhouse development would break up the massing of built form. The sloping fields to the east of the Site that are more prominent in the view would be retained free from development. The magnitude of change would be **Medium** at year 1, reducing to **Low** by year 15 following the establishment of strategic planting on the skyline. The type of effect would be **Adverse**.

Users of public rights of way within the North Wessex Downs National Landscape

7.42 As demonstrated by the ZTV, from public rights of way running through the closest part of the National Landscape, the Proposed Development would be obscured due to intervening mature woodland and trees and the undulating topography. Glimpsed views of proposed built form and open space would become possible from public rights of way on elevated ground at Cherhill Down. The built form would sit below the skyline formed by open countryside in the distance. At year 1, the magnitude of change would vary between **Very Low** and **Negligible** and the type of effect would be **Adverse**. By year 15, the proposed strategic planting would have established obscuring both the proposed built form and parts of the industrial estate which is noticeable in views. The magnitude of change would remain between **Very Low** and **Negligible** and the type of effect would be **Neutral** with proposed integrating with the existing landscape structure.

- **Representative View 9** – Built form would be glimpsed within the Site seen in front of the existing view of large scale built form in the industrial estate. Strategic planting and areas of public open space would also be visible with the majority of proposed built form obscured from view. At year 1, the magnitude of change would be **Very Low** and the type of effect would be **Adverse**. By year 15, the proposed strategic planting running through open space along the ridge line would have established providing greater containment to the proposed built form and that of the nearby industrial estate. The landscape strategy would reinforce

components of the existing landscape structure through woodland planting. The magnitude of change would remain **Very Low** and the type of effect would be **Neutral**.

Users of public rights of way to the southwest of Calne

7.43 From lower lying parts of Wenhill Lane and the cycle route running along the disused railway line, views are contained due to the narrow valley topography and the mature vegetation that encloses the former railway line. From elevated parts of the public footpaths leading to Pinhills Farm, proposed built form would be visible behind the existing settlement area of Calne replacing the glimpse of an existing field within the Site. Retained mature trees within the Site and woodland and farmland to the north of the Site would maintain a treed horizon line. At year 1, the magnitude of change would vary between **Low** and **Negligible**. By year 15, the magnitude of change would vary between **Very Low** and **Negligible**. The type of effect would be **Adverse**.

- **Representative View 11** – Glimpses of additional residential properties and employment buildings would be seen to the background of the view behind existing development within Calne. The extent of open farmland seen behind the town would reduce. However, the retention of mature trees within the Site and the woodland on more elevated land to the north of the Site would maintain a wooded skyline in the view. At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, the proposed street trees and planting within open space would break up the extent of built form. The magnitude of change would reduce to **Very Low** and the type of effect would remain **Adverse**.

Road users on the A3102 approaching Calne from the southwest

7.44 Due to the undulating topography, sinuous route of the A3102 and presence of mature woodland, the Proposed Development would be obscured from the majority of the approach to Calne. For a stretch of c.160m from past The Lodge at the entrance to Vern Leaze, to the roundabout with White Horse Way, housing to the southwest side of the development would become visible to the background of the view. The proposed built form would sit below the skyline formed by mature trees within the Site and woodland and farmland on elevated land to the north of the Site. At year 1, the magnitude of change would vary between be **Low** and **Negligible** and the type of effect would be **Adverse**. By year 15, the magnitude of change would vary between **Very Low** and **Negligible**.

- **Representative View 10 (see AVR10)** – The Proposed Development would introduce additional housing to the background of the view, seen behind existing residential properties. The retention of existing mature trees within the Site and surrounding Penn Hill Farmhouse would maintain a treed skyline. Existing woodland and more elevated farmland to the north of the Site would also be glimpsed on the skyline behind the Proposed Development. At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, the proposed street trees and planting within open space would break up the extent of built form. The magnitude of change would reduce to **Very Low** and the type of effect would remain **Adverse**.

Users of public rights of way and rural lanes to the northwest of Calne

7.45 Due to the valley topography associated with Cowage Brook and Fisher's Brook, views of the Proposed Development would be limited to more elevated stretches of public rights of way / rural lanes leading north and northeast from Turf House Lane. Views would be intermittent due to field boundary vegetation in the intervening landscape. Where visible, proposed built form would be seen behind existing development and below the ridge line formed by the North Wessex Downs National Landscape in the background. Retained mature trees within the Site would provide some enclosure and break up the massing of built form on the facing slope. At year 1, the magnitude of change would vary between **Low** and **Negligible**. By year 15, the magnitude of change would vary between **Very Low** and **Negligible**. The type of effect would be **Adverse**.

- **Representative View 12 (see AVR12)** – Residential properties and employment buildings within the Proposed Development would be glimpsed to the background of the view, seen behind existing residential and industrial development within Calne. The built form would sit well below the skyline formed by Cherhill Downs and retained mature trees within the Site would provide some containment to the development. There would be a reduction in open countryside seen behind the settlement and built form would be more elevated than existing housing. Whilst noticeable, due to the distance it would not be a prominent element in the view. At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, tree planting within the layout and strategic planting running through open space along the ridge line would have established breaking up the extent of built form. The magnitude of change would reduce to **Very Low** and the type of effect would remain **Adverse**.
- **Representative View 14** – Built form within the Proposed Development would be seen in place of glimpses of the Site's sloping western fields. Similarly, to existing glimpses of built form at Penn Hill Farm positioned at the top of the slope, the buildings would be partially enclosed by mature trees. Built form would sit behind the existing settlement and below the ridge of the North Wessex Downs National Landscape. At year 1, the magnitude of change would be **Low** and the type of effect would be **Adverse**. By year 15, the proposed strategic planting and trees within the development would break up the massing of built form and reinforce the tree line seen on the top of the slope. The magnitude of change would reduce to **Very Low**.

