

**TINPLATE,
SOUTHWICK**

Landscape & Visual Appraisal

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GREENHALGH

Landscape Architecture



Project Address:

Tinplate,
Dunkirk Business Park, Southwick

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P1	For Planning	24.04.2026

For and on
behalf of:

Ashford Homes

In collaboration with :

Civils & Drainage Engineers		Tumu Consulting
Ecologists		GE Consulting
Planning Consultant		PlanningSphere

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Overview

This document addresses the separate but connected topics of landscape character and visual amenity and is presented as an appraisal. This appraisal has been undertaken by Greenhalgh Landscape Architecture Ltd to record and analyse the existing baseline conditions of the Site and its setting, and to summarily appraise the effects on the landscape and visual resource that would arise from the proposed development on land at Dunkirk Business Park, Southwick, Wiltshire. The appraisal considers: the existing Site contexts; the development proposals; and how the proposed development would be received in those contexts. The appraisal is then used to inform the layout development and detailed design for the Site for which full planning consent is sought.

The Site analysis and fieldwork observations were undertaken in December 2025 and January and February 2026.

This document has been prepared as part of the Detailed Planning Application with Wiltshire Council and is to be used in engagement with the relevant officers.

1.1 Introduction

Purpose

Greenhalgh Landscape Architecture has been commissioned by Ashford Homes (South Western) Ltd (the ‘Client’) to prepare an appraisal of landscape character and visual amenity as part of a Detailed Planning Application which seeks permission for the erection of extension to existing storage and distribution unit (Class B8) and associated works (the ‘Proposed Development’), on land adjoining the rear of Unit 19C, Dunkirk Business Park, Southwick, Wiltshire (the ‘Site’).

The purpose of this report is to record and analyse the existing baseline conditions of the Site and its setting, and to summarily appraise the potential effects on the landscape and visual resource that would arise from the Proposed Development. Specific regard is given to key views including: close-range experience such as from public footpaths; and longer-range positions within existing settlement and publicly accessible areas in its wider setting. The analysis and appraisal are then used to inform landscape proposals for the Site including mitigation measures.

This document has been prepared as part of a Detailed Planning Application with Wiltshire Council (WC) and is to be used in engagement with the relevant officers.

Brief

This Landscape and Visual Appraisal (LVA) considers the existing site context, the development proposals, and the likely way in which the proposed development would be perceived within that context. It has been prepared in accordance with standard industry guidance and best practice, as outlined in the methodology.

Pre-application advice (ENQ/2025/01302) was received from Wiltshire Council in November 2025 and includes the following statements which inform our scope:

‘Amenity.

Policy CP57 also includes a requirement that development should ensure a high standard of amenity for existing and future occupants (point vii). This includes safeguarding privacy, outlook, natural light, and protection from noise, disturbance, and overbearing effects...

...Landscape and Visual Impact

Policy CP51 requires that proposals protect, conserve and, where possible, enhance the character and quality of Wiltshire’s landscapes. Particular weight is given to National Landscapes (formerly AONBs), locally valued landscapes, and key visual receptors.

Dunkirk Business Park is set within the open countryside, with open fields to the north, east and west, in the event that an application is submitted and notwithstanding the concerns expressed in the above amenity section, mitigation measures should be incorporated into the scheme to maintain the character of the surrounding countryside, in accordance with CP51.’

Industry guidance states that the chosen approach should be appropriate and proportionate to the scale of the project and the nature of its potential effects. Accordingly, LVA was deemed the most suitable approach. It does not include a formal ‘assessment’ and does not constitute a Landscape & Visual Impact Assessment (LVIA). Instead, it provides:

- a description and analysis of the Site and its context;
- an appraisal of landscape character and visual amenity; and
- consideration of the likely implications of the Proposed Development on the existing situation including regard to mitigation measures.

Methodology

The methodology for photography and fieldwork and the LVA process is derived from current industry guidance and published best practice, namely:

- ‘*Guidelines for Landscape and Visual Impact Assessment*’, Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013;
- ‘*An Approach to Landscape Character Assessment*’, Natural England, 2014;
- ‘*Technical Guidance Note 06/19: Visual Representation of Development Proposals*’, Landscape Institute, 2019; and
- ‘*Technical Guidance Note 02/21: Assessing landscape value outside national designations*’, Landscape Institute, 2021

All fieldwork was undertaken in December 2025 and January and February 2026, and the weather was clear and bright with light cloud cover but good visibility for the duration of the visits. All photography was captured in accordance with the above standards/ guidance using a Nikon D750 digital SLR camera with a fixed 50mm lens and a tripod with a panoramic head.



Figure 1. Site location.

1.2 Site Location

The Site is located on land to the rear (north) of Unit 19C ('Tinplate') in Dunkirk Business Park. The business park is situated to the south-west of Southwick village, close to the Wiltshire administrative boundary. The A361 (Frome Road) runs along the southern boundary of the Site, providing a connection to the Southwick settlement and onward to Trowbridge town centre approximately 2km to the north-east. To the south-west, the A361 continues into Somerset, providing a connection to Rode approximately 2km from the Site.

Key:

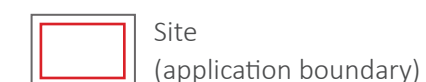




Figure 2. Site context.

1.3 Local Context

The Site lies within Dunkirk Business Park. Access to the business park is off Frome Road (A361). The existing Tinplate facility lies immediately to the south-east, while the remaining boundaries are defined by adjoining agricultural fields. The Site is not publicly accessible.

Access and communications

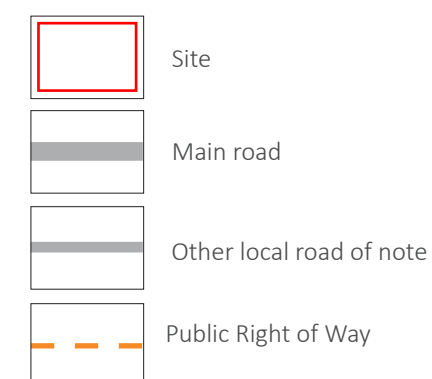
The A361 runs through Southwick and carries a large volume of traffic, especially HGVs, though most of these follow the signage at the mini roundabout on the Frome Road and turn right along Wynsome Street heading for the A350. There is an extensive network of footpaths and bridleways in local the area that are highly valued. At the time of the visit, the footpath network was being well used by dog walkers throughout the broader landscape area.

