



Landscape and Visual Appraisal

Land West of Westbury Road, Warminster, Wiltshire

BDW Trading Ltd

Prepared by:

SLR Consulting Limited

15 Middle Pavement, Nottingham, NG1 7DX

SLR Project No.: 403.066266.00001

10 November 2025

Revision: 03

Basis of Report

This document has been prepared by SLR Consulting Limited (SLR) with reasonable skill, care and diligence, and taking account of the timescales and resources devoted to it by agreement with BDW Trading Ltd, (the Client) as part or all of the services it has been appointed by the Client to carry out. It is subject to the terms and conditions of that appointment.

SLR shall not be liable for the use of or reliance on any information, advice, recommendations and opinions in this document for any purpose by any person other than the Client. Reliance may be granted to a third party only in the event that SLR and the third party have executed a reliance agreement or collateral warranty.

Information reported herein may be based on the interpretation of public domain data collected by SLR, and/or information supplied by the Client and/or its other advisors and associates. These data have been accepted in good faith as being accurate and valid.

The copyright and intellectual property in all drawings, reports, specifications, bills of quantities, calculations and other information set out in this report remain vested in SLR unless the terms of appointment state otherwise.

This document may contain information of a specialised and/or highly technical nature and the Client is advised to seek clarification on any elements which may be unclear to it.

Information, advice, recommendations and opinions in this document should only be relied upon in the context of the whole document and any documents referenced explicitly herein and should then only be used within the context of the appointment.



Table of Contents

Basis of Report	i
1.0 INTRODUCTION.....	1
1.1 Objectives of the Report.....	1
1.2 Methodology.....	1
1.3 Study Area	1
2.0 Planning Context.....	2
2.1 Relevant Legislation	2
2.2 National Policy: National Planning Policy Framework (NPPF, February 2025)	2
2.3 Designations	3
2.4 The Development Plan: Wiltshire Core Strategy.....	3
2.5 Emerging Wiltshire Local Plan.....	4
2.6 Development Plan: Warminster Neighbourhood Plan (Made 2016).....	5
2.7 Cranborne Chase and West Wiltshire Downs National Landscape Management Plan (2019-2024) and Position Statement 3 on Setting	5
2.8 Relevant Planning History	6
2.9 Summary of Planning Context.....	6
3.0 Aspects of the Development which have the Potential to Cause Landscape and Visual Effects.....	7
3.1 Introduction	7
3.2 Location and Scale.....	7
3.3 Height and Density	7
3.4 Access	8
3.5 Lighting	8
3.6 Proposed Mitigation.....	8
4.0 Potential Landscape Effects.....	9
4.1 Introduction	9
4.2 Existing Landscape Character Assessments	9
4.2.1 National Landscape Character	9
4.2.2 County Landscape Character	10
4.2.3 District Landscape Character	11
4.3 The Landscape of the Site and its Context	12
4.3.1 The Changing Landscape	14
4.4 Landscape Receptors	14
4.5 Sensitivity of Landscape Receptors.....	14
4.5.1 Value of the Landscape.....	14
4.5.2 Susceptibility of Landscape Receptors to the Proposed Development	15



4.5.3 Sensitivity of Landscape Receptors.....	16
4.6 Magnitude of Landscape Change.....	16
4.7 Assessment of Landscape Effects.....	17
4.7.1 Summary of Landscape Effects.....	17
4.7.2 The Potential Effects of the Proposed development upon the Cranborne Chase and West Wiltshire Downs National Landscape and its Setting	17
4.8 Summary of Landscape Appraisal.....	18
5.0 Potential Visual Effects.....	19
5.1 Introduction	19
5.2 Overall Visibility	19
5.3 Potential Visual Receptors	19
5.4 Assessment of Sensitivity of Visual Receptors, and the Magnitude of Change, at each Viewpoint.....	20
5.5 Assessment of Potential Visual Effects for Visual Receptors	20
5.5.1 Sensitivity of Visual Receptors	20
5.5.2 Potential Magnitude of Visual Effects for Receptor Groups	20
Walkers.....	21
Residential Receptors.....	22
Vehicle Users.....	22
5.5.3 Potential Visual Effects of the Proposed Development	23
5.5.4 Summary of Visual Effects	23
6.0 Summary and Conclusions	24
6.1 Introduction	24
6.2 Planning Context.....	24
6.3 Landscape Effects.....	24
6.4 Visual Effects	25

Appendices

Appendix A	Method used in Assessing Landscape and Visual Effects
Appendix B	Assessment of Potential Landscape Effects
Appendix C	Assessment of Potential Visual Effects



1.0 INTRODUCTION

1.1 Objectives of the Report

This Landscape and Visual Appraisal (LVA) for Residential Development at Land West of Westbury Road, Warminster, Wiltshire, has been prepared on behalf BDW Trading Ltd (BDW) by SLR Consulting Limited (SLR). It accompanies an outline application for up to 205 dwellings, community hub, public open space, access, infrastructure and associated works, with all other matters reserved.

The findings of this assessment have been based upon the masterplan prepared by Focus on Design in October 2025, as well as the Landscape Masterplan prepared by SLR in October 2025. In accordance with best practice, SLR has worked with the architects Focus on Design, and the wider project team, to help shape the proposed masterplan for the development in order to reduce landscape and visual effects and to provide mitigation which is appropriate in the local context.

The main objectives of this report are to identify potential landscape and visual effects of the proposed development on both the site itself and the site's wider context.

1.2 Methodology

This appraisal has been carried out by an experienced Chartered Landscape Architect in accordance with the recommendations of the Guidelines for Landscape and Visual Impact Assessment (3rd Edition, 2013, also known as GLVIA3, produced by the Landscape Institute and Institute of Environmental Management and Assessment), the Notes and Clarifications on GLVIA3 prepared by the Landscape Institute in 2024 (TGN2024/01), and the Landscape Institute's guidance on the value of landscapes outside of national designations in TGN 02/21. The full methodology is provided in **Appendix A**.

The appraisal is based upon a desk top assessment of relevant plans, guidance and character assessments, as well as site assessments carried out in February 2021, October 2024 and July 2025.

Landscape, as defined in the European Landscape Convention, is "*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors*", (Council of Europe, 2000). Landscape does not apply only to special or designated places, nor is it limited to countryside. Visual effects are the effects of change and development on the views available to people and their visual amenity. Visual receptors are the people whose views may be affected by the proposed development.

It is important to note that it is best practice in landscape and visual appraisal to conclude that the introduction of built form to a green field site will result in negative landscape and visual effects. However, notwithstanding this, it is possible that good design of the proposed building and landscaping could still create successful places with attractive scenic qualities.

1.3 Study Area

The study area is illustrated on drawings **W-01 to W-03**. This area has been defined by desk top assessment and a series of site visits.

The study area includes the wider setting of the settlement. This does not imply that all areas illustrated on these drawings would experience landscape and/or visual effects as a result of the proposed development, but rather that this forms the starting point for understanding the context of the site.



2.0 Planning Context

2.1 Relevant Legislation

The site is approximately 2.5km to the east of the Cranborne Chase and West Wiltshire Downs National Landscape, previously Area of Outstanding Natural Beauty (AONB). The **Countryside and Rights of Way Act (2000) (CROW Act)** states that the statutory purposes of National Landscapes are to conserve and enhance natural beauty of the designation and to increase the understanding and enjoyment by the public of the special qualities of the National Landscape.

Section 245 (Protected Landscapes) of the Levelling Up and Regeneration Act 2023 (LURA) amends the duty on relevant authorities in respect of their functions which affect land in National Landscapes. Relevant authorities must now *seek to further* the statutory purposes of protected landscapes.

2.2 National Policy: National Planning Policy Framework (NPPF, February 2025)

Paragraph 10 sets out the fundamental principle of this document: that there is a **presumption in favour of sustainable development**. Paragraph 11 states that all development that is in accordance with the development plan should be approved “*without delay*” and that “*where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date*” permission should be granted for development “*unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.*”

In relation to landscape, the NPPF defines sustainable development as having an economic, social and environmental objective (paragraph 8).

Paragraph 96 states that “*planning policies and decisions should aim to achieve healthy, inclusive and safe places which (inter alia) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with ...*” Paragraph 96 also advocates the creation of “*well-designed, clear and legible pedestrian and cycle routes, and high quality public spaces*”, as well as “*safe and accessible green infrastructure*”, “*access to healthier food, allotments*” and “*layouts that encourage walking and cycling*”.

Paragraph 135 states that developments should (at point b) be “*visually attractive as a result of good architecture, layout and appropriate and effective landscaping*” and at (c), be “*sympathetic to local character and history, including the surrounding built environment and landscape setting*”, whilst also at (d) “*establish or maintain a strong sense of place*”.

Paragraph 136 states that “*Trees make an important contribution to the character and quality of urban environments*” and notes that “*planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible*”.

Paragraph 187 (a) of the NPPF states that the planning system, “*should contribute to and enhance the natural and local environment by [inter alia] ...protecting and enhancing valued landscapes*” and (b) by “*recognising the intrinsic character and beauty of the countryside*”.

Paragraph 188 states that the planning system should “*distinguish between the hierarchy of international, national and locally designated sites*” and “*allocate land with the least environmental or amenity value.*”



Paragraph 189 states that *“great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads, and National Landscapes which have the highest status of protection in relation to these issues”*. Paragraph 189 goes on to state that *“the scale and extent of development within all these designated areas should be limited, while the development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas”*.

2.3 Designations

Landscape and landscape-related designations are set out on drawing **W-01**. None of the site is within a landscape or landscape-related designation. Land to the east of the site, and east of Westbury Road, is within a Special Landscape Area (SLA), and land further to the east, on Arn Hill Down, is an Open Access Area.

The nearest national landscape designation is the Cranborne Chase and West Wiltshire Downs National Landscape, (formerly Area of Outstanding Natural Beauty, AONB), which is approximately 2.5km from the western site boundary at its closest point.

Footpath WARM-18 crosses the western edge of the site. Footpaths WARM-27 and WARM-26 are to the east of the site and Westbury Road and at a higher elevation than the site. Footpath WARM-15 is located to the west of the site, and is separated from the site by the railway line.

2.4 The Development Plan: Wiltshire Core Strategy

The Wiltshire Core Strategy was adopted in January 2015 and provides the overarching planning policy framework for Wiltshire until 2026.

The application site is currently outside of the settlement and is not allocated for development.

Core Policy 31 states that over the plan period 6ha of new employment land will be provided in the Warminster Community Area, and approximately 2,060 new homes. Of these dwellings, 1,920 should be provided at Warminster. The 6ha of employment land, and approximately 900 of these required new homes, would be located in the West Warminster Urban Extension, which will be located between the existing settlement edge at the west and north west of Warminster and the A36. The location of this mixed use allocation is illustrated on drawing W-01.

Core Strategy Core Policy 51 (landscape) states that *“development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures”*. Core Policy 51 goes on to state that proposals should be *“informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessments”*. Particular attention should be paid to conserve and enhance the following aspects of landscape character:

- i. *The locally distinctive pattern of trees, hedgerows, woodland, field boundaries, water courses and woodland;*
- ii. *The locally distinctive character of settlements and their landscape setting;*
- iii. *The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe;*
- iv. *Visually sensitive skylines, soils, geological and topographical features;*
- v. *Landscape features of cultural, historic and heritage value;*
- vi. *Important views and visual amenity;*



- vii. *Tranquillity and the need to protect against intrusion from light pollution, noise and motion;*
- viii. *Landscape functions including places to live, work, relax and recreate;*
- ix. *Special qualities of AONBs and the New Forest National Park.*

Core Strategy Policy 52 addresses green Infrastructure, and states that development should “make provision for the retention and enhancement of Wiltshire’s green infrastructure network”. The policy states that developers will be required to (see point v) “identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire”.

Core Strategy 57 aims to ensure high quality design and place shaping. Development is expected to “create a strong sense of place” by (*inter alia*):

- 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 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, elevation design, materials, streetscape and rooflines to effectively integrate the building into its setting”.*

2.5 Emerging Wiltshire Local Plan

The emerging Local Plan is currently at Regulation 19 stage and will be subject to Examination in Public in the near future. The site is not a draft allocation in this draft plan.

Policy 58 of this draft document states that “over the plan period (2020 to 2038) approximately 1,780 homes and 5.6ha of employment land will be provided at Warminster”, including land within the West Warminster Urban Extension, Bore Hill Farm and Boreham Road. Crusader Park, to the west of the site, will continue to be supported as a Principal Employment Area.

Draft Policy 91 states that “development will conserve and where possible enhance Wiltshire’s landscapes by:

- 1. being located and designed to respect landscape character and maintain an area’s distinctive sense of place and reinforce local distinctiveness as set out in the Wiltshire Landscape Character Assessment and landscape strategy;*
- 2. conserving, enhancing, and restoring the characteristics and views of landscapes along with valued attributes and existing site features such as trees, hedgerows, dry stone walls and waterbodies that contribute to the character and quality of the area;*
- 3. conserving and enhancing the locally distinctive character of settlements and their landscape settings;*
- 4. conserving and enhancing the transition between man-made and natural landscapes at the urban fringe;*



- 5. being of high-quality design appropriate to its townscape and landscape context in accordance with the National Design Guidance and Wiltshire Design Guide, that incorporates green and blue infrastructure, supports climate resilience, biodiversity enhancement, and health and wellbeing of the local community;*
- 6. be located and designed to prevent erosion of relative tranquillity (light pollution and noise) and intrinsically dark landscapes, and use opportunities to enhance areas in which tranquillity have been eroded;*
- 7. where necessary, being supported by a proportionate Landscape and Visual Impact Assessment, Landscape and Visual Appraisal, or Townscape Appraisal that shows how, through an iterative process that has considered the site context, this has helped integrate and enhance the proposed development;*
- 8. protecting geology and soils that underpin the landscape character of Wiltshire enhancing healthy 'living' soils as the foundation for successful plant growth, natural carbon sequestration, groundwater storage and filtration, as well as all eco-system".*

Policy 91 also states that *"proposals for development outside of an Area of Outstanding Natural Beauty that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's special qualities, as set out in the relevant management plan, must also demonstrate that it would not adversely affect its setting"*.

2.6 Development Plan: Warminster Neighbourhood Plan (Made 2016)

Section 4.2 of this made plan sets out the principles for new housing at Warminster. There is a desire to see a spread of developments around the town *"to avoid imbalance caused by development in any one area"*, and all proposed developments should allow the *"conservation and enhancement of the local environment, including access to the countryside and leisure facilities"*.

Policy E2 states that *"major developments in Warminster shall include provision of, or a contribution towards, playground areas and green amenity spaces"*. In this context it is noted that appendix A.7.4 also identifies leisure needs, and these include the need for further formal sports pitches, tennis courts and play areas.

Policy E5 states that *"new developments should respect local character. The provision of green space that enhances its surroundings will be supported. Improvements to the natural environment, green space and diversity will be supported"*.

The Neighbourhood Plan also refers to Core Strategy policy 51, which makes provision for the Warminster Western Urban Extension (WUE). Appendix 6 also refers to other potential employment sites, which includes a potential extension to the north of the existing Crusader Park (and to the west of the application site).

2.7 Cranborne Chase and West Wiltshire Downs National Landscape Management Plan (2019-2024) and Position Statement 3 on Setting

As has been noted, the National Landscape is approximately 2.5km to the west of the application site, with Cley Hill forming part of this designation. Given that Cley Hill is visible from the site (and vice versa), it is important to consider the special qualities of this designation. The Management Plan states that these special qualities include its *"diversity, distinctiveness, sense of history and remoteness, dark night skies, tranquillity; and its overwhelmingly rural character"*. *"Unspoilt and panoramic views"* are also said to be characteristic elements of the designation.



In relation to setting, the Management Plan states at paragraph 7.8 that *“the appearance, and appreciation, of the AONB from areas outside relates to all landscape types; as do the qualities of the views to and from the AONB. This is particularly relevant to the escarpment, hill, and downland landscapes. Their elevated positions make possible long and wide ranging views. The areas within those views contribute to the setting of the AONB, an aspect that is of increasing value for heritage assets...”*

The National Landscape’s advice on the Setting of the National Landscape is set out in Position Paper 3 *“The relevance of the Setting of the AONB”*, which was produced initially in 2008 and updated in 2012. This document notes that it is important to consider the potential effect of developments outside of the National landscape which have potential to affect the natural beauty of the designation itself, recognising for example that the landscape surrounding the National landscape is an important element of the Natural Beauty of the designation.

