

RUBIX LAND LIMITED

LAND AT ASHLEY COOMBE, WARMINSTER

LANDSCAPE AND VISUAL IMPACT ASSESSMENT

FINAL: Thursday, 11 December 2025

CLIENT: Rubix Land Limited

PROJECT: Land at Ashley Coombe, Warminster

REPORT TITLE: Landscape and Visual Impact Assessment

DJA Reference: 3396-4-4-4-LV-0001-S0-P2 Ashley Coombe LVIA 11122025

Revision: P2

Issue Date: Thursday, 11 December 2025

REPORT REVISIONS

Revision	Date	Description	Prepared	Approved
P1	04.12.2025	First Draft	MCG	PG
P2	11.12.2025	FINAL	MCG	PG

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1. INTRODUCTION

Name and Qualification

- 1.1 This report has been prepared by Matt Golding, MA, of David Jarvis Associates Limited (DJA). DJA is a firm of chartered landscape architects and town planning consultants with extensive experience in the planning, assessment, design and implementation of commercial/industrial development. The firm is a Registered Practice of the Landscape Institute.
- 1.2 The report concerns the predicted landscape and visual effects arising from an outline planning application for up to 80 residential units, public open space, landscaping, surface water drainage and associated infrastructure (hereinafter referred to as “the proposed development” on land at Ashley Coombe, Warminster, Wiltshire (hereinafter referred to as “the Site”). The Site location is illustrated on **Figure LV-0001**.

Scope

- 1.3 The landscape and visual assessment considers landscape and visual matters as separate issues. Visual impacts relate to changes in views, whereas landscape impacts relate to physical changes to the landscape, that is, changes to landscape character, the historic landscape and landscape components such as trees, landform and water courses.
- 1.4 Short and medium terms effects are those that are likely to arise during the construction of the proposed development, long term effects are those that are likely to occur post-completion of the proposal. In general terms it is envisaged that short and medium term effects could arise from the commencement of the construction phase to development’s completion whilst construction is anticipated to be ongoing, and long terms effects could arise upon the completion of the development.
- 1.5 Impacts have been considered in the summer of Year 15 after completion to assess the effect of mitigation.

2. PLANNING POLICY

- 2.1 The section below provides a summary of policy relevant to the consideration of landscape and visual matters.

National Planning Policy Framework (NPPF), December 2024

- 2.2 At the heart of the NPPF is a presumption in favour of sustainable development. The natural and local environment is addressed under Section 15 'Conserving and Enhancing the Natural Environment'.

- 2.3 Paragraph 187 states that *"planning policies and decisions should contribute to and enhance the natural and local environment by:*

*a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);
b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland...;*

d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures and incorporating features which support priority or threatened species such as swifts, bats and hedgehogs; and

e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans".

- 2.4 As the Cranborne Chase and West Wiltshire Downs National Landscape located approximately 400m to the south of the Site forms part of the study area, Paragraph 189 of the NPPF is of relevance and states:

"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 areas of protection in relation to these issues... The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas."

- 2.5 At the heart of the NPPF is a presumption in favour of sustainable development. The natural and local environment is addressed under Section 15 'Conserving and Enhancing the Natural Environment'.

County Planning Policy

- 2.6 The site falls within the jurisdiction of Wiltshire Council. The Wiltshire Core Strategy, adopted in January 2015, contains the following policies related to residential development and landscape. The weight to be attributed to all policies will be considered in the Planning Statement.

- 2.7 Core Policy 50: *"Biodiversity and geodiversity"* states:

Protection

"Development proposals must demonstrate how they protect features of nature conservation and geological value as part of the design rationale. There is an expectation

that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource, and secure the integrity of local ecological networks and provision of ecosystem services...”

Biodiversity enhancement

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

2.8 Core Policy 51: “Landscape” states:

Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

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

2.9 Core Policy 52: “Green Infrastructure” states:

“Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

- i. retain and enhance existing on site green infrastructure*
- ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards*

- iii. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development*
- iv. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy.*
- v. Landscape features of cultural, historic and heritage value.*
- vi. Important views and visual amenity.*
- vii. Tranquillity and the need to protect against intrusion from light pollution, noise, and motion.*
- viii. Landscape functions including places to live, work, relax and recreate”...*

2.10 Core Policy 52: Green Infrastructure states:

“Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to:

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

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required. Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process. Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation. Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers.”

2.11 Core Policy 57: “Ensuring high quality design and place shaping” states:

“A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced*
- ii. the retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development.*
- iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting...*
- vi. ...making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area*
- vii. having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)*
- viii. incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site*
- ix. ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)*
- x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials*
- xi. taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future*
- xii. the use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm*
- xiii. the case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place..."*

Warminster Neighbourhood Plan (November 2016)

- 2.12 The Site is located within the Warminster Neighbourhood Plan area, but outside of the settlement boundary as defined in this document. Land immediately to the north of the Site is identified in the Strategic Housing Land Availability Assessment (SHLAA) as site 3242.

3. LANDSCAPE BASELINE

Description of the Application Site

- 3.1 The Site is located on the south-eastern edge of Ashley Coombe which, in turn, coalesces with Warminster to the north. The Site comprises one complete field and most of a second, adjoining field to the south. It is centred on (NGR) ST 87091,43805 and slopes gently to the south-east. It sits at approximately 140 Above Ordnance Datum (AOD) and occupies an area of 5.54 ha.
- 3.2 The north-western boundaries of the Site adjacent to the settlement are defined by a variety of boundary treatments associated with the private residences off Ashley Place and Ashley Coombe. These include sections of hedgerow containing hedgerow trees.
- 3.3 The south-western boundary of the Site is defined by a good quality hedgerow containing mature hedgerow trees. The south-eastern and north-eastern boundaries of the Site have no physical definition, however an individual, mature deciduous tree is located on the remnant north-eastern boundary of the field.
- 3.4 The Site contains two public right of way (PRoW), WARM58 and WARM59 which bisect the Site and are located on the south-western boundary respectively. There is no other access to the Site and it is privately owned.
- 3.5 The Site is traversed by two overhead powerline routes suspended on telegraph poles. These are considered detractors in local views.

Description of the Surrounding Area

- 3.6 The Site is located on the urban edge of Ashley Coombe. Consequently, land immediately to the north and to the north-west comprises residential settlement comprising Ashley Coombe and Ashley Place. This developed land use continues further to the north towards the centre of Warminster.
- 3.7 Land immediately to the east of the Site descends towards a Waste Water Treatment Works (WWTW); the low-lying land beyond which in the vicinity of Henfords Marsh contains the channel of the River Wylfe. Further to the east the land undulates and comprises a combination of arable and pastoral farmland; areas of deciduous woodland punctate the landscape. Settlement is sparse and except for the hamlet of Bishopstrow is limited to farm complexes and private residences.
- 3.8 Land to the south of the Site broadly comprises regularly and irregularly-shaped pastoral fields which are separated by good quality hedgerows containing hedgerow trees. The A36 (Warminster bypass) crosses the landscape broadly on an east-west alignment and vegetation flanking the route of the road provides a linear feature in some views. Aural effects from the bypass are locally evident. Woodcroft Wood, Eastleigh Wood and Southleigh Wood combine to form a significant area of mixed woodland to the south of the A36 which is bisected by Five Ash Lane. This road partially defines the boundary of the Cranbourne Chase National Landscape. Further to the south the land returns to agriculture and comprises pastoral and arable fields separated by hedgerows.
- 3.9 Land to the west of the Site is broadly developed as far as Bradley Road beyond which the landscape becomes agricultural. Settlement is limited to isolated farm complexes such as Tascroft Farm.
- 3.10 Cley Hill, containing a Scheduled Monument (SM), rises to 244m consequently making it a pronounced feature in the landscape. Longleat Forest, an extensive area of coniferous woodland, which includes a Centerparcs leisure facility, is located further to the south-west.

Published Landscape Character

National Landscape Character

3.9 The landscape character covering the Site and the surrounding area is provided in **Figure LV-0002**. Further details descriptions for the character areas identified below are provided at **Appendix 5**. The Site is located towards the northern edge of National Character Area (NCA) 133 – “*Blackmoor Vale and Vale of Wardour*”. This NCA extends to the south from Frome into Dorset and west Wiltshire and includes the settlements of Wincanton and Shaftsbury.

3.11 The key characteristics of NCA 133 are listed below:

(author’s interpretation of landscape characteristics exhibited by the Site and the study area are shown in underlined text).

- *“A complex mosaic of mixed farming: undulating, lush clay vales dissected by a broken limestone ridge and fringed by Upper Greensand hills and scarps;*
- *Small irregular and rectilinear pasture fields with hedgerow oak trees and many scattered small broadleaved woodlands;*
- *Fragmented semi-natural habitats comprised mostly of damp, small grasslands and scrub, and often relict areas of common;*
- *Predominantly clay surface geology (soils) leading to seasonally high water table with standing water in fields; many ditches and streams;*
- *Wooded Upper Greensand scarps and outliers, some with historic houses and parks;*
- *Broken low limestone ridges with shallow valleys, and steeper valleys around the margins of the area;*
- *Small villages and hamlets forming nuclei within a patchwork of fields, hedges, woods and trees, mostly derived from medieval settlement and land use;*
- *Many villages at the foot of the scarps, at river crossing points, on the Greensand springline, along the limestone ridge and at strategic sites;*
- *A wide variety of local building materials and techniques, including half timbering, thatch, tile, Todber Freestone and Upper Greensand; and*
- *The Vale of Wardour, characterised by complex geology, rolling topography and a landscape of irregular assarted fields and open late 18th- and early 19th-century large arable fields on the Upper Greensand and dip slope terraces.”*

3.12 The Site, in comparison with the geographical scale of the NCA, is modest and therefore is considered to be of limited use as a strategic planning tool in which to assess the Site/proposed development against. Consequently, the NCA has been eliminated from further assessment.

Local Landscape Character Assessment

- 3.13 The Site is located in the “*Wooded Greensand Hills*” Landscape Character Type (LCT) and within Landscape Character Area (LCA) 7A “*Longleat-Stourhead Greensand Hills*” in the Wiltshire Landscape Character Assessment published in 2019.
- 3.14 The key characteristics of the “*Wooded Greensand Hills*” LCT are identified as follows:
- *The Greensand typically forms upstanding hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys;*
 - *Hills support a large proportion of woodland, both deciduous and coniferous;*
 - *Country houses and estates, set within landscaped parkland contribute to the character of the area;*
 - *Distinctive pattern of settlement with villages of stone dwellings hidden in the shelter of the deep valleys;*
 - *Iron age fortifications are strategically located on the hill tops;*
 - *Ancient sunken lanes wind their way through the hills;*
 - *Small and irregular fields characterise areas of agricultural land use; and*
 - *Meadows and wet woodland are typical of the valley floors.*
- 3.15 The “*Longleat-Stourhead Greensand Hills*” LCA are described as “*dominated by two historic estates which take up much of the area. The northern section of the area is centred on Longleat with its mansion, gardens, parkland, estate woodlands and large scale leisure developments; a Centre Parcs Holiday Village and the safari park set within (and screened by) woodland. The southern section of the character area is similarly dominated by the National Trust property of Stourhead. Despite the many visitors to these attractions the area remains largely peaceful and rural and significant parts of the Longleat-Stourhead Hills remain unsettled, reflecting both the gradient and the dominance of forestry. The northern section contains some more settled areas, including the south eastern edge of Warminster and southern fringes of Westbury and Ditton Marsh with some recently built red brick housing bordering the historic settlements. A few major roadways and some comparatively straight roads through the woodland plantations give a variation in character contrasting with the winding rural lanes that are more typical of the landscape type.*”
- 3.16 An “Evaluation” section is provided which identifies positive landscape features of significance:
- *“High level of survival of small and irregular fields with indented outlines around many of the areas of woodland that is typical of early enclosure and assart incursions;*
 - *Presence of substantial areas of ancient woodland, along with other important nature conservation habitat types including wet woodland and meadow;*
 - *Well maintained historic estates and parkland including Longleat, Stourhead and Fonthill Abbey;*
 - *Villages of stone dwellings nestle hidden in the shelter of the deep valleys cut through the Greensand;*

- *Sunken lanes, enclosed by high banks, shaded by trees and rich in wild flowers, give strongly framed views over the adjacent open vales adding to the sense of a small scale, intimate landscape; and*
- *Prehistoric earthworks and hill forts plus medieval and post medieval castles crown the hill tops.”*

3.17 The “Condition” section states that this landscape *“possesses a high degree of intactness and integrity with good survival of historic earthwork features, survival of the typical small scale, irregular fields showing early enclosure patterns and ancient broadleaved woodland. The estates are well managed and this has an influence on the perception of the wider landscape. Built features such as the many stone built dwellings are generally in a good state of repair. However, the replanting of native woodlands by blocks of conifers has eroded the ecological condition of some of the woodlands and many hedgerows have been heavily flailed or lost altogether. The overall condition of the landscape is perceived to be **good**.”*

3.18 The strength of character is deemed to be *“strong as a result of its distinct and recognisable pattern of elements - the rounded knolls, ancient woodland, designed parkland landscapes and ancient fortifications with villages and ancient sunken lanes hidden in the shelter of valleys. It is an instantly recognisable landscape and forms a contrast to the adjacent open chalk and clay landscapes.”*

3.19 The “Inherent Landscape Sensitivities” section identifies the following:

- *The intact pattern of small and irregular fields typical of early enclosure and assart incursions often with ditched and banked hedgerows;*
- *The range of habitats of nature conservation value – substantial areas of ancient woodlands with wet woodland and meadows along the valley floors;*
- *Historic estates with mansions, designed landscapes, and monuments;*
- *Villages of local stone concealed in valleys;*
- *Rural sunken lanes, giving framed views to the adjacent open landscapes;*
- *Views to wooded hill summits and to distinctive skylines of adjacent chalk scarp tops; and*
- *Multiplicity of ancient earthworks, hill forts and castles.*

3.20 The overall strategy for the “Wooded Greensand Hills” LCT is to *“conserve the woodland, parkland and the mosaic of pastures and meadows that characterise the landscape along with the small scale villages, ancient sunken lanes and the largely intact pattern of small irregular fields bounded by ditched and banked hedgerows. Some aspects of the landscape require enhancement, in particular where hedgerows have been lost or flailed and hedgerow trees lost.”*

3.21 Broad Management Objectives for the “Wooded Greensand Hills” LCT are to:

- *“Conserve the small scale pattern of irregular fields that are characteristic of the hills and consider re-planting hedgerows and hedgerow trees where these have been lost;*
- *Conserve and protect the remnant semi-natural habitats including the wetland habitats on the valley floor, acid woodlands and isolated areas of hay meadow. Opportunities to restore and extend these rare habitats should be considered;*

- *Encourage sensitive forestry practice, for example mixing different species and felling small coupes and consider removal of conifers where they are particularly visible, for example on skylines;*
- *Encourage sustainable woodland management of the remaining deciduous woodlands to check invasion of exotic species and encourage a healthy new generation of woodland trees and consider restoring traditional management techniques, such as coppicing where this is appropriate, to encourage a diverse age structure and a rich ground flora;*
- *Encourage management and restoration of parkland and designed landscapes that are characteristic of the area;*
- *Resist urbanisation of the country lanes through addition of road markings and concrete kerbs or lamp posts or excessive signage that detracts from the rural character of the area. Consider the use of signage that fits with the rural character of the landscape; and*
- *Conserve the character of the small scale stone built hamlets and villages and conserve the setting of historic houses and parklands such as Stourhead and Longleat."*

Landscape Elements and Features

- 3.22 The Site comprises pastoral farmland partially enclosed by hedgerows. Residential development is located north and to the west, whilst to the south and to the east the landscape is principally undeveloped, agricultural and comprises areas of woodland which become more extensive within the Cranborne Chase National Landscape.
- 3.23 The ascending and higher ground cloaked with woodland and individual hedgerow trees provide attractive features in the landscape in local views, features such as overhead power lines and telegraph poles are considered detracting features.

Landscape Value

- 3.24 Landscape value relates to the value or importance society attaches to a landscape or view, which expresses national or local consensus and because of its quality, special qualities, cultural associations or ecological status. IEMA/LI guidance identifies a number of reasons why a landscape may be valued:

landscape condition: a measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements;

scenic quality: the term used to describe landscapes that appeal primarily to the visual senses;

rarity: the presence of rare features or elements in the landscape, or the presence of a rare landscape character type;

representativeness: whether the landscape contains a particular character and/or features or elements which are considered particularly important examples;

conservation interests: the presence of features of particular wildlife, earth science or archaeological, historical and cultural interest can add to the value of a landscape as well as having value in their own right;

recreation value: evidence that the landscape is valued for recreational activity where experience of the landscape is important;

perceptual aspects: a landscape may be valued for its perceptual qualities, notably wildness and/or tranquillity.

associations: some landscapes are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area.

3.25 Assessment of landscape value has been based on consideration of:

- landscape designation i.e. National Landscapes (formerly Area of Outstanding Natural Beauty (AONB));
- nature conservation designation eg Site of Special Scientific Interest (SSSI);
- published literature relating to local cultural heritage, recreation and tourism;
- published landscape assessment;
- the inter-relationship of the above.

Local Landscape Condition

3.26 The landscape condition in the immediate vicinity of the Site is influenced by the presence of the urban fringe of Warminster which includes incoherent boundary treatments associated with private residences at Ashley Coombe and Ashley Place. The landscape condition improves in views away from the Site to the east and to the south where views show intact landscapes elements including woodland and hedgerows.

Scenic Quality

3.27 Scenic quality is often influenced by the scale of the view available. Short range views towards the west from the Site are influenced by residential development at Ashley Coombe and Ashley Place which weaken scenic quality. Conversely, longer distance views towards the east and the south are offered from the Site which show a mainly agricultural landscape comprising intact and often regimented landscape features.

Landscape Designations

3.28 The Site is not subject to any statutory or non-statutory landscape designations. The Site is located approximately 400m to the north of the Cranborne Chase and West Wiltshire Downs National Landscape.

Cultural Heritage

3.29 There are no cultural heritage assets by designation on the Site. There are a number of grade II listed buildings in the study area, the closest of which to the Site are:

- Butler's Combe Farmhouse, located approximately 80m south;
- Turnpike Cottage, located approximately 500m east;
- Woodlands, The Laurels, Baptist Church and attached shop, located approximately 500m south;
- Job's Mill, located approximately 600m south-east; and
- Timber Cottage, located approximately 870m south.

3.30 Fieldwork has established that there is no intervisibility between the listed buildings and the Site owing to buildings and/or woodland.

3.31 There are a number of listed buildings within the urban area to the north of the Site, particularly in and towards the centre of Warminster, including Christ Church. However, there is no intervisibility between these heritage assets and the Site owing to intervening buildings within the settlement.

Scheduled Monuments (SMs)

3.32 The study area contains four SMs. These are:

- Bowl Barrow on the summit of Cop Heap, approximately 1.7km to the north-east of the Site.
- Bowl Barrow on Arn Hill Down, 450m east of New Farm, approximately 2.5km to the north of the Site;
- Hillfort, two bowl barrows, medieval strip lynchets and a cross dyke at Cley Hill, approximately 3km to the north-west of the Site; and
- Battlesbury Camp Monuments: hillfort, settlement, cemetery, approximately 3.2km to the north-east of the Site.

3.33 Fieldwork has established there is no visibility of the Site from these SM owing to intervening distance, buildings and/or trees and hedgerows.

3.34 The study area contains 3 separate Conservation Areas:

- Warminster, located approximately 950m to the north of the Site at its closest point;
- Warminster (Boreham Road), located approximately 1km to the north-east of the Site at its closest point; and
- Bishopstrow, located approximately 1.8km to the east of the Site.

3.35 Fieldwork has established that there is no intervisibility between the Site and the Warminster Conservation Area owing to intervening built form.

Nature Conservation

3.36 The Site is absent of any nature conservation assets by designation. There are a number of nature conservation assets which breach the study area. Sites of Special Scientific Interest (SSSI) are located at Cley Hill (3km north-west of the Site) and at Battlesbury Hill (3.2km north-east of the Site). A Special Area of Conservation (SAC) (which also includes Battlesbury Hill) is located towards the north-eastern extremities of the study area.

3.37 Woodcroft Wood, Eastleigh Wood and Southleigh Wood located to the south of the A36 are designated ancient replanted woodland.

Leisure and Tourism

3.38 PRoW in the vicinity of the Site are shown on **Figure LV-0004**. The Site contains two PRoW. Footpath WARM58 aligns to the south-west from the southern edge of Warminster and bisects the Site and connects with footpath WARM59 which is located on the south-western boundary of the Site. There are a number of other PROW in the study area. Many of these are relatively short in length, are located within urban area of Warminster and subsequently have no intervisibility of the Site. The closest PRoW to the Site are:

- Footpath WARM60 which is located on the southern edge of Warminster;
- Footpath WARM59 which aligns to the south-east from the south-western boundary of the Site, crosses the A36 and continues to the south as footpath LDEV21 towards Five Ash Lane;
- Footpath SVEN1 which aligns to the north from Five Ash Lane and then continues to the north-east as footpath SVEN1 parallel to the A36;

- Footpath LDEV17 which aligns to the east from Bradley Road, then to the south towards Crockerton Green;
- Footpath WARM 52 and WARM 53 which run through the southern urban areas of Warminster
- Bridleways SVEN2 and SVEN3 which bisect Southleigh Wood and Eastleigh Wood respectively to the south of the A36; and
- Bridleway LDEV16 which aligns to the east from Longleat Wood to connect with Crockerton Green.

3.39 The study area contains three long distance promoted footpaths. The Imber Range Perimeter Path follows the course of Celtic Way to the north-east of Warminster. The Mid Wilts Way aligns to the south from Upton Scudamore, bisects the western edge of Warminster and then aligns to the west/south-west through Longleat Forest.

3.40 Sustrans Cycle route 24 bisects Longleat Forest then aligns to the north, breaching the southern edge of Warminster before aligning to the south-east towards the A36.

Tranquillity

3.41 Owing to its position on the settlement edge of Warminster the Site and its immediate surroundings are not considered to be particularly tranquil. Traffic from the A36 (Warminster bypass) also reduces tranquillity levels, particularly towards the south of the Site. Further to the south and within the Cranborne Chase and West Wiltshire Downs National Landscape, tranquillity increases partially owing to the filtering effect of dense woodland cover. Conversely, tranquillity to the north of the Site reduces owing to the aural effects associated with residential development and the movement of traffic. Further to the north, on the higher ground, and particularly in the vicinity off Boreham Down, Bishopstrow Down, Middleton Down and Norton Down, although OS mapping shows that these are areas are “Danger Areas” associated with military training activity.