Land use and land cover

The Site, beyond the existing Tinplate facility, comprises a mixture of modified grassland and self-set scrub colonising the earthworks remnant from adjacent development. The south western boundary comprises a native hedgerow and trees, contiguous with the business park edge and hedgerows that extend beyond it.

The Site is within the lightly settled/ developed rural hinterland between Trowbridge in the east and the A36 in the west. The landscape is predominantly agricultural although to the west of the A361 is the large publicly accessible green space of Southwick Country Park. To the east of the A361 lies mainly open countryside, cut by the Lambrok Stream and featuring various hedgerows and small clumps of trees, as well as the Southwick Court complex.

Key:



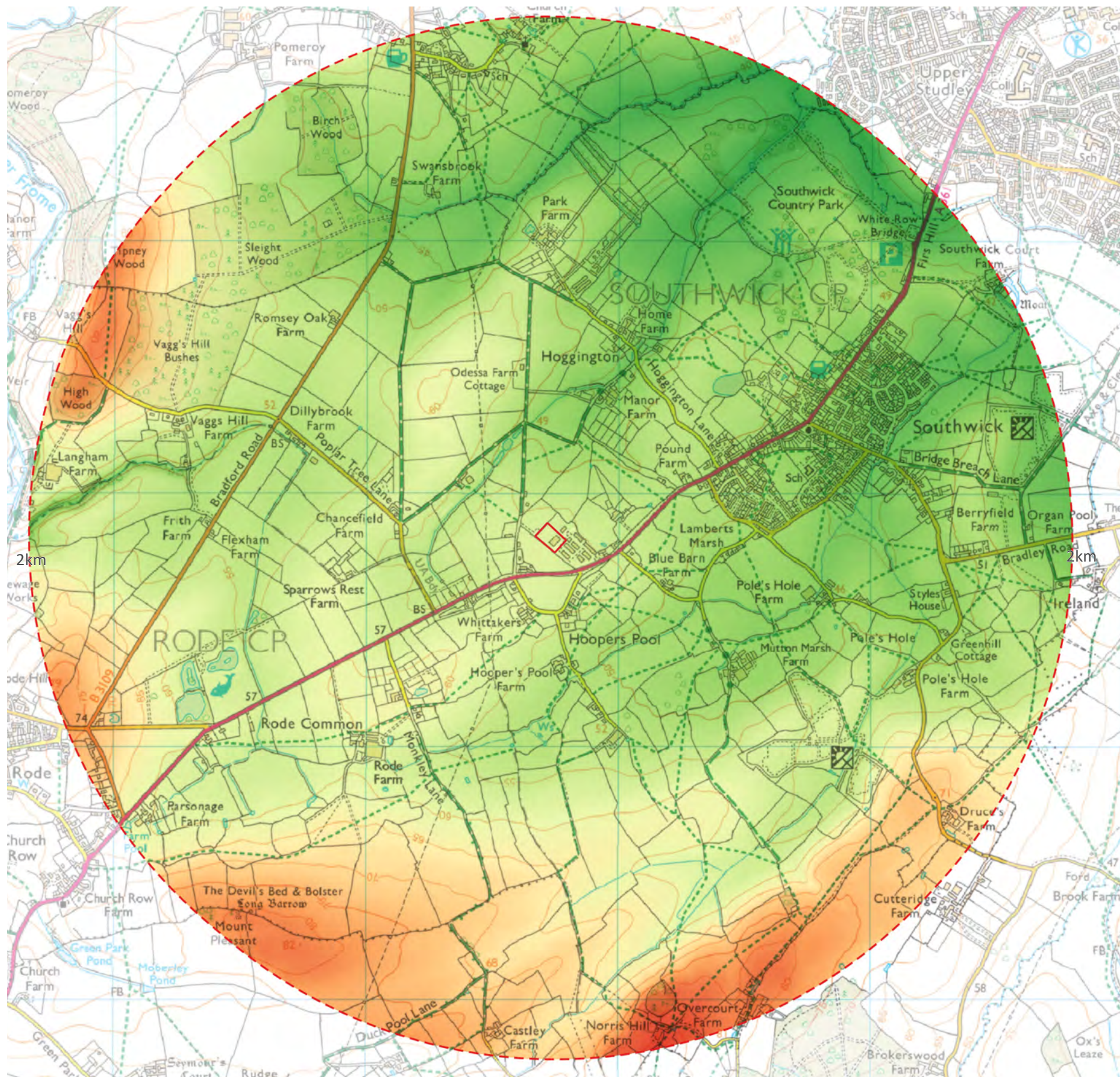
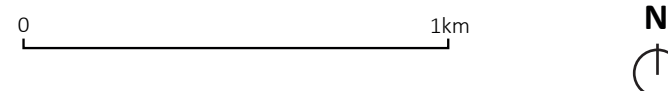


Figure 3. Topography



Topography

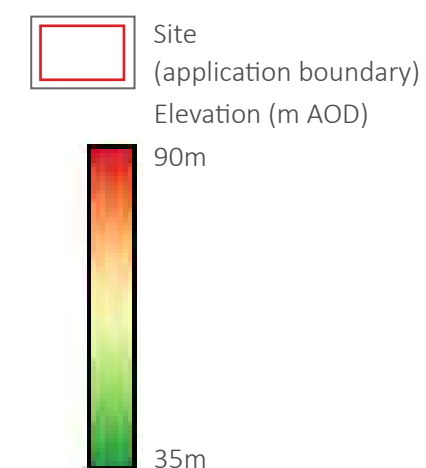
The Site in the vicinity of the proposed extension building includes a mounded landform centrally and therefore ranges approximately 56-60m Above Ordnance Datum (AOD). Beyond this the existing business park is relatively flat at approximately 56m AOD between the Site edges and up to the access with Frome Road. Neighbouring land is similarly at approximately 56-57m AOD and generally flat.

In the wider context, the surrounding landscape is gently undulating between 35-45m AOD to the north. To the south, the land gently rises up to approximately 90m AOD at Norris Hill Farm and approximately 80m AOD at Bolster Long Barrow (see Figure 3).

Vegetation

The Site is surrounded by countryside, most of which is farmland, including mature and intact hedgerows with specimen trees and pasture. A large area to the north of the Site comprises Southwick Country Park. This setting provides a range of habitats including woodland, mature trees, hedgerows, pasture, streams and ponds. The effect across the gently undulating landscape is of layering of vegetation and often a sense of enclosure and containment.

Key:



1.4 Landscape Designations

The Site is not subject to any statutory or non-statutory landscape, cultural heritage or nature conservation designations.

Within a 2km radius of the Site, statutory landscape designations include the Bath and Bristol Green Belt to the north, and Southwick Country Park, a Local Nature Reserve, located to the north-east.