Users of Oxford Road development public open space

7.46 From the linear stretch of public open space that runs adjacent to the western boundary of the Site, proposed residential properties would be visible behind the retained boundary vegetation. The extent of visibility would increase during winter. From the larger open space to the north, housing within the Proposed Development would be seen on the skyline, alongside existing housing. By year 15, tree planting within open space to the west of the Site would have established providing increased containment to proposed built form. At year 1, the magnitude of change would vary between **Medium-Low** and **Very Low**. By year 15, the magnitude of change would vary between **Low** and **Negligible**. The type of effect would be **Adverse**.

- Representative View 13** – The roofline of houses within the Proposed Development would be seen to the background of the view. Due to the intervening hedgerow, topography of the Site and positioning of the developable area, the built form would not be dominant in the view and would be seen in the context of existing housing surrounding the open space. At year 1, the magnitude of change would be **Medium-Low** and the type of effect would be **Adverse**. By year 15, planting within open space to the northwest corner of the Site would have established providing greater containment to the proposed built form. The magnitude of change would reduce to **Low** and the type of effect would remain **Adverse**.

Table 7.4: Assessment of Effects on Visual Receptors

Receptor and representative viewpoint (RV)	Sensitivity	Year 1 Magnitude of change	Year 15 Magnitude of change	Level and type of Effect Year 1	Level and type of Effect Year 15
Road users on the A1302 and Oxford Road approaching Calne from the north	Medium-Low	Varying between Low to Negligible	Varying between Low to Negligible	Varying between Minor to Negligible Neutral and Negligible	Varying between Minor to Negligible Neutral and Negligible
Users of public rights of way crossing the Site (Refs: CALW62 & CALW61)	Medium-High	Varying between High (where paths cross the Site) and Medium (north of Site prior to the Quag)	Varying between Medium-High (where paths cross the Site) and Medium-Low (north of Site prior to the Quag)	Varying between Major Adverse (where paths cross the Site) and Moderate to Major Adverse (north of Site prior to the Quag)	Varying between Moderate to Major Adverse (where paths cross the Site) and Moderate Adverse (north of Site prior to the Quag)
Local community in residential areas of Calne	Medium-Low	Varying between Medium (Sand Pit Road) and Negligible (views obscured by housing)	Varying between Medium-Low (Sand Pit Road) and Negligible (views obscured by housing)	Varying between Moderate to Minor Adverse (Sand Pit Road) and Negligible (views obscured by housing)	Varying between Minor Adverse (Sand Pit Road) and Negligible (views obscured by housing)
Users of public rights of way to the southeast of the Site	Medium-High	Varying between Medium-Low (elevated viewpoints) and Negligible (views obscured by mature vegetation and topography)	Varying between Low (elevated viewpoints) and Negligible (views obscured by mature vegetation and topography)	Varying between Moderate Adverse (elevated viewpoints) and Negligible (views obscured by mature vegetation and topography)	Varying between Moderate to Minor Adverse (elevated viewpoints) and Negligible (views obscured by mature vegetation and topography)

Users of public rights of way within the North Wessex Downs National Landscape	High	Varying between Very Low (elevated parts of Cherhill Downs) and Negligible (views obscured by mature vegetation and topography)	Varying between Very Low (elevated parts of Cherhill Downs) and Negligible (views obscured by mature vegetation and topography)	Varying between Minor Adverse (elevated parts of Cherhill Downs) and Negligible (views obscured by mature vegetation and topography)	Varying between Minor Adverse (elevated parts of Cherhill Downs) and Negligible (views obscured by mature vegetation and topography)
Users of public rights of way to the southwest of Calne	Medium-High	Varying between Low (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Very Low (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Moderate to Minor Adverse (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Moderate to Minor Adverse (elevated views) and Negligible (views obscured by topography and mature vegetation)
Road users on the A3102 approaching Calne from the southwest	Medium-Low	Varying between Low (between the Lodge and White Horse Way roundabout) and Negligible (views obscured by woodland and topography)	Varying between Very Low (between the Lodge and White Horse Way roundabout) and Negligible (views obscured by woodland and topography)	Varying between Minor to Negligible Adverse (between the Lodge and White Horse Way roundabout) and Negligible (views obscured by woodland and topography)	Negligible
Users of public rights of way and rural lanes to the northwest of Calne	High	Varying between Low (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Very Low (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Moderate Adverse (elevated views) and Negligible (views obscured by topography and mature vegetation)	Varying between Minor Adverse (elevated views) and Negligible (views obscured by topography and mature vegetation)
Users of Oxford Road development public open space	Medium	Varying between Medium-Low (built form seen on skyline) and Very Low (views obscured by boundary vegetation)	Varying between Low (built form seen on skyline) and Negligible (views obscured by boundary vegetation)	Varying between Moderate to Minor Adverse (built form seen on skyline) and Minor to Negligible Adverse (views obscured by boundary vegetation)	Varying between Minor Adverse (built form seen on skyline) and Negligible (views obscured by boundary vegetation)

boundary
vegetation)

8. Summary and Conclusions

- 8.1 The LVIA has been founded on a thorough study of the Site and its landscape setting. Through understanding these features and resources, a robust impact appraisal of the Proposed Development has been undertaken in line with good practice principles and planning policy. The LVIA was prepared to inform the development of design proposals and a landscape strategy for the site. It accompanies an outline planning application for a residential development which consists of:

“Outline planning application with all matters reserved (except for access into the site) for the proposed development of up to 210 residential dwellings, and 0.75ha of employment land and ancillary uses, open space, vehicular and pedestrian accesses, landscaping, drainage measures and all other associated works including the demolition existing buildings and structure.”

