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1 INTRODUCTION

BACKGROUND AND SCOPE OF WORK

- 1.1 Incola Landscape planning has been appointed by Highgrove Group (Reading) Limited on behalf of PRZM Real Estate and Aldi Stores Ltd to provide landscape planning inputs to the proposals for the construction of a food store, drive-thru unit and EV charging hub on land to the south of London Road, Devizes, Wiltshire.
- 1.2 This Landscape and Visual Appraisal ('LVA') has been prepared to accompany a hybrid planning application, with a Class E food store, car parking, access, landscaping and associated engineering works being in full, and the drive-thru unit and EV charging hub being in outline, with all matters reserved except for access.
- 1.3 The detailed elements associated with the proposed Aldi store include soft landscape proposals, including new and replacement tree and hedgerow planting alongside London Road and Horton Road, as well as details of the elevations and materials for the construction of the food store.
- 1.4 Pre-application consultation with Wiltshire Council, including the Council's landscape officer requested that a LVA was prepared to allow an understanding of the impact of the proposed development upon the North Wessex Downs National Landscape.
- 1.5 This LVA has been prepared to demonstrate how the site and proposed development fit within the existing context of the site on the northeastern side of Devizes, adjacent to and contained by employment development and housing, as well as taking into account future consented development as part of an allocation for employment use within the adopted Core Strategy on land adjacent to, and including the subject site.

SITE CONTEXT

- 1.6 The site comprises approximately 1.12 hectares of brownfield land situated on the northeastern edge of Devizes, between London Road (A361) and Horton Road. The site, which is currently used as a motorcycle training facility comprises a strip of asphalt running alongside and accessed off London Road, and areas of hardstanding between London Road and Hopton Road with a number of small buildings present on site along the northwestern boundary adjacent to London Road. Cannings Hill garage (petrol station, car wash and car sales) lies to the west of the site, beyond which a roundabout forms the junction of the two roads.
- 1.7 The Hopton Industrial Estate, which is accessed off London Road on Waller Road, extends to the north and west of the site alongside London Road. The residential area of Northfields lies to the south of Horton Road, extending eastwards beyond the site to the edge of the town that is defined by recent housing development on Gandy Way.

- 1.8 To the east and south of the site, the land between Horton Road and London Road comprises grassland and scrub on the former MoD playing fields, wrapping around the site to include land on London Road to the northeast at the entrance to Devizes when approaching from the northeast.
- 1.9 Houses on Wellington Drive lie to the east beyond the former playing fields, combining with properties on Gandy Way to create a defined built edge to the town. A belt of mature hedgerows and trees separate the residential development at Wellington Drive and grassland to the northeast of the site from the wider agricultural landscape.
- 1.10 The former MoD playing fields and eastern part of the site alongside London Road are allocated within the adopted Wiltshire Core Strategy for employment land (Policy CS2). Outline permission for the development under reference PL/2022/00977 of up to 25,000 sqm of industrial, distribution and commercial development on the allocated land outside the site area was allowed at Appeal in February 2024.
- 1.11 The location and context of the site illustrated on **Plans 1 and 2** at the rear of this report and **Figure 1.1**.



Figure 1-1: Site Context - existing (extract of Plan 2)

- 1.12 The above factors serve to place the site within a peri-urban context within the built envelope of development on the northeastern edge of Devizes. With the development of the consented employment scheme on the eastern adjacent land, the site will be consumed into the built area of the town given its currently developed nature.

NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 1.13 The North Wessex Downs National Landscape lies to the north of the Hopton Industrial Estate on Roundway Hill, adjoining the built edge and solar farm and bounding London Road beyond. To the east, the National Landscape boundary is set back from the edge of Devizes, approximately 200m beyond the houses on Wellington Drive, and 600m from the site, beyond the allocation / consented development and hedgerows and trees defining the edge of the open countryside. To the south, beyond Northfields and the Kennet & Avon Canal, the National Landscape extends along the Wessex Ridgeway south of Coates Road, occupying the rising ground.
- 1.14 The extent of the National Landscape to the northeast of Devizes is illustrated on **Plan 1: Site Location**, and extract at **Figure 1.2** (shown by the dotted hatching) .



Figure 1-2: Site Location and North Wessex Downs National Landscape boundary (extract of Plan 1)

ASSESSMENT METHODOLOGY

- 1.15 This LVA has been undertaken in accordance with the following guidance:
- Guidelines for Landscape and Visual Impact Assessment, Third Edition, Landscape Institute and IEMA, 2013 (GLVIA);
 - Technical Guidance Note LITGN-2024-01 'Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA3)', August 2024, Landscape Institute;
 - An Approach to Landscape Character Assessment, Natural England and Christine Tudor, 2018;
 - Technical Guidance Note 02/11/'Assessing Landscape Value Outside National Designations', May 2021, Landscape Institute; and
 - Technical Guidance Note 06/19 'Visual Representation of Development Proposals', September 2019, Landscape Institute
- 1.16 Given the scale of the proposals, it is considered that this LVA provides an appropriate and concise assessment of the proposals, and it is not necessary to provide a full Landscape and Visual Impact Assessment ('LVIA'). This reflects the consultee response received from the Council's landscape officer (see below).
- 1.17 The approach taken in the preparation of this appraisal is appropriate and proportionate in the context of the professional guidance published by the Landscape Institute. The methodology employed by the LVIA is included at **Appendix 1** of this report.
- 1.18 A pre-application request was made to the Council to identify key issues associated with the proposals for the development of the site, identifying how they may be addressed and what information may be required to accompany the planning application.
- 1.19 Comments made by the Council's landscape officer are summarised below.

PRE-APPLICATION CONSULTATION

SETTING OF THE NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 1.20 The North Wessex Downs National Landscape is approximately 300m to the north of the site at its nearest point. Whilst the Hopton Industrial Estate sits between the site and the nearest part of the National Landscape, the site can still be considered as part of the setting of the designated landscape, as per NPPF paragraph 189 and Core Policy 51 (Landscape) of the adopted Wiltshire Core Strategy.

- 1.21 The landscape officer also highlights Section 85 of the Countryside and Right of Way Act, 2000 and paragraph 245 of the Levelling Up and Regeneration Act, 2023. These set out the statutory duties of authorities (including Local Planning Authorities) to:

"Seek to further the purpose of conserving and enhancing the natural beauty of the Area of Outstanding Natural Beauty."

- 1.22 This includes decision making for proposals that may affect the setting of a National Landscape (formerly AONB).

LANDSCAPE CHARACTER

- 1.23 The Hopton Park Industrial Estate north of the A361 (London Road) is relatively well screened with trees providing a "green gateway" into Devizes from the North Wessex Downs National Landscape when approached via London Road.
- 1.24 The development has the potential to urbanise this approach with car parking and the food store building in full view of the road unless tree planting is provided along the verge of the A361, softening the impact of the development on the setting of the National Landscape.

Western Forest

- 1.25 Wiltshire is part of the Western Forest national forest which aims to substantially increase tree canopy cover in its boundaries. Paragraph 152 of the NPPF notes that the aims and objectives of National Forests are a consideration in planning applications. The landscape officer strongly advises that any major development seeks to further the aims of the Western Forest through tree planting.
- 1.26 The landscape officer also highlights that the site lies within the Vale of Pewsey Landscape Character Area (LCA), with the district (Kennet) Landscape Charter Assessment, which when considering development sensitivities, recommends that:

"strong landscape 'edges' and structure need to be maintained or established around the fringes of the main settlements to enhance their settings, to minimise impacts on surrounding countryside and to prevent the coalescence of linear settlements, e.g. at the far western end of the Vale."

- 1.27 The published landscape character assessments that support the Core Strategy (Policy CS51) and its implementation are considered in detail at Section 3 of this LVA.

SCOPE OF ASSESSMENT

- 1.28 The landscape officer explicitly states that:

"I would be particularly keen to see a Landscape Visual Appraisal undertaken that concentrated on the most sensitive PROW BCAN 6 / 8 / 33 and DEV158 (Roundway White Horse) to understand the potential impact, particularly of the building mass, scale and roof line on the adjacent National Landscape.."

- 1.29 The comments go on to highlight the North Wessex Downs National Landscape document 'Guidance on the selection and use of colour in development', and the adjacent consented scheme (application ref. PL/2022/09770) where the roof profiles and cladding colours were designed and agreed with the Council: "... in recognition of the need to sensitively design the development to its location".
- 1.30 This LVA has been prepared to address the comments made by the landscape officer, with an emphasis on the views from Public Rights of Way within the North Wessex Downs National Landscape and the potential impacts of the development upon the setting of the designated landscape.
- 1.31 This has included the scoping of potential views through the preparation of a Zone of Theoretical Visibility ('ZTV') of the proposed development using LiDAR data and the proposed heights of the food store and drive thru unit.

SUPPORTING INFORMATION

- 1.32 Reference is made to the following information, which has been used to inform this LVA, including planning application material, policy documents and published landscape character assessments.

APPLICATION MATERIAL

- Proposed Site Plans and Elevations drawings
- Design and Access Statement
- Soft Landscape Proposals
- CGIs from London Road (see **Appendix 2** of this report)
- Montages from vantages within the National Landscape and London Road (see **Appendix 3**)

PLANNING DOCUMENTS AND GUIDANCE

- 1.33 Reference is made to the following planning policy documents and evidence base material that provide the policy context and published character assessments and guidance:

Policy Documents

- National Planning Policy Framework (NPPF), December 2024, updated February 2025
- Planning Practice Guidance
- Wiltshire Core Strategy, 2015

Evidence Base

- Wiltshire Landscape Character Assessment, 2025
- Kennet Landscape Character Assessment, 1999

North Wessex Downs National Landscape Publications

- North Wessex Downs AONB Management Plan 2025 - 2030
- North Wessex Downs AONB Integrated Landscape Character Assessment, 2002
- North Wessex Downs AONB Guidance on the selection and use of colour in development
- North Wessex Downs AONB Position Statement – Setting, 2019

STRUCTURE

1.34 This report is structured as follows:

- Review of designations and adopted policies within the Wiltshire Core Strategy, 2015;
- Review of the landscape context of the site including consideration of the setting of the North Wessex Downs National Landscape, a site specific assessment and review of published landscape character assessments;
- Review of the visual context of the site;
- Review of the Proposed Development describing how the scheme has been designed to respond to the landscape and visual context and setting of the National Landscape, with reference to accompanying material, including: Site Layout, Soft Landscape Proposals, Elevations, CGIs and photomontages from key views;
- Identification of landscape and visual receptors and their sensitivity to change associated with the proposals; and
- Assessment of likely landscape and visual effects, including consideration of the proposals as a standalone development and cumulative impacts alongside the consented development on the adjacent land. As part of the assessment, consideration is given to the setting of the North Wessex Downs National Landscape.

2 POLICY CONEXT AND DESIGNATIONS

DESIGNATIONS

- 2.1 The site is not situated within any landscapes designated at either a statutory, national level i.e. National Landscapes or non-statutory, local level (i.e. Special Landscape Areas (SLA)).
- 2.2 There are no Tree Preservation Orders (TPOs) within or adjacent to the site. The nearest TPOs are situated to the south of Horton Road.
- 2.3 The site is not within or adjacent to a Conservation Area and does not contain or lie in proximity of any Listed Buildings or locally listed heritage assets.

NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 2.1 The North Wessex Downs National Landscape lies approximately 300m from the site, beyond the Hopton Industrial Estate to the north, and 600m to the east on the rising land on the edges of the Downs. The extent of the National Landscape to the northeast of Devizes is illustrated on **Plan 1: Site Location**, and extract at **Figure 1.2** (shown by the dotted hatching).

The Setting of the North Wessex Downs National Landscape

- 2.2 As confirmed through the pre-application consultation, the Council's Landscape Officer considers the site to be within the setting of the National Landscape.
- 2.3 The National Planning Policy Framework (NPPF) places great weight on conserving and enhancing landscape and scenic beauty in National Landscapes, which have the highest status of protection in relation to these issues.¹ Whilst the site is not within the National Landscape, the NPPF states that:

"Development within their settings should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas."

- 2.4 The Planning Practice Guidance provides further clarity on how development within the setting of National Landscapes (formerly Areas of Outstanding Natural Beauty) should be dealt with, stating that:²

"Land within the setting of these areas often makes an important contribution to maintaining their natural beauty, and where poorly located or designed development can do significant harm. This is especially the case where long views from or to the designated landscape are identified as important, or where the landscape character of land within and

adjoining the designated area is complementary. Development within the settings of these areas will therefore need sensitive handling that takes these potential impacts into account."

North Wessex Downs AONB Position Statement – Setting, 2019

- 2.5 Prepared by the North Wessex Downs AONB Partnership, the position statement was prepared to assist in the preparation of planning applications and the decision making process. The statement clarifies that there is no defined boundary to the setting of the National Landscape, setting out at paragraph 4 that:

"The setting of the North Wessex Downs does not have a defined geographical boundary but it should be addressed as the area within which development and land management proposals, by virtue of their nature, size, scale, siting, materials or design can be considered to have an impact, either positive or negative, on the natural beauty and special qualities of the North Wessex Downs AONB".

- 2.6 This is also reflected by the definition of the Setting of the National Landscape as set-out within the glossary of the current AONB Management Plan 2025 – 2030³.

- 2.7 Examples of adverse impacts on the setting of the National Landscape identified by the position statement include:

- Development which would have a significant visual impact on views in or out of the National Landscape;
- Breaking the skyline, particularly when this is associated with developments that have a vertical emphasis and / or movement (i.e. chimneys, plumes and blades);
- Loss of tranquillity through the introduction or increase of lighting, noise, traffic movement or other environmental impact;
- Introduction of abrupt change of landscape character;
- Loss of biodiversity,
- Loss of features of historic and natural landscape interest;
- Change of use of land such that to cause harm to landscape character; and
- Development individually or cumulatively giving rise to significantly increased traffic flows to and from the National Landscape, resulting in a loss of tranquillity.

- 2.8 The statement recognises that impacts may not be visual, with tranquillity (a special quality of the National Landscape) potentially being affected by noisy development, even if not visible.

- 2.9 The position statement also sets the following measures to avoid harm to the setting of the North Wessex Downs, which the North Wessex Downs AONB Partnership expect schemes to incorporate:

- Care over orientation, site layout, height and scale of structures and buildings;

¹ National Planning Policy Framework, December 2024, updated 7 February 2025, paragraph 189

² Planning Practice Guidance, paragraph: 042 Reference ID: 8-042-20190721 Revision date: 21 07 2019

³North Wessex Downs National Landscape AONB Management Plan, 2025 – 2030, Glossary, page 148

- Consideration not just of the site but also the landscape and land uses around and beyond it;
 - Careful use of colours, materials and non-reflective surfaces;
 - Restraint and care over the installation and use of street lighting, floodlighting and other external lighting to prevent harm to the dark night skies of the National Landscape;
 - The grouping of new structures and buildings close to existing structures and buildings to avoid new expanses of development that are visible and out of context; and
 - Detailed mitigation measures, for example, including native landscaping.
- 2.10 Consideration is to be given to impacts on the setting of the National Landscape through landscape and visual assessment. This is covered within this LVA, drawing upon the above examples of adverse impacts and incorporation of measures to avoid harm that have been incorporated into the siting and design of the proposals for the new food store, drive-thru unit and EV charging hub.

2.11 The position statement concludes that⁴:

"It is considered that many issues in relation to new development within the setting of the North Wessex Downs AONB can be resolved through careful design, appropriate materials, location and layout and mitigation measures from landscape to use of minimal, well-directed and full cut-off street (and other external) lighting."

North Wessex Downs National Landscape AONB Management Plan 2025 – 2030

- 2.12 Whilst not a statutory document, the AONB Management Plan and associated policies are a material consideration when determining planning applications within the National Landscape and its setting.
- 2.13 The current Management Plan sets-out a vision for the North Wessex Downs and priorities for the Plan period, and includes a set of policies for various themes, including landscape.

Landscape Priority and Policies

2.14 In line with the statutory requirements, the landscape priority is to:

"Conserve and enhance the natural beauty, tranquillity and distinctive landscape character of the North Wessex Downs and its setting."

2.15 Landscape Policy LA06 requires that:

"All development in or affecting the setting of the National Landscape should conserve and enhance the character, valued qualities and heritage of the North Wessex Downs landscape."

The Landscape: Key Issues

- 2.16 At Chapter 3, the Management Plan sets-out a number of key issues with the potential to have significant influence on the National Landscape's Valued Qualities. These include:
- Pressure for development throughout the National Landscape and its setting that threatens the character and quality of its landscape and risks the merging of small settlements, expansion and encroachment by larger settlements, renewable energy and other infrastructures and changes to the scale and nature of development boundaries.
 - The potential for development beyond the National Landscape boundary, in the setting, to harm the protected landscape visually or in other ways, undermining the valued qualities of landscape character areas.
 - The dominance of roads, in particular the impact of traffic noise, external lighting, road signs, insensitive materials and clutter on landscape character and people's experience of the landscape as they travel through it.
 - The need to ensure woodland creation, new hedges, agro-forestry and other tree planting respect and reinforce landscape character and nature recovery priorities.
 - The need to protect visual amenity, in particular significant views and panoramas within, from and towards the protected landscape.
- 2.17 As summarised within the Management Plan, the North Wessex Downs Landscape Character Assessment classifies the National Landscape to the north, east and south of Devizes as being within the Vale of Pewsey Landscape Character Area (6a). This reflects the character assessed for the land outside of the National Landscape within the Wiltshire and Kennet Landscape Character Assessments.
- 2.18 The key characteristics, sensitivities and guidance for the Vale of Pewsey as identified by the various published assessments are detailed at Section 3 of this LVA when considering the landscape context. This includes consideration of land beyond the settlement within the setting of the National Landscape.

PUBLIC RIGHTS OF WAY

- 2.19 There are no Public Rights of Way or permissive paths within the application site. There are also no pavements or pedestrian / cycle lanes alongside London Road (A361) as it passes the site.
- 2.20 As illustrated on **Plans 1 and 2**, Public Footpath BCAN6 lies to the immediate north of the site, terminating at the edge of the existing site access to the motorcycle training school. The footpath extends northeast from the site / London Road to Bishop's Cannings.
- 2.21 Public Footpath BCAN8 runs north-south between London Road and Horton Road, following the North Wessex Downs National Landscape boundary. The path is crossed by footpath BCAN006 on the higher ground as it enters the National Landscape.

⁴ North Wessex Downs AONB Position Statement – Setting (Development Affecting the Setting of the North Wessex Downs AONB), 201, paragraph 18

2.22 Beyond these local rights of way that connect with the site and environs on the eastern edge of Devizes, there is a network of Public Rights of Way and long distance / recreational routes within the landscape surrounding Devizes, and which provide access to the National Landscape. These includes the White Horse Trail that runs along the Kennet & Avon Canal to the south of Northfield before heading north to the destination of the Roundway White Horse hill figure, with views overlooking the town and wider landscape. The Mid Wiltshire Way and Wessex Ridgeway long distance path runs along the higher ground to the south of Devizes.

2.23 As illustrated on **Plan 5: Lidar Zone of Theoretical Visibility**, there are potential views of the proposed development from these public footpaths and recreation routes. These are considered within Section 4 of this LVA when assessing the visual context of the site and proposals.

Permissive Paths

2.24 As illustrated on **Plans 1 and 2**, there is a permissive path on the former MoD playing fields land to the south of the site. The path is accessed off Horton Road and passes to the south and east of the site. The path does not permit access to the site.

WESTERN FOREST NATIONAL FOREST

- 2.25 The Western Forest national forest covers Gloucestershire, Wiltshire and the West of England and is the first new national forest in 30 years. The Western Forest aims to create at least 2,500 hectares of woodland and other tree habitats across five strategic priority areas by 2030.
- 2.26 The focus of the Western Forest is for the delivery of large-scale woodland creation and restoration across urban centres and rural communities.
- 2.27 At paragraph 152, the NPPF recognises that National Forests offer valuable opportunities for improving the environment around towns and cities, by upgrading the landscape and providing for recreation and wildlife. The NPPF goes on to state that:

"The National Forest Strategy and an approved Community Forest Plan may be a material consideration in preparing development plans and deciding planning applications."

- 2.28 The Western Forest is a relatively new initiative, which launched in March 2025. As such, there is no published strategy for the Western Forest at present. Several priority areas have been identified that represent the greatest opportunities for both nature and people. The site and land around Devizes is not identified as a priority area for the Western Forest.
- 2.29 Whilst there are limited opportunities for woodland planting associated with the site and proposed development, there are opportunities for the proposals to incorporate new tree planting to contribute to tree cover within the area.

WILTSHIRE CORE STRATEGY, ADOPTED JANUARY 2015

- 2.30 The Core Strategy forms the currently adopted development plan for Wiltshire, setting out allocations for strategic housing and employment development and provides the overarching planning policy framework for Wiltshire for the period up to 2026.