The closest listed building to the Site is the Grade II listed Dunkirk Farm, which lies immediately adjacent to the eastern boundary, neighbouring the existing business park. Bolster Long Barrow, a Scheduled Monument, is located to the south-west of the Site, approximately 2km away.

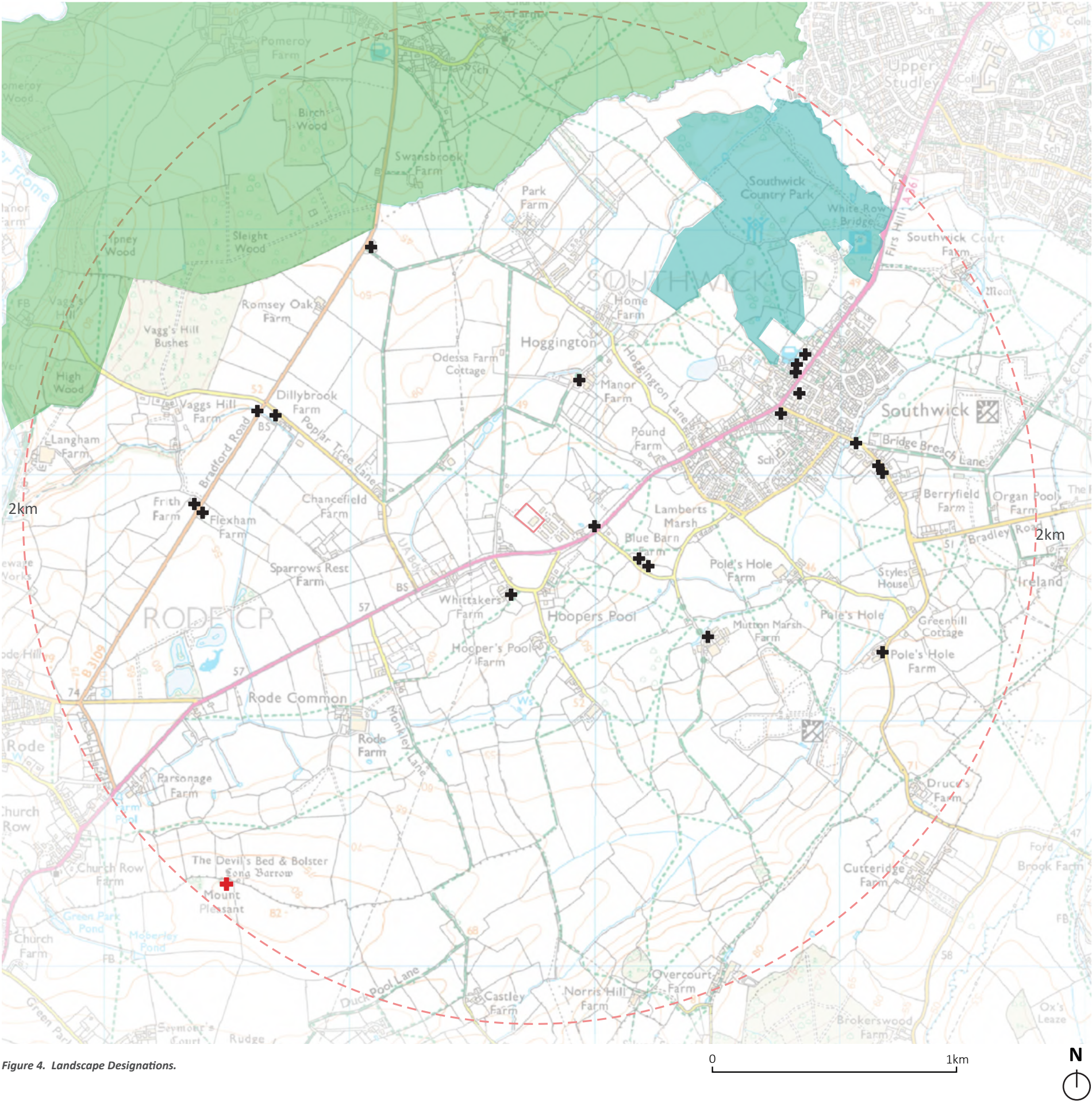


Figure 4. Landscape Designations.

1.5 Local Planning Policy

The current Local Plan in Wiltshire is the **Wiltshire Core Strategy 2015** (WCS), where Core policies 1 and 2 establish a broad spatial strategy that define Southwick (where the Site locate) as a ‘Large Village’. The WCS says:

“Large Villages are defined as settlements with a limited range of employment, services and facilities...Development at Large and Small Villages will be limited to that needed to help meet the housing needs of settlements and to improve employment opportunities, services and facilities.”

Paragraph 5.150 of the WCS provides further detail on this:

‘It is recognised that the villages surrounding Trowbridge, particularly Hilperton, Southwick, North Bradley and West Ashton, have separate and distinct identities as villages. Open countryside should be maintained to protect the character and identity of these villages as separate communities. The local communities may wish to consider this matter in more detail in any future community- led neighbourhood planning.’

In regards the Site and neighbouring areas, the **Southwick Neighbourhood Development Plan 2018-2036** also states in paragraph 5.24 that:

‘Southwick itself contains a few businesses, just one pocket of enterprise at Dunkirk Business Park, broadly representing light engineering and the service sector. ...Most of the working residents however are either self-employed or are employed at locations in Trowbridge and further afield. The HNS results found 60% of the households’ working members usually travel less than ten miles to their place of work, while 40% travel more than that. There is therefore a mixed level of sustainability of new housing development and a potential lack of local sources of employment. Given this, there is a desire for more opportunities within the Parish, be it for working at home or in small-scale local enterprise.’

Policy 7: Retail services and facilities states that:

‘The loss of community facilities, services, shops and local business will be resisted in accordance with Core Policy 49. Proposals for additional services and facilities within the village will be supported subject to the following criteria being met:

- a) the individual proposal will not generate unacceptable noise, fumes, smell or other disturbance to neighbouring residential properties;*
- b) the particular proposal will not lead to traffic congestion or adversely affect the free-flow of traffic on the adjoining highway; and*
- c) access arrangements, off-street parking, turning space and service facilities should be satisfactorily provided without impinging on adjoining residential and non-residential uses.’*

Specifically, **Policy 7** states that:

‘Extension of existing retail units, and conversion in whole or part of dwellings or buildings in non-retail use into retail or business uses (including a post office) will be encouraged, subject to compliance with the above criteria.’