- 8.2 The assessment identifies the baseline situation of the Application Site and its surroundings in terms of ‘landscape elements’, ‘landscape character’ and ‘visual amenity’.
- 8.3 The Site comprises five agricultural fields that form part of the landscape surrounding the settlement of Calne and part of the wider setting of the North Wessex Downs National Landscape. Recent developments to the north eastern edge of the settlement have extended the town to the east of Oxford Road and along Sand Pit Road. As a result of this, residential development now abuts the Site’s south and western boundaries. The Site occupies a minor ridge line to the northeast of Calne and is located between two watercourses; the Fisher’s Brook and the Abberd Brook. Also within the Site boundary is a small industrial estate with warehouse buildings and service yards for coach storage. This built form and Penn Hill Farm, which sits outside of the Site boundary, are located centrally within the Site on the elevated ridge line. Mature trees help to contain this built form in views from the wider landscape.
- 8.4 The baseline appraisal identified that the Site is located within ‘LCA 11A: Rolling Clay Lowland’ in the Wiltshire Landscape Character Assessment (2005) and ‘LCA 14: Hilmarton Rolling Lowland’ in the North Wiltshire Landscape Character Assessment (2004). The Wiltshire county scale study identifies the strong pattern of hedgerows and mature hedgerow trees; woodland blocks; and, views to the chalk scarps and limestone ridge as landscape features of significance. In relation to landscape sensitivity the North Wiltshire district scale study describes how around Calne, the original settlement in the valley bottom has extended up the valley sides. These areas are identified as being exposed to wider views and sensitive to further development. The setting of Cherhill Downs (within the National Landscape) to the east is also identified as being sensitive to built development.
- 8.1 Further analysis of local landscape character has been carried out which places the Site within Local Landscape Character Area (LLCA) 1: Calne Rolling Lowlands. LLCA 1 is considered to be of **Medium-Ordinary Value**, due to it not forming part of a designated landscape, but having some local value as a recreational resource, contributing to the agricultural setting of Calne. The Site forms part of an area of agricultural landscape,

which is attractive but does not have particular physical attributes which elevate it above the ordinary. It does not form part of an area identified within the former Wiltshire Structure Plan by the local landscape designation of Special Landscape Area. As such, it is not considered to form part of a 'Valued Landscape' and, therefore, should not be afforded additional protection under para 187a of the NPPF.

- 8.2 Wiltshire is currently reviewing its Local Plan. The Wiltshire Council Local Plan: Site Selection Report for Calne identifies the Site within the final pool of potential sites for further detailed assessment. The Site was combined with land to the east leading to Spitfire Road and was considered to form a logical extension to the town. The summary of the assessment for the Site itself states:

"This site is adjacent to the revised settlement boundary and adjacent to new housing development off Sandpit Road and off Oxford Road. A number of adjoining SHELAA sites to the east and south could possibly be developed together. Likely low flood risk and heritage and landscape impacts. The site appears well screened and located adjacent to new developments."

- 8.3 Visually, the Application Site is open to view from the public rights of way that cross it. Due to its topography, elevated parts of the Site are more exposed in medium and longer distance views. In views from the North Wessex Downs National Landscape and the public rights of way in the local context to the southeast, the sloping fields to the eastern side of the Site are visible and in the mid range views the Site forms part of the skyline. The Site is well contained on approach to Calne from the north. In views from the southwest and northwest, the fields on the western side of the Site are more visible. Due to the rising topography to the north of the Site and the elevated ridge of the National Landscape, the Site typically sits below the skyline in these views. From surrounding residential areas, the Site is often obscured by built form. In some framed views, the open fields are seen to the background of views demonstrating the rural setting of the town.

- 8.4 The areas proposed for development, as set out in the Parameter Plans which support this planning application, have been informed by early stage landscape and visual analysis alongside technical work undertaken by the appointed arboriculture, drainage, highways and ecology consultants. Due to the relationship with the existing settlement edge and the reduced visibility from the National Landscape, the developable area has been positioned to the west of the Site. Existing mature tree belts would be retained and built form would be interspersed with street trees and open space. The employment uses would be positioned within the existing industrial estate where containment is provided by existing tree belts. The eastern side of the Site would be used for strategic planting to reinforce the perception of woodland on ridgelines and increase the containment to proposed built form. It would also provide areas for habitat creation, public open space, diverted public rights of way with views of the National Landscape and potential community facilities such as allotments and an orchard. Detailed landscape design would be determined through reserved matters applications.

- 8.5 The LVIA has identified that the Proposed Development would result in a change in land use from agricultural land and industrial estate to residential development and employment land with significant areas of green infrastructure. The Site itself would

become more urban in character and the settlement would extend further up the valley slopes which is considered an adverse change. However, the development would connect well with the existing settlement and would seek to retain and enhance elements of the existing landscape character such as the structure of hedgerows and trees, areas of woodland on high ground and views to and from the distinctive ridgeline in the North Wessex Downs National Landscape. In the long term, following the establishment of proposed planting, the following level and type of effects on landscape receptors have been identified:

- **Moderate to Minor Adverse effect** – LLCA1 – Calne Rolling Lowlands
- **Minor to Negligible Adverse effect** - District LCA 14: Hilmarton Rolling Lowlands; and, LLCA4 – Cherhill Works
- **Minor Beneficial effect** - Site trees and hedgerows
- **Negligible** - LLCA2 – Calne Residential; LLCA3 – Oxford Road Industrial Estate; North Wessex Downs National Landscape

8.6 At year 1, the implementation of the Proposed Development would change the character and appearance of close proximity views, particularly the public rights of way that cross the Site. In these short range views, there would be an noticeable change in character and some long distance views looking out of the Site would be obscured. This includes some views across Calne where the tower of St Mary's church is a feature. The diversion of the footpaths would provide opportunities for new publicly accessible views across open landscape and towards the National Landscape and across Calne.

