Land East of Blackmore Farm, Melksham

Appendix 6.1 Landscape and Visual Impact Assessment

Prepared by:
The Environmental Dimension Partnership Ltd

On behalf of:
Gleeson Land Ltd.

April 2026

Report Reference
edp9278_r001e

Document Control

DOCUMENT INFORMATION

Client	Gleeson Land Ltd.
Report Title	Appendix 6.1 Landscape and Visual Impact Assessment
Document Reference	edp9278_r001e

VERSION INFORMATION

	Author	**Formatted**	**Peer Review**	**Proofed by/Date**
001_DRAFT	JJo	MWl	FMc	-
001a_DRAFT	JJo	FMi	-	-
001b_DRAFT	JJo	NHa	-	-
001c_DRAFT	JJo	NHa	-	-
001d	JJo	-	-	FMi 160426
001e	JJo	-	-	FMi 170426

DISCLAIMER TEXT

No part of this report may be copied or reproduced by any means without prior written permission from The Environmental Dimension Partnership Ltd. If you have received this report in error, please destroy all copies in your possession or control and notify The Environmental Dimension Partnership Ltd.

This report (including any enclosures and attachments) has been prepared for the exclusive use and benefit of the commissioning party and solely for the purpose for which it is provided. No other party may use, make use of or rely on the contents of the report.

We do not accept any liability if this report is used for an alternative purpose from which it is intended, nor to any third party in respect of this report.

Opinions and information provided in the report are those of The Environmental Dimension Partnership Ltd using due skill, care and diligence in the preparation of the same and no explicit warranty is provided to their accuracy. It should be noted, and it is expressly stated that no independent verification of any of the documents or information supplied to The Environmental Dimension Partnership Ltd has been made.

Contents

Section 1 Introduction, Purpose and Methodology 5
Section 2 Findings of EDP Data Trawl 10
Section 3 Baseline: Landscape Character 26
Section 4 Baseline: Visual Amenity 50
Section 5 Cumulative Projects 61
Section 6 The Proposed Development and Mitigation 65
Section 7 Assessment of Effects 70
Section 8 Predicted Cumulative Effects 90
Section 9 Summary and Conclusions 117

APPENDICES

Appendix EDP 1 Masterplan

Appendix EDP 2 EDP LVIA Assessment Methodology

Appendix EDP 3 Findings of EDP Data Trawl

Appendix EDP 4 Site Photographs/Representative Photoviewpoints (Winter) (edp9278_d028 14 January 2026 GYo/JJo)

PLANS

Figure EDP 6.1: Site Character and Local Context
(edp9278_d021a 12 January 2026 JGr/JJo)

Figure EDP 6.2: Relevant Planning Designations and Considerations
(edp9278_d022a 12 January 2026 JGr/JJo)

Figure EDP 6.3: Topography Plan
(edp9278_d023a 12 January 2026 JGR/JJo)

Figure EDP 6.4: Published Landscape Character Assessment: Wiltshire 2005 (LUC)
(edp9278_d024a 12 January 2026 JGr/JJo)

Figure EDP 6.5: Published Landscape Character Assessment: West Wiltshire 2006 (CBA)
(edp9278_d025a 12 January 2026 JGr/JJo)

Figure EDP 6.6: Findings of EDP's Visual Appraisal
(edp9278_d026a 12 January 2026 JGr/JJo)

Figure EDP 6.7: Illustrative Landscape Strategy
(edp9278_d027f 17 April 2026 WBe/JJo)

Figure EDP 6.8: Cumulative Zone of Theoretical Visibility
(edp9278_d029b 16 April 2026 WEw/JJo)

Figure EDP 6.9: Cumulative Photoviewpoint Location Plan
(edp9278_d030b 16 April 2026 GYo/JJo)

Figure EDP 6.10: Cumulative Photoviewpoints
(edp9278_d031b 16 April 2026 GYo/JJo)

Section 1
Introduction, Purpose and Methodology

INTRODUCTION

1.1 The Environmental Dimension Partnership Ltd (EDP) has been commissioned by Gleeson Land (hereafter referred to as 'the applicant') to undertake a Landscape and Visual Impact Assessment (LVIA) of proposals to develop up to 275 residential dwellings at Blackmore Farm, Melksham, known as Land East of Blackmore Farm (hereafter referred to as 'the Site'). The Site falls within Wiltshire Council (WC) Local Planning Authority (LPA) area, extends to 30.81 hectares (ha), and is briefly described in **Section 2** of this LVIA. Full Site details are given in the Design and Access Statement (DAS) accompanying the planning application.

1.2 EDP is an independent environmental planning consultancy with offices in Cirencester, Cardiff and Cheltenham. The practice provides advice to private and public sector clients throughout the UK in the fields of landscape, ecology, archaeology, cultural heritage, arboriculture, rights of way and masterplanning. Details of the practice can be obtained at our website (www.edp-uk.co.uk). EDP is a Registered Practice of the Landscape Institute[(1)] specialising in the assessment of the effects of Proposed Development on the landscape.

1.3 This report is part of a suite of documents accompanying an outline planning application for the Proposed Development and forms one of a number of documents comprising the full LVIA, as follows:

1. Appendix 6.1: The Landscape and Visual Impact Assessment (this report), which sets out the landscape and visual baseline of the Site and study areas and provides a summary of the Proposed Development and mitigation measures;

2. ES Chapter 6: The Landscape and Visual chapter of the Environmental Statement (ES), which sets out the significant effects as assessed in the LVIA; and

3. Supporting Figures: **Figures 6.1** to **6.10** provide Figures in support of the baseline, assessment, cumulative assessment and ES chapter.

THE SITE AND THE PROPOSED DEVELOPMENT

1.4 **Figure 6.2** illustrates the location of the Site's boundaries and the study area for the LVIA. The Site is 30.81ha in size and located approximately 390m to the east of Melksham, Wiltshire, and is within Wiltshire LPA. The Site's character and local context is illustrated on the aerial photograph contained as **Figure 6.1**.

1.5 The Site is located to the east of the town of Melksham, Wiltshire and within Melksham Neighbourhood Plan Area. It is located adjacent to 'Land at Blackmore Farm' (reference: PL/2023/11188), which was granted planning permission in May 2025 and will extend up

[1] LI Practice Number 1010.

to the western boundary, changing the future baseline of the Site considerably. The Site comprises nine field parcels as shown in **Image EDP 1.1**. The majority of the field parcels are geometric and medium in scale. To the north, the Site abuts a recent residential development along Lopes Close and to the east is a large solar farm installation. To the immediate north-east the landscape is designated as a Special Landscape Area (SLA), which abuts Fields 2, 3 and part of Field 4.

1.6 The Site and its context are set within an established landscape structure of maintained hedgerows, established hedgerow trees and woodland blocks within the low-lying clay vale.

Image EDP 1.1: Site boundary with field numbers for reference.

PURPOSE AND STRUCTURE OF THIS LVIA

1.7 The purpose of this LVIA is to identify the baseline conditions of the Site and surrounding area and to determine those landscape and visual characteristics that might inform the design of the development proposals, including recommendations for mitigation. It then provides an assessment of the landscape and visual effects predicted to arise from development on the Site with reference to the baseline analysis.

1.8 In undertaking the assessment described in this LVIA, EDP has:

- Undertaken a thorough data trawl of relevant designations and background documents, described in **Section 2**;
- Assessed the existing (baseline) condition and character of the Site and its setting, described in **Section 3**;
- Assessed the existing visual (baseline) context, especially any key views to and from the Site (**Section 4**). The establishment of baseline landscape and visual conditions,

when evaluated against the Proposed Development, allow the identification and evaluation of landscape effects later in the LVIA at **Section 6**;

- Described the landscape aspects of the Proposed Development that may influence any landscape or visual effects (**Section 5**);
- In **Section 7**, assessed the landscape and visual effects in accordance with the approach described below;
- Assessed Predicted Cumulative Effects in **Section 8**;
- Reached overall conclusions in **Section 9**; and
- Provided an analysis of the likely landscape and visual effects of the proposed scheme, which is determined by combining the magnitude of the predicted change with the assessed sensitivity of the identified receptors. The nature of any predicted effects is also identified (i.e. positive/negative, permanent/reversible).

METHODOLOGY ADOPTED FOR THE ASSESSMENT

1.9 The Proposed Development assessed by this LVIA is subject to an Environmental Impact Assessment (EIA), This LVIA has, therefore, been undertaken in accordance with the principles embodied in *Guidelines for Landscape and Visual Impact Assessment – Third Edition* (LI/IEMA, 2013) (GLVIA3) and other best practice guidance.

1.10 **Familiarisation**: EDP's study has included reviews of aerial photographs, web searches, LPA publications and Landscape Character Assessments (LCAs). EDP has also obtained information about relevant landscape and other designations, such as National Landscapes ((NL), formerly Areas of Outstanding Natural Beauty (AONB)), SLAs, conservation areas and gardens and parks listed on Historic England's *Register of Historic Parks and Gardens of Special Historic Interest in England* (RPG).

1.11 **Consultation**: A plan including a Zone of Theoretical Visibility (ZTV) and proposed Photoviewpoint (PVP) locations was submitted to the LPA on the 27 October 2025. The Landscape Officer confirmed that the representative Photoviewpoint locations were acceptable and requested confirmation on whether additional Photoviewpoints would be included to assess the cumulative assessment. Consultation has also been undertaken through the preparation of an EIA Scoping Report which sets the scope of this assessment. Agreement on Cumulative Projects was agreed on 18 December 2025.

1.12 **Field Assessment**: EDP has undertaken a comprehensive field assessment of local Site circumstances, including a photographic survey of the character and fabric of the Site and its surroundings, as well as capturing baseline views from a number of representative viewpoints. The field assessment was undertaken by a qualified landscape architect in bright and clear weather conditions with very good visibility, on 14 May and 18 June 2025. Whilst there are leaves on the trees during the summer season which, naturally provides additional screening of views and limits the degree to which long-range views (in particular)

are available. Winter photography was undertaken on 22 December 2025 to demonstrate the extent of winter views.

1.13 **Acknowledgement of any Shortcomings**: The following shortcomings of the assessment process are acknowledged:

- Baseline conditions have been established using published documents and field assessment; it is important to note that this information may change before, or during, the construction and operation of the project; and

- Access to private properties has not been obtained and the visual assessment has been conducted in line with best practice set out within GLVIA3.

1.14 **Design Inputs**: EDP's field assessment has informed a process whereby the development proposals have been refined to avoid, minimise or compensate for landscape effects. Such measures are summarised in **Section 5**.

1.15 **Assessment Methodology**: Predicted effects on the landscape resource arising from the Proposed Development (as detailed in **Section 6** of this LVIA) have been determined in accordance with the principles embedded within published best practice guidance, insofar as the assessment adopts the following well-established, structured approach:

- Likely effects on landscape character and visual amenity are dealt with separately;

- The assessment of likely effects is reached using a structured methodology for defining sensitivity, magnitude and significance which is contained as **Appendix EDP 2**. This framework is combined with professional judgement. Professional judgement is an important part of the assessment process; it is neither 'pro' nor 'anti' development but acknowledges that development may result in beneficial change as well as landscape harm;

- As advised in GLVIA3, the appraisal takes into account the effects of any proposed mitigation;

- Assessment of the level of effect at operation is assessed at Years 1 and 15. Typically, a 15-year time horizon is used as the basis for conclusions about the residual levels of effect. 15 years is a well-established and accepted compromise between assessing the shorter-term effects (which may often be rather 'raw' before any proposed mitigation has had time to take effect) and an excessively long time period. Effects at Year 1 are therefore considered as short term and permanent with those at Year 15 considered as long term and permanent; and

- Following construction/the establishment of the proposed landscape planting (whichever is sooner), the predicted effects at Year 1 of the Proposed Development's operation take into account the suitable and appropriate management of existing and proposed landscape features (undertaken in accordance with a detailed planting plan and schedule and a Landscape and Ecology Management Plan (LEMP) or similar

secured through condition, as described in the 'Secondary Mitigation or Enhancement' sections below).