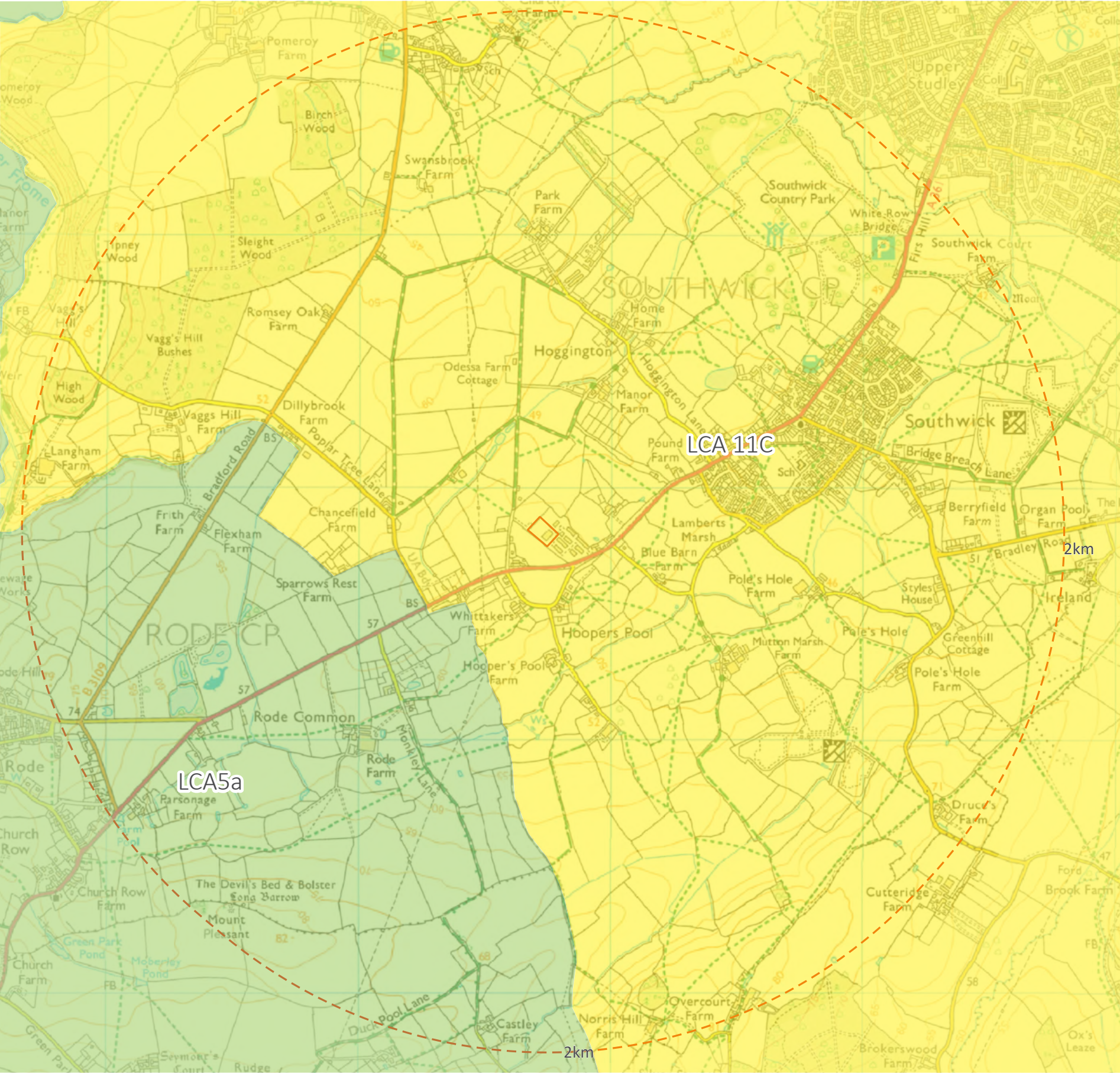


Figure 6. Landscape Character Areas.

1.6 Wider Landscape Character Baseline

The Landscape Character Areas are described on the following page.

Key:

Site

LCA 11C- Trowbridge Rolling Clay Lowland

LCA 5a- River Valley

Wiltshire Landscape Character Assessment, December 2005 & Somerset Landscape Character Assessment, June 2024

Landscape Character Areas:

Published Local Landscape Character Assessment

The Site and the surrounding landscape is covered by the Wiltshire Landscape Character Assessment (December 2005) and Somerset Landscape Character Assessment (June 2024). The assessments subdivide the authority’s area into several distinct landscape character areas (LCA) each with their own defined profile and characteristics.

The Site lies wholly within **LCA 11C**, a subcategory of **LCT 11: Rolling Clay Lowland**, which is characterised by “*gently undulating, largely rural area of mixed arable and pasture land*”. Key characteristics of LCT 11 which are of relevance to the Site and its context include:

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

The assessment includes *Landscape Guidelines* which set out how future change should respect the local character, key points of relevance to the Site include:

- *Retain and manage the dense hedgerow network and nurture new*

hedgerow trees.

- *Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.*
- *Retain and manage hay meadows.*
- *Introduce new tree planting along watercourses using typical riparian species such as alder and willow.*
- *Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.*
- *Ensure that landscape is at the foundation of decisions about the growth of settlements (e.g.Swindon and Calne) and that landscape is used to provide a strong framework within which changes can happen in a sustainable way.*
- *Consider strengthening the enclosed character of the landscape and screening views to intrusive urban edges through nurturing existing and planting new woodland.*
- *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.*

The Site is approximately 400m north of **LCA 5a: River Valley**. Key characteristics of these areas of relevance to the wider locality of the Site include:

- *Fertile soils and gentle slopes across the centre and north of the LCT are favourable for arable cultivation, reflected in the field pattern of rectilinear medium-sized fields with some influence of field amalgamation.*
- *Field boundaries typically comprise low hedgerows, with some hedgerow trees.*
- *Areas of floodplain grazing marsh and riparian woodland surrounding the River Frome and its tributaries (in the north of the LCT) contribute to the landscape pattern and provide habitat connectivity.*
- *Towns, villages and hamlets mainly focused along the River Frome, and historically linked to the wool industry centred around the river and its floodplain. Frome forms a key settlement with modern expansion extending into the surrounding rural landscape. Settlements are linked by a well-established road pattern.*

- *A dense concentration of historic settlements (Conservation Areas) and listed buildings, along with the Devil’s Bed and Bolster long barrow (Scheduled Monument) in the north of the LCT reflect the rich history of settlement.*

1.7 Visual Baseline

ZTV Analysis

The viewpoint location plan has been based on a Zone of Theoretical Visibility (ZTV) analysis plan. The ZTV is generated from a receptor height of 1.6m (approximate average UK adult eye level) and receiver/ target heights of 9.2m to represent an approximate maximum ridge height for the Proposed Development. Multiple targets were placed within the Site boundary to best represent points that may be visible. The ZTV is based on 1m LiDAR First Return DSM (Digital Surface Model) terrain data which includes intervening features such as existing trees/ vegetation and buildings in the landscape. Some changes within the landscape may have occurred since the DSM data and ZTV was created. Data source: ordnancesurvey.co.uk. This ZTV also includes Earth's curvature.

