

Proposed site at Coate Road, Devizes

Landscape and Visual Impact Assessment (LVIA)

May 2025 – Revised October 2025

MHP DESIGN LTD – CHARTERED LANDSCAPE ARCHITECTS - MASTERPLANNERS - ARBORICULTURALISTS

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1 INTRODUCTION

1.1.1 MHP Design Ltd are chartered landscape architects and a registered practice of the Landscape Institute. MHP have been appointed on behalf of Robert Hitchins Ltd. And their successors in title to undertake a Landscape and Visual Impact Assessment (LVIA) for a proposed residential development on land off Coate Road, Devizes.

1.2 Aims and Scope of Assessment

1.2.1 The aim of this assessment is to understand the landscape and visual sensitivity of the site and its contextual area, to inform the need for mitigation and to identify the landscape and visual effects of the residential development. These potential effects are then considered in the context of national and local landscape policies and guidance.

1.2.2 The following published resources have also been consulted for guidance and background information within the baseline of this assessment:

- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA)
- National Character Areas NCA 116: Berkshire and Marlborough Downs
- Wiltshire Landscape Character Assessment
- East Wiltshire Landscape Character Assessment
- North Wessex Downs Landscape Character Assessment
- North Wessex Downs National Landscape Management Plan (2019-2024)
- North Wessex Downs AONB Position Statement Renewable Energy (2012)
- The North Wessex Downs AONB Position Statement Setting (2019)
- Wiltshire Core Strategy (2015)

1.2.3 The scope of assessment has been informed by the digital ZTV which identifies views within a 5km area around the site. The following receptors have been included for assessment:

- The scenic qualities of the North Wessex Area of Outstanding Natural Beauty and its setting, including views from national walking trails and local footpath networks.
- Character and appearance of the Avon Vales National Character Areas.

- Character and appearance of the Vale of Pewsey Character Area.

1.3 Location

1.3.1 The site is located within Wiltshire within the parish of Devizes. It is situated to the south of Coate Road on the eastern edge of Devizes approximately 900m from Devizes town centre. The Study site consists of two relatively level agricultural fields, the western field has an open boundary to Windsor Drive, both fields boarder Coate Road.

1.4 Landscape and Visual Appraisal Methodology

1.4.1 The LVIA has been undertaken following best practice:

- Guidelines for Landscape and Visual Impact Assessment (GLVIA), Third Edition (Landscape Institute and Institute of Environmental Management and Assessment)
- TGN 02-21: Assessing landscape value outside national designations
- GLVIA Statements of Clarification 1/13 – Landscape Institute website
- An Approach to Landscape Character Assessment – Natural England October 2014

1.4.2 The landscape appraisal work has been undertaken in two phases; desk top studies followed by site studies involving visiting the site and the surrounding areas.

1.4.3 The desktop study involves gathering baseline data from published Landscape Character Assessment documents, Planning Documents, GIS mapping, OS maps and aerial photographs to identify existing landscape features and context including:

- Topography
- Settlement boundaries
- Flood Zones
- Listed Buildings, Conservation Areas, Scheduled Monuments, Registered Parks and Gardens
- Local Plan designations relating to landscape.
- Ancient Woodland
- Areas of Outstanding Natural Beauty

- National Character Areas
- District Landscape Character Types and Areas
- Public rights of way

1.4.4 The field assessment involves a chartered landscape architect visiting the site and local area to identify key characteristics and key receptors including:

- Natural features and elements such as topography, hydrology, land cover
- Cultural and social aspects such as land use, historic landscape features and relationship to settlement and built structures.
- Aesthetic and Perceptual aspects such as scale, openness, tranquillity, naturalness, and remoteness
- Condition of the landscape elements and features
- Visual characteristics such as scenic quality, intervisibility, characteristic views, focal points, visual detractors
- Visual receptors; People at scenic viewing locations, walkers, Cyclists, Road users, Occupants of houses, People at their place of work, People using indoor/outdoor community facilities.

1.5 Landscape and Visual Assessment Criteria

1.5.1 Landscape and visual **sensitivity** are determined by combining judgements of the **susceptibility** of the receptor to the proposed change and the **value** of the receptor. The assessment criteria for each are based on a scale of High, Medium-high, Medium, Medium-Low, Low or Negligible.

1.5.2 Landscape and visual **effects** are then judged by assessing the overall **sensitivity** (susceptibility to change and value of receptor) of the existing landscape/views and the **magnitude** of change predicted as a result of the development (size/scale, geographical extent, duration and reversibility of effect). The assessment criteria for landscape and visual effects are based on a scale of High, Medium-high, Medium, Medium-Low, Low or Negligible.

1.5.3 Professional judgements regarding the **significance of effects** are then made, taking into account the proposed landscape mitigation and enhancements. The significance of effects is

based on a scale of; Major beneficial, Moderate beneficial, Minor beneficial, Negligible, Slight adverse, Moderate adverse, Major adverse.

2 APPLICATION SITE

2.1 The Study Site

2.1.1 The site comprises two agricultural fields located on the eastern edge of Devizes. The site borders Coate Road and residential development currently under construction to the north and Windsor Drive and existing residential development to the west. A Guide Hut borders the site to the east and open agricultural fields border the site to the south.

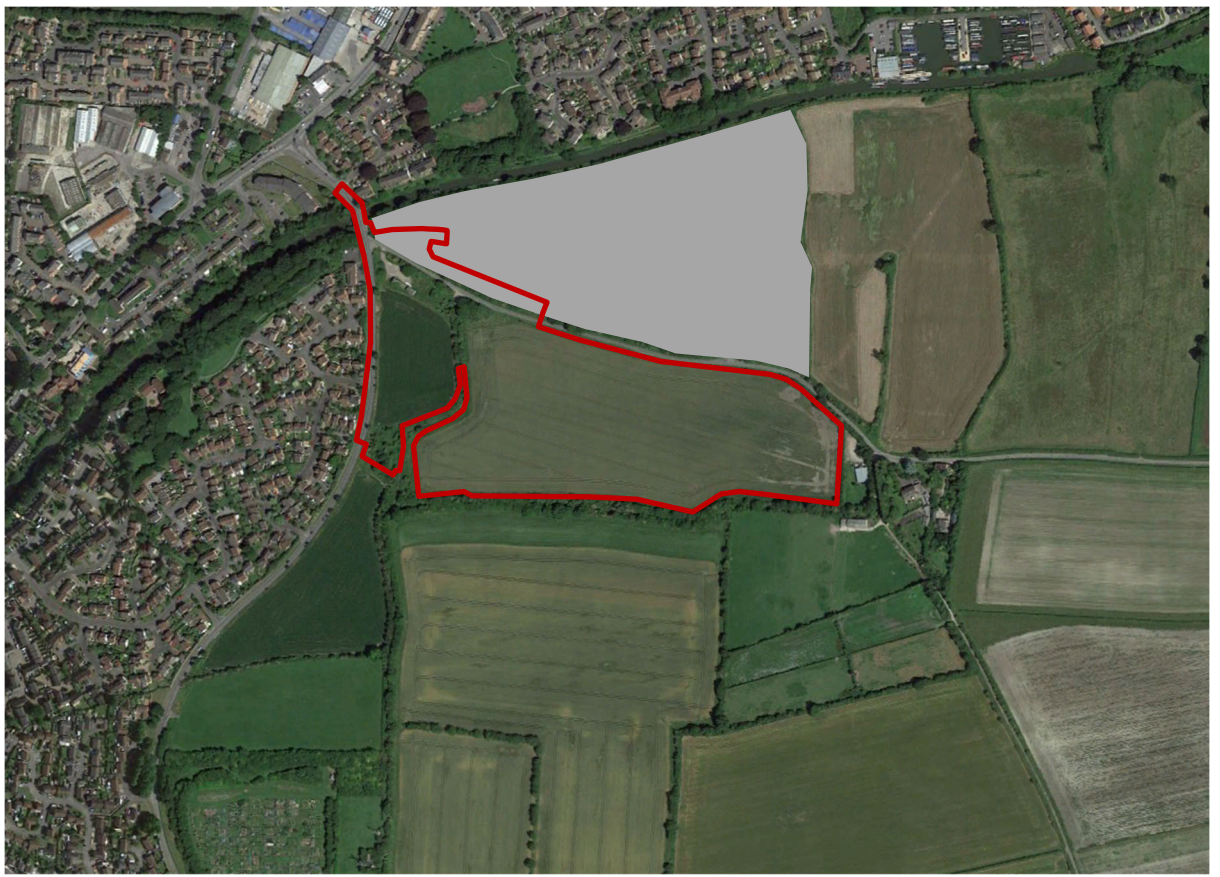


Figure 1 Study Site (Red – Study Site Outline, Grey Consented Development currently under Construction)

2.1.2 The site slopes from approximately 140 AOD to the south falling to approximately 130 AOD to the north.

2.1.3 Please refer to Appendix B Figure 1 for site location, contextual features, and designations.

2.2 The Proposed Development

2.2.1 The development proposes up to 175 residential dwellings and associated landscaping, parking and SUDs and play provision with access proposed from Coate Road. The proposed dwellings are a mixture of detached, terraced and semi-detached predominantly two storey dwellings.



Figure 2 Development Proposals

3 LANDSCAPE POLICY CONTEXT

3.1 European Landscape Convention

3.1.1 The European Landscape Convention (ELC)¹ promotes the protection, management and planning of European landscapes. The convention was adopted on 20th October 2000 and came into force on 1 March 2004. The ELC is designed to achieve improved approaches to the planning, management and protection of landscapes and organises cooperation on landscape issues. The convention defines landscape as:

“...an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.”

3.1.2 The importance of this definition is that it focuses on landscape as a resource in its own right and moves beyond the idea that landscapes are only a matter of aesthetics and visual amenity.

3.2 National Planning Policy Framework (NPPF)

3.2.1 The revised National Planning Policy Framework (NPPF)² was published by the Ministry of Housing, Communities and Local Government (MHCLG) in December 2024 setting out the Government’s planning policies for England and providing a framework within which local planning authorities (LPAs) can produce local plans. The NPPF is a material consideration in planning decisions.

3.2.2 The NPPF sets out three overarching objectives, one of which relates to specifically to the environment:

“...to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising

¹ Council of Europe (2000) *European Landscape Convention*

² Ministry of Housing, Communities and Local Government (2024) *National Planning Policy Framework*

waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

3.2.3 These objectives are intended to guide and influence local authorities developing their local plans, demonstrating Government commitment to ensure the planning system does everything it can to support sustainable economic growth. The NPPF goes on to note that sustainable solutions should take account of local circumstances and reflect the character of each area. This underpins the strategic guidance set out in the NPPF in relation to landscape and visual matters.

3.2.4 The environmental role of the NPPF states that sustainable development should be achieved by:

“Planning policies and decisions should contribute to and enhance the natural and local environment by:

a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland...”

3.2.5 This LVIA includes reference to landscape character assessments prepared at a national and county levels, and also addresses local character by reference to the key characteristics of the Site and its immediate context.

3.2.6 The site is not located within a designated landscape such as National Landscape or is it situated with land designated a Green Belt.

3.2.7 The site does not exhibit demonstrable physical attributes which gives it greater value than mere countryside so does not form part of a ‘valued landscape’ with reference to paragraph 187 of the NPPF. See chapter 6 for further details.

3.3 National Planning Policy Guidance

3.4 Local Planning Policy

3.4.1 The following documents have been referred to for landscape policies and designations:

- Wiltshire Core Strategy (2015)
- North Wessex Downs National Landscape Management Plan (2019-2024)
- The North Wessex Downs AONB Position Statement Setting (2019)

Wiltshire Core Strategy (2015):

Core Policy 50 Biodiversity and geodiversity

3.4.2 This policy states that development proposals must demonstrate how they protect features of nature conservation and geological value. Such features should be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where they cannot impacts should be mitigated to ensure no net loss of the local biodiversity resource. All development should seek opportunities to enhance biodiversity.

Core Policy 51 Landscape

3.4.3 This policy states that development should protect, conserve and where possible enhance landscape character and must not be harmful impact to landscape character, any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas. proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced:

- 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. vi. 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 (AONBs) and the New Forest National Park

Core Policy 52 Green Infrastructure

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

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

Core Policy 57 Ensure High Quality Design and Place Shaping

3.4.5 This policy states that a high standard of design is required in all new developments. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced.

- the retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses)
- being sympathetic to and conserving historic buildings and historic landscapes
- the maximisation of opportunities for sustainable construction techniques, use of renewable energy sources
- making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area
- ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)
- the use of high standards of landscaping.

North Wessex Downs National Landscape Management Plan (2019-2024):

LA 03

- 3.4.6 Use the North Wessex Downs Integrated Landscape Character Assessment to inform policy and decision making across the AONB and its setting.

LA 06

- 3.4.7 Ensure that all development in or affecting the setting of the AONB conserves and enhances the character, qualities and heritage of the North Wessex Downs landscape.

DE 01

- 3.4.8 Encourage all proposals for new development, redevelopment and re-use to conserve and enhance the natural beauty of the North Wessex Downs. Oppose forms of development that

fail to conserve and enhance the character and quality of the AONB and its setting and to make reference to the AONB's published guidance.

DE 05

- 3.4.9 Encourage the consideration of landscape, including historic landscape, impacts at the earliest opportunity in the planning process through preparation of Landscape and Visual Impact Assessment, Landscape and Visual Appraisal and Environmental Impact Assessment reports as appropriate to the location.

North Wessex Downs AONB Position Statement Setting (2019):

- 3.4.10 The purpose behind this Position Statement is to inform local planning authorities, landowners, applicants and other interested parties regarding development outside but within the setting of the North Wessex Downs National Landscape. 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.

- 3.4.11 Some stated examples of adverse impacts on the setting of the North Wessex Downs AONB could include:

- development which would have a significant visual impact on views in or out of the AONB;
- breaking the skyline
- loss of tranquillity through the introduction or increase of lighting, noise, or traffic movement or other environmental impact like dust, vibration, spatial association and historic relationships;
- introduction of abrupt change of landscape character;
- loss of features of historic and natural landscape interest, particularly if these are contiguous with the AONB;
- change of use of land such that to cause harm to landscape character.

3.5 Summary of landscape policy, designations and evidence documents

3.5.1 In summary the relevant policies are as follows:

- Core Policy 50 Biodiversity and geodiversity
- Core Policy 51 Landscape
- Core Policy 52 Green Infrastructure
- Core Policy 57 Ensure High Quality Design and Place Shaping
- LA 03 (Landscape Character)
- LA 06 (Setting of the AONB)
- DE 01 (Conservation and enhancement of the AONB and it's setting)
- DE 05 (Landscape Assessment)

3.5.2 Existing national and local policies do not restrict development of the study site where its design is sympathetic to local visual amenity and the edge of settlement character of the area.

3.5.3 In summary, the site is not within a nationally protected landscape. There are no local landscape designations that attribute extra protection or value above and beyond open countryside. For example, the site and its features are not protected by recreational, or amenity land, greenbelt, listed park and garden, or ancient woodland and it is not open access land, there is however a right of way passing through the site. As such development of the site should retain the public right of way, protect the landscape character in this edge of settlement location and protect the visual amenity of local views. The study site lies within the setting of the North Wessex Downs National Landscape so development must also ensure that views to and from the National Landscape are not harmed by development.

3.5.4 Local policy provides a framework that ensures proposals conserve and enhance the landscape, respecting, safeguarding and enhancing landscape features and elements.

4 LANDSCAPE BASELINE

4.1 Scope of Assessment

4.1.1 A study area of between 5km has been considered and informed by the ZTV. The following landscape receptors have been included for assessment:

- National Character Areas: NCA 116 Berkshire and Marlborough Downs
- Wiltshire Landscape Character Assessment (2005): 15 A Vale of Pewsey
- East Wiltshire (Kennet District Council) Landscape Character Assessment: 9 Vale of Pewsey
- North Wessex Downs Landscape Character Assessment: 6 A Vale of Pewsey

4.2 National Character Area 116 Berkshire and Marlborough Downs:

4.2.1 Key characteristics of the Character Area include the following:

- Uplifted mass of Chalk dipping south-east into the London Basin and edged by an extensive, complex escarpment. Rolling hills of the dip slope defined by the River Kennet valley and its tributaries, many of which are dry 'combes'.
- Sarsen stones are prominent in prehistoric monuments, in historical buildings and in the countryside.
- Chalk rivers, wet woodland, reedbed and wet grassland in the major chalk valleys, supported by groundwater. River Lambourn displays exemplary chalk river ecology.
- Woodland and hedgerows concentrated on clay-with-flint soils of the lower dip slope where Savernake Forest is the nucleus of ancient woodland. Isolated beech clumps and shelterbelts stand out on the hills.
- Huge arable fields managed in very large holdings stretch across the chalk soils of the uplands, bounded by post-and-wire fencing and grass baulks. In the valleys and around Savernake, agriculture is more mixed and boundaries are irregular and hedged, often with oak trees. Savernake farmsteads are small scale.
- Gallops and stables of large horse-racing establishments, with a nucleus in the Lambourn Valley.

- Small areas of species-rich chalk grassland scattered on the scarps and steep slopes of dry valleys display colourful and rare plants such as early gentian.
- Mosaic of farmland habitats supports established populations of farmland birds, arable plants, harvest mouse and brown hare.
- High density of monuments, many being prominent landmarks across the arable uplands including stone circles, hill forts, barrows, chalk-cut horse figures and historic routeways. Avebury World Heritage Site is internationally significant.
- Traditional building materials include thatch, red brick, flint and sarsens.
- Settlement is sparse on the high Downs, offering experiences of tranquillity, dark skies and far-reaching views. Villages cluster in valley bottoms and near springs, often associated with historical mills, watercress beds and watermeadows, and farmsteads at low densities.
- Recreation focused on limited areas of open access land, well-known heritage features including Avebury and historic routeways, including the Ridgeway National Trail and Kennet and Avon Canal. Private fishing interests dominate access to chalk streams.
- The Vale of Pewsey is a low-lying corridor of Upper Greensand enclosed by chalk escarpments. Villages are densely scattered across high-grade agricultural land supporting mixed agriculture.

4.2.2 The NCA identifies the following landscape opportunities which are relevant to the site:

- SEO 2: Across the huge arable fields of the high Downs, conserve and enhance linear features, field edges and in-field features, such as fallow plots and farm reservoirs, and manage these as an interrelated network of features. Manage this network to benefit wildlife (including arable plants and farmland birds), to conserve soils, to store water, to protect heritage features, to improve public enjoyment, and to regulate pests and diseases. Maximise these benefits through targeted arable reversion of strips and areas to grassland, securing the additional benefit of expanding the species-rich chalk grassland network where possible.
- SEO 3: Across the open expanses of the Downs, identify and manage natural and man-made landmarks and associated viewpoints valued by local communities and visitors in order to maintain sense of place and history and also so that they act as focal areas for engaging people in the conservation and sustainable enjoyment of the wider area. As

well as highprofile landmarks such as Avebury, consider exposed scarp landforms, downland pasture, beech clumps, ancient monuments, historic buildings and sarsen stones.

- SEO 4: With the historic area of Savernake hunting forest being a key focus, manage the Downs' wooded features to maintain sense of place, to conserve and enhance woodland archaeology and biodiversity, and to maximise sustainable timber and wood fuel production. Ensure that new plantings or restockings across the Downs reflect historic distribution patterns so that they strengthen sense of history and sense of place and also seek to support networks of small woods.

4.3 Wiltshire Landscape Character Assessment: Vale of Pewsey

4.3.1 The study site falls within the Greensand Vale (15) Landscape Character Type and within the Vale of Pewsey Landscape Character Area (15A).

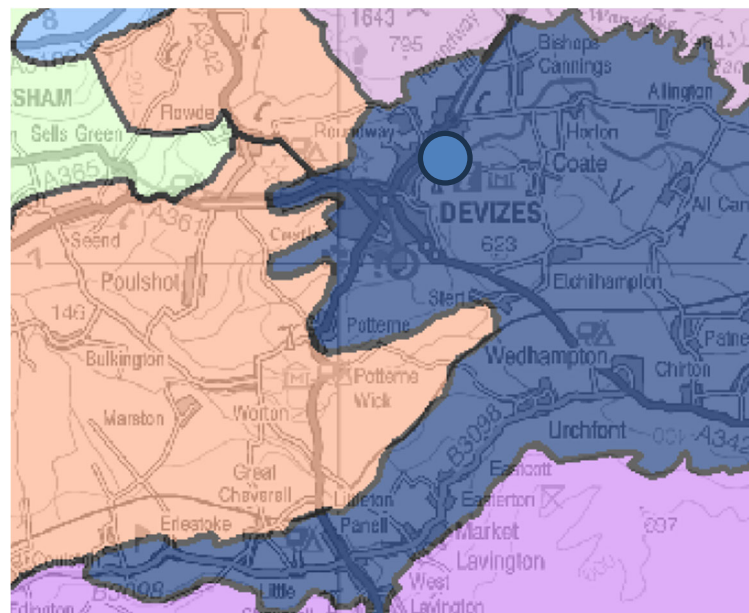


Figure 3 Extract from Wiltshire Landscape Character Assessment Map (Blue dot indicates approximate position of study site)

4.3.2 Key characteristics of the Pewsey vale include:

- An Underlain by Upper Greensand with a series of low undulating foothills of Lower Chalk flanking the vale sides.
- Broad, low lying, level vale, becoming gently undulating as it narrows to the east.
- 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 land use with very open large scale fields.
- Weak hedgerow structure with few hedgerow trees and boundaries replaced by fencing.
- Threaded by numerous minor streams draining to the headwaters of the River Avon, lined by riparian vegetation with strips of alder and willow and some important wetland habitats - meadow, marsh and wet woodland.
- A settled landscape with compact small towns, clustered villages, hamlets and many dispersed residential and farm buildings.
- Built form includes soft red brick and flint, often used in decorative styles, limestone, sarsen, cob and timber frame, with roofs of thatch or clay tile.