Rarity Value

3.42 Away from the settled areas of Warminster to the north and to the west, the Site is typical of that of the surrounding landscape which comprises arable and pastoral farmland separated by hedgerows. The extensive areas of woodland to the south of the A36 are less representative of the Site and the study area. The landscape of the study area is not considered to be particularly rare.

3.43 Overall, the landscape value of the Site and the study area is deemed to be **medium**. The Site itself and its immediate surroundings is not a valued landscape as per section 180a of the NPPF.

Landscape Receptors

3.44 The area is perceived as both a living and working landscape comprising agricultural farmland, settlement, major roads such as the A36 and A350 and PRoW.

3.45 For the purposes of assessing landscape receptor sensitivity, a judgement needs to be made on the relative value or importance to society of its various aspects or components. This is a complex task as the landscape is valuable to people in different ways hence only broad judgements can be made. Identified sensitive receptors described above are summarised in **Table 3.1** together with an assessment of value, susceptibility, sensitivity and rationale for the judgement.

Table 3.1 Landscape Receptor Sensitivity

Receptor	Susceptibility	Value	Sensitivity	Rationale
Landscape Character				
Landscape Character of the Site	Medium	Medium	Medium	The Site comprises pastoral farmland partially bounded by hedgerows and other residential boundary treatments.
<i>"Wooded Greensand Hills"</i> LCT	Medium	High	Medium-High	Includes part of the Cranborne Chase National Landscape.
<i>"Longleat-Stourhead Greensand Hills"</i> LCA	Medium	Medium	Medium-High	Includes part of the Cranborne Chase National Landscape.
Landscape Elements and Features				
Pastoral Farmland	Medium	Medium	Medium	Forms a comment element in the local landscape.
Hedgerows	Medium	Medium	Medium	Forms a comment element in the local landscape.
Topography	High	Medium	Medium-High	Located in an elevated position on the edge of Warminster.
Landscape Value				
Cranborne Chase and West Wiltshire Down National Landscape	Medium	High	Medium-High	Nationally designated landscape. Susceptibility reduced owing to the to some intervisibility to built form of Warminster and the A36.
Local Landscape Condition	Medium	Medium	Medium	Partially influenced by the urbanising presence of Warminster and the A36.
Scenic quality	Medium	Medium	Medium	Partially influenced by the urbanising presence of Warminster including various boundary treatments and overhead power lines.
Perceptual Aspects				
Tranquillity	Medium	Medium	Medium	Reduced by the presence of urbanisation and traffic on the busy A36.
Leisure and Tourism				
PRoW footpaths WARM58 and WARM59	High	High	High	Valuable receptor for local inhabitants, walkers and tourists.

4. VISUAL BASELINE

Visual Receptors

- 4.1 In order to assess the effect of the proposed development on visual amenity, it is necessary to understand which receptors are likely to experience visual change and the extent to which those receptors will be affected. The starting point is to establish the sensitivity of the viewing public to visual change.

Visual Receptors

- 4.2 Two categories of Visual Receptor have been identified within the existing and predicted ZSV. These are:
1. Users of Public Rights of Way and Access Land.
 2. Users of roads.
 3. Cultural Heritage.
- 4.3 People occupied at their place of work are considered to be least likely to be affected by development and have not been included.
- 4.4 Locations of sensitive receptor viewpoints are shown on **Figure LV-0007**. These represent all of the receptor categories and at locations where it anticipated effects would be greatest. A photographic record of the broad extents of visibility is provided at **Appendix 3**.
- 4.5 Receptor sensitivity is described in **Table 4.1**. The sensitivity of visual receptors varies according to category and the context of the view as described above.

Visual Susceptibility

- 4.6 The degree by which a visual receptor is judged to be sensitive however also depends on the actual quality of the existing view and its susceptibility to change. Accordingly, when the sensitivity to the change actually being proposed is assessed, matters such as the context and extent of the existing view as well as the proximity of the receptor to the proposed works need to be considered.
- 4.7 The receptor sensitivity criteria are set out in the Methodology at **Appendix 2**.

Visual Value

- 4.8 In order to determine the sensitivity of representative viewpoints, the value of each view should be established. Viewpoints are valued in different ways depending upon the expectations of the viewer. The LI/IEMA guidelines currently provide examples of broad categories including recreation, residence, employment or passing through on roads or other modes of transport. The guidelines stress that these are only examples and that every project will require its own set of criteria and thresholds.
- 4.9 Visual receptor value criteria are set out in the Methodology at **Appendix 2**.

Visual Sensitivity

- 4.10 To determine the sensitivity of the representative visual receptors, the value of each should be considered in relation to its susceptibility. The sensitivity matrix and sensitivity criteria are set out in the Methodology in **Appendix 2**. The sensitivity of each representative viewpoint is shown in **Table 4.1** below.

Table 4.1 Selected Representative Visual Receptors

Reference	Receptor and location	Susceptibility	Value	Sensitivity
Users of Public Rights of Way and Access Land				
VP2	View east from public footpath WARM59 on the western edge of the Site.	Medium	High	Medium-High
VP3	View north from the south-western edge of the Site	Low	Medium	Medium-Low
VP4	View south-east from public footpath WARM58	Medium	High	Medium-High
VP5	View south from public footpath WARM58	Low	Medium	Medium-Low
VP9	View south-west from public footpath BISH12 on the edge of Middle Hill	High	High	High
VP10	View south-west from public footpath WARM78 on the edge of Battleburys Hill	Medium	High	Medium-High
VP11	View north-west from public footpath SVEN1 to the south of the A36	Medium	Medium	Medium
VP13	View north-west from public footpath LDEV17 near Botany Farm	Medium	High	Medium-High
VP14	View south-east from Cley Hill (inside the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium	High	Medium-High
VP15	View south-east from public bridleway CORY20 to the south of Norridge Wood (on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium	High	Medium-High
Users of Local Roads				
VP 1	View south from the edge of Ashley Coombe	Medium	Medium	Medium
VP6	View south-west from Lower Marsh Road, Warminster	Medium	Medium	Medium
VP8	View south from Avon Road, Warminster	Low	Medium	Medium-Low
VP12	View north from the A350 to the north-west of Longbridge Deverill (inside the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium	Medium	Medium
Cultural Heritage				
VP 7	View south from Christ Church, Warminster	Low	High	Medium

5. PROPOSED DEVELOPMENT AND MITIGATION MEASURES

- 5.1 The Framework Plan for the Proposed Development, produced by OG Design, are shown at **Appendix 4**.
- 5.2 The Proposed Development comprises:
- Up to 80 residential dwellings;
 - Access from Ashley Coombe (utilising the existing strip of land already reserved for future extension to Ashley Coombe);
 - Associated parking;
 - An attractive area of public open space including play provision and SUDs basin;
 - Tree-lined streets;
 - Landscaping.
- 5.3 Owing to the facilitation of existing access to the Site, the hedgerows and hedgerow trees on the western and south-western boundaries of the Site would be retained and, where necessary, enhanced. This will provide effective screening of the Proposed Development from existing, neighbouring residences on Ashley Coombe whilst enhancing the Site's ecological and biodiversity value.
- 5.4 The PRoW which are within the site boundary (WARM58 and WARM59) will be retained on their existing alignment and there would be sufficient provision maintained between their routes and the Proposed Development's built form to allow the scope for tree planting.

Table 5.1 Landscape Strategy

Mitigation	Purpose
Primary Mitigation (Inherent)	
Appropriate site selection adjacent to existing residential development	• To provide continuity in built form opposed to isolated development in the countryside.
Retention of peripheral hedgerows	• To maintain visual and ecological connectivity with the local hedgerow network.
Secondary Mitigation (Foreseeable)	
Bolstering of the western boundary hedgerow	• Integrate the built form into the settled landscape and landscape framework of hedgerows and trees
Providing sufficient space between the south-western edge of the Site and the Proposed Development.	• To allow the scope to maintain the route of PRoW footpath WARM59 and to provide incidental tree planting.
Enhancements	
Peripheral tree planting specifically to the eastern edge of the Site.	• To soften the Proposed Development's built form from views from the east, to accord with the published landscape character objectives and to reinforce the local landscape framework.

Mitigation	Purpose
Internal tree planting	• To integrate the Proposed Development into the landscape and to loosen its built form from the higher ground to the north and north-east.
Subject peripheral hedgerows to an ongoing, active management programme to maximise their screening and ecological potential	• To contribute to minimising the effects of the Proposed Development on the existing residences on the edge of Warminster. • To enhance the local landscape framework.

6. PREDICTED LANDSCAPE EFFECTS

Year 1 Completion – Assessment of Effects

- 6.1 The effects on landscape elements and fabric at Year 1 completion of the proposed development are summarised in **Table 6.1** below.

Effects on Landscape Character

Effect on landscape character of the Site

- 6.2 The proposed development would convert the existing pastoral land to an area occupied by residential units and other structures, access roads, public open space, trees, and landscaping. This would result in a high magnitude of effect and, with medium sensitivity, a **major adverse** effect on the landscape character of the Site itself.

Effect on the “Wooded Greensand Hills” LCT

- 6.3 The “Wooded Greensand Hills” LCT covers a large area, including the Site and areas in west Wiltshire. The conversion of a relatively a very modest parcel of land within the LCT, with limited loss of key characteristics such as pastoral farmland to residential development would result in an overall low magnitude of effect which, with medium sensitivity, would result in a **minor adverse** effect of significance on the LCT.

Effect on the “Longleat-Stourhead Greensand Hills” LCA

- 6.4 Similarly, the “Longleat-Stourhead Greensand Hills” LCT covers a large area, including the Site and areas in west Wiltshire. The conversion of a relatively a very modest parcel of land within the LCA, with limited loss of key characteristics such as pastoral farmland to residential development would result in an overall low magnitude of effect which, with medium sensitivity, would result in a **minor adverse** effect of significance on the LCT.

Effect on Landscape Elements and Features

Effect on Pastoral Farmland

- 6.5 At completion of the proposed development, the pastoral farmland would be replaced by residential units, the access road, area of public open space and landscaping . The magnitude of effect overall would be high and, with medium sensitivity, there would be a **major adverse** effect of significance.

Effect on Hedgerows and Hedgerow Trees

- 6.5 All of the Site’s existing hedgerows and hedgerow trees would be retained and integrated into the Proposed Development and new tree and hedgerow planting would be introduced to the Site as an integral part of the Proposed Development. Where necessary the peripheral hedgerows would be bolstered with additional trees and hedgerow shrubs. Overall, at the completion stage, the magnitude of effect would be negligible which, with medium sensitivity, would present a **negligible beneficial** effect.

Effect on On-site Topography

- 6.6 Whilst the proposed development would necessitate the remodelling of the existing landform to construct access roads, the foundations for the residential units and other structures on the Site, much of the broad topography of the Site would remain unaltered. This would present a low

magnitude of effect and, with medium sensitivity, a **minor adverse** effect of significance on the topography of the Site.

Effect on Local Landscape Condition

- 6.7 Any effects on landscape condition would generally be contained to the internal areas of the Site and within its immediate locality and particularly from footpaths WARM58 and WARM59 where the existing views across the field towards the edge of Warminster and the open countryside to the would be replaced with those containing residential development. There would be a medium magnitude of effect and, with medium sensitivity, a **moderate adverse** effect on the local landscape condition.

Effect on Scenic Quality

- 6.8 Similarly, any effects on scenic quality would generally be local and contained to the Site and particularly footpaths WARM58 and WARM59. Overall, there would be a medium magnitude of effect which, with medium sensitivity, would present a **moderate adverse** effect on the scenic quality within the Site and its immediate environs.

Perceptual Aspects

Effects on Tranquillity

- 6.9 Effects on tranquillity would generally be confined to the Site and its immediate environs resulting from the movement of traffic within and to and from the Site and other aural effects associated with residential development. Given the Site's edge of settlement location and its relative proximity to the busy A36, it is anticipated that these changes would present a low magnitude of effect and, with medium-low sensitivity, the effect would be **minor adverse** and generally restricted to the Site and its immediate environs only.

Leisure and Tourism

Effect on PRow footpaths WARM58 and WARM59

- 6.10 The physical route of public footpaths WARM58 and WARM59 which runs along the south-western boundary of the Site would remain in-situ and would remain be unaffected by the Proposed Development. The effect on visual amenity of these footpaths is addressed in Section 7 below.

Table 6.1: Predicted Landscape Effects and Year 1 Completion

Receptor	Sensitivity	Magnitude	Significance	Nature
Landscape Character				
Landscape Character of the Site	Medium	High	Major	Adverse
"Wooded Greensand Hills"	Medium	Low	Minor	Adverse
"Longleat-Stourhead Greensand Hills"	Medium	Low	Minor	Adverse
Landscape Elements and Features				
Pastoral Farmland	Medium	High	Major	Adverse
Hedgerows	Medium	Negligible	Negligible	Beneficial
Topography	Medium	Low	Minor	Adverse
Landscape Value				
Local Landscape Condition	Medium	Medium	Moderate	Adverse

Scenic Quality	Medium	Medium	Moderate	Adverse
Perceptual Aspects				
Tranquillity	Medium	Low	Minor	Adverse
Leisure and Tourism				
PRoW footpath WARM58	Medium	No Effect	No Effect	No Effect
PRoW footpath WARM59	Medium	No Effect	No Effect	No Effect

6.11 See detailed assessment at **Appendix 1**.

Year 15 Post-Completion – Assessment of Effects

6.12 The effects on landscape elements and fabric at Year 15 post-completion of the proposed development are summarised in **Table 6.2** below.

Effects on Landscape Character

Effect on landscape character of the Site

6.13 By 15 years post-completion street trees and trees within the area of public open space would have grown. These would soften the Proposed Development's built form and provide features of interest within the Site. The magnitude of effect on the character of the Site would have reduced slightly to medium which, with medium sensitivity, would present a **moderate adverse** effect on the landscape character of the Site itself.

Effect on the "Wooded Greensand Hills" LCT

6.14 Trees and landscaping within the proposed development would have matured to soften the proposed development's built form. However, there would still be a low magnitude of effect and, with medium sensitivity, a **minor adverse** effect on the LCT.

Effect on the "Longleat-Stourhead Greensand Hills" LCA

6.15 Similarly, trees and landscaping within the Site would have matured to soften the proposed development's built form. However, there would still be a low magnitude of effect and, with medium sensitivity, a **minor adverse** effect on the LCA.

Effect on Landscape Elements and Features

Effect on Pastoral Farmland

6.16 The pastoral farmland would have been removed during the Proposed Development's construction phase. Consequently, there would be no further effects by year 15 post-completion.

Effect on Hedgerows and Hedgerow Trees

6.5 Additional native trees and shrubs in the Site's peripheral hedgerows would have established and, with these under an active programme of management, there would be an overall low magnitude of effect. With medium sensitivity there would be a **minor beneficial** effect on the Site's peripheral hedgerows.

Effect on On-site Topography

- 6.17 It is not anticipated that there would be any further effects on the topography of the Site at 15 years post-completion as any modified levels to the Site would have occurred at the Proposed Development's construction stage.

Effect on Local Landscape Condition

- 6.18 Trees and amenity planting within the Proposed Development would have matured resulting in the perception of a slightly improved landscape condition. However, the magnitude of effect would be low, and, with medium sensitivity, the overall significance of effect would have reduced to **minor adverse**.

Effect on Scenic Quality

- 6.19 By Year 15 post-completion the landscaping within the Site would have established to soften the proposed development's built form. The magnitude of effect would, however, continue to be medium and, with medium sensitivity, there would continue to be a **moderate adverse** effect of significance on scenic quality.

Perceptual Aspects***Effect on Tranquillity***

- 6.20 Effects on tranquillity would generally continue to be confined to the Site and its immediate environs resulting from the movement of traffic within and to and from the Site and other aural effects associated with residential development. Given the Site's edge of settlement location and its relative proximity to the busy A36, it is anticipated that these changes would continue to present a low magnitude of effect and, with medium-low sensitivity, the effect would be **minor adverse** and generally restricted to the Site and its immediate environs only.

Leisure and Tourism***Effect on PRow footpaths WARM58 and WARM59***

- 6.21 The physical route of public footpaths WARM58 and WARM59 which runs along the south-western boundary of the Site would remain in-situ and would remain be unaffected by the Proposed Development. The effect on visual amenity on these footpaths is addressed in Section 7 below.

Table 6.2: Predicted Landscape Effects at Year 15 Post-Completion

Receptor	Sensitivity	Magnitude	Significance	Nature
Landscape Character				
Landscape Character of the Site	Medium	Medium	Moderate	Adverse
"Wooded Greensand Hills"	Medium	Low	Minor	Adverse
"Longleat-Stourhead Greensand Hills"	Medium	Low	Minor	Adverse
Landscape Elements and Features				
Pastoral Farmland	Medium	No Further Effects	No Further Effects	No Further Effects
Hedgerows	Medium	Low	Minor	Beneficial

Topography	Medium	No Further Effects	No Further Effects	No Further Effects
Landscape Value				
Local Landscape Condition	Medium	Low	Minor	Adverse
Scenic Quality	Medium	Medium	Moderate	Adverse
Perceptual Aspects				
Tranquillity	Medium	Low	Minor	Adverse
Leisure and Tourism				
PRoW footpath WARM58	Medium	No Effect	No Effect	No Effect
PRoW footpath WARM59	Medium	No Effect	No Effect	No Effect

6.22 See detailed assessment at **Appendix 1**.

7. PREDICTED EFFECTS ON VISUAL AMENITY

Year 1 Completion – Assessment of Effects

- 7.1 A summary of the predicted effects on visual amenity upon completion of the Proposed Development at Year 1 is shown in **Table 7.1**. The assessment has been based on views taken during summer with the trees, hedgerows and vegetation fully foliated thus representing a “best-case” scenario in terms of the visual screening of the Site. Consequently, it is likely that during the winter with trees, hedgerows and vegetation defoliated, visibility of the Site may be greater from some locations.
- 7.2 Some rural views to the south would be replaced by residential development for receptors at **Viewpoint 1** at Ashley Coombe viewing along the access road. The magnitude of effect would be high which, with medium sensitivity, would present a **major adverse** effect of significance of effect on visual amenity.
- 7.3 Views to the east from public footpath WARM59 at **Viewpoint 2** on the western edge of the Site would alter, being replaced by residential development. The magnitude of effect would be high which, with medium-high sensitivity, would present a **major-substantial** adverse significance of effect on visual amenity.
- 7.4 Views to the north from **Viewpoint 3** on the south-western edge of the Site would also be replaced by residential development, interrupting rural views to the east. The magnitude of effect would be high which, with medium-low sensitivity would present a **moderate-major** adverse significance effect of significance on visual amenity.
- 7.5 Similarly, views to the south-east from public footpath WARM58 at **Viewpoint 4** would be interrupted by residential development presenting a high magnitude of effect. With medium-high sensitivity there would be a **major-substantial** adverse significance effect on visual amenity.
- 7.6 There would be **no effect** with the Proposed Development in place for receptors viewing south from public footpath WARM58 at **Viewpoint 5** owing to close intervening landform.
- 7.7 There may be some very subtle changes to the view for receptors moving along Lower Marsh Road at **Viewpoint 6**, however such changes are likely to be restricted to those in winter with the absence of foliage on intervening trees. The magnitude of effect would be low which, with medium sensitivity, would result in a **minor adverse** significance effect (during winter).
- 7.8 There would be **no effect** on the view for receptors at Christ Church as shown in **Viewpoint 7** owing to the screening effect of trees located on the edge of the Churchyard.
- 7.9 There may be some subtle changes to the view for receptors moving to the south from Avon Road as shown in **Viewpoint 8** however such changes would only form a very small element in the view, thus presenting a low magnitude of effect. With medium-low sensitivity the significance of effect would be **minor adverse**.
- 7.10 For receptors on public footpath BISH12 on the edge of Middle Hill at **Viewpoint 9** there would be some oblique and distant views of the Proposed Development. The changes to the view would be seen within the context of the broader residential development of Warminster. The magnitude of effect would be low which, with high sensitivity would present a moderate adverse effect of significance according to the assessment criteria. However, in reality, there would be a **minor adverse** effect of significance from this viewpoint.
- 7.11 Similarly, receptors moving along public footpath WARM78 on the edge of Battlesbury Hill at **Viewpoint 10** would experience some distant, oblique changes to the view which would present a

low magnitude of effect. With medium-high sensitivity there would be a minor-moderate adverse effect of significance from this viewpoint according to the assessment criteria. However, in reality, there would be a **minor adverse** effect of significance from this viewpoint.

- 7.12 There would be **no effect** on the view for receptors moving along public footpath SVEN1 to the south of the A36 at **Viewpoint 11** or for motorists moving along the A350 to the north-west of Longbridge Deverill (within the Cranborne Chase and West Wiltshire Downs National Landscape) at **Viewpoint 12** owing to extensive intervening trees and scrub to the south of the A36.
- 7.13 There would also be **no effect** on the view for receptors on public footpath LDEV17 near Botany Farm as shown in **Viewpoint 13** owing to intervening hedgerows and hedgerow trees.
- 7.14 Whilst extensive views towards Warminster are available from Cley Hill within the Cranborne Chase and West Wiltshire Downs National Landscape, as shown in **Viewpoint 14**, there is no visibility of the Site owing to intervening topography and the built form of Warminster.
- 7.15 There is no visibility of the site from public bridleway CORY20 to the south of Norridge Wood on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape at **Viewpoint 15** owing to intervening hedgerows and hedgerow trees.

Table 7.1 - Predicted Effects on Visual Amenity at Year 1 Completion

Note: text in brackets denotes the effect that is reached according to the assessment criteria, where as in reality the field survey has established that the effect is lower.