A study area of 2.0km offset from the Site boundary was chosen to reflect the scale of the Proposed Development, consideration of landform and general land cover, to encompass outlying settlements and points of interest beyond Southwick village, and with consideration of the limits of perceptibility to the naked eye. Theoretical visibility is then further confirmed or disproved through fieldwork and the selection of representative viewpoints thereby refined.

Viewpoints

The visual baseline is based on a number of representative viewpoints located at publicly accessible points within the surrounding environs of the Site. Viewpoint locations are illustrated on Figure 7 and images of these views are included as viewpoint photographs 1-10 presented in the following pages.

The viewpoints are all from publicly accessible locations where a degree of visibility of the Site or existing vegetation bounding the Site was observed. Photography and associated fieldwork was undertaken in December 2025 and January and February 2026, at which time deciduous trees and vegetation were without leaf cover and therefore a scenario of essentially maximum visibility was encountered.

Key:

Site

Theoretical visibility of the existing Tinline building (Unit 19C) only

Theoretical visibility of the Proposed Development (extension building) only

Theoretical visibility of the existing building and Proposed Development together

1

Viewpoint location

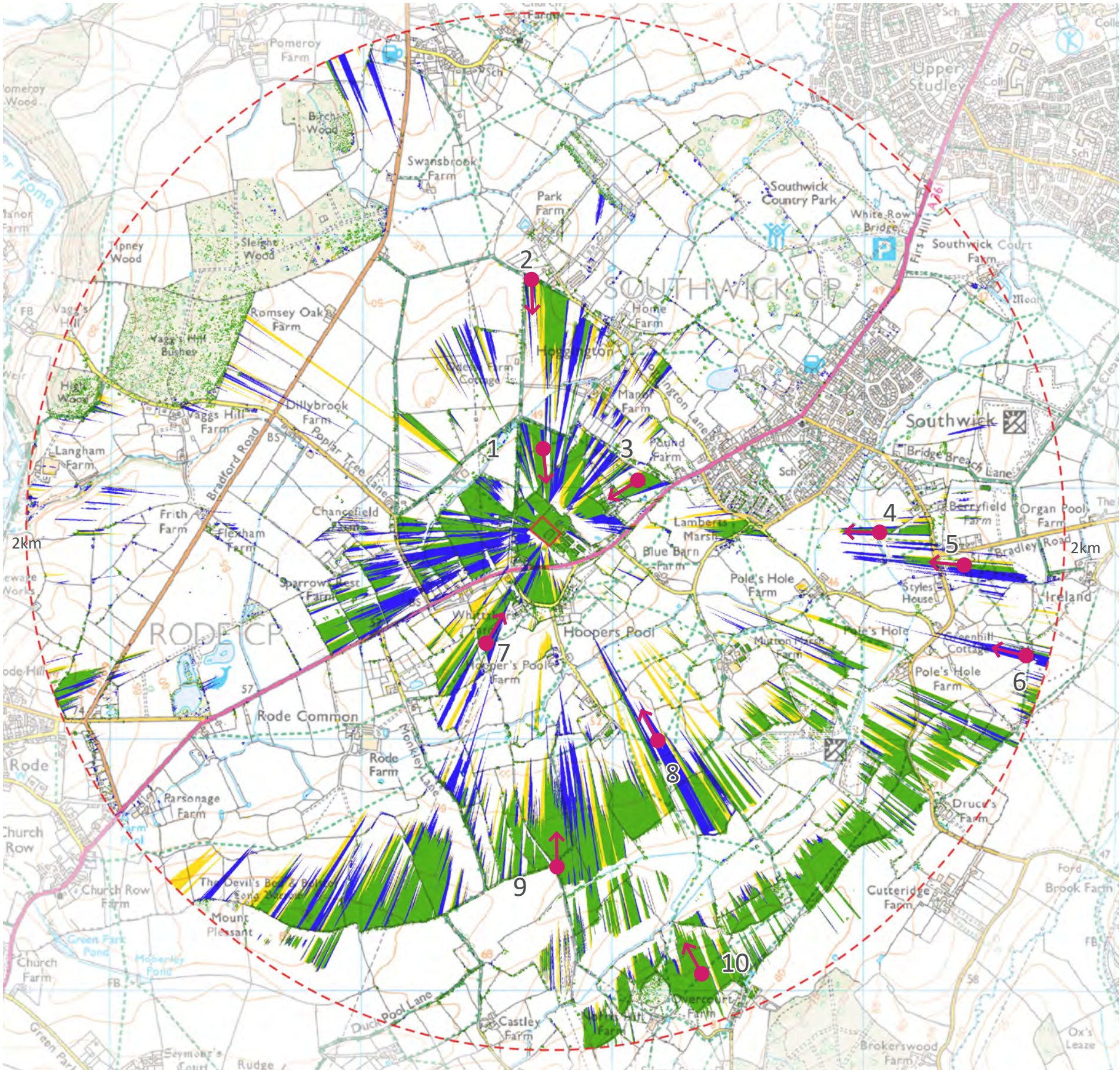
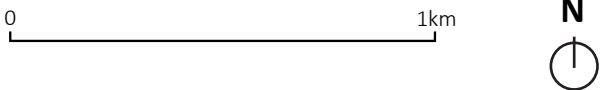