4.3.3 Inherent Landscape sensitivities of the Pewsey vale include:

- Remnant pastures and meadows along the vale floor.
- Views across the open vale landscape to the scarp slopes of the adjacent chalk downlands.
- Settlement pattern of nucleated villages with variety of vernacular building materials.

4.3.4 Broad Management Objectives of the Pewsey vale include:

- Retain and manage areas of permanent pasture, wet grassland and meadows within the vale floor.
- Encourage repair, replanting and extension of the hedgerow network, improved maintenance of the existing hedgerows

- Restore hedgerow treescape by nurturing new hedgerow trees.
- Monitor road engineering to safeguard the rural character of the lanes. Wiltshire Landscape Character Assessment 146 Land Use Consultants Final Report December 2005
- Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.

4.4 West Wiltshire (Kennet District) Landscape Character Assessment: Vale of Pewsey

4.4.1 The study site falls within the Greensand Vale (9) Landscape Character Type and within the Vale of Pewsey Landscape Character Area (15A).

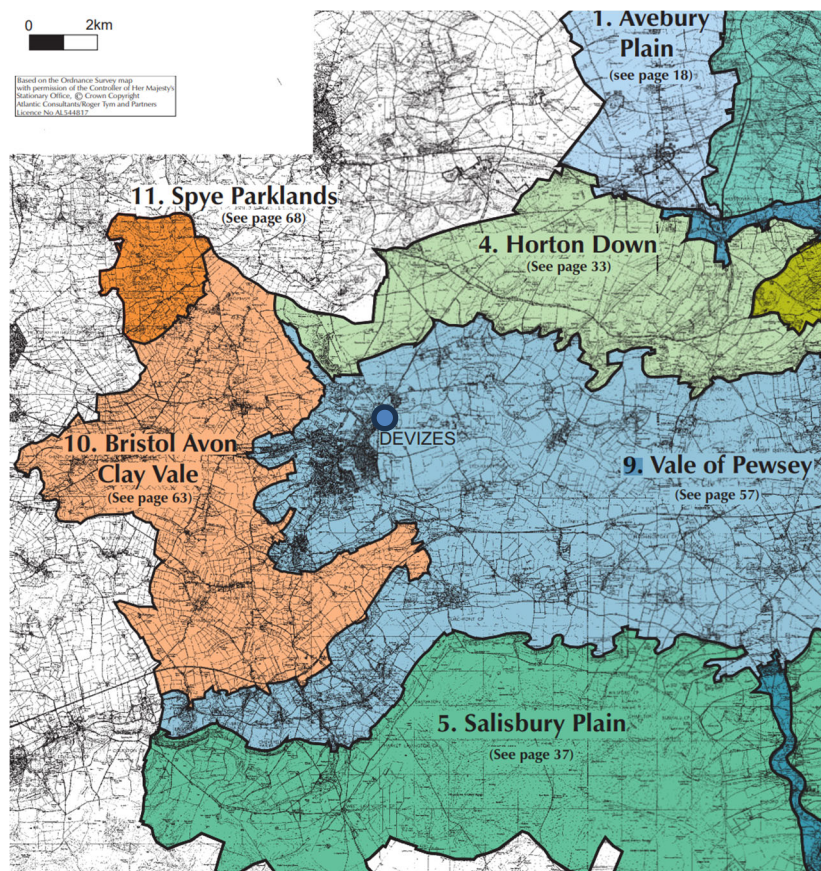


Figure 4 Extract from Kennet District Landscape Character Assessment Map (Blue dot indicates approximate position of study site)

4.4.2 Key characteristics of the Pewsey vale include:

- The Vale of Pewsey forms a broad, low-lying landscape unit separating the two main chalk upland blocks of the Marlborough Downs and Salisbury Plain to the north and south. It is dominated by intensive agriculture. And characterised by a mixed pattern of farmland, woodland and hedgerows.
- The flanks of the Vale retain the wide open character found on many of the upland chalk areas, where intensive arable farming dominates. These create long views east and west along the Vale, while views north-south, except from more elevated positions, are interrupted by hedgerow trees and small blocks of woodland.
- The Vale of Pewsey is generally attractive countryside with a strong agrarian character. Some parts of the area, however, do give the impression of being a little 'tired' partly as a result of modern agricultural management regimes.
- definite hedgerow structure;
- ranges in scale from very large expansive fields to smaller more intimate field patterns;
- hedgerow trees along boundaries with roads and between fields;
- areas of more intact structure may often be found near to settlements or woodland.
- hedgerows vary between intact structure where they are generally well maintained and complete, and include individual and groups of mature hedgerow trees, and weak structure where they are poor quality, gappy and in decline, and where there are generally few hedgerow trees;
- moderate to low intervisibility.

4.4.3 The principal threats and issues important to landscape quality in this character area are:

- agricultural intensification, particularly drainage and cultivation of vale floor pasture, and the widespread loss of hedgerows and trees through removal, neglect or Dutch Elm disease;
- the localised intrusion of roads and overhead power lines and the influence of built development on the fringes of Devizes and other settlements within the Vale;

4.4.4 Enhancement priorities include:

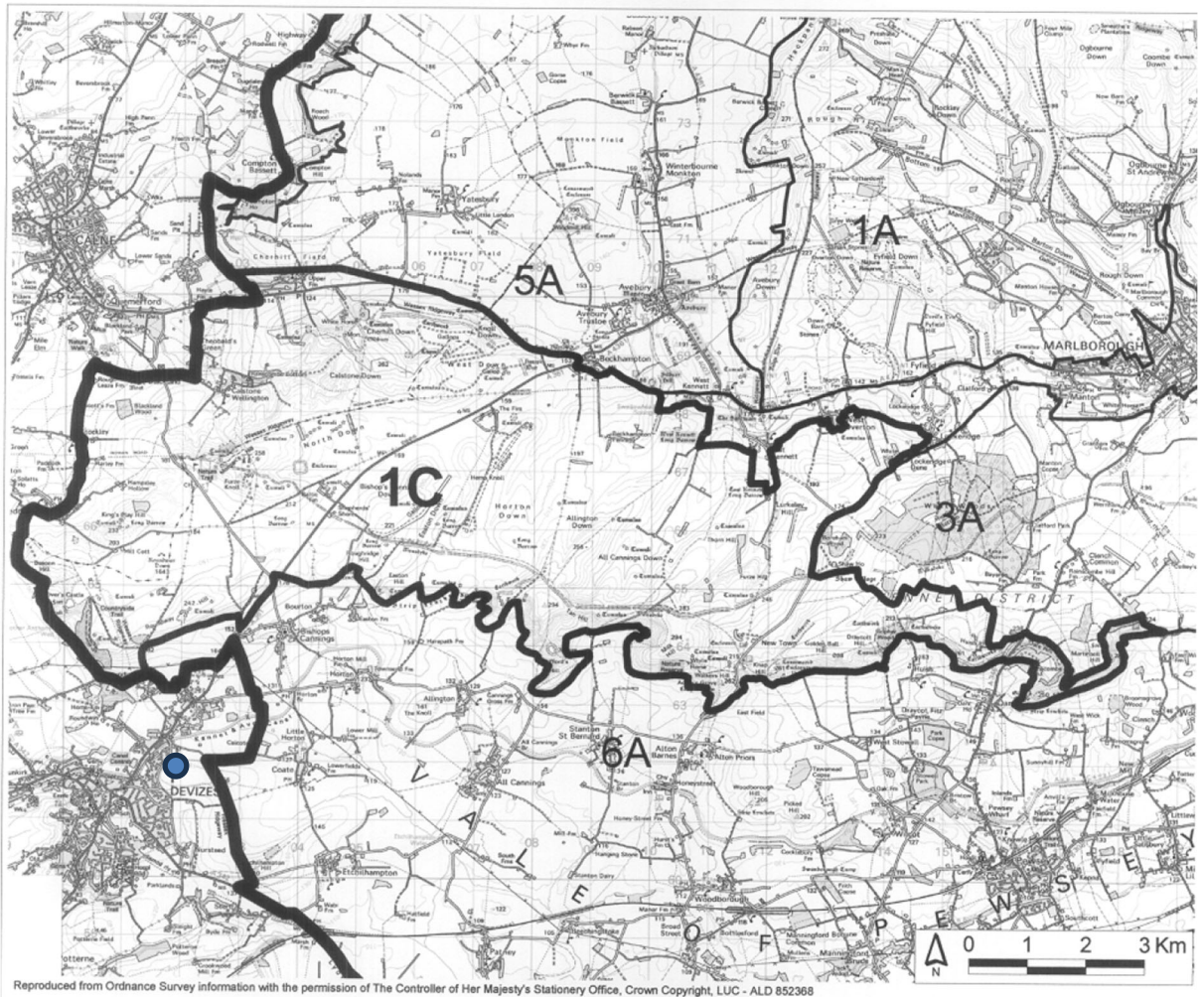
- encourage repair, replanting and widespread extension of hedgerow network and development of mature hedgerow trees, using native species typical of the locality
- maintain existing roadside hedgerows and trees, including avenues, and replace where these have been removed or weakened through neglect or Dutch Elm Disease
- improve landscape structure and land management on the fringes of settlements and along main roads, to mitigate adverse impacts on the landscape
- encourage better boundary maintenance (e.g. repair of fences and planting of hedgerows and trees) and management of land in horse grazed pastures and other 'fringe' land uses, e.g. allotments

4.4.5 Development sensitivities include:

- the whole area has an essentially rural, agricultural character within which only smallscale, sensitively-designed development, associated with existing built form, could be successfully accommodated without adverse impacts;
- areas of enclosed farmland with an intact hedgerow structure are more visually contained. These areas are potentially more able to accommodate that essential development which must be located in the countryside, but only where it would not compromise their rural, unspoilt character;
- mosaics of woodland and farmland are more visually contained. In landscape and visual terms they may be able to accommodate change which would not adversely affect their attractive, rural and unspoilt character.
- 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.

4.5 North Wessex Downs Landscape Character Assessment:

- 4.5.1 The study site falls outside of but shares theoretical visibility with the Vale of Pewsey (6A) Landscape Character Area of the North Wessex Downs AONB. The key issues and guidelines of this character areas have been reviewed for relevant guidance.



4.5.2

Figure 5 Extract from North Wessex Downs Landscape Character Assessment Map (Blue dot indicates approximate position of study site)

- 4.5.3 Key issues of the Vale of Pewsey include:

- Impact of development of the edge of the AONB, for example at Devizes and Swindon - visual impact plus increased pressures on housing, roads etc.;

4.6 Study Site Landscape Resources:

- 4.6.1 In addition to a review of the National and Local Landscape Character Assessments, site specific work has been undertaken to identify individual landscape elements and their patterns across the site. The findings are as follows:

Natural Features & Elements:

- 4.6.2 The site consists of two agricultural fields currently in arable use. A hedgerow bounds the site to the north, south and east, separating the fields with an open boundary to the west. The site slopes gently, rising to the south where landform continues to rise beyond the southern boundary. The site slopes from approximately 140 AOD to the south falling to approximately 130 AOD to the north.
- 4.6.3 The dominant landcover is arable crop. Mature Hedgerows are present along the boundaries, Hedgerow is present along the footpath intersecting the site but is gappy with some scrub and bramble in places

Cultural and Social Aspects:

- 4.6.4 Derelict buildings are present in the north west corner of the site in a poor state of condition. Construction is underway to the north of the site and the site is bound by the residential edge of Devizes to the west and a single residential dwelling to the east. A shallow Holloway is present along the southern boundary enclosing a footpath that connects to the one intersecting the site north to south. Both equestrian and arable fields are present beyond the site boundary to the south

Aesthetic and Perceptual:

- 4.6.5 Within the western site field where the boundary is open and derelict buildings are present there is a strong association with the residential edge of Devizes. The eastern field has a greater sense of rurality to it due largely to the separation created by the vegetated corridor of the intersecting footpath although this is likely to be somewhat diluted with completion of the residential development currently under construction to the north. There is a sense of enclosure due to the rising landform to the south although the gentle slope of the site retains

a limited sense of openness to the north with views afforded over the northern boundary hedge from the slightly raised land at the south of the site.

Condition of Landscape:

- 4.6.6 The site is in varying condition. Some elements such as the derelict buildings act as detractors however overall, the hedgerow boundaries are in relatively good condition and largely intact. The remainder of the site is active arable farmland.

4.7 Summary of Landscape Baseline

- 4.7.1 The landscape receptors have been identified as follows:

- National Character Areas: NCA 116 Berkshire and Marlborough Downs
- Wiltshire Landscape Character Assessment (2005): 15 A Vale of Pewsey
- East Wiltshire (Kennet District Council) Landscape Character Assessment: 9 Vale of Pewsey
- North Wessex Downs Landscape Character Assessment: 6 A Vale of Pewsey
- Natural site elements and features
- Cultural and social site elements and features
- Aesthetic and perceptual site elements and features
- Condition of the site landscape

- 4.7.2 The character of the study site is influenced by features of the existing settlement edge and derelict buildings and sloping landform. The site is well contained by established hedges with mature trees to the north south and east, sloping landform to the south and residential dwellings to the east. Due to its containment by existing and emerging built form to the north east and west and sloping landform to the south there is a sense of separation from the surrounding agricultural landscape and strong sense of connection with the settled edge of Devizes. The site has limited sense of time depth and has strong associations with an active landscape.

4.8 Landscape Baseline Analysis

4.8.1 The confirmed landscape receptors most affected by residential development on the study site are set out below. The sensitivity of each receptor is assessed by considering their susceptibility to change created by the development and the value given to that receptor.

The overall combined sensitivity of the landscape in relation to the proposal is judged as medium-low.

Table A Landscape Sensitivity			
Landscape receptor	Susceptibility	Value	Overall sensitivity
Berkshire and Marlborough Downs	Low	High	Medium
15 A & 9 Vale of Pewsey	Low	High	Medium
6A Vale of Pewsey	Low	High	Medium
The site and its immediate context	Low	Medium Low	Low
Natural Features and Elements	Low	Medium High	Medium
Cultural and Social Aspects	Low	Low	Low
Aesthetic and Perceptual	Low	Low	Low
Condition of Landscape	Low	Low	Low

5 VISUAL BASELINE

5.1 Scope of Study Area

5.1.1 A 5km study area was established following a zone of theoretical visibility (ztv) which was run in several locations. The digital ZTV was refined following site work. An approximate visual envelope has been established. Within this area, potential visual receptors were identified from where public vantage points may exist with views of the site. The ZTV helped confirm that views from within Devizes Town were unlikely due to natural and manmade features that would obscure views. The majority of likely visibility was shown to be in the north of the site and from elevated ground surrounding. Site work helped clarify the likely visibility of the site and views.

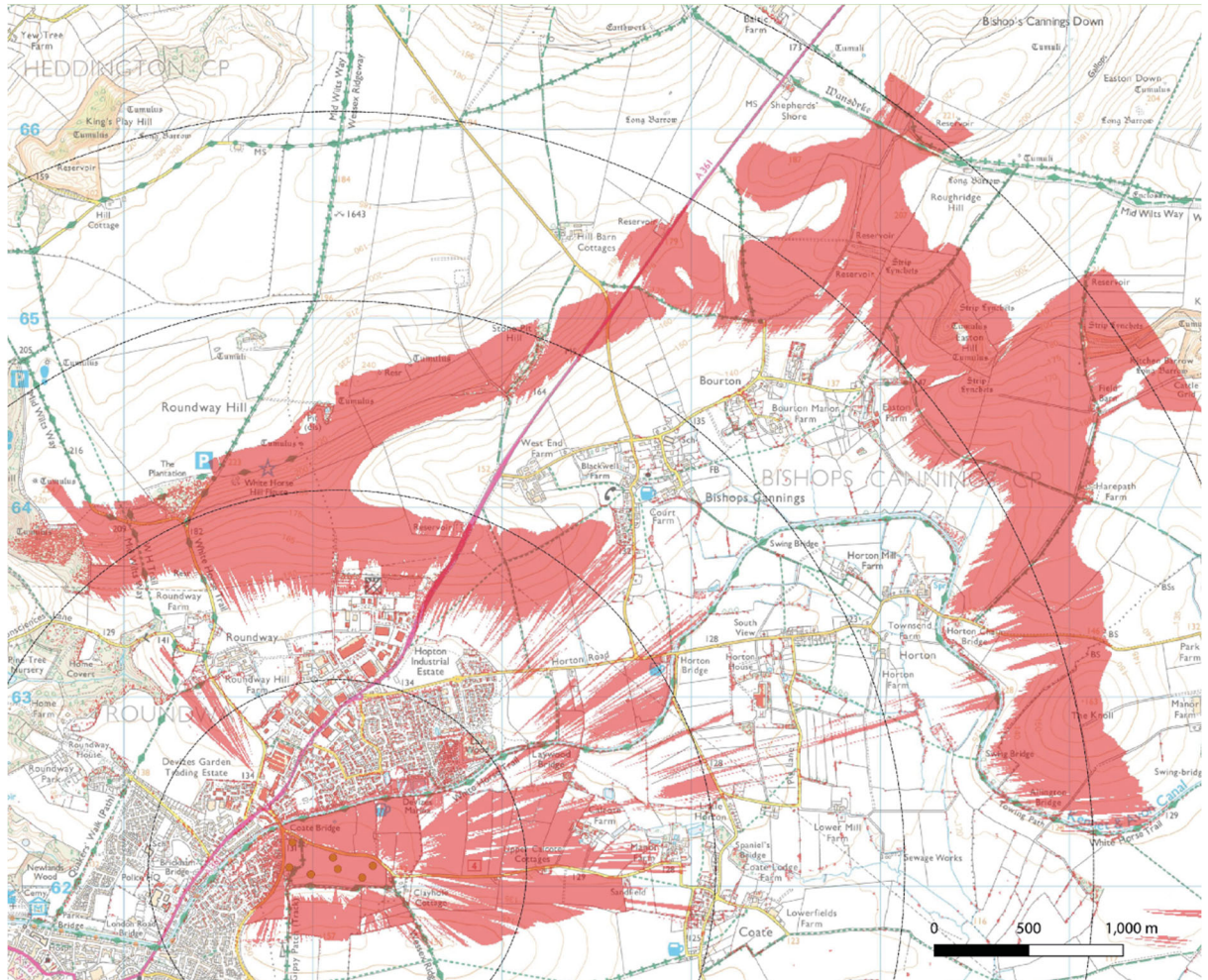


Figure 6 Zone of Theoretical Visibility run at a height of 9.5m to ridgeline

5.2 Visual Envelope

5.2.1 The site's visibility is contained by the ridgeline to the south and surrounding built development. Visibility is confined to the immediate local area and higher ground to the north and north west. Mature hedgerow boundaries limit views afforded from the road to the north. Overall, the site is assessed to have a limited visual prominence and where seen, is experienced in the context of an active residential landscape surrounding.

5.3 Visual Receptors, Viewpoints and Views generally

5.3.1 Visual receptors were identified from maps, aerial photos, designations and site work. The potential visual receptors identified are as follows:

- Users and residents of Windsor Drive
- Users of Coate Road
- Walkers using Wessex Ridgeway long distance walking trail through and to the south of the study site
- Walkers using the Mid Wiltshire Way long distance walking trail to the north west of the study site
- Walkers using the Whitehorse Trail long distance walking trail to the north of the study site and visitors to the white horse hill figure.
- Walkers using local footpath BCAN6 to the north east of the study site
- Users of restricted byway BCAN36 to the north east of the study site
- Users of restricted byway BCAN24B to the north east of the study site

5.4 Description of views

Users and residents of Windsor Drive (Viewpoints 1-3)

- 5.4.1 Receptors on Windsor Drive to the west of the Application Site are drivers and passengers approaching and leaving the Devizes town centre (represented by viewpoints 1 to 3 Appendix C). There are transient views available of the western field of the Application Site with occasional glimpsed views into the wider site field to the east where the hedgerow is weaker. Residents of Windsor Drive experience largely oblique views predominantly from upper storey less habitable rooms. Visual receptors are considered to be of **medium susceptibility** experiencing **low value** views.

Users of Coate Road (Viewpoints 4 & 9)

- 5.4.2 Receptors on Coate Road to the north of the Application Site are drivers and passengers approaching and leaving the Evesham town (represented by viewpoints 4 & 9 Appendix C). There are transient views available of the Application Site boundary with occasional glimpsed views into the site itself where the hedgerow is weaker. Visual receptors are considered to be of **medium susceptibility** experiencing **low value** views.