Reference Receptor and Location					
		Sensitivity	Magnitude	Significance	Nature
A. Users of Public Rights of Way					
VP 2	View east from public footpath WARM59 on the western edge of the Site.	Medium-High	High	Major-Substantial	Adverse
VP 3	View north from the south-western edge of the Site	Medium-Low	High	Moderate-Major	Adverse
VP 4	View south-east from public footpath WARM58	Medium-High	High	Major-Substantial	Adverse
VP 5	View south from public footpath WARM58	Medium-Low	No Effect	No Effect	No Effect
VP 9	View south-west from public footpath BISH12 on the edge of Middle Hill	High	Low	(Moderate) Minor	Adverse
VP 10	View south-west from public footpath WARM78 on the edge of Battlesbury Hill	Medium-High	Low	Minor-Moderate (Minor)	Adverse
VP 11	View north-west from public footpath SVEN1 to the south of the A36	Medium	No Effect	No Effect	No Effect
VP 13	View north-west from public footpath LDEV17 near Botany Farm	Medium-High	No Effect	No Effect	No Effect
VP 14	View south-east from Cley Hill (inside the Cranborne	Medium-High	No Effect	No Effect	No Effect

Reference Receptor and Location		Sensitivity	Magnitude	Significance	Nature
	Chase and West Wiltshire Downs National Landscape)				
VP 15	View south-east from public bridleway CORY20 to the south of Norridge Wood (On the edge of the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium-High	No Effect	No Effect	No Effect
B. Users of Local Roads					
VP 1	View south from the edge of Ashley Coombe	Medium	High	Major	Adverse
VP 6	View south-west from Lower Marsh Road, Warminster	Medium	Low	Minor	Adverse
VP 8	View south from Avon Road, Warminster	Medium-Low	Low	Minor	Adverse
VP 12	View north from the A350 to the north-west of Longbridge Deverill	Medium	No Effect	No Effect	No Effect
Cultural Heritage					
VP 7	View south from Christ Church, Warminster	High	No Effect	No Effect	No Effect

7.16 See detailed assessment at **Appendix 1**.

Year 15 Post-Completion – Assessment of Effects

- 7.17 A summary of the predicted effects on visual amenity of the Proposed Development at Year 15 post-completion is shown in **Table 7.1**. The assessment has been based on views taken during summer with the trees, hedgerows and vegetation fully foliated thus representing a “best-case” scenario in terms of the visual screening of the Site. Consequently, it is likely that during the winter with trees, hedgerows and vegetation defoliated, visibility of the Site may be greater from some locations.
- 7.18 Some rural views to the south would be replaced by residential development for receptors at **Viewpoint 1** at Ashley Coombe viewing along the access road. However, the growth of trees within the Proposed Development would soften some of the views of the Proposed Development’s built form. The magnitude of effect would have reduced to moderate which, with medium sensitivity, would present a **moderate adverse** effect of significance of effect on visual amenity.
- 7.19 Views of the Proposed Development from public footpath WARM59 on the western edge of the Site at **Viewpoint 2** would be slightly softened by growth of the trees within the undeveloped space reserved for the route of the public footpath. However, the magnitude of effect would remain high which, with medium-high sensitivity, would present a **major-substantial** adverse significance of effect on visual amenity.
- 7.20 There would continue to be short-range visibility from **Viewpoint 3** on the south-western edge of the Site although the Proposed Development would be softened by trees planted in the undeveloped strip reserved for the footpath. The magnitude of effect would continue to be high which, with medium-low sensitivity, would present a **moderate-major** adverse significance effect of significance on visual amenity.

- 7.21 Similarly, views to the south-east from public footpath WARM58 at **Viewpoint 4** would continue to be interrupted by residential development presenting a high magnitude of effect. With medium-high sensitivity there would continue to be a **major-substantial** adverse significance effect on visual amenity.
- 7.22 There would continue to be **no effect** with the Proposed Development in place for receptors viewing south from public footpath WARM58 at **Viewpoint 5** owing to close intervening landform.
- 7.23 There may be some very subtle changes to the view for receptors moving along Lower Marsh Road at **Viewpoint 6**, however such changes are likely to be restricted to those in winter with the absence of foliage on intervening trees. Trees within Proposed Development's public open space would have established and grown which will reduce any residential effects of the Proposed Development. The magnitude of effect would be negligible which, with medium sensitivity, would result in a **negligible adverse** significance effect (during winter).
- 7.24 There would continue to be **no effect** on the view for receptors at Christ Church as shown in **Viewpoint 7** owing to the screening effect of trees located on the edge of the Churchyard.
- 7.25 It is anticipated that trees within the area of public open space on the north-eastern and south-eastern edge of the Site would have grown to screen and residual views of the Proposed Development from Avon Road at **Viewpoint 8**. The magnitude of change would be negligible which, with medium-low sensitivity, would result in a **negligible adverse** effect on visual amenity.
- 7.26 Whilst proposed tree planting in the peripheral areas of public open space would have established, there would still be a low magnitude of effect for receptors using public footpath BISH12 on the edge of Middle Hill at **Viewpoint 9**. The changes to the view would continue to be seen within the context of the broader residential development of Warminster. With high sensitivity there would be a moderate adverse effect of significance according to the assessment criteria. However, in reality, there would be a **minor adverse** effect of significance from this viewpoint.
- 7.27 Similarly, receptors moving along public footpath WARM78 on the edge of Battlesbury Hill at **Viewpoint 10** would continue to experience some distant, oblique changes to the view which would present a low magnitude of effect. With medium-high sensitivity there would be a minor-moderate adverse effect of significance from this viewpoint according to the assessment criteria. However, in reality, there would be a **minor adverse** effect of significance from this viewpoint.
- 7.28 There would continue to be **no effect** on the view for receptors moving along public footpath SVEN1 to the south of the A36 at **Viewpoint 11** or for motorists moving along the A350 to the north-west of Longbridge Deverill at **Viewpoint 12** (within the Cranborne Chase and West Wiltshire Downs National Landscape) owing to extensive intervening trees and scrub to the south of the A36.
- 7.29 There would continue to be **no effect** on the view for receptors on public footpath LDEV17 near Botany Farm as shown in **Viewpoint 13** owing to intervening hedgerows and hedgerow trees.
- 7.30 Whilst extensive views towards Warminster are available from Cley Hill, within the Cranborne Chase and West Wiltshire Downs National Landscape, as shown in **Viewpoint 14**, there is no visibility of the Site owing to intervening topography and built form.
- 7.31 There would continue to be no visibility of the site from public bridleway CORY20 to the south of Norridge Wood at **Viewpoint 15** on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape) owing to intervening hedgerows and hedgerow trees.

Table 7.2 - Predicted Effects on Visual Amenity at Year 15 Post-Completion

Reference Receptor and Location					
		Sensitivity	Magnitude	Significance	Nature
A. Users of Public Rights of Way					
VP 2	View east from public footpath WARM59 on the western edge of the Site.	Medium-High	High	Major-Substantial	Adverse
VP 3	View north from the south-western edge of the Site	Medium-Low	High	Moderate-Major	Adverse
VP 4	View south-east from public footpath WARM58	Medium-High	High	Major-Substantial	Adverse
VP 5	View south from public footpath WARM58	Medium-Low	No Effect	No Effect	No Effect
VP 9	View south-west from public footpath BISH12 on the edge of Middle Hill	High	Low	(Moderate) Minor	Adverse
VP 10	View south-west from public footpath WARM78 on the edge of Battlesbury Hill	Medium-High	Low	Minor-Moderate (Minor)	Adverse
VP 11	View north-west from public footpath SVEN1 to the south of the A36	Medium	No Effect	No Effect	No Effect
VP 13	View north-west from public footpath LDEV17 near Botany Farm	Medium-High	No Effect	No Effect	No Effect
VP 14	View south-east from Cley Hill (inside the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium-High	No Effect	No Effect	No Effect
VP 15	View south-east from public bridleway CORY20 to the south of Norridge Wood (on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium-High	No Effect	No Effect	No Effect
B. Users of Local Roads					
VP 1	View south from the edge of Ashley Coombe	Medium	Medium	Moderate	Adverse
VP 6	View south-west from Lower Marsh Road, Warminster	Medium	Negligible	Negligible	Adverse
VP 8	View south from Avon Road, Warminster	Medium-Low	Negligible	Negligible	Adverse
VP 12	View north from the A350 to the north-west of Longbridge Deverill (inside of the Cranborne Chase and West Wiltshire Downs National Landscape)	Medium	No Effect	No Effect	No Effect
Cultural Heritage					

Reference Receptor and Location		Sensitivity	Magnitude	Significance	Nature
VP 7	View south from Christ Church, Warminster	High	No Effect	No Effect	No Effect

7.32 See detailed assessment at **Appendix 1**.

Predicted Potential Effects on Artificial Lighting

- 7.33 It is assumed that the roads within the development would be illuminated with standardised columnar street lighting installed in accordance with the Institute of Lighting Professionals “*Guidance Notes for the Reduction of Obtrusive Light*”. All lighting would be orientated downwards to minimise light spill.
- 7.34 Illumination from the proposed development would principally be experienced from areas within the immediate context of the Site, namely for receptors within the Site itself and the existing, neighbouring properties on Ashley Coombe.
- 7.35 Initially, illumination from the Site would be experienced at distance from the higher vantage points to the north-east such as Middle Hill and Battlesbury Hill, however from these areas the very slight increase in illumination would be viewed within the context of the far greater illumination source of Warminster. It is anticipated that as trees within the area of public open space grow, illumination from the Proposed Development will begin to diminish.

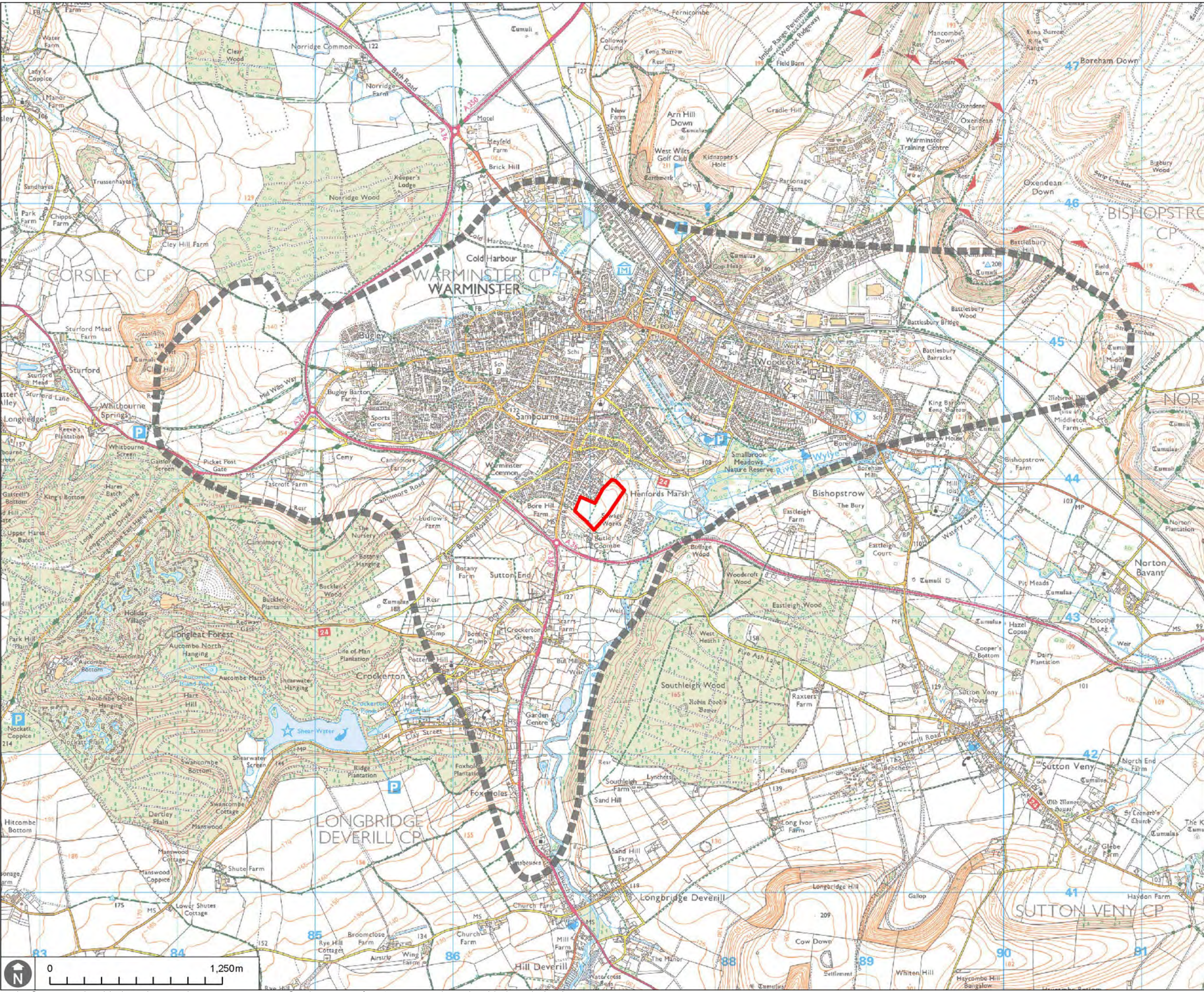
8. SUMMARY AND CONCLUSIONS

- 8.1 This report, prepared by DJA, relates to an outline planning application for residential development on land off Ashley Coombe, Warminster.
- 8.2 The Proposed Development comprises an application for up to 80 dwellings with access from Ashley Coombe, public open space, landscaping, surface water drainage and associated infrastructure. Landscaping will include extensive tree planting on the north-eastern and south-eastern edges of the Site to integrate the Proposed Development into the receiving landscape.
- 8.3 The Site occupies an area of 5.54 hectares and comprises one complete field and most of a second, adjoining field to the south. It slopes gently to the south-east. It sits at approximately 140 Above Ordnance Datum (AOD) and occupies an area of 5.54 ha.
- 8.4 The Site lies within the “*Wooded Greensand Hills*” Landscape Character Type (LCT) and within Landscape Character Area (LCA) 7A “*Longleat-Stourhead Greensand Hills*” in the Wiltshire Landscape Character Assessment published in 2019.
- 8.5 The landscape strategy for the scheme seeks to ensure that potential landscape and visual effects are reduced where possible, and offers on-site enhancements such as extensive tree planting and the enhancement of the Site’s hedgerows and SUDs attenuation which, along with surface water management, will elevate biodiversity on the Site.
- 8.6 The greatest landscape effects would be on the landscape character of the Site and the pastoral farmland which would inevitably undergo major adverse effects. There would be minor beneficial effects on the hedgerows and hedgerow trees which bound the Site as these would be enhanced as part of the Proposed Development.
- 8.7 In terms of visual amenity, this LVIA concludes that the greatest effects resulting from the Proposed Development on the Site would be from receptors within the Site, namely PRow footpaths WARM58 and WARM59. From these PRow, some existing rural views to the east would be replaced by residential development which would present moderate-major/substantial visual effects. Major adverse effects would also be experienced from the southern terminus of Ashley Coombe.
- 8.8 Minor adverse effects would be experienced from the higher ground to the north-east where the Proposed Development would be visible distantly from Middle Hill and Battlesbury Hill. Such views would, however, present only minor adverse effects owing to the Proposed Development forming a very small part of the wider panoramic view already containing the extensive settlement of Warminster.
- 8.9 There would be no visibility of the Proposed Development from the Cranborne Chase and West Wiltshire Downs National Landscape, including from Cley Hill, owing to the screening effect of intervening hedgerows, hedgerow trees and/or built form.

Conclusion

- 8.10 The development proposals have been designed to assimilate into the receiving landscape and visual environment, having had regard to the baseline landscape and visual circumstances. Through the process of LVIA, it has been demonstrated that the relevant LCA can be reinforced, and that except for the PRow located within or very close to the Site, visual receptors in the surrounding area will not be harmed.
- 8.11 The proposals are considered to be policy compliant in landscape and visual terms, and appropriate for the edge of settlement location.

Figures 1-7



KEY

Application Boundary

Study Area

Status

PLANNING

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Project

ASHLEY COOMBE, WARMINSTER

Drawing Title

SITE LOCATION

Scale

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Sheet Size

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Date

DEC 2025

Client Ref.

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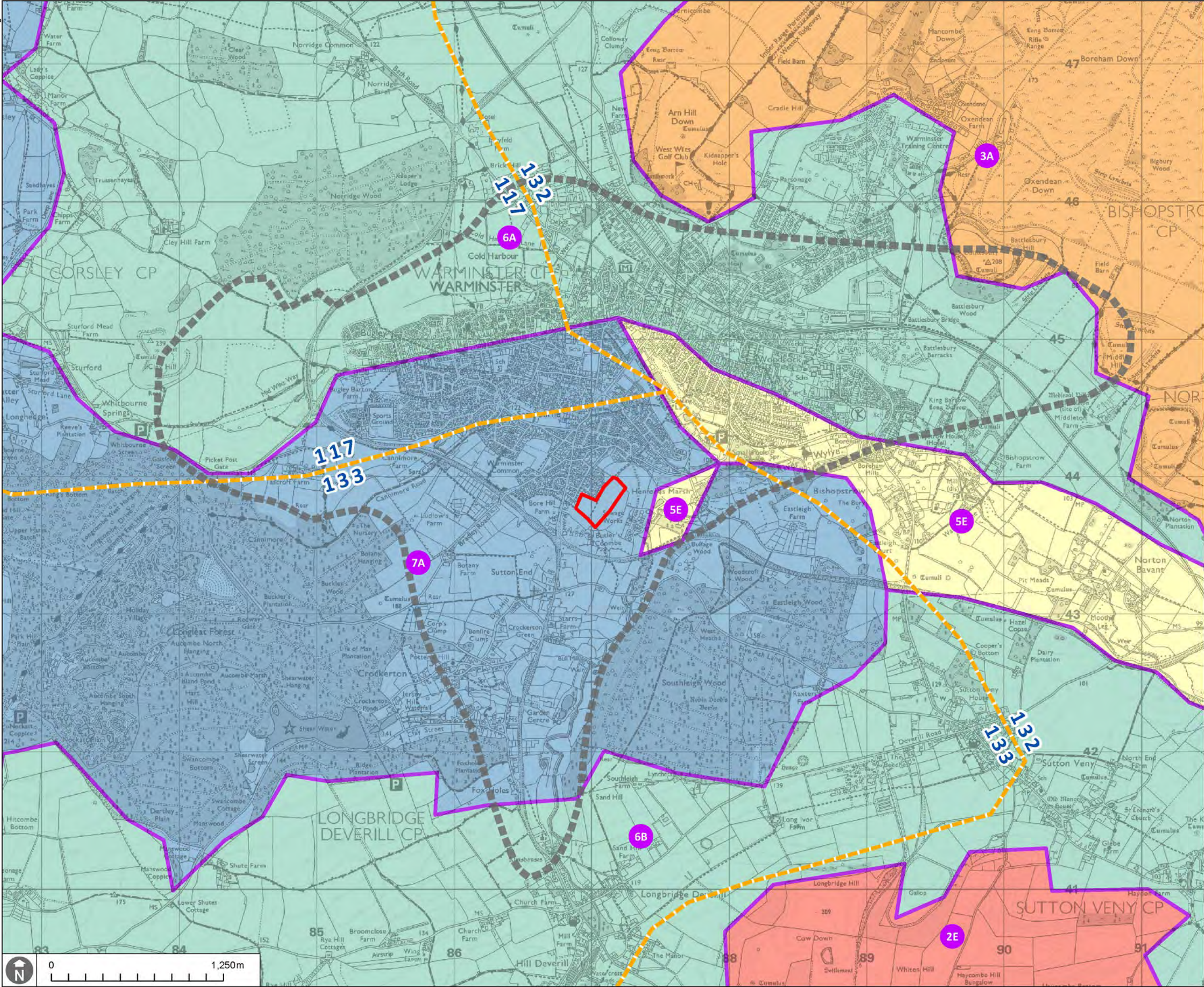
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LV-0001

Version

S4-P1



KEY

Application Boundary

Study Area

County Boundaries

National Character Areas

117: Avon Vales (NE522)

132: Salisbury Plain and West Wiltshire Downs (NE479)

133: Blackmoor Vale and Vale of Wardour (NE539)

Wiltshire Landscape Character Assessment (2019)

Landscape Character Areas

2E: West Wiltshire Downs Wooded Downland

3A: Salisbury Plain West

5E: Wylve Chalk River Valley

6A: Warminster Terrace

6B: Kilmington Terrace

7A: Longleat-Stourhead Greensand Hills

Landscape Character Types

Chalk River Valley

Greensand Terrace

High Chalk Plain

Wooded Downland

Wooded Greensand Hills

Status

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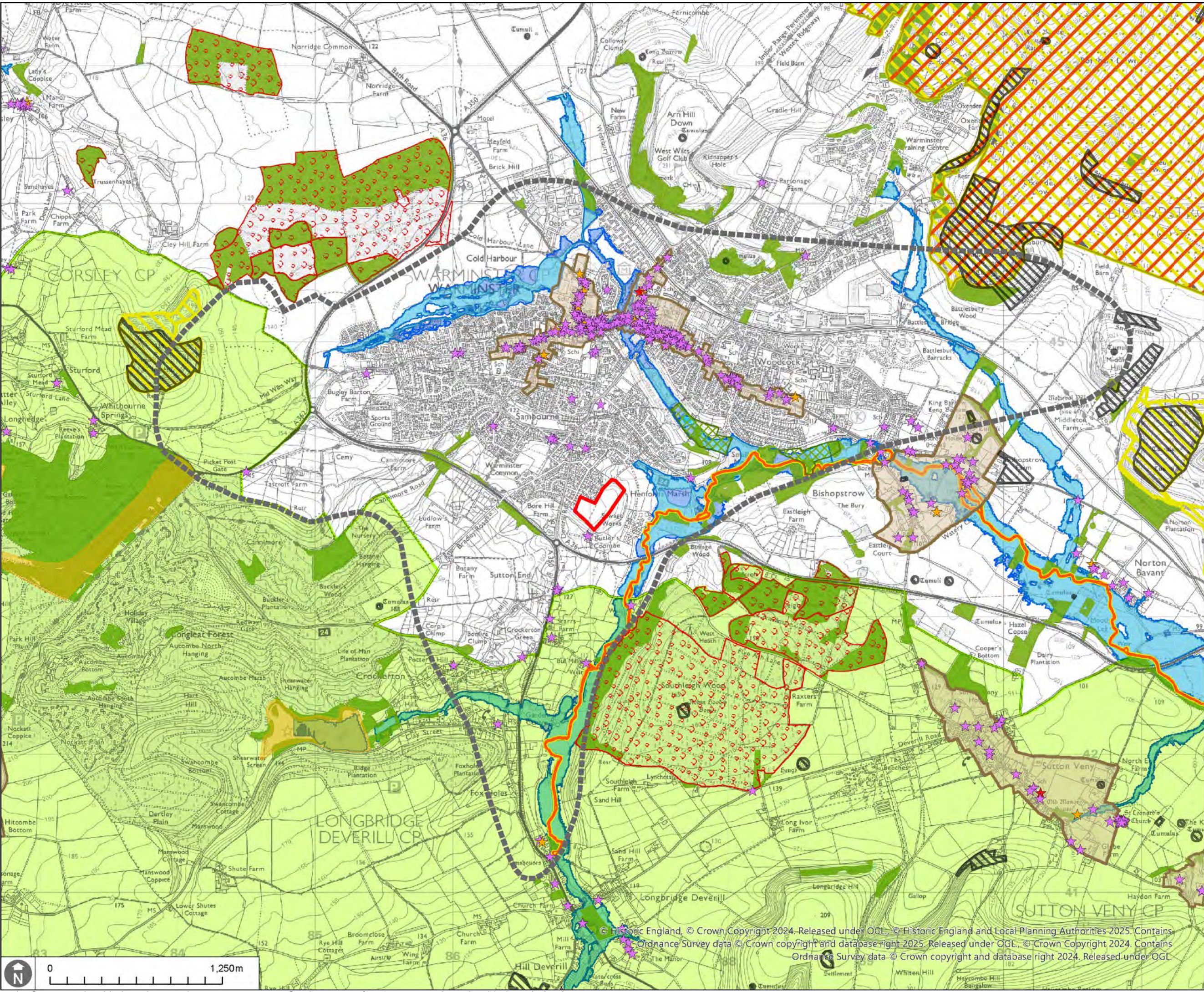
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		Version
		S4-P1