ALLOCATIONS

Core Policy 2 – Delivery Strategy

- 2.31 The delivery strategy seeks to strengthen communities by allowing for appropriate growth to provide for the most sustainable pattern of development within Wiltshire which seeks to reduce the need to travel and help redress the imbalance between jobs and homes.

Strategically Important Sites – Land at Horton Road, Devizes

- 2.32 Land at Horton Road, Devizes is allocated within the Core Strategy for 8.4 hectares of employment land. The allocation extends to cover the former MoD playing fields between London Road and Horton Road, and includes the eastern part of the site, alongside London Road. The extent of the Horton Road allocation is illustrated on the extract below.

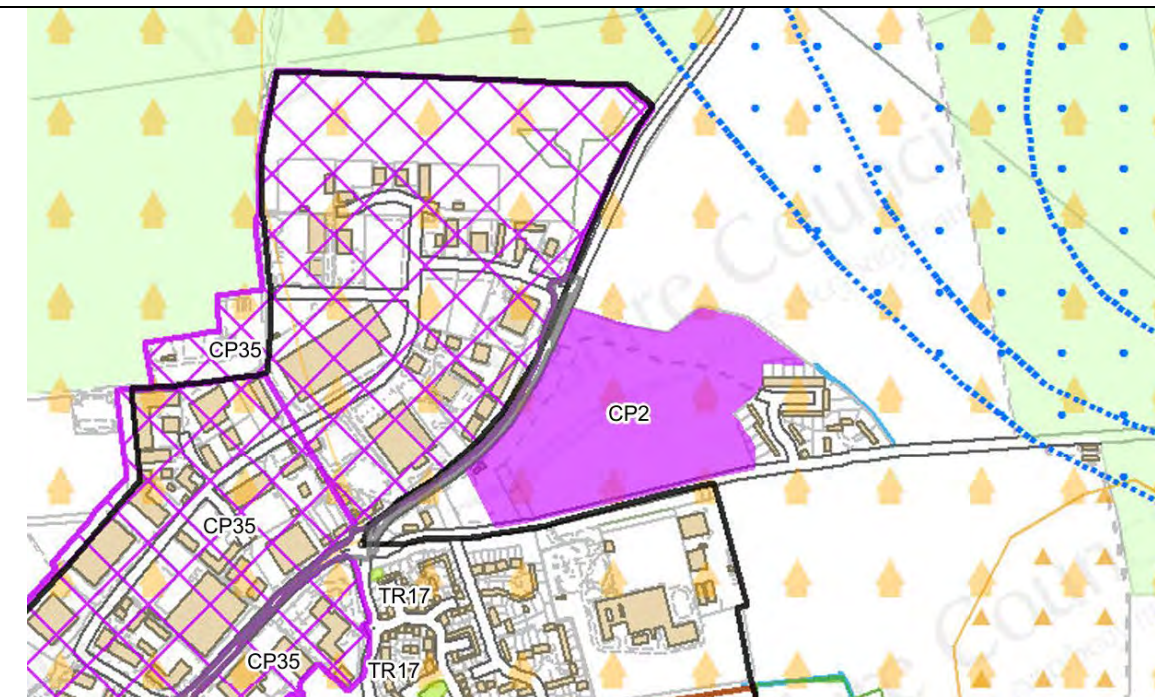


Figure 2-1: Land at Horton Road - Strategic Employment Site (extract from the Devizes Inset Map)

- 2.33 Core Policy 2 states that masterplans will be developed for each of the strategically important sites as part of the planning application process.
- 2.34 Appendix A of the Core Strategy provides a set of development templates to inform the masterplanning of each of the strategic allocations. The template for the employment land at Horton Road is summarised below.
- 2.35 Key objectives include the following:
- To provide 8.4 hectares of new employment land.
 - To provide a much needed expansion to the existing employment base in the area.
 - Delivery of employment land that is integrated with the existing town.
- 2.36 These objectives recognise that the wider site is integrated with the existing town, and does not extend beyond the established extents of development along Horton Road or London Road.
- 2.37 Other factors to be incorporated into the development of the land for employment use include:
- Retention of land for public recreation, accessible from Horton Road and London Road and screened from the main development as far as possible.
 - Development should not impinge on the function of footpath BCAN6.
 - Inclusion of sensitive edge treatments of hedgerows, with native planting used in landscaping outside of formal areas.
 - Development should provide an appropriate and enhanced entrance to Devizes in keeping with the local landscape and townscape character. Visually intrusive buildings should be avoided, particularly facing the AONB or entrances to the town.
 - Integrated landscape infrastructure will be required, particularly to screen views from the AONB and local residences.
 - Avoid the use of highly reflective surface finishes and consider the use of green / brown roof coverage to reduce visual impact on views from higher ground.
- 2.38 These factors have also been considered within the siting of development and design of the proposals for the food store and drive-thru on the site.

Consented Development

- 2.39 Outline planning permission for the development of up to 25,000 sqm of industrial, distribution and commercial development was allowed on the eastern part of the allocation site at Appeal in February 2024 (application ref. PL/2022/00977).
- 2.40 Landscape and Visual matters were not a reason for refusal of the application and did not form part of the appeal.

- 2.41 Details of the masterplan and proposals for the consented development adjacent to the site are set out at Section 3 of this LVA when considering the landscape context. The appraisal also considers the cumulative effects of the proposals alongside the consented development (application ref. PL/2022/00977).

CORE POLICY 51: LANDSCAPE

- 2.42 Within the supporting text to Core Policy 51, the Core Strategy states that development on the edges of towns and villages will be broadly controlled in line with the Delivery Strategy. This includes the strategic site at Horton Road outlined above, and of which the site forms a part.
- 2.43 The Core Strategy recognises that the principal pressure on the landscape arising from new development is erosion of the separate identity, character visual and functional amenity of settlements and their setting, and impacts on the open countryside. The challenge of allowing appropriate development that has full regard for the conservation enhancement objectives of the most highly valued landscapes, including AONBs (National Landscapes) is also recognised.
- 2.44 Core Policy 51 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 for as far as possible through sensitive design and landscape measures."*
- 2.45 The supporting text clarifies that for the purposes of Core Policy 51, the term 'landscape' refers to the built, historic and natural environment in urban, peri-urban and rural areas.
- 2.46 Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant landscape character assessments. Published landscape character assessments that cover Wiltshire include the following that are relevant to the site and its context:
- Wiltshire Landscape Character Assessment, 2005;
 - Kennet Landscape Character Assessment, 1999 and adopted Kennet Landscape Conservation Strategy, 2005; and
 - North Wessex Downs AONB Landscape Character Assessment, 2002
- 2.47 Core Policy 51 sets out the following aspects of landscape character that proposals need to demonstrate have been conserved and, where possible enhanced, through sensitive design, landscape mitigation and enhancement measures:
- The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.
 - The locally distinctive character of settlements and their landscape settings.
 - The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.

- Visually sensitive skylines, soils, geological and topographical features.
- Landscape features of cultural, historic and heritage value.
- Important views and visual amenity.
- Tranquillity and the need to protect against intrusion from light pollution, noise and motion.
- Landscape functions including places to live, work, relax and recreate.
- Special qualities of Areas of Outstanding Natural Beauty where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.

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

3 LANDSCAPE CONTEXT

PUBLISHED LANDSCAPE CHARACTER ASSESSMENTS

- 3.1 As summarised in Section 2 of this report, Core Policy 51 is supported by several landscape character assessments that cover Wiltshire. The Landscape Character Types (LCTs) and Landscape Character Areas (LCAs) identified by these assessments for Devizes and adjacent landscape, including the North Wessex Downs National Landscape, are summarised below as they relate to the site. This includes the key characteristics, sensitivities and guidance for each.
- 3.2 This has informed the design of the proposals to ensure that the scheme responds to the landscape context and sensitivities of the site on the edge of Devizes as required by Core Policy 51, and has been used to aid in the assessment of landscape and visual effects of the proposed development.

WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT, 2005

Greensand Vale LCT15 and LCA 15A – The Vale of Pewsey

- 3.3 The Wiltshire assessment defines the Greensand Vale LCT, which comprises a single character area (15A The Vale of Pewsey) and runs east west across the central eastern part of Wiltshire, separating the chalk downland of Salisbury Plain to the south and Marlborough Downs and Savernake Plateau to the north.
- 3.4 The boundaries follow contours along the foothills at the base of the steep scarps that rise to the north and south. The extent of the Greensand Vale and the Vale of Pewsey LCA are illustrated on the extract at **Figure 3.1**. The area is largely the same as for the Vale of Pewsey Character Area as defined in the Kennet Landscape Character Assessment, and considered separately below.

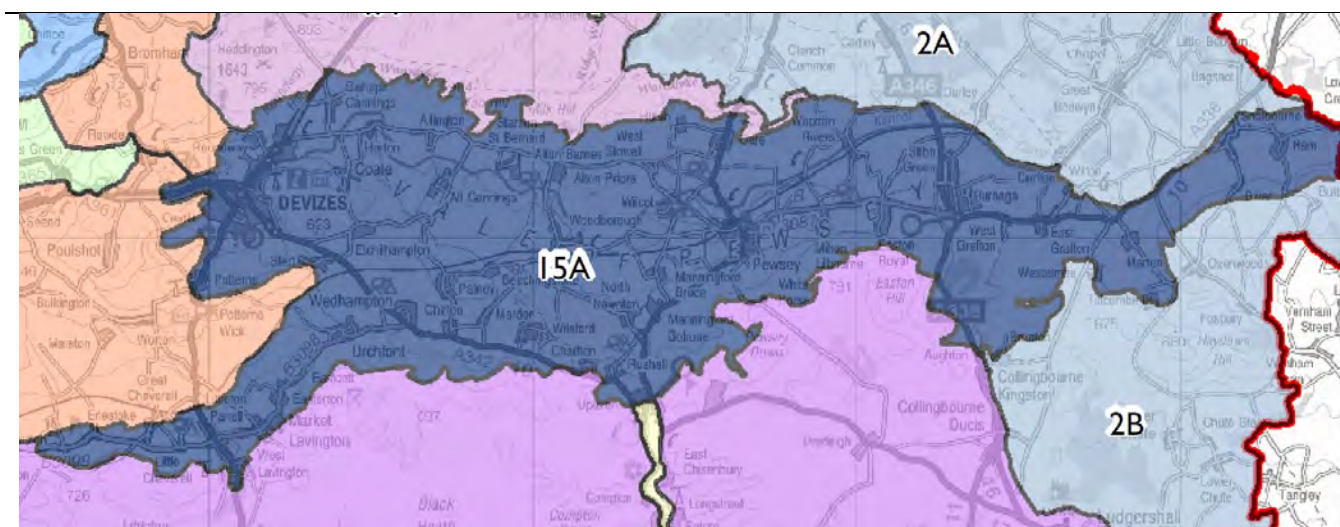


Figure 3-1: Greensand Vale LCT15 and LCA 15A - Vale of Pewsey

Key Characteristics

- 3.5 Those characteristics of the wider LCT that are present around Devizes on the edges of the Vale include:
- Underlain by Upper Greensand with a series of low undulating foothills of Lower Chalk flanking the vale sides.
 - Contained and enclosed by the dramatic escarpments of chalk upland to either side.
 - Varied land cover with pasture along tributaries and arable in medium to large fields enclosed by hedgerows.
 - Chalk foothills in arable use with very open large scale fields.
 - Weak hedgerow structure with few hedgerow trees and boundaries replaced by fencing.
 - A settled landscape with compact small towns, clustered villages, hamlets and many dispersed residential and farm buildings.
- 3.6 Large scale straight-sided fields, typically formed as a result of the Parliamentary Enclosure Acts of the late eighteenth and nineteenth centuries now dominate the vale landscape.
- 3.7 The concentration of settlement is one of the defining features of the vale landscape, although as identified by the assessment:
- "Some Modern developments particularly at the edges of villages, small towns and the larger town of Devizes are unsympathetic in character to the historic settlements."*
- 3.8 Positive landscape features of significance and inherent landscape sensitivities include views across the open vale to dramatic scarp slopes of the Chalk Downs.
- 3.9 Forces for change include development pressures, particularly for new housing, which impacts on the character of the villages and their edges so that settlements are less assimilated into the landscape.
- 3.10 The condition and strength of character of the Greensand Vale is judged by the assessment as being Moderate. This is due to the loss of hedgerows and hedgerow trees, the visual influence of pylons and power lines and of unsympathetic modern development on the edges of settlements eroding the historic pattern and weakening the rural character.
- 3.11 The overall strategy for the Greensand Vale LCT is to conserve and improve the rural, agricultural character of the vale. The clear skylines and backdrop of the surrounding slope should be maintained.
- 3.12 Broad management objectives include the consideration of developing guidance for built development to ensure future construction and changes to buildings are designed to integrate with the existing character and structure of settlements.

KENNET LANDSCAPE CHARACTER ASSESSMENT, 1999

Vale of Pewsey Landscape Character Area

- 3.13 As recognised by the Wiltshire Landscape Character Assessment, the extent of the Vale of Pewsey LCA is largely the same as defined by the Kennet Landscape Character Assessment. This reflects the definition of the LCA by the landform of the chalk uplands of the Marlborough Downs and Salisbury Plain, with the rolling foothills of the main escarpment and chalkland grading gently down to the low-lying flat floor of the vale.
- 3.14 This reflects the land to the north and east of Devizes beyond the edges of the town and development surrounding the site, with the land rising towards the foothills and edge of the North Wessex Downs National Landscape. The distinctive topography of the Vale and Chalk Downlands is illustrated by **Plan 4: Topography** and extract below at **Figure 3.2**.
- 3.15 The topography plan shows Devizes and land to the east within the relatively flat, low-lying Vale, with foothills to the south and rolling landform of the Roundway Hill footslopes to the northeast on the edges of the North Wessex Downs. The distinctive landform of the scarp at Roundway Hill lies to the north.

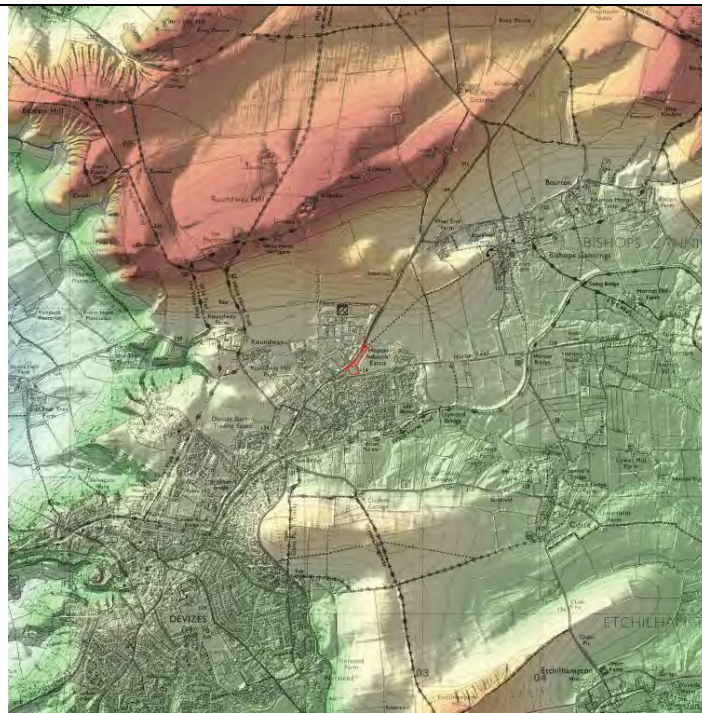


Figure 3-2: Topography (extract of plan 4)

- 3.16 The assessment describes the wider vale as being dominated by intensive agriculture and characterised by a mixed pattern of farmland, woodland and hedgerow. To the west of the LCA, including the land to the north and east of Devizes, the land is intensively farmed for arable crops and demonstrates an open rolling chalkland landscape in a lowland setting.

- 3.17 When describing the landscape and visual character of the Vale, the assessment identifies the long east-west views along the Vale over the open arable fields on the flanks and upland chalk areas.
- 3.18 The assessment breaks down the area into individual components with their own key characteristics. As illustrated on the extract at **Figure 3.3**, the settlement and built form of Devizes, including the site and adjacent land and industrial estate to the north are set within the extent of the town and development on its edges. The site location is marked by a green dot.
- 3.19 The land to the east and north of Devizes are categorised as 'Open arable or mixed farmland.' Key characteristics present include:
- Flat to gently or even strongly undulating topography.
 - Open lowlands with no significant hedgerow structure and few trees.
 - Predominantly intensively farmed.
 - May include both arable and pasture.
 - High degree of intervisibility.
- 3.20 Key landmarks and features within the Vale landscape include the high points on the chalk scarp to the north and pylons and power lines along the Vale.
- 3.21 Whilst the Vale of Pewsey is identified as generally attractive countryside, some parts of the area are a little "tired" as result of modern agricultural management. Electricity transmission lines also detract from the appearance of the landscape.

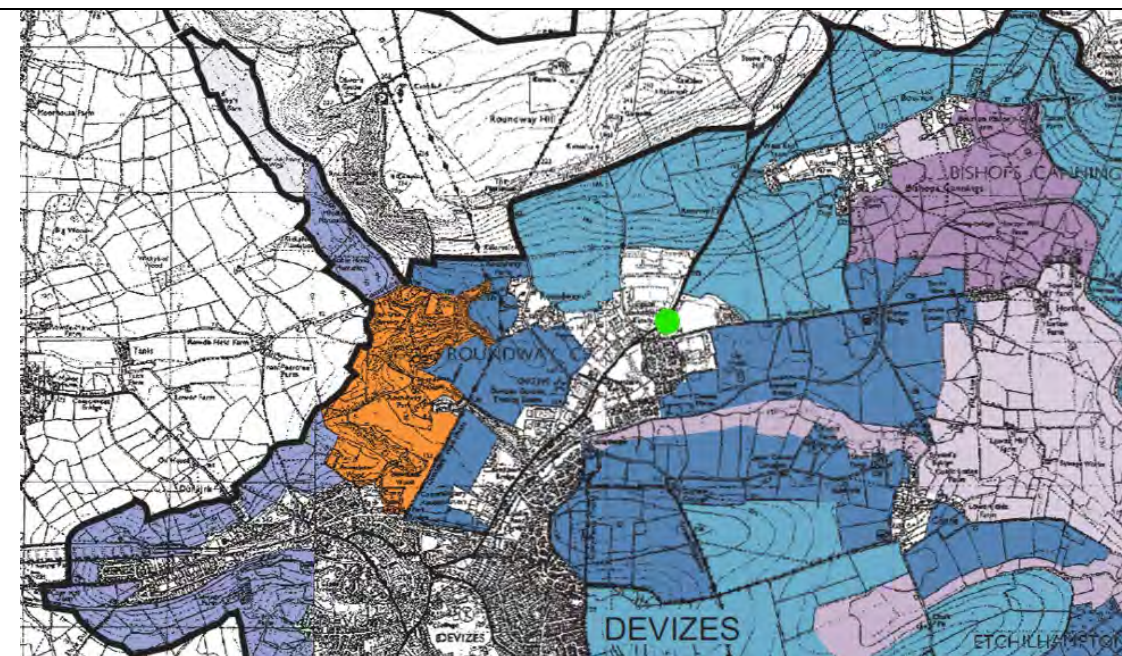


Figure 3-3: Vale of Pewsey (west) - Landscape Types (extract of Figure 16.1)

Guidelines for Vale of Pewsey Landscapes

- 3.22 The following enhancement priorities may be of relevance to the site and proposals:
- Maintain existing roadside hedgerows and trees, including avenues, and replace where these have been removed or weakened.
 - Improve landscape structure and land management on the fringes of settlements and along main roads to mitigate adverse impacts on the landscape.
 - Establish strong landscape structure to absorb existing or new development on the fringes of urban areas and settlements.
- 3.23 Development sensitivities include:
- Strong landscape edges and structure need to be maintained or established around the fringes of the main settlements to enhance their settings, to minimise impacts on surrounding countryside and to prevent the coalescence of linear settlements, e.g. at the far western end of the Vale.

KENNET LANDSCAPE CONSERVATION STRATEGY, 2005

- 3.24 Prepared as a Supplementary Planning Guidance to the Local Plan, the Kennet Landscape Conservation Strategy provides detailed information on the enhancement priorities for the landscape character areas identified by the Kennet Landscape Character Assessment.
- 3.25 Priorities for landscape enhancements for the Vale of Pewsey identified within the Landscape Conservation Strategy reflect the guidelines as set out in the Kennet Landscape Character Assessment, as summarised above.

Implementation Principles- Vale of Pewsey

- 3.26 Principles to guide the landscape design or residential / non-agricultural development across the Vale and bordering Pewsey and Devizes include the use of indigenous woodland species in combination with open space and shrub and hedge planting on the periphery of settlements.