Walkers using Wessex Ridgeway long distance walking trail (Viewpoints 5-8)

- 5.4.3 Users of Wessex Ridgeway (represented by viewpoints 5-8 Appendix C) travel north to south through the study site before turning east, continuing along the northern site boundary and continuing south east as walkers move eastwards beyond the application site boundary. Occasional full views are afforded as users travel through the study site with occasional glimpsed views afforded across the site and towards white horse Hill as users travel along the northern site boundary. The footpath along the northern site boundary is predominantly well enclosed through a corridor of mature vegetation and views are limited. Beyond the site boundary views become obscured behind landform and layers of vegetation. Visual receptors are considered to be of **high susceptibility** experiencing **high value views**.

Walkers using Whitehorse Trail long distance walking trail and visitors to the White Horse Figure (Viewpoint 11)

- 5.4.4 Users of Whitehorse Trail (represented by viewpoint 11 Appendix C) are typically visitors to the white horse hill figure. From this location full views of the study site are afforded with the existing built form of Devizes present in the immediate foreground. The study site forms a moderate portion of the view. Visual receptors are considered to be of **high susceptibility** experiencing **high value views**.

Walkers using footpath BCAN6 (Viewpoint 13)

- 5.4.5 Walkers using local footpath BCAN6 to the north east of the study site (represented by viewpoint 13 Appendix C) runs along a hillside connecting Bishops Gannings to Devizes. From this viewpoint a minor portion of the study site is visible for a short section of footpath forming a minor barely perceptible portion of the view. The existing built form and associated vegetation of Devizes is present in the foreground of the view obscuring the majority of the application site. Visual receptors are considered to be of **high susceptibility** experiencing **medium value views**.

Receptors visited but no views identified:

Walkers using Mid Wiltshire Way long distance walking trail (Viewpoint 10)

- 5.4.6 Users of the Mid Wiltshire Way (represented by viewpoint 10 Appendix C) travel north to south beyond the town to the north west of the study site. From this viewpoint the broad location of the study site is identifiable through identification of the radio mast situated on elevated land to the south of the study site. The study site is obscured in these views.

Users of restricted byway BCAN36 (Viewpoint 12)

- 5.4.7 Users of restricted byway BCAN36 to the north east of the study site (represented by viewpoint 12 Appendix C) runs along a farm track travelling northeast to southwest. From this viewpoint the study site is not identifiable obscured behind intervening vegetation.

Users of restricted byway BCAN24B (Viewpoint 14)

- 5.4.8 Users of restricted byway BCAN24B to the north east of the study site (represented by viewpoint 14 Appendix C) runs between Bourton and the A361. The broad location of the study site is identifiable by the location of the radio mast situated on elevated land to the south of the study site. The study site itself is obscured behind layers of vegetation and not visible.

5.5 Summary of Visual Baseline Analysis

5.5.1 Potential visual receptors are set out below:

Table B Visual Sensitivity			
Visual receptor	Susceptibility	Value	Overall sensitivity
Users and residents of Windsor Drive	medium	low	Medium low
Users of Coates Road	medium	low	Medium low
Walkers using Wessex Ridgeway long distance walking trail	high	high	High
Walkers using Whitehorse Trail long distance walking trail and visitors to the White Horse Figure	high	high	High
Walkers using footpath BCAN6	high	medium	Medium high

5.5.2 Viewpoint locations and viewpoint photographs are illustrated in **Figure 4 and Figures 9 to Figure 35**.

5.5.3 The eastern portion of the site is generally well-screened by mature boundary hedgerows, however the elevated land in the south of the site has some visibility from hilltops to the north beyond the town of Devizes. Views are obtained of the western field from Windsor Drive due to the open site boundary but limited to the extent of the line of the road and immediate context of the site due to the containment by existing built form to the west and rising land to the south. Overall, the site has limited visibility from the north, immediately adjacent to the west and within the site itself beyond this the site is considered well-contained, with the visual receptors assigned an overall **medium** sensitivity to the proposed development.

6 VALUED LANDSCAPE ASSESSMENT

6.1.1 The Landscape Institute produced Technical Guidance Note 02/21; Assessing landscape value outside national designations. In the guidance is a criterion (Table 1, see below) to aid in the assessment of what are ‘valued Landscapes’. The application site has been assessed against the factors for landscape value

Factor	Definition	Examples of indicators of landscape value	Conclusion
Natural heritage	<i>Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest which contribute positively to the landscape</i>	The land is in agricultural production. Agricultural land quality at the site is limited to grade 3 No signs of distinctive geological features.	Application site contains limited attributes that accord with this landscape value factor.
Cultural heritage	<i>Landscape with clear evidence of archaeological, historical or cultural interest which contribute positively to the landscape</i>	Views are afforded across the site towards the White Horse Figure. The site is visible from the White Horse figure but seen in the context of the built form of Devizes containing it. Historic fields patterns contribute a minor value to the cultural heritage but will be retained Overall, there is a limited landscape time depth.	Application site contains limited attributes that accord with this landscape value factor.
Landscape condition	<i>Landscape which is in a good physical state both with regard to individual elements and overall landscape structure</i>	Although boundary hedgerows are largely intact where present, intersecting hedgerows are in poor condition, gappy with bramble encroachment A limited number of trees are present on site and where present form part of the hedgerow boundary Some historic hedgerow boundaries are no longer intact but where they are present, they will be retained	Application site contains limited attributes that accord with this landscape value factor.
Associations	<i>Landscape which is connected with notable people, events and the arts</i>	The site and its context are not known to have any notable associations with well-known literature, poetry, art, TV/film and music that contribute to perceptions of the landscape.	Application site contains limited attributes that accord with this landscape value factor.
Distinctiveness	<i>Landscape that has a strong sense of identity</i>	No rare or unusual features have been found on the application site.	Application site contains limited attributes that accord with this

		Recent development surrounding has significantly changed the baseline.	landscape value factor.
Recreational	<i>Landscape offering recreational opportunities where experience of landscape is important</i>	The site features a short section of a long-distance walking trail The Wessex Ridgeway passing north to south through it and passing east to west along but outside of the southern site boundary.	Application site contains some attributes that accord with this landscape value factor.
Perceptual (scenic)	<i>Landscape that appeals to the senses, primarily the visual sense</i>	There are few distinctive features, or distinctive combinations of features, such as dramatic or striking landform or harmonious combinations of land cover demonstrated on the site. The site is situated at the base of a small, localised hill The scale, form, colour and texture of the site and its context are undergoing change as it becomes part of a new settlement area. Glimpsed views may be afforded from the site towards the National Landscape and the White Horse Figure, but these are largely screened by mature boundary vegetation.	Application site contains limited attributes that accord with this landscape value factor.
Perceptual (wildness and tranquillity)	<i>Landscape with a strong perceptual value notably wildness, tranquillity and/or dark skies</i>	The site is adjacent to a road, residential development and settlement under construction which reduces the tranquillity and dark skies of the site. Lighting, noise and movement are present in the baseline landscape and will become more so as new development areas in the vicinity are constructed.	Application site contains limited attributes that accord with this landscape value factor.
Functional	<i>Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape</i>	The site provides no natural functions such as hydrological systems, bogs, woodland or habitat rich meadows, but does provide Grade III agricultural soils The site does form a small part of the wider setting to the North Wessex Downs National Landscape however the site is surrounded by existing and planned new settlement and separated from the National Landscape by existing built form.	Application site contains limited attributes that accord with this landscape value factor.

6.1.2 The valued landscape assessment for the application site concludes that the site would not be considered a 'Valued Landscape', as defined by NPPF paragraph 180.

7 LANDSCAPE AND VISUAL EFFECTS

7.1 Effects on Landscape Receptors

- 7.1.1 The assessment of landscape effects utilises information established through the initial desktop assessment of published assessments and other relevant information sources. The site survey considers this background information in the context of the features and characteristics identified on the ground and considers the potential effects that would arise by the introduction of the development proposals, before and after mitigation measures.
- 7.1.2 The assessment of potential effects on landscape receptors is set out below for each confirmed landscape receptor.

1. NCA 116 Berkshire and Marlborough Downs (Construction Phase)				
Sensitivity (susceptibility + value)	Magnitude of Change	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Negligible	Temporary	Direct	Negligible
Justification		Very small construction site in context of the NCA, situated outside of a designated landscape. Receptors will be affected over small geographical extent over a period an approximate period of up to 3 years.		

2. NCA 116 Berkshire and Marlborough Downs (Operational Phase)
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Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Negligible	Permanent	Direct	Negligible
Justification		Development proposals are situated outside of the National Landscape and conform to evolving settlement pattern. The development proposals are of a scale and nature that they would have a negligible effect in the context of the scale of the NCA.		

3. 15 A & 9 Vale of Pewsey (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Low	Temporary	Direct	Slight Moderate adverse
Justification		Small construction site in context of the Vale of Pewsey LCAs. Development proposals are situated outside of the National Landscape. Receptors will be affected over small geographical extent over a period an approximate period of up to 3 years.		

4. 15 A & 9 Vale of Pewsey (Operational Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Low	Permanent	Direct	Slight Moderate adverse
Justification		The development proposals are of a scale and nature that they would have a negligible effect on the district landscape character type and area. Development proposals are situated outside of the National Landscape and conform to evolving settlement pattern. The proposals are in keeping with the character of the settlement.		

5. 6A Vale of Pewsey (Construction Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Low	Temporary	Indirect	Slight adverse
Justification		The Development is situated outside of this character area but has some intervisibility. Small construction site in context of the Vale of Pewsey LCA with existing industrial development intervening limited the degree of change experienced within the character area. Receptors will be affected over small geographical		

	extent over a period an approximate period of up to 3 years.
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6. 6A Vale of Pewsey (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Low	Permanent	Indirect	Slight adverse
Justification		The development proposals are of a scale and nature that they would have a negligible effect on the district landscape character type and area. Development proposals are situated outside of the National Landscape and conform to evolving settlement pattern. The proposals are in keeping with the character of the settlement.		

7. The site and it's immediate context (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	High	Temporary	Direct	Slight adverse
Justification		There will be a loss of openness and additional movement and noise, but effects will be temporary within an active landscape.		

8. The site and it's immediate context (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	High	Permanent	Direct	Slight adverse
Justification		Existing agricultural fields will be replaced with residential built form, but this is in keeping with the settled landscape it is situated in, effects are contained to a small geographical area and proposals conform to the local settlement pattern.		

9. Site Natural Features & Elements (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Medium	Low	Temporary	Direct	Slight Moderate adverse
Justification		The site crops and bramble will be removed and replaced with a construction site. Boundary trees and hedges will be protected from the construction works by fences.		

10. Site Natural Features & Elements (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect

Medium	Low	Permanent	Direct	Slight Moderate adverse
Justification		The site crops and bramble will be removed and replaced with a residential development and public open space. Boundary trees and hedges will be retained, and additional tree and shrub planting will be incorporated throughout the development providing enhancements.		

11. Site cultural and social aspects (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	Low	Temporary	Direct	Slight adverse
Justification		The site will conform to immediate contextual landscape character, which is settled and active.		

12. Site cultural and social aspects (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	Low	Permanent	Direct	Slight adverse
Justification		The site will conform to immediate contextual landscape character, which is settled and active. Proposals conform to local character		

13. Site aesthetic and perceptual elements (Construction Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	Medium	Temporary	Direct	Slight Moderate adverse
Justification		The site will change in appearance from a collection of agricultural fields to a temporary construction site with light and noise experienced with construction activities.		

14. Site aesthetic and perceptual elements (Operational Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	High	Permanent	Direct	Moderate adverse
Justification		The site will change in appearance from agricultural fields to residential dwellings and public open space. There will be a loss of openness experienced at a site level, this will be replaced with settlement and green infrastructure that have the will increase the biodiversity of the current landscape.		

15. Site Landscape Condition (Construction Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	Medium	Temporary	Direct	Slight Moderate adverse
Justification		The condition of the landscape will temporarily decrease during the construction phase, where features are removed and not initially replaced.		

16. Site Landscape Condition (Operational Phase)				
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Direct or indirect	Landscape effect
Low	Medium	Permanent	Direct	Slight Moderate adverse
Justification		The site landscape is in places in poor condition and largely of low ecological value within its influence on local character contained to a small area. Elements in good condition are largely proposed to be retained and protected during the construction phase.		

- 7.1.4 The above assessment identifies that there are no notable landscape effects on the wider published landscape character areas and that landscape effects are localised and contained to the site and its immediate environs.
- 7.1.5 Landscape effects to the site and immediate area are also not assessed to be significant in an undesignated landscape. The development footprint conforms to the existing settlement pattern and is well contained by landform and existing/ emerging built form.
- 7.1.6 Overall significance of landscape effects is assessed to be **slight adverse** resulting in limited harm in an undesignated and settled landscape.
- 7.1.7 The level of harm assessed to all landscape receptors falls below the threshold of significant harm.

7.2 Effects on Visual Receptors

7.2.1 The assessment of visual effects on the baseline visual receptors is set out below.

1. Users and residents of Windsor Drive (Construction Phase)			
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium Low	Low	Temporary	Minor Adverse
Justification		Residents are largely orientated away from the study site; vehicles experience transient views. Views experienced are largely of the western field which already features detracting elements within the view.	

2. Users and residents of Windsor Drive (Operational Phase)			
Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium Low	Low	Permanent	Minor Adverse
Justification		Residential dwellings are largely orientated away from the study site; vehicles experience transient views. Views experienced are largely of the western field which already features detracting elements within the view. Proposals conform to the residential character of the area and effects are experienced of a limited geographical area.	

3. Users of Coate Road (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium Low	Low	Temporary	Minor Adverse
Justification		Views are largely obscured by mature intervening hedgerow, where views are experienced, these are predominantly of detracting features vehicles experience transient views. Effects are temporary	

4. Users of Coate Road (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium Low	Low	Permanent	Negligible
Justification		Views are largely obscured by mature intervening hedgerow, where views are experienced, these are predominantly of detracting features vehicles experience transient views. Removal of detracting features will provide an enhancement, and proposals conform to surrounding residential character and evolving settlement pattern.	

5. Walkers using Wessex Ridgeway long distance walking trail (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
High	Medium High	Temporary	Moderate Adverse
Justification		Views are largely obscured by mature intervening hedgerow, however on occasion full views of the construction site would be experienced at close proximity for a short	

	section of footpath, and sporadic glimpsed views along the south of the site. Portion of footpath may be closed during works effects will be temporary.
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6. Walkers using Wessex Ridgeway long distance walking trail (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
High	Medium High	Permanent	Moderate Major adverse
Justification		Views are largely obscured by mature intervening hedgerow, however on occasion full views of the proposals would be experienced at close proximity for a short section of footpath, and sporadic glimpsed views afforded along the south of the site. Portions of the footpath may be closed during works and effects will be temporary. Removal of detracting features will provide an enhancement, and proposals conform to surrounding residential character and evolving settlement pattern. Glimpsed views towards the National Landscape and white horse figure may be obscured.	

7. Walkers using Whitehorse Trail long distance walking trail (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
High	Medium	Temporary	Moderate Adverse
Justification		A moderate alteration of key views will occur with around half the site visible over a moderate distance seen in the context of the	

	existing and emerging built form of Devizes present in the foreground.
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8. Walkers using Whitehorse Trail long distance walking trail (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
High	Medium	Permanent	Moderate Major adverse
Justification		A moderate alteration of key views will occur with around half the site visible over a moderate distance seen in the context of the existing and emerging built form of Devizes present in the foreground.	

9. Users of restricted byway BCAN36 (Construction Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium High	Low	Temporary	Low Moderate Adverse
Justification		A minor alteration of key views will occur forming a minor portion of the view with around minor portion of the site visible experienced over a short distance seen in the context of the existing and emerging built form of Devizes present in the foreground.	

10. Users of restricted byway BCAN36 (Operational Phase)

Sensitivity (susceptibility + value)	Nature of Change (size, scale, extent, duration or reversibility)	Permanent or temporary	Visual effect
Medium High	Low	Permanent	Low Moderate adverse

Justification	A minor alteration of key views will occur forming a minor portion of the view with a minor portion of the site visible experienced over a short distance seen in the context of the existing and emerging built form of Devizes present in the foreground.
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7.2.2 Overall, the site is well contained by hedgerow which surrounds the eastern study site field; adjacent residential dwellings to the north, east and west; and rising landform to the south. Views into and over the site are limited to visual receptors adjoining and within the site and visual receptors on the rising landform to the north of the site.

7.2.3 Visual receptors within the site may experience a moderate/major visual effect over short sections of footpath before mitigation. Visual receptors within the National Landscape may experience Slight Moderate and Moderate Major adverse effects before mitigation whilst visual receptors on roads and houses adjacent to the site may experience Slight adverse effects before mitigation.

7.2.4 Overall, the effect assessed to local and longer distance visual receptors from the development proposals is identified to be slight/moderate adverse and not pass the threshold of significant harm.

7.1 CONSTRUCTION EFFECTS

7.1.1 Construction effects will be temporary. The effects are unlikely to be significant beyond the immediate vicinity of the Application Site as they will predominately consist of activity and vehicle movements seen against an existing settled and agricultural landscape. Within this settled, agricultural landscape, associated noise and movement is already experienced limiting the existing tranquillity of the area and effects are likely to be experienced locally for short sections of footpath and road. The likely effects of the construction phase will comprise:

- Construction compound for delivery and storage of materials introduced to the present existing fields
- Temporary parking
- Introduction of spoil heaps and temporary earthworks
- Temporary buildings such as storage containers
- Security fencing such as hoarding and 'Heras' fencing
- Noise and movement associated with vehicles and machinery
- Large machinery such as excavation plant
- Construction traffic using the local lanes

7.1.2 The overall landscape and visual effects of the construction phase will affect groups of receptors in different ways. Dwellings and footpaths near the Application Site will experience more significant effects. These effects are rated as follows:

7.1.3 Medium and low sensitivity landscape receptors may experience overall moderate minor adverse temporary landscape effects.

7.1.4 Higher sensitivity visual receptors within the site and within the National Landscape to the north may experience moderate adverse temporary visual effects.

8 MITIGATION AND ENHANCEMENTS

Landscape Mitigation

8.1.1 The following measures would assist in mitigating landscape effects during the construction phase:

- Locating compounds and contractors parking all in one centralised location away from valuable landscape features such as trees and hedges can assist with mitigating potential impacts.
- Erect protection fences around landscape features prior to commencement of works and through the duration of the construction phase.

8.1.2 Enhancement to the site is proposed as part of the development to assist with mitigating effects predicted during operational phase are as follow:

- New tree planting along the southern boundary enhancing green infrastructure connectivity and providing separation from the countryside and footpaths to the south.
- Provision of public open space along the southern and eastern site boundary to provide a green setting to soften the transition to the countryside and enhance the green infrastructure corridors.
- Provision of green corridor along line of footpath dissecting the site for enhancement of green infrastructure connectivity.
- New tree planting of native species within site to create and enhance a well treed setting to the development.
- Creating high quality new dwellings using materials and finishes in keeping with the desirable local vernacular.
- Keep external lighting to a minimum to protect dark skies and follow best practice guidance such as the Institute of Lighting Professionals Guidance Note 01/21 and the CfDS Good lighting guide.
- Suds basins that will provide diverse habitat and biodiversity and amenity enhancements.
- Wildflower meadow planting within public open space.

- 8.1.3 The implementation of landscape enhancements, (refer to Appendix B, Figure 36) recommendations will result in a net gain of vegetative landscape resources due to proposed new native tree and hedge introduction of wildflower meadows and diverse habitat features.

Visual Mitigation

- 8.1.4 The following measures would assist in mitigating visual effects during the construction phase:

- Limitations on working hours, particularly during hours of darkness to restrict external lighting.
- Control on times of plant equipment and materials deliveries to reduce impact of vehicle movements.
- Control on waste/rubbish to prevent excessive stock piling on site.

- 8.1.5 The following measures would assist in mitigating effects during operation:

- Where possible manage and maintain all existing trees and vegetation, within the site.
- Creation of a landscape buffer along the site boundaries in particularly adjacent to existing residential dwellings as well as the southern and eastern boundaries to reinforce visual screening from local footpaths.
- Setting dwellings towards the north of the site on lower ground to minimise long distance views afforded from the National Landscape.
- Creation of a green corridor along the line the footpath dissecting the site and reinforcing hedgerow boundaries either side of the footpath.
- Introduction of new tree and hedgerow planting will filter views experienced from existing dwellings, footpaths and roads.
- Introduction of street tree planting throughout the development will filter views experienced from elevated locations to the north and break up the massing of built form.
- Strategic retention of key views towards the white horse through careful design of the layout and key gaps in proposed tree planting.
- Setting dwellings back from Windsor Road and Coates Road to reduce impact of dwellings on visual receptors.