2.8 Relevant Planning History

An application for 205 homes, community hub, public open space, access, infrastructure and associated works, with all matters reserved, was submitted to Wiltshire Council. The Council had been minded to approve the proposals in November 2023, subject to a number of preliminary matters, as it was unable to demonstrate a five year housing land supply (HLS). However, following the publication of the revised NPPF in December 2023 the Council considered that it only needed to demonstrate a four year HLS. BDW Trading appealed the application on the grounds of non-determination.

The subsequent appeal (APP/Y3940/W/24/3338217) had one main issue: whether the proposal would be acceptable in terms of flood risk. The Inspector determined that the proposal would be at an unacceptable risk of flooding, and dismissed the appeal.

In relation to landscape and visual matters the Council did not contest the evidence prepared by SLR for the appeal, which included the previous LVA prepared in July 2021. In his appeal decision the Inspector states at paragraph 59 that *“notwithstanding the outline nature of the proposal, after visiting the appeal site and the surrounding area, I am satisfied the site’s location between the railway line and Westbury Road and next to existing housing in Warminster, would not cause unacceptable harm to the landscape character of the area”*.

2.9 Summary of Planning Context

The site is not within a landscape or landscape-related designation. A footpath, WARM18, crosses the western part of the site. A Special Landscape Area is located to the east of the site, on the other side of Westbury Road. The Cranborne Chase and West Wiltshire Downs National Landscape is approximately 2.5 km from the western site boundary at its closest point.

The application site is currently outside of the settlement and is not allocated for development in either the existing or emerging Local Plan. However, policy 58 of the Regulation 19 Local Plan document states that *“over the plan period (2020 to 2038) approximately 1,780 homes and 5.6ha of employment land will be provided at Warminster.*

A previous application for up to 205 homes was refused by the Council. The subsequent appeal was overturned, since the Inspector considered that there was an unacceptable flood risk. SLR’s landscape evidence was not contested at the appeal, and the Inspector concluded that he was *“satisfied the site’s location between the railway line and Westbury Road and next to existing housing in Warminster, would not cause unacceptable harm to the landscape character of the area”*.



3.0 Aspects of the Development which have the Potential to Cause Landscape and Visual Effects

3.1 Introduction

The Illustrative Masterplan (0736-2002), and the Illustrative Landscape Masterplan (403.066266.00001 W-71) prepared by SLR, illustrate how the landscape elements within the site could be treated in order to conserve the existing landscape structure, provide an attractive place to live, and also to provide an appropriate treatment to the settlement edge.

Key design elements of the landscape masterplan relevant to this LVA include the following:

- Provision of up to 205 new homes, with two new access points from Westbury Road, over an application site 10.45ha in extent.
- Provision of an open, landscaped area at the northern end of the site, at the settlement edge, including informal POS, allotments and orchards, drainage attenuation;
- Providing informal play facilities at the north of the new homes, as well as formal play facilities both within the new housing area and to the west of this area.
- Retention and enhancement of the existing hedgerow network;
- Standing off development from Westbury Road behind a landscape buffer;
- Providing greenways through the development that connect with the existing footpath to the west;
- Providing native woodland planting at the western edge of the site to screen views towards the Crusader Park employment area;
- Providing a landscape buffer to the north of existing homes at the southern end of the application site;
- Providing street trees within the development parcels.

The following sections identify the main aspects of the development which have potential to cause landscape and visual effects.

3.2 Location and Scale

The application site occupies three arable fields and part of two pasture fields covering an area of 10.45 ha, on the northern settlement edge of Warminster. The site is contained to the west by an existing railway, to the east by the Westbury Road, and to the south by the existing settlement edge. To the west of the railway line is the employment area at Crusader Park: the existing industrial area on Furnax Lane extends to the northern edge of the proposed residential development area.

The site is thus adjacent to the existing settlement edge to the west and south, and is also immediately adjacent to transport corridors to the west and east. The built form on the proposed development would not extend further north than existing development on Crusader Park, the west.

3.3 Height and Density

The proposed development would comprise 2 and 2.5 storey homes, in keeping with the existing homes found to the south of the application site (typical ridge heights of approximately 9 metres). As drawings W-06 and W-08, for example, illustrate, existing buildings at Crusader



Park are typically much taller than this, comprising largely of steel portal frame structures 10 to 15 metres tall.

The gross density of development on the site would be 19.6 dwellings per hectare (dph), which is a very low density appropriate for a settlement edge development.

3.4 Access

The access for the development would be via two points directly onto Westbury Road, which is already one of the main routes providing access to the north of Warminster. Proposed footpaths on site would connect with the existing footways on Westbury Road as well as footpath WARM18.

3.5 Lighting

The proposed development would introduce street lighting and domestic lighting into an area which currently contains few light sources. However, as an extract from CPRE's dark skies map shows (see **Plate I**, section 4.3, below), the site is already strongly influenced by surrounding light sources from the residential areas to the south, the industrial uses to the west, as well as lighting on nearby roads. This is not, therefore a landscape characterised by dark skies, but is instead a settlement edge location influenced by existing lighting sources.

3.6 Proposed Mitigation

As has been noted above, development would be set back from Westbury Road, and would also be set back from the southern boundary of the site. Both of these stand-offs have potential to reduce landscape and visual effects upon receptors outside of the site. Equally importantly, existing hedgerows would be largely retained, which would help to further reduce both onsite and offsite landscape and visual effects.

New native hedgerow planting would be planted to gap-up existing, breached hedgerows, and new native tree and shrub planting and orchards would also be provided along the site frontage on Westbury Road as well as to the west, adjacent to the railway line. Areas of species-rich grassland would also be provided as part of the landscape areas at the north of the site.



4.0 Potential Landscape Effects

4.1 Introduction

The following landscape assessment is based upon both a desk-top assessment of existing character assessments and plans as well as site-based assessments carried out in February 2021, October 2024 and July 2025. In accordance with GLVIA3 the main landscape receptors, (individual landscape elements, aesthetic characteristics, overall character), which have the potential to be affected by the proposed development have been identified and their sensitivity to the proposed development has been assessed by considering their value and susceptibility. The magnitude of change which would occur for each of these receptors has then been assessed primarily by determining the size and scale of change, but also based upon the geographical extent of that change, and the duration and reversibility of that change.

By combining the sensitivity of receptors and the magnitude of effect the potential level of landscape effect has been assessed. Effects which are assessed as being major or major/moderate are assessed as being important planning considerations. Moderate effects are not generally considered to be important planning considerations, although the assessor may conclude that some moderate effects could constitute significant effects in certain circumstances.

This section of the LVA provides the main analysis of potential landscape effects, but supporting assessment matrices are also included in **Appendix B**.

4.2 Existing Landscape Character Assessments

There is a nested series of existing character assessments which provide a useful context to the character of the site. **Drawings W-02a and W-02b** summarise the classification provided by these assessments, but further details of each are set out below.

4.2.1 National Landscape Character

Natural England National Character Areas (2015)

The site, Arn Hill Down, Upton Scudamore and land extending to the west of the railway line are located at the western edge of NCA 132, Salisbury Plain and West Wiltshire Downs. Key attributes of this character area that are of relevance to the application site include the following:

- *Salisbury Plain, an extensive and open rolling chalk plateau and one of the largest remaining areas of calcareous grassland in north-west Europe.*
- *Woodland generally confined to valley slopes, with scattered copses and shelterbelts (usually of beech or conifer) found on the high downs, and occasional ancient oak woods on the ridgetops.*
- *Large arable fields predominate, with generally very few hedgerows or obvious boundary features; there are often wide grass buffer strips.*
- *Outstanding prehistoric ritual landscape, with many Scheduled Ancient Monuments and earthworks prominent in the open landscape...*
- *Military tracks, airfields and structures reflecting a major land use. Visually prominent modern military housing and supporting development...*

To the west of the application site and Crusader Park is the eastern edge of NCA 117, Avon Vales. Key characteristics of this area of relevance to the locality of the site include the following:



- *An undulating clay vale with a mix of arable and pasture.*
- *Small- and medium-sized fields with mostly hedgerow boundaries with few hedgerow trees, varying in shape from irregular piecemeal enclosure to rectilinear planned enclosure.*
- *Numerous low ridges with local views over towns and villages.*
- *Transport corridors along roads and watercourses, heavily influential on all development in the NCA.*
- *Wide views across whole area from higher areas of surrounding chalk downs.*

4.2.2 County Landscape Character

Wiltshire Landscape Character Assessment (2005, with some judgements updated online in 2025)

At a county scale the site is identified within the Wiltshire Landscape Character Assessment as being in the Greensand Terrace landscape type, and more specifically the Warminster Terrace character area (area 6A, drawing **W-02a**). Characteristics of this character area include:

- *Open area bounded to the east by the chalk scarp of Salisbury Plain East and to the west by the Longleat-Stourhead Greensand Hills;*
- *The area, though level compared to the surrounding uplands, is more gently rolling than the others in the type;*
- *More affected by settlement than other parts of the type, for example by Warminster to the south;*
- *Other settlement is in the form of a few scattered farms and the small village of Upton Scudamore;*
- *A striking feature in the level landscape is the dramatically rising Cley Hill, an outlier of the Middle and Upper Chalk;*
- *Two major roads cross the area which along with a railway line entailing large scale cuttings and embankments;*
- *The slightly more varied landscape, the proximity of settlement and the busy transport corridors make this area less rural and more fragmented than the others in the type.*

Overall landscape condition of this character area is judged to be declining, and strength of character is moderate. The landscape strategy for the area recommends conserving the overall open, farmed character of the terrace – particularly in relation to the retention of open views towards the escarpment - and improvement of field boundaries and woodland.

The elevated terrain to the east of the application site and Westbury Road is classified in this assessment as being in the High Chalk Plain landscape type, and more specifically in the Salisbury Plain West character area. Key characteristics of this character area of relevance to the vicinity of the site include the following:

- *Vast high chalk plateau rises with steep scarp slopes from the river valleys;*
- *Rolling, expansive and exposed landscape;*
- *Much of area controlled by MoD and therefore with restricted public access;*
- *Woodland clumps and small plantations scattered across the downs;*



- *Large fields and lack of hedgerow retains the openness of the area;*
- *Lack of settlement ... accentuates the feeling of remoteness and isolation;*
- *Views from the periphery of the area are often panoramic, overlooking the surrounding lowlands.*

Approximately one kilometre to the south of the site, and separated from it by the northern edge of Warminster, are the character areas of Longleat-Stourhead Greensand Hills (character area 7A) and Wylde Chalk River valley (character area 5E).

4.2.3 District Landscape Character

West Wiltshire Landscape Character Assessment (October 2007)

Although this assessment is more recent it is notable that the classification map (illustrated on drawing **W-02b**) excludes the larger settlement areas, such as Warminster. Similarly, many of the descriptions make no reference to Warminster but describe Upton Scudamore, for example, in some detail. Given that the application site is immediately adjacent to the existing settlement edge at Warminster this is a significant limitation of this character assessment.

The site is classified as part of character area G3, Upton Scudamore Greensand and Chalk Terrace. Key characteristics of this character area include the following of relevance to the site and its context:

- *Flat to gently undulating farmland with extensive views on the chalk downland;*
- *Settlement pattern consists of the village of Upton Scudamore, several hamlets and farm buildings;*
- *The elevated position of Upton Scudamore;*
- *Strong sense of tranquillity, away from transport routes;*
- *Distinct pattern of medium and large sized mainly regular shaped fields enclosed by hedgerows with mature trees.*

The area is described as being “open, rural and peaceful”. No mention of the northern edge of Warminster is made, although “visual intrusion and noise pollution from the A36 and A350” is referred to.

In this assessment Cley Hill and Norridge Wood is classified as part of a separate character area, Cley Hill Greensand and Chalk Terrace (character area G4). Key characteristics of this area include the following:

- *Cley Hill, a rounded chalk knoll, as a distinctive landmark;*
- *Flat to gently undulating wooded farmland*
- *Extensive views of the chalk downland edge in the east, especially from Cley Hill*
- *Largely undeveloped with settlement consisting of a few hamlets and farmsteads.*
- *Strong sense of tranquillity*
- *Distinct pattern of medium sized mainly regular shaped fields enclosed by hedgerows with mature trees*
- *Two significant blocks of woodland – Norridge Wood and Clear Wood.*

Elevated land to the east of Westbury Road is classified as part of the Bishopstrow and Codford Down Chalk Downland Edge (character area H2). Relevant characteristics of this area include the following:



- *Series of Chalk Downland Edges, which fall sharply and dramatically from the higher Chalk*
- *Downland to the north and east*
- *Series of narrow valleys break through the continuous belt of edge or scarp of the chalk*
- *Slopes are covered with a patchwork of arable fields (with predominantly mature and intact hedgerow field boundaries) and rough grassland*
- *Series of footpaths lead up from surrounding lowland landscapes to the base of the Chalk Downland Edge*
- *Dramatic, panoramic views across adjacent lowland landscapes and Warminster to the south and west.*

4.3 The Landscape of the Site and its Context

GLVIA3 recommends that a landscape character assessment should be carried out as part of the baseline study (paragraph 5.4). This should consider:

- The elements that make up the landscape (physical, land cover and the influence of human activity)
- Aesthetic and perceptual aspects
- The overall character of the area.

An assessment of the landscape baseline is set out in the following paragraphs.

The site comprises a small number of rectilinear, gently sloping (c125m AOD to 115m AOD), arable and pastoral fields with breached hedgerows, abutting the existing settlement edge to the north and west. The relatively low-lying elevation of the site, and its openness, mean that its character is also strongly influenced by strong vertical elements around the site. Views of the Crusader Park industrial estate, with its elevated and larger scale buildings, are available across the site, particularly in the winter months. Long views to the top of Cley Hill (230m AOD) and Longleat-Stourhead Greensand Hills are possible from the site, but a much more prominent influence is provided by the steep, wooded escarpment at Arn Hill Down, to the east (211m AOD). To the north there are also open views to the low ridge at Upton Scudamore as well as the scarp at Upton Cow Down (199m AOD). The residential area to the south of the site is also visible, although this is partially screened by existing boundary vegetation.

Transport routes also have an influence on the character of the site. Traffic on Westbury Road is plainly visible (and audible) across the site, particularly since the road is elevated above much of the site. Train movements on the railway line to the west of the site are less frequent, but noise and movement on the A350, to the north, is also influential in terms of both movement and noise.

There is no lighting on the site itself. However, as the extract from the CPRE Dark Skies map (below, **Plate I**) illustrates, the site is influenced by lighting from the settlement edges to the west and south.



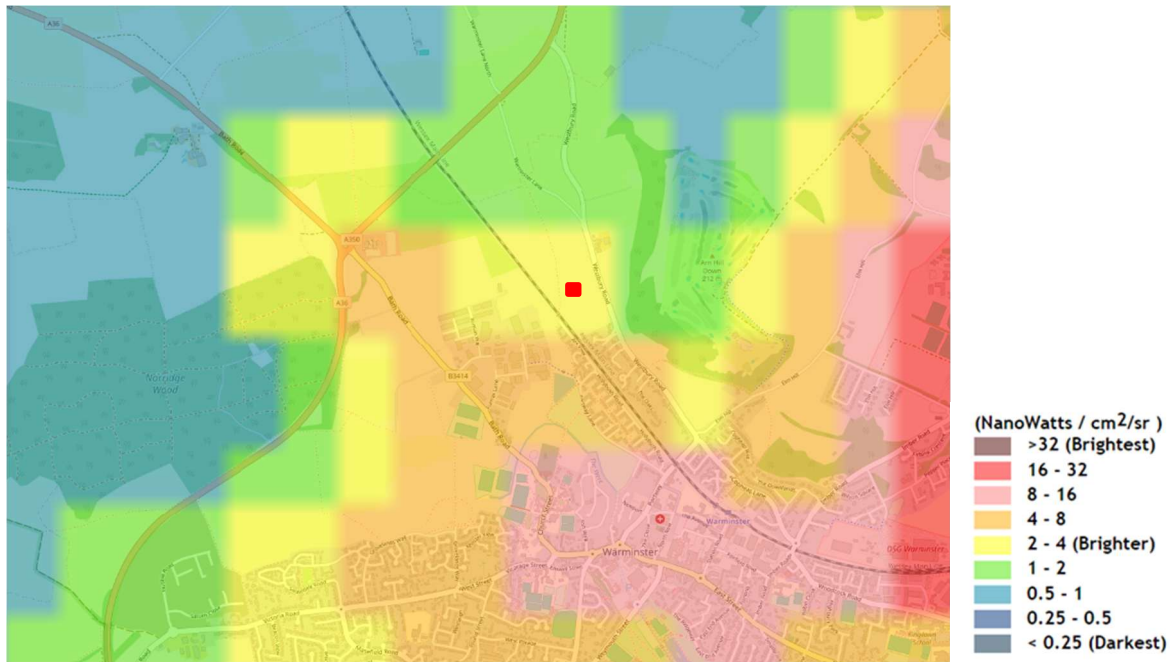


Plate I: Extract from the CPRE's Dark Skies Map, with the centre of the site marked by a red square. These interactive maps were produced with satellite images captured at 1.30 am throughout September 2015. The detailed map illustrates the level of lighting across 9 colour bands, with reds, oranges and yellows denoting more urban areas, yellows and greens indicating suburban levels of lighting, and light to dark blues denoting dark skies. The site is within a yellow area, indicating the influence of existing lighting from the settlement edges to the west and south.