STUDY AREA

1.16 To establish the baseline and potential limit of material effects, the study area has been considered at two geographical scales:

- First, a broad 'study area' was adopted, based mainly on desk-based study, allowing the geographical scope of the assessment to be defined based on the likely extent of views to/from the Site, extent of landscape effects and the Site's environmental planning context; and

- Second, following initial analysis and subsequent fieldwork, the broad study area was refined down to the land that is most likely to experience landscape effects. The extent of this detailed study area is 3km from the Site boundary, although occasional reference may be made to features beyond this area where appropriate. This detailed study area is illustrated on **Figure 6.2**.

Section 2
Findings of EDP Data Trawl

2.1 The findings of EDP's data trawl of relevant environmental and planning designations are illustrated on **Figure 6.2** and summarised in this section.

BACKGROUND PUBLISHED EVIDENCE BASE DOCUMENTS

2.2 The following documents are relevant and will be discussed as appropriate later in this report:

- *Wiltshire Core Strategy* (WCS) (Adopted January 2015)[2];
- Saved Policies of the *West Wiltshire District Plan* (2004)[3];
- *Wiltshire Local Plan Review* (Regulation 19)[4];
- Wiltshire Local Plan submission and document library: Planning for Melksham[5];
- Wiltshire Local Plan submission and document library: Sites Landscape Appraisals[6];
- A Green Blue Infrastructure (GBI) Strategy for Wiltshire 2022-2030[7];
- Joint Melksham Neighbourhood Plan 2 (JMNP2) (2020-2038) and Evidence Base[8]; and
- Published LCAs:
    - National Character Area (NCA) Profile for 117: Avon Vales. Natural England[9];
    - *Wiltshire Landscape Character Assessment* (WLCA) (LUC 2005);
    - *West Wiltshire District Landscape Character Assessment* (WWDLCA) (CBA 2006)[10]; and

[2] https://www.wiltshire.gov.uk/planning-policy-core-strategy - Accessed 14 April 2025.
[3] https://www.wiltshire.gov.uk/article/5922/West-Wiltshire-District-Plan - Accessed 25 April 2025.
[4] https://www.wiltshire.gov.uk/local-plan-document-library - Accessed 14 April 2025.
[5]https://www.wiltshire.gov.uk/media/11967/Planning-for-Melksham-September2023/pdf/Planning_for_Melksham_September2023.pdf?m=1695727857577 - Accessed 14 April 2025.
[6] https://www.wiltshire.gov.uk/local-plan-document-library - Accessed 04 August 2025.
[7] https://www.wiltshire.gov.uk/local-plan-document-library - Accessed 04 August 2025.
[8]https://www.melkshamneighbourhoodplan.org/_files/ugd/fcc864_dd939a21c5ae46cb9b6f06143a146e1d.pdf - Accessed 14 April 2025.
[9] https://nationalcharacterareas.co.uk/Avon-Vales/ - Accessed 19 May 2025.
[10]https://www.wiltshire.gov.uk/media/9710/West-Wiltshire-Landscape-Character-Assessment/pdf/11102101_Draft_Final_LCA_12-06.pdf?m=1732542259887 - Accessed 25 April 2025.

- *Local Landscape Character* (JMNP 2 2020)[11].

FINDINGS OF EDP DATA TRAWL

Landscape-related Designations and Other Considerations

2.3 Landscape-related designations and policy considerations within 3km of the Site are shown on **Figure 6.2**. In summary:

- National landscape designations: The Site does not lie within a nationally designated landscape;
- Local landscape designations: The Site does not lie within a locally designated landscape, although it is adjacent to an SLA as designated under the adopted *Wiltshire Local Plan* (*West Wiltshire District Plan* 2004 - Saved Policy C3); and
- Other landscape-related designations: The Site does not lie within any other landscape related designated area, such as Green Belt, green wedge or other policy area.

Heritage Matters

2.4 Heritage assets can influence the visual character of the landscape and enrich its historic value. This LVIA addresses heritage assets only insofar as they are components of the wider contemporary landscape – not in terms of their significance and value as heritage assets, which is a matter addressed by the separate Archaeological and Heritage Assessment (prepared by EDP, report reference: edp9278_r004).

2.5 Within the wider study area, the following heritage assets are components of the contemporary landscape:

- Melksham Conservation Area lies approximately 1.1km west of the Site. There is no intervisibility with this area due to intervening settlement;
- There are two Grade II listed buildings within 1km of the Site which have views towards the Site. These are:
  - Blackmore House 40m to the west of the Site; and
  - Tanhouse Farmhouse 650m to the south of the Site.
- Blackmore House is the closest listed building to the Site. The Archaeological and Heritage Assessment states that it has historic interest, as an illustration of the post-medieval agricultural history of the hinterland of Melksham and connections with the local weaving industry. Evidence suggests that the wider farmland including the

[11] https://www.melkshamneighbourhoodplan.org/_files/ugd/2303f3_b229af92e4e14b07a8b3065b1ebe67a1.pdf - Accessed 25 April 2025.

Site was probably associated with the house. There may have been orchards around the house between the mid-19th to early 20th centuries; and

- Spye Park Registered Park and Garden (Grade II) is 2.6km to the north-east of the Site at the closest point. Due to the elevated nature of the landscape within the designation there is some visual connectivity with the Site from the estate farmlands.

Historic Maps

2.6 As illustrated at **Images EDP 2.1** and **2.2**, the landscape use and structure of the Site itself have remained broadly intact since the Ordnance Survey (OS) in 1888, with some field amalgamation around Blackmore Farm within the north of the Site, and within the surrounding fieldscape. The present-day Public Rights of Way (PRoW) network is evident in the 1888 map, with 'Prater's Lane' and 'Brown's Lane' named. In terms of settlement Melksham has grown since the 1970s, with extensive residential development and transport infrastructure to the east of the town, as well as around Bowerhill to the south-west (not shown within the images below). More recent large-scale renewable infrastructure land uses are represented to the east of the Site in **Image EDP 2.2**.

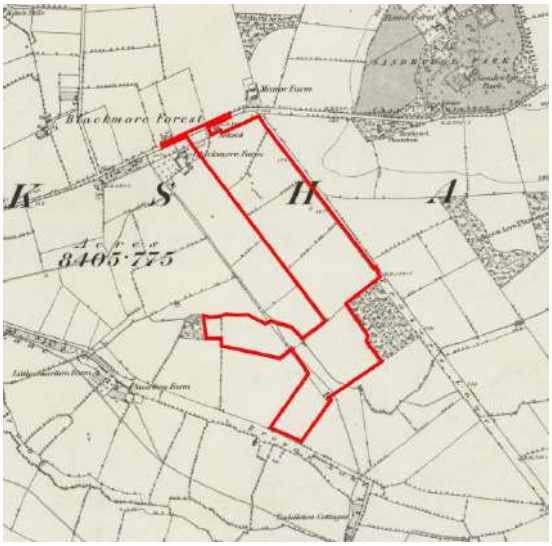


Image EDP 2.1: 1888 map of the Site and its context (OS, Six-inch 2nd Edition, Ireland, Scotland, England and Wales, 1888-1915).

Image EDP 2.2: Aerial Map. © 2025 Airbus, Maxar Technologies.

2.7 Earlier historical evidence of the landscape suggests an association with Blackmore Forest which was located to the immediate north. An Enclosure Award of 1814 indicates that part of the Forest was subject to formal parliamentary enclosure and the land to the south may have been subject to an earlier private enclosure.

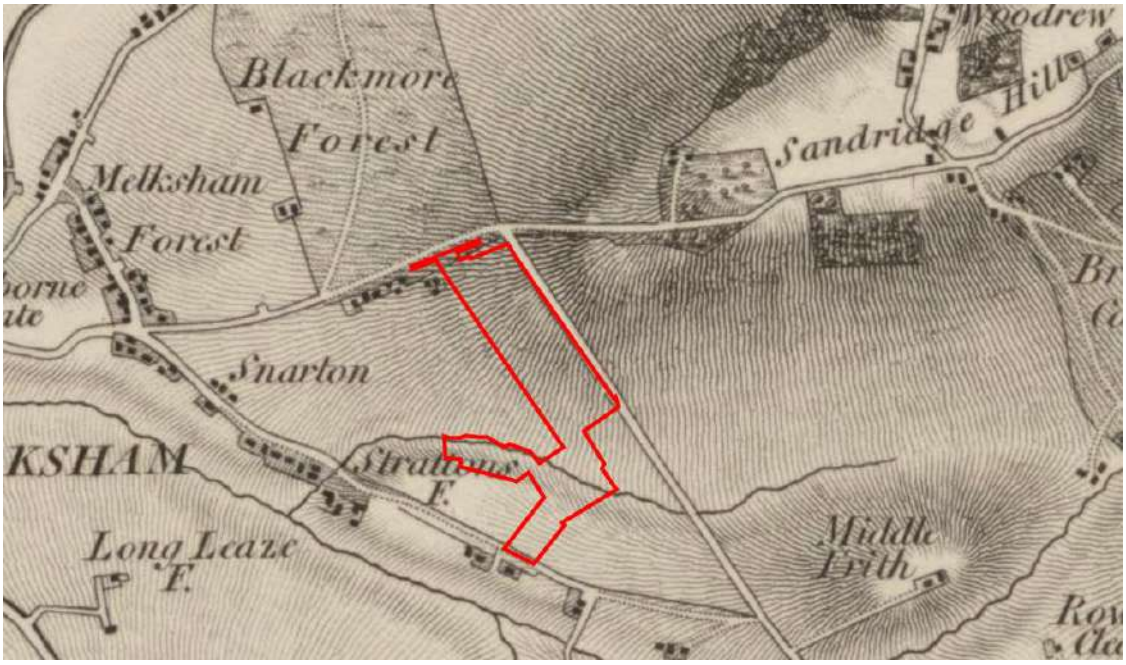


Image EDP 2.3: OS One-inch Old Series, 1800s–1860s, 1807-1814. Published 1817.

Ecology Matters

2.8 A separate Ecology Assessment (EAD Ecology) considers the ecological assets on the Site and within the study area. There are relatively few ecological designations within the study area. The following matters are relevant to the scope of this LVIA:

- There are some localised well-wooded areas within the SLA to the north-east of the Site, much of which is Ancient Woodland. Within the vicinity of Spye Park a number of woodlands are designated as Sites of Special Scientific Interest (SSSIs). These include New Plantation, Silverstreet Wood and Lower Selves Wood. They are all over 2km from the Site;

- There are three SSSIs, 2.4km to the south of the Site, associated with Seend Quarry; and

- There is an established woodland adjacent to the Site (Eight Acre Plantation) and a small woodland block to the immediate west of the Site, as well as scattered woodlands within the localised setting.

Arboricultural Matters

2.9 A separate Arboricultural Impact Assessment (prepared by EDP, report reference: edp9278_r002) considers the arboricultural assets on the Site and within the study area. The following matters are relevant to the scope of this LVIA:

- The survey identified 97 hedgerows, trees or tree groups on the Site, of which 12 have been categorised as A (high quality), 19 as B (moderate quality) and 52 as C (low quality). Category A and B features are trees or groups of trees which are located along the Site boundaries or internally and should be prioritised for retention;

- Three veteran oak trees have been identified (T15, T22 and T61). Two are located within the northern part of the Site and one is located to the west of Eight Acre Plantation. Veteran Trees require an undeveloped buffer zone around them, which for these trees is between 24m and 27m;

- English elm is the most common tree species within the survey area and has been categorised as either C (low quality) or U (serious defects). English elm is found as groups of hedgerow trees or within hedgerows where it is likely to be managed as part of hedgerow maintenance;

- Consultation with the Wiltshire Planning Explorer has shown that no trees within or adjacent to the Site are protected by a Tree Preservation Order (TPO); and

- Ancient Woodland is found within the SLA to the north-east of the Site and includes both Ancient and Semi-Natural Woodland (ASNW) and Ancient Replanted Woodland. The closest is Morass Wood which is located 670m to the north-east.