- 8.1.6 Keep external lighting to a minimum to minimise nighttime visibility from the National Landscape and follow best practice guidance such as the Institute of Lighting Professionals Guidance Note 01/21 and the CfDS Good lighting guide

9 SIGNIFICANCE OF RESIDUAL EFFECTS

9.1 Significance of Landscape Effects (after Mitigation)

Berkshire and Marlborough Downs NCA:

- 9.1.1 The significance of landscape effects after mitigation on the Berkshire and Marlborough Downs National Character area is assessed to be **Negligible**.

Justification and summary

- 9.1.2 The change is relatively small in scale and geographical extent within a very large landscape character area.

15 A & 9 Vale of Pewsey LCA:

- 9.1.3 The significance of landscape effects after mitigation on the 15 A & 9 Vale of Pewsey Landscape Character Areas is assessed to be **Negligible**.

Justification and summary

- 9.1.4 The change is relatively small in scale and geographical extent within a large landscape character area which is predominantly covered by National Landscape Designation. The site, however, is situated outside of the National Landscape within an undesignated landscape. It is surrounded by residential development on three sides and conforms to the emerging and established settlement pattern of Devizes. Additional planting will provide biodiversity enhancements and greater green infrastructure connectivity.

6A Vale of Pewsey:

- 9.1.5 The significance of landscape effects after mitigation on the 15 A & 9 Vale of Pewsey Landscape Character Areas is assessed to be **Negligible**.

Justification and summary

9.1.6 The change is relatively small in scale and geographical extent. The study site is situated outside of this character area but experiences some intervisibility with it. Although the landscape character area is large and entirely covered by National Landscape designation the site when seen from this character area is experienced in the context of the existing built form of Devizes present in the foreground. The proposals conform to the established landscape character as seen in views from the National Landscape. Establishment of tree planting combined with containing development to the lower less visible parts of the site is likely to create a barely perceptible change in character to views experienced from the 6A Vale of Pewsey character area.

The site and its immediate context:

9.1.7 The significance of landscape effects after mitigation on the site and its immediate context is assessed to be **Negligible**.

Justification and summary

Although there will be a loss of openness, the site's existing enclosure will limit the geographical extent to which this loss is perceived. The character of the local area is rapidly evolving from rural edge to residential with the development of the residential site to the north to the extent that the agricultural field will be incongruous to the surrounding character of the immediate area.

Natural Features and Elements:

9.1.8 The significance of landscape effects after mitigation on the natural elements and features of the site is assessed to be **minor beneficial**.

Justification and summary

9.1.9 Whilst there will be a loss of grade 3 agricultural land, the majority of hedgerows and onsite features of value will be retained. Opportunities exist to enhance retained features and introduce new features of value. There are good opportunities to improve the landscape diversity of species and habitats within the open spaces associated with the development. New landscape resources include native tree planting, hedgerow enhancement, wildflower areas, SUDs planting and long-term landscape management.

Cultural and Social Aspects:

9.1.10 The significance of landscape effects after mitigation on the site cultural and social aspects is assessed to be **negligible**.

Justification and summary

9.1.11 The removal of two agricultural fields and derelict buildings replaced by residential dwellings that draw on local vernacular creates limited change within this transitional, evolving and contained landscape surrounded by suburbanising features.

Aesthetic and Perceptual:

9.1.12 The significance of landscape effects after mitigation on the site aesthetic and perceptual elements is assessed to be **negligible**.

Justification and summary

9.1.13 The loss of openness will over time be partially offset by the introduction of additional native tree planting and residential built form that draws on local vernacular offers to opportunity to introduce enhancements at a local level.

Condition of Landscape:

9.1.14 The significance of landscape effects after mitigation on the site landscape condition is assessed to be **negligible**.

Justification and summary

9.1.15 The baseline condition of the site is moderate to low resulting in opportunities to improve the baseline going forward. The introduction of hedgerow restoration and additional native tree, wildflower, wetland planting and residential built form that draws on local vernacular offers to opportunity to introduce enhancements at a local level.

9.1.16 Overall, with the embedded mitigation and establishment of additional green infrastructure mitigation, negligible residual landscape harm has been assessed.

9.2 Significance of Visual Effects (after Mitigation)

Users and residents of Windsor Drive:

9.2.1 The significance of visual effects after mitigation on residents and users Windsor Drive to the west of the study site is assessed to be **slight adverse**.

Justification and summary

9.2.2 Proposed vegetation will help break up the massing of built form and integrate proposals with the surrounding. The degree of change experienced once proposed mitigation is established is likely to remain notable, but filtered and characteristic of the settled character of the area.

Users of Coate Road:

9.2.3 The significance of visual effects after mitigation on users of Coates Road is assessed to be **negligible**.

Justification and summary

9.2.4 The restoration of hedgerows along site boundaries will increase screening and filtering of built form visible along this lane and strengthen the characteristic of vegetation associated with the settlement. The positioning of open space along the northern boundary, setting dwellings back from the road will minimise any potential visibility of built form along Coates Road.

Walkers using Wessex Ridgeway long distance walking trail:

9.2.5 The significance of visual effects after mitigation on users of Wessex Ridgeway long distance walking trail running through and along the southern boundary of the study site is assessed to be **minor adverse**.

Justification and summary

- 9.2.6 Proposed mitigation may lead to a slight increase in vegetation and screening. This new planting is likely to largely screen the built form, reducing the visual impact and helping it integrate with the surrounding landscape. Key views towards the National Landscape and White Horse Figure may also be obscured as a result of additional screening therefore the residual effects are anticipated to be **minor adverse**.

Walkers using Whitehorse Trail long distance walking trail and visitors to the White Horse Figure:

- 9.2.7 The significance of visual effects after mitigation on Walkers using Whitehorse Trail long distance walking trail and visitors to the White Horse Figure on to the north of the study site is assessed to be **minor adverse**.

Justification and summary

- 9.2.8 There may be a slight increase of vegetation and screening due to proposed mitigation. The proposed woodland belts and onsite vegetation are likely to largely screen the degree of change experienced within the view. The proposed mitigation will largely screening built form and within the view proposed vegetation will integrate with the surrounding landscape and vegetation associated with the settlement of Devizes. The degree of change experienced due to proposed mitigation is likely to be minimal or barely perceptible.

Walkers using public right of way BCAN36:

- 9.2.9 The significance of visual effects after mitigation on Walkers using public right of way BCAN36 to the north east of the study site is assessed to be **negligible**.

Justification and summary

- 9.2.10 There may be a slight increase of vegetation and screening due to proposed mitigation. The proposed woodland belts and onsite vegetation are likely to be largely screen the degree of change experienced largely screening built form and integrating proposed vegetation with

the surrounding landscape and vegetation associated with the settlement of Devizes. The degree of change experienced due to proposed mitigation is likely to be barely perceptible.

9.2.11 Overall, with the embedded mitigation and establishment of additional green infrastructure mitigation, slight adverse residual visual effects have been assessed. No significant residual visual harm has been assessed.

10 CUMULATIVE EFFECTS

10.1.1 The list of cumulative sites is summarised below.

- Outline consent for up to 200 residential dwellings, a local centre of 0.3ha, drinking establishment and hot food takeaway. Associated works, infrastructure, ancillary facilities, open space and landscaping. Vehicular access from Windsor Drive with the western end of Coates Road re-aligned to form the minor arm of a junction with the site access road Ref: PL/2021/04774. Approved in Nov 2022 and currently under construction, situated to the north of the site, north of Coate Road.

10.1.2 Cumulative effects arising from potential receptors which may experience effects arising from both existing and the proposed development have been considered and assessed at construction and operational phases.

10.1.3 It is assessed that there would be a moderate cumulative landscape effect due to the construction of adjoining and local consented developments. This will contribute to a sense of evolving pattern of settlement that increases the extent of potentially urbanising features. This is part balanced by the limited contribution that the present site makes to the sense of openness and rural character.

10.1.4 Once constructed, occupied and the new landscaping has been implemented the cumulative effects will begin to lessen as materials age and landscaping matures. The site will be seen in context of a new planned settlement area interspersed with new open space and landscape buffers. Mitigation has the potential to screen both the proposed and existing developments. Overall, a moderate adverse cumulative landscape effect is predicted, and a slight adverse cumulative visual effect is predicted.

11 SUMMARY AND CONCLUSION

Landscape Policy Summary

11.1.1 In summary the relevant policies are as follows:

Core Policy 50 Biodiversity and geodiversity	The proposals conserve and enhance the natural environment of the site – trees, hedges, are all preserved and protected, agricultural farmland is to be replaced and enhanced with more species rich wildflower meadows and planting, large amounts of new native trees, hedges, copses, are being introduced as part of the proposal. Field patterns are being retained and landscape strategy proposed for existing field boundaries to be bolstered with new planting and new tree planting throughout to break the mass of built form.
Core Policy 51 Landscape	The proposals conserve landscape character – The landscape character is evolving, and proposals conform to the pattern of settlement.
Core Policy 52 Green Infrastructure	Mitigation measures will improve the connectivity of the green infrastructure network through additional landscape planting along the southern and eastern boundaries. Open space is provided as an integral part of the green infrastructure strategy.
Core Policy 57 Ensure High Quality Design and Place Shaping	Proposals reflect the scale, type, density and materials characteristic of Devizes conforming to evolving local settlement pattern and introducing locally characteristic materials and architectural features.

LA 03 (Landscape Character)	The North Wessex Downs Integrated Landscape Character Assessment has been considered as part of this assessment
LA 06 (Setting of the AONB)	Views to and from the North Wessex Downs and Impact upon the setting of the Wessex Downs National Landscape have been considered as part of this assessment
DE 01 (Conservation and enhancement of the AONB and it's setting)	Views to and from the North Wessex Downs and Impact upon the setting of the Wessex Downs National Landscape have been considered as part of this assessment
DE 05 (Landscape Assessment)	Landscape has been considered throughout this LVIA

11.1.2 Existing national and local policies do not restrict development of the study site where its design is sympathetic to local visual amenity and the character of the area.

11.1.3 The developable area of the site does not fall within a designated landscape and the site is not identified as being a valued landscape. As such development of the site should protect the landscape character in this location and protect the visual amenity of local views. The study site lies within the setting of the North Wessex Downs National Landscape so development must also ensure that views to and from the National Landscape are not harmed by development.

Baseline Landscape Summary

11.1.4 The character of the study site is influenced by features of the existing settlement edge and derelict buildings and sloping landform. The site is well contained by established hedges with mature trees to the north south and east, sloping landform to the south and residential dwellings to the east. Due to its containment by existing and emerging built form to the north

east and west and sloping landform to the south there is a sense of separation from the surrounding agricultural landscape and strong sense of connection with the settled edge of Devizes. The site has limited sense of time depth and has strong associations with an active landscape.

11.1.5 The local landscape character is shaped by both the rural, agricultural use of the site and the surrounding urbanising elements. As nearby approved residential developments are built, the influence of urban character will become more pronounced. The site is well-contained by rising landform to the south and existing residential development to the north, east, and west. Views toward White Horse Hill remain a key visual feature, contributing to the area's sense of place. This has created an evolving settled landscape character which forms a settled baseline against which development proposals are to be considered. The broader characteristics of the Vale of Pewsey are now less reflective of the immediate character of the site.

11.1.6 The overall combined sensitivity of the landscape in relation to the proposal before mitigation is judged as medium-low.

Baseline Visual Summary

11.1.7 The eastern portion of the site is generally well-screened by mature boundary hedgerows, however the elevated land in the south of the site has some visibility from hilltops to the north beyond the town of Devizes. Views are obtained of the western field from Windsor Drive due to the open site boundary but limited to the extent of the line of the road and immediate context of the site due to the containment by existing built form to the west and rising land to the south. Overall, the site has limited visibility from the north, immediately adjacent to the west and within the site itself beyond this the site is considered well-contained, with the visual receptors assigned an overall medium sensitivity to the proposed development.

Significance of Landscape Effects Summary

11.1.8 The assessment identifies that there are no notable landscape effects on the wider published landscape character areas and that landscape effects are localised and contained to the site

and its immediate environs.

11.1.9 Landscape effects to the site and immediate area are also not assessed to be significant in an undesignated landscape. The development footprint conforms to the existing settlement pattern and is well contained by landform and existing/ emerging built form.

11.1.10 Overall significance of landscape effects before mitigation is assessed to be slight adverse resulting in limited harm in an undesignated and settled landscape. The level of harm assessed to all landscape receptors before mitigation falls below the threshold of significant harm.

Significance of Visual Effects Summary

11.1.11 Overall, the site is well contained by hedgerow which surrounds the eastern study site field; adjacent residential dwellings to the north, east and west; and rising landform to the south. Views into and over the site are limited to visual receptors adjoining and within the site and visual receptors on the rising landform to the north of the site.

11.1.12 Visual receptors within the site may experience a moderate/major visual effects over short sections of footpath before mitigation. Visual receptors within the National Landscape may experience Low Moderate and Moderate adverse effects before mitigation whilst visual receptors on roads and houses adjacent to the site may experience minor adverse effects before mitigation.

11.1.13 The effect assessed to local and longer distance visual receptors from the development proposals is identified to be medium/low adverse before mitigation and not pass the threshold of significant harm.

Conclusion

11.1.14 Overall, with the embedded mitigation and establishment of additional green infrastructure mitigation, **negligible** residual landscape effects have been assessed, and **slight adverse** residual visual effects have been assessed. No significant residual harm has been assessed.

11.1.15 The site is well contained by existing vegetation, landform and existing and emerging residential built form. The extent of effects is largely contained to the immediate area although a limited amount of intervisibility occurs between the site and publicly accessible locations within the National Landscape. The impact of development on these views is limited by containment of proposed built form to lower, less visible portions of the site and the introduction of extensive mitigation planting.

11.1.16 The character of the area is evolving from a rural edge character to a residential urban character and the containment of the site by vegetation and landform from the wider agricultural landscape creates a stronger association with the urban townscape than that of the wider agricultural landscape from which the site is visually separated. Careful consideration of design and mitigation planting ensures that green infrastructure connectivity to the wider landscape is however retained through development of the site.

11.1.17 **Overall, a residual slight adverse/ negligible significance of effect is assessed from the development proposals.** These potential minor adverse effects arise from the introduction of residential development resulting in a change to the character of the site from rural to urban and the potential for some visibility of this to be retained within the National Landscape. In the context of the settled and active landscape and visual baselines and undesignated nature of the landscape, this harm is not assessed to be significant. The level of harm assessed to all landscape and visual receptors falls below the threshold of significant harm.

12 APPENDIX A – ASSESSMENT METHODOLOGY

12.1 Assessment Guidelines

12.1.1 The assessment of potential effects on landscape receptors is set out below for each confirmed landscape receptor.

12.1.2 The methodology used to identify and assess the landscape and visual effects of proposed development and their scale is based on the following recognised guidance:

- Guidelines for Landscape and Visual Impact Assessment (3rd edition) – Landscape Institute/IEEMA (2013)
- Landscape Institute Technical Guidance Note 06/19 – Visual Representation of Development Proposals – Landscape Institute (2019)
- Landscape Institute Technical Guidance Note 02/ 21 Assessing landscape value outside national designations;
- GLVIA Statements of Clarification 1/13 – Landscape Institute website
- An Approach to Landscape Character Assessment – Natural England October 2014

12.2 LVIA Methodology

12.2.1 The Landscape and Visual Impact Assessment is a tool used to identify and assess the effects of change resulting from a proposed development on the landscape as a resource, and people's views and visual amenity. It is an iterative process intended to inform design decisions so that new development can avoid or reduce notable negative (adverse) effects on the landscape and visual environment.

12.2.2 It is recognised as important to draw distinctions between landscape and visual effects during the assessment; treating them independently although related. GLVIA sets out the recommended process for assessing the scale of effects by comparing the sensitivity of the visual or landscape receptor with the magnitude of change resulting from proposed development.

12.2.3 The GLVIA states that the assessment should cover the following stages:

- Project description: description of the proposed development for the purpose of assessment; main features of proposals and establish parameters
- Baseline studies: establishes existing nature of landscape and visual environment in the study area, includes information of the value attached to different resources
- Identification and description of effects that are likely to occur, including whether they are adverse or beneficial
- Assess scale of effects: systematic assessment of the likely scale of the effects identified
- Mitigation: proposes measures designed to avoid/prevent, reduce or offset (or compensate for) any notable negative (adverse) effects

Method of Desk Study

12.2.4 Assessment of Ordnance Survey map data, aerial photographs, landscape designations and landscape planning policies are undertaken at the outset to inform the extent of the study area and identify sensitive visual receptors and likely sensitivity of the landscape. Liaison with the Local Planning Authority landscape officer is also undertaken to agree landscape resources and visual receptors of potential sensitivity to be included within the assessment.

Method of Field Work

12.2.5 Site surveys are undertaken by at least one chartered landscape architect. Visual and landscape receptors are checked and refined initially from the study site. Visual receptors are then visited from the nearest publicly accessible location, to select the most suitable and representative viewpoint. Assessment is undertaken on site; locations and notes recorded on maps and photographs taken from viewpoints. Photographs are taken using a digital SLR set to the equivalent of a 50mm SLR lens; which best represents the view experienced by the human eye.

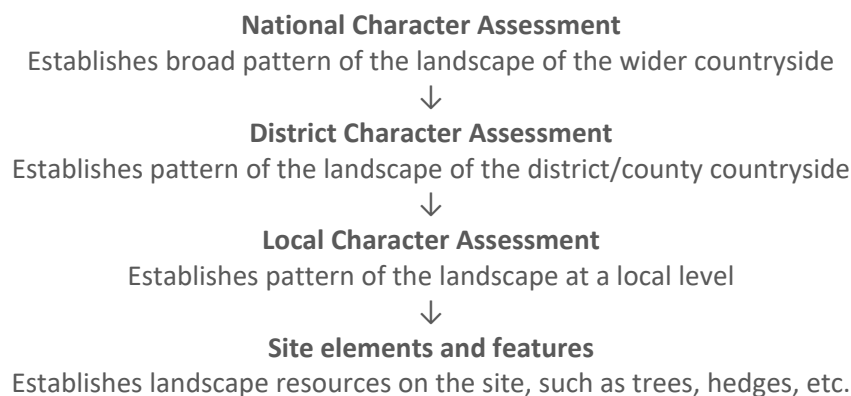
12.3 Method for Assessing Landscape

Landscape Character and Characterisation

12.3.1 Landscape Character Assessment Guidance defines 'landscape' as consisting of the following elements:

- Natural: geology, landform, air and climate, soils, flora and fauna
- Cultural/Social: land use, settlement, enclosure
- Perceptual and Aesthetic: memories, associations, preferences, touch and feel, smells, sounds and sight

12.3.2 Landscape Character Assessment Guidance encourages assessment at different scales that fit together as a hierarchy of landscape character areas and types so that each level can provide more detail to the one above. Identifying the existing landscape character is part of establishing the baseline conditions of a study site and its study area.



Value of the landscape receptor

12.3.3 Value can apply to areas of landscape as a whole, or to the individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape. Value is determined by some or all of the following aspects:

- Importance applied to landscape by designation or planning policy and the level of this importance in terms of local, regional or national importance
- The views of the local consultees, including the local planning authority, members of the public, special interest groups such as Parish Council, wildlife or walking groups
- The rarity, importance and condition of the landscape resource as judged objectively by the landscape professional.

12.3.4 International and Nationally designated landscapes tend to be of the highest value, locally designated landscapes are most likely to be of moderate value and undesignated landscapes can either be of lower to moderate value depending on an assessment taking into account

the following factors:

- Condition of the local landscape
- Scenic quality
- Rarity
- Representativeness
- Conservation interests
- Recreation value
- Perceptual aspects
- Associations

12.3.5 The definitions of value used are as follows:

- **Very High:** such as World Heritage Sites
- **High:** such as National Parks, AONB, Conservation Areas, Listed Buildings
- **Medium:** such as Special Landscape Areas, Areas of Great Landscape Value, several protected features such as Tree Preservation Orders, site may be mentioned in literature, art, tourism or in district/county landscape character assessments or sensitivity assessments
- **Medium Low:** generally undesignated, may have value at a community level by tourism, literature, art, village greens or allotments, may have a small number of protected features
- **Low:** no designated features or landscape, limited value, no protected features

Susceptibility of the landscape receptor to the proposed change

12.3.6 This relates to 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 the of landscape planning policies.

12.3.7 The definitions of susceptibility of the proposed change to landscape used are as follows:

- **High:** elements, features or whole landscapes that are susceptible to change, with limited opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Medium:** elements, features or whole landscapes that are partially susceptible to change, with some opportunities to accommodate change based on the strength of the existing landform, pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity
- **Low:** elements, features or whole landscapes that have limited susceptibility to change, with opportunities to accommodate change based on the strength of the existing landform, land use pattern, land cover, settlement pattern, sense of enclosure, visual context, tranquillity

Definition of Landscape Sensitivity

12.3.8 Landscape sensitivity is determined by combining judgements of the susceptibility to the proposed change and the value of the receptor. Refer to Table A.