3396-4-4-4-LV-XXXX-S4-P1 LVIA Figures

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KEY

Application Boundary

Study Area

National Heritage List for England

Listed Building

I

II

II*

Scheduled Monuments

Registered Parks and Gardens

Conservation Areas

Natural England

Ancient & Semi-Natural Woodland

Ancient Replanted Woodland

Local Nature Reserves

Special Protection Areas

Special Areas of Conservation

Sites of Special Scientific Interest

National Landscapes

Priority Habitat Inventory

Lakes & Ponds

Deciduous Woodland

Flood Zones

Flood Zone 3

Flood Zone 2

Status

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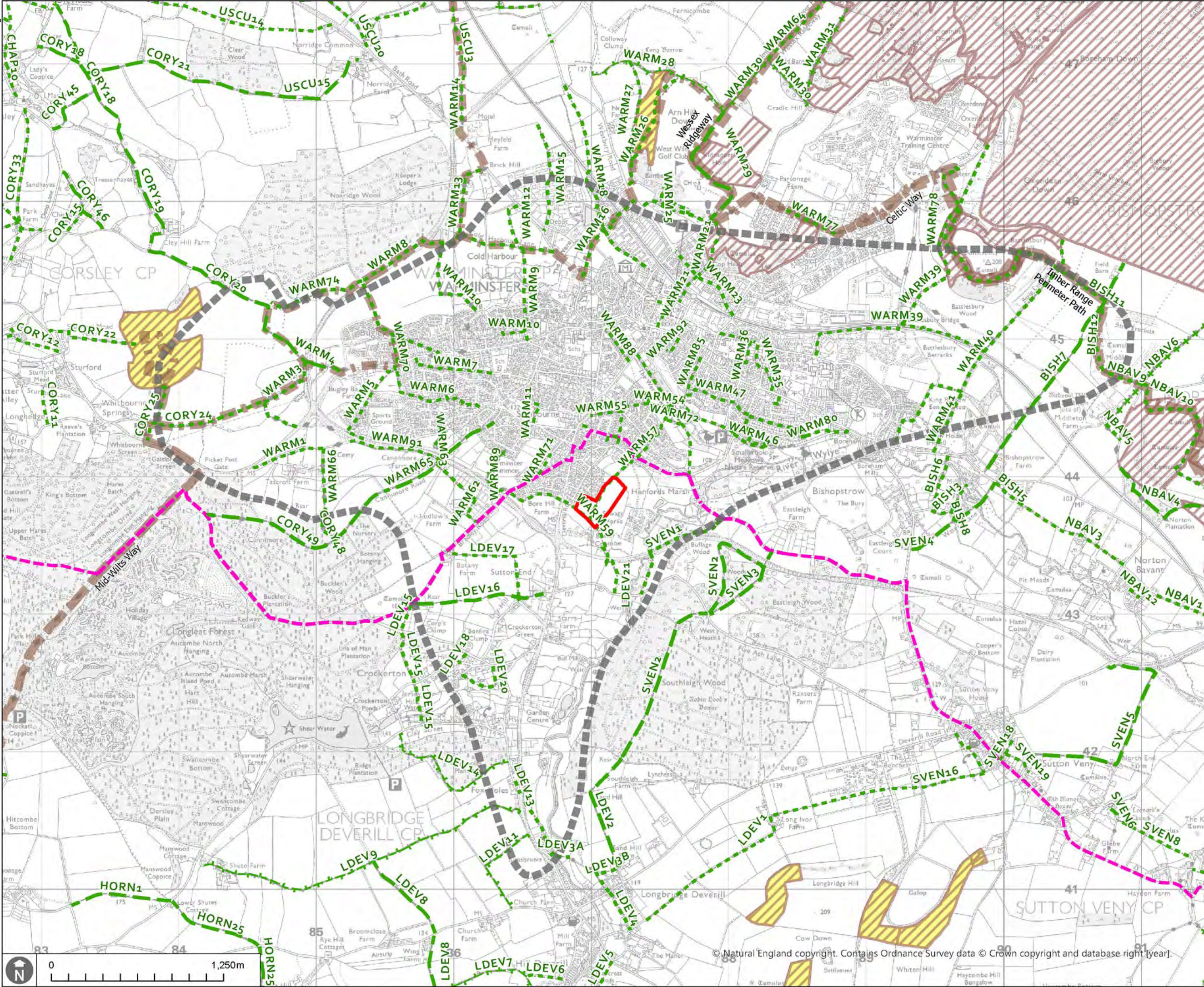
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Drawing Title

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KEY

Application Boundary

Study Area

Wiltshire PROW

Bridleway

Byway

Footpath

Restricted Byway

National Cycle Network (Sustrans)

Long Distance Footpaths

CROW

Section 4 Conclusive Open Country (CROW Act 2000)

CROW Access Land

Status

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ASHLEY COOMBE, WARMINSTER

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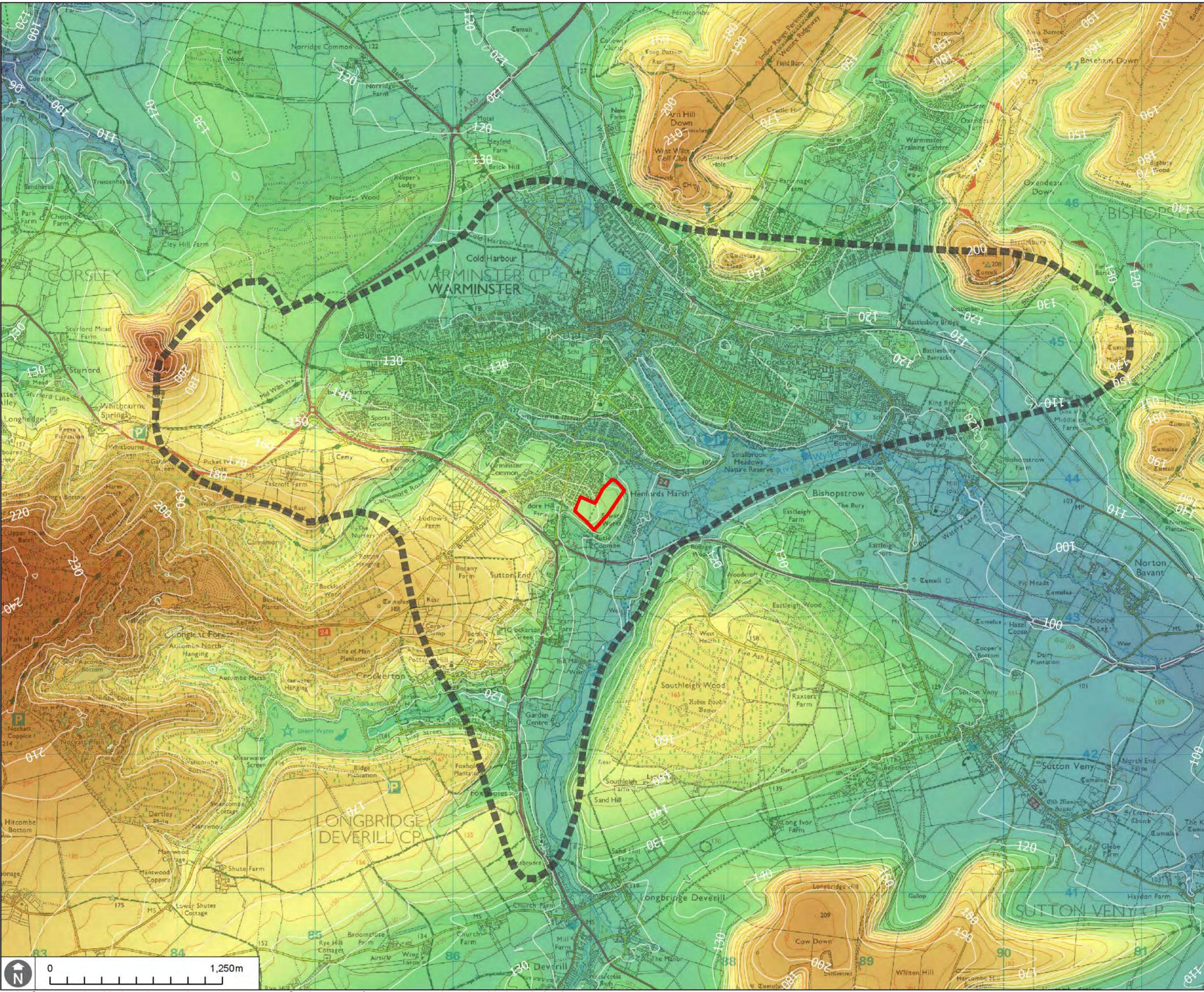
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LV-0004

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Application Boundary

Study Area

Topography Height Banding (mAOD)

245

88

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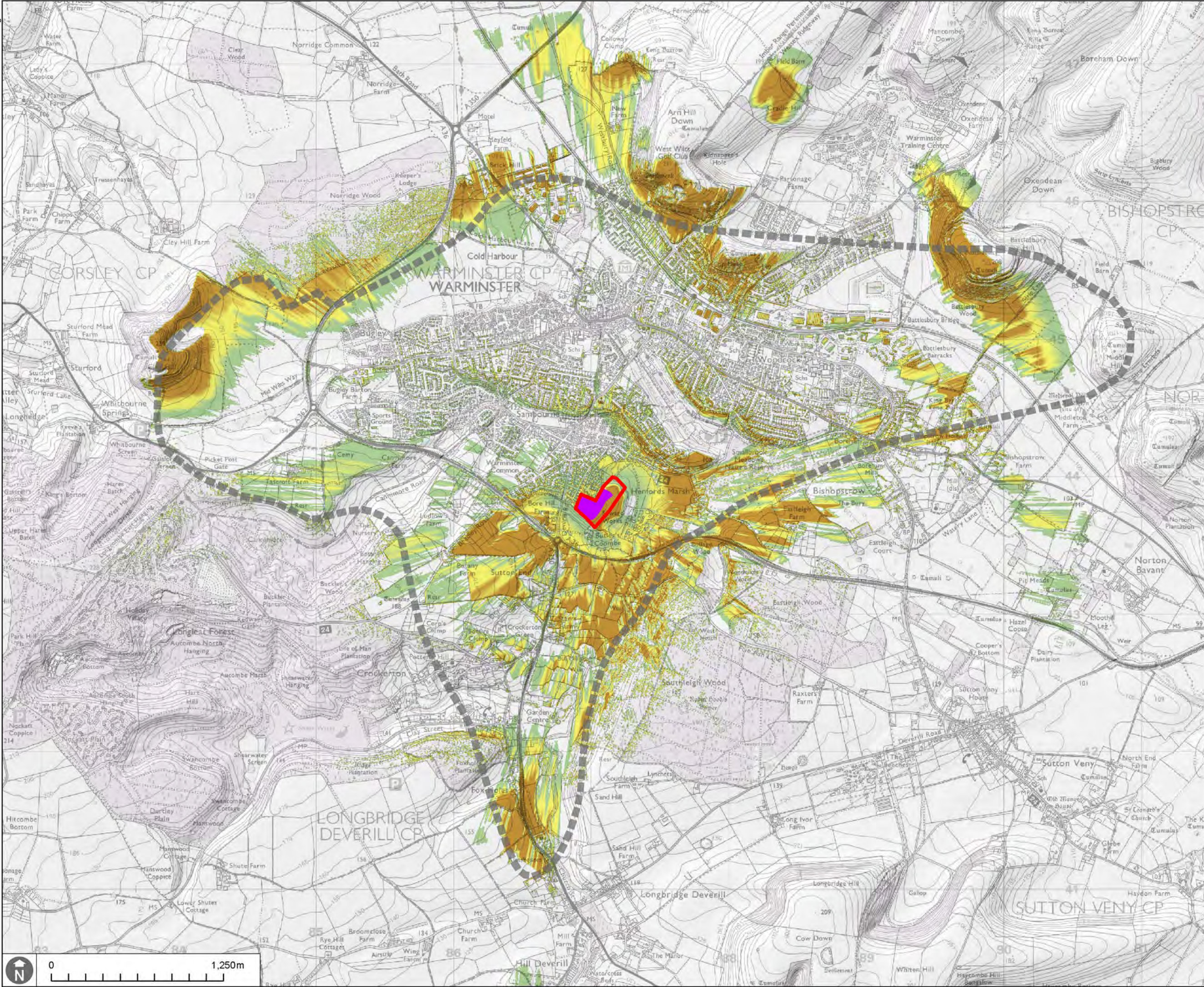
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Drawing Title

LOCAL TOPOGRAPHY

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		Version
		S4-P1



KEY

Application Boundary

Study Area

ZTV Test Area

Zones of Theoretical Visibility

High Visibility

Low Visibility

- The zones of theoretical visibility (ZTV) are shown for the proposed test with the following parameters:
- Digital Elevation Model (DEM): Environment Agency 2022 Composite LIDAR First Return Digital Surface Model (DSM) and Digital Terrain Model (DTM), 2m resolution
 - Observers: 1.6m above DSM, horizontal resolution as per DEM
 - Targets: 20m square grid of target points within the developable area, 10m above the DTM
 - Adjustments: Atmospheric refraction and Earth's curvature

The model considers the screening effect of vegetation and built form as provided by the DEM. This gives an indication of probable screening effects. The Zone of Visual Significance is defined during field survey and takes into account those aspects missing from the ZTV and may therefore differ from the ZTV. The ZTV is therefore considered to represent a probable scenario to inform field surveys only.

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ZONE OF THEORETICAL VISIBILITY (ZTV)

Scale

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Date

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Version

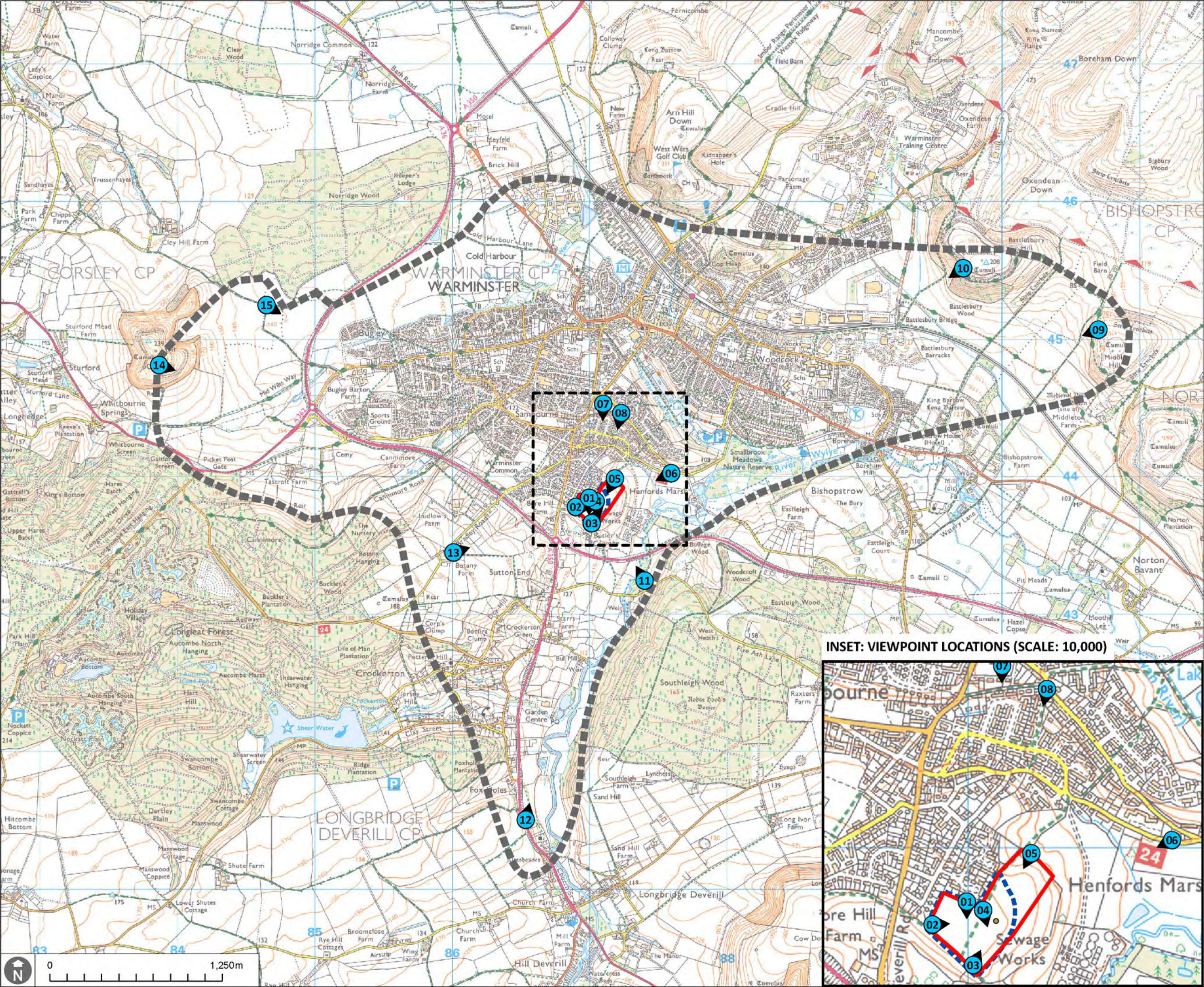
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LV-0006

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Application Boundary

Study Area

ZSV

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VIEWPOINT LOCATION PLAN

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Drawing Ref.

Drawing No.

Version

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3396-4-4-4

LV-0007

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Appendix 1 - Predicted Landscape Effects and Predicted Visual Effects

Receptor	Baseline	Change	Sensitivity	Magnitude of change	Effect	Nature	Significance
PREDICTED LANDSCAPE EFFECTS							
Landscape Character of the Site	Agricultural (pastoral) land comprising a complete field and most of a second, adjoining field on the edge of Ashley Coombe, Warminster.	Year 1 Completion – change of existing land use, soil stripping, removal of grassland, localised reprofiling of topography. Development would be broadly contained within the original field parcel. Existing hedgerows would be retained and enhanced.	Medium	High	Major	Adverse	Significant
		Year 15 Post-Completion – permanent change of land use from rural and agricultural to residential with open space. Reduction in openness and tranquillity of landscape. Basic profile of site topography with sloping ground would be unaltered.		Medium	Moderate	Adverse	Significant
“Wooded Greensand Hills” LCT	Covers a large geographical area compared to that of the Site.	Year 1 Completion - change of existing land use, soil stripping, removal of grassland, localised reprofiling of topography. Development would be broadly contained within the original field parcel. Existing hedgerows would be retained and enhanced.	Medium	Low	Minor	Adverse	Not Significant
		Year 15 Post-Completion - permanent change of land use from rural and agricultural to residential with open space. Reduction in openness and tranquillity of landscape. Basic profile of site topography with sloping ground would be unaltered.		Low	Minor	Adverse	Not Significant
“Longleat-Stourhead Greensand Hills” LCA	Covers a large geographical area compared to that of the Site.	Year 1 Completion - change of existing land use, soil stripping, removal of grassland, localised reprofiling of topography. Development would be broadly contained within the original field parcel. Existing hedgerows would be retained and enhanced.	Low	High	Moderate	Adverse	Significant
		Year 15 Post-Completion - permanent change of land use from rural and agricultural to residential with open space. Reduction in openness and tranquillity of landscape. Basic profile of site topography with sloping ground would be unaltered.		High	Moderate	Adverse	Not significant
EFFECT ON LANDSCAPE ELEMENTS AND FEATURES							
Effect on Pastoral Farmland	The Site comprises pastoral farmland - which is a characteristic of the area – and is partially defined by hedgerows	Year 1 Completion - area, within the Site would be removed and replaced by residential development, the access road and public open space.	Medium	High	Major	Adverse	Significant
		Year 15 Post-Completion – the pastoral farmland would have been removed and replaced by residential development during the Proposed Development’s construction phase.		No further effects	No further effects	No further effects	No further effects
Effect on Hedgerows and Hedgerow Trees	Hedgerows and hedgerow, common in the wider landscape, partially define the Site boundaries.	Year 1 Completion – The hedgerows and hedgerow trees would be retained and integrated into the Proposed Development. New trees and hedgerow shrubs would be planted, where necessary, to reinforce the hedgerows.	Medium	Negligible	Negligible	Beneficial	Not Significant
		Year 15 Post-Completion – Trees and hedgerow shrubs planted at year 1 completion would have established		Low	Minor	Beneficial	Not Significant
Effect on Site Topography	The Site exhibits both broadly flat and sloping topography towards the south-east. The topography is common to the wider area.	Year 1 Completion – Minor reprofiling of topography resulting from the construction of the access road and residential units.	Medium	Low	Minor	Adverse	Not Significant
		Year 15 Post-Completion – There would be no further changes to the topography of the Site.		No further effects	No further effects	No further effects	No further effects