The Kennet District Woodland Strategy

- 3.27 Whilst any woodland planting within the Vale of Pewsey must be carefully controlled to retain the agricultural landscape, the strategy recognises that woodland could be accommodated towards the west of the area. Woodland planting using native broadleaved species should be used to mitigate the effects of built environment fringes on the wider landscape.

NORTH WESSEX DOWNS AONB LANDSCAPE CHARACTER ASSESSMENT, 2002

- 3.28 Whilst the AONB Landscape Character Assessment does not cover Devizes and adjacent land outside the National Landscape, the assessment identifies characteristics that are key qualities of the designated

landscape, and which may be affected by development within the settlement and on the edges of the town.

- 3.29 These include views across the landscape towards settlement edges and the landform of the chalk downland and foot slopes as a distinctive backdrop.
- 3.30 The assessment divides the North Wessex Downs National Landscape into generic Landscape Types (LCTs), which are sub-divided into Landscape Character Areas (LCAs). The land to the north and east of Devizes within the National Landscape lies within the wider Vales LCT and the Vale of Pewsey LCA.

The Vales Landscape Type

- 3.31 The Vales LCT includes the Vale of Pewsey, reflecting the characteristics identified within the Wiltshire and Kennet Landscape Character Assessments.
- 3.32 When describing the Vales, the overview highlights that:

"The chalk downs form an imposing backdrop to the flat low lying Vales – an example of the dramatic contrast and juxtaposition of landscape character within the North Wessex Downs. The towering slopes of the adjacent chalk scarps forming a dominant 'borrowed' landscape setting that contains and enclosing the Vales."

Key Issues

- 3.33 Key issues identified for land outside the National Landscape include the impact of development on the edge of the designated landscape, including at Devizes. These are identified as visual impacts, as well as increased pressures on roads.

Management Requirements

- 3.34 Views to clear skylines of the surrounding downland slopes should be conserved.

Character Area 6A: Vale of Pewsey

- 3.35 The LCA reflects the boundaries of the Vale of Pewsey as defined in the Wiltshire and Kennet Landscape Character assessments, terminating at the boundaries of the National Landscape, and not continuing to the edges of Devizes. The characteristics and features of the landscape are therefore largely the same.

Key Characteristics

- 3.36 The following characteristics of the wider Vale of Pewsey are present on the edges of the National Landscape and provide a setting to the north and east of Devizes:
- On the flanks of the Vale area a series of low undulating foothills of Lower Chalk.
 - The low undulating foothills are typically under cultivation with very open large scale fields.

- A weak hedgerow structure throughout much of the area with few hedgerow trees.

Physical influences:

- 3.37 Throughout the whole area the 'borrowed' landscape of the surrounding scarps, which tower to either side, create a dominant backdrop.

Key Issues

- 3.38 Key issues include development pressures impacting on the character of villages within the Vale and their edges, with settlements being less assimilated into the landscape.

Key Management Requirements

- 3.39 The overall management objective is to conserve and enhance the rural, agricultural character of the Vale of Pewsey with its vast open spaces enclosed by dramatic scarp slopes to either side.

SITE-SPECIFIC CHARACTER

- 3.40 Having identified the key characteristics of the adjacent landscape of the Vale of Pewsey as defined by the various published landscape character assessments, this section considers the character and context of the site, which lie within the extents of the built form of Devizes, alongside London Road at the entrance and gateway to the town.
- 3.41 The site comprises approximately 1.12 hectares of previously developed brownfield land situated on the northeastern edge of Devizes, between London Road (A361) and Horton Road.
- 3.42 As illustrated by the aerial image on **Plan 2: Site Context – Existing** (and extract at **Figure 1.1**), the site lies within a peri-urban context within the built envelope of development on the northeastern edge of Devizes.
- 3.43 The Hopton Industrial Estate, which is accessed off London Road on Waller Road, extends to the north and west of the site alongside London Road. The residential area of Northfields lies to the south of Horton Road, extending eastwards beyond the site to the edge of the town that is defined by recent housing development on Gandy Way.
- 3.44 Cannings Hill garage (petrol station, car wash and car sales) lies to the west of the site, beyond which a roundabout forms the junction of the two roads.
- 3.45 To the east and south of the site, the land between Horton Road and London Road comprises grassland and scrub on the former MoD playing fields, wrapping around the site to include land on London Road to the northeast at the entrance to Devizes when approaching from the northeast.

SITE FEATURES AND BOUNDARIES

- 3.46 The site, which is currently used as a motorcycle training facility comprises a strip of asphalt running alongside and accessed off London Road, and areas of hardstanding between London Road and Hopton Road.
- 3.47 A flat-roofed reception building / office associated with the motorcycle training facility is situated alongside London Road to the northwestern end of the site, along with a garage block and storage unit. To the rear of the garages is a W.C. block. The western end of the site comprise an area of hardstanding that is separated from an area of scrubland that bounds the adjacent garage and car wash by a length of chain link fencing and hedgerow.
- 3.48 The eastern and southern boundaries of the site adjoin an area of grasslands and scrub on the site of the former MoD playing fields. The site boundaries are predominantly open, with a length of chain link fencing along the eastern boundary adjacent to Hopton Road. The southern boundary with Hopton Road is defined by a line of hedgerow trees.
- 3.49 The remaining boundaries are defined by a low earth bund that runs alongside the asphalt. A double galvanised gate to the northeastern corner of the site controls vehicular access off London Road into the adjoining land.
- 3.50 These boundaries and features are illustrated by the photographs contained at **Figure 3.4** below.



Hardstanding and buildings to the west of the site



Boundaries and asphalt strip alongside London Road to the northeast of the site

Figure 3-4: Site Photographs

- 3.51 Along the northwestern boundary with London Road, the strip of asphalt is edged by a chain-link fence set beyond the highway verge, which is embanked as the road runs to the southwest, at a higher level.
- 3.52 The highway verge is managed as grass, providing an open aspect to the site, with clear views across the site and adjacent land towards Hopton Road, trees and development at Northfields beyond, as well as the existing development on the site (office / reception building and garages) and Canning Hill garage. This is illustrated by **Photoviewpoint 7** and **Photoviewpoints 8a and 8b** from London Road alongside the northwestern boundary.
- 3.53 As illustrated by the extract at **Figure 3.5**, in addition to the open views across the site towards the houses beyond Horton Road, the site lies adjacent to commercial and employment development within the Hopton Industrial Estate, set beyond tree planting alongside the verge.
- 3.54 The proposals offer potential opportunities for the planting of hedgerows and trees alongside London Road, reinforcing the character of the treed approach into Devizes alongside the industrial estate to the northwest.
- 3.55 This reflects guidance contained in the published Landscape Character Assessments to plant roadside hedgerows, trees and avenues to improve the landscape structure along main roads and on the fringes of settlements.



Figure 3-5: Site Boundaries along London Road (extract of Photoviewpoints 8a and 8b)

ADJACENT DEVELOPMENT

- 3.56 As illustrated on **Plans 1 and 2**, and illustrated by the Photoviewpoints and images within this LVA, the site lies within the built envelope and settlement edge of Devizes, adjacent to development on the Hopton Industrial Estate that extends along London Road to the northeast.
- 3.57 The backdrop formed by the industrial, commercial and employment development to the northwest and north of the site is illustrated by **Photoviewpoints 13 and 14** and the photograph at **Figure 3.6**. The photographs were taken during the winter when the roadside trees are out of leaf. When the trees are in leaf, the buildings are softened by the trees, which filter views and break-up the built form of the buildings.

THE SETTLEMENT EDGE AND ENTRANCE TO DEVIZES

- 3.62 As described above and illustrated by the various plans and photographs, the site is situated within the extents of Devizes, comprising currently operational brownfield land adjacent to industrial development and housing on the northeastern edge of the town.

Settlement Edge

- 3.63 As recognised within the various published Landscape Character Assessments, and highlighted by pre-application consultation responses from the Council's landscape officer, within the Vale of Pewsey guidance for the edges of settlements at the interface with the chalk slopes and downlands of the North Wessex Downs identifies a need for strong landscape edges to be maintained or established to minimise impacts on the surrounding countryside.
- 3.64 The settlement edge to the northwest of Devizes is defined by belts of trees, hedgerows and woodland bounding the solar farm and Hopton Industrial Estate and alongside London Road, north of the junction with Waller Road at the entrance to the industrial estate.
- 3.65 To the east of London Road, beyond the former MoD playing fields, hedgerows and trees that wrap around the fields north of houses on Wellington Drive, provide a vegetated edge at the transition with the wider agricultural landscape beyond the town. South of this, the settlement edge is defined by white rendered houses on Wellington Drive, and hedgerows and hedges to rear gardens.
- 3.66 The houses and hedgerows that define the edge of Devizes are illustrated by the photograph at **Figure 3.7**, taken from public footpath BCAN8 on the edge of the North Wessex Downs National Landscape.
- 3.67 Buildings within the industrial estate north of London Road are visible to the right of the view, set below Roundway Hill. The site is screened by intervening houses and vegetation in these low-lying views.



Figure 3-7: Settlement edge alongside properties on Wellington Drive, east of the site



Figure 3-6: Development within the Horton Industrial Estate (extract of Photoviewpoints 13 and 14)

- 3.58 To the west of the site, the petrol station and development at Canning Hill garage lies adjacent to the roundabout junction of London Road and Horton Road, forming a backdrop to the site, alongside the large scale industrial buildings within the Hopton Industrial Estate to the north of London Road.
- 3.59 To the south of the site, residential development within Northfields beyond Hopton Road extends alongside the adjacent land of the former MoD playing fields. Houses at Wellington Drive to the north of Horton Road and Gandy Way form the eastern edge of the settlement, bounding the open arable fields that extend along the chalk slopes towards the higher ground of the North Wessex Downs.
- 3.60 **Photoviewpoints 11 and 12** from Horton Road show the situation of the site within the context of the adjacent development, set within the extents of houses to the south and industrial development to the north.
- 3.61 Houses on Wellington Drive lie to the east beyond the former playing fields, combining with properties on Gandy Way to create a defined built edge to the town. A belt of mature hedgerows and trees separate the grassland and scrub to the northeast of the site from the wider agricultural landscape.

- 3.68 **Photoviewpoint 3** and the image at **Figure 3.8** show these edges and boundaries as viewed from the rising land to the northeast. In these winter views, houses within Northfields south of Horton Road are visible beyond the trees. Buildings within the industrial estate form a backdrop on London Road. The site is set beyond these buildings, against the backdrop of Canning Hill garage.



Figure 3-8: View from Footpath BCAN6 to the northwest (Photoviewpoint 3)

- 3.69 New hedgerow and hedgerow trees have been planted alongside the existing boundary vegetation, northeast of the headline (see image at **Figure 3.9**). Once matured, this planting will reinforce the existing hedgeline, providing a greater level of softening and screening at the edge of Devizes.



Figure 3-9: Hedgerow and tree planting along the settlement edge

- 3.70 It is unclear as to whether this planting has been provided as part of a development scheme, such as the National Grid Visual Impact Provision Project that is being implemented within the National Landscape to the northeast, or as planting undertaken as part of a stewardship scheme by the landowner.

Location of the Site at the entrance to Devizes on London Road

- 3.71 The entrance to Devizes on London Road is marked by signage opposite the junction with Waller Road, to the northeast of the site. This is illustrated by **Photoviewpoint 6** and extract below, taken from the traffic island on London Road at the junction turn-in. Building alongside London road on the edge of the Hopton Industrial Estate form a gateway to the settlement.



Figure 3-10: Entrance to Devizes on London Road (extract of Photoviewpoint 6)

- 3.72 As illustrated by the photograph at **Figure 3.11**, the northern edge of the site lies to the south of the junction with Waller Road, opposite buildings within the industrial estate, and at the gateway to the town.



Figure 3-11: The site at the gateway to Devizes, south of Waller Road

THE SITE WITHIN THE SETTING OF THE NORTH WESSEX DOWNS

- 3.73 As described in Section 2 of this report, the site and northeastern edge of Devizes are located within the setting of the North Wessex Downs National Landscape.
- 3.74 Key qualities of the National Landscape as identified by the North Wessex Downs AONB Landscape Character Assessment include:
- Views across the landscape from within the National Landscape towards settlement edges, and the assimilation of development into the landscape of the Vale of Pewsey; and
 - The landform of the chalk downland and footslopes as a distinctive backdrop and setting that contains the low-lying vales.
- 3.75 Key issues identified for the land outside the National Landscape and within its setting include the impact of development on the edges of the designated landscape, including at Devizes, with settlements being less assimilated into the landscape.
- 3.76 Management requirements identified in the Landscape Character Assessment include the conservation of clear views to skylines of the surrounding downland.
- 3.77 These key qualities relate to views towards the North Wessex Downs from the edges of Devizes, as well as views towards the edge of the town from within the National Landscape. This reflects the examples of adverse impacts identified by the position paper on setting of the AONB.
- 3.78 For the purposes of this LVA, it is therefore necessary to consider the contribution that the site makes to these key qualities.

VIEWS TOWARDS THE SETTLEMENT EDGES FROM WITHIN THE NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 3.79 As detailed at Section 4 of this LVA when considering the visual context of the site, there are potential views of the proposed development from several elevated locations within the National Landscape surrounding Devizes. These include those receptors / vantages identified by the Council's landscape officer. The viewpoints / locations are representative of how the site and edge of Devizes sit within the landscape and setting of the National Landscape at the transition with the Vale of Pewsey

Views from the Roundway White Horse and White Horse Trail (Photoviewpoint 1)

- 3.80 In the views towards Devizes from the Roundway White Horse, 1.3km northwest of the site, development within the Hopton Industrial Estate lies at the bottom of the footslopes along the boundary of the National Landscape, set beyond trees and hedgerows to the edges of the town. Given the scale of the development and use of light coloured roofing and cladding materials, the existing commercial and industrial buildings are prominent in the landscape.



Figure 3-12: Views from the Roundway White Horse (extract of Photoviewpoint 1)

- 3.81 Beyond the large scale buildings of the industrial estate, houses to the south of Horton Road and at Wellington Drive on the eastern edge of the town form a backdrop, set beyond the former MoD playing fields.
- 3.82 There are elevated, panoramic views across the Vale of Pewsey towards the chalk downlands within the wider National Landscape from this location. Etchilhampton Hill forms a distinctive promontory rising above the lower-lying land of the Vale.
- 3.83 The site lies beyond the buildings within the industrial estate in these elevated views, and is not discernible.
- 3.84 Given the above factors, the site does not contribute to the setting of the National Landscape on the northern edge of Devizes and footslopes of Roundway Hill or views from vantages at the Roundway White Horse.
- 3.85 A large compound containing materials and equipment, haulage road and construction corridor associated with the National Grid Visual Impact Provision project to underground the electricity lines and pylons within the National Landscape north of Devizes form detracting features crossing the landscape and views on the edges of the town.

Views from the edge of the North Wessex Downs to the east (Photoviewpoint 2)



Figure 3-13: Views from Footpaths BCAN6 and BCAN8 to the east (extract of Photoviewpoint 2)

- 3.86 In elevated views from the edge of the National Landscape to the east, the built edge of Devizes is formed by houses on Wellington Drive, which form a hard edge against the agricultural landscape in the foreground, and development within the Hopton Industrial Estate alongside London Road.
- 3.87 Hedgerows and trees that bound the former MoD playing fields extend between the developed edges on London Road and Wellington Drive, providing a vegetated edge at the interface with the adjacent landscape of the Vale of Pewsey.
- 3.88 The rolling landform of the chalk downs promontories and Etchilhampton Hill on the edges of the Vale within the North Wessex Downs to the south of Devizes form a backdrop in wider views to the southwest beyond the town.
- 3.89 As shown on the extract from **Photoviewpoint 2** below, the site lies beyond the vegetated edge and former playing fields, with the office building and hardstanding set against the backdrop of the Canning Hill garage buildings and alongside development along London Road. Development within the town centre forms a backdrop, set amongst the treed skyline.



Figure 3-14: The setting of the site adjacent to existing development (extract of Photoviewpoint 2)

- 3.90 The site makes only a limited contribution to the setting of the National Landscape in these views from the slopes to the east, situated adjacent to existing development within the extents of the built envelope and containment beyond the hedgerows and trees that provide a vegetated edge at the transition with the adjacent agricultural landscape and foreground to the North Wessex Downs.
- 3.91 Development of the site would be set beyond the vegetated edge, viewed against and adjacent to existing development and set below development within the town centre and treed backdrop.
- 3.92 The site does not contribute to or facilitate wider views across the North Wessex Downs and chalk uplands to the south of Devizes in views from the edge of the National Landscape, east of the town.

Views from the Ridgeway to the south of Devizes (Photoviewpoint 5)

- 3.93 As illustrated by **Photoviewpoint 5**, there are elevated and expensive views across the Vale towards the distinctive scarp slopes and landform of Roundway Hill to the north from the chalk foothills east of Devizes.
- 3.94 In these views on the edge of the National Landscape, the built edge of Devizes forms a backdrop within the low-lying Vale landscape beyond the Kennet & Avon Canal, with recent development adjacent to the marina forming a prominent edge, with red tiled roofs drawing the eye.
- 3.95 Buildings within the Hopton Industrial Estate and solar farm on the gently rising land north of London Road site are visible on the footslopes of Roundway Hill beyond the housing.
- 3.96 The site is situated beyond the rooftops of houses in Northfields, south of Horton Road and is barely discernible in these distant views.



Figure 3-15: Views from The Ridgeway to the south of Devizes (extract of Photoviewpoint 5)

- 3.97 The site does not contribute to the setting of the North Wessex Downs as experienced from the foothills and Wessex Ridgeway to the south.
- 3.98 Given the containment of the site within the context of the built form and screening by intervening buildings, development would not be discernible, set against the developed backdrop of industrial development north of London Road.

THE LANDFORM OF THE CHALK DOWNLAND AND FOOTSLOPES AS A DISTINCTIVE BACKDROP AND SETTING

- 3.99 The site does not directly impact on the landform of the downland and footslopes, being situated on the lower-lying land within the Vale and within the extents of the built form and settlement of Devizes. However, the site is experienced in views looking towards the North Wessex Downs and backdrop of the scarps and slopes beyond the edges of the town.
- 3.100 Views of the site set against the backdrop of the North Wessex Downs are limited to those obtained from directly adjacent to the site on London Road and from the permissive paths within the former playing fields to the south. There are also glimpsed views across the site between gaps in the roadside hedgerows from Horton Road to the south.
- 3.101 Within these views, the site is experienced in context with the existing built edge formed by Hopton Industrial Estate to the north, houses at Wellington Drive to the east and Horton Road to the south, and London Road and associated signage, lighting columns and infrastructure.

Views from London Road (Photoviewpoint 8b)

- 3.102 When passing the site on London Road heading northeast, there are views along the road towards the slopes rising towards the edge of the National Landscape on the skyline, set beyond the trees and hedgerows to the east of the site.

- 3.103 Looking across the site, there are distant views of the scarp at Clifford's Hill, set beyond the houses at Wellington Drive. This is illustrated by **Photoviewpoint 8b** and extract below.



Figure 3-16: Views along London road looking northeast (extract of Photoviewpoint 8b)

Views across the site from the south

- 3.104 As illustrated by the photograph at **Figure 3.17**, in views from the permissive paths and Horton Road, Roundway Hill forms a backdrop on the skyline to the north of Devizes, punctuated by trees within the Leipzig Plantation. The Roundway White Horse is visible on the hillside.



Figure 3-17: Roundway Hill and the White Horse within the North Wessex Downs forming a backdrop

- 3.105 In these views, the site is set against the backdrop of the industrial units and development within the Hopton Industrial Estate north of London Road. Looking to the east (**Photoviewpoint 14**) there are views towards the footslopes and downlands beyond the town on the skyline.
- 3.106 The site makes only a limited contribution to the setting of the National Landscape in these views.
- 3.107 Development of the scale proposed on the site would sit against the developed backdrop and trees and below the backdrop of Roundway Hill and the North Wessex Downs that rises above the town.

FUTURE CONTEXT – CONSENTED DEVELOPMENT (APPLICATION REF. PL/2022/00977)

- 3.108 As summarised at Section 1 of this report, outline planning permission for the development of up to 25,000 sqm of industrial, distribution and commercial development has been granted on the site of the former MoD playing fields to the south and east of the site, extending between the site and London Road and Horton Road.
- 3.109 In considering the future baseline conditions of the site and the local context, this LVA takes into account the context once the adjacent consented development were implemented.

Development Parameters

- 3.110 The parameters for the consented outline scheme are set out on the Development Framework Plan (see extract below) which shows development across the majority of the area, with areas for SuDS and landscape buffer planting and Green Infrastructure to the boundaries.
- 3.111 The hatched area to the east of the development area is to be limited to building of a maximum ridge height of 10m adjacent to residential properties on Wellington Drive.
- 3.112 The proposals incorporate pedestrian access through the site, set within the corridor of Green Infrastructure between London Road and Horton Road.