Public Access and Rights of Way

2.10 There is a high density of PRoWs within the study area. A review of the Wiltshire Council (WC) Rights of Way Explorer reveals that the following PRoWs are located within the study area and are relevant to the LVIA:

- **Bridleway MELW40** runs south-east from A3102/Sandridge Common along the eastern boundary of the Site. It is located within a green lane named 'Prater's Lane' and connects to the wider PRoW network close to Clacker's Brook. Prater's Lane is an historic route which is marked on 19th century OS mapping;

- **Footpath MELW26** runs south-east from A3102/Sandridge Common. It crosses the south-west part of the Site and, further south-east, connects to the wider PRoW network. It connects to Bridleway MELW41;

- **Bridleway MELW41** runs south-east from Eastern Way, passing adjacent to the south-western Site boundary along 'Brown's Lane' and connecting to Footpath MELW26. It then turns south towards the hamlet of Redstocks, providing connection to the wider PRoW network. Brown's Lane is an historic route which is marked on 19th century OS mapping (see **Image EDP 2.1**);

- **Footpath MELW27** runs east from Eastern Way, joining MELW26 160m to the west of the Site;
- **Footpath MELW22** runs along Clacker's Brook to the south-west of MELW41;
- In the wider area, a network of PRoWs crosses the landscape between Seend and Seend Cleeve to the south and the south-west facing slopes between Bowden Hill and Chittoe to the north;
- The Kennet and Avon Canal Walk, and the Mid Wilts Way are long-distance trails which run along the Kennet and Avon Canal and are located 2.4km to the south of the Site at the closest point. There is no view towards the Site and its context, and it is therefore scoped out of further assessment;
- National Cycle Network (NCN) route 403 runs along Woodrow Road 1.25km to the north of the Site at the closest point; and
- Open Access Land (OAL) is located 2.4km to the south-east at Rowde Common, and at Challymead Common located 2.7km to the west.

2.11 There are no National Trails within the study area.

PLANNING POLICY

National Planning Policy Framework

2.12 The *National Planning Policy Framework* (NPPF; 2024) sets out the government's overarching planning policies for England and is a key material consideration in the determination of planning applications. The NPPF places significant emphasis on boosting the supply of homes, requiring local planning authorities to identify and update annually a deliverable five-year housing land supply (Chapter 5: Delivering a sufficient supply of homes).

2.13 It promotes the efficient use of land while ensuring that development is sympathetic to local character and history, landscape setting, and establishes a strong sense of place (Chapter 12). Planning decisions should contribute to and enhance the natural and local environment by providing net gains for biodiversity and establishing coherent ecological networks (Chapter 15).

Adopted Local Plan (Published)

Wiltshire Core Strategy 2015-2026

2.14 The statutory development plan relevant to the Site comprises the *Wiltshire Core Strategy* 2015-2026, adopted on 20 January 2015, and the saved policies from former *West Wiltshire District Local Plan* 2004. The Local Plan, together with the 'made' Neighbourhood Plans, form the development plan for Wiltshire.

2.15 A review of the local planning policy circumstances, including relevant SPD and associated guidelines relevant to this assessment, is contained below.

2.16 The following policies in the adopted local plan are considered relevant to this LVIA:

- ***Core Policy 50 – Biodiversity and Geodiversity***: The policy seeks to protect features of nature conservation and geological value. The expectation is that such features shall be "*retained, buffered, and managed favourably*";

- ***Core Policy 51 - Landscape***: Development proposals should protect, conserve and where possible enhance the following aspects of landscape character:

  i. "The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.

  ii. The locally distinctive character of settlements and their landscape settings.

  iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.

  iv. Visually sensitive skylines, soils, geological and topographical features.

  v. Landscape features of cultural, historic and heritage value.

  vi. Important views and visual amenity."

- ***Core Policy 52 - Green Infrastructure****:* Development proposals should "*make provision for the retention and enhancement of Wiltshire's green infrastructure network*". Proposals should seek to enhance this by incorporating further links into this network; and

- ***Core Policy 57 - High Quality Design and Local Distinctiveness****:* Any development proposal should demonstrate "*a strong sense of place*" and is expected to "*be complementary to the locality*". Proposals should provide a positive response to the local landscape and townscape features.

West Wiltshire District Plan 2004 (Saved Policies)

2.17 An area to the west of the Site is designated as a Special Landscape Area (SLA) under Policy C3: Special Landscape Areas within the *West Wiltshire District Local Plan*, adopted in 2004. It is identified as 'C The higher land of the Spye and Bowood Parklands'. This policy is a 'saved policy' and included in the Wiltshire Core Strategy, adopted in 2015 where it is noted in Appendix D that SLAs will be subject to a review.

2.18 ***Policy C3: Special Landscape Areas*** states:

"The landscape character of Special Landscape Areas will be conserved and enhanced and development will not be permitted which is considered to be detrimental to the high quality of these landscapes.

Proposals for development essential to the social and economic well-being of the rural community or desirable for the enjoyment of its amenities will be permitted having regard to highways, access, scale, design, materials, location, siting, landscaping and other appropriate environmental considerations."

2.19 The policy expands on the key characteristics of the SLAs in paragraph 2.3.8:

"The 'Character of England' maps produced by the Countryside Agency and English Nature broadly define the distinctive character areas of the District and its built environment, and provide guidance as to characteristic attributes of the SLAs."

2.20 The Site is not located within the SLA, see **Image EDP 2.4**.

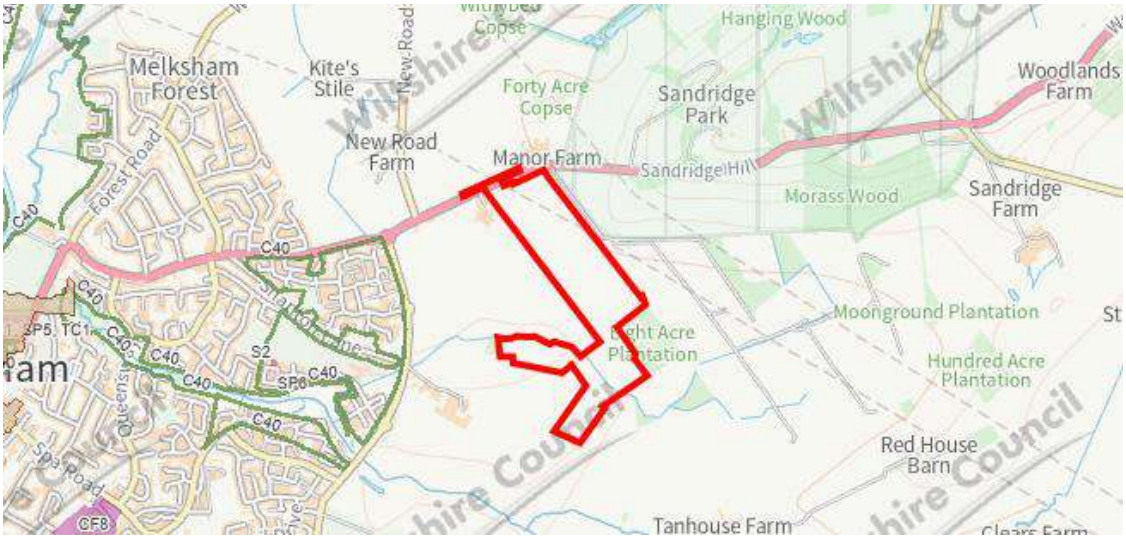


Image EDP 2.4: Extract of West Wiltshire District Plan Interactive Map, illustrating the edge of the SLA which is designated under Policy C3: Special Landscape Areas[12] (with Site boundary).

Local Plan Review (Regulation 19) (September 2023)

2.21 The following policies in the Local Plan Review are considered relevant to this LVIA:

- ***Policy 18: Land East of Melksham:*** Land East of Melksham is allocated for approximately 425 dwellings, employment uses, a local centre and 2 form entry primary school. Part of this allocation has outline planning permission (reference: PL/2023/01949). It is located intermediately west of the Site;

[12] https://www.wiltshire.gov.uk/article/5922/West-Wiltshire-District-Plan - Accessed 09 May 2025.

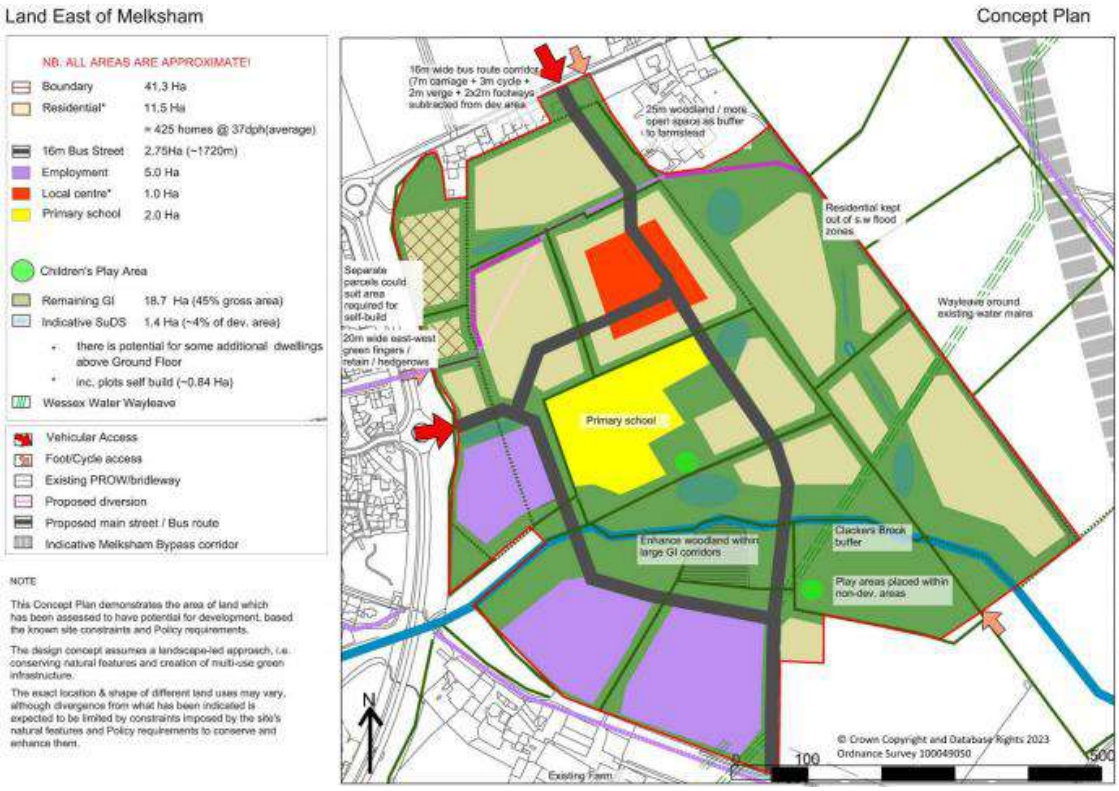


Image EDP 2.5: Figure 4.12: Land East of Melksham Concept Plan.

- ***Policy 88: Biodiversity and Geodiversity****:* Development proposals are required to demonstrate how they protect features of nature conservation value as part of the design, including priority habitat, habitats of principal importance, ecological networks and wildlife corridors. Direct and indirect impacts should be avoided with sufficient buffers and connectivity. Features of biodiversity value, such as integrated bat boxes, are required;

- ***Policy 89: Biodiversity Net Gain****:* Development is required to meet a minimum of 20% Biodiversity Net Gain (BNG);

- ***Policy 90: Woodland, Hedgerows and Trees****:* Development should seek to retain and enhance woodlands, hedgerows and trees and contribute to targets within the 'Climate Strategy and woodland, hedgerow and tree strategy'; and

- ***Policy 91: Conserving and Enhancing Wiltshire's Landscapes****:* Development is required to conserve and enhance Wiltshire's landscapes by:

  "1. being located and designed to respect landscape character and maintain an area's distinctive sense of place and reinforce local distinctiveness as set out in the Wiltshire LCA and landscape strategy;

  2. conserving, enhancing, and restoring the characteristics and views of landscapes along with valued attributes and existing Site features such as trees, hedgerows, dry stone walls and waterbodies that contribute to the character and quality of the area;

....