Receptor	Baseline	Change	Sensitivity	Magnitude of change	Effect	Nature	Significance
LANDSCAPE VALUE							
Effect on Local Landscape Condition	The local landscape condition is considered to be varying with a variety of intact features such as hedgerows, but also exhibits weaker components, particularly around the settlement edge.	Year 1 Completion – Reduced landscape condition experienced on the Site and within its immediate environs. Generally restricted to footpaths WARM58 and WARM59.	Medium	Medium	Moderate	Adverse	Significant
		Year 15 Post-Completion – Trees and landscaping on the edge and within the Proposed Development would have established to soften the Proposed Development’s built form.		Low	Minor	Adverse	Not Significant
Effect on Scenic Quality	The scenic quality of the site is influenced by its edge of settlement location and comprises ununiformed boundary treatments and overhead powerlines/telegraph poles. The scenic quality is higher towards the undeveloped landscape to the south and east.	Year 1 Completion – Reduced scenic quality experienced on the Site and within its immediate environs. Generally restricted to footpaths WARM58 and WARM59.		Medium	Moderate	Adverse	Significant
		Year 15 Post-Completion – Trees and landscaping on the edge and within the Proposed Development would have established to soften the Proposed Development’s built form.		Medium	Moderate	Adverse	Significant
Effect on public footpaths WARM58 and WARM59	Public footpath WARM58 runs through the Site on a north-eastern to south-western alignment and connects with public footpath WARM59 which runs along the south-western edge of the Site.	Year 1 Completion – Public footpaths WARM58 and WARM59 would remain on their existing alignment and would be physically unaffected by the Proposed Development. (The visual effects are addressed in the “Predicted Visual Effects” section.	High	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – Public footpaths WARM58 and WARM59 would remain on their existing alignment and would be physically unaffected by the Proposed Development. (The visual effects are addressed in the “Predicted Visual Effects” section.		No Effect	No Effect	No Effect	No Effect
PERCEPTUAL ASPECTS							
Effect on Tranquillity	Owing to its edge of settlement location tranquillity levels are reasonably low. The A36, a major road to the south, also reduces tranquillity.	Year 1 Completion – Effects on tranquillity generally confined to the Site and immediate surroundings resulting from traffic moving in, out and around the Site and other aural effects associated with residential development.	Medium-Low	Low	Minor	Adverse	Not Significant
		Year 15 Post-Completion – Effects on tranquillity would remain generally confined to the Site and immediate surroundings resulting from traffic moving in, out and around the Site and other aural effects associated with residential development.		Low	Minor	Adverse	Not Significant
PREDICTED VISUAL EFFECTS							
Viewpoint 1	View south from the edge of Ashley Coombe. The view shows most of the Site comprising one of the pastoral fields partially defined by hedgerows. Some of the existing private residences on the edge of Ashley Coombe are visible, whilst the skyline is broken by trees and overhead power lines which cross the Site.	Year 1 Completion – The existing view would be replaced with the access road and residential development.	Medium	High	Major	Adverse	Significant
		Year 15 Post-Completion – Street planting within the Proposed Development would have established to soften some of the Proposed Development’s built form.		Medium	Moderate	Adverse	Significant
Viewpoint 2	View east from public footpath WARM59 on the western edge of the Site. This slightly more open view shows the existing residential development on the edge of Ashley Coombe. Distant views to the east show a largely rural landscape comprising an undulating landform and extensive woodland cover located to the south of the A36.	Year 1 Completion – The existing view would alter to predominantly show residential development, although there would be sufficient space reserved for the route of the PRoW which would include some incidental tree planting.	Medium-High	High	Major-Substantial	Adverse	Significant
		Year 15 Post-Completion – Trees on the edge of the Site and within the strip of space reserved for the PRoW would have established to soften some views of the Proposed Development’s built form from the viewpoint.		High	Major-Substantial	Adverse	Significant
Viewpoint 3	View north from the south-western edge of the Site.	Year 1 Completion – The view would alter, replacing a largely rural view with one containing residential development, interrupting distant views to the north-east.	Medium-Low	High	Moderate-Major	Adverse	Significant

Receptor	Baseline	Change	Sensitivity	Magnitude of change	Effect	Nature	Significance
	The view shows the Site gently sloping to the south-east. Some distant views to the north-east show a well-wooded landscape. Overhead power line routes within the Site are prominent detractors on the skyline	Year 15 Post-Completion – Whilst tree planting around the peripheries of the Site would have established, the view would still predominantly contain residential development.		High	Moderate-Major	Adverse	Significant
Viewpoint 4	View south-east from public footpath WARM58. This view shows the topography of the Site gently sloping to the south-east. Distant views show the extensively undulating and extensively wooded area to the south of the A36. Views to the north-east show development on the eastern edge of Warminster, whilst views to the south-west show residences on Ashley Coombe. Overhead powerline routes crossing the Site are detractors in the landscape.	Year 1 Completion – The existing largely rural view would alter, being replaced by residential development although there would be a buffer zone between the PRow and the Proposed Development’s built form.	Medium-High	High	Major-Substantial	Adverse	Significant
		Year 15 Post-Completion – Whilst trees on the edge of the Site would have grown to soften the Proposed Development’s built form, the view would still largely contain residential development.		High	Major-Substantial	Adverse	Significant
Viewpoint 5	View south from public footpath WARM58. The view towards the Site is heavily contained by intervening landform, although the view towards the south-west shows some of the residences on Ashley Coombe.	Year 1 Completion – There would be no changes to the view from this location owing the intervening topography.	Medium-Low	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing the intervening topography.		No Effect	No Effect	No Effect	No Effect
Viewpoint 6	View south-west from Lower Marsh Road. The view shows a short section of Lower Marsh Road which is enclosed by hedgerows. Tall, mature trees beyond the lane prevent distant views to the south-west towards the Site.	Year 1 Completion – There may be some very discreet changes to the distant view during winter with the absence of foliage on the intervening trees.	Medium	Low	Minor	Adverse	Not Significant
		Year 15 Post-Completion – It is anticipated that trees within the public open space on the eastern edge of the Site would have established and would screen the residual views of the Proposed Development.		Negligible	Negligible	Adverse	Not Significant
Viewpoint 7	View south from Christ Church, Warminster. Distant views to the south from the edge of the church building are filtered and fragmented owing to a line of mature trees on the edge of the churchyard, preventing views of the Site. The heavily wooded area to the south of the A36 is visible on the skyline.	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees.	High	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing the intervening trees.		No Effect	No Effect	No Effect	No Effect
Viewpoint 8	View south from Avon Road, Warminster. This predominantly urban view shows Avon Road and settlement on the eastern edge of Warminster. A very small part of the Site is distantly perceptible; there are some heavily filtered views of the heavily wooded areas to the south of the A36.	Year 1 Completion – There may be some very discreet changes to the view on the distant skyline with the Proposed Development in place.	Medium-Low	Low	Minor	Adverse	Not Significant
		Year 15 Post-Completion – It is anticipated that trees on the peripheries of the Proposed Development would have established to screen residual views of the Proposed Development.		Negligible	Negligible	Adverse	Not Significant
Viewpoint 9	View south-west from public footpath BISH12 on the edge of Middle Hill. This extensive view shows an undulating landscape characterised by arable and pastoral fields defined by hedgerows, some of which are fragmented/gappy. Pockets of woodland are scattered throughout the landscape such as that at Battlesbury Hill which itself is visible in views to the west.	Year 1 Completion – There may be some very discreet changes to the view on the distant skyline with the Proposed Development in place, however these would not be readily perceptible.	High	Low	(Moderate) Minor	Adverse	Not Significant
		Year 15 Post-Completion – There may be some very discreet changes to the view on the distant skyline with the Proposed Development in place, however these would not be readily perceptible.		Low	(Moderate) Minor	Adverse	Not Significant

Receptor	Baseline	Change	Sensitivity	Magnitude of change	Effect	Nature	Significance
Viewpoint 10	View south-west from public footpath WARM78 on the edge of Battlebury Hill. This extensive view shows the lower lying landscape containing the settlement of Warminster. MOD development (Warminster Training Centre) is visible in mid-range views. Distantly, the landscape is heavily wooded by Longleat Forest.	Year 1 Completion - There may be some very discreet changes to the view on the distant skyline with the Proposed Development in place, however these would not be readily perceptible.	Medium-High	Low	(Moderate) Minor	Adverse	Not Significant
		Year 15 Post-Completion – There may be some very discreet changes to the view on the distant skyline with the Proposed Development in place, however these would not be readily perceptible.		Low	(Moderate) Minor	Adverse	Not Significant
Viewpoint 11	View north-west from public footpath SVEN1 to the south of the A36. Distant views are heavily restricted by trees and scrub to the south of the A36.	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees.	Medium	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing to intervening trees.		No Effect	No Effect	No Effect	No Effect
Viewpoint 12	View north from the A350 to the north-west of Longbridge Deverill (inside of the Cranborne Chase and West Wiltshire Downs National Landscape). This view shows an undulating and rural landscape characterised by good quality hedgerows with hedgerow trees and areas of coniferous woodland. A short section of the A350 is visible in short range views to the north.	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees.	Medium	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing to intervening trees.		No Effect	No Effect	No Effect	No Effect
Viewpoint 13	View north-west from public footpath LDEV17 near Botany Farm. Short range views show agricultural buildings and paddocks associated with the Botany Farm complex. Some distant views to the higher land to the north of Warminster are visible, however there is very limited visibility of Warminster itself owing to the sequential screening effect of intervening hedgerows and trees.	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees.	Medium-High	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing to intervening trees.		No Effect	No Effect	No Effect	No Effect
Viewpoint 14	View south-east from Cley Hill (inside of the Cranborne Chase and West Wiltshire Downs National Landscape) This extensive view shows the undulating landscape surrounding Warminster. Most of the settlement is visible, whilst the landscape towards the south and the east becomes increasingly wooded and contains Longleat Forest.	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees.	Medium-High	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing to intervening trees.		No Effect	No Effect	No Effect	No Effect
Viewpoint 15	View south-east from public bridleway CORY20 to the south of Norridge Wood (on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape)	Year 1 Completion – There would be no changes to the view from this location owing to intervening trees and buildings within Warminster.	Medium-High	No Effect	No Effect	No Effect	No Effect
		Year 15 Post-Completion – There would be no changes to the view from this location owing to intervening trees and buildings within Warminster.		No Effect	No Effect	No Effect	No Effect

Appendix 2

Methodology and Glossary of Terms

1. Methodology

- 1.1 The following section provides a description of the survey and assessment methods used within this LVIA.

Assessment Terminology

- 1.2 Whilst the process of assessment is referred to as landscape and visual impact it is important to note the difference between 'impact' and 'effect'. The impact is what will happen i.e. the permanent loss of trees and hedgerows. The effect is the result of the impact i.e. opening of new views or a change in the perception of the local landscape character.
- 1.3 The term 'Study Area' relates to the area of land that has been described and assessed as part of this LVIA. The term 'Development' or 'Proposals' refer to all the elements of the proposed development. The term 'Site' refers to the area that contains the existing elements such as hedgerows, fields etc within the planning application boundary. A full glossary of the terms used in this assessment is provided at **Appendix 2**.

Guidance and Approach

- 1.4 This assessment has been prepared in accordance with the Guidelines for Landscape and Visual Impact Assessment (3rd Edition)¹ and other guidance produced by the Countryside Agency² and the former Department of the Environment, Transport and the Regions (DETR)³. Guidance emphasises the responsibility of the landscape professional carrying out the assessment to ensure that the approach and methodology adopted is appropriate for the particular development to be assessed.

Overview of the Assessment Process

- 1.5 Professional judgement is a very important part of the LVIA process at every stage of assessment. That said, it is also important that professional judgement is exercised within an overall assessment framework which transparently sets out the steps in the assessment process which have resulted in the final assessment of the level of effects.
- 1.6 In accordance with the above guidance, the preparation of this assessment involved the following key stages:
- **Establishment of the landscape baseline** - through identification of the physical and perceptual landscape characteristics within the site and surrounding study area (in the form of landscape character assessment) and the relative value that is attached to the landscape by way of detailed desk-based study (to identify relevant landscape designations and related planning policy) and site field work.

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

² Countryside Agency and Scottish Natural Heritage – 'Landscape Character Assessment' 2002.

³ Department of the Environment, Transport and the Regions- 'Lighting in the Countryside: Towards Good Practice'.

- **Establishment of the visual baseline** – through identification and analysis of the existing visual resource that may be affected including the extent and nature of principal views to the proposed development from visual receptors in the study area.
- **Identification of Potential effects** - The broad design parameters of the project were established at the time of commission in terms of the nature of the development. This provided sufficient information to identify the likely scale and nature of the changes to landscape characteristics and value as well as changes affecting visual amenity.
- **Identification of landscape and visual receptors** – These are assessed and assigned their sensitivity to change. The sensitivity of landscape and visual receptors is determined by a combination of their value, and their susceptibility to change. (i.e. their ability to accommodate the proposed change without resulting in overly negative effects).
- **Identification of mitigating measures** – Iterative development of the proposals and/ or mitigation measures to avoid, reduce or offset identified adverse effects. Mitigation measures have been considered in relation to 'Primary' measures (inherent) which form part of the design process and 'Secondary' measures (foreseeable) designed to address any residual adverse effects of development.
- **Assessment of the final scheme design** – Assessment of the magnitude and significance of the effects of the proposals during the construction stage, during operations and completion (restoration).

Extent of Study Area

- 1.7 The definition of a Study Area is an important part of a landscape and visual impact assessment as it describes the predicted maximum geographical extents within which potential environmental effects may occur and which are assessed for their significance.
- 1.8 The study area is determined by a two-stage process: a desk study to identify any relevant landscape designations and sensitive receptors in the landscape surrounding the Site and a field survey to assess the limits of potential significant visibility. The latter is informed by a Zone of Theoretical Visibility (ZTV) study in which views of the proposals would be confined.
- 1.9 For the Site, the study area is broadly delineated by the northern extents of Warminster (north) Battlesbury and Hill and Middle Hill (north-east), Bishopstrow (east), Longbridge Deverill (south) and Cley Hill to the west/north-west.

Site Surveys

- 1.10 The Site and surrounding area was visited on 11 June 2025 in order to inform the LVIA and gather photography. The survey was undertaken during summer when deciduous trees were fully foliated and therefore allowed a 'best case' view of the Site to be taken. Conversely, during the winter, with an absence of leaves of trees there may be increased visibility of the Site and therefore the Proposed Development.
- 1.11 A total of 15 locations were selected and used as representative viewpoints. These were points both within the site and the surrounding landscape with potential views. They represent a range of potential visual receptors.

Consultation

- 1.12 For the purposes of the LVIA, during the early stages of the assessment, consultation took place with the Senior Landscape Officer from Wiltshire Council with viewpoint locations confirmed on 2 June 2025.

Assumptions and Limitations

Assessment of Landscape Effects

Landscape Baseline

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

Landscape Character

- 1.16 Existing Landscape Character Assessments are critically judged for their applicability to the application site and wider study area.
- 1.17 Typically, the landscape baseline will identify and describe the elements that make up the landscape in the study area, namely:
- **Physical Influences:** Geology, Landform/ Topography, Soils, Drainage.
 - **Land Cover:** Vegetation, Tree Cover, Built Form.
 - **Human Influences:** Land use and Management, Field Pattern, Method of Enclosure, Settlement Character, Building Character.

Landscape Value

- 1.18 As part of describing the landscape baseline the value of the potentially affected landscape is established. This is done on an element by element basis within the assessment.
- 1.19 Existing landscape designations are an indication of higher landscape value and are identified through desk study. It should be noted that a lack of formal designation does not immediately make the value of a landscape of low importance.
- 1.20 The value for both designated and undesignated landscapes is assessed during the field work stage. Box 5.1 of GLVIA3 guidance is used as the basis of the assessment of landscape value.
- 1.21 Value is presented on a three-point scale of High, Medium, and Low. Split grades may be possible where resulting value falls between two grade levels. Table APP 1.1 below gives an indication of the value assigned to various landscape designations.

Table APP 1.1 Landscape Receptor Value

Designations	Description	Value
• National Landscape Designations • National Heritage Designations	Areas by virtue of their attractive landscape have national importance and or national heritage assets that either themselves or via their setting have natural links to the landscape.	High – due to national importance.
• Regional Landscape Designations • Regional Heritage Designations	Areas designated at a county or local level on the basis of the quality of the landscape to the region and or the basis of the heritage importance including matters of setting and views.	High/Medium Due to regional/ local importance.
• Local Landscape Designations	Area designated at a local level to reflect the importance of a landscape and or area at a local level.	High/Medium/Low Subject to their assessed importance within the locality.
• No Formal Designation	Local importance of undesignated land judged as part of assessment process.	High/ Medium/Low subject to their assessed importance locally.

Landscape Susceptibility

- 1.22 Landscape Susceptibility is the ability of an identified landscape receptor to accommodate the proposed development without undue consequences on the baseline conditions of that individual receptor.
- 1.23 Susceptibility of a landscape receptor to change is specific to the type of development being proposed in that particular area to ensure relevancy to the assessment. Where noted, the definition for the grades of susceptibility is described in Table APP 1.2 below.

Table APP 1.2 Landscape Receptor Susceptibility

Grade	Description
High	Little or no ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline.
Medium	Some ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline.
Low	An ability to accommodate the proposed development without adverse consequences on the retention of the existing landscape baseline.

- 1.24 It should be noted that the relationship between susceptibility to change and value can be complex and is not linear. For example, a highly valued landscape (such as an AONB) may have a low susceptibility to change due to both the characteristics of the landscape and/or the nature of the proposed change.

Landscape Sensitivity

- 1.25 Landscape sensitivity is derived from combining the judgements on landscape value and landscape susceptibility together. It is itself then carried forward to determine the significance of effect.
- 1.26 The assessment provides a clear rationale for both the landscape receptor's existing value and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a receptor's sensitivity has been graded in a particular way.
- 1.27 The determination of sensitivity is based on professional judgement, however, high value/ high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. A three-point scale is used to define landscape receptor sensitivity. Split grades are used when resulting sensitivity falls between two grades. Table APP 1.3 provides a description of the grades of sensitivity along with examples of typical indicators.

Table APP 1.3 Landscape Receptor Sensitivity

Grade	Description	Typical indicators
High	A landscape area with a particularly distinctive character and sense of place. Landscape characteristics that make a notable contribution to a landscape area.	• Highly valued for its scenic quality. • Highly valued for its landscape character. • Designed landscape of historical importance. • Strong heritage or cultural associations. • Appreciated as a recreational resource. • Landscape characteristics that cannot be readily replaced. • Landscape in good condition.
Medium	A landscape area with some distinctive sense of place and character but not nationally rare. Landscape characteristics that make a positive contribution to a landscape area.	• Some scenic quality with some discordant scenic elements. • Recognisable landscape character that has value. • A recognisable area/ tract of designed landscape. • Some heritage and/or associations. • Some tolerance of the type of proposed development. • Some appreciation as a recreational resource. • Landscape elements that could be replaced. • Landscape in reasonable conditions.
Low	A landscape area with no distinctive sense of place or notable character and not locally rare. Landscape characteristics that make a limited positive contribution to a landscape area.	• Limited or no scenic quality. • Landscape character is ordinary or weak. • Tolerance to the type of development. • Not a recognisable designed landscape. • No known heritage or cultural associations. • No obvious appreciation as recreational resource. • Landscape characteristics could be readily replaced. • Landscape in poor condition.

- 1.28 To allow easier inspection and review of the assessment process Table APP 1.4 below is used to aid consistency in the definition of sensitivity.

Table APP 1.4 Sensitivity Matrix

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

Magnitude of Landscape Effects

- 1.29 The magnitude of effect on landscape receptors is assessed by considering a number of factors. The factors considered are listed below and include:
1. Size or scale of the proposed development;
 2. Geographical extent of the effect;
 3. Contrast or integration with the existing landscape character;
 4. Duration of effects; and
 5. Reversibility.
- 1.30 The size or scale of the magnitude of landscape effects relates to the loss or addition of features to the particular landscape receptor likely to be caused by the development. The assessment takes into account:
- The extent/proportion of the landscape element that is lost or added;
 - The contribution of that element to the character of the landscape;
 - The revised setting of the landscape or landscape element resulting from the development;
 - The degree to which aesthetic or perceptual aspects of the landscape receptor are altered; and
 - Whether the effect changes the key characteristics of the landscape, which are critical to its distinctive character.
- 1.31 The geographical extent over which the landscape effects occur is distinct from the size or scale. For example, large scale effects may be limited to the immediate site area. The geographical extent, where noted, is defined as:
- Wide - Influencing several landscape character areas.
 - Medium - Landscape character area in which the site lies.
 - Local - The Site and immediate surrounds.
 - Site - Site level of the development itself.
- 1.32 The duration of effects is classified as short, medium or long term. Unless otherwise stated the durations are defined as:
- Short term: 0-5 years
 - Medium term: 5 – 15 years

- Long term: beyond 15 years

- 1.33 Reversibility is different from duration and passes a judgement about whether the landscape effect is reversible or not. It is judged on a scale of: reversible, partially reversible and permanent.
- 1.34 The above factors are considered together to derive an overall magnitude of change for each receptor, which is determined by the use of professional judgement. The magnitude of effect is presented on a three-point scale of High, Medium and Low. Split grades may be possible where resulting magnitude falls between two grade levels. A description of the magnitude categories is described below in Table APP 1.5.

Table APP 1.5 Magnitude of Change for Landscape Receptors

Grade	Description
High	The development would result in a substantial alteration to the key landscape character or characteristics of the receptors.
Medium	The development would result in a partial loss of or alteration to key landscape character or characteristics of the receptor
Low	The development would result in a minor alteration to landscape character or characteristics of the receptor.

Assessment of Visual Effects

Visual Baseline

- 1.35 The visual baseline is the description of the existing qualities of views and visual amenity for the individual visual receptors against which any future changes can be assessed or visual effects predicted and assessed.
- 1.36 The visual baseline is established by considering both a desk study of existing sources such as landscape character assessments and OS mapping to identify prominent or promoted views and field work to identify and record the character and extent of the views and the features and aesthetic and perceptual factors which contribute to the general visual amenity.

Value attached to views and visual amenity

- 1.37 The assessment considers the interest or reason a receptor has in experiencing a view and the value that they can reasonably attach to it.
- 1.38 The value attached to views is described as either High, Medium, or Low. Split grades may be possible where resulting value falls between two grade levels. Table APP 1.6 below gives an indication of the value assigned to views and visual amenity.

Table APP 1.6 Visual Receptor Value

Grade	Description
High	Views from and/or visual amenity associated with viewpoints of regional or national importance, popular visitor attractions where views and visual amenity form a key part of the attraction or route. Inclusion within guidebooks or cultural references.
Medium	Views from and/or the visual amenity associated with viewpoints of district or local importance, local visitor attractions or public open spaces and routes where views and visual amenity form an integral part of the attraction.

Low	Views from and/or visual amenity associated with every day locations or routes that do not benefit from any designation or cultural associations.
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- 1.39 Existing landscape designations are a general indication of visual value but this cannot be assumed and must be confirmed by assessment. Likewise, the lack of an existing designation does not mean a view is without value. Value for designated and undesignated views is assessed during the field survey.

Susceptibility of visual receptor to change

- 1.40 Susceptibility of visual receptors to change in views and visual amenity is derived from the consideration of:

1. The occupation or reason why one is experiencing the view or area; and
2. The amount of interest or attention one may have in the view and appearance of the area.

- 1.41 Judgements on visual susceptibility are presented on a three-step scale of Low, Medium or High. Split grades may be possible where resulting value falls between two grade levels. A description and indication of typical receptors associated with the grades of visual susceptibility are described in Table APP 1.7 below.