8.7 Moving away from the Site, views of the Proposed Development would be more contained and built form would sit within a mature framework of trees and woodland. The positioning of development within the Site would maintain a sense of the open landscape that surrounds and contains Calne in medium range views from public rights of way to the southeast. In glimpsed views from Cherhill Downs within the National Landscape, the majority of built form would be obscured. The establishment of the landscape strategy would also obscure some views of large scale industrial buildings to the west of the Site. In wider views from the southwest and northwest, additional built form would appear in the open landscape behind the existing settlement. The retention and enhancement of mature tree belts and woodland within the Site would retain the wooded appearance of the landscape and provide containment to the development which would sit below the distant skyline formed by the National Landscape. In the long term (year 15), effects on key visual receptors arising from the Proposed Development which have been identified are set out below.

- **Adverse effects varying between Moderate and Moderate to Major** – Users of public rights of way crossing the Site (Refs: CALW62 & CALW61).
- **Adverse effects varying between Moderate to Minor and Negligible** – Local community in residential areas of Calne; users of public rights of way to the southeast of the Site; and, users of public rights of way to the southwest of Calne;

- **Adverse or Neutral effects varying between Minor and Negligible** – Road users on the A1302 and Oxford Road approaching Calne from the north; users of public rights of way within the North Wessex Downs National Landscape; road users on the A3102 approaching Calne from the southwest; users of public rights of way and rural lanes to the northwest of Calne; and, users of Oxford Road development public open space.

8.8 In summary, there are no national or local landscape designations covering the Site. Parts of the Site are visible from areas within the North Wessex National Landscape and development within the Site would feature in the background of some long distance views from the National Landscape. For this reason, it is considered to form part of its setting. However, due to the distance and separation of the Site from the designated landscape and its location below the skyline in long distance views, development within the Site would not have the potential to cause significant harm to the scenic beauty or special qualities of the designated landscape. The Proposed Development would introduce residential development into an area of rural landscape on the edge of Calne, changing the character of the landscape within the Application Site and some local views. However, effects on the wider landscape and more distant views would be limited.

8.9 A Landscape Strategy has been prepared which identifies a framework for the retention and management of existing landscape features on site and the introduction of new strategic planting. The proposed tree and hedgerow planting and new areas of open space would reduce potential landscape and visual effects of the development, improve the recreational value of the landscape and enhance parts of the landscape structure. This would provide effective mitigation and reduce the overall harm on the landscape character and views from the surrounding area.

Appendix 1: Landscape and Visual related Legislation, Planning Policy and Guidance

Legislative Framework

The European Landscape Convention (ELC) provides a basis for closer co-operation on landscape issues across Europe and was signed and ratified in the UK. This provides recognition of the importance of landscape matters and aims to improve approaches to the planning, management and protection of landscapes throughout Europe.

The ELC defines landscape as *“an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors”*. It includes ‘townscape’, as well as all forms of rural landscape.

The closest landscape designation is the North Wessex Downs National Landscape (formerly Area of Outstanding Natural Beauty).

Section 245 (Protected Landscapes) of the Levelling-up and Regeneration Act 2023 (LURA) sets out that relevant authorities must now ‘seek to further’ the statutory purposes of Protected Landscapes. This replaces the previous duty on relevant authorities to ‘have regard to’ their statutory purposes. The statutory purposes of National Landscapes are:

- *conserving and enhancing the natural beauty of the area of outstanding natural beauty*
- *increasing the understanding and enjoyment by the public of the special qualities of the area of outstanding natural beauty*

The duty applies to functions undertaken outside of the designation boundary which affects land within the Protected Landscape. Considerations that could be relevant to the Site, as part of the setting to the National Landscape include tranquillity, dark skies, sense of remoteness, wildness, cultural heritage, long views to and from the National Landscape and functional connectivity including recreational links.

Planning Policy

National Planning Policy Framework (2024)

The National Planning Policy Framework (NPPF) was introduced in March 2012 and provided a full statement of the Government’s planning policies. The latest revision to the NPPF was adopted in December 2024. At the heart of the National Planning Policy Framework (NPPF) is ‘a presumption in favour of sustainable development’ (para 10). Three overarching objectives for achieving sustainable development are identified (para 8) as: an economic objective; a social objective; and an environmental objective. Para 9 notes that: ‘Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so

should take local circumstances into account, to reflect the character, needs and opportunities of each area.'

The NPPF sets out a hierarchical approach to landscape protection. Paragraph 187 states that the planning system should 'contribute to and enhance the natural and local environment' by a number of things including:

a) protecting and enhancing valued landscapes...(in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside.

No specific guidance is provided on what constitutes a 'valued landscape'. However, paragraph 188 states that '*Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries*'.

Paragraph 189 states that the highest status of protection should be afforded to National Parks, the Broads and Areas of Outstanding Natural Beauty. It goes on to state that the scale and extent of development within all these designated areas should be limited and that development in their setting '*should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas*'.

The NPPF also sets out that development proposals should be sensitive to local character and the landscape setting of surrounding built environment with Chapter 12 of the Framework outlining Government's guidance for achieving well-designed places. Within this, paragraph 131 establishes that the Government attaches great importance to the design of the built environment. It states that '*Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities*'.

Paragraph 136 identifies that '*Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible*'.

National Planning Practice Guidance

National Planning Practice Guidance (PPG) has been issued by the Government as a web based resource. This is intended to provide more detailed guidance and information with regard to the implementation of national policy set out in the NPPF.

In the Natural Environment guidance category of the NPPG, Paragraph 006 (Reference ID: 8-006-20190721) refers to green infrastructure and states:

'Achieving well-design places - *The built environment can be enhanced by features such as green roofs, street trees, proximity to woodland, public gardens and recreational and open spaces.*

More broadly, green infrastructure exists within a wider landscape context and can reinforce and enhance local landscape character, contributing to a sense of place and natural beauty’.