Figure 7. Viewpoint location plan and ZTV





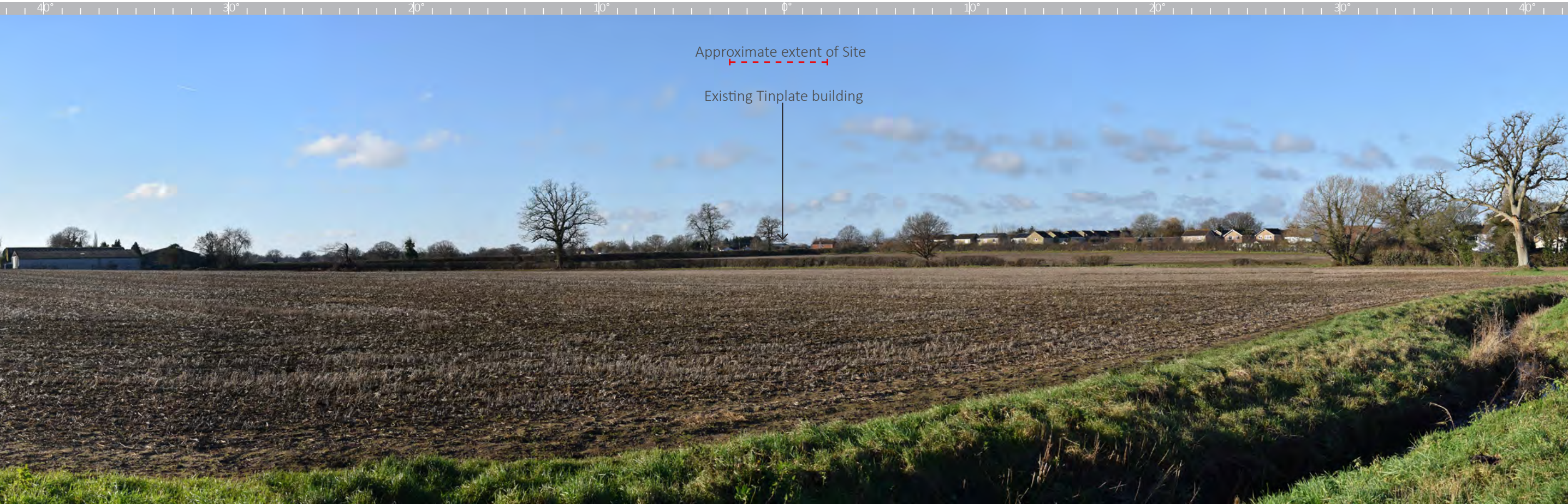
Viewpoint 1: View from PRow footpath SWCK49				
Visual Receptors	• Walkers on the PRow network		Description of view:	
			A close-range view from PRow footpath SWCK49, looking south towards the Site. The viewpoint is at a similar elevation to the Site and represents the experience of walkers using this section of the PRow network.	
Distance from closest point of Site boundary:	305m	Direction of view:	S	The Site is partially visible, filtered by a continuous hedgerow and mature trees along the intervening field boundary. The foreground comprises a flat grass field defined by a strong horizontal hedgerow, punctuated by vertical trees and occasional utility poles. Existing buildings within the business park form the backdrop, within which the Site is located and read in association with this wider commercial context. Roofs of dwellings on Green Lane and buildings in the business park are apparent on the skyline amidst the tree canopies. Views are sustained along this stretch of the footpath, although partially contained by the established vegetation structure.
Date/ time:	04.02.2026/ 15:06	Approximate elevation (AOD):	49m	



Viewpoint 2: View from the junction of PRow bridleway SWCK44 & SWCK46				
Visual Receptors	Walkers on the PRow network			Description of view:
				A mid-range view from the junction of PRow bridleways SWCK44 and SWCK46, looking south towards the Site. The viewpoint is at a similar elevation to the Site and represents the experience of users of the PRow network.
				The Site is glimpsed intermittently through layers of mature trees and hedgerows. The foreground comprises the wide bridleway corridor, framed by linear hedgerows and aligned mature trees extending into the distance.
Distance from closest point of Site boundary:	940m	Direction of view:	S	The mid-ground consists of flat agricultural fields divided by continuous horizontal hedgerows, with scattered farm buildings and residential properties. Within gaps in the vegetation, existing buildings in the business park are faintly perceptible, within which the Site is located. Visibility is occasional and filtered, experienced intermittently by users moving through this junction.
Date/ time:	27.01.2026/ 16:44	Approximate elevation (AOD):	59m	



Viewpoint 3: View from PRow footpath SWCK48				
Visual Receptors	• Walkers on the PRow network		Description of view:	
			A close-range view from PRow footpath SWCK48, looking southwest towards the Site. The viewpoint is at a similar elevation to the Site and represents the experience of users of the PRow network.	
Distance from closest point of Site boundary:	385m	Direction of view:	SW	The Site is glimpsed intermittently and is largely screened by well-maintained hedgerows and mature trees, together with intervening farm buildings and existing industrial buildings within the business park. Roofs of dwellings on Frome Road and buildings in the business park are apparent on the skyline amidst the tree canopies. The foreground comprises flat pasture, with the mid-ground defined by a dense, horizontal hedgerow structure which largely conceals the agricultural and residential buildings beyond.
Date/ time:	04.02.2026/ 15:20	Approximate elevation (AOD):	54m	
				The pitched roof of the existing Tinplate building within the Site is faintly perceptible behind the tree canopy in place. Visibility is limited and occasional, experienced intermittently by users moving along this section of footpath.



Viewpoint 4: View from PRow footpath SWCK15				
Visual Receptors	• Walkers on the PRow network		Description of view:	
			A mid- to long-range view from PRow footpath SWCK15, looking west towards the Site at a similar elevation. The view is representative of users of the PRow network.	
Distance from closest point of Site boundary:	1.28km	Direction of view:	W	The Site is intermittently glimpsed and largely screened by mature vegetation and occasional residential properties. The foreground comprises flat arable land with drainage ditches, with mid-ground fields defined by low hedgerows and scattered trees. Housing associated with the Southwick settlement is visible in the distance. The Site lies adjacent to the western settlement edge and is generally contained by vegetation and built form, with only the pitched roof of the existing factory building faintly perceptible behind the tree canopy in limited views.
Date/ time:	27.12.2025/ 13:17	Approximate elevation (AOD):	48m	



Viewpoint 5: View from PRow footpath SWCK12				
Visual Receptors	Walkers on the PRow network		Description of view:	
			A long-range view from PRow footpath SWCK12, looking west towards the Site at a similar elevation. The view is representative of users of the PRow network.	
			The Site is barely discernible at this distance. The foreground comprises flat grassland, with the mid-ground defined by dense hedgerows, utility poles, scattered residential properties and mature trees. In the distance, clusters of housing and farm buildings are interspersed with substantial tree groups.	
Distance from closest point of site boundary:	1.61km	Direction of view:	W	Built form associated with the business park is visually absorbed within this wider pattern of settlement and vegetation and is difficult to distinguish as a discrete element.
Date/ time:	27.12.2025/ 13:56	Approximate elevation (AOD):	53m	