Table A: Definition of Landscape Sensitivity:	
Sensitivity	Definition
High	- High susceptibility to proposed change - May be a designated landscape valued at a National or International level - Landscape characteristics are vulnerable and unable to accommodate change - Development may result in notable changes to landscape character
Medium-High	- Medium or high susceptibility to proposed change - May be a designated landscape valued at a local or national level - Landscape characteristics are vulnerable with limited ability to accommodate change - Development may result in moderate changes to landscape character
Medium	- Medium susceptibility to proposed change - Some designated features and/or valued at a local level - Landscape characteristics are able to accommodate some change - Development may not result in notable changes to landscape character
Medium-Low	- Low or medium susceptibility to proposed change - Likely to be an undesignated landscape but possibly some designated features and/or valued at a local level - Landscape characteristics are resilient to accommodating change - Development may not result in notable changes to landscape character
Low	- Low susceptibility to proposed change - Undesignated landscape and/or valued at a community level - Landscape characteristics are robust and able to accommodate change - Development may not result in notable changes to landscape character

Negligible	- No susceptibility to proposed change - Undesignated, valued at a site level - Landscape characteristics that are degraded or discordant with landscape character - Development may result in an improvement to landscape character
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Landscape Receptor – Overall Magnitude of Effect

12.3.9 The magnitude of the effect is determined by combining the professional judgements about the size or scale of the landscape effect, the geographical extent over the area which the effect occurs, its reversibility and its duration. Refer to Table B:

- The scale of the effect – for example, whether there is complete loss of a particular element/feature/characteristic or partial loss or no loss; proportion of key elements or features of the baseline that will be lost, the value/importance of these elements to the landscape character and the degree of contrast between the development and the landscape character
- The geographical extent of the area affected relative to the receptor; this will range from the site itself, a short distance comprising the immediate local area, a medium distance comprising the local and middle landscape and long distance comprising the wider landscape
- The duration of the effect; 0-1 year for the construction period is considered short-term duration, 1-10 years for mitigation to establish is considered medium-term duration, 10 years and beyond is considered long-term duration
- Reversibility; the extent to which the development could be removed and the land reinstated. Reversible and temporary development would include solar farms and wind turbines. Other development such as housing would be considered irreversible and permanent

Table B: Definition of Landscape Magnitude of Change:

Magnitude of Change:	Definition:
High	Very substantial loss of landscape elements of the landscape, and/or the lost elements make a substantial contribution to landscape character, and/or change affects a large geographical area, and/or the development introduces a dominating and contrasting characteristic to the landscape
Medium-High	Substantial loss of landscape elements of the landscape, and/or the lost elements make a large contribution to landscape character, and/or change affects a moderate to large geographical area, and/or the development

	introduces a prominent and partially uncharacteristic feature to the landscape
Medium	Moderate loss of landscape elements of the landscape, and/or the lost elements make a moderate contribution to landscape character, and/or change affects a moderate geographical area, and/or the development becomes an identifiable feature but not wholly uncharacteristic to the landscape
Medium-Low	Partial loss of landscape elements of the landscape, and/or the lost elements make a moderate to small contribution to landscape character, and/or change affects a small to moderate geographical area, and/or the development is perceptible but not wholly uncharacteristic to the landscape
Low	Minor loss of landscape elements of the landscape, and/or the lost elements make a small contribution to landscape character, and/or change affects a small geographical area, and/or the development introduces elements not uncharacteristic to the landscape
Negligible	Negligible or no loss of landscape elements of the landscape, and/or the lost elements make a limited contribution to landscape character, and/or change affects a very small geographical area, and/or the development introduces characteristics that are consistent with or enhance the landscape, and/or effects may be short term, temporary or reversible

Assessment criteria used to assess landscape effects

12.3.10 Receptor sensitivity and magnitude of change arising from the Proposed Development are combined using a combination of professional judgement and experience. Refer to Table C.

Table C: Scale of Effects							
		Sensitivity					
		High	Medium-High	Medium	Medium-Low	Low	Negligible
Nature of Change	High	Very Substantial	Substantial	Substantial	Substantial-Moderate	Moderate	Negligible
	Medium-High	Substantial	Substantial	Substantial-Moderate	Moderate	Moderate	Negligible
	Medium	Substantial	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Negligible
	Medium-Low	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Minor	Negligible
	Low	Moderate	Moderate	Minor-Moderate	Minor	Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

12.4 Method for Assessing Views

12.4.1 A preliminary ZTV has been used to inform the extent of the study area based on the theoretical visibility of the development. The ZTV illustrates the extent to which the proposed development site as a whole is potentially visible from the surrounding area. The ZTV was prepared using GIS software (QGIS) by carrying out an analysis of the visibility of the site from the surrounding area up to 5km using a digital terrain model from OS Landform DTM profile and OS Panorama DTM data and LiDAR data where coverage allows. Calculations are based on bare earth survey OS height data with a viewer height set at 1.7m. The digital terrain model and subsequent output are based on bare earth modelling and as such do not take into account any screening from land cover such as buildings, hedgerows and trees. ZTV mapping therefore represents a 'worst case' scenario assuming 100% visibility, where the actual extents of visibility are likely to be less extensive. The ZTV was used to determine where there may be potential views of the development which are then further verified with site visits. The ZTV is used to identify potential key views of the development which are then verified by field work to further identify visual receptors.

12.4.2 Viewpoints selected for inclusion in the assessment and for illustration of the visual effects fall broadly into three groups:

- **Representative viewpoints**, selected to represent the experience of different types of visual receptor, where larger numbers of viewpoints cannot all be included individually and where the notable effects are unlikely to differ – for example, certain points may be chosen to represent the views of particular public footpaths and bridleways
- **Specific viewpoints**, chosen because they are key and sometimes promote viewpoints within the landscape, including for example specific local visitor attractions, viewpoints in areas of particularly noteworthy visual and/or recreational amenity such as landscapes with statutory landscape designations, or viewpoints with particular cultural landscape associations
- **Illustrative viewpoints**, chosen specifically to demonstrate a particular effect or specific issues, which might, for example, be restricted visibility at certain locations

12.4.3 Visual effects are determined through a process of identifying which visual receptors are

likely to experience notable visual effects. The process of identifying effects involves determining the sensitivity of each visual receptor and magnitude of change experienced at each which leads to a professional judgement of the visual effects.

Value attached to views

12.4.4 Visual sensitivity is partially determined by judgements made attributing value to views.

Judgements take account of:

- Recognition of the value attached to particular views, for example in relation to heritage assets, or through planning designations
- Indicators of the value attached to views by visitors, for example through appearances in guidebooks or on tourist maps, provision of facilities for their enjoyment (such as parking places, sign boards and interpretive material) and reference to them in literature or art

12.4.5 The value of views is defined as follows:

- **High**; recognition of the view by its relation to a heritage asset or national planning designation (AONB, National Park, National Trail). Appearance in guide books, tourist maps or featured in well-known art works. Provision of facilities such as interpretation panels, parking places and signage. Views enjoyed at a local or national level.
- **Medium**; local planning designation (Country Park, Area of Great Landscape Value) or valued locally by village design statement or sensitivity assessment. May be some detractor elements, views enjoyed at a local level.
- **Low**; no specific value placed by designation or publication, may be a large proportion of detractor elements within the view, views enjoyed at a community or site level.

Susceptibility of visual receptors to change

12.4.6 Visual sensitivity is partly determined by the susceptibility to change of each visual receptor.

The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of:

- The occupation or activity of people experiencing the view at particular locations

- The extent to which their attention is focussed on the views and visual amenity they experience at particular locations

12.4.7 The susceptibility of visual receptors to change in views and visual amenity is defined broadly as follows:

- **High:** residents at home (generally rooms occupied during daylight hours), people engaged in outdoor recreation (PROWs or where attention is focussed on the landscape or particular views), visitors to heritage assets or other attractions where the surroundings are important to the experience, communities where views contribute to the landscape setting enjoyed by residents in the area
- **Medium:** travellers on roads (except main roads and motorways), trains or other transport modes such as cyclists.
- **Low:** people travelling on main roads and motorways, people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views, people at their place of work whose attention may be focused on their work or activity.

12.4.8 Combining judgements regarding the susceptibility of change with the value attached to views leads to a professional judgement of sensitivity of each visual receptor. Refer to Table D.

Table D: Definition of Visual Sensitivity	
Sensitivity rating:	Definition:
High	Receptor may have high susceptibility to changes in view/visual amenity, views experienced may be of a high value designated landscape or at a defined publicised viewing point/attraction, receptors may include residents at home (from rooms generally occupied in daylight hours), users of national or long distance trails or visitors to listed parks/gardens.
Medium-High	Receptor may have medium or high susceptibility to changes in view, views experienced may be of a high or medium value designated landscape, receptors may include travellers on scenic road routes, residents at home (from rooms not facing the development or generally not occupied in daylight hours), users of public rights of way.
Medium	Receptors may have medium susceptibility to changes in view/visual amenity, views experienced may be within medium value locally designated landscape, receptors may include travellers on roads, pedestrians or cyclists.
Medium-Low	Receptors may have with low or medium susceptibility to changes in view/visual amenity, views experienced may be of a medium or low value locally designated landscape where there maybe be some detractors,

	receptors may include commuters on busy roads such as motorways or urban roads, users may be involved in passive outdoor sport such as golf.
Low	Receptors may have low susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape with several detractors, receptors may include people at work, people engaged in outdoor sport or recreation which does not depend on landscape as a setting.
Negligible	Receptors may have low or negligible susceptibility to change in views/visual amenity, views experienced are likely to be of low value undesignated landscape dominated by detractors where there are low numbers of receptors engaged in indoor active work.

Visual Receptor – Overall Magnitude of Effect

12.4.9 The magnitude of the effect is determined by combining the professional judgements about the size or scale of the visual effect, the geographical extent over the area which the effect occurs, its reversibility and its duration. Refer to Table E.

Table E: Definition of Visual Magnitude of Change	
Magnitude of Change:	Definition:
High	Total loss or very substantial alteration of key views, and/or site may form a very large proportion of the view, and/or all of the site may be visible, and/or views of the site may be experienced over a long distance by high numbers of receptors, and/or views may be permanent and irreversible.
Medium-High	Substantial alteration of key views, and/or site may form a medium to large proportion of the view, and/or most of the site may be visible, and/or views of the site may be experienced over a moderate to long distance by moderate to high numbers of receptors, and/or views may be permanent and irreversible.
Medium	Moderate alteration of key views, and/or site may form moderate proportion of the view, and/or around half of the site may be visible, and/or views of the site may be experienced over a moderate distance by moderate numbers of receptors, and/or views may be permanent and irreversible.
Medium-Low	Moderate to minor alteration of key views, and/or site may form moderate to minor proportion of the view, and/or partial views of the site, and/or views of the site may be experienced over a moderate to short distance by moderate to low numbers of receptors, and/or views may be permanent and irreversible.
Low	Minor alteration of key views, and/or site may form small proportion of the view, and/or partial or obscured views of the site, and/or views of the site may be experienced over a short/local distance by low numbers of receptors, and/or views may be permanent and irreversible.
Negligible	Limited alteration of key views, and/or site may form very small proportion of the view, and/or limited views of the site, and/or views of

the site may be experienced over a very short distance by a limited number of receptors, and/or views may be temporary, reversible, permanent or irreversible.

Assessment criteria used to assess visual effects

12.4.10 Receptor sensitivity and magnitude of change arising from the proposed development are combined using a combination of professional judgement and experience. Refer to Table F.

Table F: Scale of Effects							
		Sensitivity					
		High	Medium-High	Medium	Medium-Low	Low	Negligible
Nature of Change	High	Very Substantial	Substantial	Substantial	Substantial-Moderate	Moderate	Negligible
	Medium-High	Substantial	Substantial	Substantial-Moderate	Moderate	Moderate	Negligible
	Medium	Substantial	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Negligible
	Medium-Low	Substantial-Moderate	Moderate	Minor-Moderate	Minor-Moderate	Minor	Negligible
	Low	Moderate	Moderate	Minor-Moderate	Minor	Minor	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible	Negligible

Assessment criteria used to assess scale of effects

12.4.11 Following identification of the sensitivity, extent and scale of the individual landscape and visual effects, the overall effects are combined with each other. A judgement is then made by identifying the most notable effects, after mitigation, resulting in the likely impacts of the proposed development. The definitions of the final statement of scale of effects are shown in Table G.

Table G: Definition of Scale of Effects	
Scale of impact:	Definition of predicted effects:
Substantial beneficial (positive) effect	The proposals would result in: • The scheme causing a notable improvement to the existing view • Successful mitigation providing notable improvements to landscape quality and character • Fitting in very well with the scale, landform and pattern of the existing landscape
Moderate beneficial (positive) effect	The proposals would result in:

	• The scheme causing a noticeable improvement to the existing view • Successful mitigation providing noticeable improvements to landscape quality and character • Fitting in well with the scale, landform and pattern of the existing landscape
Slight beneficial (positive) effect	The proposals would result in: • The scheme causing perceptible improvement in the existing view • Successful mitigation providing slight improvements to landscape quality and character • Fitting in with the scale, landform and pattern of the existing landscape
Neutral	The proposals would result in: • The scheme causing no discernible deterioration or improvement to the existing view • Mitigation that neither deteriorates or improves landscape • The scale, landform and pattern of the current landscape is broadly retained
Slight adverse (negative) effect	The proposals would result in: • The scheme causing a slight perceptible deterioration to the existing view • Almost wholly success in mitigating adverse effects • Not quite fitting the landform and scale of the landscape
Moderate adverse (negative) effect	The proposals would result in: • The scheme causing a noticeable deterioration to the existing view • Only partial mitigation of adverse effects • Variance to the existing landscape, out of scale or at odds with the local pattern and landform
Substantial adverse (negative) effect	The proposals would result in: • The scheme being immediately apparent causing notable deterioration to the existing view • No way of fully mitigating adverse effects • Considerable variance to the existing landscape, degrading the integrity of its overall character

12.5 GLOSSARY OF TERMS

Characterisation	The process of identifying areas of similar landscape character, classifying and mapping them and describing their character.
Designated landscape	Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents.
Elements	Individual parts which make up the landscape, such as, for example, trees, hedges and buildings.
Geographical Information System (GIS)	A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database.
Green Infrastructure (GI)	Network of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.
Indirect effects	Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects.
Iterative design process	The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues.
Key characteristics	Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.
Land use	What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.
Landform	An area, as perceived by people, the character of which is the result of the action and interaction of natural and /or human factors.
Landscape and Visual Impact Assessment (LVIA)	A tool used to identify and assess the likely significance or scale of the effects of change resulting from development both on the landscape as an environmental resource in its own right and on people's views and visual amenity.
Landscape Character	A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.
Landscape Character Areas (LCA's)	These are single unique areas which are the discrete geographical areas of a particular landscape type.
Landscape Character Assessment	The process of identifying and describing variation in the character of the landscape, and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscape distinctive. The process results in the production of a Landscape Characterisation Assessment.
Landscape Effects	Effects on the landscape as a resource in its own right.
Landscape quality (condition)	A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas,

	the intactness of the landscape and the condition of individual elements.
Landscape receptors	Defined aspects of the landscape resource that have the potential to be affected by a proposal.
Landscape value	The relative value that is attached to different landscape by society. A landscape may be valued by different stakeholders for a whole variety of reasons.
Magnitude (of effect)	A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.
Photomontage	A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.
Scoping	The process of identifying the issues to be addressed by an EIA. It is a method of ensuring that an EIA focuses on the important issues and avoids those that are considered to be less significant.
Sensitivity	A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.
Significance	A measure of the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic. Only applicable to Proposed Developments screened as requiring a full Environmental Impact Assessment.
Susceptibility (or vulnerability)	How susceptible or vulnerable the landscape receptor is to accommodate the proposed development without undue negative consequences for the maintenance of the baseline situation
Time depth	Historical layering – the idea of a landscape as a ‘palimpsest, a much written –over manuscript.
Tranquillity	A state of calm and quietude associated with peace, considered to be an important asset of landscape.
Visual amenity	The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.
Visual effects	Effects on specific views and on the general visual amenity experienced by people.
Visual receptors	Individuals and/or defined groups of people who have the potential to be affected by a proposal.
Visualisation	A computer simulation, photomontage or other technique illustrating the predicted appearance of a development
Zone of Theoretical Visibility (ZTV)	A map, usually digitally produced, showing areas of land within which a development is theoretically visible.

13 APPENDIX B - FIGURES

Figures

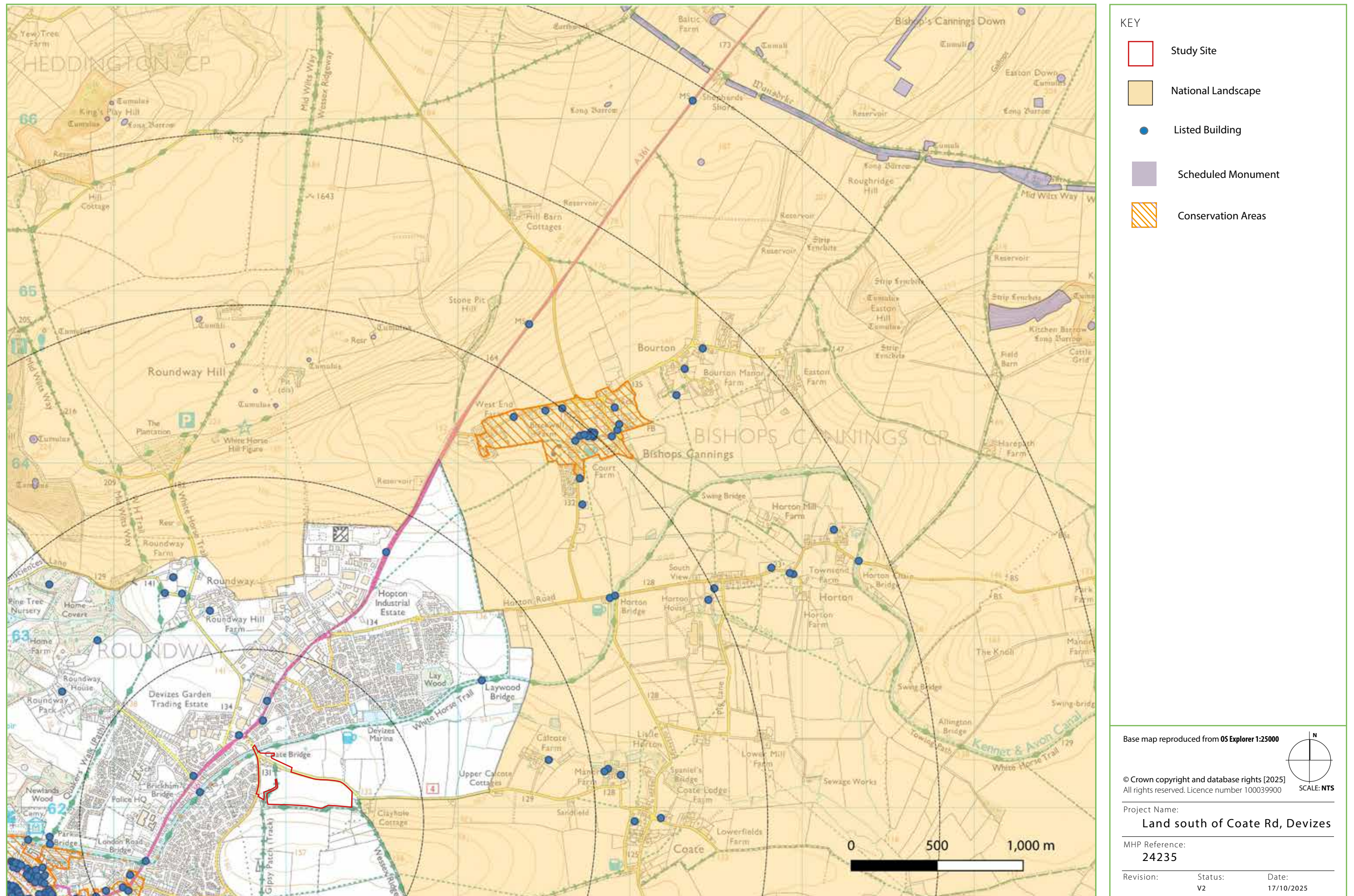
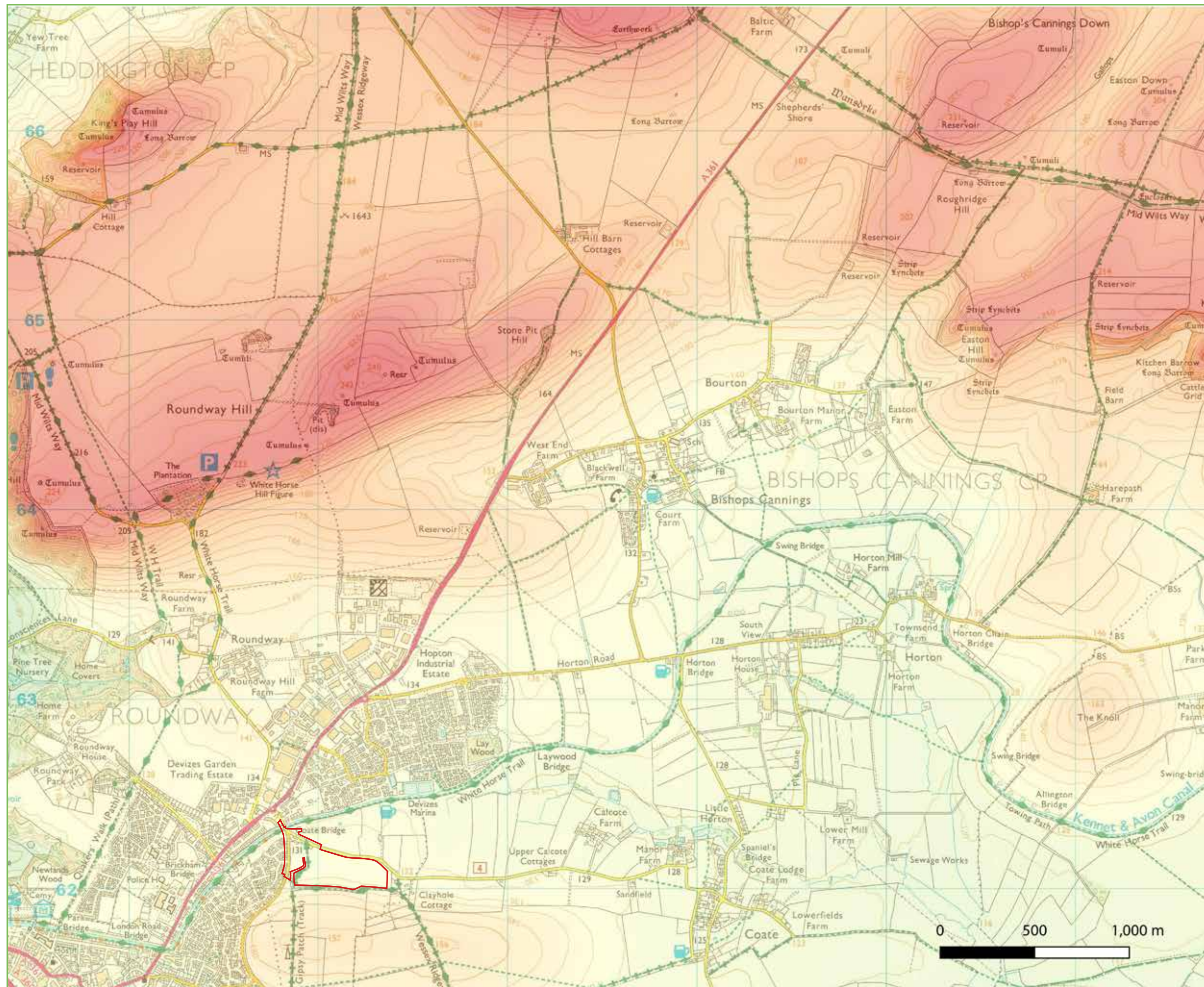