The character of the site accords with the Warminster Terrace character area (area 6A of the Wiltshire landscape character assessment), as it includes the following key characteristics:

- *Open, gently sloping arable and pastoral fields with breached hedgerows;*
- *Clear views to and from the chalk scarp of Arn Hill Down, with glimpsed views of Cley Hill;*
- *Influence from settlement to the west and south, in terms of both visible buildings and light;*
- *Influence by Westbury Road and the A350 to the east and north, as well as the railway line to the west, resulting from movement, light and noise;*
- *Rural/urban fringe landscape with varied elements.*

Key landscape elements and features which would have the potential to be affected by residential development include:

- Open arable and pasture fields with influence from existing settlement edge and transport corridors;
- Hedgerow network;
- Long views to Greensand Hills, Cley Hill and much closer views of Arn Hill Down.

The character area receptor to be assessed is the localised area of the Warminster Terrace character area, which extends from Upton Scudamore to the north, Arn Hill Down to the east, the settlement edge to the south and Cley Hill to the west.

The other character area which has potential to be affected by the proposed development is Salisbury Plain West, due to its proximity to the site and elevation. There is little potential for



landscape effects on the Longleat-Stourhead Greensand Hills character area due to the distance between the site and the most elevated parts of that character area, the fact that much of Warminster lies between the site and this character area, and also the consideration that the greensand hills are wooded and consequently the potential for views of the site is very limited. There is also no potential for landscape effects on the Wylde Chalk River valley character area, as there would be no direct effects on this landscape and also no potential for visual effects.

The existing visual connections between the site and Cley Hill (and to a lesser extent the Greensand Hills) means that it is also important to consider the potential effects of the development upon the landscape of the Cranborne Chase and West Wiltshire Downs National Landscape as a landscape receptor.

4.3.1 The Changing Landscape

GLVIA3 notes that LVIA's should consider not only the site as it is at present, but also how it will become, particularly in the context of local planning policy or land management practices.

As was noted in section 2.0 of this appraisal, whilst the application site itself is not allocated for residential development, an extensive area less than one kilometre to the west of the site is allocated for a mixed-use development including 900 homes and 6ha of employment uses at the WUE. On the 2025 site visit it was evident that this is now being built out, and is clearly visible in views from Cley Hill as well as from Arn Hill Down.

4.4 Landscape Receptors

The main landscape receptors which are likely to be affected by the development include the following individual elements and features:

- Open arable and pasture fields with influence from the existing settlement edge and transport corridors
- Network of hedgerows
- Long views to Greensand Hills, Cley Hill and much closer views of Arn Hill Down

As well as the following aesthetic and perceptual aspects:

- Open, medium scale;
- Simple and still with influence from peripheral diversity and movement.

The character areas to be assessed would be:

- Localised area of Warminster Terrace character area (extending northwards to Upton Scudamore, eastwards to Arn Hill Down and westwards to Cley Hill);
- Salisbury Plain West (in particular Arn Hill Down and Upton Cow Down);
- Cranborne Chase and West Wiltshire Downs National Landscape (in particular Cley Hill).

4.5 Sensitivity of Landscape Receptors

In accordance with GLVIA3 the sensitivity of landscape receptors is determined by combining their value with their susceptibility to the type of development proposed.

4.5.1 Value of the Landscape

In determining the value of landscapes, it is helpful to start with landscape and landscape-related designations. As has been noted, the site is not included in any landscape or landscape-related designations.



Given the undesignated nature of the site it is helpful to consider other factors which might confer value, such as those set out in the most up to date guidance produced by the Landscape Institute¹, and **Table B1 in the Appendix B** provides a summary of this assessment. In overview it is important to note that the site does not have formally recognised natural or heritage conservation value, nor does it have any formal associations with art, literature or events. The scenic quality of the site is reduced by the poor condition of hedgerows, and the prominent industrial development to the west, as well as traffic on the Westbury Road, A350 and the railway line; however there are also attractive views towards Arn Hill Down and glimpses of Cley Hill. Recreation value is limited to one footpath crossing the site and east and the pylons on the ridge to the south, and the site has no particular functional value, for example as a key element in local green infrastructure or ecosystem services.

Based upon this analysis it is concluded that the value of the landscape of the site and its context is of low/community value. The site would not be valued landscape in the terms of paragraph 187(a) of the NPPF.

The National Landscape is assessed as being of national value and landscapes within the SLA are assessed as being of local authority value.

4.5.2 Susceptibility of Landscape Receptors to the Proposed Development

The susceptibility of the landscape receptors is assessed within **Table B2, Appendix B**.

The open arable/pastoral fields have an intrinsically high susceptibility to built form, since this is an agricultural landscape with a typically narrow range of colours, textures and forms and new homes would potentially introduce more variety and diversity in colours and textures. However, the influence of the existing settlement edge to the west and to a lesser extent the south, as well as noise, light and movement from the transport routes to the north, west and east of the site, reduce the susceptibility of the fields to high/medium.

The hedgerow network also has an inherently high susceptibility to residential development. However, this susceptibility is reduced when the proposed development is able to retain and enhance the majority of the existing hedgerows, as is the case for this development. The susceptibility of this receptor to the proposed development is therefore medium.

The long views to the Greensand Hills, Cley Hill and Arn Hill Down are again intrinsically sensitive to built form. However, the site is at a relatively low elevation, with potential for long views towards these high points to be retained from many viewpoints. Furthermore, the proposed masterplan retains greenways orientated in a west to east direction, which would also allow vistas towards Cley Hill and Arn Hill Down. The susceptibility of this receptor to the proposed development is therefore medium.

The local area of the Warminster Terrace character area has a low susceptibility to the proposed development, as the area is already partly characterised by influence from settlement and transport routes, and because the site is adjacent to the existing settlement edge to the south and west, with the proposed new homes not extending further north than the existing industrial estate to the west.

The Salisbury Plain west character area also has a low susceptibility to the proposed development, as there would be no direct effects on this character area and in views from these areas the proposed development would always be seen in the context of the existing settlement edge.

¹ Technical Guidance Note 02/21 Assessing Landscape Designations Outside National Designations (Landscape Institute 2021)



The Cranborne Chase and West Wiltshire Downs National Landscape – particularly Cley Hill, which is the nearest part of this designation – also has a low susceptibility to the proposed development. Again, there would be no direct effects on this character area, and although the proposed development would be visible it would be seen in the context of the existing settlement. The full build out of the WUE would particularly increase the prominence of built form in the middle ground of views from Cley Hill, which would in turn further reduce the relative prominence of the proposed development.

4.5.3 Sensitivity of Landscape Receptors

The overall sensitivity of landscape receptors is assessed in **Table B2 of Appendix B**.

The sensitivity of landscape receptors can be defined by combining susceptibility with value.

It follows that the open arable and pasture fields landscape receptor (with influence from the existing settlement edge) has a **medium sensitivity** to the proposed development.

The hedgerow network has a **medium to low sensitivity** to the proposed development.

Long views of to the Greensand Hills, Cley Hill and Arn Hill Down are of **medium to low** sensitivity to the proposed development.

The local area of the Warminster Terrace character area also has a **medium to low sensitivity** to the proposed development, and the Salisbury Plain west character area also has medium to low sensitivity to the proposals. The Cranborne Chase and West Wiltshire Downs National Landscape has a **medium** sensitivity to the proposals, largely due to its higher value.

4.6 Magnitude of Landscape Change

In accordance with GLVIA3 potential changes to the individual landscape receptors have been assessed in relation to (see also **Table B3 in Appendix B**):

- The Size and Scale of Change;
- The Geographical Extent of Change; and
- The Duration and Reversibility of Change.

The proposed development would cause a large/medium scale of change to the open arable and pasture fields landscape receptor, since new buildings would be introduced to open fields, albeit that the character of those fields is already partly influenced by adjacent buildings to the west and south, and transport corridors to the west, north and east. These changes would occur over a small geographical area and would be permanent, and consequently the magnitude of effects for this receptor would be substantial/medium.

The network of hedgerows would experience only a small scale of change, as the majority of this would be retained and enhanced with further shrub and tree planting. The geographical extent of change would be small and the duration permanent, so the overall magnitude for this receptor would be slight.

Long views to distant hills and ridgelines would be partly screened by new buildings, but some vistas towards Cley Hill and Arn Hill Down would be retained. The scale of change would therefore be medium and the geographical extent of that change would be small. Given that the duration is permanent, the overall magnitude of change for this receptor would be medium.

The scale of change to the local area of the Warminster Terrace character area would be small, since the new development would not extend beyond the existing northernmost limit of the settlement in this location, which is currently defined by the Crusader Park industrial estate, and is within an area the character of which is already influenced by the settlement edge and nearby transport routes. The geographical extent of change would be small and the duration



would again be permanent, and thus the overall magnitude of effect for this character receptor would be slight.

For the Salisbury Plain West receptor (particularly Arn Hill Down and Upton Cow Down) there would be no direct effects, and where the development is visible it would often be a small part of a wide panorama. The development site would also be viewed in the context of the existing settlement edge to the west and south of the site. Therefore, the scale of change would be small for this receptor, over a small geographical area, and the change would be permanent. The overall magnitude of effect for this character area would be slight.

The scale of change for the Cranborne Chase and West Wiltshire Downs National Landscape would be even less due to the distance from the site and also the visibility of the existing settlement in the middle ground of views. The magnitude of change for this receptor would be slight/negligible, and may reduce further once the WUE is fully built out since this would be prominent in the middle ground of views.

4.7 Assessment of Landscape Effects

4.7.1 Summary of Landscape Effects

Table B4 in Appendix B summarises the potential effects on each of the landscape receptors.

In overview, the landscape effects resulting It follows that the proposed development would result in a **major/moderate effect on the open arable and pasture fields landscape receptor**, as the proposed development would introduce new homes to an area of open fields, albeit that the character of these fields is already partly influenced by the existing settlement edge to the west and south and by transport routes to the west, north and east. The nature of this effect would be **negative**.

The proposed development would result in a **moderate/minor effect on the hedgerow network**, and the nature of this effect would have **both positive and negative elements**, due to localised removal but also significant areas of additional planting.

The **local area of the Warminster Terrace character area** would experience a **moderate/minor effect** as a result of the proposed development, and the nature of this effect would be **negative**. Localised areas of **Salisbury Plain West character area** would also experience **moderate/minor** effects due to visibility of the proposed development, and these effects would be **negative**.

Cranborne Chase and West Wiltshire Downs would experience **minor** effects as a result of the proposed development, and the nature of these effects would be **neutral**.

4.7.2 The Potential Effects of the Proposed development upon the Cranborne Chase and West Wiltshire Downs National Landscape and its Setting

As has been noted at section 2.0 of this report, the application site is approximately 2.5km from the National Landscape, and intervisibility of the site with the designation is limited mainly to views from Cley Hill, within which the site forms a very small part of an extensive panorama (see for example viewpoint 11 in the Visual Assessment section of this report). The proposals would therefore have no direct effects upon the landscape of the National Park, and negligible effects on views to and from the designation.

The Management Plan for the Cranborne Chases National Landscape (Management Plan 2019-2024) sets out the Special Qualities of the designation at section 2 (page 8). These are *diversity, distinctiveness, sense of history and remoteness, dark night skies, tranquillity; and its overwhelmingly rural character*.



As has been noted above and in the assessment appendices, the application site does not have a sense of remoteness or tranquillity due to the proximity of the settlement edges to the west and south and also due to the road and railways to the west and east of the site. The site is not part of an area characterised by dark skies. In terms of overall character, whilst the site is in agricultural use its predominantly rural character is reduced by views of built form to the west and south, as well as noise from traffic movement on the road to the east and, to a lesser extent, on the railway to the west. In summary the proposals would not have any direct effect on the special qualities of the National Landscape, and the indirect effects would be negligible since the site is located over two kilometres from the designation, within an area that is already influenced by the settlement edge and by transport routes. **There is therefore negligible potential for the proposals to affect the tranquillity and overwhelmingly rural character of the National Landscape.**

4.8 Summary of Landscape Appraisal

The landscape appraisal has been based upon a desk top assessment and site visits undertaken in February 2021, October 2024 and July 2025.

At a national scale the site is included on the western edge of Natural England's National Character Area (NCA) 132, Salisbury Plain and West Wiltshire Downs. At a county scale the site is identified within the Wiltshire Landscape Character Assessment as being in the Greensand Terrace landscape type, and more specifically the Warminster Terrace character area (area 6A). The West Wiltshire landscape character assessment classifies the site as being part of character area G3, Upton Scudamore Greensand and Chalk Terrace.

The appraisal notes that the site and its context fulfils several of the characteristics of the Warminster Terrace character area as it includes open, gently undulating arable and pastoral fields, clear views to the chalk scarp of Arn Hill Down and glimpses of Cley Hill, and there is also influence from the existing settlement to the west and south, as well as from transport routes to the west, north and east.

The appraisal has concluded that the effects of the proposed development upon the open arable and pasture fields within the site itself would be major/moderate and negative, but that the effects on the hedgerow network would be moderate/minor and negative, becoming positive once new planting establishes. The local area of the Warminster Terrace character area would experience a moderate/minor effect as a result of the proposed development, and parts of the Salisbury Plain West character area would also experience moderate/minor effects due to visibility of the proposed development. Cranborne Chase and West Wiltshire Downs would experience minor effects as a result of the proposed development, and the nature of these effects would be neutral.

The assessment has concluded that there would be no direct effects upon the landscape and Special Qualities of National Landscape, and negligible potential for the proposals to affect the rural character and special qualities of the designation.

In summary, whilst the proposed development would result in some higher negative landscape effects these would be localised and focused on the site itself. Effects on landscapes further from the site would be lower, partly due to the visibility of the existing settlement edge and the fact that the proposed development would not extend further than the existing industrial estate to the west of the application site.



5.0 Potential Visual Effects

5.1 Introduction

The following visual assessment is based upon a desk top review and various site-based assessments undertaken in summer, autumn and winter between 2021 and 2025.

Seventeen representative viewpoint locations have been identified within the LVA, and in accordance with GLVIA3 the sensitivity of the visual receptors and the potential magnitude of visual effects has been assessed in order to determine the potential visual effects at each viewpoint. This detailed assessment of the potential effects for receptors at each viewpoint is set out in **Appendix C** of this appraisal.

The location of all viewpoints is illustrated on **drawing W-03**. For each of the viewpoints, photographs of the existing views taken in July 2025 have been included (see **drawings W-04 to W-32**), as well as winter views taken in February 2021 (**drawings W-33 to W-70**). For more distant views, the approximate location of the site has been labelled.

These focused, viewpoint assessments, then form point of a systematic identification of likely effects on the various visual receptor groups, (as required by GLVIA3 paragraph 6.26). This over-arching assessment is set out within this section of the LVA.

By combining the sensitivity of receptors and the magnitude of effect the potential level of visual effects has been assessed. Effects which are assessed as being major or major/moderate are considered to be important planning considerations. Moderate effects are not generally considered to be important planning considerations, although the assessor may conclude that some moderate effects could constitute significant effects in certain circumstances.

5.2 Overall Visibility

The overall visibility of the site is defined by topography, the existing settlement edge and to a lesser extent by structural vegetation. To the north, the low ridge upon which Upton Scudamore is located defines part of the edge of the visual envelope, and high ground at Upton Cow Down also contains views to the north east.

To the east views are contained by Arn Hill Down, with views being available both from the woodland on the steep escarpment and also from the more gently sloping crest of the slope above this woodland.

To the south and south-west views are contained by existing vegetation and buildings on the existing settlement edge, as well as by the landform of the railway embankment and mature vegetation on either side of the railway.

Views to the west are partly contained by higher ground to the west of the railway line, and also by large buildings in the Crusader Park industrial estate. However, there is high ground further to the west – most notably Cley Hill – that also affords views towards the site.

5.3 Potential Visual Receptors

Within the visual envelope of the proposed development the following types of visual receptors have the potential to experience changes in their views:

- Walkers on footpath WARM 18 which crosses the site, as well as WARM 26 and WARM 27 to the east and WARM 15 to the west. Longer distance views are possible from the Mid Wiltshire Way on Cley Hill, to the west, and the Mid Wiltshire Way on Upton Cow Down, to the north east. There is also potential for views from the footpath within and to the west of Upton Scudamore, to the north, for example USCU 2.