Table APP 1.7 Visual Receptor Susceptibility

Scale	Description of susceptibility	Typical Receptors
High	Little or no ability to accommodate change caused by development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.	• Residential occupiers • People who are engaged in outdoor recreation whose attention is on the view e.g. walkers, visitors to heritage attractions, public park users, travellers on recognised scenic routes. • Communities where setting of an area contributes to general visual amenity.
Medium	Some ability to accommodate change caused by development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity.	• Users of transport routes; and • People who are engaged in outdoor recreation where the view is not the primary focus of attention.
Low	An ability to accommodate change caused by development without adverse consequences for the visual receptor group experiencing the view/ and or general visual amenity	• People at work; or • Going about business that is not focussing on the views or general visual amenity.

Visual Sensitivity

- 1.42 Visual Sensitivity is derived from combining the judgements of value of a view or visual amenity and susceptibility of the visual receptor together. It is itself carried forward to determine the significance of visual effect.
- 1.43 The assessment provides a clear rationale for both the existing value of the view or visual amenity and its susceptibility to change arising from the type of development proposed. The rationale is the record of why a visual receptor's sensitivity has been graded in a particular way.

- 1.44 Determination of sensitivity is based on professional judgement, however, high value/high susceptibility receptors are likely to be highly sensitive to change, with lower value and/or low susceptibility receptors being likely to be of low sensitivity to change. A three-point scale is used to define visual receptor sensitivity. Split grades are used when resulting sensitivity falls between two grades. As with the determination of landscape sensitivity, to allow easier inspection and review of the assessment process, the sensitivity matrix at Table 2.4 is used to aid consistency in the definition of visual sensitivity. Table APP 1.8 below provides a description of the grades of visual sensitivity along with typical indicators.

Table APP 1.8 Visual Receptor Sensitivity

Grade	Description	Typical Indicator
High	A highly attractive view or area with an obvious attraction and lack of discordant features.	• Highly valued for its scenic quality • Low tolerance to the type of proposed development. • Designed landscape of historical importance. • Strong heritage /cultural associations. • Focus of a recreational resource. • Views and amenity that cannot be readily replaced. • Potentially benefiting from a national regional or local landscape designation.
Medium	An attractive view or area with some attraction and limited discordant features.	• Some scenic quality • Some tolerance to the type of proposed development. • A recognised area or piece of designed landscape. • Some heritage and/or cultural associations. • Some appreciation as a recreational resource. • Views and amenity can be recreated. • Potentially benefiting from regional or local landscape or heritage designation.
Low	An ordinary view with no distinguishing visual character or an area with a general lack of positive visual features.	• Limited or no particular scenic quality or elements. • Tolerance to the type of proposed development. • Not a recognised designed landscape. • No known heritage or cultural associations. • No obvious appreciation as a recreational resource. • Views and amenity that can be readily replaced or recreated. • Unlikely to be subject to landscape or heritage designation.

Viewpoint Selection

- 1.45 Viewpoints are selected to illustrate the views and visual amenity experienced by the different visual receptors. In selecting the viewpoints, the following factors are taken into account:
- Viewing distance and direction – short, medium, long distance or oblique;
 - The nature of the viewing experience – static views, views along a route;
 - The type of view- glimpsed, panorama, screened, partial; and

- The potential for cumulative views in conjunction with other existing and proposed development.

Visual Presentation Methods

- 1.46 Presentation methods for the visual impact assessment comprise panoramic photography consisting of a series of stitched single shot photographs.
- 1.47 All photographs are taken using a 20-megapixel full-frame Canon EOS 6D with a fixed 50mm lens as recommended by Landscape Institute Technical Guidance Note 06/19 – ‘Visual Representation of Development Proposals’.
- 1.48 Photographs are taken in landscape format with sufficient overlap for stitching. Where it has been necessary to raise or lower the horizon line by cropping, this has been stated. A minimum of three clear reference points are included in each panoramic view to enable the accurate production of the photomontage. GPS co-ordinates for each photomontage viewpoint are taken.
- 1.49 Photographs are stitched by hand in cylindrical projection. Once stitched the resulting panoramic image may be scaled down 50% before the preparation of the photomontage was started but only if the file size was unmanageable. The images have not been cropped. The 3D model used for the photomontage, whether produced in SketchUp or LSS, is output at a 50mm equivalent focal length. The 3D model includes a minimum of 3 clear reference points in the view to fix the position of the proposals. Vertical height data is based on OS data, which may include some inherent inaccuracies, or survey data. An eye height of 1.6m is used.
- 1.50 The final photomontage is produced in Photoshop. The resulting photomontage is then cropped to a 90-degree view angle, up to an ideal maximum of 120 degrees. This is a guide and the proposals, and its relevant landscape, will determine the horizontal field of view from any given viewpoint.
- 1.51 Photomontage sheets are produced in Illustrator using a 400mm viewing distance at A1. Guidance allows between 300mm to 500mm but recommends all montages prepared for a given site should be represented using the same viewing distance, where this is possible.
- 1.52 Information listed on each sheet included:
 - Camera, lens focal length and horizontal field of view;
 - Date, time and direction of view;
 - The viewpoint’s height above ground level and OS grid coordinates;
 - Recommended Viewing Distance; and
 - Viewpoint Co-ordinates e.g. Eastings and Northing.

Magnitude of Visual Effects

- 1.53 The magnitude of visual effect is assessed by considering a number of factors. These typically include:
 - **Size and scale of the change in view** – considering the loss or addition of features, changes in composition and consideration of the proportion of view occupied by the proposed development
 - **Geographical extent of the effect**- angle of view, distance of the receptor to the development and the extent over which the changes would be visible.
 - **Contrast or integration with the existing visual character** – possible areas of consideration include form, scale and mass, skyline effects, height, colour and texture.

- **Duration of visual effects**- 0-5 years short term, 5-15 years medium term and 15 years onwards long term.
- **Reversibility**.

1.54 The above factors are considered together to derive an overall magnitude of change for each receptor, which is determined by the use of professional judgement. The magnitude of visual change is categorised as either High, Medium or Low. Split grades between these categories can be used where the magnitude fits neither category. A description of the visual magnitude categories is shown in Table APP 1.9 below.

Table APP 1.9. Magnitude of Change for Visual Receptors

Grade	Description
High	The development would result in a substantial alteration to the identified view or visual amenity of an area, largely affect key visual features in the view or introduce new prominent features within the scene or alter the general composition and character of the view.
Medium	The development would result in a partial alteration to the identified view or visual amenity of an area, moderately affect key visual features in the view or introduce new features within the scene or alter some part of the composition and character of the view.
Low	The development would result in a minor alteration to the identified view or visual amenity of an area, may affect key visual features in the view or introduce new prominent features within the scene or alter some small part of the composition and character of the view.

Significance and nature of Effect on Landscape and Visual Receptors

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

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

1.56 To aid consistency and allow easier inspection and review of results checklists, tables and matrices have been employed. These include the use of matrices for the determination of significance thresholds, whereby the predicted magnitude of an effect is assessed against the sensitivity of a given receptor. This provides an indication of the level or significance of an effect (see Table APP 1.10 below).

1.57 It should be noted that the table is only used as a 'guide' and never used to replace professional judgement, particularly in instances when assessing the nature of an effect (i.e. adverse, neutral or beneficial). Its purpose is solely to ensure consistency of approach and results.

Table APP 1.10 Significance of Effects Matrix

Category		Receptor Sensitivity			
		High	Medium	Low	Negligible
Magnitude of Effect	High	Substantial	Major	Moderate	Negligible
	Medium	Major	Moderate	Minor	Negligible
	Low	Moderate	Minor	Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

1.58 The intermediary categories of Minor Negligible, Minor Moderate and Moderate Major will be used where the significance of effect falls between the broad definitions outlined in Table APP 1.11 below.

Table APP 1.11 Significance of Effect

Significance of effect	Landscape	Visual
Substantial	The proposals will result in a total change in the key characteristics of the receptor or alterations to the quality and integrity of the landscape receptor such that the proposals are the dominant element markedly altering the baseline landscape context.	The proposals will result in a total change in view or introduce/ alter elements, features or characteristics where the baseline visual context markedly alters with the proposals becoming the dominant visual element.
Major	The proposals will result in a prominent change in the key characteristics of the receptor or alterations to the quality and integrity of the landscape receptor such that the proposals are one of the principle elements altering the baseline landscape context.	The proposals will result in a large change in view or introduce/ alter elements, features or characteristics where the baseline visual context alters with the proposals being one of the principal visual elements.
Moderate	The proposals will result in a notable change in the key characteristics of the receptor or partial alterations to the quality and integrity of the landscape receptor but where the baseline landscape context remains.	The proposals will result in a noticeable change in view or introduce/ alter elements, features or characteristics but where the baseline visual context remains.
Minor	The proposals will result in a small change in character of the receptor that is discernible but does not alter its key characteristics or will alter the quality and integrity of the landscape receptor in a small way.	The proposals will result in a small change in view/ areas of visual amenity or introduce/ alter elements, features or characteristics but where the change is not prominent.
Negligible	No discernible change in the key characteristics of the landscape or alterations to the quality and integrity of the landscape receptor.	The proposals will result in some very small change in view/ areas visual amenity or introduce/ alter elements, features or characteristics in a barely perceptible way.

Glossary of Terms

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

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

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

Geographical Information System (GIS)	A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database.
Green Infrastructure (GI)	Networks of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.
Heritage	The historic environment and especially valued assets and qualities such as historic buildings and cultural traditions.
Historic Landscape Characterisation (HLC and Historic Land-use Assessment (HLA)	Historic characterisation is the identification and interpretation of the historic dimension of the present-day landscape or townscape within a given area. HLC is the term used in England and Wales, HLA is the term used in Scotland.
Indirect effects	Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects.
Iterative design process	The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues.
Key characteristics	Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.
Land cover	The surface cover of the land, usually expressed in terms of vegetation cover or lack of it. Related to but not the same as land use.
Land use	What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.
Landform	The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes.
Landscape and Visual Impact Assessment (LVIA)	A tool used to identify and assess the likely significance of the effects of change resulting from development both on the landscape as an environmental resource in its own right and on people's views and visual amenity.
Landscape capacity	The degree to which a particular landscape character type or area is able to accommodate change without unacceptable adverse effects on its character. Capacity is likely to vary according to the type and nature of change being proposed.
Landscape character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.
Landscape Character Areas (LCAs)	These are single unique areas which are the discrete geographical areas of a particular landscape type.
Landscape Character Assessment (LCA)	The process of identifying and describing variation of the character of the landscape and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscapes distinctive. The process results in the production of a Landscape Character Assessment.
Landscape Character Types (LCTs)	These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.

Landscape classification	A process of sorting the landscape into different types using selected criteria but without attaching relative values to different sorts of landscape.
Landscape effects	Effects on the landscape as a resource in its own right.
Landscape features	A prominent eye-catching element, e.g. wooded hill top and church spire.
Landscape quality (condition)	A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
Landscape receptors	Defined aspects of the landscape resource that have the potential to be affected by a proposal.
Landscape strategy	The overall vision and objectives for what the landscape should be like in the future, and what is thought to be desirable for a particular landscape type or area as a whole, usually expressed in formally adopted plans and programmes or related documents.
Landscape value	The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons.
Magnitude (of effect)	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.
Parameters	A limit or boundary which defines the scope of a particular process or activity.
Perception	Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences).
Photomontage	A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.
Receptors	See Landscape receptors and Visual receptors.
Scoping	The process of identifying the issues to be addressed by an EIA. It is a method of ensuring that an EIA focuses on the important issues and avoids those that are considered to be less significant.
Seascape	Landscapes with views of the coast or seas, and coasts and adjacent marine environments with cultural, historical and archaeological links with each other.
Sensitivity	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.
Significance	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic.
Stakeholders	The whole constituency of individuals and groups who have an interest in a subject or place.
Strategic Environmental Assessment (SEA)	The process of considering the environmental effects of certain public plans, programmes or strategies at a strategic level.
Susceptibility	The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences.
Time depth	Historical layering – the idea of landscape as a ‘palimpsest’, a much written-over manuscript.
Townscape	The character and composition of the built environment including the buildings and the relationships between them, the different types of urban open space, including green spaces, and the relationship between buildings and open spaces.
Tranquillity	A state of calm and quietude associated with peace, considered to be a significant asset of landscape.

Visual amenity	The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.
Visual effects	Effects on specific views and on the general visual amenity experienced by people.
Visual receptors	Individuals and/or defined groups of people who have the potential to be affected by a proposal.
Visualisation	A computer simulation, photomontage or other technique illustrating the predicted appearance of the development.
Zone of Theoretical Visibility (ZTV)	A map, usually digitally produced, showing areas of land within which a development is theoretically visible.
Zone of Significant Visibility (ZSV)	Area within a ZTV from which a proposed development is likely to draw the eye of a casual observer, based on field observations.

Appendix 3

Field Survey Record Sheets

(DJA, June 2025)



Approximate extents of Application Site
(partially visible)

Viewpoint 01 - View south from the edge of Ashley Coombe

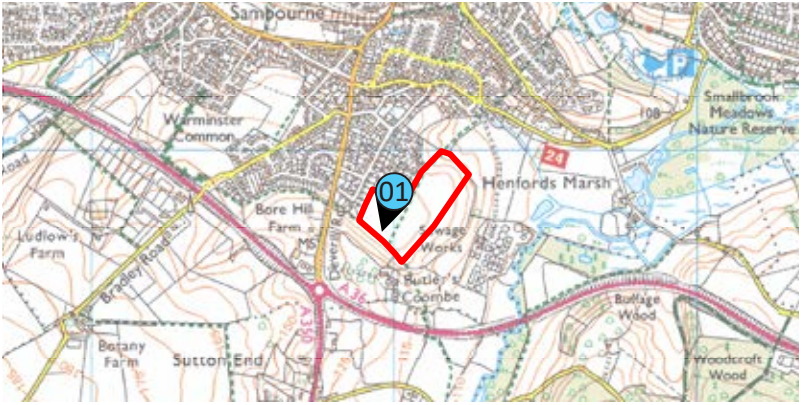
Continued below



Approximate extents of Application Site
(partially visible)

Viewpoint 01

Continued below



Viewpoint 01 details

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Altitude AOD: 141m
Distance to Site: 101m
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Time: 08:57

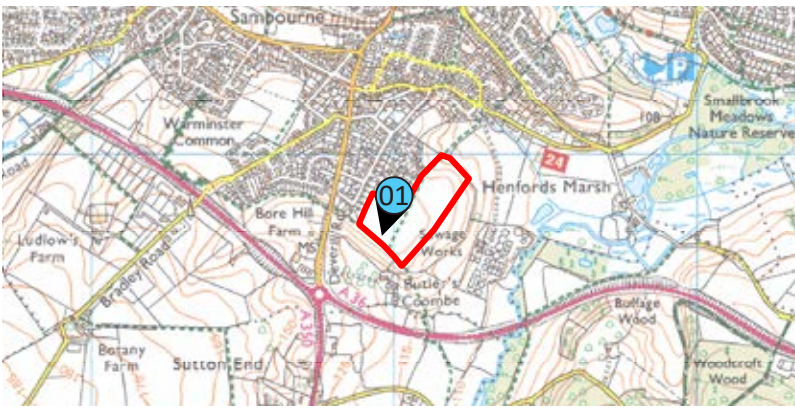
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Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 1 OF 14
Date	DEC 2025

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Viewpoint 01 details

Grid Reference: E: 386996, N: 143843
Altitude AOD: 141m
Distance to Site: 101m
Date: 11/06/2025
Time: 08:57

Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1
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	APPENDIX 3 - SHEET 2 OF 14
Date	DEC 2025

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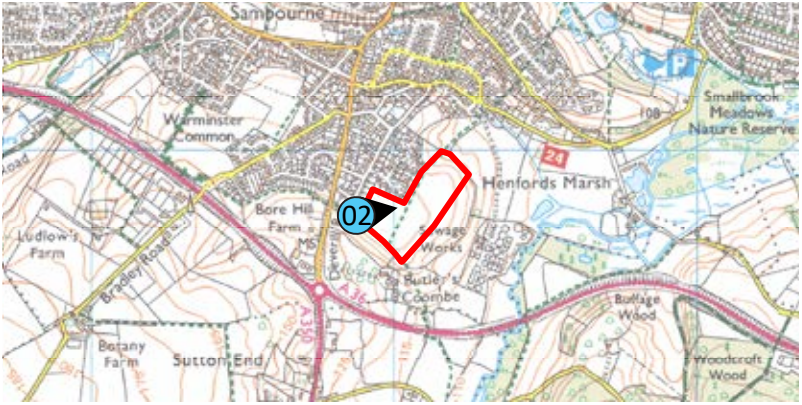
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Viewpoint 02 - View east from public footpath WARM59 on the western edge of the Site



Viewpoint 02



Viewpoint 02 details

Grid Reference: E: 386896, N: 143777
Altitude AOD: 144m
Distance to Site: 185m
Date: 11/06/2025
Time: 08:32

Project RUBIX STRATEGIES LTD
Client ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title 3396-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD
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Date DEC 2025

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3396-4-4-4-AP-0003-S4-P1 Photographic Field Survey Record.indd



Approximate extents of Application Site - continues beyond photographic extents (partially visible)

Viewpoint 03 - View north from the south-western edge of the Site



Viewpoint 03

A map showing the location of Viewpoint 03. A red outline indicates the site area, and a black arrow points to the viewpoint location. The map includes labels for 'Hemlock Marsh', 'Buckley Wood', and 'Wootton Bassett'. A red checkmark is placed on the map near the viewpoint.

Viewpoint 03 details

Grid Reference: E: 387014, N: 143659

Altitude AOD: 138m

Distance to Site: 145m

Date: 11/06/2025

Time: 08:39

Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD	
APPENDIX 3 - SHEET 4 OF 14	
Date	DEC 2025

PLANNING

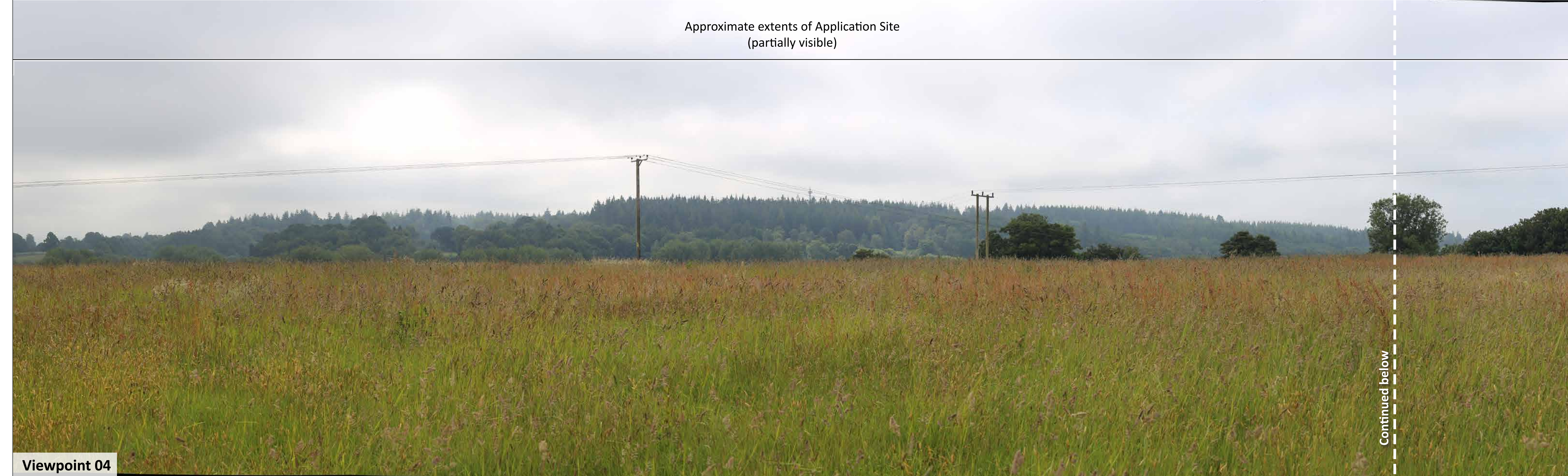
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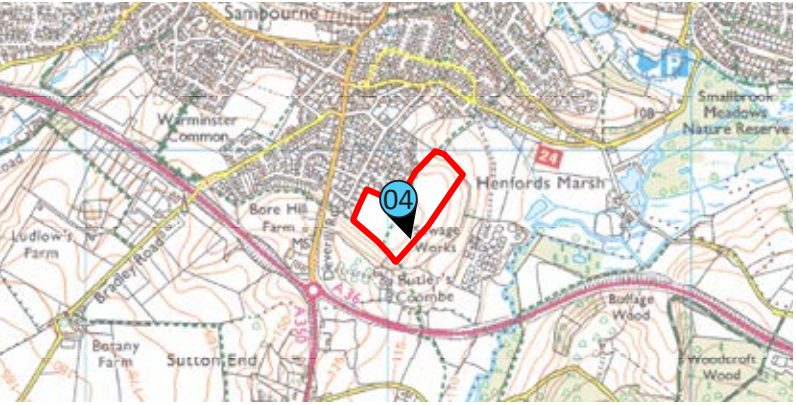
t: 01793 612173
e: mail@davidjarvis.biz
w: www.davidjarvis.biz