Conserving and enhancing the natural environment - *High-quality networks of multifunctional green infrastructure contribute a range of benefits, including ecological connectivity, facilitating biodiversity net gain and nature recovery networks and opportunities for communities to undertake conservation work.*

Paragraph 029 (ID: 8-029-20190721) provides guidance in relation to trees within settlements and states that the interaction of trees and tree roots with built infrastructure requires expert arboricultural or forestry advice. In order to deal with the pressures of climate change it also guides that trees should be well-placed and well-chosen.

Paragraph 037 (ID: 8-037-20190721) supports the use of Landscape Character Assessment as a tool to help assess the type and scale of development that might be able to be accommodated without compromising landscape character. It also supports the use of LVA/LVIAs to demonstrate the likely effects of a proposed development on a landscape.

Paragraph 039 (ID: 8-039-20250129) identifies the statutory duties of local planning authorities in relation to National Parks, the Borads and National Landscapes stating that *‘Section 11A(2) of the National Parks and Access to the Countryside Act 1949, section 17A of the Norfolk and Suffolk Broads Act 1988 and section 85 of the Countryside and Rights of Way Act 2000 (as amended by section 245 of the Levelling Up and Regeneration Act 2023) require that ‘in exercising or performing any functions in relation to, or so as to affect, land’ in National Parks and National Landscapes, relevant authorities ‘must seek to further’ the purposes for which these areas are designated’.* It states that this duty is also relevant in considering development proposals that are situated outside of National Park or National Landscape boundaries, but which might have an impact on their setting or protection.

Paragraph 042 (ID: 8-042-20190721) provides guidance around development in the setting of National Parks and National Landscapes recognising that land in the setting often makes an important contribution to maintaining national beauty and that poorly located or designed development can do significant harm. Particularly where *‘long views from or to the designated landscape are identified as important, or where the landscape character of land within and adjoining the designated area is complementary.’* Development in the setting therefore needs sensitive handling that takes these potential impacts into account.

In the Design guidance category of the PPG, (Paragraph 001 Reference ID: 26-001-20191001) the guidance supports paragraph 134 of the NPPF and states that *‘development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes.’* It also refers to the accompanying National Design Guide which sets out ten characteristics for a well-designed place:

- *Context – enhances the surroundings.*
- *Identity – attractive and distinctive.*
- *Built form – a coherent pattern of development.*
- *Movement – accessible and easy to move around.*
- *Nature – enhanced and optimised.*

- *Public spaces – safe, social and inclusive.*
- *Uses – mixed and integrated.*
- *Homes and buildings – functional, healthy and sustainable.*
- *Resources – efficient and resilient.*
- *Lifespan – made to last.*

Local Planning Context

At a local level, the Application Site falls within Wiltshire County Council which covers the whole of Wiltshire, excluding Swindon. Planning Policy for the County is set out in the Wiltshire Core Strategy Development Plan Document (2015) and the recently adopted Wiltshire Housing Site Allocations Plan (WHSAP).

Wiltshire Core Strategy

The Wiltshire Core Strategy Development Plan Document was adopted on the 20th January 2015. Within this document the Application Site lies within the Trowbridge Community Area and the strategy for this area includes recognition that the villages surrounding Trowbridge (including North Bradley) have separate distinct identities as villages and that open countryside should be maintained in order to protect this separate character and identity.

Core strategy policies of relevance to the Application Site and this appraisal include:

- Core Policy 51: Landscape – seeks to protect, conserve and enhance Wiltshire’s distinctive landscape character and refers to the Landscape Character Assessments that cover the County, of which the Wiltshire Landscape Character Assessment (2005) and the North Wiltshire Landscape Character Assessment (2004) are relevant to the Application Site. Development proposals must not have a harmful impact upon landscape character and where negative impacts cannot be avoided; they should be mitigated through sensitive design and landscape measures.
- Core Policy 52: Green Infrastructure - development proposals should seek to retain and enhance Wiltshire’s green infrastructure network. Opportunities to enhance the connections between the natural and historic landscapes of Wiltshire should also be identified.
- Core Policy 57: Ensuring high quality design and place shaping – new developments are expected to be of high quality design and should be informed by local context and the distinctiveness of the natural and built environment. Development should respond positively to existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to help to integrate the development with its setting.

Wiltshire Local Plan Pre-Submission Draft 2020-2038 (Regulation 19) September 2023

The revised Wiltshire Local Plan is currently undergoing examination. The progressed nature of the draft plan means that weight will be given to its policies.

Calne is identified as a Market Town in the Policy 1: Settlement Strategy which are defined as *‘settlements that have the ability to support sustainable patterns of living in Wiltshire through*

their current levels of facilities, services and employment opportunities'. Market Towns are identified as having potential for 'significant development.'

Policy 9 sets out the strategy for development at Calne Market Town stating that development will *'provide a balanced approach to housing growth, that allows the wide-ranging housing needs of Calne to be met whilst conserving the special market town feel, including its heritage and landscape qualities.'*

The Site forms part of a residential led allocation for approximately 570 dwellings, local centre, nursery and employment land under Policy 11: Land to the North of Spitfire Road, Calne. The policy information requests that the masterplan incorporates *'appropriate landscape buffers to new settlement edges in the north and east of the site and through the development, to ensure a well-integrated settlement expansion to the east of Calne and avoid where possible development on higher landform to prevent harm to the Area of Outstanding Natural Beauty'*.

Policy 84 states that all major development must make provision for public open space and play facilities.