- Cyclists and horse riders (as well as walkers) could also potentially experience views from WARM 28, to the north-east of the site.
- Residents to the south of the site at The Woodlands, and also to the west of the site at Arn View. There is also potential for some long views from homes in Upton Scudamore.
- Vehicle users on Westbury Road, A350, and minor roads within and around Upton Scudamore.

5.4 Assessment of Sensitivity of Visual Receptors, and the Magnitude of Change, at each Viewpoint

Tables C1, C2 and C3 in Appendix E summarise the sensitivity of the receptors at each of the viewpoints, the magnitude of potential visual effects, and the overall level of effects. The criteria used for this analysis are taken from GLVIA 3 paragraphs 6.31 to 6.41.

Further reference to the effects on individual viewpoints is made in the overall appraisal of visual effects for each receptor group, below.

5.5 Assessment of Potential Visual Effects for Visual Receptors

5.5.1 Sensitivity of Visual Receptors

As **Appendix A** notes, the sensitivity of visual receptors is determined by combining the value of the viewpoints with the susceptibility of the receptor. **Table C1** analyses the value of each of the viewpoint locations, as well as the susceptibility of each of the receptor groups that might use these locations.

For viewers on public footpaths, the value of the view is Local Authority, whereas the value of viewpoints along footways on roads is low. The value of footpaths within the National Landscape (for example on Cley Hill) is high. The susceptibility of walkers to changes in views is generally high, since they tend to be focused on the countryside. It follows that viewers on the local footpath network are generally of medium to high sensitivity, increasing to high in the National Landscape, and walkers on footways are of medium sensitivity.

Residential properties are of low or medium value, depending upon the precise location of the viewpoint. However, residents are particularly susceptible to changes in their views. It follows that residents around the site are mostly of medium or medium to high sensitivity.

Viewpoints on roads around the site are generally of low value, since these are often not intended as scenic routes and many of the roads do not have footways. However, viewpoints on the edge of the SLA - for example the section of Westbury Road adjacent to the eastern edge of the site - have been assessed as being of medium value due to the presence of that designation. The susceptibility of vehicle users on the roads around the site is generally low, since traffic is often busy and fast moving; Westbury Road, for example, is a 50mph route without footways, and the A350, to the north of the site, is also a busy and fast-moving route. As a result, the sensitivity of viewers in vehicles on roads such as Westbury Road is medium/low.

5.5.2 Potential Magnitude of Visual Effects for Receptor Groups

As **Appendix A** explains, the magnitude of visual effects can be defined by determining the size/scale of effect, the geographical extent over which those effects would be experienced, and the duration of the effect. **Table C2** assesses the potential magnitude of effects for each of the representative viewpoints. This assessment is focused upon the effects of the development immediately following construction, since this is the period when visual effects would be at their greatest.



Judgements of the magnitude of potential visual effects are based primarily upon winter views, since these provide the maximum potential visibility of the proposals. However, recent summer views are also taken into account, particularly where there have been recent developments that have changed elements within the view.

The following sections analyses these potential effects for each of the receptor groups, with reference to some of the viewpoints

Walkers

The views of walkers on footpath WARM 18, which crosses the site, are represented by viewpoints 8 and 9. For viewers at viewpoint 8, which is located to the north of the application site, the new homes would be visible to the right of New Farm, but would not extend closer to the viewpoint, and would be at a lower level than, the existing industrial development at Crusader Park to the right of the view. At this location the proposed development would cause a medium scale of change, as although the houses would cause a clearly noticeable change they would be seen in the context of existing housing on the settlement edge, the industrial development to the west, and also existing traffic on Westbury Road. Proposed new hedgerow and tree planting on the northern edge of the development would gradually reduce views of the new homes, although it is likely that filtered views of first floor windows and roof planes would remain. Viewpoint 9 is located at the southern end of the site, on the railway embankment, and this higher elevation would afford clearer and much closer views of the proposed development. From this perspective there would therefore be a large scale of change. The magnitude of visual effect on walkers using footpath WARM 18 would therefore range between **medium/slight** to the north of the site, becoming **substantial/medium** within the proposed development area itself and on the railway embankment.

Views from footpaths WARM 26 and WARM 27, to the east of the site, are represented by viewpoints 2, 3, and 4. WARM 27 at viewpoint 2 is elevated above the site and therefore provides clear views across the site and towards Cley Hill. The proposed new homes would be clearly visible here in both the construction phase and once fully completed. However, the proposed houses would be viewed in the context of – and would not extend further north than – the existing Crusader Park industrial estate, which forms a prominent part of the middle ground of this view. Existing housing at Arn View and The Woodlands is also visible in this view, and the busy Westbury Road is also clearly visible in front of the site. Consequently, the scale of change for walkers at this view would be medium, with the overall magnitude of visual effect also being **medium**. At a much higher elevation on Arn Hill Down, WARM 26 affords panoramic views towards the Greensand Hills and Cley Hill, as illustrated by viewpoint 3. At this location the proposed development would again be visible, but it would occupy a relatively small proportion of the overall view, and would again be viewed within the context of the prominent Crusader Park industrial estate; importantly, the proposed new housing would not extend further to the north than the industrial estate, and consequently there would be no sense of the settlement encroaching on open countryside. The scale of change at this viewpoint would therefore be small and the overall magnitude of visual effect would be **slight**. It is important to note that parts of the footpath network on the escarpment at Arn Hill Down have views towards the site filtered in winter and largely screened in summer by mature woodland: viewpoint 4 provides of an example of views from paths within the woodland, where views are restricted to glimpses, and for walkers in these locations the magnitude of effects would be **slight**.

Views from byway WARM 28, also to the east of the site, are represented by viewpoints 5 and 6. Whilst viewpoint 6 provides only a glimpse of the site, viewpoint 5 would provide a much clearer, elevated view of the proposed new homes. However, yet again it is important to note that the proposed development would be viewed in the context of the existing housing on the settlement edge, and, more noticeably, the existing employment area to the west of the site, and the new homes would not extend further to the north than the existing industrial buildings.



The scale of change for walkers (and cyclists and riders) at this viewpoint would therefore be medium, and the magnitude of effect for this viewpoint would be **medium/slight**.

Walkers on paths and roads within and around Upton Scudamore have their views represented by viewpoints 13, 14 and 15. In each of these views the proposed development would be visible, but it would occupy a relatively small proportion of the overall view and would be viewed in the context of existing housing on the settlement edge, as well as the existing industrial estate to the west of the site. The magnitude of effects for walkers in these locations would therefore range from **slight** to **slight/negligible**.

Despite the elevated position of the Mid Wilts Way on Upton Cow Down, views towards the site are limited. Viewpoint 16 represents views from this location, and the magnitude of effects would be **slight/negligible**.

Views from Cley Hill are represented by viewpoint 11. This is a well-used viewpoint, within the National Landscape, which affords panoramic views over Warminster and the surrounding countryside. The proposed development would be visible from this perspective, but it would occupy only a small proportion of the overall panorama and would be seen just beyond the existing industrial buildings at the Crusader Park industrial estate. The magnitude of effect for walkers in this location would therefore be **slight**.

Residential Receptors

The views of residents to the south of the site, at The Woodlands, are partly represented by viewpoint 1. There are approximately 5 residential properties to the south of the site with potential to obtain views of the proposed development, two of which are relatively close to the site, and three of which are set back behind gardens with mature vegetation. Of the two properties that are closest to the site, one has clear views from both ground floor and first floor windows, whereas the other property has potential for oblique views from ground floor and first floor windows. All of these properties also have potential for some views from gardens. There would be potential for a **substantial/medium** magnitude of visual effect for these residents, with new homes being prominent in views both in the construction phase and following completion. However, it is important to note that the proposed illustrative masterplan also makes provision for additional tree and shrub and tree planting along the southern site boundary, and this would gradually screen and filter views of the new homes over time. New hedgerow planting, for example, planted as 30 to 60cm transplants, would achieve a height of 2 to 3 metres in 5 to 8 years, and this would screen all of the first floors and gardens in the proposed development.

The views of residents at Arn View are represented by viewpoint 10. There would be potential for views of the first floors and roof planes of the new homes from this location, with the first floors being completely screened by the intervening railway embankment. Many views from Arn View would also be filtered and/or screened by existing vegetation along the railway embankment. In the winter months there would still be potential to obtain views of the upper levels of new homes through this vegetation, but in summer these views would be largely screened.

The views of residents in Upton Scudamore are represented by viewpoints 13 and 15. For both of these views the proposed development would be visible, but would occupy only a small proportion of the view and would be seen in the context of the existing settlement edge, in particular the existing employment uses at Crusader Park. The magnitude of effects for residents in these locations would be **slight**.

Vehicle Users

The views of vehicle users on Westbury Road are represented by viewpoints 1 and 6. As noted above, the magnitude of effects for viewers at viewpoint 1 would be **substantial/medium**, since new homes would be clearly visible in the foreground of views.



Some long views towards Cley Hill would be screened at motorists approach the existing settlement edge, although some vistas would also remain along greenways. Notably, views of the existing industrial estate, which form one of the most noticeable and detractive parts of the arrival experience for vehicle users, would be largely screened by the new homes. As has been noted above, views at viewpoint 6 would be glimpsed and are therefore of **slight** magnitude.

Views from the A350 are represented by viewpoint 12. This is an oblique view from the road, and the proposed development would be visible below the skyline, albeit that they would occupy a small proportion of the view. The magnitude of effects from this location would therefore be **slight**.

5.5.3 Potential Visual Effects of the Proposed Development

By combining the sensitivity of receptors with the potential magnitude of effect it is possible to determine the likely level of visual effect which would result from the proposed development (see table C3, Appendix C). These effects on the different receptor groups are summarised in the following paragraphs.

There is potential for **major/moderate effects** for the following receptors:

- **Residents at the Woodlands**, immediately to the south of the site (albeit that this effect would potentially reduce once proposed mitigation planting has established);
- **Walkers on WARM 18 as it crosses the site;**
- **Walkers on WARM 26, to the east of the site.**

All other visual effects would be moderate or less.

The higher visual effects would thus be localised upon the site itself and the immediate locality of the site. For viewers further from the site the new homes would be seen in the context of the existing settlement edge. Importantly, the proposed homes would not extend further north than the existing Crusader Park industrial estate, to the west of the site.

5.5.4 Summary of Visual Effects

A visual appraisal of the potential visual effects of the proposed development has been carried out by an experienced landscape architect following the approach advocated in GLVIA3. Site survey surveys have been carried out in both winter and summer months.

The proposed development would be visible by a number of receptors within and around the site, including from elevated ground at Arn Hill Down to the east and Cley Hill, to the west. The main receptor groups which would be affected include walkers, residents and vehicle users.

The visual effects of the proposed development would be localised, with major or major moderate effects being limited to the views of walkers within and immediately adjacent to the site, and residents immediately to the south of the site. For users of footpaths outside of the site, the proposed development would be viewed in the context of the existing settlement edge, and in particular the existing prominent development at the Crusader Park industrial estate. Importantly, the proposed development would not extend further north than this existing industrial park.



6.0 Summary and Conclusions

6.1 Introduction

SLR was instructed by Barratt Homes (Bristol Division) & David Wilson Homes Redrow South West (known as BDW Trading) to carry out a Landscape and Visual Appraisal (LVA) to accompany an outline planning application for up to 205 dwellings on Land at New Farm, Warminster, Wiltshire.

The main objectives of the study were to assess the potential landscape and visual effects which would be likely to occur if the proposed development were to take place.

This assessment has been carried out by an experienced Chartered Landscape Architect following the principles within GLVIA3.

The assessment is based upon a desk top assessment of all relevant character assessments, maps and policies and various site visits that were carried out between 2021 and 2025 in both winter and summer months.

The proposed masterplan, prepared by architects at Focus on Design, has been prepared with regular guidance and input from SLR on landscape and visual matters.

6.2 Planning Context

The site is not within a landscape or landscape-related designation. A footpath, WARM18, crosses the western part of the site. A Special Landscape Area is located to the east of the site, on the other side of Westbury Road. The Cranborne Chase and West Wiltshire Downs National Landscape is approximately 2.5 km from the western site boundary at its closest point.

The application site is currently outside of the settlement and is not allocated for development in either the existing or emerging Local Plan. However, policy 58 of the Regulation 19 Local Plan document states that *“over the plan period (2020 to 2038) approximately 1,780 homes and 5.6ha of employment land will be provided at Warminster.*

A previous application for up to 205 homes was refused by the Council. The subsequent appeal was overturned, since the Inspector considered that there was an unacceptable flood risk. SLR's landscape evidence was not contested at the appeal, and the Inspector concluded that he was *“satisfied the site's location between the railway line and Westbury Road and next to existing housing in Warminster, would not cause unacceptable harm to the landscape character of the area”*.

6.3 Landscape Effects

At a national scale the site is included on the western edge of Natural England's National Character Area (NCA) 132, Salisbury Plain and West Wiltshire Downs. At a county scale the site is identified within the Wiltshire Landscape Character Assessment as being in the Greensand Terrace landscape type, and more specifically the Warminster Terrace character area (area 6A). The West Wiltshire landscape character assessment classifies the site as being part of character area G3, Upton Scudamore Greensand and Chalk Terrace.

The appraisal notes that the site and its context fulfils several of the characteristics of the Warminster Terrace character area as it includes open, gently undulating arable and pastoral fields, clear views to the chalk scarp of Arn Hill Down and glimpses of Cley Hill, and there is also influence from the existing settlement to the west and south, as well as from transport routes to the west, north and east.



The appraisal has concluded that the effects of the proposed development upon the open arable and pasture fields within the site itself would be major/moderate and negative, but that the effects on the hedgerow network would be moderate minor and negative, becoming positive once new planting establishes. The local area of the Warminster Terrace character area would experience a moderate/minor effect as a result of the proposed development, and parts of the Salisbury Plain West character area would also experience moderate/minor effects due to visibility of the proposed development. Cranborne Chase and West Wiltshire Downs would experience minor effects as a result of the proposed development, and the nature of these effects would be neutral.

The assessment has concluded that there would be no direct effects upon the landscape and Special Qualities of National Landscape, and negligible potential for the proposals to affect the rural character and special qualities of the designation.

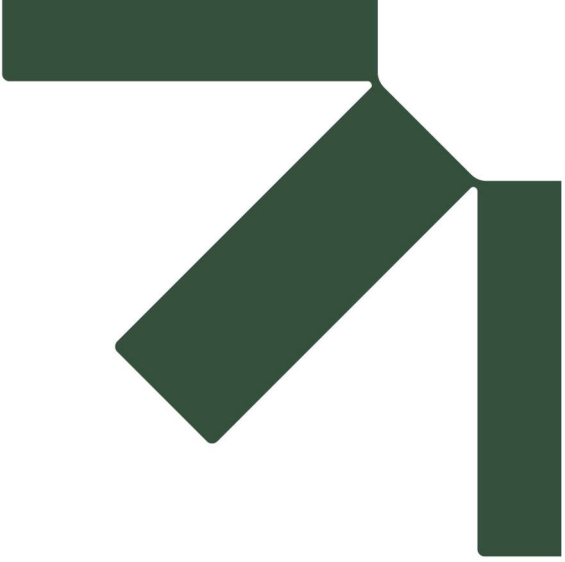
In summary, whilst the proposed development would result in some higher negative landscape effects these would be localised and focused on the site itself. Effects on landscapes further from the site would be lower, partly due to the visibility of the existing settlement edge and the fact that the proposed development would not extend further than the existing industrial estate to the west of the application site.

6.4 Visual Effects

The proposed development would be visible by a number of receptors within and around the site, including from elevated ground at Arn Hill Down to the east and Cley Hill, to the west. The main receptor groups which would be affected include walkers, residents and vehicle users.

The visual effects of the proposed development would be localised, with major or major moderate effects being limited to the views of walkers within and immediately adjacent to the site, and residents immediately to the south of the site. For users of footpaths outside of the site, the proposed development would be viewed in the context of the existing settlement edge, and in particular the existing prominent development at the Crusader Park industrial estate. Importantly, the proposed development would not extend further north than this existing industrial park.





Appendix A Method used in Assessing Landscape and Visual Effects

Land West of Westbury Road, Warminster, Wiltshire

BDW Trading Limited

SLR Project No.: 403.066266.00001

26th August 2025

A.1.1 Introduction

Landscape and Visual Impact Assessment (LVIA) is a tool used to identify the effects of development on *“landscape as an environmental resource in its own right and on people’s views and visual amenity”* (GLVIA3, paragraph 1.1). GLVIA3² (paragraph 2.22) states that these two elements, although inter-related, should be assessed separately. GLVIA3 is the main source of guidance on LVIA.