4. *conserving and enhancing the transition between man-made and natural landscapes at the urban fringe".*

- ***Policy 93: Green and Blue Infrastructure****:* Development should seek to retain and enhance Wiltshire's green and blue infrastructure network in accordance with the Wiltshire Green and Blue Infrastructure Strategy; and

- ***Planning for Melksham (2023)****:* This report states that Melksham is not significantly constrained in environmental terms, with flood risk being the main constraint. The Site falls within Site 1, a much larger area, which was assessed through sustainability assessment. The Sustainability Assessment for Site 1 states that:

  - *"Site 1 is considered the joint most sustainable Site when assessed against the 12 SA objectives and when compared against all other reasonable alternative Sites at Melksham. No major adverse effects (where mitigation is considered unachievable) are considered likely… likely significant effects… include:*

  - *Landscape – this is a large Site and there is potential for development to be viewed as a conspicuous, large scale urban extension across the clay vale from the elevated greensand hills to the northeast and for coalescence of the urban area of Melksham with the characteristic outlying rural hamlets and scattered farmsteads."*

Wiltshire Local Plan Review: Evidence Base

Site Landscape Appraisals (2023)

2.22 Wiltshire Council appointed Chris Blandford Associates (CBA) in 2020 to undertake a Landscape Appraisal of potential sites for residential development for the Local Plan Review Sustainability Appraisal (SA).[13] Site Me1 (which includes the Site within a wider area) is assessed as having a:

*"…**generally medium to high landscape sensitivity** to housing development, with higher sensitivity through the east of the Site due to its contribution to rural separation between Melksham and the wooded hills and rural settlements. The Site has generally medium to limited capacity to accommodate housing development, which is reduced to the east of the Site".*

[13]https://www.wiltshire.gov.uk/media/11986/wlpr19-Site-landscape-appraisals-2023-reduced/pdf/wlpr19_Site_landscape_appraisals_2023_reduced.pdf?m=1695734045730 – Accessed 04 August 2025.

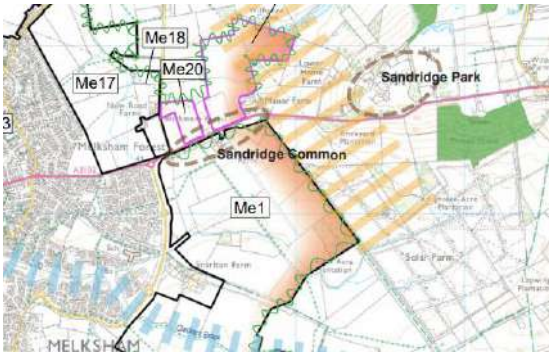


Image EDP 2.6: Extract from Figure 1.13 Melksham.

Image EDP 2.7: Extract of Key.

2.23 Potential significant adverse effects include the potential for development to result in coalescence with outlying rural hamlets and scattered farmsteads, loss of vegetation features and change in character of the rural footpaths. A list of mitigation measures include:

- *"Avoid development that would form prominent urban sprawl in the low-lying clay vale, river landscape;*
- *Introduce strategic green fingers through the development that incorporate new woodland and existing riparian planting, to help break up large scale urban massing, contain and soften the new settlement edge and provide an appropriate transition with countryside, especially where this supports landscape character guidance;*
- *Limit development in the east of the Site to prevent coalescence and retain the rural character and separate identity of the outlying rural settlements such as Redstocks and Sandridge Park/Sandridge Common;*
- *Retain and enhance, small woodlands, plantations, hedgerows and hedgerow/field trees as part of a mature landscape framework that links between Melksham and the wooded hills to the northeast;*
- *Limit development in proximity to the watercourses in order to maintain distinctive landscape features;*
- *Create a green-blue corridor along the route of Clackers Brook as part of the wider green-infrastructure network to retain rural features and multi-functional links through the landscape."*

Green and Blue Infrastructure Strategy for Wiltshire (2022)

2.24 The Wiltshire Green Blue Infrastructure (GBI) Strategy, adopted in February 2022, has taken the principles set out in the Core Policy and outlines the strategy until 2030. It identifies the Site as being located within Strategic GBI Area 3, Bristol Avon Vale, and being close to Strategic GBI Corridor 3, Bristol Avon Corridor. The strategy document identifies the overall goals for improving Wiltshire's GBI Network, such as including Sustainable Drainage Systems (SuDS) and increasing tree canopy cover.

2.25 The GBI Strategy Evidence Base reviews and summarises the existing Strategic GBI Network priorities. It states that within the Open Clay Vales Landscape Character Type (LCT) (within which the Site is set):

"The overall management strategy for the Open Clay Vales Landscape Character Type (12) is to conserve the elements that contribute to the rural, tranquil landscape; the rivers, streams and open water, the meadows and riverside tree lines, the brick and stone villages and farmsteads and to improve elements in decline such as the hedgerows and hedgerow trees, and the visual influence of the large settlement edges and major transport corridors."

The Wiltshire and Swindon Historic Landscape Characterisation Project (2016)

2.26 The Wiltshire and Swindon Historic Landscape Characterisation (HLC) Project was carried out in 2016. It describes broad and narrow types. The Site falls within Broad Type 'Fields and Enclosed Land'.

Joint Melksham Neighbourhood Plan 2 2020-2038

2.27 The Joint Melksham Neighbourhood Plan 2 (JMNP 2) was adopted in August 2025 and prepared by Melksham Town and Melksham Without Parish Council.

2.28 The following policies are relevant to this LVIA:

- ***Policy 12: Green and Blue Infrastructure***: Development should seek to contribute to the protection, management, enhancement and connectivity of existing Green and Blue Infrastructure. It identifies the potential for a Green Infrastructure corridor to the east of the Site following the line of Bridleway MELW40 (MG12: Green Lane);

- ***Policy 13: Biodiversity***: Development proposals are expected to deliver at least a 10% improvement in biodiversity;

- ***Policy 17: Trees and Hedgerows***: Development proposals should ensure that there is no loss of Ancient Woodland, ancient or veteran trees, or trees of good arboricultural value. Tree and hedgerows should be retained and incorporated as placemaking features. Where practicable there should be an increase in canopy cover; and

- ***Policy 18: Landscape Character***: Development proposals are expected to integrate natural features, draw on local landscape characteristics, and respond sensitively to the transition between settlement and countryside. The Local Landscape Character Evidence Base Report is referenced within the JMNP 2 and is therefore referenced in this LVIA.

JMNP 2 Evidence Base

Site Options and Assessment 2023

2.29 The JMNP 2 evidence base includes an independently undertaken assessment of potential development Sites: 'Site Options and Assessment 2023' by AECOM[14]. This report identified

[14] https://www.melkshamneighbourhoodplan.org/np2-evidence-base - Accessed 31 July 2025.

109 development Sites. The Site was identified as being within the wider parcel reference '3552' identified within the Wiltshire SHELAA. The assessment excludes this Site from further assessment at the Stage 1 Initial Sieving stage and states (page 53):

"The Site is removed from the settlement boundary. The Site may be appropriate to be developed alongside Site 3678, 3683, 3701 and 3525 as a large urban extension of Melksham which connects to the Melksham Bypass. The Site contains several deciduous woodlands which are priority habitats. The Site also includes the designated heritage asset of Blackmore House. The Site is exposed to views across from Sandridge Hill. The Site is subject to a live outline planning application with some matters reserved (PL/2023/01949) for the demolition of agricultural outbuildings and development of up to 650 dwellings; land for primary school; land for mixed use hub (Class E / Class F); open space; provision of access infrastructure from Sandridge Common (A3102); and provision of all associated infrastructure necessary to facilitate development of the Site (access only)."

Melksham Design Guidelines and Codes

2.30 The JMNP 2 evidence base includes the Melksham Design Guidelines and Codes AECOM 2023. This provides details on character areas, the local vernacular and materials, colours and palettes. It provides design guidelines and codes including DC.03, which provides guidance on Green and Blue Infrastructure and Eco-Design.

2.31 *DC03.9 Create a Green Network* provides design guidelines on green networks including:

- *"New development should ensure that… isolated woodlands in the NPA are linked to larger green areas nearby…";*
- *"New development should facilitate the access … to the public parts of the green network, for instance footpaths, cycle paths, open green spaces, open fields, river and streams";* and
- *"Where new development is adjacent to any green corridor, either green or blue assets, it is important it fronts onto it to maximise open views."*

Local Landscape Character

2.32 The Local Landscape Character Report brings together the evidence on landscape character and setting. This is reviewed in **Section 3**.

Green Infrastructure Report 2023

2.33 The JMNP 2 evidence base Green Infrastructure Report identifies the Green Infrastructure network within the Neighbourhood Plan area. It identifies PRoW reference Bridleway MELW40 (Prater's Lane, which runs along the eastern boundary) as a key walking route and PRoW reference Footpath MELW26 (which crosses the southern part of the Site) as a priority walking route.

2.34 The report also identifies Wildlife Sites. There are none within or adjacent to the Site.

2.35 The report maps Local GI Corridors which deliver connectivity with different parts of the Neighbourhood Area, see **Image EDP 2.8**.

2.36 PRoW reference Bridleway MELW40 (Prater's Lane) is identified as 'MGI2: Green Lane'. The description states:

"Following the line of Bridleway MELW40 from Manor Farm in the north towards Totterdown Farm, which is just outside Melksham Without to the south. This is a key green walking route identified by the Steering Group, and is part of a key walking loop along with the parallel Priority Walking Route MELW26. GI opportunities here include:

- *Conserving and enhancing the biodiversity of the linear route.*
- *Improving accessibility whilst maintaining the rural character of the lane."*

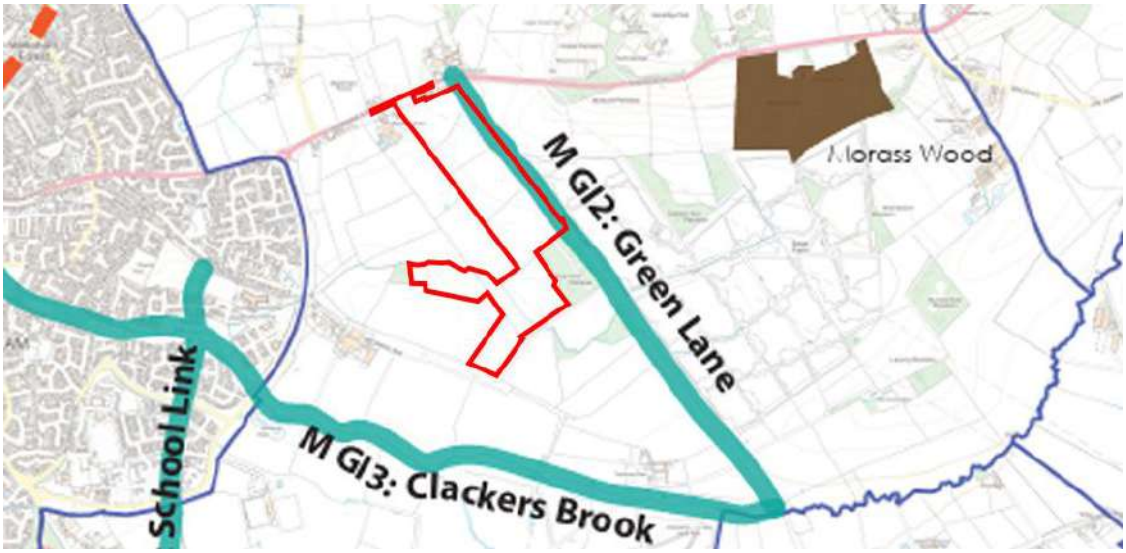


Image EDP 2.8: Extract from Map 1: Diagrammatic illustration for the Potential for Green Infrastructure.