Policy 90 states that *'Proposals for major development shall make provision for the retention and enhancement of Wiltshire's woodlands, hedgerows, and trees, and shall incorporate these assets into development design as part of the wider Green and Blue Infrastructure (GBI) Network, by:*

- 1. contributing to the tree planting targets of Wiltshire Council's Climate Strategy and woodland, hedgerow and tree strategy, following the principles of 'Right Tree, Right Place;*
- 2. supporting the economic benefits of woodland and tree planting from agroforestry, leisure, tourism as well as wider ecosystem services such as natural flood management and climate resilience;*
- 3. where applicable, supporting the aims and objectives of the Great Western Community Forest;*
- 4. where applicable and acceptable in highway terms, ensuring on major developments that tree lined streets, community orchards and garden tree planting, are fully integrated into proposals;*
- 5. seeking, where applicable, to increase woodland and street tree cover in existing urban areas in Wiltshire to create shade, mitigate storm water runoff, improve air quality, sequester carbon, and improve the health and well-being of local communities;*
- 6. ensuring the long-term sustainability of woodland, hedgerow, and tree planting, through the appropriate specification of plants, planting accessories, soil volumes, and long-term management to ensure the establishment to maturity of planting schemes in Wiltshire and minimise wastage.*

Policy 91 states that *'Development will conserve and where possible enhance Wiltshire's landscapes by:*

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

In relation to designated landscapes, the Policy states '*Development within, and influencing the setting of, these designated areas should be limited in scale and extent and are expected to contribute towards conserving and enhancing their natural beauty.*

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

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

Policy 93 states that development will make provision for the retention and enhancement of Wiltshire's green and blue infrastructure network and ensure suitable links to the network are provided and maintained.

Policy 98 relates to ensuring high quality design and place shaping in all new developments. The following criteria are considered relevant to this LVIA and Site:

- *enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced;*
- *the retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development;*
- *responding positively to the existing townscape and landscape in terms of the distinctive local characteristics of the built form (i.e. the layout of blocks, streets, plots and buildings' scale, mass, height, build-line), and appearance (i.e. elevational composition, articulation, detailing and materials) and where a distinct change in character is proposed this must be explained and justified in the Design and Access Statement;*
- *the inclusion of tree-lined streets and taking the opportunities to include trees elsewhere in developments i.e., parks, orchards, integrated with sustainable drainage systems;*
- *ensuring that the public realm, including new streets, public open spaces and other rights of way, are designed to create places of character which are legible, safe and accessible, with the integration of art and design in the public realm;*
- *taking account of the needs of potential users, with regard to accessibility and inclusivity, and considering how space and buildings will be used in the immediate and long-term future;*
- *the use of high standards of materials and finishes for: buildings (e.g. appropriate form, colour and characteristic weathering); external spaces and hard landscaping (e.g. boundaries, paths, street materials and retaining structures), and all street furniture (e.g. seating and signage); and having regard to any local design guidance, where applicable;*

Calne Community Neighbourhood Plan 2016-2026 (Made February 2018)

Objective C of the Calne Community Neighbourhood Plan seeks to 'protect and enhance the natural and built environment, countryside and landscape setting.' The supporting principles include aims to enhance the green infrastructure network, protect the countryside from inappropriate development and to create attractive approaches to the town and villages from every direction. Policy BE1 states:

- *All development proposals must provide appropriate landscaping to integrate the existing and new built form and landscape; the landscaping treatment should:*
 - *minimise but not obliterate views of the development (except where other treatments are advised from the visual impact assessment); and*
 - *use stands of trees to either restrict or focus views of the development and to break up the outline of buildings; and*
 - *extend existing landscaping ensuring that existing built form and community identity of streets and areas are not adversely affected; and*
 - *ensure that access routes are attractive and safe; and*
 - *contribute to supporting native fauna where possible, using the latest research to support choices, which may include non-native species where these may be more tolerant to future climate change; and*
 - *for developments with a countryside edge, build density should reduce toward the countryside with larger areas dedicated to gardens; and*
 - *for developments within Calne on the main approaches into town, allow for a wide boulevard on the main frontage to create a high quality environment.*

Policy BE2 requires development to be designed to a high quality that reinforces local distinctiveness. The Neighbourhood Plan also identifies that the existing landscape setting and views into and out of settlements should be protected. Policy NE2 states:

- *Proposals for new development must respect the pastoral setting of Calne & Calne Without and accordingly must assess and address, with mitigation where appropriate, their impact on:*
 - *the sensitive rural edges of the town and villages where views both in and out and linkages are an integral part of the character of these places; and*
 - *the physical separations between communities; and*
 - *the dominance of the natural features that provide the setting for these settlements such as the valley setting of Calne below rural hilltops; and*
 - *the un-urbanised qualities of the country lanes; and*
 - *tranquillity and the need to protect against intrusion from light pollution, noise, and motion.*

- *Wherever possible, development should deliver enhancements to the landscape character including well integrated additional planting.*

Wiltshire Design Guide

The Wiltshire Design Guide was adopted in 2024 as a Supplementary Planning Document that expands on Core Policy 57: Ensuring high quality design and place shaping' in the Wiltshire Core Strategy.

Section 3 focuses on identity recognising that an understanding of a place's landscape and community should commence at an early stage and proposals should respond positively. The Design Guide broadly separates Wiltshire into three areas with Calne falling within the North area. The study identifies a series of expectations that developments should respond to.

Appendix 2: Landscape and Visual Impact Appraisal Methodology

Assessment methodology

The methodology for landscape and visual assessment is based on current best practice as set out in:

- *Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3);*
- *Landscape Character Assessment, 2016 (Landscape Institute Technical Information Note 08/2015); and*
- *Visual Representation of Development Proposals, 2019 (Landscape Institute Technical Information Note 06/19).*

The Guidelines for Landscape and Visual Impact Assessment (GLVIA) states that this type of appraisal provides a tool for identifying and assessing the “*the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity*” (Para. 1.1). It goes on to emphasise that the appraisal has two interlinked elements of: landscape, as a resource; and visual amenity, including views. The effects of both must be addressed in the assessment.