Figure 1 Site Location, Designations, Viewpoint Locations and Context
24235 Land South of Coate Road, Devizes



KEY

Study Site

METRES ABOVE SEA LEVEL



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Project Name:
Land south of Coate Rd, Devizes

MHP Reference:
24235

Revision: Status: Date:
 V2 17/10/2025

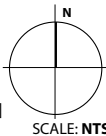
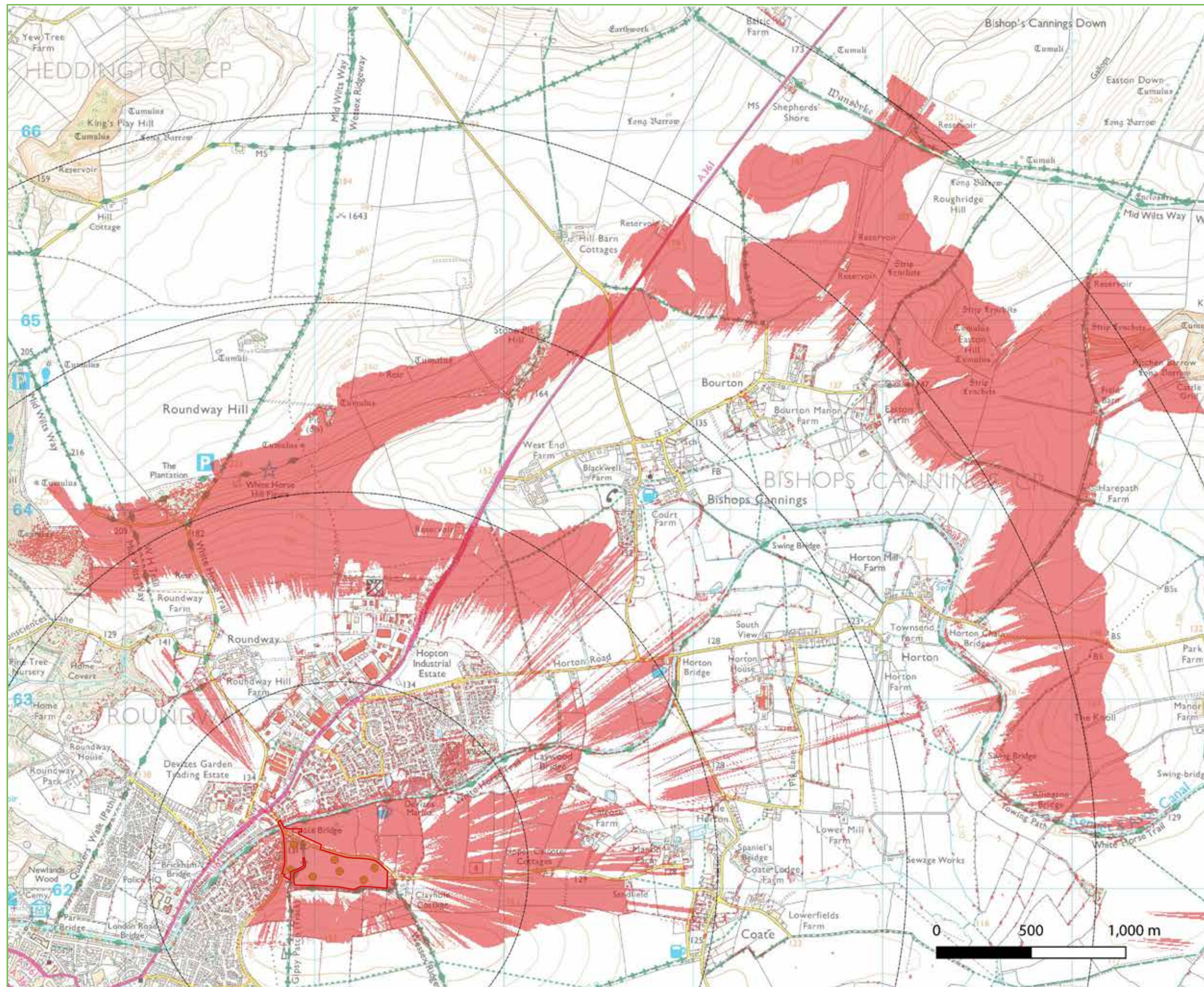


Figure 2 Topography
24235 Land South of Coate Road, Devizes



KEY

Study Site

Zone of theoretical Visibility (ZTV)
generated using 2m Digital Surface
Model (DSM) LiDAR data

Areas coloured red demonstrate
theoretical visibility of proposed
residential dwellings modelled at a
height of 9.5m above ground level with
an observer height of 1.7m up to 5km
radius from the site.

Zone of theoretical visibility
- Modelled at 9.5 metres to
ridge height

1 km radii from study point

Assessment points across site
centred on various points of
proposed built form

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Project Name:
Land south of Coate Rd, Devizes

MHP Reference:
24235

Revision: Status: Date:
V2 17/10/2025

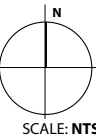


Figure 3 Zone of Theoretical Visibility
24235 Land South of Coate Road, Devizes

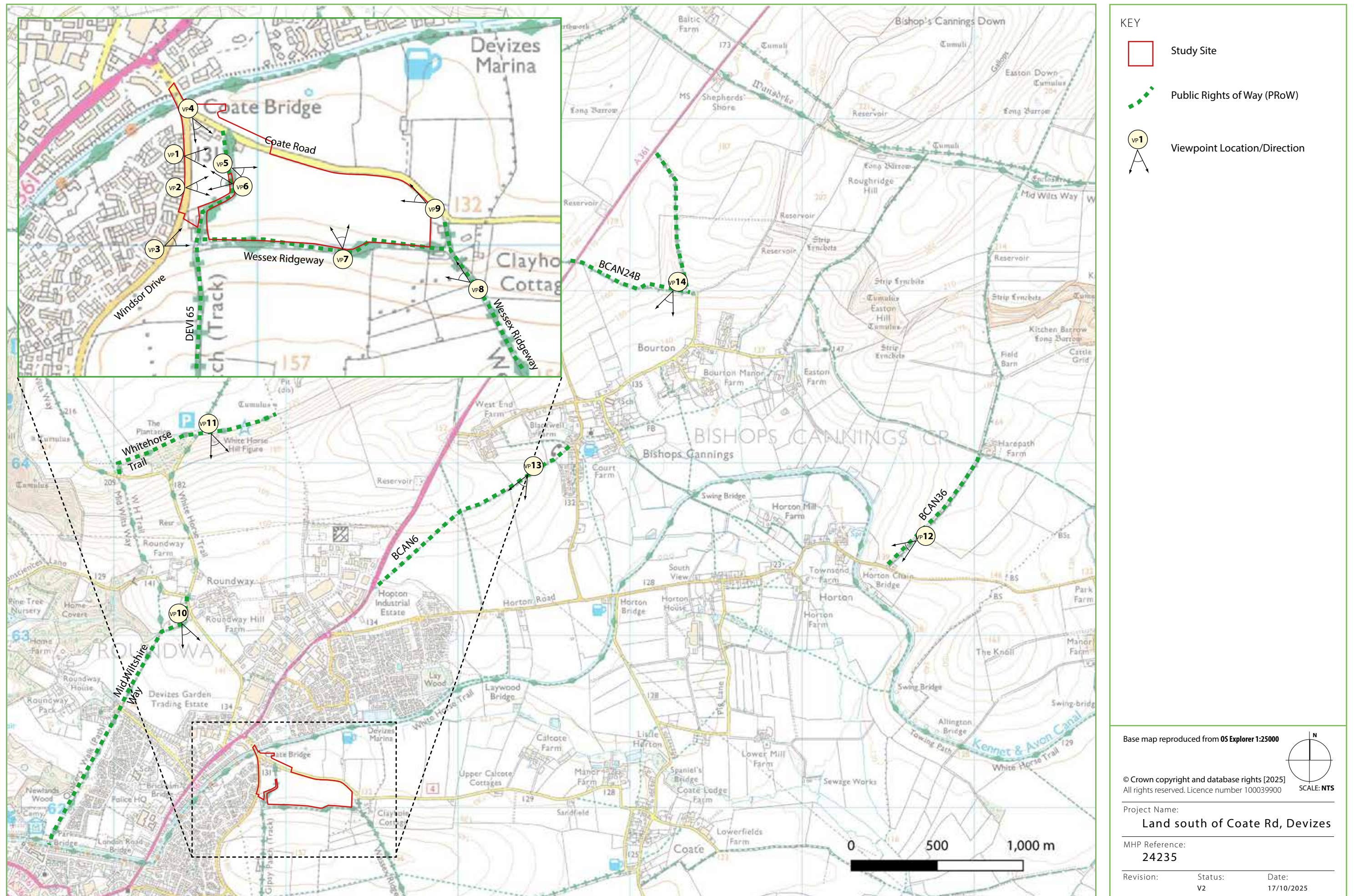


Figure 4 Site Location, Designations, Viewpoint Locations and Context
24235 Land South of Coate Road, Devizes

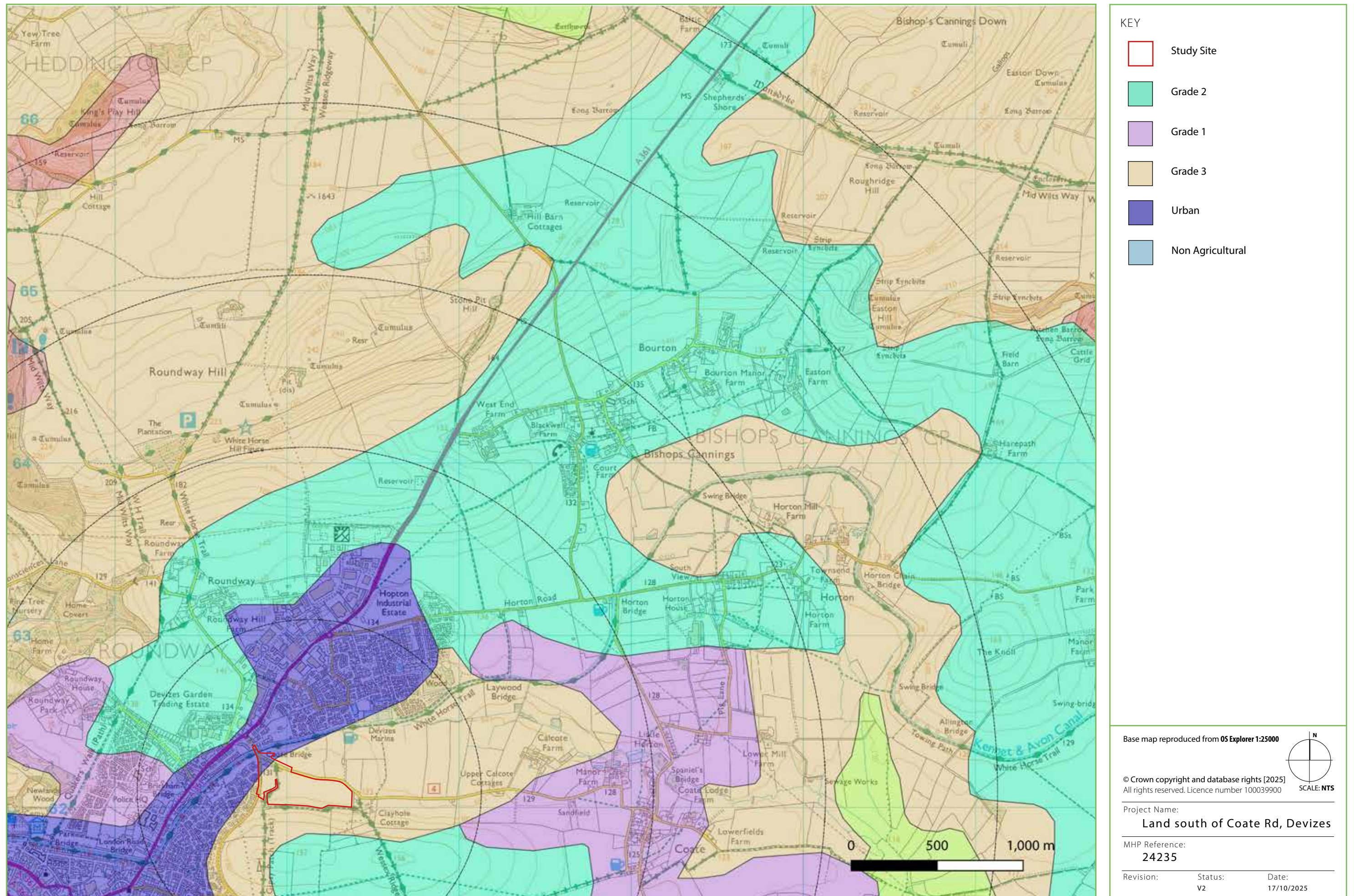
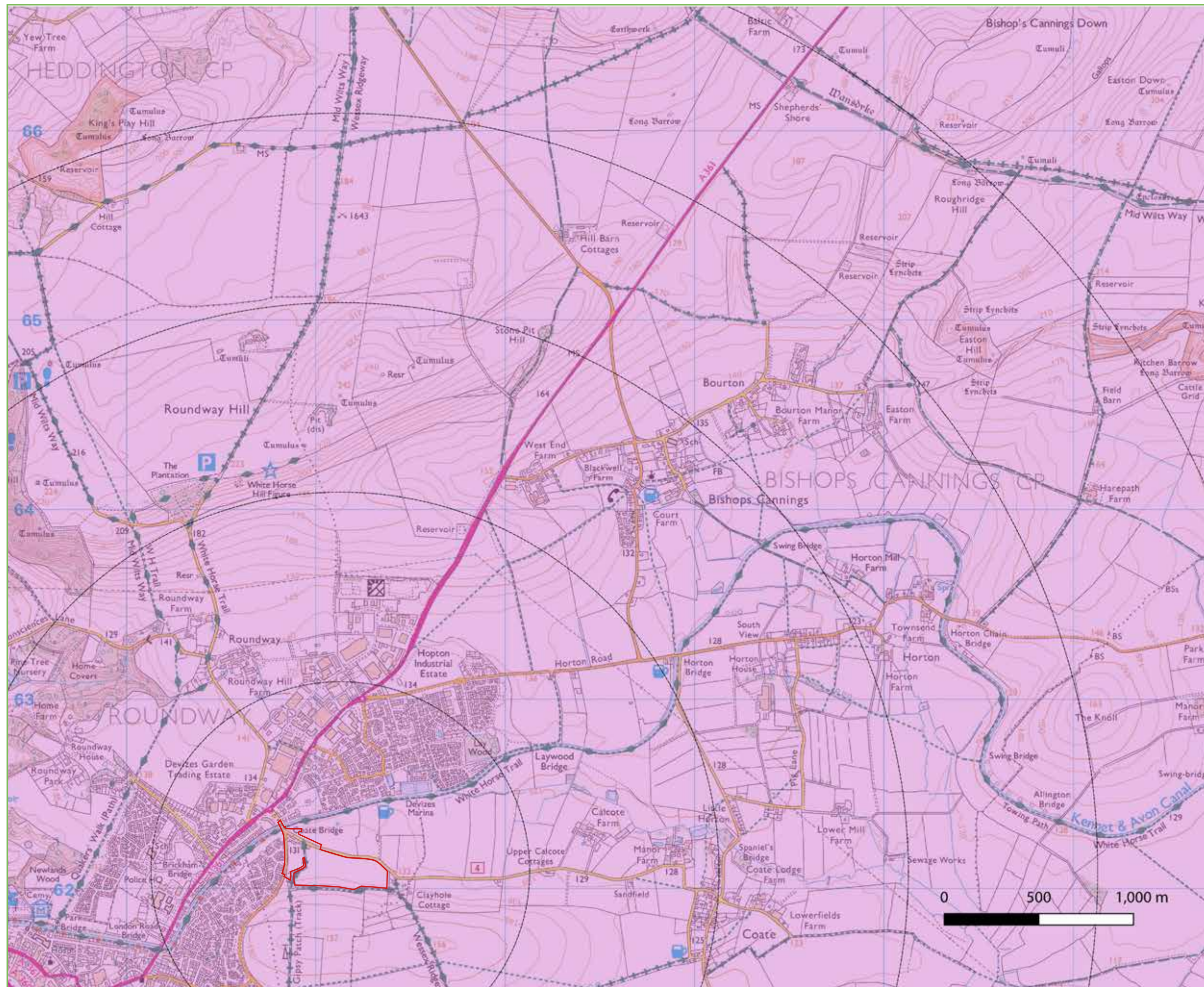


Figure 5 Agricultural Land Classification
24235 Land South of Coate Road, Devizes



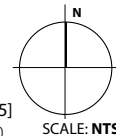
KEY

Study Site

Berkshire and Marlborough Downs

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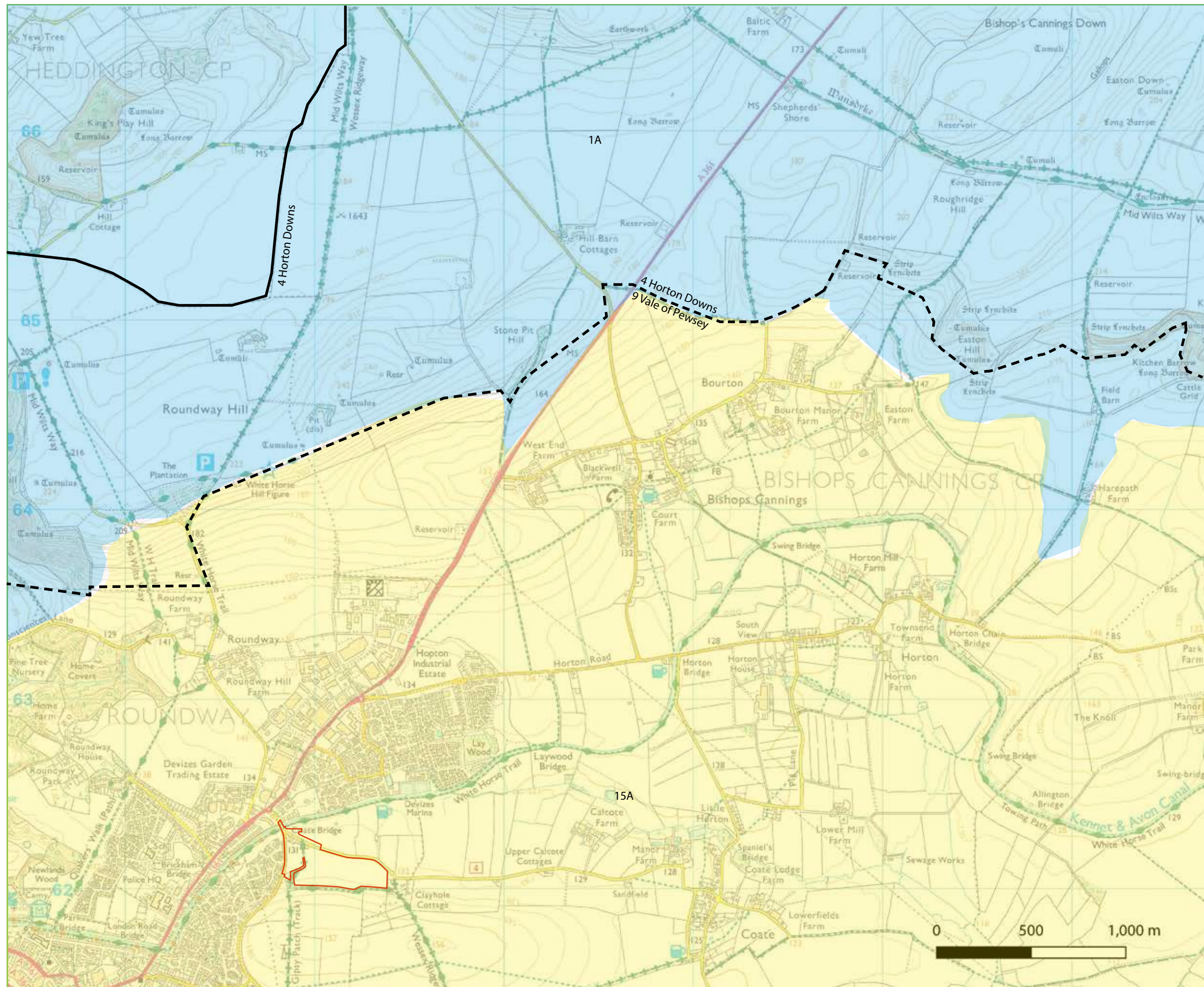