Seend Parish Neighbourhood Plan 2020-2030

2.37 Seend Parish Neighbourhood Plan[15] identifies Local Key Views. Policy SP4: landscape and Local Key Views within the Neighbourhood Plan states that development proposals that are likely to affect any of the Local Key Views should assess the effect on the view. Representative Viewpoint **Photoviewpoint EDP 15** illustrates the view from Key Viewpoint 'C' and is assessed within this LVIA.

Western Forest

2.38 The Western Forest is a new national forest programme which was announced by the government in March 2025. It aims to create 2,500 hectares of new woodland and tree habitats by 2030, to plant 20 million new trees by 2050, to reconnect fragmented

[15]www.wiltshire.gov.uk/media/6643/Seend-Parish-Neighbourhood-Plan-2020-2030/pdf/Seend_Parish_Neighbourhood_Plan_2020-2030_Made_-_May_2021.pdf?m=637571902303070000.

woodlands and restore mosaic habitats as well as integrating agroforestry into farming systems. It will reconnect the River Avon Catchment to the Cotswolds and Mendip Hills National Landscapes spanning Gloucestershire, Wiltshire and the West of England. Five Priority Areas have been identified, guided by the Forest of Avon Plan and West of England Local Nature Recovery Strategy. The Site is located within Priority Area 3 'Upper Avon'.

2.39 The Western Forest provides fully funded support and works with a number of partners such as the Wiltshire Wildlife Trust. Design codes and guidance will be developed to support efficient and appropriate delivery of new woodland and associated habitats.

FUTURE BASELINE

2.40 Planning Application 'Land at Blackmore Farm' (reference: PL/2023/11188) was granted planning permission in May 2025. See **Image EDP 2.9** for the Illustrative Masterplan, which indicates the potential layout of residential development, a school and employment land uses.

Image EDP 2.9: Land south of Blackmore Farm: Illustrative Masterplan (Nov 24 PL/2023/11188).

2.41 The proposed changes to the existing PRoW network to the west of the Site are set out within Environmental Statement Chapter 11: Landscape and Visual Impact (ACD Environmental) and on the Illustrative Masterplan included at **Image EDP 2.9** above are briefly described below:

- PRoW Footpath reference: MELW26 which runs north-south through 'Land south of Blackmore Farm' will be retained within a wide green corridor and will form part of the main access route through the Site. The community facilities will be accommodated along the green corridor including school, playing fields and Public Open Space (POS);

- PRoW Footpath reference: MELW27 which runs east-west through 'Land south of Blackmore Farm' may be diverted through the development; and

- PRoW Bridleway reference: MELW41 runs adjacent to the southern boundary of the Site for a short section. A new non-motorised connection is proposed, as well as open space and residential development.

2.42 It is considered that existing baseline views from the PRoW network and edge of Melksham to the east of the Site across rural landscape (see **Photoviewpoints EDP 7**, **8**, **10** and **11**) will be replaced with views of a new mixed-use development including up to 500 dwellings and POS. Although there may be glimpsed views through to the Site, these will largely be interrupted by built form and new planting seen at close-range. Users of PRoW Bridleway reference: MELW41 will experience a change at the western end, with the introduction of residential development, and for those travelling west the new settlement edge will be visible in middle and close-range views. However, those travelling south-east will have their attention on the wider undeveloped countryside.

2.43 Consented Planning Application 'Land at Blackmore Farm' (reference: PL/2023/11188) will be referred to as Melksham Phase 1 within this LVIA.

Section 3
Baseline: Landscape Character

3.1 This section provides an assessment of the 'baseline' (existing) conditions in respect of the character of the Site and its landscape context. It summarises any relevant published landscape assessments that contribute to a better understanding of the landscape context. EDP has also undertaken its own assessment of the Site and the local context which is included in this section.

3.2 Each relevant published landscape character types and area and the Site and its context have been reviewed, with judgements on inherent value. Consideration is also given here to susceptibility to change and landscape sensitivity to proposals. While these are not a baseline consideration, being dependent on the Proposed Development, they are included here for clarity and to minimise repetition. Further details, including definitions, are provided within **Appendix EDP 2**.

REVIEW OF PUBLISHED LANDSCAPE CHARACTER ASSESSMENTS

National Character Assessment

3.3 At the national level, the character of England has been described and classified in the NCA profiles published by Natural England[16]. The Site and its surroundings fall within the central part of NCA 117 'Avon Vales'. This NCA stretches approximately 42km from Frome and Warminster to the south, to Malmesbury to the north, and is 643 square kilometres in total.

3.4 This NCA is summarised as:

"… an undulating, low-lying landscape of mixed, predominantly pastoral agriculture and small limestone-built towns, cut by the River Avon and its tributaries… Woodlands lie on the steeper slopes and by watercourses, and in a few other areas within a structured farmland of medium to large fields and now straggly hedgerows. It is more than 80 per cent agricultural (both arable and pasture, with some localised nurseries and market gardening) and less than 10 per cent urban, but from the late 20th century onwards it has been subject to much development… Ancient patterns of flood meadows and drainage ditches dominate these valley floors, with their wet grasslands and woodlands."

3.5 The summary is broadly representative of the landscape setting of the Site and several of the key characteristics are represented within the Site and its context, including undulating clay vale; fields of rectilinear planned enclosure; and wide views from higher areas.

3.6 The NCA provides Statements of Environmental Opportunity (SEOs), the following of which are relevant to the Site and its context:

*"**SEO 2**: Protect, manage and enhance the area's woodlands and parklands for their rich ecological, historical and archaeological resource, to foster a sense of place and to provide*

[16] https://publications.naturalengland.org.uk/publication/5095677797335040 - Accessed 20 June 2025.

benefits to wildlife, and work to establish appropriate access, thus enhancing cultural, health and recreational benefits for local residents.

SEO 3: *Plan for the creation of new landscapes associated with the expansion of towns such as Chippenham, Melksham and Trowbridge, while incorporating the existing landscape features into green infrastructure planning. This will serve the interests of local landscape character, access and recreation, biomass provision, biodiversity and water flow regulation."*

Local Landscape Character

3.7 The Site is covered by the following published Landscape Character Assessments as illustrated on **Figures 6.4** and **6.5** and **Images EDP 3.1** to **3.3** below:

- Wiltshire Landscape Character Assessment (WLCA) (2005) at the county level;
- West Wiltshire District Landscape Character Assessment (WWDLCA) (2006) at the district level (ex); and
- JMNP 2: JMNP 2 Policy 18: Landscape Character refers to the Local Landscape Character (Evidence Base Report) (2020) at the Neighbourhood Plan Level.

WLCA (2005)

3.8 The Site is covered by both the WLCA (LUC 2005) and the WWDLCA (CBA 2006). Whilst there is much overlap between these two documents for the Melksham area, their concluding categorisation of Landscape Character Types differs.

3.9 The WLCA 2005 includes chapters covering ecology, human influence, built character, perceptions, recreational influences and landscape character. It identifies 16 Landscape Types (LTs) which each have a distinct and relatively homogeneous character. The LTs are sub-divided into component LCAs see **Figure 6.4**.

Host LT/LCA: LT 12 Open Clay Vale and LCA 12B: Avon Open Clay Vale

3.10 The Site falls within LT 12: Open Clay Vale, which contains the open lowland centred on the floodplains of the Rivers Thames and Avon.

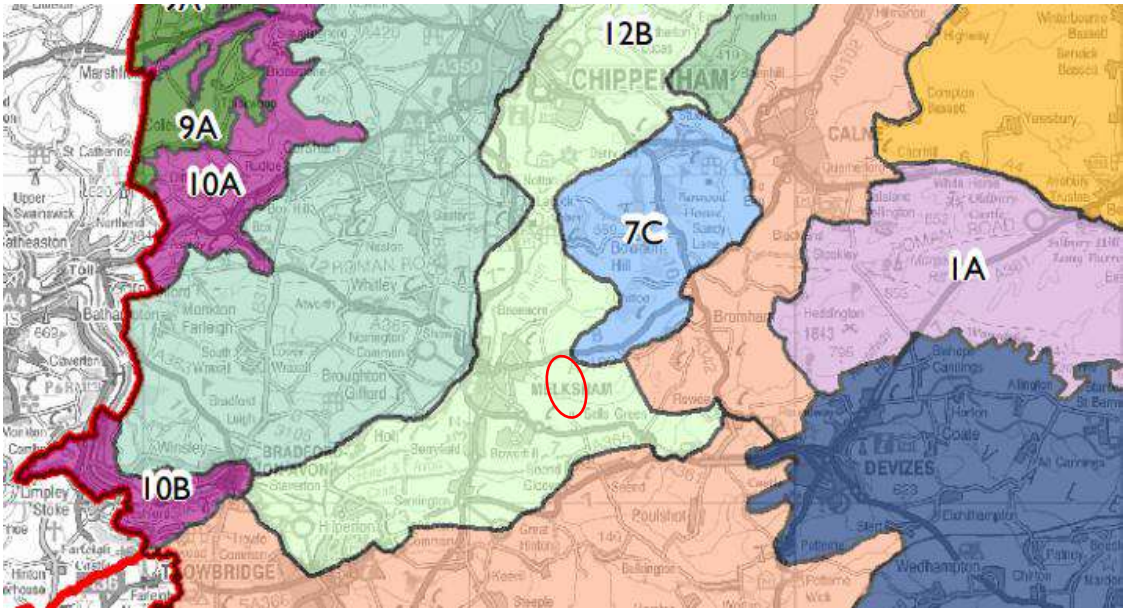


Image EDP 3.1: Excerpt of Figure 19: LCAs WLCA LUC.

3.11 The key characteristics of the LT 12: Open Clay Vale are listed below with those that are relevant (in that they are apparent across the Site and immediate surrounding area), underlined:

- *"Level land form with wide open skies and views to ridges and downs;*
- *Pastoral land use with some arable;*
- *Large scale geometric fields with hedgerows or open drainage channels defining boundaries;*
- *Presence of rivers, tributaries, drainage channels and open water bodies;*
- *Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded);*
- *Floristically rich hay meadows;*
- *Settlement pattern varies from large towns and small scattered villages to sparse farmsteads;*
- *Buildings in varied materials of brick, render and stone;*
- *Crossed by major transport corridors, and a network of minor roads linking settlements;*
- *Historic use for transport evident in canals."*

3.12 This LT is further subdivided into two LCAs. These are discrete geographic areas that possess the common characteristics described for the LT. The Site lies within LCA 12B: Avon Open Clay Vale, for which a narrative is provided within the assessment (with EDP emphasis):

"Area 12B: Avon Open Clay Vale is an extended area following the course of the River Avon from Great Somerford in the north to Bradford on Avon in the south. As well as the Avon the area is characterised by the presence of other rivers, tributary streams, lakes, and, to the south, the Kennet and Avon Canal. The Avon Open Clay Vale is a level, open area with views to the higher ground of the Limestone Ridge to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham. This urbanising influence is particularly prevalent to the south of the area while the northern section is more akin to area 12A with scattered settlement of small brick and stone built villages and farmsteads."

3.13 The WLCA provides an evaluation of the LT which covers **Positive landscape features of significance**, **Forces for change**, **Condition**, **Strength of character**, and **Inherent landscape sensitivities**.

3.14 **Positive landscape features of significance** include the following relevant features:

- *"Wide open skies and views to ridges and downs";* and
- *"Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded)".*

3.15 The **Condition** of the LT is generally judged to be **moderate.**

3.16 The **Strength of character** is assessed to be **moderate** overall, with the busy transport corridors and large urban areas being described as 'pervasive'.

3.17 **Inherent landscape sensitivities** include:

- *"Rural tranquillity";*
- *"Hedgerow pattern";*
- *"Water bodies and water ways of varied character and ecological value";*
- *"Streamside willows and other riparian vegetation.";* and
- *Wide open views…".*

3.18 The overall strategy is to conserve the elements that contribute to a rural, tranquil landscape and improve the elements in decline such as hedgerows, hedgerow trees and the visual influence of large settlement edges.