Viewpoint 04 - View south-east from public footpath WARM58



Viewpoint 04

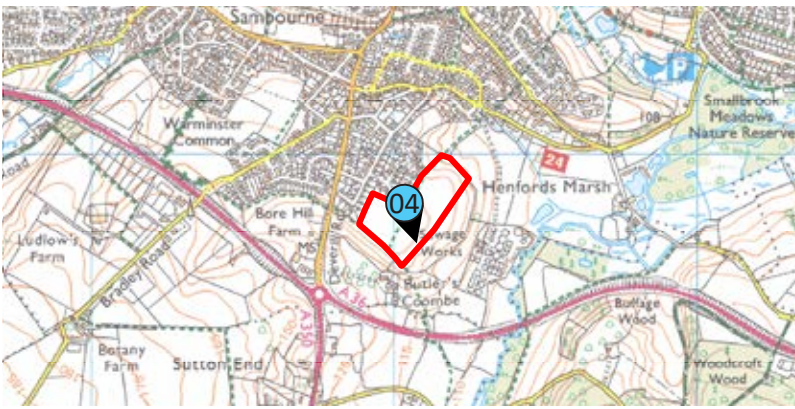
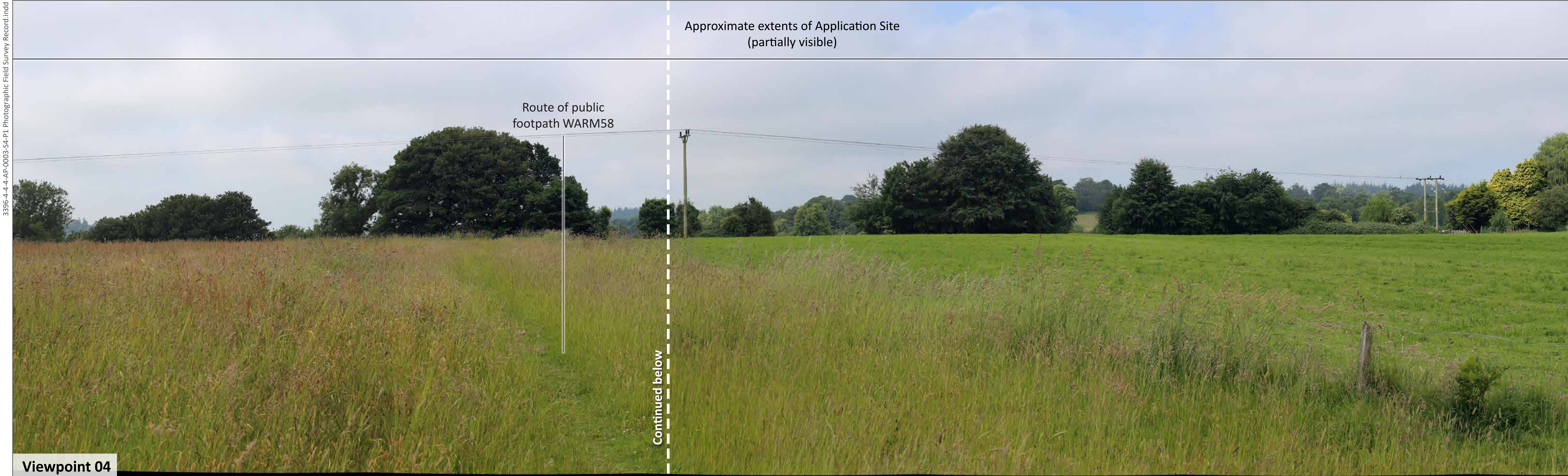


Viewpoint 04 details

Grid Reference: E: 387044, N: 143819
Altitude AOD: 141m
Distance to Site: 48m
Date: 11/06/2025
Time: 08:55

Project RUBIX STRATEGIES LTD
Client ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title 3396-4-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD
APPENDIX 3 - SHEET 5 OF 14
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Viewpoint 04 details

Grid Reference: E: 387044, N: 143819
Altitude AOD: 141m
Distance to Site: 48m
Date: 11/06/2025
Time: 08:55

Project RUBIX STRATEGIES LTD
Client ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title 3396-4-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD
APPENDIX 3 - SHEET 6 OF 14
Date DEC 2025

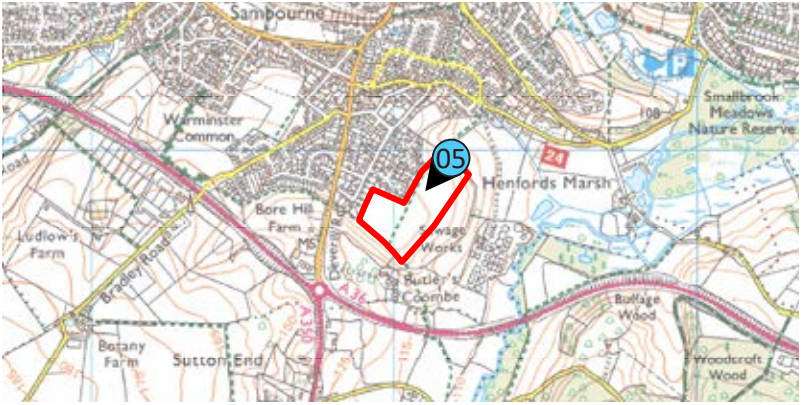
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Viewpoint 05 - View south from public footpath WARM58



Viewpoint 05



Viewpoint 05 details

Grid Reference: E: 387183, N: 143984
Altitude AOD: 122m
Distance to Site: 221m

Date: 11/06/2025
Time: 08:48

Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 7 OF 14
Date	DEC 2025

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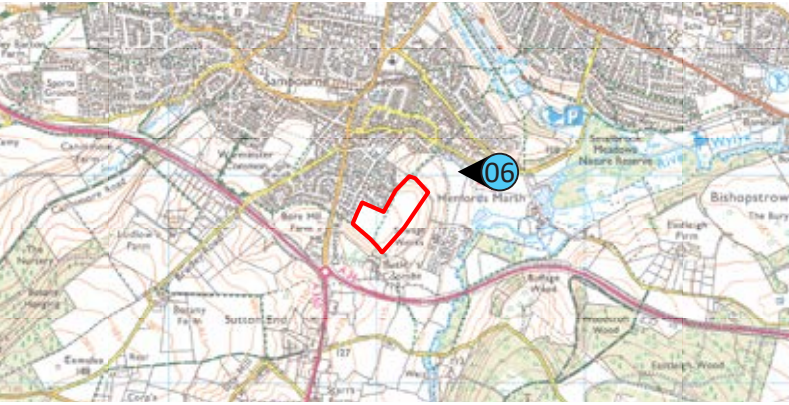
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Viewpoint 06 - View south-west from Lower Marsh Road



Viewpoint 06 details

Grid Reference: E: 387593, N: 144022
Altitude AOD: 106m
Distance to Site: 563m
Date: 11/06/2025
Time: 09:28

Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 8 OF 14
Date	DEC 2025

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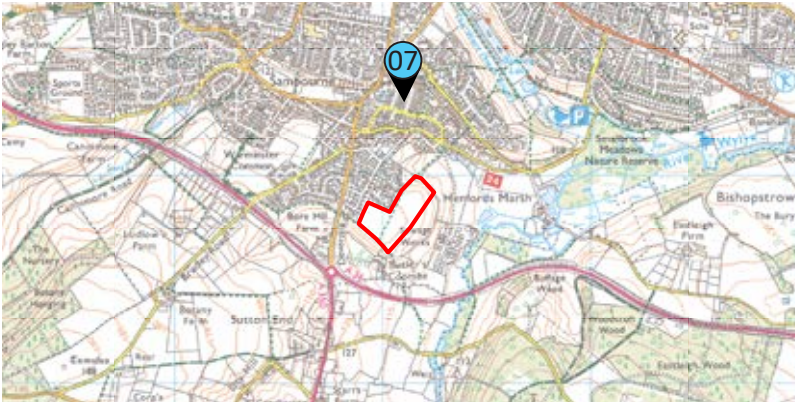
t: 01793 612173
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Viewpoint 07 - View south from Christ Church, Warminster



Viewpoint 07



Viewpoint 07 details

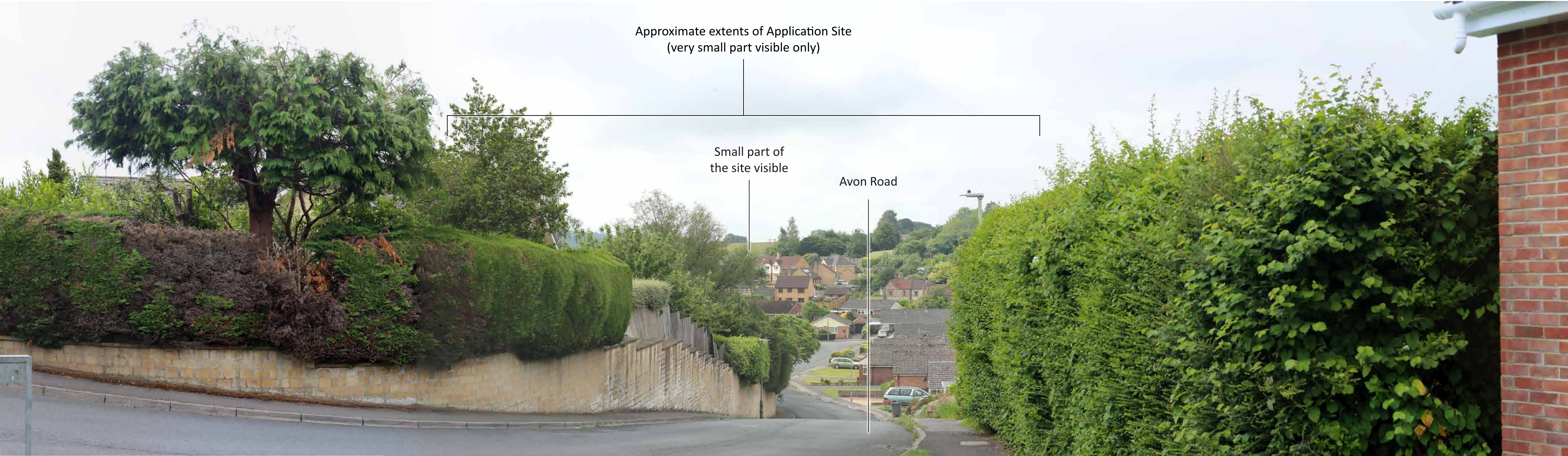
Grid Reference: E: 387098, N: 144529
Altitude AOD: 132m
Distance to Site: 742m
Date: 11/06/2025
Time: 09:07

Project RUBIX STRATEGIES LTD
Client ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title 3396-4-4-AP-0003-S4-P1
PHOTOGRAPHIC FIELD SURVEY RECORD
APPENDIX 3 - SHEET 9 OF 14
Date DEC 2025

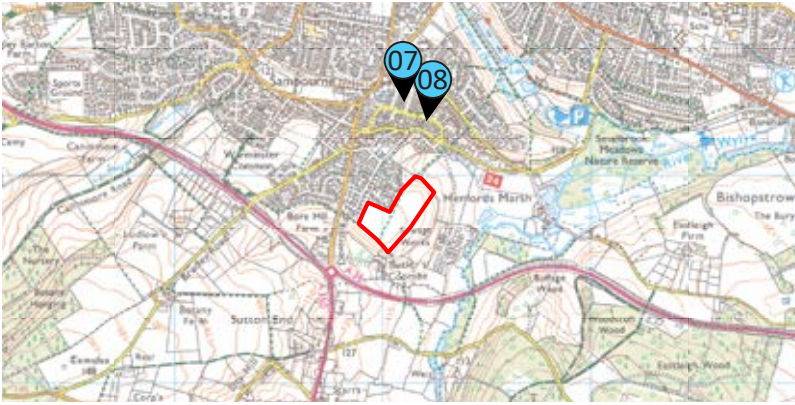
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Viewpoint 07



Viewpoint 08 - View south from Avon Road, Warminster



Viewpoint 07 details

Grid Reference: E: 387098, N: 144529
Altitude AOD: 132m
Distance to Site: 742m
Date: 11/06/2025
Time: 09:07

Viewpoint 08 details

Grid Reference: E: 387229, N: 144462
Altitude AOD: 126m
Distance to Site: 690m
Date: 11/06/2025
Time: 09:14

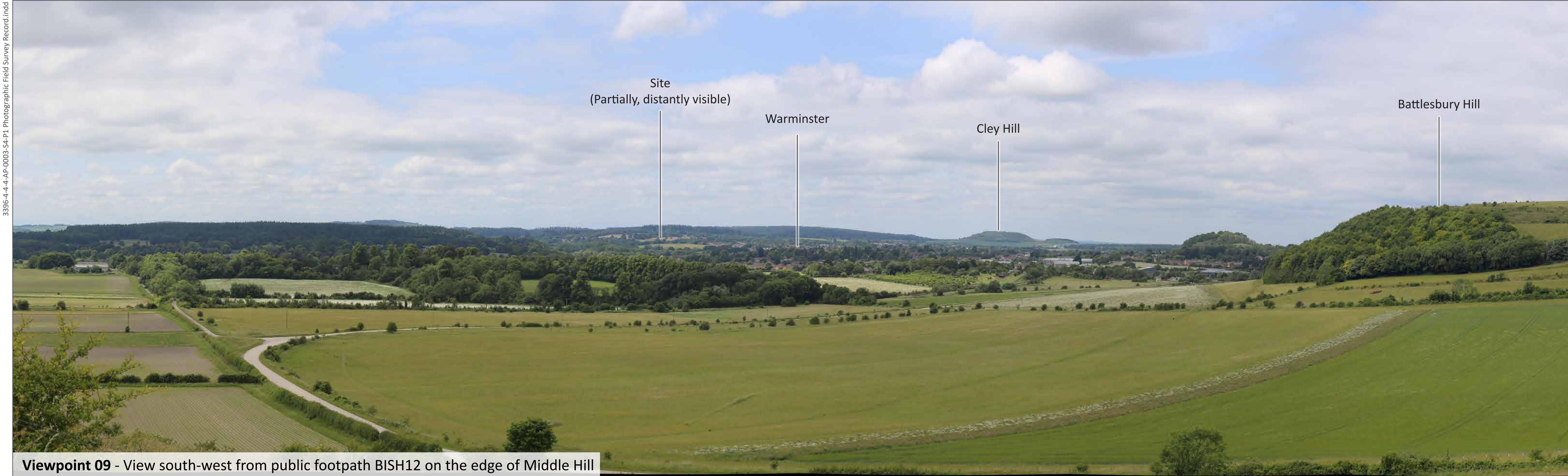
Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 10 OF 14
Date	DEC 2025

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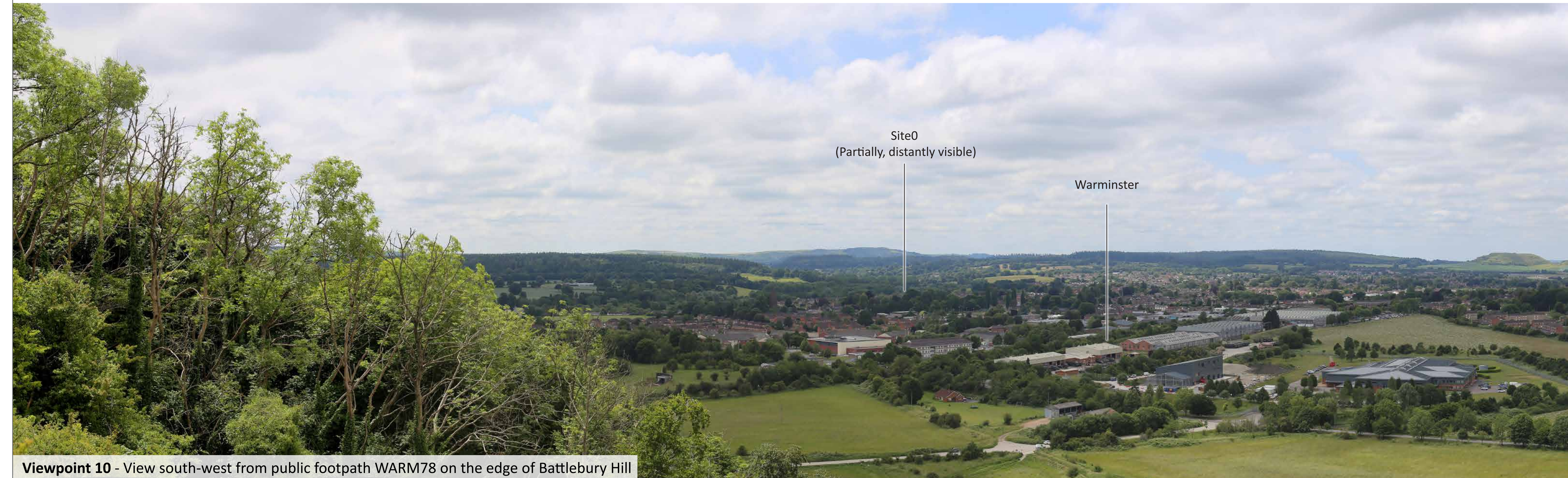
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Viewpoint 09 - View south-west from public footpath BISH12 on the edge of Middle Hill



Viewpoint 10 - View south-west from public footpath WARM78 on the edge of Battlebury Hill



Viewpoint 09 details

Grid Reference: E: 390698, N: 145068
Altitude AOD: 157m
Distance to Site: 3839m
Date: 11/06/2025
Time: 11:36

Viewpoint 10 details

Grid Reference: E: 389717, N: 145514
Altitude AOD: 187m
Distance to Site: 3152m
Date: 11/06/2025
Time: 12:01

Project

RUBIX STRATEGIES LTD
ASHLEY COOMBE, WARMINSTER

Client

Drawing Ref & Title

3396-4-4-4-AP-0003-S4-P1

PHOTOGRAPHIC FIELD SURVEY RECORD
APPENDIX 3 - SHEET 11 OF 14

Date

DEC 2025

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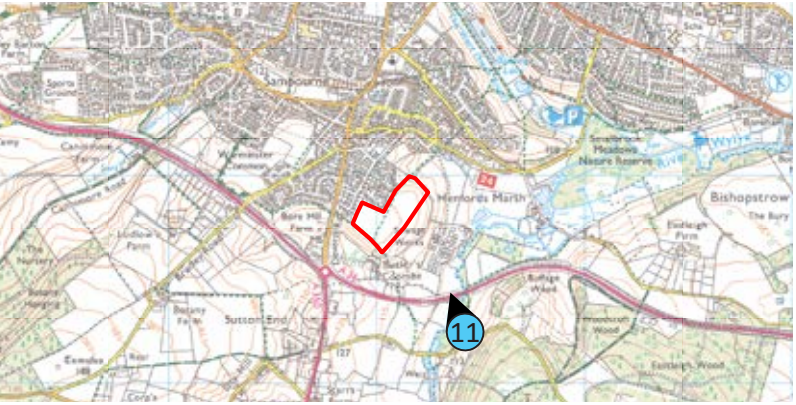
t: 01793 612173
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Viewpoint 11 - View north-west from public footpath SVEN1 to the south of the A36



Viewpoint 11



Viewpoint 11 details

Grid Reference: E: 387399, N: 143243
Altitude AOD: 118m
Distance to Site: 632m
Date: 11/06/2025
Time: 13:00

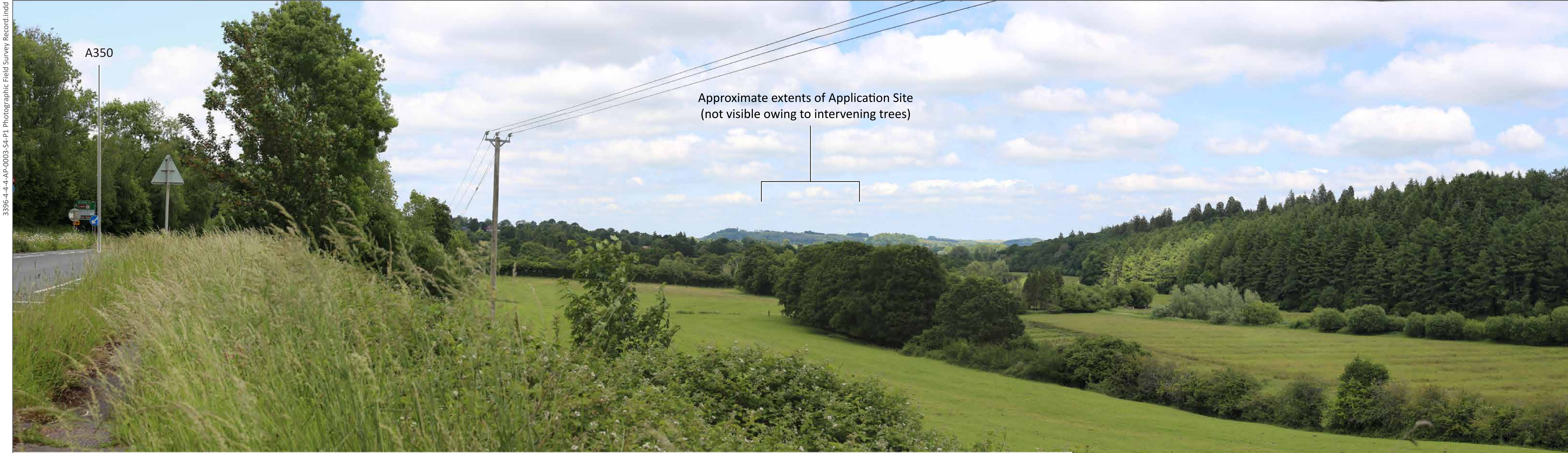
Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1 PHOTOGRAPHIC FIELD SURVEY RECORD APPENDIX 3 - SHEET 12 OF 14
Date	DEC 2025

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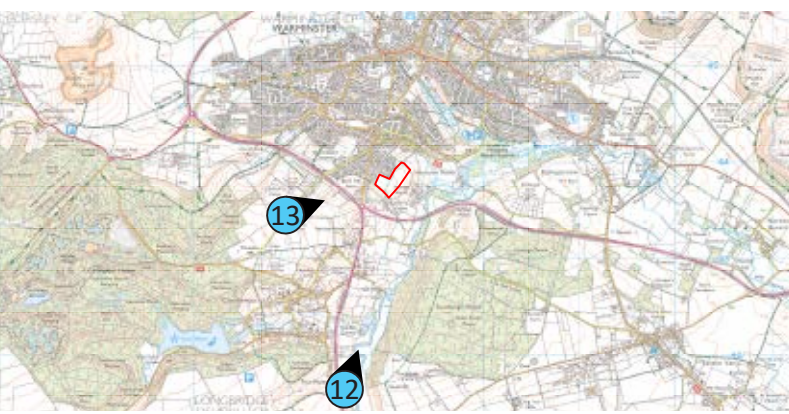
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Viewpoint 12 - View north from the A350 to the north-west of Longbridge Deverill inside of the Cranborne Chase and West Wiltshire Downs National Landscape



Viewpoint 13 - View north-west from public footpath LDEV17 near Botany Farm



Viewpoint 12 details

Grid Reference: E: 386532, N: 141502
Altitude AOD: 133m
Distance to Site: 2352m
Date: 11/06/2025
Time: 13:22

Viewpoint 13 details

Grid Reference: E: 386006, N: 143447
Altitude AOD: 166m
Distance to Site: 1128m
Date: 11/06/2025
Time: 13:48

Project	RUBIX STRATEGIES LTD
Client	ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title	3396-4-4-4-AP-0003-S4-P1
	PHOTOGRAPHIC FIELD SURVEY RECORD
	APPENDIX 3 - SHEET 13 OF 14
Date	DEC 2025