Project Name:
Land south of Coate Rd, Devizes

MHP Reference:
24235

Revision: Status: Date:
 V2 17/10/2025

Figure 6 National Character Areas
24235 Land South of Coate Road, Devizes



KEY

Study Site

WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

15A The Vale of Pewsey; Greensand Vale

1A Horton Downs; Open Downland

KENNET DISTRICT LANDSCAPE CHARACTER ASSESSMENT

Character Area Boundary

Boundary of District Assessment Area

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Land south of Coate Rd, Devizes

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Revision: Status: Date:
V2 17/10/2025

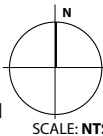
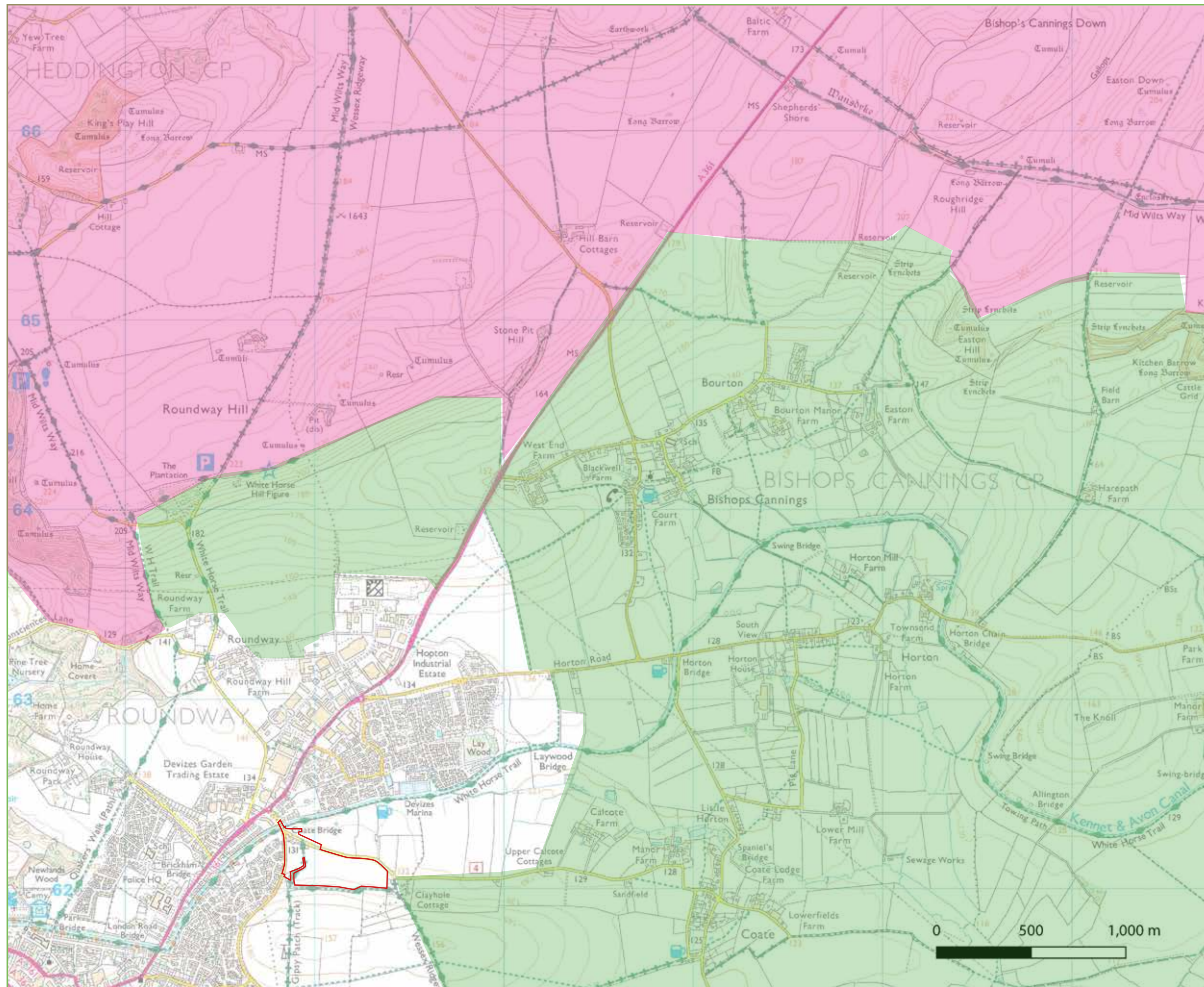


Figure 7 Landscape Character Areas
24235 Land South of Coate Road, Devizes



KEY

Study Site

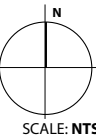
NORTH WESSEX DOWNS LANDSCAPE CHARACTER ASSESSMENT

1C Horton Downs

6A Vale of Pewsey

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Project Name:
Land south of Coate Rd, Devizes

MHP Reference:
24235

Revision: Status: Date:
 V2 17/10/2025

Figure 8 North Wessex Downs Landscape Character Areas
24235 Land South of Coate Road, Devizes



Figure 9 Viewpoint Photograph 1 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking east**

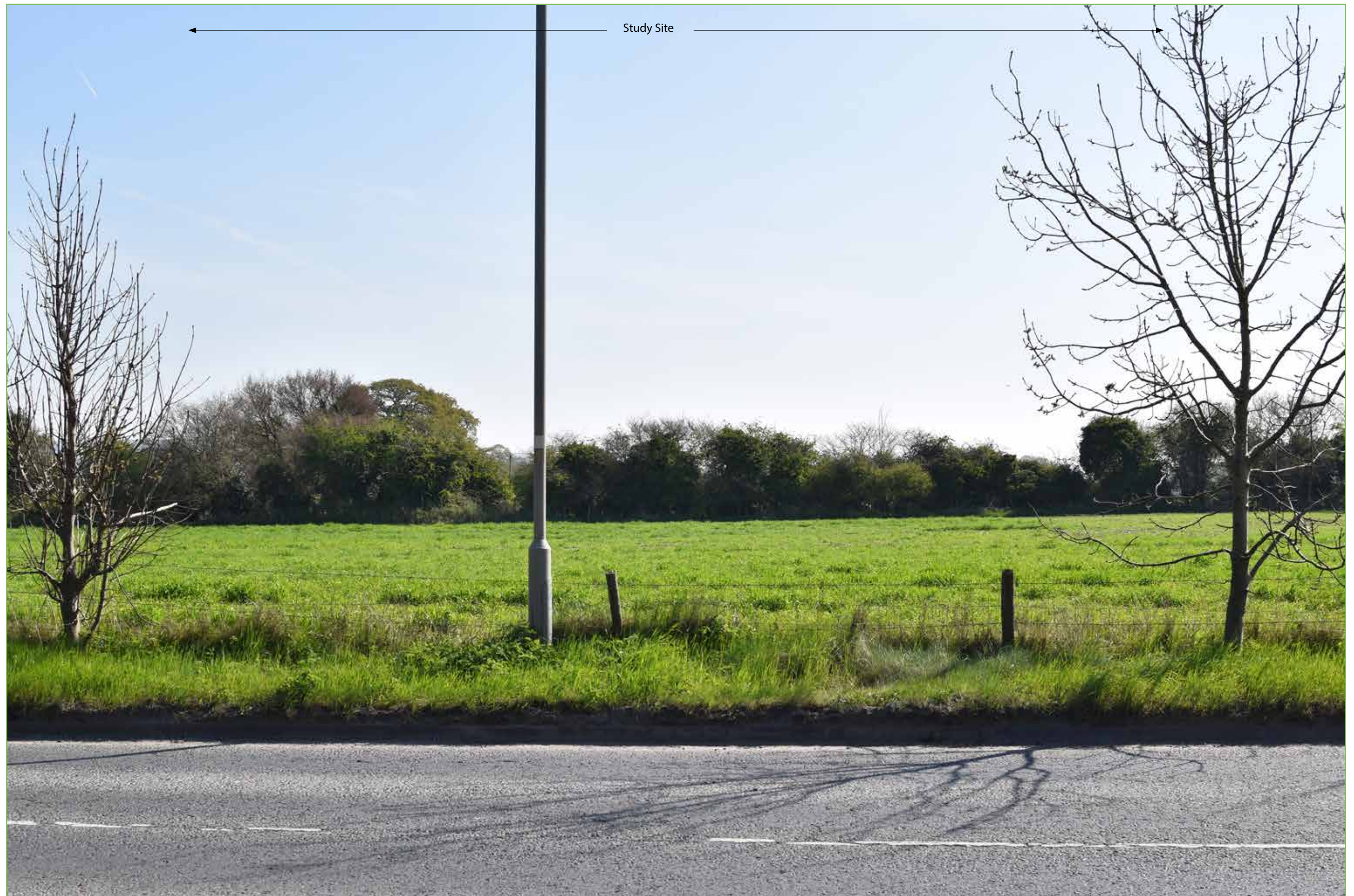


Extent of Single Frame View

Figure 10 Viewpoint Photograph 1 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking east**



Study Site

Figure 11 Viewpoint Photograph 2 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking east**



Extent of Single Frame View

Figure 12 Viewpoint Photograph 2 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking east**

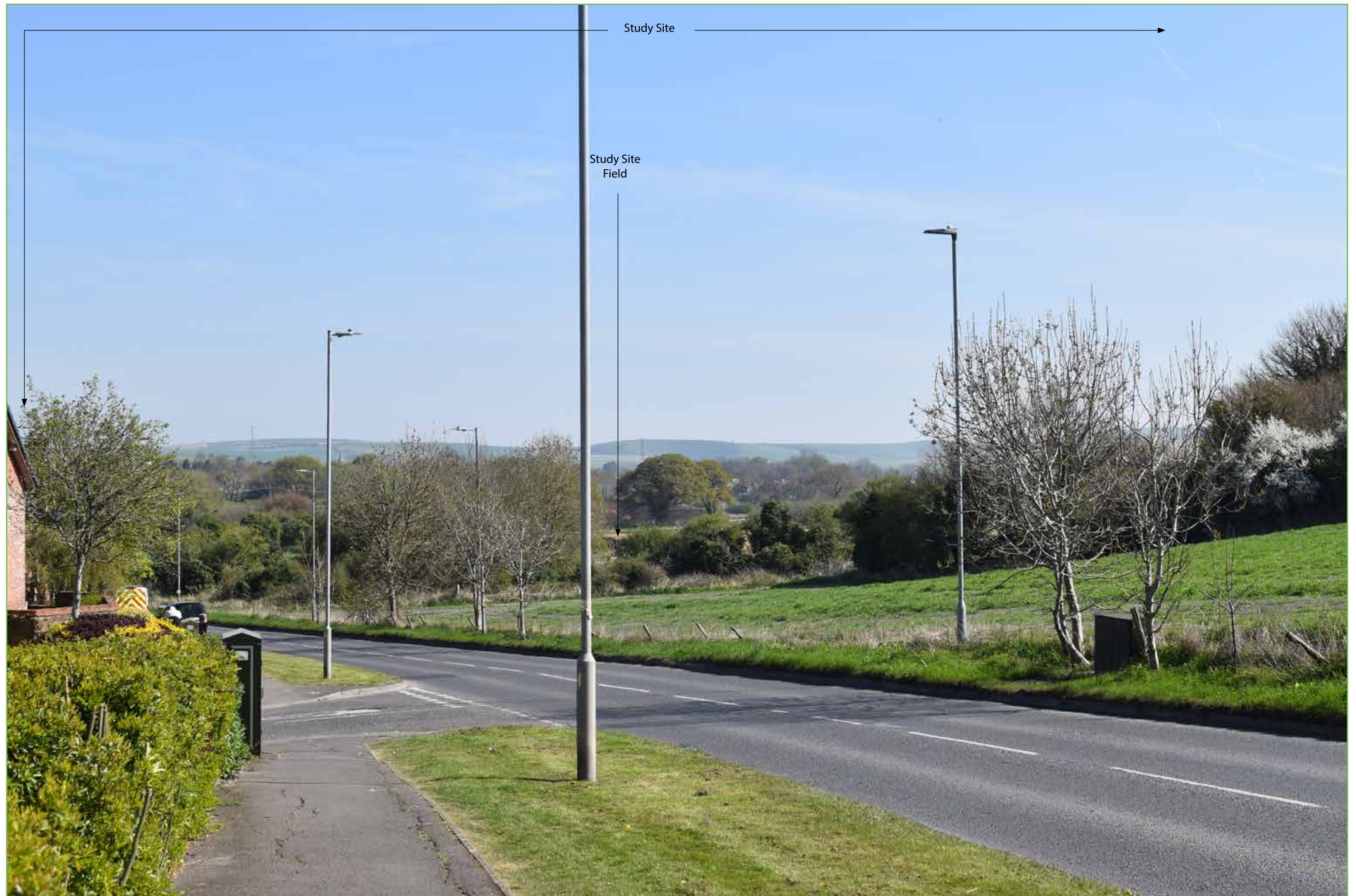


Figure 13 Viewpoint Photograph 3 - Single Frame View
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **39.6°**
 Direction of view: **Looking north east**

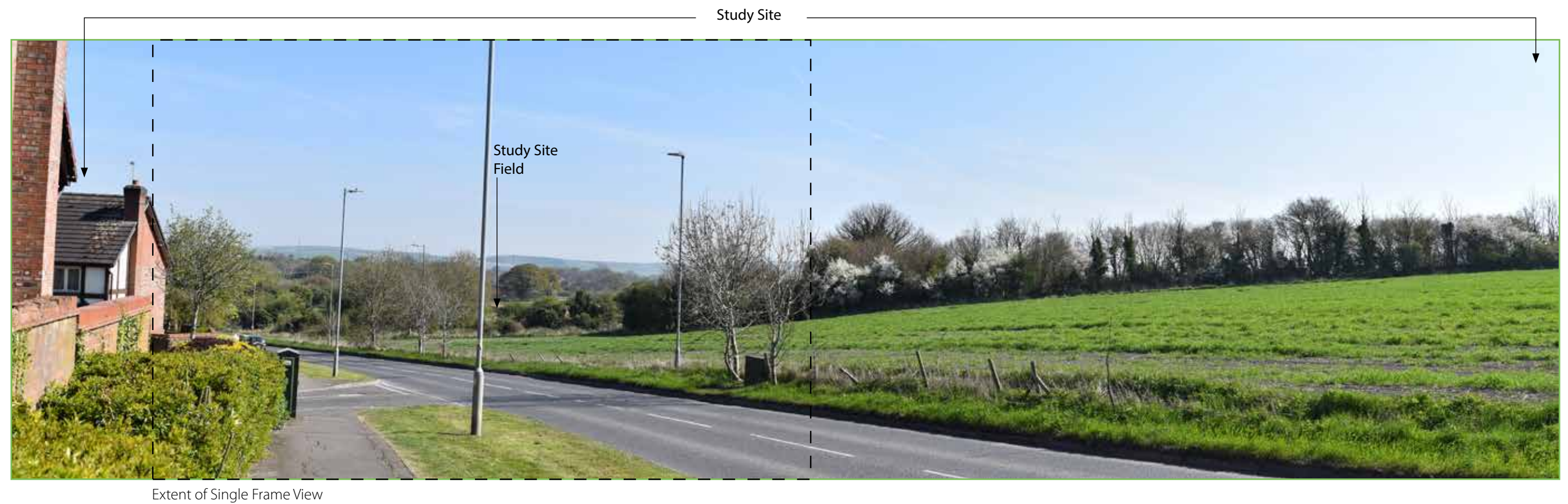


Figure 14 Viewpoint Photograph 3 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north east**



Study Site

Figure 15 Viewpoint Photograph 4 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south east**

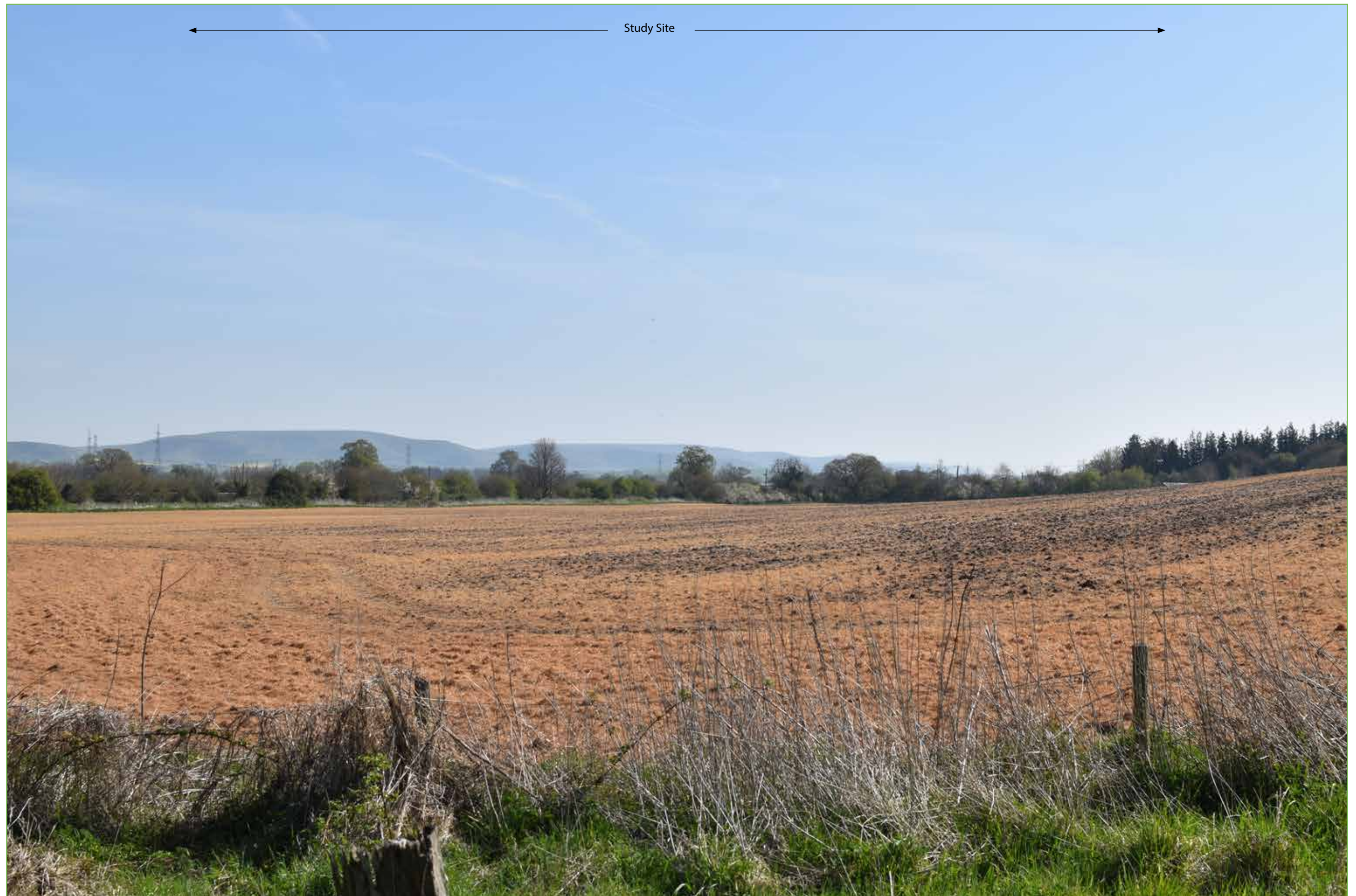


Extent of Single Frame View

Figure 16 Viewpoint Photograph 4 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south east**