3.19 Broad management objectives include:

- *"Retain and manage the hedgerow network and nurture new hedgerow trees…";*
- *"Introduce new tree planting along watercourses using typical riparian species such as alder and willow…";*
- *"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";* and
- *"Consider screening views to intrusive urban edges through planting new woodland."*

3.20 The LT and LCA are geographically extensive, however, the Site and its context are broadly representative of the host LT, comprising level landform, views to ridges, geometric fields in pastoral use, tributaries and drainage channels, and major transport corridors. The description of the LCA adds detail relating to the tributary streams, lines of willows along watercourses and the visual influence of the edges of Melksham. It is noted that the mature and semi-mature oaks and blocks of deciduous woodland are not key characteristics within this county level assessment. The condition and strength of character is noted as 'moderate'.

Non-host LT/LCA: LT 7: Wooded Greensand Hills and LCA 7C: Bowood Greensand Hills

3.21 LT 7: Wooded Greensand Hills and specifically LCA 7C: Bowood Greensand Hills is located approximately 200m to the east of the Site. This LT and LCA overlaps with the SLA. No detailed assessment of key characteristics or special qualities has been identified for the SLA and as such, the key characteristics for the LT and LCA are considered to also describe the SLA.

3.22 The key characteristics of the LT are listed below, with those that are relevant (in that they are apparent across the Site and/or immediate surrounding area) underlined:

- *"The Greensand typically forms <u>upstanding hills</u> that have been eroded by tributaries of the major rivers into <u>a series of rounded knolls</u> and deep valleys.*
- *<u>Hills support a large proportion of woodland</u>, both deciduous and coniferous.*
- *<u>Country houses and estates, set within landscaped parkland contribute to the character of the area</u>.*
- *Distinctive pattern of settlement with villages of stone dwellings hidden in the shelter of the deep valleys.*
- *Iron age fortifications are strategically located on the hill tops.*

- *Ancient sunken lanes wind their way through the hills.*
- *Small and irregular fields characterise areas of agricultural land use.*
- *Meadows and wet woodland are typical of the valley floors."*

3.23 This LT is further subdivided into three LCAs. These are discrete geographic areas that possess the common characteristics described for the LT. The Site lies within LCA 7C: Bowood Greensand Hills, for which a description is provided (EDP emphasis):

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

3.24 The WLCA provides an evaluation of the LT which covers **Positive landscape features of significance**, **Forces for change**, **Condition**, **Strength of character**, and **Inherent landscape sensitivities**.

3.25 The **condition** of the LT is generally judged to be **good** due to a high degree of intactness and well-managed estates, although some native woodlands have been replaced with conifers.

3.26 The **Strength of character** is assessed to be **strong** overall as a result of the distinct and recognisable pattern of elements. It forms a contrast to the adjacent open chalk and clay landscapes.

3.27 **Inherent landscape sensitivities** include:

- *"Rural sunken lanes, giving framed views to the adjacent open landscapes".*

3.28 The overall strategy is to conserve. Broad management objectives include:

- *"Encourage management and restoration of parkland and designed landscapes that are characteristic of the area".*

3.29 Field visits confirmed that LCA 7C within the context of the Site, is generally consistent with this description predominantly comprising, as it does steep slopes with views out over the lowlands, parkland and pastoral land uses to the north of the A3102 and blocks of woodland enclosing views. The land uses to the south of the A3102 and closest to the Site are large scale arable fields and are more representative of LCA 12B in scale.

Non-host LT/LCA: LT 11: Clay Lowland and LCA 11C: Trowbridge Rolling Clay Lowland

3.30 This LT and LCA extend across the village of Seend which is located on a ridgeline. There are occasional glimpsed views over the clay vales to the north, however, as a result of the limited visual connectivity at the very edges of the area the extensive LT/LCA is scoped out of further assessment.

WWDLCA (2006)

3.31 The WWDLCA was carried out by CBA in 2006. The county LTs and LCAs provide the framework for the more detailed assessment of landscape units. Within the WWDLCA, 11 LTs and 40 LCAs have been identified.

3.32 The Site and its context are located within LT C: Open Clay Vale. This LT covers two LCAs. The Site falls within host LCA C1: Melksham Open Clay Vale which is located to the east of Melksham. See **Figure 6.5**.

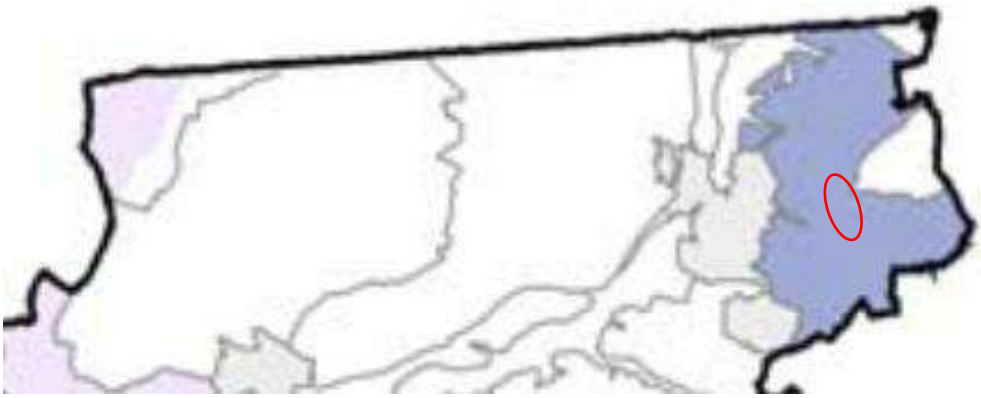


Image EDP 3.2: LCA C1: Melksham Clay Vale. Approximate Site location circled in red.

Host LT C: Open Clay Vale

3.33 The key characteristics of the LT C: Open Clay Vale are listed below, with those that are relevant (in that they are apparent across the Site and/or immediate surrounding area) underlined:

- *"Underlying geology of Alluvium and River Terrace Gravels around the watercourses and tracts of sand throughout the vales.*
- *<u>Landform generally flat, or very gently rolling throughout the area and ranges from 30 to 60m AOD</u>.*
- *<u>Dominated by a mixture of arable farmland and pasture, with hedgerows or drainage channels demarcating field boundaries</u>.*
- *<u>Settlement pattern is generally scattered</u>, consisting of small, nucleated settlements and <u>isolated farmsteads</u>.*
- *<u>The underlying geology is reflected in local building materials</u> (brick and tile) within traditional historic buildings."*

Host LCA C1: Melksham Open Clay Vale

3.34 The key characteristics of the LCA: C1 Melksham Open Clay Vale are listed below, with those that are relevant (in that they are apparent across the Site and/or immediate surrounding area) underlined:

- *"Flat, low-lying landscape (in places adjacent to the floodplain of the River Avon).*
- *Predominantly arable farmland.*
- *Relatively regular, medium-scale field pattern.*
- *General sense of openness throughout the character area.*
- *Road corridors lined in places with mature deciduous hedgerows and telegraph poles.*
- *Comprehensive footpath network.*
- *Pylons are dominant vertical elements across parts of the landscape.*
- *Scattered settlement pattern, with isolated farmsteads.*
- *Brooks and stream corridors scattered across the landscape – including Clackers Brook (a tributary of the River Avon)."*

3.35 The **Summary of Visual Character** expands upon the key characteristics and is presented as a narrative. Key references include:

- *"The landscape has a strong settled and urbanised feel in proximity to Melksham…";* and
- *"Sense of tranquillity is moderate, depending on distance from the major road corridors".*

3.36 **Inherent Landscape Sensitivities** are identified as:

- *"Predominantly intact, mature field boundaries and overall intact, coherent landscape pattern";*
- *"Open and glimpsed views across the floodplain of the River Avon (adjacent and to the west)";* and
- *"Wide, open skies, with distant views to higher downland".*

3.37 The overall Management Strategy for the area is to **conserve and enhance**. The relevant Management Objectives are to:

- *"Conserve and enhance the landscape setting of existing settlements/ urban areas (such as Melksham and Bowerhill)";*

- *"Conserve open views across the clay vale to distant downland ridges…";*
- *"Conserve and enhance the existing hedgerow network…";* and
- *"Screen visually intrusive urban edges of Melksham and Bowerhill".*

3.38 The LCA is relatively small in area, extending approximately 3.5km east of the edges of Melksham and approximately 5km from north to south. The Site and its context are broadly representative the LCA, comprising low-lying landscape, a regular, medium scale field pattern, a sense of openness, a comprehensive footpath network, dominant pylons and brooks. It is noted that since the landscape assessment was carried out that Melksham has expanded to the east introducing new housing and roads into the LCA.

Non-host LT F: Greensand Hills

3.39 LT F: Greensand Hills and specifically LCA F2: Sandridge Park Greensand Hills is located approximately 200m to the east of the Site. This LT covers two small LCAs. This area overlaps with the SLA and as such, the key characteristics for the LT and LCA are considered to also describe the SLA.

3.40 The key characteristics of LT F: Greensand Hills are listed below, with those that are relevant (in that they are apparent across the immediate surrounding area) underlined:

- *"A series of upstanding hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys.*
- *Upper Greensand geology is exposed as a band between the older clays and younger chalk.*
- *Hills are covered in several places by large patches of deciduous, coniferous and mixed woodland.*
- *Settlement pattern often consists of a series of small isolated farmsteads and hamlets and is related to a wider landscape pattern of halls with associated parkland landscapes.*
- *Series of narrow, often single track and sunken lanes snake through the hills.*
- *Predominantly agricultural land use, including arable and dairy farming.*
- *Network of hedgerows delineating field boundaries.*
- *Striking topography facilitates dramatic and often panoramic views across adjacent lowland landscape character types."*

Non-host LCA F2: Sandridge Park Greensand Hills

3.41 LCA F2: Sandridge Park Greensand Hills forms a small character area which extends outside of the District Boundary into Kennet District to the east (as 'LCA 11 Spye Parklands'). It is noted that although these character units are connected their key

characteristics are distinct and therefore LCA F2 is assessed as a contained unit of landscape character in this LVIA. It broadly follows the boundary of the SLA and abuts the north-eastern boundary of the Site.

3.42 The key characteristics of the LCA F2: Sandridge Park Greensand Hills are listed below, with those that are relevant (in that they are apparent across the northern part of the Site and immediate surrounding area) underlined:

- *"Rounded hill/ridge and steep slopes, which facilitate dramatic views across adjacent open clay vales to the north and south.*
- *Irregular patches of woodland on slopes, which provide a sense of enclosure and frame views across adjacent landscape.*
- *Sparse settlement pattern.*
- *Wooded parkland surrounding Sandridge Park (Victorian Villa, built c.1850).*
- *Landscape forms part of a wider areas of parkland landscape to the east.*
- *Mature landscape structure.*
- *Slopes covered by a patchwork of rough grassland and arable farmland/ pasture, with field boundaries delineated by mature hedgerows (and occasional single trees).*
- *Overall strong sense of tranquillity throughout the character area."*

3.43 The Summary of Visual Character expands upon these key characteristics.

3.44 **Inherent landscape sensitivities** include:

- *"Open, panoramic views across adjacent open clay vale landscape character areas."*

3.45 Management Strategy and Objectives include:

- *"Conserve dramatic open and framed views across adjacent open clay vale landscape character areas."*

3.46 Field visits confirmed that LCA F2 within the context of the Site, is generally consistent with this description predominantly comprising, steep slopes with views across the open clay vales, irregular patches of woodland, including wooded parkland surrounding Sandridge Park, and slopes which include both arable farmland and pasture.