Viewpoint 6: View from the junction of PRow footpath SWCK11 & SWCK12				
Visual Receptors	Walkers on the PRow network		Description of view:	
			A long-range view from the junction of PRow footpaths SWCK11 and SWCK12, looking northwest towards the Site at a similar elevation. The view is representative of users of the PRow network.	
Distance from closest point of Site boundary:	1.94km	Direction of view:	NW	The foreground comprises expansive, flat arable land extending into the distance. Beyond, fields and pasture are subdivided by dense hedgerows and tree groups, with scattered farm buildings and residential properties throughout. The roof of the existing Tinplate building is occasionally glimpsed through gaps in vegetation. At this distance it appears visually similar to the roofs of dispersed agricultural buildings and is difficult to distinguish as a separate element within the wider rural context. Nor is it read as a distinctly commercial element.
Date/ time:	27.12.2025/ 14:25	Approximate elevation (AOD):	54m	



Viewpoint 7: View from PRow footpath SWCK38				
Visual Receptors	Walkers on the PRow network		Description of view:	
			A close-range view from PRow footpath SWCK38, looking northeast towards the Site at a similar elevation. The view is representative of users of the PRow network.	
			The foreground comprises flat grassland subdivided by post and rail fencing, with prominent vertical elements including overhead transmission lines and a pylon tower.	
Distance from closest point of Site boundary:	460m	Direction of view:	NE	In the mid-ground, views are largely screened by farm buildings, residential properties and mature trees. Roofs of dwellings and buildings in the business park are apparent on the skyline amidst the tree canopies. The existing Tinplate building within the Site, although partially filtered by taller trees, remains clearly perceptible in winter views and reads in continuity with adjacent built form, forming part of a layered and varied visual composition.
Date/ time:	27.12.2025/ 16:24	Approximate elevation (AOD):	54m	



Viewpoint 8: View from PRow footpath SWCK31				
Visual Receptors	Walkers on the PRow network			Description of view: A mid-range view from PRow footpath SWCK31, looking northwest towards the Site at a similar elevation. The view is representative of users of the PRow network. The foreground is defined by a dense and continuous hedgerow. Beyond, fields are subdivided by further hedgerows and mature trees, creating a strongly layered landscape structure. Farm buildings and residential properties appear intermittently within the background, largely filtered by substantial tree cover. The existing Tinplate building within the Site is almost entirely screened by taller vegetation and is difficult to distinguish within the wider pattern of field and tree cover.
Distance from closest point of Site boundary:	905m	Direction of view:	NW	
Date/ time:	30.12.2025/ 14:42	Approximate elevation (AOD):	50m	



Viewpoint 9: View from PROW bridleway SWCK35				
Visual Receptors	• Walkers on the PRow network		Description of view:	
			A mid- to long-range view from PRow footpath SWCK35, looking north towards the Site from a slightly elevated position. The view is representative of users of the PRow network.	
Distance from closest point of Site boundary:	1.30km	Direction of view:	N	The foreground comprises hedgerow boundaries and flat, expansive grass fields. Beyond, the landscape is structured by strong horizontal field patterns divided by hedgerows, with scattered mature trees creating a layered composition. Residential properties, farm buildings and storage structures of varying form and scale are dispersed throughout.
Date/ time:	30.12.2025/ 15:35	Approximate elevation (AOD):	63m	
				The existing Tinplate building is visually absorbed within this pattern of built form and vegetation and is difficult to distinguish as a separate element within the wider rural context.



Viewpoint 10: View from PRow footpath SWCK29				
Visual Receptors	Walkers on the PRow network			Description of view:
				A long-range view from PRow footpath SWCK29, looking northwest towards the Site from an elevated position. The view is representative of users of the PRow network.
	Distance from closest point of Site boundary:	1.82km	Direction of view:	NW
Date/ time:	04.02.2026/ 16:04	Approximate elevation (AOD):	82m	The Site and adjacent commercial buildings within the business park are perceived within this broader pattern of built form, partially filtered by trees, with rooflines faintly visible among surrounding structures at this distance.

Visual Baseline Summary

CLOSE- TO MID-RANGE VIEWS FROM THE NORTH AND NORTH EAST

- The Site is partially visible or glimpsed from PROws in the north and north east. Views are filtered by hedgerows, mature trees and occasional buildings, with the Site read within the wider business park and agricultural context.

CLOSE-RANGE VIEWS FROM THE SOUTH WEST

- The Site is visible in association with existing built form. Although partially filtered by vegetation, the existing Tinplate building remains perceptible, particularly in winter conditions, and is read as part of a broader cluster of farm and commercial structures.

MID- TO LONG-RANGE VIEWS FROM THE EAST

- The Site is glimpsed or barely discernible at mid- to long-range. Hedgerows, tree belts and scattered buildings create a layered, structured landscape in which the Site is visually absorbed, with business park buildings indistinct among agricultural structures.

MID-RANGE VIEWS FROM THE SOUTH

- The Site is largely screened or assimilated within hedgerow-divided fields and dispersed buildings. The existing Tinplate building is difficult to distinguish and reads as part of the wider rural pattern.

LONG-RANGE VIEWS FROM THE SOUTH EAST

- The Site is seen within a broad rural panorama. Business park buildings are partially filtered by vegetation, appearing only as minor roofscape elements amid fields and woodland, and at considerable distance.

GENERAL

The Site has a limited visual envelope and is largely contained by vegetation and existing buildings. Visibility from public footpaths and surrounding settlement is intermittent and generally filtered.



Figure 8. Visual summary diagram

3.1 Landscape Plan



Figure 9. Landscape Plan showing mitigation planting

The LVA process has been used to consider the implications of the Proposed Development on the existing landscape character and visual amenity contexts. Crucially this process has then been used to inform iterative scheme revision to optimise the siting and layout, being sensitive to landscape character and views, as well as operational requirements. As a positive outcome, a scheme of landscape mitigation planting (Figure 9) has been devised with the Client for the purposes of:

- improving visual screening of the Proposed Development as would be perceived by visual receptors from key views;
- assisting in integrating the Proposed Development in its landscape character context;
- instigating at a very early stage areas of new native tree, scrub and hedgerow planting on Site which can confer benefits on landscape character and visual amenity at the earliest opportunity;
- retaining and protecting existing trees, scrub and hedgerow that contribute to local landscape character and help screen or filter views towards the exiting buildings within the business park.

The resultant proposals are discussed further in section 3.2. The planting scheme and habitat retention/ enhancement is also aligned to the deliver of positive Biodiversity Net Gain on Site.