Figure 3-18: Development Framework Plan - consented

- 3.113 Aside from the 10m zone, heights are not fixed on the parameters. An illustrative building heights plan shows the varying heights of development across the site – see extract at **Figure 3.19**. As the plan shows, buildings may range from between 8m and 14m, with the lower-lying buildings to the east of the site,

adjacent to the properties on Wellington Drive and alongside the settlement edge and boundary with the adjacent agricultural landscape.

- 3.114 Units to the north of the site alongside London Road at the entrance to Devizes are proposed to be 10m high. To the east and south of the site, a large warehouse of 14m high is proposed.



Illustrative Building Heights

Figure 3-19: Consented Development - Illustrative Building Heights (extract from committee report)

Illustrative Proposals

- 3.115 The illustrative landscape strategy for the consented development shows how the areas of Green Infrastructure, incorporating structural tree planting to the site boundaries, may be laid out alongside the buildings, parking areas, access road and SuDS.
- 3.116 **Plan 3: Site Context – Consented Development** shows how the scheme will sit within the context of the site and adjacent development on the edges of Devizes, with the landscape strategy overlaid onto an aerial base. An extract is included at **Figure 3.20**.
- 3.117 The consented development will introduce large-scale industrial and commercial development to the south of London Road, reflecting the nature and scale of development to the north within the Hopton Industrial Estate and reinforcing the gateway and entrance to Devizes.
- 3.118 With the construction of the consented scheme, the site will be amalgamated into the framework of development on the northeastern edge of Devizes along London Road.



Figure 3-20: Site Context - Consented Development (extract of Plan 3)

Landscape and Visual Matters

- 3.119 Landscape and Visual matters were not a reason for refusal of the application and did not form part of the appeal.
- 3.120 The proposals were developed alongside the Council's Landscape Officer to ensure that the development reduced landscape and visual impacts, including in views from and to the setting of the North Wessex Downs. This was achieved through locating taller buildings to the west of the site away from the surrounding landscape, use of appropriate coloured materials, roof profiles, use of green roofs and mitigation planting to reinforce the existing vegetated edge at the interface with the adjacent countryside to the north and east.
- 3.121 As summarised within the Committee Report of 20th April 2023:

"The development would be visible in some views from within the AONB but would be viewed largely in the context of the Hopton Road estate and the backdrop of the town more generally."

- 3.122 This summarises the context within which the site and the proposed food store and drive-thru will also be experienced.
- 3.123 The committee report also highlights the requirements of Core Policy 51 to protect, conserve and where possible enhance landscape character, not having a harmful impact upon landscape character and mitigating negative impacts as far as possible through sensitive design and landscape measures.
- 3.124 Reference is also made within the committee report to the development template for the allocation of the site (Core Policy C2) which states that visually intrusive building should be avoided, particularly facing the AONB or entrances to the town, and that integrated landscape infrastructure will be required, particularly to screen views from the AONB.
- 3.125 The consented scheme, including development of a substantially greater height and scale of that proposed for the food store and drive-thru, and with mitigation planting to the boundaries with the surrounding countryside was found to meet policy requirements, located and designed to avoid or minimise adverse impact so the setting of the North Wessex Downs National Landscape.
- 3.126 Material prepared to accompany the outline planning application included a set of Photomontages from within the North Wessex Downs, including views from the Roundway White Horse and public footpaths on the edge of the National Landscape to the east. These include a view from Public Footpath BCAN6, an extract of which is included below at **Figure 3.21**. The montage shows the commercial and industrial development on the edge of Devizes, set beyond mitigation planting at the settlement edge and interface with the adjacent landscape. The site is set beyond the consented development and landscape buffer planting in these views.



Figure 3-21: Photomontage of consented development views from Public Footpath BCAN6 to the east

- 3.127 CGI views of the proposed food store and drive-thru have been prepared from these views and are contained at **Appendix 3** of this LVA. The CGIs illustrate the proposals both with and without the consented development in situ.

4 VISUAL CONTEXT

- 4.1 Having established the landscape character and context of the site, this section sets out the extent of visibility of the proposals and the composition of views as experienced both adjacent to the site within the settlement edge context, as well as from within the wider landscape. A range of representative views and viewpoints have been selected which illustrate how the site is experienced by different groups of people (visual receptors) and from a range of distances and orientations.
- 4.2 With the landscape and visual matters being interlinked, some of the visual aspects of the landscape have been assessed and described within Section 3 of this LVA. This includes those examined in detail in relation to the setting of the North Wessex Downs National Landscape, with views from within the designated landscape including those that are valued as destination viewpoints.
- 4.3 The viewpoints identified within this LVA do not represent all available views, but have been chosen to be representative of those views experienced by a range of receptors, including those identified as being particularly sensitive to visual change (i.e. visitors to destination viewpoints within the North Wessex Downs), and which may be affected by the proposed development.
- 4.4 The representative views and viewpoints set out in this LVA and which inform the assessment include those identified by the Council's landscape officer within the pre-application consultation, including:
 - Views from the Roundway White Horse / White Horse Trail (Photoviewpoint 1); and
 - From Public Footpaths BCAN6 and 8 within and adjacent to the National Landscape to the east (Photoviewpoints 2 – 4).

EXTENT OF VISIBILITY

- 4.5 To establish the extent of visibility of the proposals and identify visual receptors and views, a Zone of Theoretical Visibility has been prepared, utilising LiDAR data that includes for topography, built form and vegetation. The ZTV assumes building heights of up to 6.5m, reflecting the maximum ridge height of the proposed food store, which is 6.3m. and likely heights of the taller elements of a drive-thru, which may typically have a parapet of circa 6m .
- 4.6 The ZTV is illustrated on **Plan 5** at the rear of this report, and extract at **Figure 4.1**, and demonstrates the relatively limited extent of potential visibility of the proposed development. This reflects the situation of the site on the edges of the settlement and within the built envelope of development to the north, south and east, including the Hopton Industrial Estate, houses at Wellington Drive and the residential area of Northfields to the south and southeast, beyond Horton Road. The residential and industrial development surrounding the site is of a greater height than the proposed development, screening views and limiting the extent of potential visibility.
- 4.7 Beyond the settlement edge of Devizes, views of the site and proposed development from within the low-lying flat landscape of the Vale of Pewsey are screened by intervening vegetation and built form.

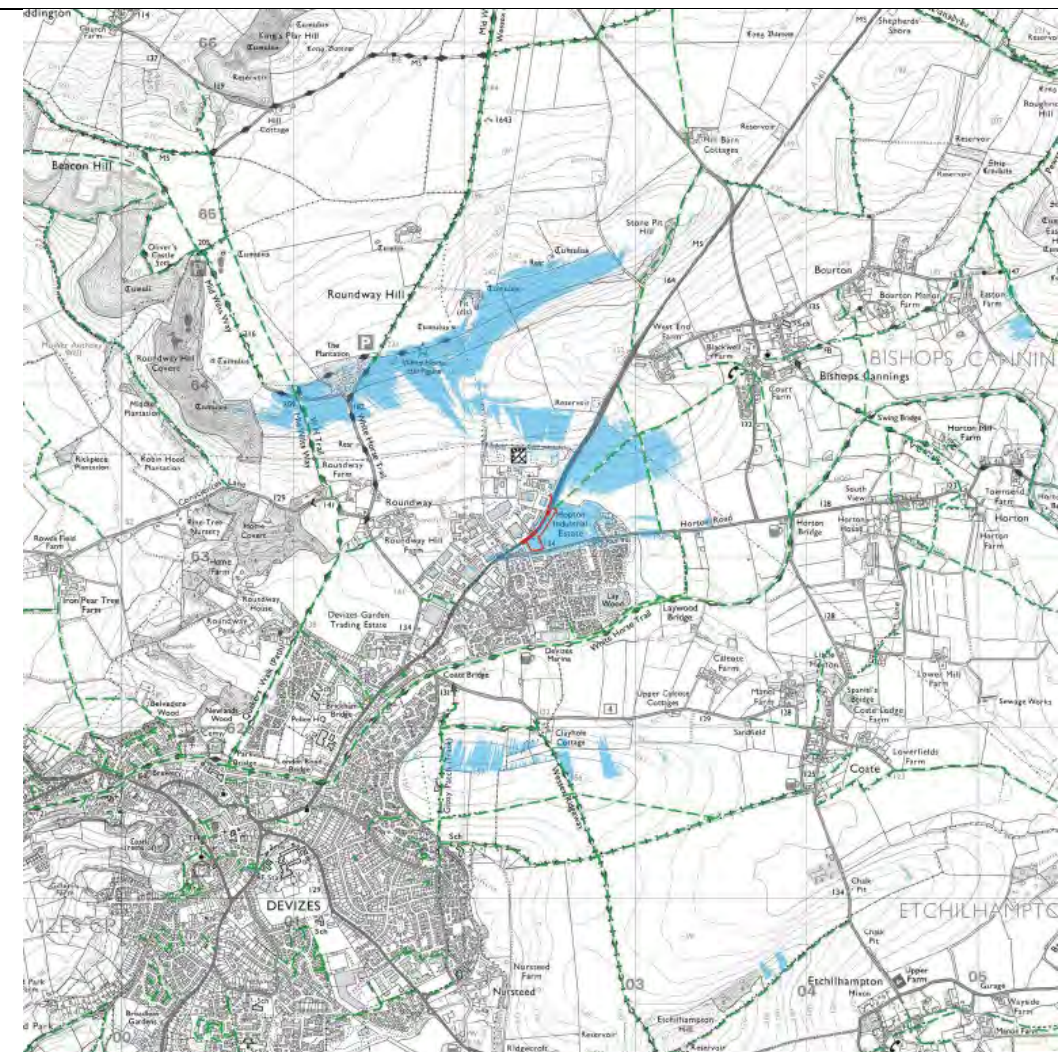


Figure 4-1: LiDAR ZTV of proposed development (extract of Plan 5)

- 4.8 As the ZTV clearly shows, beyond highly localised views within the settlement edge obtained from adjacent to the site on London Road, the former MoD playing fields (allocation site) and Horton Road, views within 1km of the site are limited to those from the rising land to the northeast and east leading to the foothills on the edge of the North Wessex Downs. These include views from Public Footpaths BCAN6 and BCAN8.
- 4.9 Beyond the low-lying land within the Vale, there are views from the footslopes and chalk downland overlooking Devizes, including Roundway Hill to the north and the north facing slopes of the foothills to the south of the Kennet & Avon Canal beyond the residential area of Northfields. The ridges and hilltops screen views beyond these high points.
- 4.10 Despite the elevation and expansive nature of views from the scarps and chalk hills that rise above the Vale, the rolling landform of the foothills on the edges of the Downs and incised valleys and folds in the scarp slopes limit views towards the site and Devizes from the northeast.

REPRESENTATIVE VIEWS

- 4.11 Using the ZTV and as verified through fieldwork, a number of photoviewpoints have been identified that are representative of a range of views and viewers, including the following. The viewpoint locations are illustrated on **Plan 6: Photoviewpoints – Wider** and **Plan 7: Photoviewpoints – Local**.
- Views within and adjacent to the North Wessex Downs National landscape – Photoviewpoints 1 – 5;
 - Users of London Road – Photoviewpoints 6 - 9;
 - Users of Horton Road – Photoviewpoints 10 – 12; and
 - Users of Permissive Paths on adjacent land – Photoviewpoints 13 and 14.
- 4.12 The views from these locations are included on the Photosheets (**Plan 8**) and are described below.
- 4.13 Views from within the North Wessex Downs to the north, east and south, as well as local views across the site from the adjacent roads and permissive path have been described above at Section 3 in relation to the setting of the National Landscape

COMPOSITION OF VIEWS

VIEWS WITHIN AND ADJACENT TO THE NORTH WESSEX DOWNS – PHOTOVIEWPOINTS 1 – 5

Views from Roundway White Horse / the White Horse Trail (Photoviewpoint 1)

- 4.14 In elevated panoramic views from this destination viewpoint within the National Landscape, there are expansive views across the Vale of Pewsey. The scarp slopes and chalk downs rise to the east, forming a dramatic backdrop. To the south, the northern edge of Devizes formed by the buildings within the Hopton Industrial Estate lies on the footslopes of Roundway Hill with residential development at Northfields extending across the Vale beyond. The rolling foothills and ridges to the south of the town form a backdrop in the middle distance. Etchilhampton Hill rises above the low-lying Vale in the distance.
- 4.15 Beyond the large scale buildings and sheds within the industrial estate, the playing fields south provide separation with houses on Wellington Drive and beyond Horton Road.
- 4.16 Tree and woodland planting along the northern edges of the industrial estate and solar farm soften the built edge and provide separation with the open arable landscape of the footslopes on the edge of the National Landscape. However, by virtue of their scale and light-coloured, reflective cladding and roofing materials, the buildings within the industrial estate are prominent in the middle distance, providing a hard edge and urban context and setting on the edge of the North Wessex Downs.
- 4.17 The site is not discernible in these views, set beyond the intervening built form and trees within the industrial estate and along London Road.

Views from Public Footpaths BCAN6 and BCAN8 to the east (Photoviewpoints 2 – 4)

- 4.18 At the time of the survey and writing (January 2026), the route of footpath BCAN6 has been temporarily diverted by works to underground the power lines that cross the National Landscape around Devizes as part of the National Grid Visual Impact Provision project. In addition to diverting the path, the works have created bunding and earthworks, with fencing and signage along the routes of the footpaths.
- 4.19 Whilst the works are visible in the foreground (Photoviewpoints 2 and 4), they do not interrupt the elevated views towards the edge of Devizes and the site from the edge of the National Landscape on the top of the footslopes.
- 4.20 As summarised at Section 3 when considering the setting of the North Wessex Downs, in elevated views from the edge of the National Landscape to the east, the built edge of Devizes is formed by houses on Wellington Drive, which form a hard edge against the agricultural landscape in the foreground. Development within the Hopton Industrial estate alongside London Road extends to the north and east that forms a developed backdrop at the entrance to Devizes in winter views.
- 4.21 Hedgerows and trees that bound the former MOD playing fields extend between the developed edges on London Road and Wellington Drive, providing a vegetated edge at the interface with the adjacent landscape of the Vale of Pewsey.
- 4.22 The rolling landform of the chalk downs promontories and Etchilhampton Hill on the edges of the Vale within the North Wessex Downs to the south of Devizes form a backdrop in wider views to the southwest beyond the town.
- 4.23 The site lies beyond the vegetated edge and former playing fields, with the office, garage units and hardstanding set against the backdrop of the Canning Hill garage buildings and alongside development along London Road. Development within the town centre forms a backdrop, set amongst the trees.

Views from the Ridgeway to the south of Devizes (Photoviewpoint 5)

- 4.24 As illustrated by **Photoviewpoint 5**, there are elevated and expensive views across the Vale towards the distinctive scarp slopes and landform of Roundway Hill to the north from the chalk foothills east of Devizes.
- 4.25 In these views on the edge of the National Landscape, the built edge of Devizes forms a backdrop within the low-lying Vale landscape beyond the Kennet & Avon Canal, with recent development adjacent to the marina forming a prominent edge, with red tiled roofs drawing the eye.
- 4.26 Buildings within the Hopton Industrial Estate and solar farm on the gently rising land north of London Road site are visible on the footslopes of Roundway Hill beyond the housing.
- 4.27 The site is situated beyond the rooftops of houses in Northfields, south of Horton Road and is barely discernible in these distant views.

USERS OF LONDON ROAD – PHOTOVIEWPOINTS 6 – 9

- 4.28 Approaching Devizes on London Road, views towards the site are screened by roadside trees and hedgerows and the vegetation along the boundary of the town with the adjacent countryside, east of the site.
- 4.29 As illustrated by **Photoviewpoint 6** and extract at **Figure 4.2**, when entering the town buildings within the Hopton Industrial Estate alongside the junction with Waller Road mark the built edge, framing views along the road. Tree planting within the verge to the north of the road provides a vegetated backdrop, softening and breaking up the buildings, which are glimpsed between the trees.



Figure 4-2: View from London Road at entrance to Devizes (extract of Photoviewpoint 6)

- 4.30 Looking along the road, the office building within the site forms a backdrop, with houses beyond. As illustrated by **Photoviewpoint 7** at the site entrance and **Photoviewpoint 8a** (and **Figure 4.3**), there are open views across the site and former playing fields to the south of the road. There are no trees or hedgerows along the southern edge of the road bounding the site.



Figure 4-3: Views from London Road alongside the site (extract of Photoviewpoint 8a)

- 4.31 During the winter months when the trees are out of leaf, Houses south of Hopton Road are visible beyond trees and hedgerows beyond the site and former playing fields.

- 4.32 When entering Devizes on London Road, the site is set within the extent of the existing development, experienced alongside the industrial estate to the north, garage buildings to the west and residential edge to the south.
- 4.33 As illustrated by **Photoviewpoint 8b**, when heading out of Devizes, the site lies alongside the industrial units to the north, with views along the road towards the slopes rising towards the edge of the National Landscape on the skyline, set beyond the trees and hedgerows to the east of the site. Looking across the site, there are distant views of the scarp at Clifford's Hill, set beyond the houses at Wellington Drive. To the south, the residential edge along Horton Road is set beyond trees and hedgerows, forming a backdrop and containing the site within the built envelope.
- 4.34 At the junction with Hopton Road to the west, houses frame views, with the development at Canning Hill garage in the foreground, blocking views across the site (**Photoviewpoints 9 and 10**).

USERS OF HORTON ROAD – PHOTOVIEWPOINTS 10 – 12

- 4.35 As illustrated by **Photoviewpoints 11 and 12**, when travelling along Horton Road within the settlement edge, passing adjacent houses that front the road, there are views towards the site beyond the former playing fields through gaps in the roadside hedgerow.
- 4.36 In these views, the site, including office, garages and storage unit, is set in front of the buildings within the industrial estate fronting London Road. The industrial estate forms a backdrop, containing the site within the extents of the built edge and separating the land from the rising slopes and scarp of Roundway Hill within the North Wessex Downs that forms a distinctive backdrop and skyline.
- 4.37 The hedgerows and trees bounding the playing fields provide enclosure and separate the site from the adjacent countryside to the east.

USERS OF PERMISSIVE PATHS ON ADJACENT LAND – PHOTOVIEWPOINTS 13 AND 14

- 4.38 For people using the permissive path adjacent to the site, the land is experienced on the edge of the industrial estate, with traffic using London Road introducing noise and movement, impacting on tranquillity and the amenity of the landscape.
- 4.39 As described at Section 3 of this LVA when considering the setting of the National Landscape, there are outward views to the east across the former playing fields towards the rising landform and skyline of the North Wessex Downs beyond the edge of Devizes. The site does not facilitate eastward views from the permissive path, which lies to the south.
- 4.40 As with views from Horton Road, Roundway Hill forms a backdrop on the skyline to the north of Devizes, beyond the industrial estate.

5 DESIGN RESPONSE

- 5.1 The detailed scheme for the proposed food store and outline parameters for the drive-thru unit and EV charging hub have been designed to respond to the context of the site on land adjacent to London Road at the entrance to Devizes, adjacent to Hopton Park Industrial Estate and Canning Hill garage, as well as properties south of Horton Road and at Wellington Drive. This has included consideration of the location of the food store on the site, parking and access, materials and colours and landscaping.
- 5.2 The proposals have also been designed to fit with the consented development on the remainder of the site allocation and former MoD playing fields to the east of the site. This has included ensuring boundaries do not interfere with landscaping, SuDS or buildings proposed adjacent to the site.
- 5.3 Details of the proposal are included within the Design and Access Statement (DAS) prepared by Kendall Kingscott Architects and are illustrated on the site layout plan and elevations. Soft landscape proposals for the food store application have also been prepared by Cambium landscape architects.
- 5.4 The layout of the proposals (both detailed and outline elements) are included on the extract at **Figure 5.1** below. It should be noted that the outline elements of the scheme for the drive-thru unit and EV charging hub (highlighted in purple) are only indicative at this stage.



Figure 5-1: Proposed Site Plan (extract)

DETAILED PROPOSALS - FOOD STORE

LOCATION OF BUILDING

- 5.5 The food store has been positioned to the southwest of the site, allowing adequate space to incorporate access off and a frontage to London Road, parking and HGV servicing as well as providing tree planting to London Road at the store frontage and along Horton Road.
- 5.6 Given the shape of the site, options for the location of the store are limited, with the proposed location and orientation being the only viable position.

SCALE OF DEVELOPMENT

- 5.7 The food store is single storey, and limited in height to a maximum of 6.3m from finished floor level, and 5.1m at the lower end of the mono pitched roof. Given the location of the proposed store adjacent to commercial and industrial development north of London Road, the building will not be prominent, or out of keeping.
- 5.8 With the construction of the adjacent consented development, the store will be in proximity to a 14m high warehouse located on the land to the east.