Landscape is a definable set of characteristics resulting from the interaction of natural, physical and human factors: it is a resource in its own right. Its assessment is distinct from visual assessment, which considers effects on the views and visual amenity of different groups of people at particular locations. Clear separation of these two topics is recommended in GLVIA3.

“Notes and Clarifications on aspects of GLVIA3” (Landscape Institute Technical Guidance Note 2024/01, published August 2024) makes it clear at section 2.0 that Townscape and Seascape assessments should follow the same process as LVIA, and therefore also follow the guidance in GLVIA3.

As GLVIA3 (paragraph 2.23) states, professional judgement is an important part of the LVIA process: whilst there is scope for objective measurement of landscape and visual changes, much of the assessment must rely on qualitative judgements. It is critical that these judgements are based upon a clear and transparent method so that the reasoning can be followed and examined by others.

Impacts can be defined as the action being taken, whereas effects are the changes result from that action. This method of assessment assesses landscape and visual effects.

Landscape and visual effects can be positive, negative or neutral in nature. Positive effects are those which enhance and/or reinforce the characteristics which are valued. Negative effects are those which remove and/or undermine the characteristics which are valued. Neutral effects are changes which are consistent with the characteristics of the landscape or view. LI TGN 2024/01 notes at section 3(7) that the assessment of the level of effect and the nature of effect should be independent of each other.

Landscape and visual effects can result directly from the development itself (direct effects), or may be indirect changes (which are not a direct result of the development but occur as a result of a more complex pathway, such as changes to drainage patterns or perceptual changes further from the proposed development).

Landscape and visual effects can also be cumulative, which are the additional changes caused by a proposed development in conjunction with other developments, particularly those which are recently consented or which have been applied for.

In LVIAs which form part of an Environmental Impact Assessment (EIA), it is necessary to identify significant and non-significant effects. In non-EIA LVIAs, also known as Landscape and Visual Appraisals, (LVAs), the same principles and process as LVIA may be applied but,

² Landscape Institute and Institute of Environmental Management and Assessment
‘Guidelines for Landscape and Visual Impact Assessment’ (Third Edition, April 2013)



in so doing, it is not required to establish whether the effects arising are significant or are not given that the exercise is not being undertaken for EIA purposes (see GLVIA3 statement of clarification 1/13 10-06-13, Landscape Institute).

A.1.2 Landscape Effects

Landscape, as defined in the European Landscape Convention³, is defined as “*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors*”, (Council of Europe, 2000). Landscape does not apply only to special or designated places, nor is it limited to countryside.

GLVIA3 (paragraph 5.34) recommends that the effect of the development on landscape receptors is assessed. Landscape receptors are the components of the landscape that are likely to be affected by the proposed development, and can include individual elements (such as hedges or buildings), aesthetic and perceptual characteristics (for example sense of naturalness, tranquillity or openness), or, at a larger scale, the character of a defined character area or landscape type. Designated areas (such as National Parks or National Landscapes, also referred to as Areas of Outstanding Natural Beauty (AONBs)) are also landscape receptors.

This assessment is being undertaken because the proposed development has the potential to remove or add elements to the landscape, to alter aesthetic or perceptual aspects, and to add or remove characteristics and thus potentially change overall character.

Judging landscape effects requires a methodical assessment of the sensitivity of the landscape receptors to the proposed development and the magnitude of effect which would be experienced by each receptor.

A.1.2.1 Landscape Sensitivity

Sensitivity of landscape receptors is assessed by combining an assessment of the susceptibility of landscape receptors to the type of change which is proposed with the value attached to the landscape. (GLVIA3, paragraph 5.39).

A.1.2.2 Value Attached to Landscape Receptors

Landscape receptors may be valued at low, community, local, national or international level. Existing landscape designations provide the starting point for this assessment, as set out in Table A1 below.

The table sets out the interpretation of landscape designations in terms of the value attached to different landscape receptors. As GLVIA3 (paragraph 5.24) notes, at the local scale of an LVIA study area it may be found that the landscape value of a specific area may be different to that suggested by the formal designation.

Table A1: Interpretation of Landscape Designations

Designation	Description	Value
World Heritage Sites	Unique sites, features or areas identified as being of international importance according to UNESCO criteria. Consideration should be given to their	International

³ Natural England ‘Guidelines for Implementing the European Landscape Convention. Part 1: What does it mean for your organisation?’ (April 2009)



Designation	Description	Value
	settings especially where these contribute to the special qualities for which the landscape is valued.	
National Parks, National Landscapes, National Scenic Areas	Areas of landscape identified as being of national importance for their natural beauty (and in the case of National Parks the opportunities they offer for outdoor recreation). Consideration should be given to their settings ⁴ especially where these contribute to the special qualities for which the landscape is valued.	National
Registered Parks and Gardens of Special Historic Interest	Gardens and designed landscapes included on the Register of Parks and Gardens of Special Historic Interest as Grade I, II* or II.	National/Local Authority
Local Landscape Designations (such as Special Landscape Areas, Areas of Great Landscape Value and similar) included in local planning documents	Areas of landscape identified as having importance at the local authority level. Landscapes which demonstrate the presence of a number of indicators of landscape value, as set out in Table 1 of TGN 02/21, or which have just one indicator of particular importance.	Local Authority
Undesignated landscapes of community value	Landscapes which do not have any formal designation, and lack the indicators of landscape value set out in Table 1 of TGN 02/21, but which are assessed as having value to local communities.	Local Authority/Community
Landscapes of low value	Landscapes in poor condition or fundamentally altered by the presence of intrusive man-made structures.	Low

Where landscapes are not designated and where no other local authority guidance on value is available, an assessment is made by reference to criteria in the Table A2 below. This is based on Table 1 of Landscape Institute Technical Guidance Note 02/21. These factors are not fixed, and should be reviewed on a case by case basis. When assessing landscape value of a site it is important to consider not only the site itself but also its context.

Landscapes may be judged to be of local authority or community value on the basis of one or more of these factors. There may also be occasional circumstances where an undesignated landscape may be judged to be of national value, for example where it has a clear connection with a nationally designated landscape, or is otherwise considered to be of equivalent value to a national designation. Similarly, on occasions there may be areas within designated landscapes that do not meet the designation criteria, or demonstrate the key characteristics/special qualities in a way that is consistent with the rest of the designated area.

An overall assessment is made for each landscape receptor, based on an overview of the above criteria, to determine its value - whether for example it is comparable to a local authority landscape designation or similar, or whether it is of value to local people and communities. For example, an intact landscape in good condition, where scenic quality, tranquillity, and/or conservation interests make a particular contribution to the landscape, or where there are important cultural or historical associations, might be of equivalent value to a local landscape

⁴ LI TGN 2024/01 states at section 5(13) that the setting of protected landscapes is “generally created in policy and is not a designation (or a receptor) in its own right (unlike the settings of heritage assets). The extent of the setting of a designated landscape for LVIA purposes is not geographically defined and will vary with the nature of the development proposed. In LVIA, the question would remain whether the changes in the setting (i.e the landscape nearby but outside the designated area) would affect the designated landscape in terms of effects on its special qualities and, if so, to what degree”.



designation. Conversely, a degraded landscape in poor condition, with no particular scenic qualities or natural or cultural heritage interest is likely to be considered of limited landscape value.

Table A2: Criteria Considered in Assessing the Value of Non-Designated Landscapes

Factor	Criteria
Natural Heritage	Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest. Presence of wildlife and habitats that contribute to the sense of place. Landscape which contains valued natural capital assets that contribute to ecosystem services.
Cultural Heritage	Landscape with clear evidence of archaeological, historical or cultural interest. Landscape which contributes to the significance of heritage assets. Landscape which offers a dimension of time depth.
Landscape Condition	Landscape which is in a good physical state both with regard to individual elements and overall landscape structure. Absence of detracting/incongruous features.
Associations	Landscape which is connected with notable people, events and the arts.
Distinctiveness	Landscape that has a strong sense of identity or place. Presence of distinctive features that are characteristic of a place, or presence of rare/unusual features that confer a strong sense of place. Includes landscape that makes an important contribution to the character or identity of a settlement.
Recreational	Landscape offering recreational opportunities where experience of landscape is important. Includes open access areas, common land and rights of way where appreciation of the landscape is an important element of the experience. Landscape that forms part of a view that that is important to the enjoyment of a recreational activity.
Perceptual (Scenic)	Landscape that appeals to the senses, primarily the visual sense. Distinctive features, or distinctive combinations of features. Strong aesthetic qualities. Visual diversity or contrasts. Memorable/distinctive views or landmarks, or landscape that contributes to these.
Perceptual (Wildness and Tranquillity)	Landscape with a strong perceptual value notably remoteness, wildness, tranquillity and/or dark skies.
Functional	Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape. Natural hydrological systems, important parts of the green infrastructure network, pollinator rich habitats. Landscapes that have strong physical or functional links with an adjacent national landscape designation, or are important to the appreciation of the designated landscape and its special qualities.

A.1.2.3 Susceptibility of Landscape Receptors to Change

As set out in GLVIA3, susceptibility refers to the ability of the landscape receptor to “accommodate the proposed development without undue adverse consequences for the baseline situation and/or the achievement of landscape planning policies and strategies”. Judgement of susceptibility is particular to the specific characteristics of the proposed development and the ability of a particular landscape or feature to accommodate the type of change proposed, and makes reference to the criteria set out in Table A3 below. Aspects of the character of the landscape that may be affected by a particular type of development include landform, skylines, land cover, enclosure, human influences including settlement pattern and



aesthetic and perceptual aspects such as the scale of the landscape, its form, line, texture, pattern and grain, complexity, and its sense of movement, remoteness, wildness or tranquillity.

For example, an urban landscape which contains a number of industrial buildings may have a low susceptibility to buildings of a similar scale and character. Conversely a rural landscape containing only remote farmsteads is likely to have a high susceptibility to large scale built development.

Table A3: Landscape Receptor Susceptibility to Change

Susceptibility	Criteria
High	The landscape receptor is highly susceptible to the proposed development because the key characteristics of the landscape have no or very limited ability to accommodate it without transformational adverse effects, taking account of the existing character and quality of the landscape.
Medium	The landscape receptor is moderately susceptible to the proposed development because the relevant characteristics of the landscape have some ability to accommodate it without transformational adverse effects, taking account of the existing character and quality of the landscape.
Low	The landscape receptor has low susceptibility to the proposed development because the relevant characteristics of the landscape are generally able to accommodate it without transformational adverse effects, taking account of the existing character and quality of the landscape.

A.1.2.4 Defining Sensitivity

As has been noted above, the sensitivity of landscape receptors is defined in terms of the relationship between value and susceptibility to change as indicated in Figure A1 below. This summarises the general nature of the relationship but it is not formulaic and only indicates general categories of sensitivity. Professional judgement is applied on a case by case basis in determining sensitivity of individual receptors with the figure only serving as a guide.

Table A4 below summarises the nature of the relationship but it is not formulaic and only indicates general categories of sensitivity. Judgements are made about each landscape receptor, with the table serving as a guide.

Where, taking into account the component judgements about the value and susceptibility of the landscape receptor, sensitivity is judged to lie between levels, an intermediate assessment of high/medium or medium/low is adopted. In a few limited cases a category of less than low (very low) may be used where the landscape is of low value and susceptibility is particularly low.



Figure A1: Example Levels of Sensitivity defined by Value and Susceptibility of Landscape Receptors

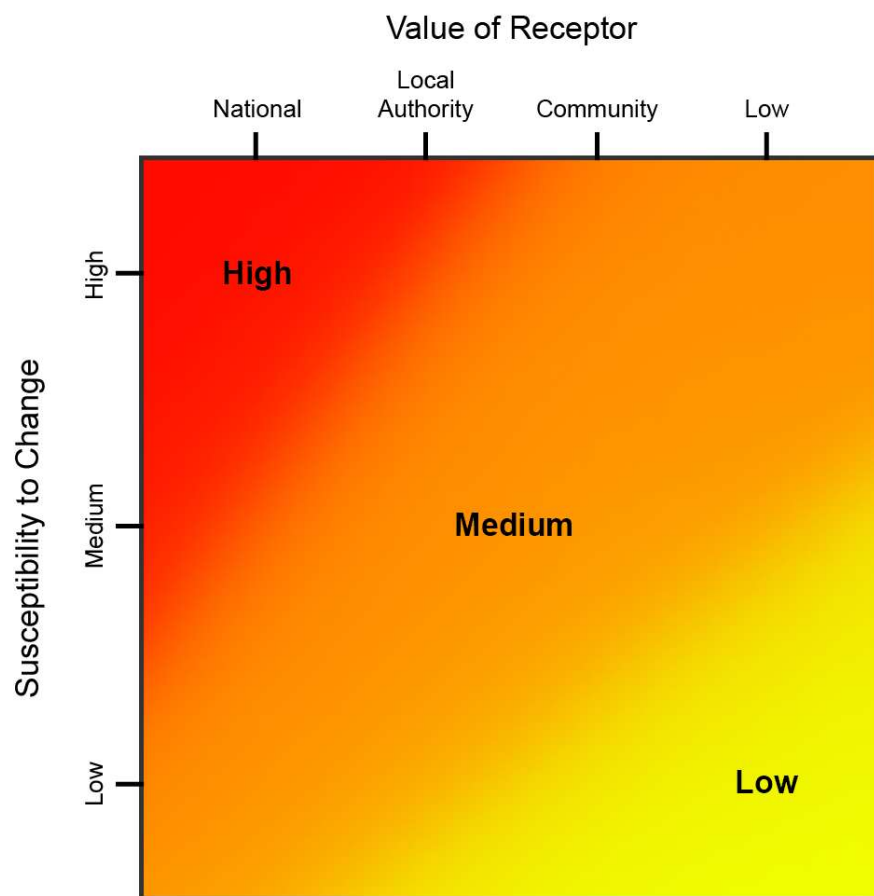


Table A4: Example Levels of Sensitivity defined by Value and Susceptibility of Landscape Receptors

Sensitivity	Examples
High	The landscape receptor is of international or national value and is considered to have high susceptibility to the effects of the proposed development OR The landscape receptor is of national value and is considered to have medium susceptibility to the effects of the proposed development.
Medium	The landscape receptor is of international or national value and is considered to have low susceptibility to the effects of the proposed development OR The landscape receptor is of local authority value and is considered to have high susceptibility to the effects of the proposed development OR The landscape receptor is of local authority value and is considered to have medium susceptibility to the effects of the proposed development. OR The landscape receptor is of community value and is considered to have high susceptibility to the effects of the proposed development
Low	The landscape receptor is of local authority value and is considered to have low susceptibility to the effects of the proposed development OR The landscape receptor is of community value and is considered to have medium susceptibility to the effects of the proposed development OR The landscape receptor is of community value and is considered to have low susceptibility to the effects of the proposed development.

A.1.2.5 Magnitude of Landscape Change

The magnitude of landscape change is established by assessing the size or scale of change, the geographical extent of the area influenced and the duration and potential reversibility of the change. LI TGN 2024/01 states at section 3(3) that *“it is likely that size/scale of effect will be the most important factor, with geographical extent and duration/reversibility considered as ‘modifiers’”*.

A.1.2.6 Size and Scale of Change

The size and/or scale of change in the landscape takes into consideration the following factors:

- the extent/proportion of landscape elements lost or added; and/or
- the degree to which aesthetic/perceptual aspects are altered; and
- whether this is likely to change the key characteristics of the landscape.

The criteria used to assess the size and scale of landscape change are based upon the amount of change that will occur as a result of the proposed development, as described in Table A5 below.



Table A5: Magnitude of Landscape Change: Size/Scale of Change

Category	Description
Large level of landscape change	There would be a large level of change in landscape character, and especially to the key characteristics if, for example, the proposed development: becomes a dominant feature in the landscape, changing the balance of landscape characteristics; and/or would dominate important visual connections with other landscape types, where this is a key characteristic of the area.
Medium level of landscape change	There would be a medium level of change in landscape character, and especially to the key characteristics if, for example: the proposed development would be more prominent but would not change the overall balance or composition of the landscape; and/or key views to other landscape types may be interrupted intermittently by the proposed development, but these views would not be dominated by them.
Small level of landscape change	There would be a small level of change in landscape character, and especially to the key characteristics if, for example: there would be no introduction of new elements into the landscape and the proposed development would not significantly change the composition/balance of the landscape.
Negligible/no level of landscape change	There would be a negligible or no level of change in landscape character, and especially to the key characteristics if, for example, the proposed development would be a small element and/or would be a considerable distance from the receptor.