Non-host LCA F1: Bowden Hill Greensand Hills

3.47 LCA F1: Bowden Hill Greensand Hills covers a small corner of the district and extends into LCA 11: The Spye Parklands as defined by the East Wiltshire Landscape Character Assessment. There is limited intervisibility with this LCA and its key relevant characteristics are:

- *"Steeply rising western slopes of Bowden Hill, which facilitate dramatic views across adjacent Avon limestone floodplain".*

3.48 Visually connectivity with this area is very limited and it has therefore been scoped out of further assessment.

Local Landscape Character (Evidence Base Report 2020 JMNP 2)

3.49 The Local Landscape Character Report (2020) identifies that Area 3: Open Clay Vale is the dominant landscape character of the Neighbourhood Plan Area. This Area aligns with LT C: Open Clay Vale within the WWLCA and is therefore the Site's host Area. The report includes a number of photo locations and representative photographs, of which 3E, 3F, 3G, 3H and 4A point towards the Site (see **Image EDP 3.3**).

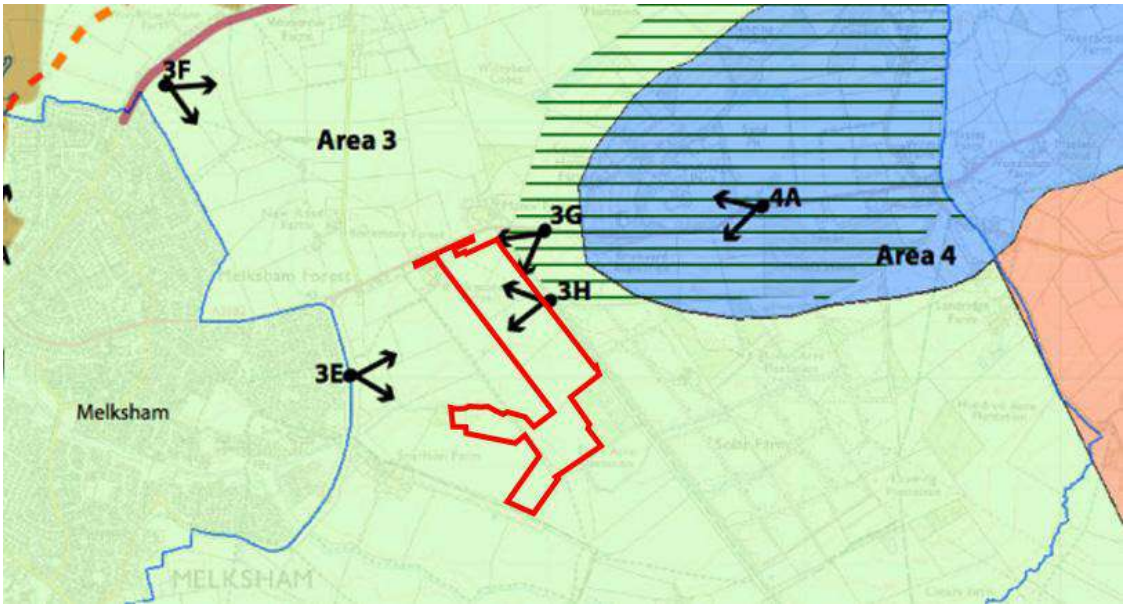


Image EDP 3.3: Extract of Map 1: LCA and Location of Recorded Views.

Host Area 3: Open Clay Vale

3.50 Key characteristics of Area 3: Open Clay Vale are the same as those identified within the West Wiltshire Landscape Character Assessment for LCA C1 with the following additions/updates:

- *"Mixed use farmland, with 'horsey culture' as a significant element to the east of Melksham";*

- *"Pylons are also visible as dominant vertical elements in certain parts of the character area and large areas of solar farms are located in areas to the East of the Neighbourhood Plan area";*

- *"Narrow rural routeways";* and

- *"A strong edge between the south of Bowerhill and the landscape through a bunded tree edge that follows an old railway route (Brazabon Way)."*

Non-host Area 4: Wooded Greensand Hills

3.51 Key characteristics of Area 4: Wooded Greensand Hills reflect those within the West Wiltshire Landscape Character Assessment (2006) with the following additions/updates:

- *"Steeply rising western slopes of Bowden Hill, which facilitate dramatic views across the Melksham open clay vale and the Avon floodplain;"* and
- *"Small-scale, intimate character of the landscape."*

3.52 The photograph locations within Map 1 (**Image EDP 3.3**) were visited as part of this LVIA. 3F is represented by **Photoviewpoint EDP 12**, 3H is represented by **Photoviewpoint EDP 2**, 3E is represented by **Photoviewpoint EDP 11** and 4A is represented by **Photoviewpoint EDP 4**.

Summary

3.53 The following landscape character areas will be assessed within this LVIA for the reasons outlined above:

- Host LCA 12B: Avon Open Clay Vale (WLCA 2005);
- Host LCA C1: Melksham Clay Vale (WWLCA 2006);
- Host Area 3: Open Clay Vale (JMNP1 2020);
- Non-host LCA 7C: Bowood Greensand Hills (WLCA 2005);
- Non-host LCA F2: Sandridge Park Greensand Hills (WWLCA 2006); and
- Non-host Area 4: Wooded Greensand Hills (JMNP1 2020).

LANDSCAPE DESIGNATIONS

3.54 **SLA 5: The higher land of Spye and Bowood Parklands** is designated within the saved Policy C3 of the West Wiltshire Local Plan. SLAs are based on the Areas of Great Landscape Value which were identified within the previous plan. Policy C3 states that the NCA description should be referred to for guidance as to characteristic attributes of the SLAs. The following descriptions within the Wiltshire and West Wiltshire LCAs are considered more relevant:

- LCA 7C: Bowood Greensand Hills (WLCA 2005);
- LT F: Greensand Hills (WWDLCA 2006); and
- Area 4: Wooded Greensand Hills ((JMNP 2 2020).

3.55 It is noted that the south-western boundary of the SLA follows field boundaries exactly and runs adjacent to MELW40/Prater's Lane for 350m as shown in **Figures EDP 6.1** to **6.6**. As set out in **Section 2** the Site falls outside, but within the setting of, the SLA. In determining the acceptability of the development in terms of effects upon the setting, the key characteristics within the published Landscape Character Assessments will be considered. As the Site falls outside the SLA potential effects of the proposals are limited to those relating to potential perceptual and sensory and indirect impacts on landscape character.

EDP LANDSCAPE CHARACTER ASSESSMENT

3.56 Site visits have taken place in May and June 2025, in sunny weather conditions with very good visibility and in December 2025. The visits were complemented by a review of aerial photography, mapping and field assessments from publicly accessible locations (e.g. from local roads and PRoW).

3.57 The following is an evaluation of the Site's character and context which is also illustrated on **Figure 6.1**. The Photoviewpoints at the end of this report illustrate the character of the landscape across the Site and the wider context.

The Site

3.58 The Site comprises nine field parcels, as shown in **Image EDP 3.4**. Seven of the field parcels are medium in scale, and geometric in shape. They sit in a broadly flat, low lying, clay vale.

Image EDP 3.4: The Site comprises nine field parcels.

The Physical Landscape

3.59 In terms of topography, the Site itself is characteristic of the surrounding gently rolling clay vale landscape described within the published assessments (see **Figure 6.3**, Topography

Plan). It slopes from high points of 51m above Ordnance Datum (aOD) and 54m aOD along the northern boundary and lower slopes of Sandridge Hill to the north-east (Fields F2, F3 and F4), down to 41m aOD along the tributary to Clacker's Brook within the southern part of the Site, within Field parcels 6, 7, 8 and 9.

3.60 The wider surrounding landscape to the south and west is subtly rolling clay vale on similar contours which range between approximately 55m aOD – 40m aOD. Clacker's Brook crosses the landscape to the south, draining into the Bristol Avon to the west. Riparian vegetation along the brook contributes to the visual containment from the south.

3.61 Hydrological features within the Site include a watercourse which runs from the south-western boundary through the southern end of the Site, where it exits at the south-eastern boundary, see **Image EDP 3.5**. The Site is also dissected by several interconnected ditches which run along field boundaries and connect to the watercourse.

Image EDP 3.5: View south illustrating slight fall in land along tributary watercourse.

Image EDP 3.6: View south towards Seend which sits on a Greensand outcrop forming a wooded horizon in views (photograph taken in May 2025).

3.62 To the immediate north-east the landscape rises in a series of upstanding hills, defined by Greensand geology, which is overlaid with a woodland and farmland mosaic, allowing for framed views over the surrounding lowlands to the north and south. Within the wider landscape setting, over 2km to the south, an outcrop of Greensand geology within the clay vale results in a ridgeline on which the settlements of Seend and Seend Cleeve sit (see **Image EDP 3.6**).

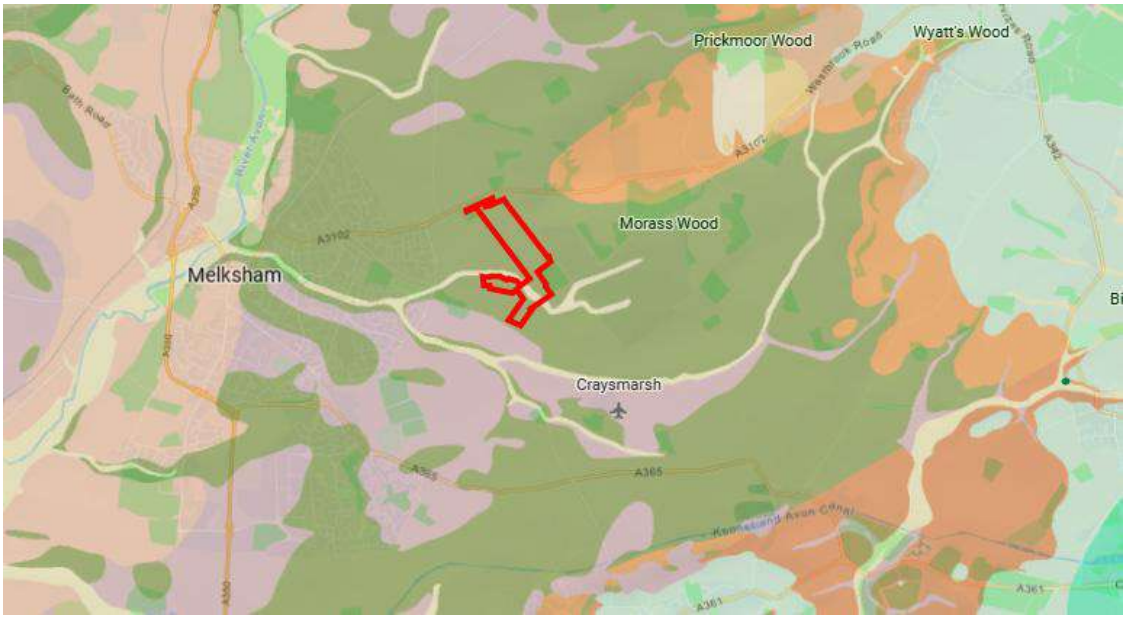


Image EDP 3.7: Geology Viewer extract © BGS Geology. Green denotes Oxford Clay Formation and orange Hazelbury Bryan Formation – Sandstone.

Landscape Fabric and Habitats

3.63 The Site itself is comprised of nine geometric arable and pastoral fields which are delineated by hedgerows and established hedgerow trees, many of which are oak. They are likely to date to late 18th to early 19th century private enclosure. Within the Site itself there is little evidence of field amalgamation since the 19th century OS maps, apart from the loss of one boundary close to Blackmore Farm where a mature oak tree marks the old field boundary (T36). Evidence suggests an agricultural association with Blackmore Farm, which is Grade II listed and located to the north-west of the Site. As such there is a relatively intact landscape structure with a degree of time depth.

3.64 There are two deciduous woodland blocks within the Site's context. Eight Acre Plantation is located adjacent to the south-eastern part of the Site and is a mature woodland comprising oak, hawthorn, ash and elm in good structural condition with an overall Category A grade (see **Image EDP 3.8**). To the immediate west of Field F9 is a small and sparse mixed broadleaf woodland block.

3.65 A bridleway runs to the immediate east of the Site and is set within a wide green lane which is named 'Prater's Lane'. This is marked on maps dating back to at least 1814 (the Enclosure Map of Melksham), providing further evidence of time depth. A footpath runs along 'Brown's Lane' which is located to the immediate south-west of the Site. Wide green lanes are characteristic of the local landscape setting.