MATERIALS AND COLOUR

- 5.9 It is proposed to clad the façade of the building in anthracite grey and medium grey, with grey brickwork plinth. The roof is also proposed to be dark grey to present a non-reflective and recessive colour that will allow the building to blend into the surroundings in elevated views from the surrounding landscape.



Figure 5-2: Materials and Colour (extract of southwest elevation)

- 5.10 When selecting the colours, regard has been given to the existing vernacular of buildings in proximity to the site, as well as the North Wessex Downs AONB Guidance on the selection and use of colour in development for the Vales landscape.
- 5.11 The AONB guidance is for development within the designated landscape, as opposed to the peri-urban context of the site, situated outside the National Landscape on currently occupied brownfield land adjacent to existing commercial and industrial development.
- 5.12 However, the guidance recognises that a colour is never seen in isolation from surrounding colours and that selection of colours has to take account of the site context. As illustrated on the extract at **Figure 5.3**, the palette for the Vales includes dark and mid grey tones.

INTEGRATION COLOURS			GREY NEUTRAL		GREY CONTRAST	ACCENT / TRIM COLOURS			BRICK, TILE & STONE
A	B	C				A	B	C	
S2010-Y30R	S3010-Y	S3010-Y10R	S2500-N	S4505-N		S1005-Y30R	S1502-B	S1010-Y	S3010-Y20R
S3020-G80Y	S3020-Y	S3030-G40Y	S3000-N	S5000-N		S3005-G80Y	S2502-Y	S2005-G40Y	S4005-Y20R
S4010-Y10R	S4010-G90Y	S4010-Y30R	S4000-N	S6000-N		S2010-Y10R	S2010-G90Y	S2005-Y30R	S6005-Y20R
S4010-G30Y	S4010-G70Y	S5010-Y10R	S4500-N	S6500-N		S2502-R	S3010-G60Y	S3020-Y10R	S3040-Y60R
S5005-Y20R	S4020-G50Y	S5010-G90Y	S5000-N	S7000-N		S3020-Y	S3005-G80Y	S3010-G80Y	S4030-Y50R
S6010-G70Y	S6010-G90Y	S6020-Y	S6000-N	S3500-N		S3010-R70B	S4010-G90Y	S4020-Y	S4030-Y70R
S6010-Y30R	S7010-Y10R	S7005-Y20R	S8500-N	S4000-N		S4020-Y10R	S4020-Y15R	S3030-Y	S1020-Y10R
S7010-G90Y	S7010-Y30R	S8010-G90Y	S7000-N	S8500-N		S4020-Y	S4020-Y30R	S5020-Y	S3030-Y70R

Figure 5-3: Vales Developed Palette - extract from North Wessex Downs AONB Colour Guidance

- 5.13 The extract of Photoviewpoint 8a at **Figure 5.4** illustrates the prevalence of grey tones within the built environment adjacent to the site.



Figure 5-4: Colours within the environment of the site (extract of Photoviewpoint 8a)

- 5.14 As illustrated by the CGI prepared by Monolith below (**Figure 5.5**), the use of the grey cladding provides a good contextual fit in this location with a colour palette of materials consistent with those recommended for use within the Vales.
- 5.15 Copies of CGIs produced for views of the proposed store and landscaping on London Road are contained at **Appendix 2** of this LVA.



Figure 5-5: CGI of proposed store and landscaping on London Road frontage (looking southwest)

LANDSCAPE PROPOSALS

- 5.16 The landscape proposals for the store incorporate new native hedgerow and tree planting along the site frontage with London Road, including field maple and alder. There is also tree planting and native hedgerow proposed to the western boundary with Canning Hill garage and along Horton Road to the south, replacing a length of hedgerow to be removed as part of the proposals to facilitate pedestrian access.
- 5.17 The new tree planting along London Road will reflect the existing character of the tree-lined route into Devizes and contribute to an increase in tree cover, providing biodiversity and environmental benefits in line with the Western Forest initiative. This is illustrated by the CGI prepared by Monolith looking northeast on London Road (**Appendix 2**) an extract of which is included below at **Figure 5.6**.



Figure 5-6: CGI of London Road frontage showing new tree and hedgerow planting

- 5.18 The tree and hedgerow planting along Horton Road will tie-in with the proposed landscape buffer to the adjacent consented employment scheme.
- 5.19 Given the on-site constraints, there is not enough space to deliver tree planting to the eastern site boundary, which adjoins the consented employment development, with there being a requirement for a retaining structure to the rear / east of the store.

- 5.20 With the construction of the employment scheme, the land to the east of the site will be planted with trees, set within an area of green infrastructure and attenuation features that form part of the SuDS. This planting will provide screening, softening the edge of the development and reinforcing the tree backdrop in views from London Road and Horton Road.

- 5.21 An extract of the soft landscape proposals is included at **Figure 5.7**.

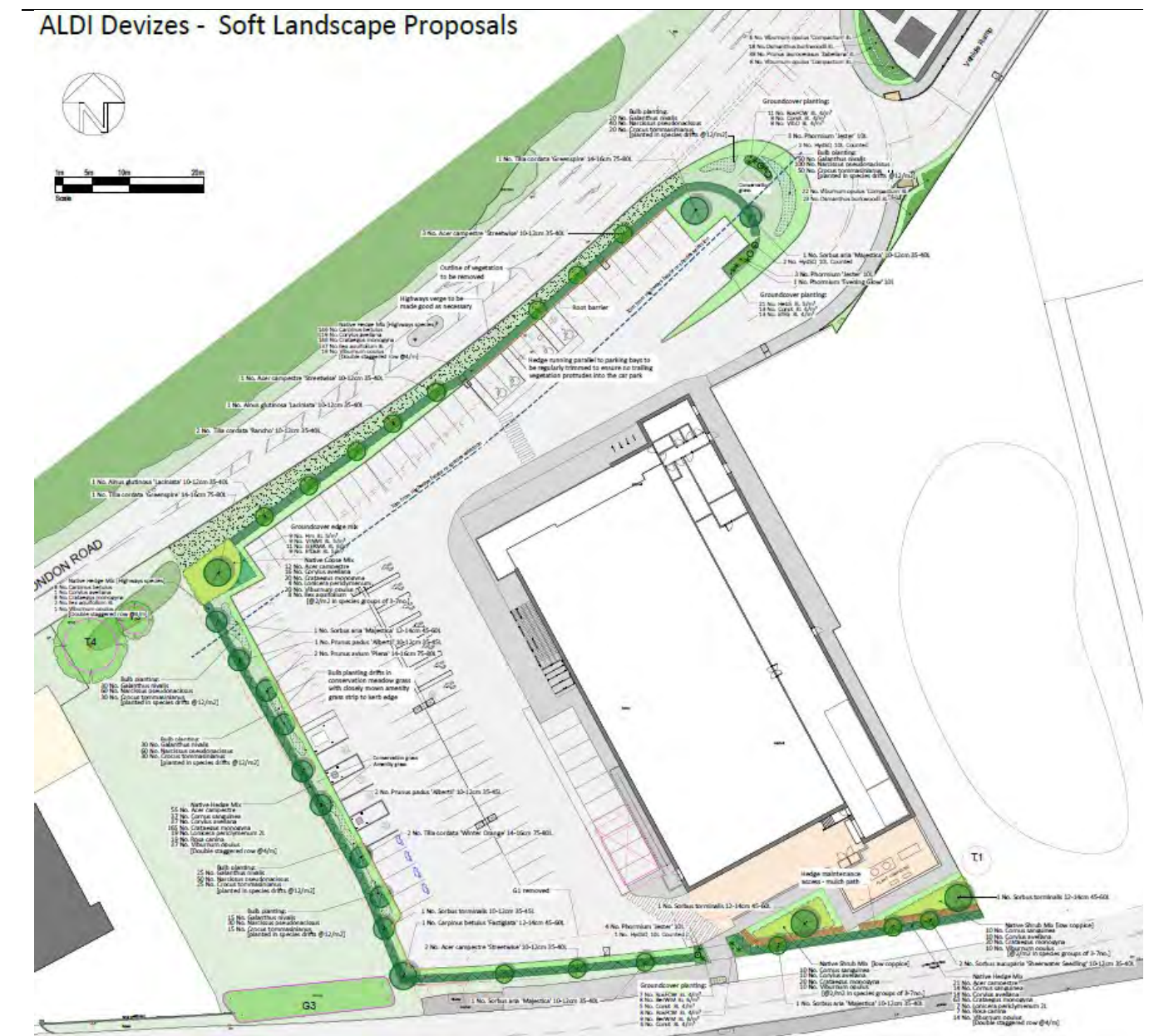


Figure 5-7: Soft Landscape Proposals (extract of Cambium drawing DR-L-1636-02)

OUTLINE PROPOSALS

- 5.22 Given that the proposals for a drive-thru unit and EV charging hub are proposed in outline, the location and scale of the built elements and internal layout for the access and parking / charging areas are not detailed or fixed as part of the hybrid application. Given the constrained shape and size of the northern part of the site however, it is likely that any future detailed layout will be very similar to that currently shown indicatively.
- 5.23 For the purposes of this LVA, the illustrative layout shown on the Proposed Site Plan (see extract at Figure 5.1) has been used to inform judgements of the landscape and visual effects of the proposals. As shown on the illustrative layout, the following assumptions have been made:

ACCESS AND PARKING

- 5.24 Access to the drive-thru and EV charging is shared with the food store, with parking and EV charging laid out along the site adjacent to London Road, behind the highway verge. The illustrative layout indicates a total of 34 parking spaces, 8 of which are associated with the EV charging hub and 3 accessible spaces.
- 5.25 The proposals also incorporate the construction of a footway along London Road, with a pedestrian crossing point onto Waller Road and the Hopton Industrial Estate.

DRIVE-THRU

- 5.26 The drive-thru building is indicatively located to the north of the site, providing a frontage to London Road, and situated within a practical location that reflects the constraints posed by the size and shape of the site.
- 5.27 As described above when considering height parameters for the ZTV, drive-thru buildings of the type proposed typically have a parapet height of circa 6m, with some elements being taller and up to circa 6.5m. When preparing 3d models of the drive-thru building for the non-verified CGI montages, Monolith based the massing and height on examples of those that may be envisaged for the scheme, with a parapet of 5.8m and taller roof elements of 6.35m.
- 5.28 The colours used are also indicative, and include shades that reflect those within the AONB colour guidance for the area, including natural brown tones that are in keeping with local building materials and greys to blend with the site context.

LANDSCAPE PROPOSALS

- 5.29 Given the outline nature of the Drive-thru and EV charging hub element of the hybrid application, landscaping will be a Reserved Matter with details to be conditioned.

- 5.30 Whilst it is the intention to deliver roadside landscaping, including native hedgerow and tree planting, the location, species and number of plants will need to be specified once the layout has been finalised to incorporate footways and highways requirements.
- 5.31 Therefore, for the purposes of this LVA, it has been assumed that there will not be any tree planting associated with the outline scheme for the drive-thru and EV charging hub.
- 5.32 The assessment at Section 6 of this LVA is informed by a set of unverified CGI Photomontages from views within the National Landscape (Photoviewpoints 1 and 2) and entrance to Devizes on London Road (Photoviewpoint 6). Whilst the montages include planting at years 1 and 15 for both the proposed food store and consented employment scheme, no trees or planting have been included for the outline proposals.

6 LANDSCAPE AND VISUAL EFFECTS

- 6.1 Having identified the landscape and visual context of the site and those landscape and visual receptors that may be affected by the proposed food store and drive-thru, including the setting of the North Wessex Downs, the landscape and visual effects of the proposals are summarised below.
- 6.2 The findings take account of the sensitivity of the landscape and visual receptors to change associated with the proposals, taking into account the location, scale and design of the development, including the landscape scheme and materials.
- 6.3 The assessment considers the proposals as both a standalone development, assuming the current baseline conditions, and the cumulative landscape and visual effects alongside consented employment scheme on the adjacent land within the wider allocation.
- 6.4 The assessment is informed by the illustrative material prepared to accompany the application as described in Section 5 of this report, and include the CGIs at **Appendix 2** and non-verified montages from within the National Landscape and London Road contained at **Appendix 3**.

LANDSCAPE EFFECTS

LANDSCAPE SENSITIVITY

- 6.5 As defined in GLVIA, landscape sensitivity is a combination of judgements of value and susceptibility to a specific type of change or proposed development.

Susceptibility to the Proposals

- 6.6 The susceptibility of the landscape is defined by GLVIA at paragraph 5.40 as:

"The ability of the landscape receptor (whether it be the overall character or quality / condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of planning policies and strategies."

- 6.7 The site and local landscape, including the built environment within Devizes, land beyond the settlement edge within the Vale of Pewsey and edges of the North Wessex Downs National Landscape are of a **Low susceptibility** to the proposed development.
- 6.8 The site comprises brownfield land that is currently used as a motorcycle training facility, forming part of the wider allocation for 8.4 hectares of employment land.
- 6.9 The site and adjacent land of the former MoD playing fields to the east that forms the remainder of the wider allocation are located within the built envelope of Devizes alongside Canning Hill garage to the

west, the Hopton Industrial Estate that extends to the north and northeast along London Road, housing at Wellington Drive on the settlement edge to the east and residential area of Northfields south of Horton Road.

- 6.10 The former playing fields and allocation site is bound by a defined vegetated edge comprising mature hedgerows and trees, providing separation with adjacent open arable landscape within the Vale of Pewsey.
- 6.11 As demonstrated within the analysis contained at Section 3 of this LVA, the site makes only a limited contribution to the setting of the National Landscape.
- In views from the Roundway White Horse to the north, the site is not discernible, set beyond the Hopton Industrial Estate and built form within Devizes that fronts onto the designated landscape.
 - Similarly, in wider views from the Wessex Ridgeway to the south, the site is not discernible, set amongst the built form of Devizes, with the backdrop of industrial development to the north set below the slopes and scarp of Roundway Hill.
 - From the edge of the National Landscape to the east, the site is situated adjacent to existing development within the extents of the built envelope and contained beyond the hedgerows and trees that provided a vegetated edge at the transition with the adjacent landscape.
 - In views towards the National Landscape from adjacent vantages (London Road, Horton Road and permissive paths adjacent to the site), the landform of Roundway Hill is set beyond the backdrop of industrial units and development to the north. There are views of the slopes to the east and distant scarp from London Road to the north of the site and paths on the land to the south, seen alongside industrial and residential development in the foreground.

Landscape Value

- 6.12 Landscape value is defined by GLVIA as being:

"The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons."

- 6.13 The site is not situated within a landscape designated either locally or nationally, and comprises brownfield land that forms part of the wider allocation CP2 for 8.4 hectares of employment development, with this allocation including the site directly to the east which has consent for up to 25,000 sqm of commercial development.
- 6.14 Whilst the site forms part of the setting to the North Wessex Downs National Landscape, as detailed within this LVA and summarised above, the site makes a very limited contribution to the setting of the designated landscape. The site is located within the built envelope of Devizes, adjacent to industrial and residential development and contained within and separated from the adjacent landscape by built form and vegetation that defines the settlement and transitional edge with the wider Vale and North Wessex Downs.

Site-specific Assessment of Landscape / Value

- 6.15 Since the publication of GLVIA in 2013, the Landscape Institute have published a technical guidance note (TGN 02/21)⁵ to assist in understanding and making judgements about the value of landscapes outside national landscape designations. At Table 1 of the note, a range of factors are set out that may be considered when identifying landscape value. An assessment of the TANO2/21 Landscape Value Factors is set out in **Table 3.2** below.

Table 6-1: Site-Specific Landscape Value

Landscape Value Factor	Assessment
Natural Heritage	The site does not contain, nor is it in proximity to any sites designated for ecological value. The site is of low ecological value due to the hardstanding across the site and lack of boundary vegetation alongside London Road and the internal boundaries with the adjacent allocation land and former playing fields. The hedgerow to the south of the site is gappy and lacks connectivity within the wider landscape, limiting potential for wider ecological value.
Cultural Heritage	The site makes a limited contribution to heritage value and time depth, comprising areas of hardstanding associated with the use of the site as a motorcycle training facility and previously used by Wiltshire Constabulary as a skidpan.
Landscape Condition	The condition of the landscape within and adjoining the site is poor. The site comprises hardstanding areas, with the site office and garaging in a poor state of repair. There is little vegetation within or bounding the site, with the frontage along London Road being open with no tree cover or hedgerows. The adjacent land with the allocation site appears unmanaged, with grassland and scrub.
Associations	There are no known associations with the site in relation to any particularly notable events or people.
Distinctiveness	The site makes a limited contribution to the distinctiveness of the landscape, comprising brownfield land within the built envelope of Devizes.
Recreational	There is no public access within or across the site, nor any permitted access. The site is of a low recreational value.
Perceptual (scenic)	The site is experienced within the peri-urban context alongside London Road and the industrial estate. Housing to the east at Wellington Drive and south of Horton Road at Northfields contain the site within the built envelope. The site makes a limited contribution to the setting of the North Wessex Downs National Landscape.
Perceptual (wildness and tranquillity)	The site is situated on the edge of the settlement as is strongly influenced by the adjacent industrial estate, housing and traffic on London Road, as well as lighting and signage. This reduces the tranquillity of the landscape in this location.
Functional	The site performs a limited role in the functionality of the landscape. This is due to the fragmented nature of the hedgerows to the south and hardstanding crossing the site alongside London Road and unvegetated road frontage along the site edge.

- 6.16 The assessment above highlights the **lower landscape value** of the site, comprising brownfield, developed land with few landscape features and no recreational access, situated adjacent to London Road, Hopton Industrial Estate and residential development.

Sensitivity

- 6.17 Given the above factors, the site and its setting in relation to Devizes and the adjacent landscape within the Vale of Pewsey and North Wessex Downs National Landscape is of a **low landscape sensitivity** to the proposals.

SETTING OF THE NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 6.18 The impact of the proposals upon the key qualities and setting of the North Wessex Downs National Landscape are assessed below. As examined through the baseline analysis within this LVA, which includes a review of the AONB Management Plan and Landscape Character Assessment, those key qualities of relevance to the site within the setting of the National Landscape include views towards the settlement edge the setting of Devizes within the Vale of Pewsey on the edges of the designated landscape, and views towards the scarps and chalk downland as a setting and backdrop to the lower-lying Vale landscape.

Views towards the settlement edge

- 6.19 As described above, the site does not contribute to the setting of the National Landscape as experienced in views from Roundway Hill to the north and the Wessex Ridgeway to the south, being set beyond development within the Hopton Industrial Estate and residential edge in these views respectively.
- 6.20 As illustrated on the Photomontage from Photoviewpoint 1 (**Appendix 3**), and extract at **Figure 6.1**, the proposed food store and drive-thru will be set beyond existing development and vegetation in views from the Roundway White Horse, and will **not affect the setting** of Devizes at the edge of the North Wessex Downs.
- 6.21 The montage shows the location of the buildings as wirelines. The extract at Figure 6.1 is zoomed-in on the site area within the wider view in order to highlight the location of the site and wirelines, which are difficult to discern within the wider panoramic views. The wider views as experienced from the White Horse vantage are included on the full-width montages contained at Appendix 3.

⁵ Technical Guidance Note 02/21 Assessing Landscape Value Outside National Designations



Figure 6-1: View from Roundway White Horse - Proposed Development at Year 15



Figure 6-2: View from Footpaths BCAN6 & 8 - Proposed Development at Year 15

- 6.22 In views from the edge of the National Landscape experienced from Public Footpaths BCAN6 and BCAN8, the food store and drive-thru will be visible beyond the vegetation on the edges of the settlement, set against the backdrop of the buildings within the Hopton Industrial Estate and Canning Hill garage.
- 6.23 Given the low profile of the food store (6.3m high) and use of recessive grey tones for the cladding, the building is not prominent in the views, set below the wooded backdrop and framed by the proposed trees along the site boundaries with London Road and Horton Road, softening views of the Canning Hill garage buildings to the west.
- 6.24 The drive-thru building lies adjacent to buildings within the industrial estate, set beyond the hedgerows and trees to the settlement boundary at the entrance to Devizes. Given the limited height of the drive-thru (below 6.5m), the building sits below the trees along London Road, with buildings within the industrial estate visible above and beyond the trees, forming a developed backdrop.
- 6.25 The site is set beyond the trees and hedgerows that mark the edge of Devizes and transitional edge with the adjacent agricultural fields on the slopes leading to the National Landscape. Houses on Wellington Drive form a defined built edge fronting onto the fields at the base of the footslopes.
- 6.26 The proposed development and landscape planting (at year 15) are shown on the extract of the photomontage from Photoviewpoint 2 at **Figure 6.2**. As with the views from Roundway Hill, the extract has been zoomed-in to highlight the site and proposals. Within the wider views, the proposals are not easily discernible.