A.1.2.7 Geographical Extent of Change

The geographical extent of landscape change is assessed by determining the area over which the changes will influence the landscape, as set out in Table A6. For example this could be at the site level, in the immediate setting of the site, or over some or all of the landscape character types or areas affected.

Table A6: Magnitude of Landscape Change: Geographical Extent

Category	Description
Large extent of landscape change	Affects a wider area, far from the site itself, or affects a large proportion of the landscape receptor.
Medium extent of landscape change	Landscape change extends beyond the site boundaries, or affects a medium proportion of the landscape receptor.
Small extent of landscape change	Change affecting a localised area, often focused on the site itself, or affects a small proportion of the landscape receptor.
Negligible extent of landscape change	The change will affect only a negligible extent of the landscape receptor under consideration.

A.1.2.8 Duration and Reversibility of Change

The duration of the landscape change is categorised in Table A7 below, which considers whether the change will be permanent and irreversible or temporary and reversible.



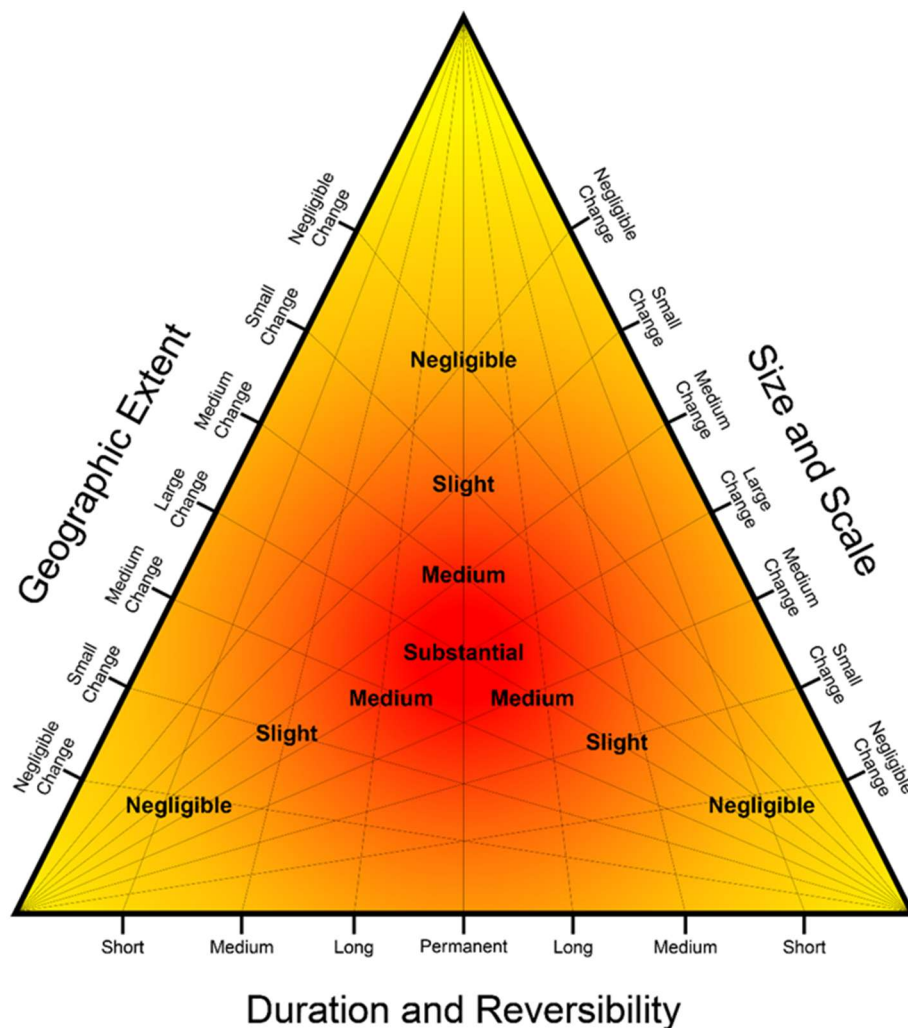
Table A7: Magnitude of Landscape Change: Duration and Reversibility

Category	Description
Permanent/Irreversible	Effects that are deemed to be irreversible.
Long term reversible	Effects that last for over 10 years and are theoretically reversible.
Medium term reversible	Effects that will last up to 10 years and are theoretically reversible.
Temporary/Short term reversible	Effects that will last from 0 to 5 years – likely to include construction effects.

A.1.2.9 Deciding on Overall Magnitude of Landscape Change

The relationships between the three factors that contribute to assessment of the magnitude of landscape effects are illustrated graphically, as a guide, in Figure A2 below. Various combinations are possible and the overall magnitude of each effect is judged on merit rather than by formulaic application of the relationships in the figure.

Figure A2: Determining the Magnitude of Landscape Change



A.1.2.10 Assessment of Landscape Effects

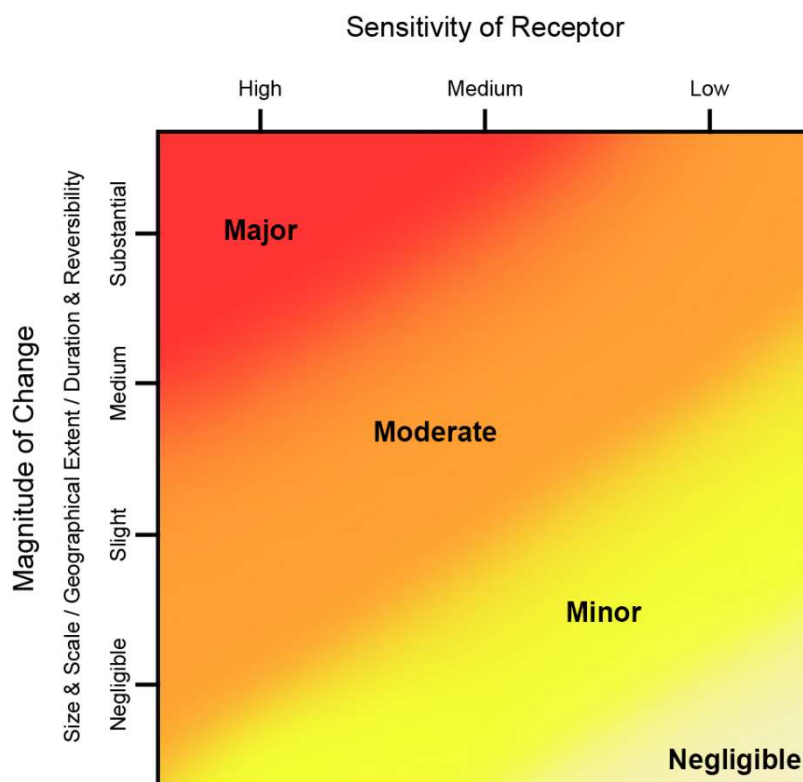
The assessment of overall landscape effects is defined in terms of the relationship between the sensitivity of the landscape receptors and the magnitude of the change. Figure A3 below



summarises the nature of the relationship but it is not formulaic. Judgements are made about each landscape effect using this figure as a guide.

Major and Major/Moderate effects are regarded as important planning considerations in landscape and visual appraisals (or significant effects in landscape and visual impact assessments). Moderate effects are not generally considered to be important planning considerations/significant effects, although the assessor may conclude that some moderate effects could constitute significant effects in certain circumstances: for example, there may be a concentration of several moderate effects in one location, or a moderate effect may occur for a particularly sensitive receptor or be of a particularly high magnitude.

Figure A3: Assessment of Landscape Effects



A.1.3 Visual Effects

Visual effects are the effects of change and development on the views available to people and their visual amenity. Visual receptors are the people whose views may be affected by the proposed development. They generally include users of public rights of way or other recreational facilities or attractions; travellers who may pass through the study area because they are visiting, living or working there; residents living in the study area, either as individuals or, more often, as a community; and people at their place of work.

- Communities within settlements (i.e. towns, villages and hamlets);
- Residents of individual properties and clusters of properties;
- People using nationally designated or regionally promoted footpaths, cycle routes and bridleways and others using areas of Open Access Land agreed under the Countryside and Rights of Way Act 2000;



- Users of the local public rights of way (PRoW) network;
- Visitors at publicly accessible sites including, for example, gardens and designed landscapes, historic sites, and other visitor attractions or outdoor recreational facilities where the landscape or seascape is an important part of the experience;
- Users of outdoor sport and recreation facilities;
- Visitors staying at caravan parks or camp sites;
- Road users on recognised scenic or promoted tourist routes;
- Users of other roads;
- Rail passengers;
- People at their place of work.

LI TGN 2024/01 states at section 6(1) that visual assessment should focus on the way that communities experience views from public locations. It notes that “*views from houses and individual properties are a matter of private amenity, noting that it is an established planning principle that there is no right to a view*”.

Judging visual effects requires a methodical assessment of the sensitivity of the visual receptors to the proposed development and the magnitude of effect which would be experienced by each receptor.

Viewpoints are chosen, in discussion with the competent authority and other stakeholders and interested parties, for a variety of reasons but most commonly because they represent views experienced by relevant groups of people.

A.1.3.1 Visual Sensitivity

Sensitivity of visual receptors is assessed by combining an assessment of the susceptibility of visual receptors to the type of change which is proposed with the value attached to the views. (GLVIA3, paragraph 6.30).

A.1.3.2 Value Attached to Views

Different levels of value are attached to the views experienced by particular groups of people at particular viewpoints. Assessment of value takes account of a number of factors, including:

- Recognition of the view through some form of planning designation or by its association with particular heritage assets; and
- The popularity of the viewpoint, in part denoted by its appearance in guidebooks, literature or art, or on tourist maps, by information from stakeholders and by the evidence of use including facilities provided for its enjoyment (seating, signage, parking places, etc.); and
- Other evidence of the value attached to views by people including consultation with local planning authorities and professional assessment of the quality of views.

The assessment of the value of views is summarised in Table A8 below. These criteria are provided for guidance only.



Table A8: Criteria Considered in assessing the Value Attached to Views

Value	Criteria
High	Views from nationally (and in some cases internationally) known viewpoints, which: have some form of planning designation; or are associated with internationally or nationally designated landscapes or important heritage assets; or are promoted in sources such as maps and tourist literature; or are linked with important and popular visitor attractions where the view forms a recognised part of the visitor experience; or have important cultural associations. Also may include views judged by assessors to be of high value.
Medium	Views from viewpoints of some importance at regional or local levels, which: have some form of local planning designation associated with locally designated landscapes or areas of equivalent landscape quality; or are promoted in local sources; or are linked with locally important and popular visitor attractions where the view forms a recognised part of the visitor experience; or have important local cultural associations. Also may include views judged by the assessors to be of medium value.
Low	Views from viewpoints which, although they may have value to local people: have no formal planning status; or are not associated with designated or otherwise high quality landscapes; or are not linked with popular visitor attractions; or have no known cultural associations. Also may include views judged by the assessors to be of low value.

A.1.3.3 Susceptibility of Visual Receptors to Change

The susceptibility of different types of people to changes in views is mainly a function of:

- The occupation or activity of the viewer at a given viewpoint; and
- The extent to which the viewer's attention or interest be focussed on a particular view and the visual amenity experienced at a given view.

As LI TGN 2024/01 states at section 6(2), “*visual susceptibility is not influenced by the development type, which would be assessed as part of the magnitude of effect*”.

The susceptibility of different groups of viewers is assessed with reference to the guidance in Table A9 below. However, as noted in GLVIA3 “*this division is not black and white and in reality there will be a gradation in susceptibility to change*”. Therefore, the susceptibility of each group of people affected is considered for each project and assessments are included in the relevant text in the report.



Table A9: Visual Receptor Susceptibility to Change

Susceptibility	Criteria
High	Residents; People engaged in outdoor recreation where their attention is likely to be focused on the landscape and on particular views; Visitors to heritage assets or other attractions where views of the surroundings are an important part of the experience; Communities where views contribute to the landscape setting enjoyed by the residents.
Medium	Travellers on scenic routes where the attention of drivers and passengers is likely to be focused on the landscape and on particular views. People engaged in outdoor sport or recreation, which may involve appreciation of views e.g. users of golf courses.
Low	People engaged in outdoor sport or recreation, which does not involve appreciation of views; People at their place of work whose attention is focused on their work Travellers, where the view is incidental to the journey.

A.1.3.4 Defining Sensitivity

The sensitivity of visual receptors is defined in terms of the relationship between the value of views and the susceptibility of the different receptors to the proposed change. Figure A4 below summarises the nature of the relationship; it is not formulaic and only indicates general categories of sensitivity. Judgements are made on merit about each visual receptor, with the table below only serving as a guide. Table A10 sets down the main categories that may occur but again it is not comprehensive and other combinations may occur.

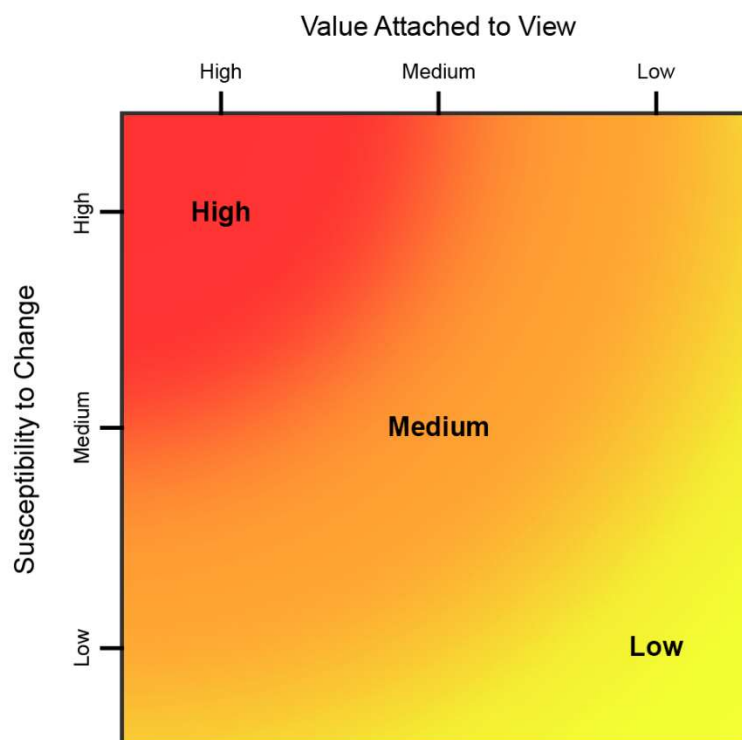
Table A10: Example Levels of Sensitivity defined by Value and Susceptibility of Visual Receptors

Sensitivity	Examples
High	The visual receptor group is highly susceptible to changes in views and visual amenity and relevant views are of high value OR The visual receptor group has a medium level of susceptibility to changes in views and visual amenity and relevant views are of high value OR The visual receptor group is highly susceptible to changes in views and visual amenity and relevant views are of value at the medium level.
Medium	The visual receptor group is highly susceptible to changes in views and visual amenity and relevant views are of value at the low level OR The visual receptor group has a medium level of susceptibility to changes in views and visual amenity and relevant views are of value at the medium level OR The visual receptor group has a low level of susceptibility to changes in views and visual amenity and relevant views are of value at the high level.
Low	The visual receptor group has a medium level of susceptibility to changes in views and visual amenity and relevant views are of value at the low level OR



Sensitivity	Examples
	The visual receptor group has a low level of susceptibility to changes in views and visual amenity and relevant views are of value at the medium level OR The visual receptor group has a low level of susceptibility to changes in views and visual amenity and relevant views are of value at the low level.

Figure A4: Levels of Sensitivity Defined by Value attached to View and Susceptibility of Visual Receptor Groups



A.1.3.5 Magnitude of Visual Change

The magnitude of visual change is established by assessing the size or scale of change, the geographical extent of the area influenced and the duration and potential reversibility of the change. LI TGN 2024/01 states at section 3(3) that *“it is likely that size/scale of effect will be the most important factor, with geographical extent and duration/reversibility considered as ‘modifiers’”*.

A.1.3.6 Size and Scale of Change

The criteria used to assess the size and scale of visual change at each viewpoint are as follows:

- the scale of the change in the view with respect to the loss or addition of features in the view, changes in its composition, including the proportion of the view occupied by the proposed development and distance of view;
- the degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and



characteristics in terms of factors such as form, scale and mass, line, height, colour and texture; and

- the nature of the view of the proposed development, for example whether views will be full, partial or glimpses or sequential views while passing through the landscape.

The above criteria are summarised in the Table A11 below.