Study Site

Figure 17 Viewpoint Photograph 5 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking east**



Extent of Single Frame View

Figure 18 Viewpoint Photograph 5 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking east**



Figure 19 Viewpoint Photograph 6 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: Type 1
Projection: Planar
Enlargement factor: 100% @A3
Image captured: APR 2025

Camera Make/Model: Nikon D3500
Camera Lens: Nikon DXPrime 35mm
HfOV: 39.6°
Direction of view: Looking west



Figure 20 Viewpoint Photograph 7 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: Type 1
Projection: Planar
Enlargement factor: 100% @A3
Image captured: APR 2025

Camera Make/Model: Nikon D3500
Camera Lens: Nikon DXPrime 35mm
HfOV: 39.6°
Direction of view: Looking north



Extent of Single Frame View

Figure 21 Viewpoint Photograph 7 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking north**



Study Site

Figure 22 Viewpoint Photograph 8 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: Type 1
Projection: Planar
Enlargement factor: 100% @A3
Image captured: APR 2025

Camera Make/Model: Nikon D3500
Camera Lens: Nikon DXPrime 35mm
HfOV: 39.6°
Direction of view: Looking north west



Figure 23 Viewpoint Photograph 8 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**



Figure 24 Viewpoint Photograph 9 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking north west**



Figure 25 Viewpoint Photograph 9 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking north west**

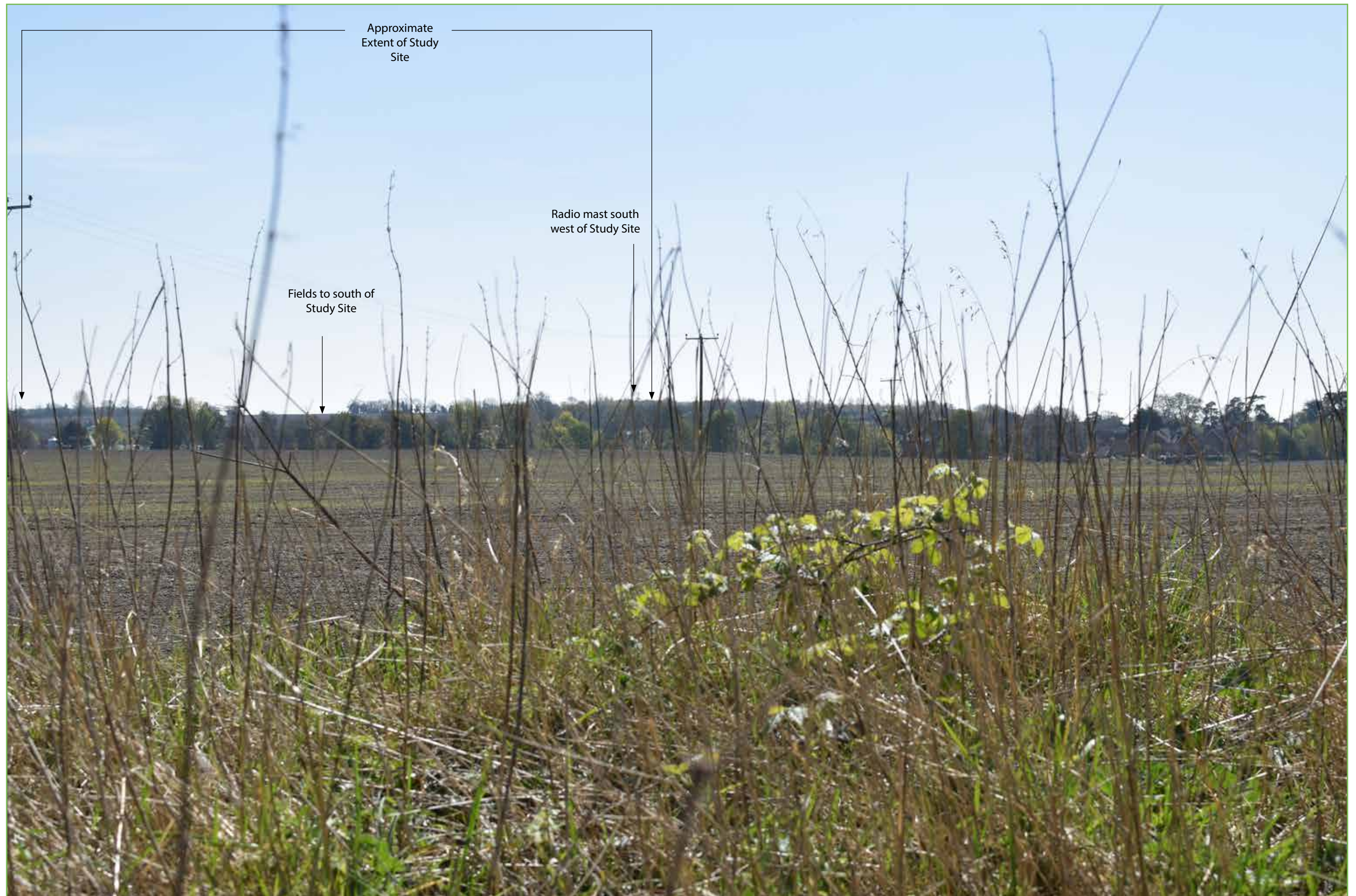


Figure 26 Viewpoint Photograph 10 - Single Frame View
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **39.6°**
 Direction of view: **Looking south east**

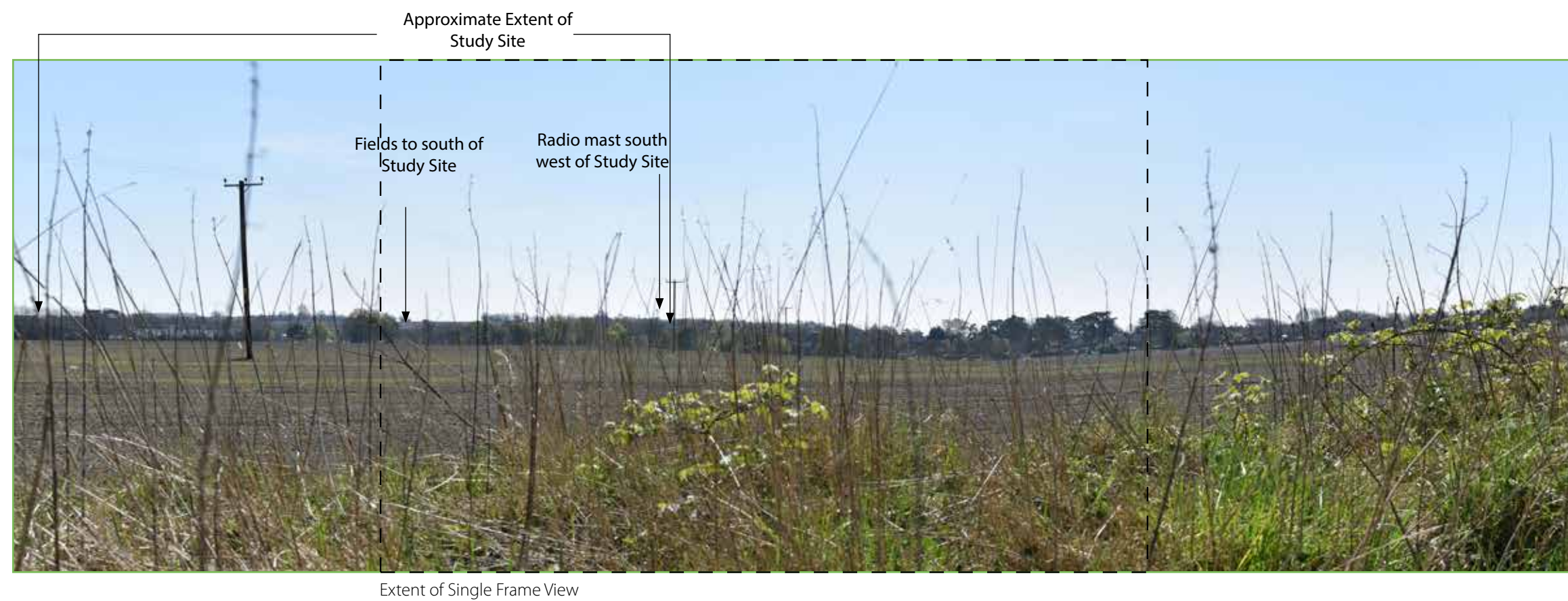


Figure 27 Viewpoint Photograph 10 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking south east**



Figure 28 Viewpoint Photograph 11 - Single Frame View
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **39.6°**
Direction of view: **Looking south east**

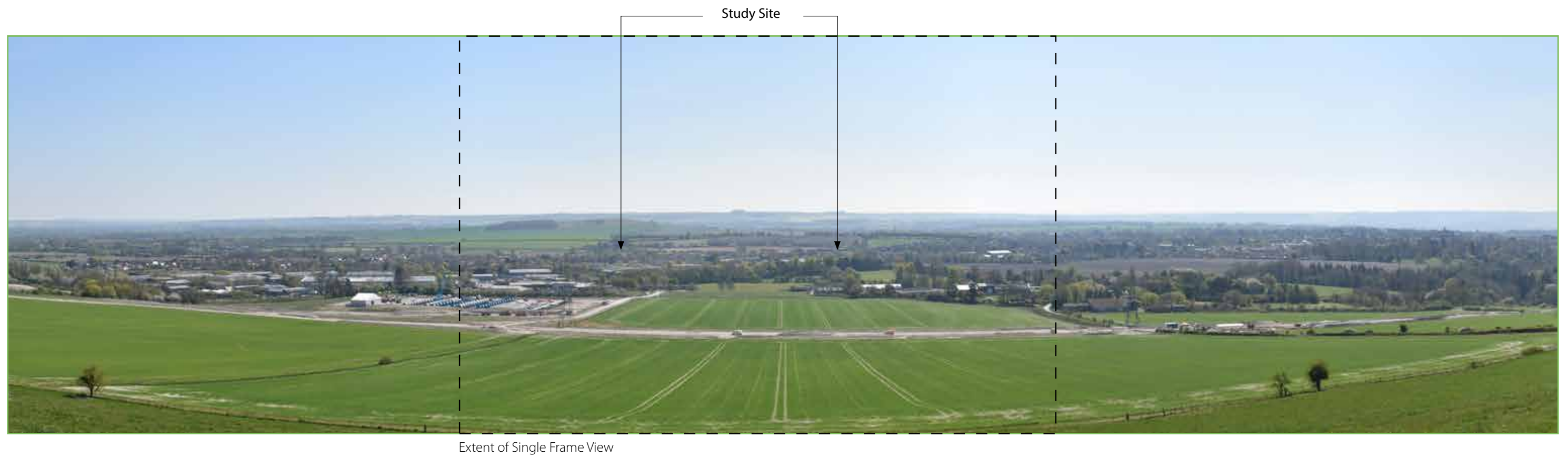


Figure 29 Viewpoint Photograph 11 - Panoramic for Context
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **N/A**
 Direction of view: **Looking south east**



Figure 30 Viewpoint Photograph 12 - Single Frame View
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **39.6°**
 Direction of view: **Looking south west**

Approximate Location of Study
Site (Study Site not visible)



Extent of Single Frame View

Figure 31 Viewpoint Photograph 12 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOV: **N/A**
Direction of view: **Looking south west**



Figure 32 Viewpoint Photograph 13 - Single Frame View
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **39.6°**
 Direction of view: **Looking south west**

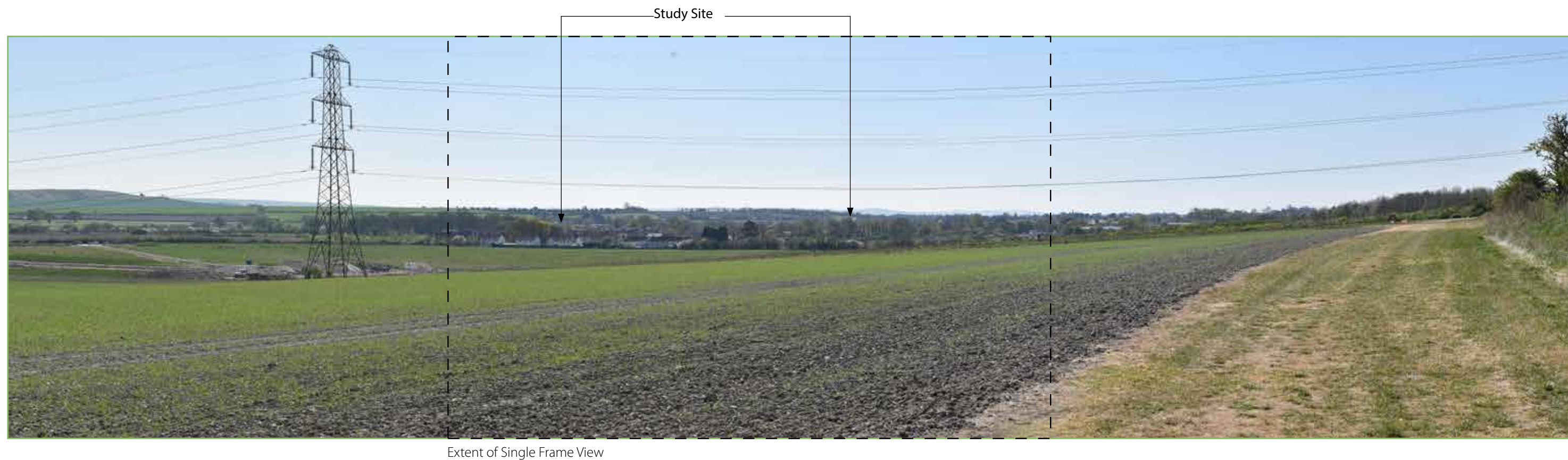


Figure 33 Viewpoint Photograph 13 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HFoV: **N/A**
Direction of view: **Looking south west**

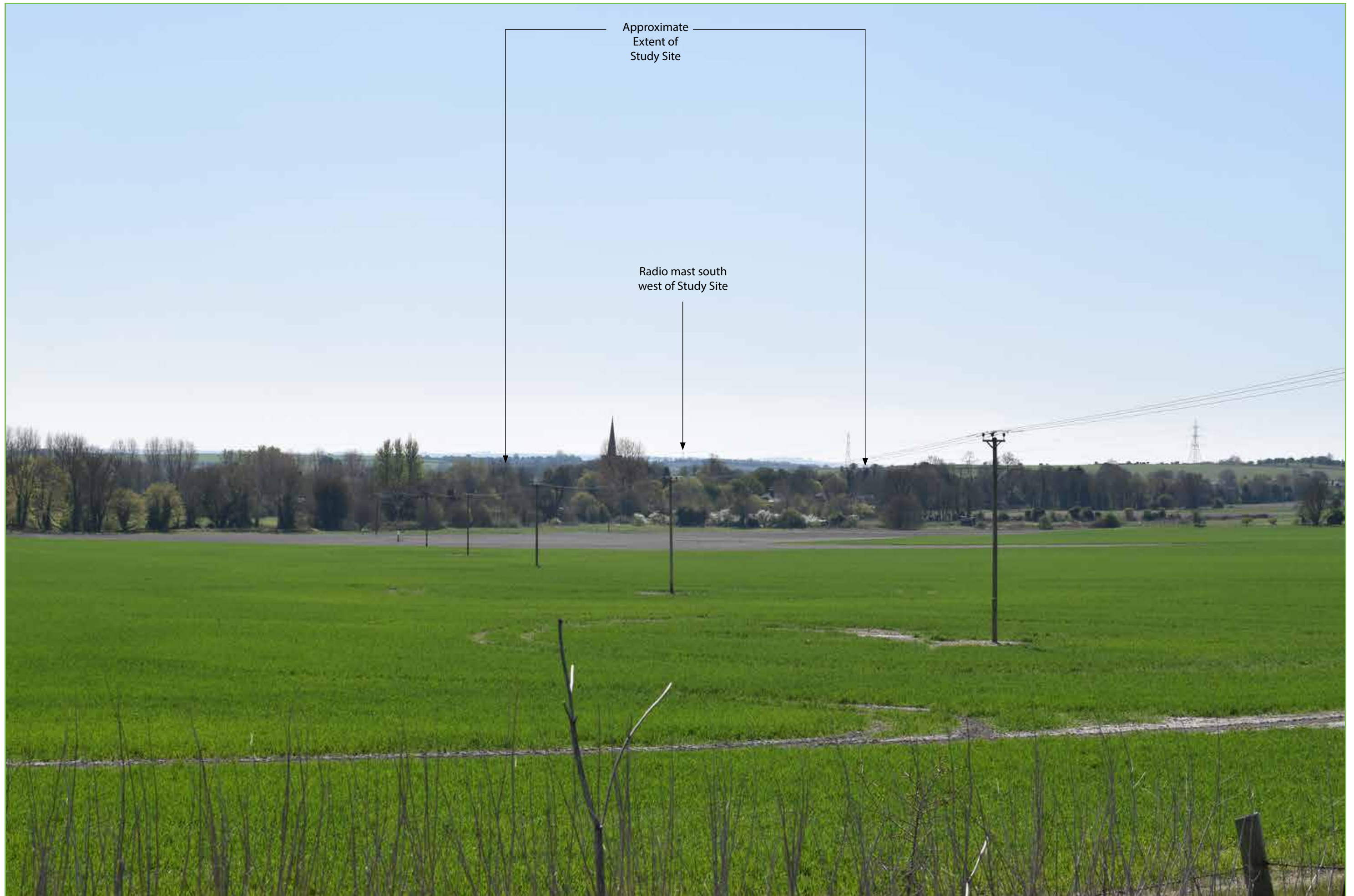


Figure 34 Viewpoint Photograph 14 - Single Frame View
 24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
 Projection: **Planar**
 Enlargement factor: **100% @A3**
 Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
 Camera Lens: **Nikon DXPrime 35mm**
 HFoV: **39.6°**
 Direction of view: **Looking south west**

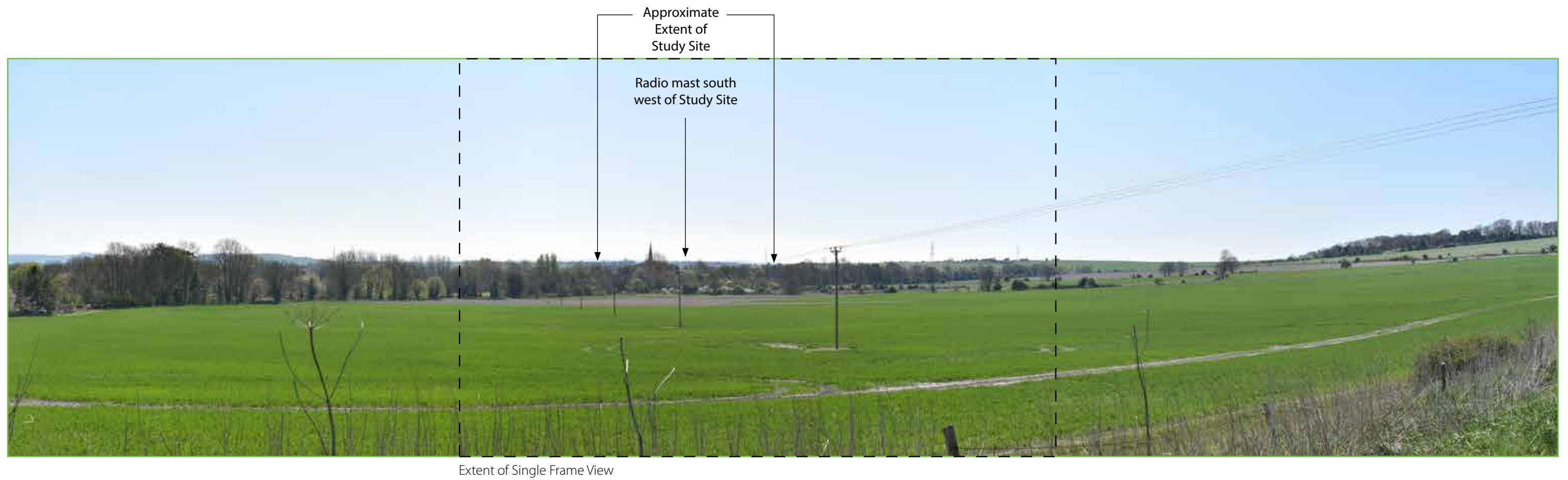


Figure 35 Viewpoint Photograph 14 - Panoramic for Context
24235 Land South of Coate Road, Devizes

Visualisation Type: **Type 1**
Projection: **Planar**
Enlargement factor: **100% @A3**
Image captured: **APR 2025**

Camera Make/Model: **Nikon D3500**
Camera Lens: **Nikon DXPrime 35mm**
HfOfv: **N/A**
Direction of view: **Looking south west**



Figure 36 Landscape Analysis Sketch
24235 Land South of Coate Road, Devizes