3.2 Landscape Mitigation Measures

As set out earlier in this report, the LVA process has been used iteratively to inform the evolution of the scheme, ensuring that the Proposed Development responds appropriately to the positive attributes of baseline landscape character and views, alongside operational requirements.

Siting and layout

Compared with earlier iterations, development previously proposed to the north of the Site has been removed, with the current proposals limited to an extension of Unit 19C. This approach, in part, seeks to minimise effects on existing planting and habitat along the northern boundary. The design of the extension, including the selection of façade materials, has been developed to achieve visual coherence with the adjacent existing buildings, which form the most established built context within the Site.

The Wiltshire Landscape Character Assessment (December 2005) notes that the area is characterised by *“scattered...farmsteads, many using vernacular materials of brick, half timber, stone, tiles and thatch.”* This is supported by field survey and photographic evidence. In addition, the Landscape Guidelines emphasise that future change should respect local character, including *“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.”* The siting and design of the extension have been developed in accordance with these principles.

Retention of existing vegetation

Alongside the considered siting of the proposed extension, a strategy of vegetation retention has been developed, reflecting the Client’s operational requirements and aspirations for ecological benefit. Existing vegetation within the Site, including trees, hedgerows, scrub and tall forbs, would be retained wherever practicable. Retention of trees and scrub at the Site’s western boundary is especially beneficial for screening/ filtering of views from the south and west. Collectively, these elements form a dense and layered vegetation structure that provides effective visual filtering and screening. This approach aligns with the Landscape Guidelines, *“Retain and manage the dense hedgerow network and nurture new hedgerow trees.”*

Planting proposals

Proposed planting is focused to the north, east and south of the extension, comprising native hedgerow, scrub and tree species of varying ultimate scale. This would introduce substantial canopy cover, with a range of heights and spreads contributing to a robust and evolving vegetation structure. Larger, standard trees would provide visual screening at the earliest opportunity, while smaller stock and whips (including hawthorn, crab apple, rowan, hazel, spindle etc.) would establish over time and contribute to effective long-term screening (15+ years).

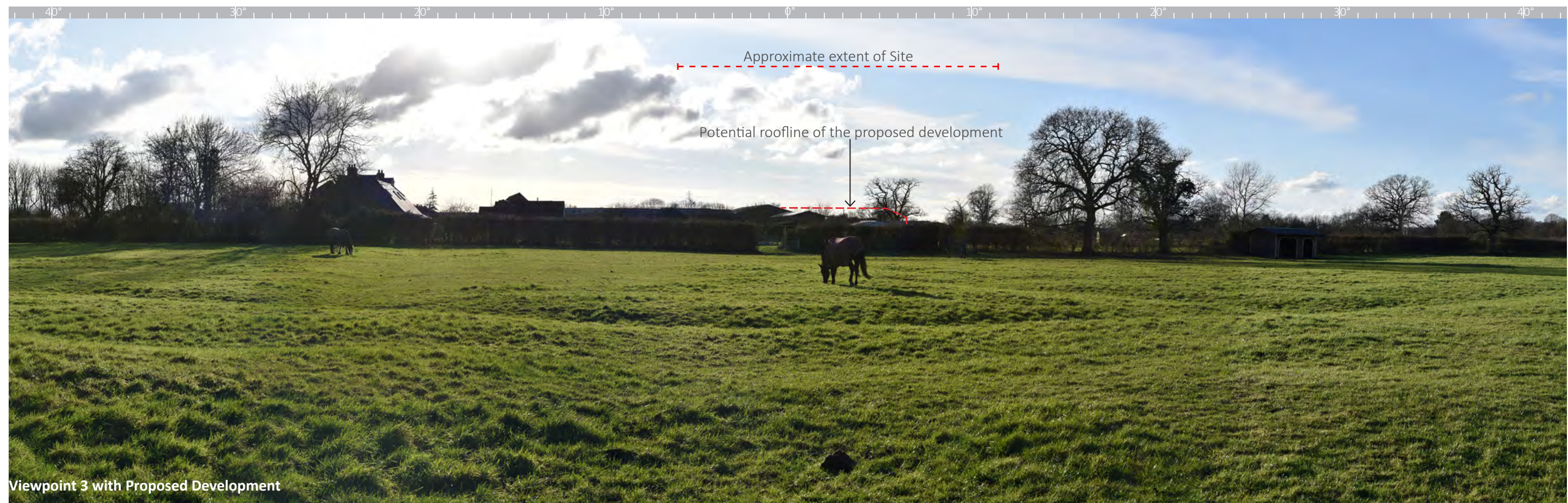
The planting has been designed to provide substantial screening of views towards the proposed extension from the north and east at close- to mid-range distances, working around the constraints of existing retained trees and scrub. This approach responds to the local landscape character context, described as a *“variable field pattern with a network of full hedgerows and mature hedgerow trees”* and areas that are *“...semi-enclosed by intact hedgerows, riparian vegetation and woodland blocks...”*.

Proposed planting to the south of existing Unit 19C, within the area of amenity grassland, would comprise native large- and medium-sized trees and substantial scrub planting, including an evergreen component. This planting would integrate with existing vegetation and is primarily intended to filter and screen views from the public footpath to the south at close range, while assisting in integrating the existing and proposed built form within the wider landscape setting.

Visualisation of the Proposed Development and mitigation measures

The following pages present the Proposed Development in the context of a series of representative views based on baseline photography. The selected viewpoints are intended to represent a worst-case scenario in terms of visibility, namely locations where relatively open views towards the Proposed Development are available and where sensitive visual receptors may be present, such as nearby residents or users of the public footpath network. The visualisations also illustrate the anticipated effectiveness of the proposed planting in mitigating visual effects and assisting integration over time.







3.3 Conclusion

The existing situation of the Site and its setting has been established through a combination of desk study and fieldwork, in terms of landscape character and views. The Proposed Development has been considered within this context and refined accordingly to address landscape and visual considerations alongside operational requirements. This has included adjustments to the siting and layout of the proposed building, together with a scheme of mitigation planting to provide screening for sensitive views and receptors and to assist integration within the landscape setting. The proposed building would be readily screened by vegetation, as illustrated in representative close- and mid-range views. Native tree planting would establish and mature over time, with potential to increase in height and density. Structural tree planting, native scrub and hedgerows are incorporated as part of the scheme, responding to landscape character and visual amenity and to the introduction of new built form. The benefits of this planting are demonstrated in the visualisations and the landscape mitigation plan.

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