Table A11: Magnitude of Visual Change: Size/Scale of Change

Category	Criteria
Large visual change	The proposed development will cause a complete or large change in the view, resulting from the loss of important features in or the addition of significant new ones, to the extent that this will substantially alter the composition of the view and the visual amenity it offers.
Medium visual change	The proposed development will cause a clearly noticeable change in the view, resulting from the loss of features or the addition of new ones, to the extent that this will alter to a moderate degree the composition of the view and the visual amenity it offers. Views may be partial/intermittent.
Small visual change	The proposed development will cause a perceptible change in the view, resulting from the loss of features or the addition of new ones, to the extent that this will partially alter the composition of the view and the visual amenity it offers. Views may be partial only.
Negligible visual change	The proposed development will cause a barely perceptible change in the view, resulting from the loss of features or the addition of new ones, to the extent that this will barely alter the composition of the view and the visual amenity it offers. Views may be glimpsed only.
No change	The proposed development will cause no change to the view.

A.1.3.7 Geographical Extent of Change

The geographical extent of the visual change identified at representative viewpoints is assessed by reference to a combination of the Zone of Theoretical Visibility (ZTV), where this has been prepared, and field work, and consideration of the criteria in Table A12 below. Representative viewpoints are used as 'sample' points to assess the typical change experienced by different groups of visual receptors at different distances and directions from the proposed development. The geographical extent of the visual change is judged for each group of receptors: for example, people using a particular route or public amenity, drawing on the viewpoint assessments, plus information about the distribution of that particular group of people in the Study Area.

LI TGN 2024/01 states at section 6(8) that geographic extent should primarily refer to the extent of the viewing area that is affected (for example the length of a footpath or the proportion of a community).

Thus, low levels of change identified at representative viewpoints may be extensive or limited in terms of the geographical area they are apparent from: for example, a view of the proposed development from elevated Access Land may be widely visible from much or all of the accessible area, or may be confined to a small proportion of the area. Similarly, a view from a public footpath may be visible from a single isolated viewpoint, or over a prolonged stretch of the route. Community views may be experienced from a small number of dwellings, or affect numerous residential properties.



Table A12: Magnitude of Visual Change: Geographical Extent of Change

Category	Description
Large extent of visual change	The proposed development is seen by the group of receptors in many locations across the Study Area or from the majority of a linear route and/or by large numbers of viewers; or the effect on the specific view(s) is extensive.
Medium extent of visual change	The proposed development is seen by the group of receptors from a medium number of locations across the Study Area or from a medium part of a linear route and/or by a medium number of viewers; or the effect on the specific view is moderately extensive.
Small extent of visual change	The proposed development is seen by the group of receptors at a small number of locations across the Study Area or from only limited sections of a linear route and/or by a small number of viewers; or the effect on a specific view is small.
Negligible extent of visual change	The proposed development is either not visible in the Study Area or is seen by the receptor group at only one or two locations or from a very limited section of a linear route and/or by only a very small number of receptors; or the effect on the specific view is barely discernible.

A.1.3.8 Duration and Reversibility of Change

The duration of the visual change at viewpoints is categorised in Table A13 below, which considers whether views will be permanent and irreversible or temporary and reversible.

Table A13: Duration and Reversibility

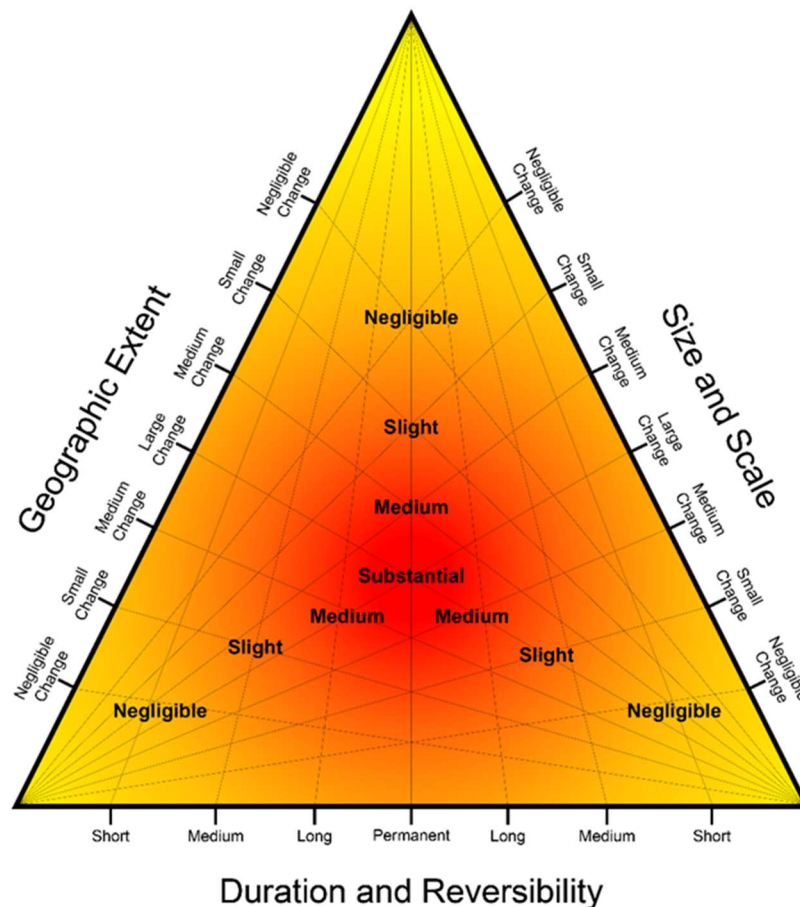
Category	Description
Permanent/ Irreversible	Effects that are deemed to be irreversible.
Long term reversible	Effects that last for over 10 years and are theoretically reversible.
Medium term reversible	Effects that will last up to 10 years and are theoretically reversible.
Temporary/Short term reversible	Effects that will last from 0 to 5 years – likely to include construction effects.

A.1.3.9 Deciding on Overall Magnitude of Visual Change

The relationships between the three factors that contribute to assessment of the magnitude of visual effects are illustrated graphically, as a guide, in Figure A5, below. Various combinations are possible and the overall magnitude of each effect is judged on merit rather than by formulaic application of the relationships in the figure.



Figure A5: Determining the Magnitude of Visual Change



A.1.3.10 Assessment of Visual Effects

The assessment of visual effects is defined in terms of the relationship between the sensitivity of the visual receptors (value and susceptibility) and the magnitude of the change. Figure A6 below summarises the nature of the relationship but it is not formulaic and only indicates broad levels of effect. Judgements are made about each visual effect using this figure as a guide.

Major and Major/Moderate effects are regarded as important planning considerations in landscape and visual appraisals (or significant effects in landscape and visual impact assessments). Moderate effects are not generally considered to be important planning considerations/significant effects, although the assessor may conclude that some moderate effects could constitute significant effects in certain circumstances: for example, there may be a concentration of several moderate effects in one location, or a moderate effect may occur for a particularly sensitive receptor or be of a particularly high magnitude.



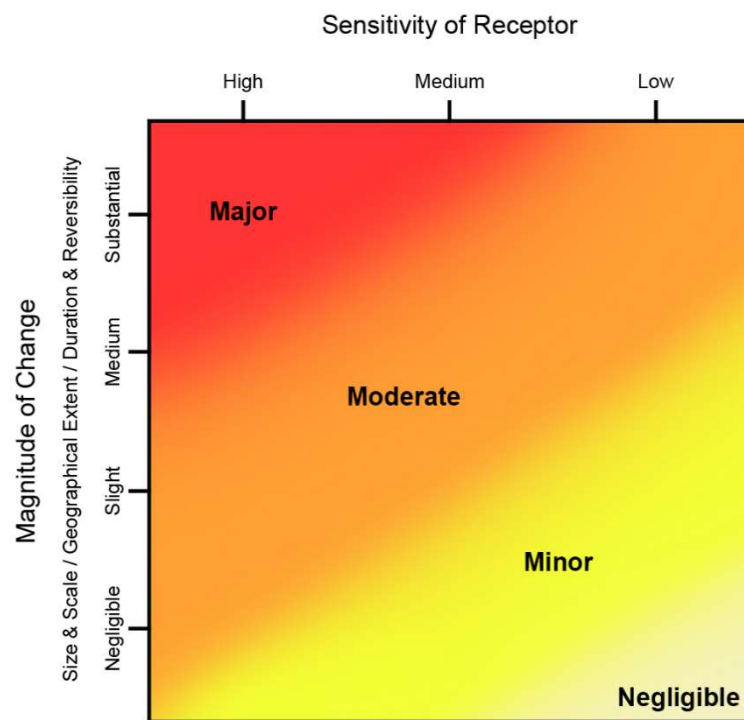
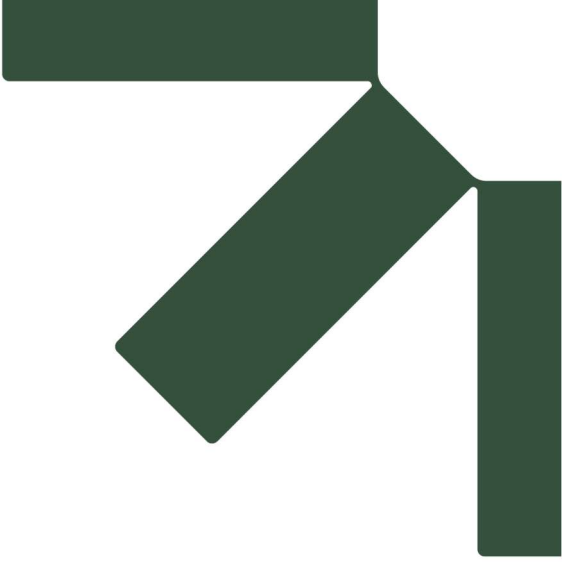


Figure A6: Assessment of Visual Effects





Appendix B Assessment of Potential Landscape Effects

Land West of Westbury Road, Warminster, Wiltshire

BDW Trading Limited

SLR Project No.: 403.066266.00001

26th August 2025

The following tables set out the sensitivity of the landscape receptors to the proposed development, and the magnitude of landscape effects that those receptors would experience as a result of the proposed development. A commentary on the significance of landscape effects is also included in this section.

These tables should be read in conjunction with section 4.0 of the report, which provides a full explanation of the potential landscape effects of the development.

Table B-1: Landscape Value - Evaluation of the Value of the Site and its Immediate Context in accordance with Table 1 of “Assessing Landscape Value – a Technical Guidance Note” (TGN 02/21, Landscape Institute).

Factor	Assessment	Notes
Natural Heritage	Low	The site and its locality possess no distinctive ecological features.
Cultural Heritage	Low	The site and its locality possess no identified heritage features.
Landscape condition	Community	The framework of hedgerows is evident, but has been cut to a low level and is also often breached. Influence from the settlement edge to the west and lesser extent south, as well as transport corridors to the west, east and north, introduce intrusive built form, light and movement. However, there are open views to escarpments to the east and north-east as well as glimpses of Cley Hill to the west.
Associations	Low	The application site itself has no associations with art, literature or events.
Distinctiveness	Low/Community	The heavy influence of settlement and transport routes means that this part of the Warminster Terrace character area is less distinctive, and views towards Cley Hill are limited. However, there are some distinctive views towards the wooded escarpment of Arn Hill Down.
Recreational	Community	There is no formal access to the application site, other than by crossing the site on footpath WARM18
Perceptual (Scenic)	Low/Community	Detractive elements introduced by the industrial estate to the west, as well as transport corridors to the west, north and east. However, some attractive long views particularly to the escarpment of Arn Hill Down and Upton Cow Down to the north and east.
Perceptual (Wilderness and tranquillity)	Low/Community	The openness of the fields will be valued by those on the settlement edge and those approaching the settlement on Westbury Road. However there is a strong sense that this site is on the settlement edge and close to busy transport routes.
Functional	Local Authority	The landscape within the site provides part of a wider network of hedgerows, trees and farmland that supports biodiversity and contributes to the healthy functioning of the landscape, but this does not mean that the landscape of the site is of any greater value than parts of the wider countryside of the Warminster Terrace. The application site is a minimum of approximately 2.5km from Cley Hill, the nearest part of the National Landscape. There are views across the site towards Cley Hill, and the site also forms a small part of a broad panorama over Warminster and the surrounding hills seen from Cley Hill.

In summary the value of the application site and its immediate context is therefore assessed as being of **Low/Community** level. The National Landscape is of **National** value, and the Special Landscape Area is of **Local Authority** value.



Table B-2: Assessment of Sensitivity of Landscape Receptors

Landscape Receptors	Value	Susceptibility	Sensitivity	Notes
Individual Elements and Features				
Open arable and pasture fields with influence from the existing settlement edge and transport corridors	Low/ Community	High/Medium	Medium	Whilst open fields are inherently susceptible to built development, the proposed development area is already partially influenced by the proximity of existing housing to the south, built form in the industrial estate to the west, and also by well-used transport routes to the west, north and east.
Network of hedgerows	Low/ Community	Medium	Medium/Low	Structural vegetation forms an important part of local character, but the proposed development would retain the majority of existing trees and hedgerows, and would seek to augment this with further planting.
Long views to Greensand Hills, Cley Hill and much closer views of Arn Hill Down	Low/ Community	Medium	Medium/Low	Long views to steep escarpments are an important characteristic of the Warminster Terrace area. However, given the low-lying elevation of the site, and the potential to retain long views given the low density of the development, there is potential to retain many of these views.
Aesthetic and Perceptual Aspects				
Open, medium scale	Low/ Community	High/Medium	Medium	Openness is characteristic of this landscape, with long views to escarpments and low clay ridges. Housing has potential to introduce enclosure and smaller scale landscape. However, given the relatively low elevation of the site and the low density nature of the proposed development
Simple and still with influence from peripheral diversity and movement	Low/ Community	High/Medium	Medium	Whilst the simplicity and stillness of the existing fields are inherently susceptible to residential development, the influence of existing structure to the south and particularly the west of the site, combined with the influence of movement, noise and light from transport corridors to the west, north and east of the site, means that the site is already partly characterised by movement, noise and built form.
Overall Character				



Landscape Receptors	Value	Susceptibility	Sensitivity	Notes
Localised area of Warminster Terrace character area (extending northwards to Upton Scudamore, eastwards to Arn Hill Down and westwards to Cley Hill)	Low/ Community	Low	Medium/Low	This area is partially characterised by influence from the settlement edge and busy transport routes, and the proposed site is adjacent to the existing settlement edge to the west and south.
Salisbury Plain West (in particular Arn Hill Down and Upton Cow Down)	Local Authority	Low	Medium/Low	Whilst these areas are inherently susceptible to built form, the proposed development would have no direct effects on these landscapes, and any visual effects would be seen in the context of the existing settlement.
Cranborne Chase and West Wiltshire Downs National Landscape (in particular Cley Hill)	National	Low	Medium	Whilst this area is inherently susceptible to built form, the proposed development would have no direct effects on the National Landscape, and visual effects would be reduced both by distance and the intervening northern edge of Warminster, particularly now that the WUE is under construction.