- 6.27 As illustrated by the photomontage, whilst the proposed development will be visible in elevated views from the edge of the National Landscape to the east, they will result in limited visual change, being viewed within the context of the Hopton Industrial Estate and backdrop of the town.
- 6.28 The introduction of the proposed development in these views will give rise to **minor impacts** on the setting of the North Wessex Downs National Landscape and views towards Devizes. These impacts will be limited to localised views within 1 km of the site and context of the settlement edge and will be **neutral** in nature.
- 6.29 The composition of the expansive views across the landscape towards Devizes and the backdrop of the rolling ridgelines will remain unaffected. The development will not extend beyond the hedges and trees that bounds the arable fields at the edge of the settlement, thereby retaining the soft edge at the interface with the countryside within the Vale of Pewsey and slopes leading to the North Wessex Downs.
- 6.30 Wider views of the scarps and hills across the North Wessex Downs to the south and west, looking along the Vale of Pewsey will remain unaffected.

The landform of the chalk downland and footslopes as a distinctive backdrop and setting

- 6.31 As described at Section 3 of this LVA when describing the contribution that the site makes to the setting of the National Landscape, there are views along London Road and across the site and adjacent land of the former playing fields towards the footslopes and edge of the North Wessex Downs east of Devizes, as well as views over the Vale towards the distant hills and scarp at Clifford's Hill.

- 6.32 There are also views from Horton Road and permissive paths to the south of the site towards Roundway Hill that rises above Devizes to form a backdrop, including views of the Roundway White Horse and Leipzig Plantation on the skyline.
- 6.33 The proposals will **retain these outward views towards the distinctive landform** and backdrop of the chalk downlands and scarps within the National Landscape.
- 6.34 The food store and drive-thru building will sit below the roofscape of the Hopton Industrial Estate and treed backdrop in views towards Roundway Hill from Horton Road and the permissive paths to the south.
- 6.35 Views along London Road towards the slopes to the east will be retained, along with views over the car parking / EV charging bays and adjacent land of the former playing fields to the distant scarp and hills on the skyline.

Cumulative Effects alongside Consented Development

- 6.36 When considered alongside the consent employment development on land adjacent to the site, the proposals will give rise to only **negligible cumulative effects** on the setting of the North Wessex Downs National Landscape.
- 6.37 As detailed within the Landscape and Visual Impact Assessment (LVIA) prepared by Aspect Landscape Planning to accompany the application for the consented scheme⁶, the employment development would not give rise to any significant adverse effects on the key characteristics of the Pewsey Vale LCA, and only a minor adverse effect on the setting of the North Wessex Downs National Landscape (AONB). The LVIA concluded that:

"Whilst the proposed development would result in an overall increase in the quantum of built form within the settlement edge, it is considered that it would not materially alter the interplay between the lower lying vale and wider undulating backdrops, which characterise the Site's localised / wider landscape settings. The proposals would be well contained within the settlement edge and would not result in any reduction in the openness of the wider vale setting, being set down and integrated beyond a robust treeline along the Site's northern boundary. Upon maturity of the landscape mitigation, at Year 10 it is considered that there would be Negligible magnitude of change on the setting of the AONB, with the proposals constituting a barely perceptible degree of change."

- 6.38 The assessment made by Aspect for the significantly larger scheme reflects the findings of this LVA for the proposed food store and drive-thru, which will be contained within the settlement edge context, set beyond a robust landscape edge to Devizes on the edge of the Vale of Pewsey.

- 6.39 As illustrated by the photomontage of the proposed and consented development from Photoviewpoint 1 (see **Appendix 3** and extract at **Figure 6.3**), in views from the north at the Roundway White Horse, the large scale buildings within the consented development will extend across the open fields between the industrial estate and development at Wellington Drive and south of Horton Road.



Figure 6-3: View from Roundway White Horse - Consented and Proposed Development at Year 15

- 6.40 In views from the edge of the National Landscape to the east experienced from Public Footpaths BCAN6 and BCAN8, the consented development sits in front of the site, with only part of the food store set beyond the large scale warehouses and associated landscaping, being recessive in the view.
- 6.41 As the extract of the cumulative photomontage from Photoviewpoint 2 at **Figure 6.4** below illustrates, the mitigation planting associated with the consented scheme reinforces the existing hedgerows and trees at the edge of the settlement.
- 6.42 In outward views from London Road, the consented employment development will screen the existing views beyond the site towards the distant scarps and hills within the North Wessex Downs to the east, including Clifford's Hill.
- 6.43 The permissive paths to the south of the consented employment site will no longer exist, with the consented development being constructed across the former playing fields, blocking views towards Roundway Hill from the south of the site. Views from Horton Road would also be screened by the large scale warehouse and industrial units.

⁶ Proposed Employment Land Development, Land at Horton Road, Devizes – Landscape & Visual Impact Assessment, Aspect Landscape planning, January 2022., ref. 7629 LVIA 004: Section 5. Assessment of Effects, Setting of the North Wessex Downs AONB paragraphs 5.26 and 5.27, pages 49 & 50



Figure 6-4: View from Footpaths BCAN6 & 8 – Consented and Proposed Development at 15 Years

SITE-WIDE EFFECTS

- 6.44 As examined above, the site and environs are of a low landscape sensitivity to the proposals, comprising operational brownfield land situated at the settlement edge and entrance to Devizes and within the peri-urban context. The eastern portion of the site also forms part of an allocation within the adopted Core Strategy for employment use.
- 6.45 The development of a food store and drive-thru in this location on London Road at the entrance to Devizes, alongside the Hopton Industrial Estate will not be out of character with the built environment, which includes industrial and commercial units and offices alongside London Road, as well as the adjacent filling station and car sales business at Canning Hill garage.
- 6.46 The use of recessive grey shaded cladding for the food store and the low-level single storey buildings mean that the development would not be prominent when entering Devizes on London Road, as illustrated by the photomontage from Photoviewpoint 6 (**Appendix 3**) and extract at **Figure 6.5** below.
- 6.47 The use of part of the site as an EV charging hub and parking associated with the drive-thru and food store will retain an open aspect to the south of London Road, reflecting the current use of the site as a motorcycle training facility, with associated vehicular movement and parking. The car sales business at Canning Hill garage adjacent to the site includes vehicles lined up alongside the road frontage (see **Photoviewpoint 9 – Plan 9**). Parking and charging of vehicles along the southern edge of London Road would therefore not be out of keeping within the context of the site.



Figure 6-5: Entrance to Devizes on London Road - Proposed Development at 15 years

- 6.48 As recognised by the Kennet Landscape Character Assessment guidelines for the Vale of Pewsey, enhancement priorities include for maintaining and replacing roadside hedgerows and trees, including avenues, as well as the maintenance and establishment of strong landscape edges and structure around the fringes of main settlements to minimise impacts of development on the surrounding countryside.
- 6.49 This has been highlighted by the Council's landscape officer within pre-application comments, along with mention of the Western Forest national forest initiative within Wiltshire and neighbouring Counties. The landscape officer has suggested that the proposals should include for tree planting along London Road to reflect the tree-lined character of the road to the northern edge of the road, fronting the industrial estate.
- 6.50 As considered in relation to the setting of the North Wessex Downs National Landscape, the site and proposals are separated from the wider landscape of the Vale of Pewsey, set beyond the residential edge at Wellington Drive, industrial estate on London Road and trees and hedgerows to the north east of the site. The site therefore makes a limited contribution to the setting of Devizes at the interface with the wider Vale landscape. The proposed development does not impact on the landscaped edge to the town in this location, being set-back beyond the adjacent land of the former MoD playing fields (allocation site) and to the southwest of Weller Road and the entrance to the town on London Road.
- 6.51 As highlighted at Section 5 (Design Response), the detailed proposals for the food store include for the planting of native trees and hedgerow species alongside both London Road and Horton Road, as shown on the soft landscape proposals. The CGIs of the store as seen from London Road (**Appendix 2**) illustrate how the treed and hedgerow planting will provide an attractive frontage to London Road, reflecting the character of the road and providing enhancements.

- 6.52 The outline proposals for the drive-thru and EV charging hub do not include for landscaping, which is subject to detailed design.
- 6.53 Given the above factors, the proposals will give rise to localised impacts at a site-wide scale at the entrance and within the built edge of Devizes. These will result in a low magnitude of change, reflecting the location and scale of the development adjacent to the industrial estate and commercial development on London Road.
- 6.54 The proposed built development will be appropriate and in keeping with the character of existing development and the location of the site, which is currently operational brownfield land. The development will give rise to neutral landscape effects
- 6.55 The tree and hedgerow planting associated with the detailed proposals for the food store will deliver localised enhancements to the character of London Road at the entrance to Devizes, reflecting guidelines within the Kennet Landscape Character Assessment, along with biodiversity and climate benefits.

Cumulative Effects alongside Consented Development

- 6.56 When considered alongside the consent employment development on land adjacent to the site, the proposals will give rise to **negligible cumulative landscape effects**.
- 6.57 As illustrated by the cumulative photomontage from Photoviewpoint 6 at the entrance to Devizes on London Road (and **Figure 6.6**), the consented scheme will introduce development on the edge of the town, to the north of the site. These units, with a height of up to 10m, are of a greater scale than the proposals, creating a distinct entrance feature, opposite the Hopton Industrial Estate.



Figure 6-6: Entrance to Devizes on London Road - Consented and Proposed Development at 15 years

- 6.58 The landscape mitigation planting to the road frontage and site boundaries provide a robust landscape edge at the settlement edge and treed frontage along London Road, combining with both the existing trees and those proposed to the frontage with the food store to reinforce the character.

VISUAL EFFECTS

VISUAL SENSITIVITY

- 6.59 The visual sensitivity of those groups of receptors identified above is considered below. Visual sensitivity is a combination on the value placed upon a view and the susceptibility of the viewer to the proposed changes associated with the proposals

Susceptibility of visual receptors to change

- 6.60 As set out in GLVIA, the susceptibility of visual receptors depends upon the occupation or activity of those experiencing the view and the extent to which their attention or interest may be focused on the views and amenity they experience at particular locations.
- 6.61 Those groups of people that are less sensitive to visual change are identified by GLVA as including:
- People engaged in outdoor sport or recreation which does not involve or depend upon an appreciation of views of the landscape; and
 - People at their place of work, and where setting is not an important to the quality of working life.
- 6.62 Those receptors identified as being the most susceptible to change include residents at home, people engaged in outdoor recreation whose attention or interest is likely to be focussed on the landscape and on particular views, as well as visitors to attractions or heritage assets where views are an important contributor to the experience. Travellers on road or rail are considered to be an intermediate category of susceptibility to change.
- 6.63 As with landscape, the susceptibility of any given visual receptors relates to the ability to accommodate the specific proposed development without undue negative consequences. It is therefore important to consider how the proposals have responded to minimise, offset and mitigate any adverse visual effects.

Value attached to views

- 6.64 GLVIA also states that judgements about the value attached to views should be made, based upon recognition attached to particular views, for example through planning designations or in relation to heritage assets, and indicators of value attached to views by visitors, through appearances on maps, in guidebooks and provision of facilities for their enjoyment.
- 6.65 Views from within the North Wessex Downs National Landscape, including the destination of the Roundway White Horse, are highly valued.

VIEWS WITHIN AND ADJACENT TO THE NORTH WESSEX DOWNS – PHOTOVIEWPOINTS 1 – 5

- 6.66 Users of public footpaths and visitors to destination viewpoints within the North Wessex Downs National Landscape, including the Roundway White Horse, are of a **high sensitivity to visual change**.
- 6.67 Views of the proposals from within the North Wessex Downs have been described above in relation to the effects on the setting of the National Landscape, including reference to the photomontages and photoviewpoints. The effects upon the visual amenity of visitors to the North Wessex Downs are summarised below.

Views from Roundway White Horse / the White Horse Trail (Photoviewpoint 1)

- 6.68 As illustrated by the photomontages from Photoviewpoint 1, the proposed development will give rise to **negligible visual effects** as experienced from the Roundway White Horse and rights of way within the National Landscape to the north.
- 6.69 The proposals will be set beyond intervening development within the Hopton Industrial Estate and trees and vegetation along London Road, including during the winter months when trees are out of leaf, and will be barely discernible.
- 6.70 The composition of the expansive elevated views across the Vale of Pewsey and North Wessex Downs and elements within them will remain unaltered.

Views from Public Footpaths BCAN6 and BCAN8 to the east (Photoviewpoints 2 – 4)

- 6.71 As illustrated by the photomontages from Photoviewpoint 1, whilst the proposed development will be visible in elevated views from the edge of the National Landscape to the east, they will result in limited visual change, being viewed within the context of the Hopton Industrial Estate and backdrop of the town.
- 6.72 The introduction of the proposed development in these views will give rise to **a minor magnitude of change**. The effects will be limited to localised views within 1 km of the site and context of the settlement edge and will be **minor and neutral**.
- 6.73 The composition of the expansive views across the landscape towards Devizes and the backdrop of the rolling ridgelines will remain unaffected. The development will not extend beyond the hedges and trees that bounds the arable fields at the edge of the settlement, thereby retaining the soft edge at the interface with the countryside within the Vale of Pewsey and slopes leading to the North Wessex Downs.
- 6.74 Wider views of the scarps and hills across the North Wessex Downs to the south and west, looking along the Vale of Pewsey will remain unaffected.

Views from the Ridgeway to the south of Devizes (Photoviewpoint 5)

- 6.75 The proposed development will give rise to **negligible visual effects** as experienced from the Wessex Ridgeway and rights of way within the National Landscape to the south of the Vale, beyond the Kennet & Avon Canal.
- 6.76 The proposals will be set beyond intervening development along Horton Road, with the Hopton Industrial Estate and trees and backdrop on the footslopes of Roundway Hill, and will not be discernible.
- 6.77 The composition of the expansive elevated views across the Vale of Pewsey and North Wessex Downs and elements within them will remain unaltered.

Cumulative Effects alongside Consented Development

- 6.78 As examined in relation to the setting of the North Wessex Downs, the proposals would give rise to **negligible cumulative visual effects** in views from public rights of way and destination viewpoints within the National Landscape.

USERS OF LOCAL ROADS

- 6.79 Users of London Road and Horton Road are of a **medium sensitivity to visual change** associated with the proposals.
- 6.80 The attention of road users will be upon the road ahead, and not the landscape and views. The site and proposals will be experienced within the peri-urban context alongside industrial and residential development.
- 6.81 Users of footways alongside Horton Road are experiencing glimpsed views into the site in the context of the residential edge and settlement. In these views the site is viewed adjacent to existing development within the industrial estate, Canning Hill garage and residential development on Horton Road.

Users of London Road (Photoviewpoints 6 – 9)

- 6.82 The proposals will be experienced alongside the existing development on London Road, with the industrial estate extending to the north, and Canning Hill garage to the west. The development will be contained within the edges of the town, set within the peri-urban and developed context.
- 6.83 As illustrated by the photomontages from Photoviewpoint 6 at the entrance to Devizes on London Road (**Appendix 3**), the nature and scale of development, materials and tree planting alongside the road frontage with the food store will be in keeping with the character and adjacent land use.
- 6.84 The proposals will retain outward views along London Road and across the adjacent open land of the former MoD playing fields towards the wider landscape of the North Wessex Downs, overlooking the parking areas and EV charging hub.

- 6.85 On balance, for users of London Road passing the site when entering and leaving Devizes, the proposals will give rise to a **minor magnitude of visual change** and **minor, neutral visual effects**.

Users of Horton Road (Photoviewpoints 10 – 12)

- 6.86 For users of Horton Road, the greatest visual change will relate to the southern site boundary, where there will be pedestrian access to the food store, with replacement native tree and hedgerow planting along the edge of the site.
- 6.87 The parking, EV charging hub and drive-thru building to the north of the site alongside London Road, will be viewed beyond the roadside hedge to Horton Road, set against the backdrop of buildings within the Hopton Industrial Estate and trees alongside London Road. The outline elements of the proposals will be set below the skyline and backdrop of Roundway Hill and will not be prominent in these glimpsed views when passing along Horton Road.
- 6.88 Considering the above, the proposal will give rise to a **minor magnitude of change** for users of Horton Road, and **minor, neutral visual effects**.
- 6.89 Wider views across the adjacent land to the south towards Roundway Hill and the backdrop of the North Wessex Downs will be retained, seen above the proposed development and backdrop of larger-scale development and the roofline of buildings within the Hopton Industrial Estate.

Cumulative Effects alongside Consented Development

- 6.90 For users of London Road, the proposals will give rise to **minor and neutral cumulative visual effects** alongside the consented development.
- 6.91 When entering Devizes, the units to the north of the site will form a gateway feature. Tree planting to the settlement edge and alongside the road will reinforce the landscaped edge to the town, with trees to the site boundaries reinforcing the treed backdrop to London Road, alongside the tree planting to the food store frontage.
- 6.92 Existing views across the site and adjacent land will be replaced with a backdrop of large scale warehousing and industrial units, set beyond trees and landscape planting to the site boundaries.

USERS OF PERMISSIVE PATHS (PHOTOVIEWPOINTS 13 AND 14)

- 6.93 As considered above when assessing the effects of the proposals upon the setting of the National Landscape, users of the permissive paths will continue to have views beyond the site and edges of Devizes to the backdrop of Roundway Hill to the north and footslopes to the northeast.

- 6.94 The proposals will introduce built development adjacent to the former playing fields alongside London Road and Horton Road in proximity to the permissive paths, routes, along with car parking and the EV charging hub facilities.

- 6.95 Given the existing containment of the land by built development and the noise and movement associated with traffic using London Road, for user so the permissive paths the proposals will give rise to **minor and neutral visual effects**.

Cumulative Effects alongside Consented Development

- 6.96 With the construction of the consented scheme, the permissive paths to the south and east of the site will be built over. The consented development includes areas of Green Infrastructure linking with Horton Road, allowing access for recreation and amenity.

7 SUMMARY AND CONCLUSIONS

- 7.1 This LVA has been prepared to inform the proposals and accompany a hybrid planning application for the development of a food store, drive-thru unit and EV charging hub on land off London Road, Devizes.

SITE CONTEXT

- 7.2 The site comprises operational brownfield land that is currently used as a motorcycle training facility adjacent to London Road on the northeastern edge of Devizes, including areas of hardstanding an office / training unit, garages, storage unit and W.C. block.
- 7.3 The Hopton Industrial Estate extends to the north and northeast along London Road, with industrial and commercial units set beyond the roadside verge and tree planting forming a backdrop to the site at the entrance to Devizes. To the west of the site, Canning Hill garage, including a filling station, car sales and carwash sit at the junction of London Road and Horton Road.
- 7.4 To the south and east of the site, the former MoD playing fields are managed as grassland and scrub, with houses on Wellington Drive forming the eastern edge of the town fronting the open countryside. Horton Road bounds the site to the south, extending eastwards alongside the former playing fields. Beyond Horton Road, the residential area of Northfields extends to the Kennet & Avon Canal to the south and forms the settlement edge to the southeast.
- 7.5 The above factors place the site within the peri-urban context within the built envelope and settlement edge of Devizes, separated from the wider landscape by mature hedgerows and trees that bound the former playing fields.
- 7.6 The site forms part of an allocation in the adopted Core Strategy for the development of 8.4 hectares of employment use. The allocation covers the former MoD playing fields to the east and south of the site, and land alongside London Road within the site area.
- 7.7 There is outline planning consent for the development of the former playing fields adjacent to the site to the east for up to 25,000 sqm of distribution, industrial and commercial development. The consented development includes for buildings of between 8 and 14m high, with the illustrative proposals including for a warehouse to the south of the site and two units of up to 10m high alongside the London Road frontage. The consented scheme also includes for areas of green infrastructure and landscape buffer planting to supplement and enhance the landscaped edge to Devizes, northeast of the site.
- 7.8 The North Wessex Downs National Landscape is located approximately 300m to the north of the site, extending beyond the Hopton Industrial Estate and solar farm to Roundway Hill that dominates the skyline to the north. To the east, the edge of the National Landscape is situated approximately 600m distant, on the ridgeline of the rolling footslopes of the chalk downland that frames the Vale of Pewsey.
- 7.9 The site makes only a limited contribution to the setting of the North Wessex Downs, and is experienced in the context of the adjacent industrial estate and residential development, separated from the open

arable landscape of the Vale and footslopes by trees and hedgerows alongside the settlement edge. The site is not discernible in elevated views from Roundway Hill and the Roundway White Horse within the National Landscape, set beyond buildings within the industrial estate and intervening trees.