Baseline landscape appraisal methodology

The baseline landscape appraisal included a mixture of desk study and field work to identify and record the key landscape features and character of the landscape within the study area. A preliminary desk study of Ordnance Survey (OS) maps and aerial photography was undertaken to establish the physical components of the Site and its surroundings. A review of the landscape character context of the Site was undertaken which referenced the current published landscape character studies relating to the study area at national, regional and local level. This was followed by fieldwork to assess the key characteristics of the local landscape character and identify local landscape character areas within the study area. The key landscape receptors (landscape character areas, landscape features or landscape characteristics) with potential to be affected by the proposed development were then identified and a judgement was made on the Value of each of these. This judgement is made based on the approach set out in GLVIA3 and as described below.

The Value of each of the identified landscape receptor was assessed with reference to the following criteria and the definitions of level of value set out in **Table 1.1**:

- *Any designations or policies (both national and local) which may be present; and,*
- *The presence or absence of other attributes which contribute to landscape value such as landscape condition, scenic quality, rarity, representativeness, conservation interests, recreation value, perceptual aspects or associations e.g. with writers, artists or historic events*

Table 8.1: Value of Landscape Receptors

Value	Typical Level of Designation/ Rarity	Typical Examples
Very High	International, National	World Heritage Sites, and/or key features of World Heritage Sites. No potential for substitution.
High	National, Regional	National Parks or AONBs and/or key features of these, Scheduled Monuments, some Conservation Areas, and landscape areas with typically a significant number of Grade I/II* listed buildings, and/or Registered Historic Park and Gardens. No or limited potential for substitution.
Medium	Regional, Local	Landscape areas designated at local level e.g. Special Landscape Areas and other undesignated areas which contain features of notable scenic quality or recreational value with value perhaps expressed through non-official publications or demonstrable use. Limited potential for substitution.
Ordinary	Local	Landscape features or character areas which are not related to designated, or non-designated heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; and/or is of little scenic or landscape importance. Considerable potential for substitution.
Low	Local	Landscape features or local character areas in poor condition or quality and/or identified for recovery.

Baseline visual appraisal methodology

The baseline visual appraisal established the area in which the Site, and emerging scheme proposals, may be visible; the different groups of people who may experience the views of the development (defined as visual receptors); and, the nature of these views. These factors interrelate, but for the purpose of the assessment are dealt with in that order.

The visibility of the Site was assessed by a walkover survey which established the area within the study area from which the Site is currently visible. The key visual receptors within this area were then identified (i.e. groups of people within this area who experience (or may experience) views of the Site).

In most assessments, unless specifically requested by the LPA, visual receptors are restricted to groups of people in publically accessible places. Normally, views from private residential properties are not included as changes to private views are not a planning consideration⁹ unless the development is likely to be so overbearing or dominating that they could result in unacceptable living conditions. Where this is possible, a separate residential visual amenity

⁹ Aldred's Case in 1610 established in English law that views from private property cannot be protected.

assessment is undertaken. In this case it was established that assessment of impacts on views from private residential properties was not required.

Following identification of the key visual receptors, representative viewpoints were identified to reflect typical views from the key visual receptors. The number and location of representative viewpoints were agreed with Wiltshire Council as part of pre-application discussions. A description and evaluation of the identified views was then undertaken which took into account the following:

- *type and relative numbers of people, and their occupation or activity*
- *location, nature and characteristics*
- *nature, composition and characteristics of the views (including directions)*
- *elements which may interrupt, filter or otherwise influence the views*
- *seasonal changes in the view*

Assessment of Landscape Effects

Landscape effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the Landscape/local Landscape area; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the Landscape/local Landscape area;*

The assessment of landscape effects considered the sensitivity of the landscape receptor and the magnitude of the predicted effect.

The sensitivity of landscape receptors relates to the value attached to that receptor (which was established as part of the baseline assessment) and the susceptibility of the receptor to the type of change or development proposed. GLVIA3 defines landscape susceptibility as “*the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies*” (Para. 5.40).

Judgements on the susceptibility to change of each of the identified landscape receptors were made based on the scale set out in **Table 1.2**.

Table 8.2: Susceptibility to change of landscape receptors

Susceptibility to change	Description
High	Landscape receptor ¹⁰ would be unlikely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies. Landscape receptor has little or no relationship to the type of development proposed and/or would be difficult to replace or substitute if lost e.g. ancient woodland, veteran trees and historic parkland. Landscape receptor is highly sensitive and would be fundamentally altered by the type of development proposed.
Medium	Landscape receptor would be compromised by the type of development proposed and/or the achievement of landscape planning policies and strategies would be compromised. Landscape receptor has some relationship to the type of development proposed and/or could be partially replaced or substituted if lost. Landscape receptor is moderately sensitive and characteristics of the receptor would be altered by the type of development proposed. The general features or character of the receptor would remain but would be weakened by the type of development proposed.
Low	Landscape receptor would be likely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline landscape character and/or the achievement of landscape planning policies and strategies. Landscape receptor has a close relationship to the type of development proposed and could be easily replaced or substituted if lost. Landscape receptor is of low sensitivity and characteristics of the receptor would not be significantly altered by the type of development proposed. The general landscape character is resilient to change.

A judgement on the overall sensitivity of each landscape receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of landscape effect considered the size or scale of the effect, the geographical extent of the effect and the duration and reversibility of the effect.

Judgements on the magnitude of Landscape effect were broadly based on the descriptions of magnitude set out in **Table 1.3** below.

¹⁰ Includes landscape character areas, landscape elements or features and particular aesthetic or perceptual aspects of the landscape.