Table B-3: Assessment of Magnitude of Landscape Change

Landscape Receptors	Size and Scale	Geographical Extent	Duration/ Reversibility	Magnitude	Notes
Individual Elements and Features					
Open arable and pasture fields with influence from the existing settlement edge and transport corridors	Large/Medium	Small	Permanent	Substantial/Medium	There would be a large/medium scale of change to this receptor: although built form and new roads would be introduced to the existing open arable fields, the area is already influenced by existing buildings to the west and south, and by transport corridors to the west, north and east. The extent of this change would extend over only three small arable fields.
Network of hedgerows	Small	Small	Permanent	Slight	Small breaches in the existing hedgerows would be required to gain access between parcels and also to provide access to Westbury Road. However all other sections of hedgerow would be not only conserved but also reinforced with further native shrub planting as well as hedgerow standards.
Long views to Greensand Hills, Cley Hill and much closer views of Arn Hill Down	Medium	Small	Permanent	Medium	Whilst some long views would be screened by new homes, it would continue to be possible to obtain vistas towards Arn Hill Down along proposed greenways as shown on the masterplan. Due to the relatively low level of the site, views from footpaths WARM26 and WARM27 towards Cley Hill would not be obstructed by the proposed development. Similarly, the proposed masterplan shows no built form to the west of WARM18, which crosses the site, and consequently glimpsed views towards Cley Hill would still be possible from this footpath.
Aesthetic and Perceptual Aspects					
Open, medium scale	Medium	Small	Permanent	Medium	The degree of enclosure would increase on site due to the introduction of new built form. However, due to the relatively low elevation of the site there would still be open



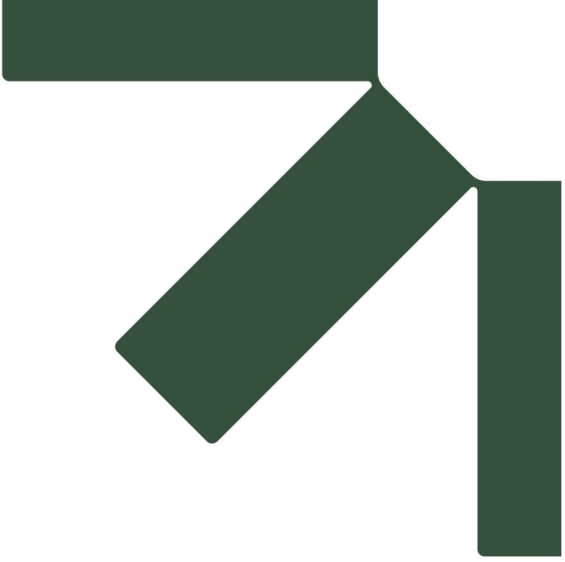
Landscape Receptors	Size and Scale	Geographical Extent	Duration/ Reversibility	Magnitude	Notes
					views over the proposed development between Cley Hill and Arn Hill Down. The overall sense of an open landscape would not, therefore, be undermined.
Simple and still with influence from peripheral diversity and movement	Medium	Small	Permanent	Medium	The proposed development would introduce diverse forms and colours, as well as new texture and forms. However, the site is already influenced by diverse forms in the industrial estate to the west, as well as by movement and noise on Westbury Road and to a lesser extent the A350.
Overall Character					
Localised area of Warminster Terrace character area (extending northwards to Upton Scudamore, eastwards to Arn Hill Down and westwards to Cley Hill)	Small	Small	Permanent	Slight	The change in character would be limited to a small extension of existing built form which does not extend further north than the existing industrial estate, to the west. Open fields would be retained to the north of the settlement and also between the A350 and Upton Scudamore.
Salisbury Plain West (in particular Arn Hill Down and Upton Cow Down)	Small	Small	Permanent	Slight	There would be no direct changes to these parts of the character area. The proposed development would be clearly visible from both locations, but would be seen in the context of - and would extend no further north than - the existing industrial estate.
Cranborne Chase and West Wiltshire Downs National Landscape (in particular Cley Hill)	Negligible	Small	Permanent	Slight/Negligible	There would be no direct changes to Cley Hill or its context, or any other parts of the National Landscape. The proposed development would be visible from the top of Cley Hill, but would be seen in the context of - and would extend no further north than - the existing industrial estate. Once the WUE has been fully built out this will form the middle ground of views from Cley Hill, and the proposed development would therefore become an even smaller element of the visible settlement.



Table B-4: Assessment of Landscape Effects

Landscape Receptors	Sensitivity	Magnitude	Landscape Effects (Bold type = Important effect)	Nature of Effect (Positive, Neutral or Negative)
Individual Elements and Features				
Open arable and pasture fields with influence from the existing settlement edge and transport corridors	Medium	Substantial/Medium	Major/Moderate	Negative
Network of hedgerows	Medium/Low	Slight	Moderate/Minor	Negative, becoming Positive
Long views to Greensand Hills, Cley Hill and much closer views of Arn Hill Down	Medium/Low	Medium	Moderate/Minor	Negative
Aesthetic and Perceptual Aspects				
Open, medium scale	Medium	Medium	Moderate	Negative
Simple and still with influence from peripheral diversity and movement	Medium	Medium	Moderate	Negative
Overall Character				
Localised area of Warminster Terrace character area (extending northwards to Upton Scudamore, eastwards to Arn Hill Down and westwards to Cley Hill)	Medium/Low	Slight	Moderate/Minor	Negative
Salisbury Plain West (in particular Arn Hill Down and Upton Cow Down)	Medium/Low	Slight	Moderate/Minor	Negative
Cranborne Chase and West Wiltshire Downs National Landscape (in particular Cley Hill)	Medium	Slight/Negligible	Minor	Neutral





Appendix C Assessment of Potential Visual Effects

Land West of Westbury Road, Warminster, Wiltshire

BDW Trading Limited

SLR Project No.: 403.066266.00001

26th August 2025

The following tables assess the sensitivity of visual receptors to the proposed development and the magnitude of visual effects that those receptors would experience as a result of the proposed development, for each of the representative viewpoints.

In assessing the magnitude, the effects immediately following completion of construction have been assessed, with proposed landscape planting established but at an early stage in development (less than 3 metres for transplanted trees and shrubs, less than 5 metres for trees planted as semi-mature stock, such as street trees).

These tables should be read in conjunction with section 5.0 of this report, which provides a full explanation of the potential visual effects of the development for each of the visual receptor groups (for example residents, walkers, vehicle users, etc.).



Table C-1: Analysis of Sensitivity of Viewpoints/Visual Receptors at Representative Viewpoints

Viewpoint	Value Attached to View	Potential Receptors	Susceptibility of Receptors	Overall Sensitivity	Notes
1. Westbury Road, southern end of site	Medium	Vehicle Users Residents	Low High	Medium/ Low High/ Medium	Gateway to settlement on well-used road, at edge of SLA. No footway. Also represents views from a small number of residential properties.
2. Footpath WARM27, immediately to the east of the site	Medium	Walkers	High	High/ Medium	Footpath within the SLA offering filtered views towards Cley Hill and the northern settlement edge.
3. Footpath WARM26, Arn Hill Down	Medium	Walkers	High	High/ Medium	Footpath within the SLA affording open, panoramic views towards Cley Hill, the National Landscape and Upton Scudamore. Also benches facing direction of view.
4. Footpath WARM27, east of site	Medium	Walkers	High	High/ Medium	Footpath within the SLA offering filtered views towards Cley Hill.
5. Byway WARM28, east of site	Medium	Walkers/ Cyclists/ riders	High High	High/ Medium High/ Medium	Byway within the SLA affording open views towards Cley Hill, the National Landscape and the northern settlement edge.
6. Junction between WARM28 and Westbury Road, east of site	Medium	Walkers Vehicle Users	High Low	High/ Medium Medium/ Low	Byway within the SLA affording open views towards Cley Hill, the National Landscape and the northern settlement edge.



Viewpoint	Value Attached to View	Potential Receptors	Susceptibility of Receptors	Overall Sensitivity	Notes
7. Westbury Road, northern end of site	Low	Vehicle Users	Low	Low	Well-used 50mph road without footways
8. Northern end of footpath WARM 18, at edge of site	Medium	Walkers	High	High/ Medium	Public footpath with open views towards the northern edge of the settlement.
9. Southern end of footpath WARM 18, at edge of site adjacent on railway embankment	Medium	Walkers	High	High/ Medium	Public footpath with open views towards the northern edge of the settlement and Arn Hill Down.
10. Arn View, west of the railway line	Medium	Residents Walkers	High High	High/ Medium High/ Medium	Public footpath and with facing residential properties.
11. Mid Wilts Way, Cley Hill, within AONB	High	Walkers	High	High	Regional trail at iron age fort managed by National Trust, with public access. Within National Landscape. Panoramic views across Warminster.
12. A350, at junction with Upton Scudamore road	Low	Vehicle Users	Low	Low	Well-use road without footways.
13. St Mary the Virgin Church, Upton Scudamore	Medium	Walkers/ Visitors	High	High/ Medium	Publicly accessible churchyard at grade II* listed church, with panoramic views towards settlement edge of Warminster.



Viewpoint	Value Attached to View	Potential Receptors	Susceptibility of Receptors	Overall Sensitivity	Notes
14. Footpath USCU2, west of Upton Scudamore	Medium	Walkers	High	High/ Medium	Footpath with panoramic views towards settlement edge of Warminster and Cley Hill.
15. Minor Road near Manor Farm, Upton Scudamore	Low	Walkers Vehicle Users Residents	High Low High	Medium Low Medium	Oblique views from minor road without footway. Facing residential development (Manor Farm)
16. Mid Wilts Way on Upton Cow Down	Medium	Walkers (and cyclists and riders)	High	High/ Medium	Regional trail in SLA with panoramic views towards Warminster and National Landscape.
17. Footpath WARM15, near Furnax Lane	Low	Walkers	High	Medium	Truncated footpath in industrial estate.



Table C-2: Analysis of Magnitude of Visual Change at Representative Viewpoints

Viewpoint	Size and Scale of Change	Geographical Extent	Duration and Reversibility	Magnitude	Notes
1. Westbury Road, southern end of site	Large	Small	Permanent	Substantial/ Medium	New homes would be clearly visible behind the retained hedgerow in the foreground, and this would screen views towards the industrial estate and also glimpsed views of Cley Hill.
2. Footpath WARM27, immediately to the east of the site	Medium	Small	Permanent	Medium	The proposed development would be clearly visible, but would be viewed in the context of – and would not extend further north than – the existing industrial estate to the west and existing houses south and west of the site. Views to Cley Hill would be retained.
3. Footpath WARM26, Arn Hill Down	Small	Small	Permanent	Slight	The proposed development would be visible, but would be viewed in the context of – and would not extend further north than – the existing industrial estate to the west. Views to Cley Hill and the Greensand Hills in the National Landscape would be retained.
4. Footpath WARM27, east of site	Small/Negligible	Small	Permanent	Slight	The proposed development would be glimpsed, but would be viewed in the context of – and would not extend further north than – the existing industrial estate to the west. Views to Cley Hill and the Greensand Hills would be retained.
5. Byway WARM28, east of site	Medium	Small	Permanent	Medium/Slight	The proposed development would be visible in front of houses on the existing settlement edge. New development would be viewed in the context of – and would not extend further north than – the existing industrial estate to the west. Views to Cley Hill and the distant Greensand Hills would be retained.
6. Junction between WARM28 and Westbury Road, east of site	Small/Negligible	Small	Permanent	Slight	The proposed development would be glimpsed, but would be viewed in the context of – and would not extend further north than – the existing industrial estate to the west.



Viewpoint	Size and Scale of Change	Geographical Extent	Duration and Reversibility	Magnitude	Notes
					Views to Cley Hill and the Greensand Hills would be retained.
7. Westbury Road, northern end of site	Medium	Medium	Permanent	Medium	New homes would be visible to the right of New Farm, in front of the existing settlement edge. New development would not extend further north than, and would be at a lower level than, the existing industrial estate at the right of the view. New homes would be on the skyline close to Westbury Road, but be below the skyline at the western edge of the site. New tree planting along the hedgerow along the northern edge of the development would gradually reduce visibility of new homes, although filtered views towards first floor windows and roof planes are likely to remain.
8. Northern end of footpath WARM 18, at edge of site	Medium	Small	Permanent	Medium/Slight	New homes would be visible to the right of New Farm, but would not extend further north than, and would be at a lower level than, the existing industrial estate at the right of the view. New homes would be on the skyline close to Westbury Road, but be below the skyline at the western edge of the site. New tree planting along the hedgerow along the northern edge of the development would gradually reduce visibility of new homes, although filtered views towards first floor windows and roof planes are likely to remain.
9. Southern end of footpath WARM 18, at edge of site adjacent on railway embankment	Large	Small	Permanent	Substantial/ Medium	New homes would be clearly visible in the foreground of this view. A vista along the existing hedgerow to Arn Hill Down would be retained. Once new planting along the western edge of the development has established, visibility of new housing would be reduced, although filtered views of first floor windows and roof planes would remain.
10. Arn View, west of the railway line	Negligible	Small	Permanent	Slight/Negligible	In the short to medium term there would be glimpsed views of roof planes through gaps in the existing



Viewpoint	Size and Scale of Change	Geographical Extent	Duration and Reversibility	Magnitude	Notes
					vegetation in the winter months. Once the proposed planting along the western edge of the development has established views of new homes would be almost entirely screened.
11. Mid Wilts Way, Cley Hill, within AONB	Small	Small	Permanent	Slight	The proposed development would be visible beyond the industrial estate, and would not extend further north than these existing buildings. The development would represent a very small scale change to the overall area of visible settlement, particularly once the WUE is fully built out.
12. A350, at junction with Upton Scudamore road	Small	Small	Permanent	Slight	New homes would be visible to the right of New Farm, in front of the existing visible settlement edge. New homes would appear below the skyline from this perspective. New tree planting along the hedgerow at the northern edge of the development would gradually reduce visibility of new homes, although filtered views towards first floor windows and roof planes are likely to remain.
13. St Mary the Virgin Church, Upton Scudamore	Small/Negligible	Small	Permanent	Slight	New homes would be visible to the right of New Farm, but would not extend further north than, and would be at a lower level than, the existing industrial estate at the right of the view. New homes would appear below the skyline from this perspective. New tree planting along the hedgerow at the northern edge of the development would gradually reduce visibility of new homes, although filtered views towards first floor windows and roof planes are likely to remain.
14. Footpath USCU2, west of Upton Scudamore	Negligible	Small	Permanent	Slight/Negligible	New homes would be glimpsed to the right of New Farm, but would be below the skyline and at a lower level than the existing industrial estate at the right of the view. Much of the new housing would be screened by existing intervening vegetation. New tree planting along the hedgerow along the northern edge of the development



Viewpoint	Size and Scale of Change	Geographical Extent	Duration and Reversibility	Magnitude	Notes
					would further reduce visibility of new homes in the medium to long term.
15. Minor Road near Manor Farm, Upton Scudamore	Small	Small	Permanent	Slight	New homes would be seen to the right of New Farm, but would occupy on a small proportion of the total view and would replace existing views of the settlement edge. New homes would be below the skyline and at a lower level than the existing industrial estate at the right of the view. New tree planting along the hedgerow at the northern edge of the development would further reduce visibility of new homes in the medium to long term.
16. Mid Wilts Way on Upton Cow Down	Negligible	Small	Permanent	Slight/Negligible	New homes would be glimpsed to the left of the Crusader Park industrial estate, but would occupy a very small proportion of the view. Development would be below the skyline and at a lower level than the existing industrial estate at the right of the view.
17. Footpath WARM15, near Furnax Lane	Small	Small	Permanent	Slight	New homes would be glimpsed between industrial buildings and well below the wooded skyline of Arn Hill Down.



Table C-3: Assessment of Visual Effects at Representative Viewpoints

Viewpoint	Potential Visual Receptors	Sensitivity	Magnitude	Visual Effects (Year 1) (Bold type = Important Effect)	Nature of Effect (Negative, Positive, Neutral)
1. Westbury Road, southern end of site	Vehicle Users Residents	Medium/ Low High/ Medium	Substantial/Medium	Moderate Major/Moderate	Negative
2. Footpath WARM27, immediately to the east of the site	Walkers	High/ Medium	Medium	Major/Moderate	Negative
3. Footpath WARM26, Arn Hill Down	Walkers	High/ Medium	Slight	Moderate/Minor	Negative
4. Footpath WARM27, east of site	Walkers	High/ Medium	Slight	Moderate/Minor	Negative
5. Byway WARM28, east of site	Walkers/ Cyclists/ riders	High/ Medium High/ Medium	Medium/Slight	Moderate Moderate	Negative
6. Junction between WARM28 and Westbury Road, east of site	Walkers Vehicle Users	High/ Medium Medium/ Low	Slight	Moderate/Minor Minor	Negative
7. Westbury Road, northern end of site	Vehicle Users	Low	Medium	Moderate/Minor	Negative
8. Northern end of footpath WARM 18, at edge of site	Walkers	High/ Medium	Medium/Slight	Moderate	Negative



Viewpoint	Potential Visual Receptors	Sensitivity	Magnitude	Visual Effects (Year 1) (Bold type = Important Effect)	Nature of Effect (Negative, Positive, Neutral)
9. Southern end of footpath WARM 18, at edge of site adjacent on railway embankment	Walkers	High/ Medium	Substantial/ Medium	Major/Moderate	Negative
10. Arn View, west of the railway line	Residents Walkers	High/ Medium High/ Medium	Slight/Negligible	Minor	Negative
11. Mid Wilts Way, Cley Hill, within AONB	Walkers	High	Slight	Moderate	Negative
12. A350, at junction with Upton Scudamore road	Vehicle Users	Low	Slight	Minor	Negative
13. St Mary the Virgin Church, Upton Scudamore	Walkers/ Visitors	High/ Medium	Slight	Moderate/Minor	Negative
14. Footpath USCU2, west of Upton Scudamore	Walkers	High/ Medium	Slight/Negligible	Minor	Negative
15. Minor Road near Manor Farm, Upton Scudamore	Walkers Vehicle Users Residents	Medium Low Medium	Slight	Moderate/Minor Minor Moderate/Minor	Negative
16. Mid Wilts Way on Upton Cow Down	Walkers (and cyclists and riders)	High/ Medium	Slight/Negligible	Minor	Negative



Viewpoint	Potential Visual Receptors	Sensitivity	Magnitude	Visual Effects (Year 1) (Bold type = Important Effect)	Nature of Effect (Negative, Positive, Neutral)
17. Footpath WARM15, near Furnax Lane	Walkers	Medium	Slight	Moderate/Minor	Negative





Making Sustainability Happen