- 7.10 Given the situation of the site within the built envelope of Devizes and peri-urban setting, influenced by the adjacent industrial and residential development and separation from the wider countryside and landscape of the North Wessex Downs, the site has been assessed as being of a low sensitivity to the proposed development.
- 7.11 Localised views towards the site and proposed development are limited to those obtained from London Road when entering Devizes and adjacent to the site, from permissive paths within the former playing fields to the south and views between lengths of hedgerow along Horton Road to the south.
- 7.12 There are more distant views from the edge of the National Landscape on the sloping land and rolling ridgeline to the east, where public footpaths connect the edge of the town with the North Wessex Downs. In these views, the site is experienced in context with the adjacent industrial estate and backdrop of development within the town, set beyond the residential edge and vegetated boundaries.

PROPOSED DEVELOPMENT

- 7.13 The proposals for the food store have been designed to place the store towards the western edge of the site, set back adjacent to existing development. The single-storey mono-pitched building is 6.3m high at the highest point, and will therefore sit comfortably within the local context of large scale commercial and industrial development and predominantly two storey houses.
- 7.14 The store is proposed to be clad in grey cladding, with mid-grey roofing materials that are recessive and in keeping with the adjacent vernacular. The proposals also include for native tree and hedgerow planting along London Road to reflect the character of trees to the northern edge of the road and enhance the street scene.
- 7.15 The outline proposals for the Drive-thru unit and EV charging hub do not include for landscaping, as this will be a reserved matter. Whilst it would be the intention to incorporate trees and hedgerows to the roadside, the detailed design of the proposals for a new footway will dictate the location and number of trees that will be planted. The assessment within this LVA has therefore not included consideration of planting to the outline elements of the application.

SETTING OF THE NORTH WESSEX DOWNS NATIONAL LANDSCAPE

- 7.16 The key qualities of the North Wessex Downs include elevated views across the landscape of the Vale of Pewsey with settlement integrated into the landscape, as well as the landform of the chalk downland and scarps providing a distinctive backdrop and setting to the lower-lying Vale landscape.
- 7.17 The assessment within this LVA has found that the proposals will not affect the setting of the North Wessex Downs as experienced from the vantages at the Roundway White Horse to the north and Wessex Ridgeway to the south, being barely discernible or screened by intervening built form and vegetation.

- 7.18 As experienced in views from the edge of the National Landscape to the east, the proposals will give rise to **minor and neutral effects**. The proposal retain outward views from the edge of Devizes towards the backdrop of the foothills and scarps within the North Wessex Downs National Landscape.

SITE-WIDE EFFECTS

- 7.19 The site and proposals are separated from the wider landscape of the Vale of Pewsey, set beyond the residential edge at Wellington Drive, industrial estate on London Road and trees and hedgerows to the north east of the site. The site therefore makes a limited contribution to the setting of Devizes at the interface with the wider Vale landscape. The proposed development does not impact on the landscaped edge to the town in this location, being set-back beyond the adjacent land of the former MoD playing fields (allocated and consented employment site to the east) and to the southwest of Weller Road and the entrance to the town on London Road.
- 7.20 The detailed proposals for the food store include for the planting of native trees and hedgerow species alongside both London Road and Horton Road, as shown on the soft landscape proposals. The tree and hedgerow planting will provide an attractive frontage to London Road, reflecting the character of the road and providing enhancements.
- 7.21 Given the above factors, the proposals will give rise to localised impacts at a site-wide scale at the entrance and within the built edge of Devizes. These will result in a low magnitude of change, reflecting the location and scale of the development adjacent to the industrial estate and commercial development on London Road.
- 7.22 The proposed built development will be appropriate and in keeping with the character of existing development and the location of the site, which is currently occupied and operational brownfield land. The development will give rise to **neutral landscape effects**.
- 7.23 The tree and hedgerow planting associated with the detailed proposals for the food store will deliver **localised enhancements** to the character of London Road at the entrance to Devizes, reflecting guidelines within the Kennet Landscape Character Assessment, along with biodiversity benefits.

CUMULATIVE EFFECTS ALONGSIDE CONSENTED DEVELOPMENT

- 7.24 When considered alongside the consent employment development on land adjacent to the site, the proposals will give rise to only **negligible cumulative effects** on the setting of the North Wessex Downs National Landscape and local landscape. The consented development on the site to the east will be set in front of and largely screen the proposals, which are of a smaller scale and height. The enhancements to boundary planting will strengthen the vegetated edge of the town and assimilate the consented and proposed development into the landscape.

VISUAL EFFECTS

- 7.25 In views from the Roundway White Horse and Wessex Ridgeway within the North Wessex Down, the proposals will give rise to **negligible visual effects**, with the development barely discernible within the wider views, screened by and set amongst existing development within the town.
- 7.26 As experienced in views from public footpaths within and on the edges of the National Landscape the east, the proposals will give rise to **minor and neutral visual effects**.
- 7.27 The composition of the expansive views across the landscape towards Devizes and the backdrop of the rolling ridgelines will remain unaffected. The development will not extend beyond the hedges and trees that bounds the arable fields at the edge of the settlement, thereby retaining the soft edge at the interface with the countryside within the Vale of Pewsey and slopes leading to the North Wessex Downs.
- 7.28 Wider views of the scarps and hills across the North Wessex Downs to the south and west, looking along the Vale of Pewsey will remain unaffected.
- 7.29 The proposals will be experienced alongside the existing development on London Road, with the industrial estate extending to the north, and Canning Hill garage to the west. The development will be contained within the edges of the town, set within the peri-urban and developed context.
- 7.30 For users of London Road and Horton Road, the proposals will give rise to a **minor magnitude of visual change** and **minor, neutral visual effects**.
- 7.31 Users of the permissive paths on adjacent land will experience **minor and neutral visual effects**, with the proposals experienced alongside London Road and industrial development.

CUMULATIVE EFFECTS ALONGSIDE CONSENTED DEVELOPMENT

- 7.32 The cumulative visual effects of the proposals when considered alongside the consented scheme will be **minor and neutral** for users of London road and Horton Road.
- 7.33 When entering Devizes, the units to the north of the site will form a gateway feature. Tree planting to the settlement edge and alongside the road will reinforce the landscaped edge to the town, with trees to the site boundaries reinforcing the treed backdrop to London Road, alongside the tree planting to the food store frontage.
- 7.34 Existing views across the site and adjacent land will be replaced with a backdrop of large scale warehousing and industrial units, set beyond trees and landscape planting to the site boundaries.
- 7.35 The cumulative visual effects of views from the National Landscape will be **negligible**, as the proposals will be experienced as part of the wider employment development ,set within the extents of Devizes.

CONCLUSIONS

- 7.36 The assessment within this LVA has demonstrated that the proposals for the development of a food store, drive-thru unit and EV charging hub on land off London Road, Devizes will give rise to only limited and neutral effects on the setting of the North Wessex Downs National Landscape and landscape within the urban edge of Devizes, conserving the key qualities and characteristics of the designated landscape and Vale of Pewsey landscape character area.
- 7.37 The site is of a low sensitivity, set within the extents of the settlement, on occupied and operational brownfield land that forms part of a wider employment allocation within the adapted Core Strategy. Outline consent has been granted for up to 25,000 sqm of employment development as part of the allocation on land adjacent to the site.
- 7.38 The proposals will not affect views from the Roundway White Horse, a popular destination within the National Landscape, with the food store and coffee shop set within the settlement, viewed alongside buildings within the Hopton Industrial Estate and set beyond the vegetated edge to the town in views from the edge of the National Landscape to the east.
- 7.39 The proposals will provide a contextual fit with the existing and consented development alongside London Road and Horton Road, with the tree and hedgerow planting to the road frontage of the food store providing enhancements to the street scene, reflecting guidance within the Kennet Landscape Character Assessment for the maintenance and enhancement of roadside trees and vegetated edges to settlements within the Vale of Pewsey. The tree planting will also contribute to the aims of the Western Forest national forest initiative for increased tree cover across Wiltshire.
- 7.40 When assessed alongside the consented employment development on the adjacent land, the proposals will give rise to negligible and minor, neutral cumulative landscape and visual effects and are therefore considered acceptable in landscape terms.

8 APPENDIX 1: LVIA METHODOLOGY

FACTORS INFORMING THE ASSESSMENT: VALUE, SENSITIVITY, MAGNITUDE OF CHANGE AND SIGNIFICANCE OF EFFECTS

- 8.1 The LVIA considers both landscape and visual effects as separate groups of receptors, whilst acknowledging that there is an interrelationship between them in terms of the visual character and experience of the landscape and townscape.
- 8.2 When assessing the sensitivity of receptors, magnitude of change and significance of effects, judgements are made that have been informed by professional experience, and which avoid the use of thresholds and reliance upon a formulaic approach.
- 8.3 The assessment of effects is informed by narrative text that clearly describes and explains how the factors and qualities identified through the baseline analysis have been taken into account to provide a transparent and objective assessment. This approach is in line with recommendations made in GLVIA, paragraph 3.36 which recognises there should be an emphasis on narrative text describing the landscape and visual effects and judgements made about their significance, as it is likely to be helpful in aiding the understanding of the issues.
- 8.4 Whilst the LVIA uses a series of indicators as to where the value, susceptibility, sensitivity, magnitude and significance are on a scale ranging from Low / Minor to High / Major, these are not fixed thresholds. They are used to indicate where within the range each of these aspects lie and whether they are of a lower or higher sensitivity, magnitude or significance.
- 8.5 By avoiding the use of a defined thresholds, the assessment can be adaptive and reflect the individual variations in the combination of factors that will be unique to each site and proposal.
- 8.6 As set out within the “summary advice on good practice” at chapters 5 and 6 of GLVIA, when assessing landscape and visual effects, an informed professional judgement should be made about whether the effects should be categorised as positive or negative, or in some cases neutral.
- 8.7 For clarity and consistency, the assessment grades receptors and effects as set-out below:

SENSITIVITY OF RECEPTORS (INCLUDING JUDGEMENTS OF VALUE AND SUSCEPTIBILITY)

- Low
- Medium
- High

MAGNITUDE OF CHANGE AND SIGNIFICANCE OF EFFECT

Negligible

- Minor
- Minor / Moderate
- Moderate
- Moderate / Major
- Major

- 8.8 The framework below sets out those factors that are considered within the assessment of the sensitivity of landscape and visual receptors, as well as the judgements of the magnitude of landscape and visual change associated with the proposed development and the resulting significance of effects.
- 8.9 These are not prescriptive definitions, nor do they indicate any thresholds. Furthermore, the factors are not definitive, as others may also be relevant to the assessment. In order to provide an objective and transparent process, the narrative text supporting the assessment will explain the rationale behind the judgements made and those factors and qualities taken into consideration in order to provide an objective assessment.

LANDSCAPE VALUE

- 8.10 At the lower end of the range (Low Value) are landscapes, with no distinctive or sensitive features, which are in poor condition, of limited interest relating to ecological, natural and cultural heritage and with limited or no recreational opportunities. Lower value landscapes may also lack positive perceptual qualities, including visual aspects and tranquillity and have limited functionality in relation to multifunctional green infrastructure and adjacent designated landscapes. These lower valued landscapes may be able to accommodate appropriately design development, and adverse effects can be mitigated for.
- 8.11 At the higher end of the range (High Value) are landscapes with important and acknowledged landscape features that cannot accommodate development and where mitigation measures are unable to avoid, compensate or offset the undue consequences which would arise. These include landscapes that are subject to national, statutory designations in recognition of their quality and value, such as National Landscapes and National Parks.

SENSITIVITY OF VISUAL RECEPTORS

- 8.12 At the lower end of range (Low Sensitivity) are those people engaged in an activity which is not focussed on the landscape or context of the person/people, views are infrequent, and the context of the view is consistent with the likely changes, the vantage point is not associated with a valued landscape or asset.
- 8.13 At the higher end of the range (High Sensitivity) people are engaged in an activity whereby the focus of the visual experience is directly associated with the landscape, the views are associated with a valued

landscape or important assets/landmarks and the number or people, and frequency of the visual experience is high.

MAGNITUDE OF LANDSCAPE CHANGE

- 8.14 At the lower end of the range (Minor magnitude) the degree of change will be small, and the loss of landscape features is only a small proportion of the total extent that this represents and contributes to the character, the changes are entirely consistent with the baseline situation, the geographic extent over which the effects occur is localised.
- 8.15 At the higher end of the range (Major magnitude) the change may be over an extensive area with a high proportion of landscape elements which contribute the character of the area being lost. The change is at odds and incongruent with the context in which it occurs introducing large scale, uncharacteristic elements and features.

MAGNITUDE OF VISUAL CHANGE

- 8.16 At the lower end of the range (Minor magnitude) the visual change will be small scale with no notable loss or addition to the view, the change is consistent with the baseline and will not give rise to contrast in elements, form, colour and line, views are likely to be fleeting, glimpsed or viewed infrequently.
- 8.17 At the higher end of the range (Major magnitude) the changes will be large scale, with losses of key elements in the view and/or additional features which may be incongruent in the composition. There is likely to be contrast in scale, form, line and colour and the changes will affect a large proportion of the view, be fully visible and the duration of the view will be prolonged and frequent.

SIGNIFICANCE OF LANDSCAPE EFFECTS

- 8.18 At the lower end of the range (Minor significance) the degree of change will be small, and the loss of landscape features is only a small proportion of the total extent that this represents and contributes to the character. The geographic extent over which the effects occur is localised. The changes are in keeping with the character and context of the landscape and existing baseline situation, being consistent with the existing features and elements (both built and natural).
- 8.19 At the higher end of the range (Major significance) the change may be over an extensive area with a high proportion of landscape elements which contribute the character of the area being lost. The change is at odds and incongruent with the context in which it occurs, introducing uncharacteristic and detracting features and elements into the landscape.

SIGNIFICANCE OF VISUAL EFFECTS

- 8.20 At the lower end of the range (Minor significance) the visual change will be small scale with no notable loss of addition to the view. The change is consistent with the baseline and will not give rise to contrast in elements, form, colour and line, views are likely to be fleeting, glimpsed or viewed infrequently.

- 8.21 At the higher end of the range (Major significance) the changes will be large scale, with losses of key elements in the view and/or additional features which may be incongruent in the composition. There is likely to be contrast in scale, form, line and colour and the changes will be distinctive and prominent.

9 APPENDIX 2: CGIS

CGI 1: FROM LONDON ROAD AT PROPOSED FOOD STORE ENTRANCE, LOOKING SOUTHWEST

CGI 2: FROM LONDON ROAD LOOKING NORTHEAST

10 APPENDIX 2: PHOTOMONTAGES

PHOTOVIEWPOINT 1: ROUNDHILL WHITE HORSE

PHOTOVIEWPOINT 2: PUBLIC FOOTPATH BCAN6 & BCAN8

PHOTOVIEWPOINT 6: LONDON ROAD AT ENTRANCE TO DEVIZES

PHOTOMONTAGES PREPARED TO SHOW:

- Existing
- Year 1 proposed development
- Year 15 proposed development
- Year 15 cumulative with consented employment scheme

11 PLANS

PLAN 1: SITE LOCATION

PLAN 2: SITE CONTEXT – EXISTING

PLAN 3: SITE CONTEXT – CONSENTED DEVELOPMENT

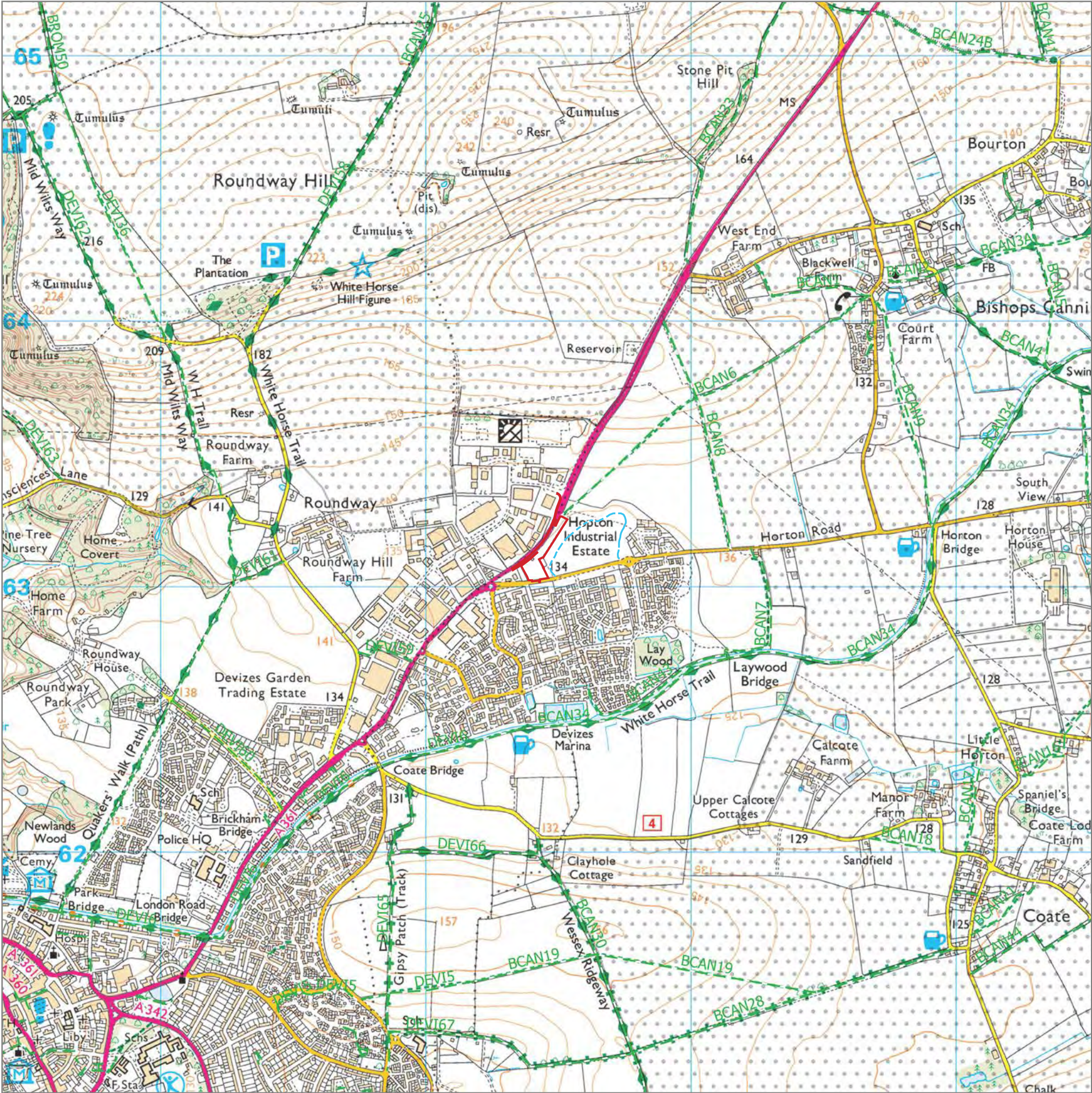
PLAN 4: TOPOGRAPHY

PLAN 5: LIDAR ZONE OF THEORETICAL VISIBILITY

PLAN 6: PHOTOVIEWPOINT LOCATIONS - WIDER

PLAN 7: PHOTOVIEWPOINT LOCATIONS - LOCAL

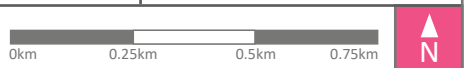
PLAN 8: PHOTOSHEETS (PHOTOVIEWPOINTS 1 – 14)



- Legend
- Approximate Site Boundary
 - Public Right of Way
 - North Wessex Downs National Landscape

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Plan 1: Site Location	
Drawing Ref	Incola 1139 P1
Revision	-
Date	20/02/2026



London Road, Devises
Landscape and Visual Appraisal
Incola 1139 Ro1a
20/02/2026

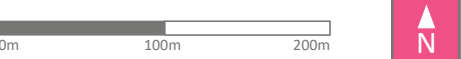


- Legend
- Approximate Site Boundary
 - Public Right of Way
 - Permissive Path

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Plan 2: Site Context – Existing