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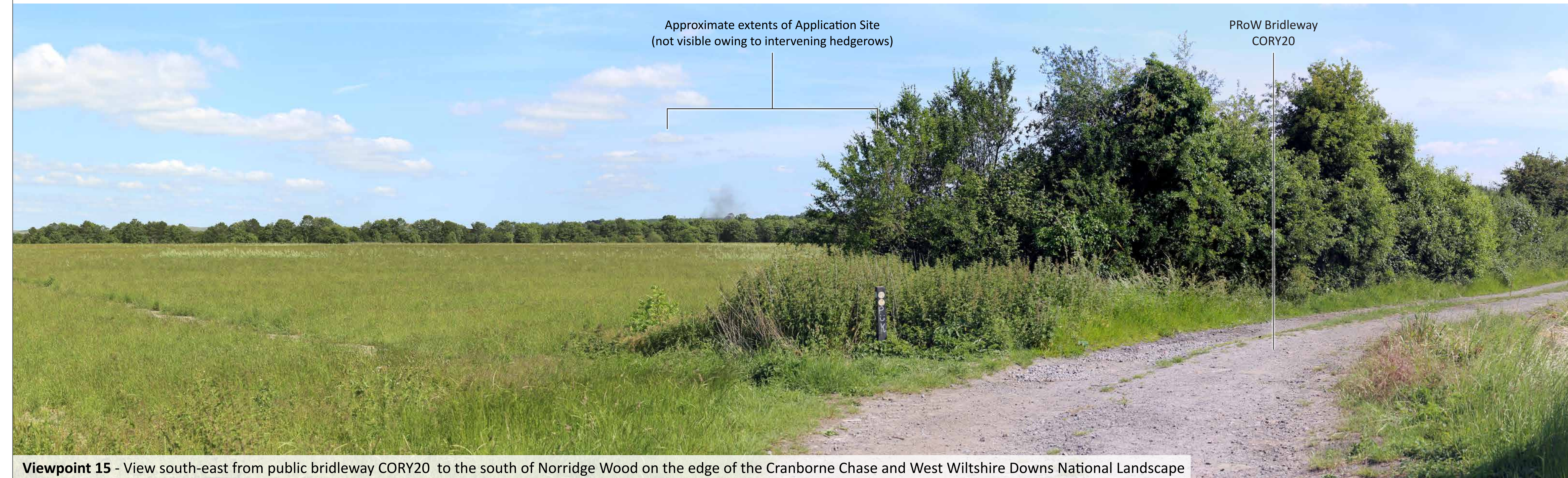
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Viewpoint 14 - View south-east from Cley Hill inside of the Cranborne Chase and West Wiltshire Downs National Landscape



Viewpoint 15 - View south-east from public bridleway CORY20 to the south of Norridge Wood on the edge of the Cranborne Chase and West Wiltshire Downs National Landscape



Viewpoint 14 details

Grid Reference: E: 383865, N: 144811
Altitude AOD: 237m
Distance to Site: 3376m
Date: 11/06/2025
Time: 14:18

Viewpoint 15 details

Grid Reference: E: 384644, N: 145246
Altitude AOD: 132m
Distance to Site: 2841m
Date: 11/06/2025
Time: 14:55

Project RUBIX STRATEGIES LTD
Client ASHLEY COOMBE, WARMINSTER
Drawing Ref & Title 3396-4-4-4-AP-0003-S4-P1
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APPENDIX 3 - SHEET 14 OF 14
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Appendix 4

Illustrative Layout Plan

(O.G Design, October 2025)



House Types										
Name	Rooms	Occupancy	Storey Height	No. Units	Internal Area	Total Internal Area	Parking			
					sqft	sqft	Residents	Garage	Visitors	Total
Red Line Area (Areas)				13.68						
Open Market										
Yew	2B	4P	2	18	856.38	15,415	2		0.2	40
Cherry	3B	5P	2	17	1001.00	17,017	2		0.2	37
Pine	3B	4P	2	4	910.60	3,642	2		0.2	9
Cedar	3B	6P	2	9	1116.20	10,046	2		0.2	20
Oak	4B	6P	2	4	1192.60	4,770	3	4	0.2	13
Spruce	4B	7P	2.5	2	1528.40	3,057	3	2	0.2	6
Total				54	53,947			6		125
Affordable (30%)										
Bramley	2B	4P	2	11	861.10	9,472	2		0.2	24
Williams	3B	5P	2	12	1016.11	12,193	2		0.2	26
Total				23	21,665		51			
Total										
77					75,613			175		

	Acres	Hectares
Coverage		
Gross Site Area	13.68	5.54
POS	7.93	3.21
Infrastructure	0.15	0.06
Net Site Developable Area	5.60	2.27
Dwellings Per Net Coverage	14	
Coverage	13,503	

Land Off Ashely Combe
Warminster

Illustrative Layout

Project Number

RL102

Location

Warminster

Client

Rubix Land

Drawing Number:

120

Revision:

C

Date:

10/25

Drawn By:

AW

Paper:

A1

N

Scale:

1:1000

0 10 20 30 50 70m

This plan is provided as an illustration only, without the benefit of full due diligence. No reliance should be placed on the accuracy of this plan.

Appendix 5

Detailed published landscape character assessments

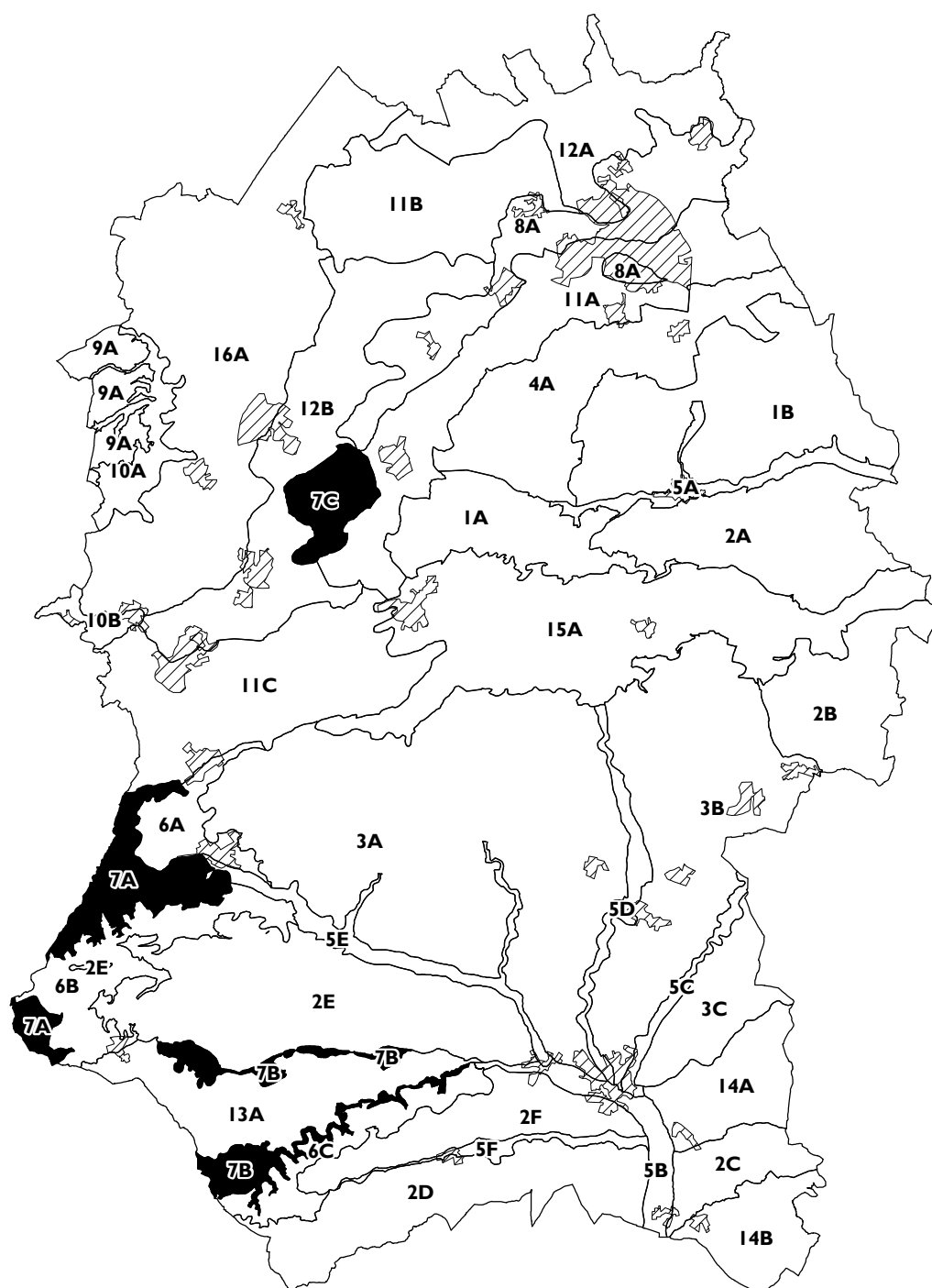
“Wooded Greensand Hills” LCT and *“Longleat-Stourhead Greensand Hills”* LCA

(Wiltshire Landscape Character Assessment, 2019)

LANDSCAPE TYPE 7: WOODED GREENSAND HILLS



7: WOODED GREENSAND HILLS



LANDSCAPE CHARACTER AREAS

- 7A** Longleat Stourhead Greensand Hills
- 7B** Donhead - Fovant Greensand Hills
- 7C** Bowood Greensand Hills

 Urban Area

TYPE 7: WOODED GREENSAND HILLS

DESCRIPTION

Location and Boundaries

The *Wooded Greensand Hills* Landscape Type is a series of hills in the east of the county. There are three separate character areas within the type. Area 7A: *Longleat-Stourhead Greensand Hills* forms part of a west-facing band of Greensand that extends from outside the western boundary of the county north eastwards towards Warminster. Area 7B: *Donhead-Fovant Hills* is a series of hills wrapping around the *Vale of Wardour (13A)*. Area 7C: *Bowood Greensand Hills* is an area of rolling hills based on Lower Greensand in the centre of the county. The boundary of the *Wooded Greensand Hills* with the surrounding more level landscapes are defined by the break in slope at the bases and summits of the hills and the greater amount of woodland.

Areas 7A: *Longleat-Stourhead Greensand Hills* and 7B: *Donhead-Fovant Hills* are largely within the Cranborne Chase AONB.

Key characteristics

- The Greensand typically forms upstanding hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys.
- Hills support a large proportion of woodland, both deciduous and coniferous.
- Country houses and estates, set within landscaped parkland contribute to the character of the area.
- Distinctive pattern of settlement with villages of stone dwellings hidden in the shelter of the deep valleys.
- Iron age fortifications are strategically located on the hill tops.
- Ancient sunken lanes wind their way through the hills.
- Small and irregular fields characterise areas of agricultural land use.
- Meadows and wet woodland are typical of the valley floors.

Physical influences

Areas 7A and 7B of the *Wooded Greensand Hills* occur where the younger chalk has been eroded away to expose the Upper Greensand series of the Cretaceous period forming undulating hills at an elevation between 40 and 245m AOD. Younger layers of Upper Greensand remain at the hill tops while older rocks, including Gault, are exposed at the base of the slopes for instance at the boundary with the *Vale of Wardour (13A)*. The Upper Greensand has been eroded by rivers and streams to create a series of deep river valleys between the rounded hills for instance around Donhead St Mary where valleys have been eroded by the headwaters of the River Nadder and at Longleat where the River Frome has

had a similar effect. Greensand is a sandy rock giving rise to well drained fine loamy and silty soils that are generally well drained. Soils in the valleys tend to be loamy, clayey, slowly permeable and seasonally waterlogged.

Area 7C: *Bowood Greensand Hills* is founded on Lower Greensand overlain by calcareous grit and Oxford Clay, and the Lower Greensand has given rise to deep sandy acid soils.

Biodiversity

Woodland is widespread in the *Wooded Greensand Hills* and there is a significant proportion of ancient woodland along with other wooded habitats, such as wet woodland and acid woodland. The other main habitats of ecological interest are various types of meadow.

Four woodlands within the landscape type have statutory nature conservation designation (SSSI); Bradley Woods, Longleat Woods, Hang Wood and Gutch Common. Hang Wood (SSSI) is botanically rich woodland composed of two broad community types: wet ash and field maple woodland; and acid oak, hazel and ash woodland. The site has a history of traditional coppice management, and supports a rich associated ground flora. Bradley Woods (SSSI) is an extensive area of lowland alder woodland, with oak and hazel dominating on the drier ground. The site has largely been managed under a coppice regime, and supports a rich ground flora and an exceptional diversity of bryophytes and lichens, including several species with nationally restricted distribution. Longleat Woods (SSSI) provides a further example of a nationally important ancient woodland site found within the character area. This woodland has a high forest structure, and has developed over a range of soil conditions reflected in the diverse range of woodland stand types.

The majority of Gutch Common (SSSI) also falls within the type, and comprises a mosaic of habitat types including wet and dry acid woodland, open bracken stands and a neutral meadow. Lower Coombe and Ferne Brook Meadows (SSSI) form important examples of fen meadow and neutral meadow.

Spye Park (SSSI) is an extensive habitat mosaic comprising large expanses of some of the finest undisturbed alder woods in the county, along with oak woods, parkland and an area of dry acidic grassland containing several locally uncommon plants. Rich communities of lichens, bryophytes and vascular plants flourish in the wet soil conditions prevailing over much of the park.

County Wildlife Sites in this type include two woodland sites: Stourhead Woods, Convent & Castle Woods, a coniferous woodland with remnant corridors of wet alder woodland along streams and flushes which have retained a rich ground flora of ancient woodland vascular plants and bryophytes; and Great Bradley Woods, a large and variable woodland on a steep slope which is partly ancient semi-natural vegetation with an extremely rich ground flora including golden scaly male fern, tutsan and early purple orchid. The site has an extensive ride system and a large glade with breeding marsh fritillary butterflies and ivy-leaved bellflower.

Historic environment

Late prehistoric earthwork enclosures and hillforts such as Wick's Ball Camp and Castle Rings as well as the presence of a number of medieval and post-medieval castles indicate the strategic importance of the *Wooded Greensand Hills*. This landscape type forms the boundary between downland landscapes and vales which each offered different economic resources.

The present day wooded character of the area **7A: Longleat-Stourhead Greensand Hills** in particular reflects the originally more extensive medieval Royal Forest of Selwood Forest, while the ancient woodland in **7C: Bowood Greensand Hills** reflects the formerly expansive Chippenham Forest. The establishment in the 16th and 17th centuries of large estates and, in the following centuries, the laying out of extensive landscape parks at Longleat, Stourhead, Fonthill, Spye and Bowood has also had a dominant influence on the landscape. As well as parks there are now extensive coniferous plantations associated with these historic estates.

The dominant field pattern in the area is small and irregular and is indicative of early enclosures. Individual fields are often divided by hedgebanks and hedgerows that are generally intact.

A network of ancient sunken lanes, many enclosed by steep banks and shaded by woodland, follow the valley bottoms providing links between the low lying vales and chalk landscapes.

Settlement and built character

The frequency of settlement varies throughout the type but the pattern of villages hidden in the valleys cutting through the Upper Greensand is fairly consistent. This location provided water together with access to the downs and the lowlands. The hills also provided defensible sites as indicated by the presence of hill forts and castles. The extensive landscape parks at Longleat, Stourhead, Spye and Bowood have had a significant influence on the settlement pattern and the historic houses, their immediate gardens and parkland surrounds, together with estate woodland and farmland make a very positive contribution to the character and quality of the landscape. Typical building materials are red brick, local stone with clay roofing tiles or thatch.

CHARACTER AREAS

7A: Longleat-Stourhead Greensand Hills

The *Longleat-Stourhead Greensand Hills* are dominated by two historic estates which take up much of the area. The northern section of the area is centred on Longleat with its mansion, gardens, parkland, estate woodlands and large scale leisure developments; a Centre Parcs Holiday Village and the safari park set within (and screened by) woodland. The southern section of the character area is similarly dominated by the National Trust property of Stourhead. Despite the many visitors to these attractions the area remains largely peaceful and rural and significant parts of the *Longleat-Stourhead Hills* remain unsettled, reflecting both the gradient and the dominance of forestry. The northern section contains some more settled areas, including the south eastern edge of Warminster and southern fringes of Westbury and Ditton Marsh with some recently built red brick housing bordering the historic settlements. A few major roadways and some comparatively straight roads through the woodland plantations give a variation in character contrasting with the winding rural lanes that are more typical of the landscape type.

7B: Donhead-Fovant Greensand Hills

The *Donhead-Fovant Greensand Hills* occur as exposures of Upper Greensand around the anticline of the *Vale of Wardour (13A)*. The area is more settled than area **7A Longleat-Stourhead Greensand Hills** and follows a distinctive pattern with villages hidden in the deep valleys, or combes, which cut through the Upper Greensand at locations providing water together with access to the downs (reflected in village names such as Fovant Down and

Swallowcliffe Down) and the pastures of the *Vale of Wardour*. A network of ancient sunken lanes follow the valley bottoms providing links between the *Vale of Wardour* and adjacent chalk landscapes. Many of these lanes are enclosed by steep banks and shaded by woodland. To the north side of the Vale of Wardour villages such as Teffont Magna, Chilmark and Fonthill Bishop are sited at the heads of shallower valleys which drain through the Greensand to the valley below. Although landscape parks are present in the area for instance at Fonthill they are less prominent in the area than in the *Longleat-Stourhead Hills*.

7C: Bowood Greensand Hills

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

EVALUATION

Positive landscape features of significance

- High level of survival of small and irregular fields with indented outlines around many of the areas of woodland that is typical of early enclosure and assart incursions.
- Presence of substantial areas of ancient woodland, along with other important nature conservation habitat types including wet woodland and meadow.
- Well maintained historic estates and parkland including Longleat, Stourhead and Fonthill Abbey.
- Villages of stone dwellings nestle hidden in the shelter of the deep valleys cut through the Greensand.
- Sunken lanes, enclosed by high banks, shaded by trees and rich in wild flowers, give strongly framed views over the adjacent open vales adding to the sense of a small scale, intimate landscape.
- Prehistoric earthworks and hill forts plus medieval and post medieval castles crown the hill tops.

Forces for change

- Agricultural improvement in the past has resulted in rationalisation of an early field system of small, irregular fields into larger field units and decline of fen and neutral meadows on the valley floors.

- Some hedgerow field boundaries have been intensively flailed or lost altogether.
- There is evidence of a decline in grazing with marginal pastures (often of high environmental value) no longer actively grazed and being invaded by scrub or transferred to amenity use.
- There has been a gradual decline in traditional woodland management techniques such as coppicing with commercial forestry concentrated on coniferous species.
- Conifer blocks within deciduous woodland can be visually intrusive, particularly where they occur on skylines. The presence of coniferous coupes means rate of change in the landscape is rapid during felling of large coupes.
- Invasion of exotic species from parkland landscapes into the native woodlands is evident in some areas.
- Large numbers of visitors have exerted pressures on the landscape, bringing traffic and requirement of services, facilities and accommodation. The presence of visitor traffic has resulted in road improvements including widening, signage, and lighting.
- There are considerable pressures for new built development within the attractive villages as well as redevelopment of agricultural buildings to residential, amenity or industrial use creating broader economic activity but a change in landscape character.

Condition

The landscape possesses a high degree of intactness and integrity with good survival of historic earthwork features, survival of the typical small scale, irregular fields showing early enclosure patterns and ancient broadleaved woodland. The estates are well managed and this has an influence on the perception of the wider landscape. Built features such as the many stone built dwellings are generally in a good state of repair. However, the replanting of native woodlands by blocks of conifers has eroded the ecological condition of some of the woodlands and many hedgerows have been heavily flailed or lost altogether. The overall condition of the landscape is perceived to be **good**.

Strength of character

This is a landscape of **strong** character as a result of its distinct and recognisable pattern of elements - the rounded knolls, ancient woodland, designed parkland landscapes and ancient fortifications with villages and ancient sunken lanes hidden in the shelter of valleys. It is an instantly recognisable landscape and forms a contrast to the adjacent open chalk and clay landscapes.

Inherent landscape sensitivities

- The intact pattern of small and irregular fields typical of early enclosure and assart incursions often with ditched and banked hedgerows.
- The range of habitats of nature conservation value – substantial areas of ancient woodlands with wet woodland and meadows along the valley floors.

- Historic estates with mansions, designed landscapes, and monuments.
- Villages of local stone concealed in valleys.
- Rural sunken lanes, giving framed views to the adjacent open landscapes.
- Views to wooded hill summits and to distinctive skylines of adjacent chalk scarp tops.
- Multiplicity of ancient earthworks, hill forts and castles.

STRATEGY

The overall strategy *Wooded Greensand Hills* Landscape Type is to **conserve** the woodland, parkland and the mosaic of pastures and meadows that characterise the landscape along with the small scale villages, ancient sunken lanes and the largely intact pattern of small irregular fields bounded by ditched and banked hedgerows. Some aspects of the landscape require enhancement, in particular where hedgerows have been lost or flailed and hedgerow trees lost.

Broad Management Objectives

- Conserve the small scale pattern of irregular fields that are characteristic of the hills and consider re-planting hedgerows and hedgerow trees where these have been lost.
- Conserve and protect the remnant semi-natural habitats including the wetland habitats on the valley floor, acid woodlands and isolated areas of hay meadow. Opportunities to restore and extend these rare habitats should be considered.
- Encourage sensitive forestry practice, for example mixing different species and felling small coupes and consider removal of conifers where they are particularly visible, for example on skylines.
- Encourage sustainable woodland management of the remaining deciduous woodlands to check invasion of exotic species and encourage a healthy new generation of woodland trees and consider restoring traditional management techniques, such as coppicing where this is appropriate, to encourage a diverse age structure and a rich ground flora.
- Encourage management and restoration of parkland and designed landscapes that are characteristic of the area.
- Resist urbanisation of the country lanes through addition of road markings and concrete kerbs or lamp posts or excessive signage that detracts from the rural character of the area. Consider the use of signage that fits with the rural character of the landscape.
- Conserve the character of the small scale stone built hamlets and villages and conserve the setting of historic houses and parklands such as Stourhead and Longleat.

LANDSCAPE CHARACTER CONTEXT

The character of the Wiltshire landscape has already been investigated in a number of studies as detailed above in Appendices 1 and 2. The *Wooded Greensand Hill* landscape type

is largely within the area covered by the Cranborne Chase AONB Landscape Character Assessment (2003) and includes most of Type 7: Greensands Hills from that study. The two character areas 7A: *Longleat-Stourhead Greensand Hills* and 7B: *Donhead-Fovant Greensand Hills* correspond to areas 7B Penselwood-Longlead Hills and 7A: Donhead-Fovant Hills in the AONB Assessment. However the boundaries for area 7A: *Longleat-Stourhead Greensand Hills* differ from the corresponding Cranborne Chase area due to the differences between the county and AONB boundaries to the north and west. Area 7C: *Bowood Greensand Hills* is partially covered in the Kennet District LCA and in the North Wiltshire District LCA under the respective Spye Parklands and Bowood and Bowden Parkland character areas.