Table 8.3: Magnitude of Landscape Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a landscape receptor and/or addition of major new elements which would be dominant features with little or no relationship to the landscape receptor. Changes would substantially alter the character of a large area.
Medium	Permanent partial loss or change to some of the key characteristics of a landscape receptor and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small area or a noticeable change to a larger area.
Low	Permanent limited/localised loss or change to common characteristics of a landscape receptor and/or addition of new elements which would be noticeable features but largely in keeping with the existing character. Changes would result in a small change to the character of a large area or a noticeable change to a small area. Also includes temporary and/or reversible changes of larger scale or extent.
Very Low	Small scale changes to common characteristics of a landscape receptor and/or small scale additions of new elements which are in keeping with the existing character. Changes would not noticeably alter the character of the area. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to landscape receptor

Consideration was also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- *Adverse: overall harm to Landscape character/feature*
- *Beneficial: overall improvement to Landscape character/feature*
- *Neutral: a combination of both adverse and beneficial effects with no overall harm or improvement to Landscape character/feature*

Assessment of Visual Effects

Visual effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the view; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the view;*

The assessment of visual effects considered the sensitivity of the visual receptor and the magnitude of the predicted effect.

The sensitivity of the visual receptor comprised a judgement on the value attached to the views and an assessment of the susceptibility of each receptor to the type of change proposed.

A judgement on the value attached to the views was made with reference to the following criteria and the definitions of value set out in **Table 1.4**.

- *Planning designations e.g. Designated Views or Protected Vistas identified in local or regional planning policy'*
- *Other designations relating to landscape features or heritage assets e.g. key views identified in conservation area appraisals or recorded in citations for listed buildings or registered parks and gardens; and,*
- *Indicators of the value attached to views by visitors e.g. views identified in guidebooks or on tourist maps, official viewpoints (often with sign boards and interpretive material) or views referenced in literature or art*

Table 8.4: Value attached to views

Value	Typical level of designation / Rarity	Typical Examples
Very High	International, National	Views associated with sites of international importance e.g. World Heritage sites
High	National, Regional,	Designated views of national or regional importance e.g. views of noted importance to sites of national importance e.g. Scheduled Monuments, AONBs, Grade I/Grade II* listed buildings, and/or Registered Historic Park and Gardens
Medium	Regional, Local	Views identified or protected at local level e.g. identified in local planning policy or guidance and views associated with heritage or landscape features of regional or local importance e.g. some Conservation Areas and Grade II/II* listed buildings. May also include views which are undesignated but value perhaps expressed through non-official publications or its contribution to enjoyment of a designated or non-designated heritage asset.
Ordinary	Local	The view from the identified visual receptor is not related to designated, or non-designated, heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; but contributes positively to the visual amenity experienced by the receptor.
Low	Local	The view from the identified visual receptor does not make a positive contribution to local visual amenity.

The assessment of susceptibility of visual receptors was based on the approach set out in para 6.32 of GLVIA3 which notes that:

- *‘the susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:*
- *The occupation or activity of people experiencing the view at particular locations: and,*
- *The extent to which their attention or interest may therefore be focussed on the views and the visual amenity they experience at particular locations’.*

Judgements on the susceptibility of a visual receptor to change are broadly based on the descriptions of susceptibility set out in **Table 1.5** below.

Table 8.5: Susceptibility to change of visual receptors

Susceptibility	Description
High	Receptors for whom the view and visual amenity is of high importance to the experience or activity including: people engaged in outdoor recreation whose attention or interest is likely to be focused on the landscape and on particular views e.g. waymarked walks through the landscape; and visitors to heritage assets or other attractions where views of the surroundings are an important contributor to the experience.
Medium	Receptors for whom the view and visual amenity is of moderate importance to the experience or activity including: Travellers on most road or rail routes
Low	Receptors for whom the view and visual amenity is of low importance to the experience or activity including: people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape; and, people at their place of work whose attention may be focussed on their work, not on their surroundings, and where the setting is not important to the quality of working life.

A judgement on the overall sensitivity of each visual receptor (ranging from Very High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of visual effect considered the size or scale of the effect, the geographical extent of the effect, and the duration and reversibility of the effect.

Judgements on the magnitude of visual effect were broadly based on the descriptions of magnitude set out in **Table 1.6** below.

Table 8.6: Magnitude of Visual Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a view and/or addition of major new elements which would be dominant features. Changes would substantially alter the character of the view.
Medium	Permanent partial loss or change to some of the key characteristics of the view and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small part of the view or a noticeable change to a larger part of the view.
Low	Permanent limited/localised loss or change to a view and/or addition of new elements which would be noticeable features but largely in keeping with the existing character of the view. Changes would result in a small change to the character of a large part of the view or a noticeable change to a small part of the view. Also includes temporary and/or reversible changes of larger scale or extent within the view.
Very Low	Small scale changes to common characteristics and/or small scale additions of new elements to the view. Changes would not noticeably alter the character of the view. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to the view.

Consideration is also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- **Adverse:** overall harm to the character/quality of the view and loss of visual amenity
- **Beneficial:** overall improvement to the character/quality of the view and improvement of visual amenity
- **Neutral:** no overall harm or improvement to the view or visual amenity (likely to be the result of a combination of both adverse and beneficial effects or very small changes)

Methodology for assessment of level of effect

The overall level of effect attributed to each effect has been assessed based on professional judgement and considers both the magnitude of change due to the Proposed Scheme and the sensitivity of the affected receptor. **Table 1.7** has been a tool which has assisted with this process.

Table 1.7: Overall Level of Effect

		Sensitivity			
		High	Medium	Low	Very Low
Magnitude of Change	High	Major	Moderate to Major	Moderate	Minor
	Medium	Moderate to Major	Moderate	Minor	Minor to Negligible
	Low	Moderate	Minor	Minor to Negligible	Negligible
	Very Low	Minor	Minor to Negligible	Negligible	Negligible
	Negligible/None	Negligible	Negligible	Negligible	Negligible

The following terms have been used to define the identified level of effect.

- **Major effect:** where the Proposed Development is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity.
- **Moderate effect:** where the Proposed Development is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability.
- **Minor effect:** where the Proposed Development is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the change.
- **Negligible effect:** where the Proposed Development is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change.