Drawing Ref	Incola 1139 P2
Revision	-
Date	20/02/2026



London Road, Devizes
Landscape and Visual Appraisal
Incola 1139 Ro1a
20/02/2026



- Legend
- Approximate Site Boundary
 - Public Right of Way

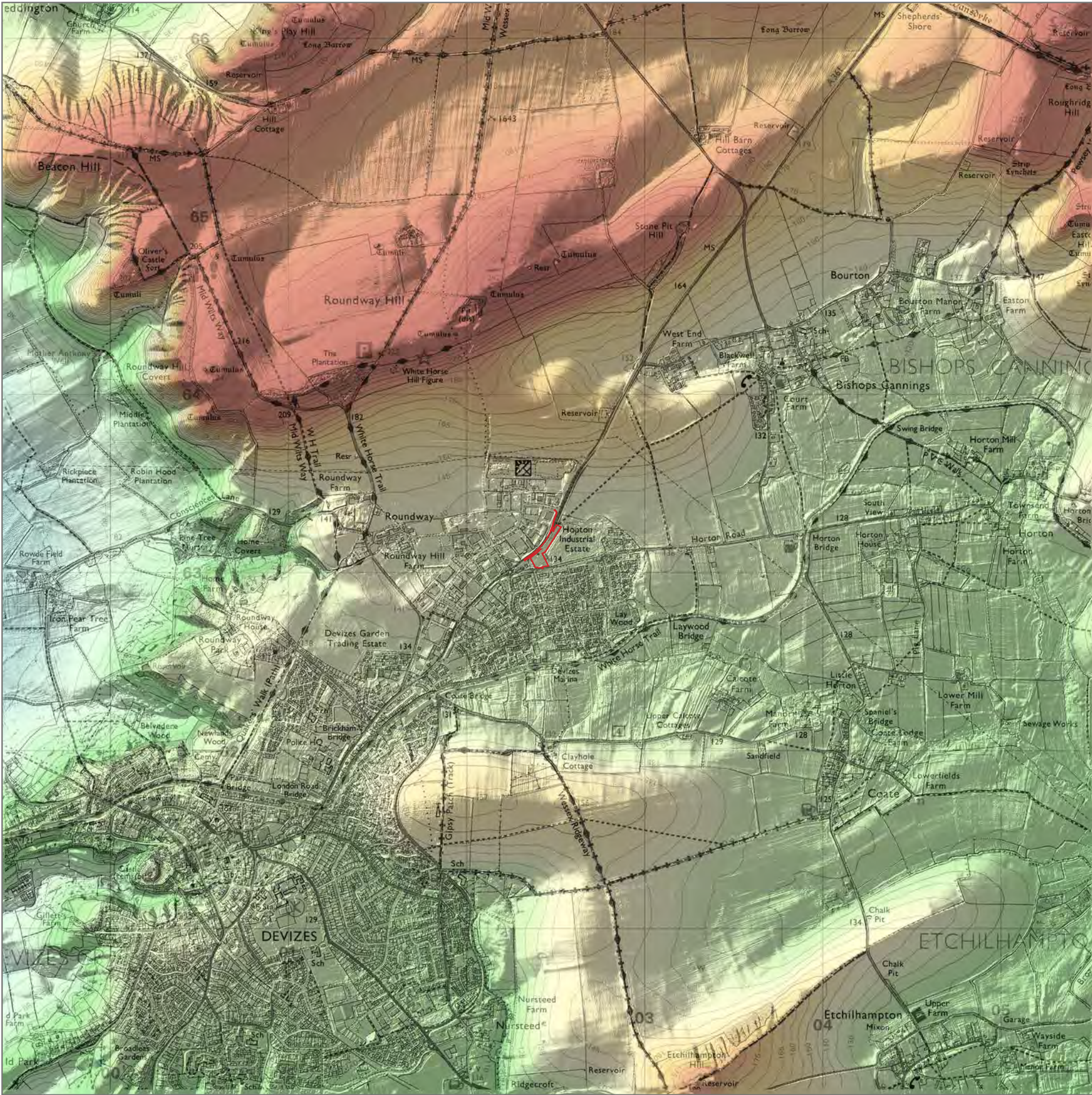
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Plan 3: Site Context – Consented development

Drawing Ref	Incola 1139 P3
Revision	-
Date	20/02/2026



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Incola 1139 Ro1a
20/02/2026



Legend

Approximate Site Boundary

Scale

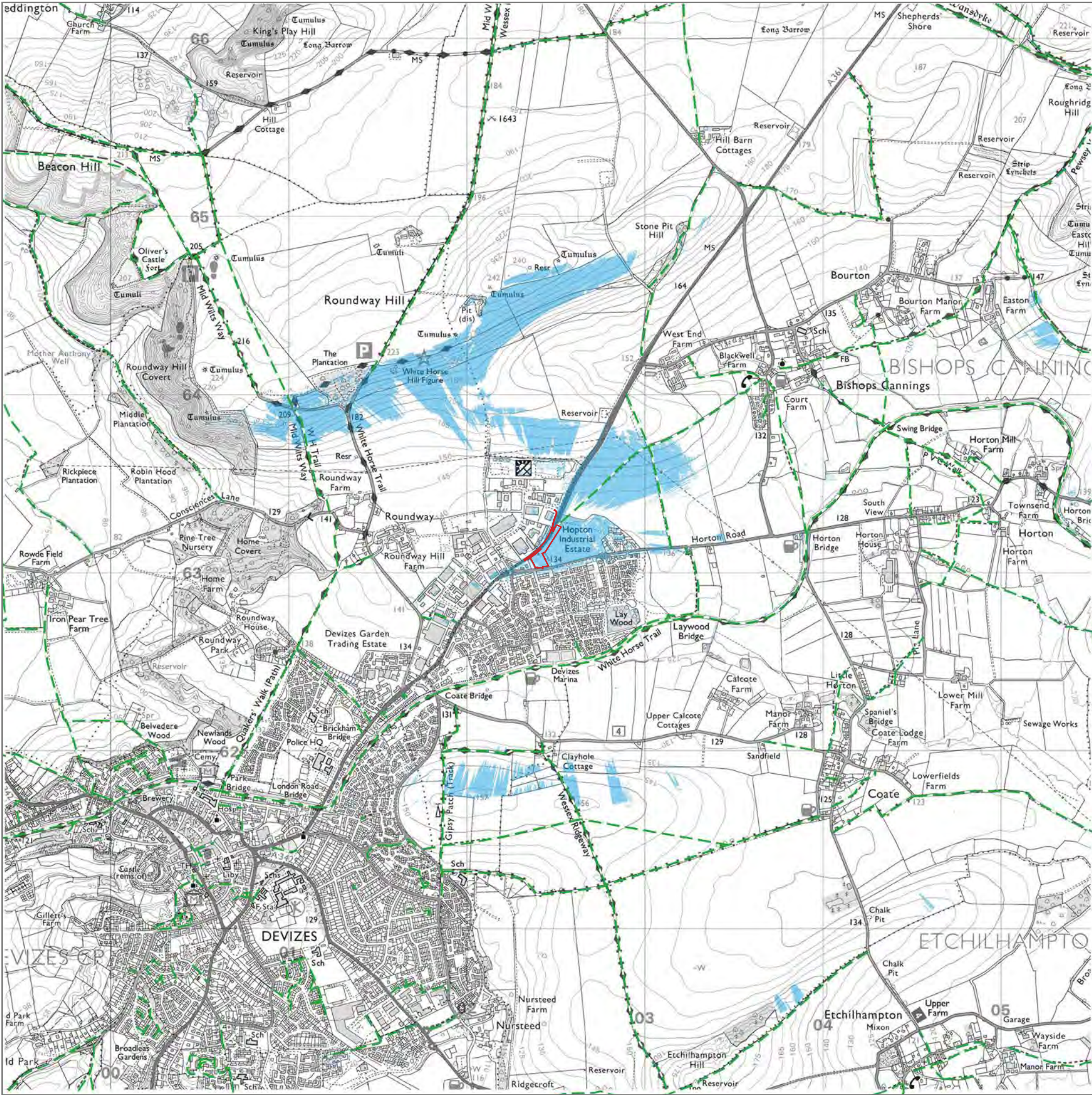
40 m

More than 230 m

Source: This topography plan has been modelled using GIS computer software (QGIS) and 2020 Composite LIDAR 1st Return Data supplied by DEFRA

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Plan 4: Topography	
Drawing Ref	Incola 1139 P4
Revision	-
Date	20/02/2026
0km0.5km1km N	
London Road, Devises Landscape and Visual Appraisal Incola 1139 Ro1a 20/02/2026	



- Legend
- Approximate Site Boundary
 - Public Right of Way
 - Zone of Theoretical Visibility: Potential Visibility

The Zone of Theoretical Visibility provides the potential visibility of the site, and is based on topography, built form and vegetation. This assessment is based on a development of 6.5m high viewed from a height of 1.6m, at a 3km radius.

Source: This ZTV plan has been modelled using GIS computer software (QGIS) and LiDAR Composite First Return DSM 2M (2020) supplied by DEFRA

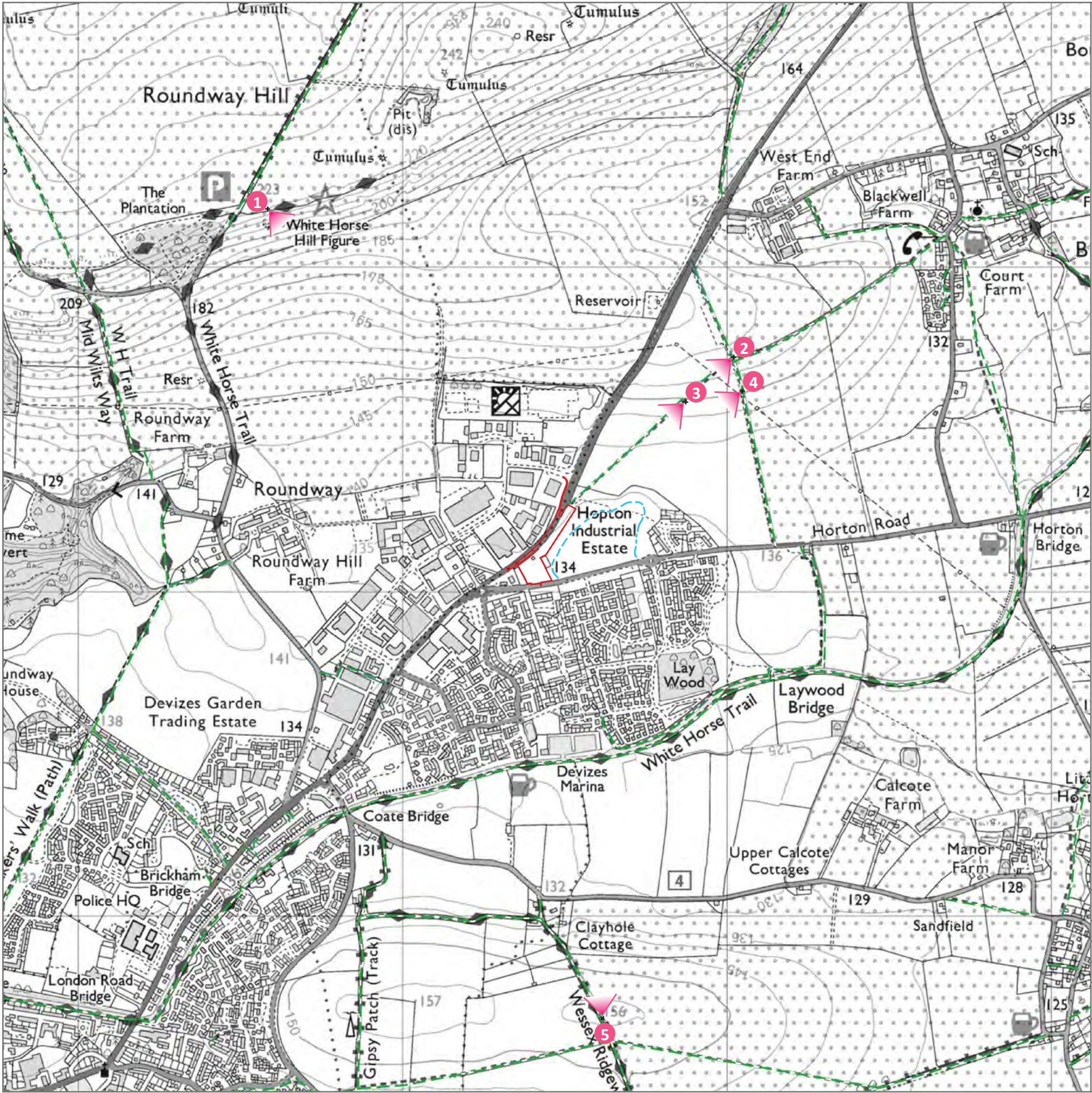
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Plan 5: LiDAR Zone of Theoretical Visibility

Drawing Ref	Incola 1139 P5
Revision	-
Date	20/02/2026



London Road, Devises
Landscape and Visual Appraisal
Incola 1139 Ro1a
20/02/2026



Legend

- Approximate Site Boundary
- Public Right of Way
- Permissive Path
- North Wessex Downs National Landscape

Visitors to the North Wessex Downs National Landscape

- 1 Visitors to the Roundway White Horse and users of the White Horse Trail – Photoviewpoint 1
- 2 Users of Public Rights of Way BCAN 6 and 8 within and bounding the North Wessex Downs National Landscape to the east - Photoviewpoints 2, 3 & 4
- 5 Users of the Wessex Ridgeway long distance path / Byway BCAN130 within the North Wessex Downs National Landscape to the south – Photoviewpoint 5

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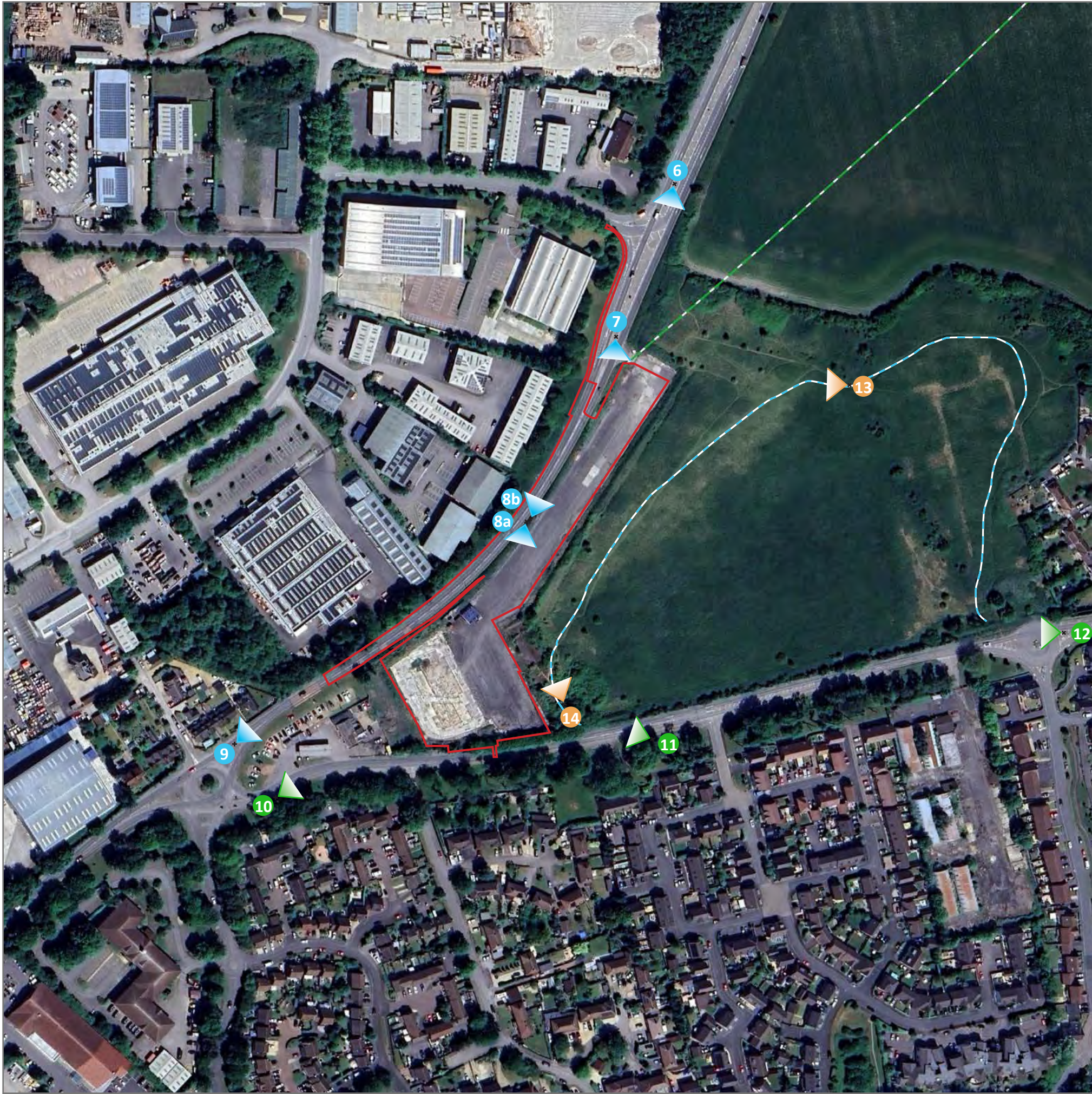
Plan 6:Photoviewpoint Locations – Wider

Drawing Ref	Incola 1139 P6
Revision	-
Date	20/02/2026

0km0.25km0.5km

N

London Road, Devizes
Landscape and Visual Appraisal
Incola 1139 Ro1a
20/02/2026



- Legend
- Approximate Site Boundary
 - Public Right of Way
 - Permissive Path
- Users of London Road
- Viewpoints from the Nutbrook Trail Users of London Road entering Devizes from the east – Photoviewpoints 6, 7 & 8a
 - Users of London Road exiting Devizes from the west – Photoviewpoints 8b & 9
- Users of Horton Road
- Users of Horton Road to the west – Photoviewpoint 10
 - Users of Horton Road to the south – Photoviewpoint 11
 - Users of Horton Road to the east – Photoviewpoint 12
- Users of Permissive Paths
- Users of permissive paths on adjacent land north of Horton Road – Photoviewpoints 13 & 14

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Plan 7: Photoviewpoints – Local

Drawing Ref	Incola 1139 P7
Revision	-
Date	20/02/2026

0m25m50m

London Road, Devizes
Landscape and Visual Appraisal
Incola 1139 Ro1a
20/02/2026



Orientation: South east Distance from Site: 1300m Grid Reference: SU 01591 64175 Date and Time: 10/01/2026 15:34
Description: Taken from a bench overlooking Devizes from the Roundway White Horse hill figure on the White Horse Trail

Photoviewpoint 1



Orientation: South west Distance from Site: 650m Grid Reference: SU 03012 63729 Date and Time: 10/01/2026 11:06
Description: From the junction of Public Footpaths BCAN 6 and BCAN8 on the boundary of the North Wessex Downs National Landscape

Photoviewpoint 2



Orientation: South west Distance from Site: 445m Grid Reference: SU 02863 63595 Date and Time: 10/01/2026 10:53
Description: From Public Footpath BCAN6 to the west of the North Wessex Downs National Landscape, looking southwest towards the site and built edge of Devizes

Photoviewpoint 3



Orientation: South west Distance from Site: 615m Grid Reference: SU 03042 63643 Date and Time: 10/01/2026 11:18
Description: From Public Footpath BCAN8 on the boundary of the North Wessex Downs National Landscape

Photoviewpoint 4



Orientation: North Distance from Site: 1350m Grid Reference: SU 02612 61686 Date and Time: 10/01/2026 14:23
Description: From Byway BCAN130 / Wessex Ridgeway long distance path within the North Wessex Downs National Landscape, looking north

Photoviewpoint 5



Orientation: South Distance from Site: 70m Grid Reference: SU 02554 63402 Date and Time: 10/01/2026 10:32
Description: From London Road entering Devizes from the east

Photoviewpoint 6



Orientation: South Distance from Site: 5m Grid Reference: SU 02501 63286 Date and Time: 10/01/2026 12:22
Description: From London Road, opposite the site entrance

Photoviewpoint 7



Orientation: South Distance from Site: 0m Grid Reference: SU 02459 63186 Date and Time: 10/01/2026 12:28
Description: From London Road north of the site, looking southwest

Photoviewpoint 8a



Orientation: North Distance from Site: 0m Grid Reference: SU 02459 63186 Date and Time: 10/01/2026 12:33
Description: From London Road north of the site, looking northeast

Photoviewpoint 8b



Orientation: North east Distance from Site: 65m Grid Reference: SU 02261 63020 Date and Time: 10/01/2026 12:45
Description: From the roundabout junction of London Road and Horton Road, looking northeast

Photoviewpoint 9



Orientation: North east Distance from Site: 90m Grid Reference: SU 02280 62989 Date and Time: 10/01/2026 12:50
Description: From Horton Road opposite Cannings Hill Garage, looking east along the road

Photoviewpoint 10



Orientation: North west Distance from Site: 65m Grid Reference: SU 02526 63036 Date and Time: 10/01/2026 13:04
Description: From Horton Road near junction of Corn Croft Lane, looking north

Photoviewpoint 11



Orientation: West Distance from Site: 300m Grid Reference: SU 02793 63099 Date and Time: 10/01/2026 13:12
Description: From the roundabout junction of Horton Road and Emle Drive, looking west

Photoviewpoint 12



Orientation: West Distance from Site: 105m Grid Reference: SU 02657 63254 Date and Time: 10/01/2026 13:25
Description: From permissive path on adjacent land to the east of the site, looking west

Photoviewpoint 13



Orientation: North Distance from Site: 25m Grid Reference: SU 02482 63063 Date and Time: 10/01/2026 13:36
Description: From permissive path on adjacent land to the south of the site, looking north

Photoviewpoint 14



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