3.66 Overall, the landscape fabric of the Site is intact although there is evidence of a declining condition of hedgerows, which are early mature and generally in poor structural condition. The bounding vegetation along the eastern boundary is overgrown and there is evidence of ash dieback and dead elm trees, see **Image EDP 3.9**.

Image EDP 3.8: Looking south towards Eight Acre Plantation (photograph taken in May 2025).

Image EDP 3.9: Looking south-east along Prater's Lane and the eastern Site boundary. View towards a mature oak with dead elm trees in the foreground (photograph taken in July 2025).

The Site's Visual and Sensory Character

3.67 The Site and its context have an open, visual character as a result of a large to medium scale regular field pattern overlaid on a gently rolling landform. Intact hedgerows, mature trees, including oaks, blocks of deciduous woodland plantations and riparian vegetation along Clacker's Brook are notable landscape features and filter longer views out towards the elevated slopes to the north and south, see **Image EDP 3.11**.

3.68 A line of 132kV pylons and overhead power lines are prominent vertical features within the north of the Site. The harsh edge of new housing along Lopes Close (see **Image EDP 3.10**) and noise from the A3102 introduce a degree of urban influence which reduces to the south as distance increases. Large scale agricultural buildings at Snarlton Farm, recreational land uses to the east of Eastern Way and the settlement edge of Melksham are evident in views to the west, although viewed at some distance. To the immediate east is an extensive solar farm which is occasionally audible from Prater's Lane. When leaves are on the trees in the summer months the solar farm is well screened, however it is apparent in views from gaps in the hedgerow along Prater's Lane during the winter months as well as from the PRoW network to the west.

Image EDP 3.10: View north towards new housing at Lopes Close (photograph taken in July 2025).

Image EDP 3.11: View towards Sandridge Hill (photograph taken in May 2025).

3.69 Overall, the Site and its context have an agricultural, rural character although there is a degree of aural and visual intrusion from the solar farm and surrounding road corridors. There is also visual intrusion from the unsoftened settlement edge and energy distribution land uses. The adjacent clay vale landscape is due to change from agricultural fields to a residential development which will influence the visual and sensory character of the Site within the near future.

Historic Landscape Character

3.70 As outlined in **Section 2**, the Site and its context have a relatively intact landscape structure dating from their enclosure in the late 18th to early 19th century. Although there are no designated heritage assets within the Site, the land has associations with Blackmore Farm which is Grade II listed. Overall, the surrounding historic routes, and historical agricultural associations and location close to Sandridge Park result in a degree of time depth to the landscape.

Cultural Connections

3.71 The Site and its context form part of the wider agricultural hinterland surrounding Melksham. Historic routes, some of which are named, cross the local landscape setting preserved in the PRoW network. The high degree of accessibility and historical legibility of the landscape contributes positively to the cultural aspects of the landscape.

Landscape Designations

3.72 The north-eastern part of the Site is located adjacent to SLA 5. There is no evidence base to support the designation of the SLA, however the descriptions within the relevant Landscape Character Assessments describe dramatic sloping and upstanding topography, a small-scale intimate landscape character, a large proportion of woodland, country houses and parklands and views across the neighbouring clay vale. The lower slopes of Sandridge Hill which is within the SLA extends within the Site. It is noted that public access into the SLA where it is adjacent to the Site is not publicly accessible, apart from along the A3102/Sandridge Common Road.

Landscape Value

3.73 Landscape value is the inherent value of the landscape resource irrespective of the type of development proposed and, as such, is determined within the baseline.

3.74 GLVIA3 and the 2021 Landscape Institute (LI) Technical Guidance Note (TGN) 02-21 assist in delivering a framework for an objective landscape assessment of value. The criteria defined within TGN 02-21 is reproduced below in **Table EDP 3.1**, with EDP's observations alongside, based on published material and from EDP's field assessment. For each of the nine criteria, the Site and local area are judged on the basis of a range from 'high', through 'medium' to 'low' in terms of the performance against these criteria.

Table EDP 3.1: Consideration of Landscape Value

GLVIA/TGN Factor	The Site
Natural Heritage: Landscape with clear evidence of ecological, geological, geomorphological or physiographic interest which contribute positively to the landscape.	**Medium**: A landscape with ecological and physiographic interest and nature conservation content. These contribute positively to the landscape and are characteristic of the landscape type. The woodlands, stream, hedgerows and established hedgerow trees contribute to ecological networks.
Cultural Heritage: Landscape with clear evidence of archaeological, historical or cultural interest which contribute positively to the landscape.	**Medium**: A landscape with some historical and cultural interest and a dimension of time depth including historic rights of way associated with agricultural activity, field patterns which are likely to be associated with the listed farmhouse.
Landscape Condition: Landscape which is in a good physical state, both with regard to individual elements and overall landscape structure.	**Medium**: A landscape with some areas that are intact and in reasonable physical condition. Some detracting elements such as large-scale pylons which have limited influence on the southern parts of the Site.
Associations: Landscape which is connected with notable people, events and the arts.	**None**: A landscape with no recorded associations to notable people, events or the arts.
Distinctiveness: Landscape that has a strong sense of identity.	**Medium**: A landscape that contains some distinct landscape types or features which are characteristic of the landscape type including wide green lanes. Towards the south of the Site features confer a strong sense of place.
Recreational: Landscape offering recreational opportunities where experience of landscape is important.	**High**: A landscape that provides a good contribution to recreational experience of the surrounding PRoW network. There is one PRoW which crosses through the Site and the Site forms the setting to other routes.
Perceptual (Scenic): Landscape that appeals to the senses, primarily the visual sense.	**Medium/High**: An open, medium-large scale landscape of some aesthetic appeal which includes mature hedgerow trees, established woodland, distinctive green lanes and small waterways within a rural landscape setting. Manmade influences are evident however including a large solar farm, energy distribution infrastructure and edge of settlement land uses.

GLVIA/TGN Factor	The Site
Perceptual (Wildness and tranquillity): Landscape with a strong perceptual value notably wildness, tranquillity and/or dark skies.	**Low to Medium**: A landscape which varies in terms of its perceptual values from north-west (Low) to south-east (Medium). The landscape is not wild, being agricultural land close to the settlement edge including along the A3102. In terms of dark skies there is varied light pollution, with the darkest areas being located to the south-east where the landscape is furthest from settlement. Tranquillity also increases with distance from settlement.
Functional: Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape.	**Medium**: A landscape with some identifiable or valuable function that contributes to hydrological functions and Green Infrastructure networks. There are physical links to the locally designated Special Landscape Area which is located to the north-east of the Site.

3.75 Having assessed the Site in accordance with TGN 02-21, overall, it is considered to be of a **medium** value in the round, although the recreational value is noted.

3.76 The landscape is within a changing landscape context. It is considered that, as Melksham Phase 1 to the west of the Site is developed, the perceptual aspects of the Site will reduce slightly, and the surrounding landscape will become more influenced by urbanising influences from the new settlement edge, reducing its overall perceptual value slightly.

Landscape Value of Other Landscape Receptors

3.77 The value of SLA 5: The Higher Land of Spye and Bowood Parklands to the immediate north-east of the Site is recognised as having a **high** landscape value through its designation and the relevant published Landscape Character Assessments which refer to a 'good' condition and 'strong' landscape character (Wiltshire Landscape Character Assessment 2005). It is considered that in the immediate setting of the Site the landscape character is disrupted by large scale pylons, noise and movement along the A3102, and the larger scale fields which are more in keeping with the clay vale landscape. The value is considered to therefore be reduced slightly in this location.

SENSITIVITY OF THE LANDSCAPE RECEPTORS

3.78 The following paragraphs describe the sensitivity of the landscape receptors as assessed by EDP and within published documents. Value and susceptibility to change are considered independently in accordance with best practice guidance and with reference to the definitions included within **Appendix EDP 2** (Methodology).

Susceptibility

3.79 On the basis that defining susceptibility to change requires an understanding of the development proposed, and how it might be accommodated into the Site context, a brief summary of the key characteristics of the development are provided below:

- Built form is focused on the least sensitive parts of the Site, with appropriate set back of development from the edge of the SLA and large areas of open space incorporated to the south to allow for a sensitive transition to the wider countryside;
- The existing landscape structure contributes to landscape character and containment and will be retained, protected end enhanced as part of the placemaking within the development;
- The Proposed Development will extend no further south than the future settlement edge to the west and has been designed to respect the adjoining areas of settlement in terms of layout and massing;
- Green corridors are retained to break up the massing of built form;
- Built form is no higher than 3 storeys on the lower contours and up to 2 storeys on the higher contours to reduce the visual impacts of height of the proposed built form; and
- Development is approximately 36 dwellings per hectare (dph).

3.80 In terms of the landscape structure, the Site is a medium scale rural landscape which has an intact pattern, with a degree of complexity provided by the vegetation on-Site which includes woodland blocks, mature trees and intact hedgerows. Most of these features are in reasonable condition. These elements are susceptible to change but on-Site woodland provides some opportunity to accommodate development through screening. In terms of its visual susceptibility, the Site has a relatively contained visual envelope as a result of settlement to the west and the combination of landform and vegetation features, including along Clacker's Brook in the localised setting. However, there are visual connections from the Site towards neighbouring LCAs and the SLA which are located on the ridges/downs to the north and south. The accessibility of the landscape via the surrounding PRoW network and the proximity of the landscape to a locally designated landscape area increases the susceptibility of the Site to residential development. In terms of the experiential and aesthetic qualities of the Site, the landscape has a reasonable degree of rural scenic quality with some intrusions from nearby human activity and land uses, including the large-scale pylons, modern agricultural buildings, recreational use and the existing modern settlement edge at Melksham, as well as an incongruous development edge along Lopes Close.

3.81 Overall, it is considered that the Site has an overall **medium** susceptibility to a residential development which incorporates integral and embedded mitigation within the layout design as set out above.

Overall Sensitivity of the Character of the Site

3.82 The sensitivity of landscape character is based on a consideration of its inherent value and its susceptibility to the Proposed Development. The susceptibility of the landscape resource is defined as the ability of the receptor (whether overall character, individual fabric elements or perceptual aspects) to accommodate the Proposed Development.

3.83 As set out above, the Site is judged to have a **medium** susceptibility which, when combined with its varied **medium** landscape value, is considered to have a **medium** sensitivity overall, although it is acknowledged that the interface with the SLA will have a slightly higher sensitivity.

Sensitivity of Host LCA 12B Avon Open Clay Vale (WLCA 2005)

3.84 The main value of the geographically extensive host LCA (described by both the key characteristics of the LT and the LCA description) is its mixed arable and pastoral farmland on broadly level landform which allows for long views to the limestone ridges and downs. The large to medium-scale field pattern is demarcated by hedgerows some low-flailed and drainage channels, crossed by brooks and stream corridors. There is a general sense of openness, a comprehensive footpath network, and rural green lanes. The settlement pattern varies with large towns and scattered villages present, as well as isolated farmhouses, however the description of the LCA notes that urbanising influences are particularly prevalent to the south of the area. This is a largely undesignated landscape; however, a small section is covered by SLA 5 where the landform rises to the north-east. The overall value of the host LCA is considered to be **medium**, becoming elevated to **high** where it crosses into SLA 5.

3.85 The presence of features such as the visual influence of large modern development on the edge of Melksham, and transport routes detract from the landscape's tranquillity within the context of the Site. However, the relatively level landform which leads to a general sense of openness and long views elevates the susceptibility of the LCA which is reduced to a degree by the riparian vegetation along watercourses to the south-west of the Site and the hedgerows and trees around field parcels, resulting in an overall **medium** susceptibility to residential development in the Site's context.

3.86 Based on the above it is considered that the sensitivity of the host LCA is **medium** overall and **high** within the SLA.

Sensitivity of the Host LCA C1 (WWDLCA 2006 CBA)

3.87 The main value of host LCA C1: Melksham Open Clay Vale is its low-lying topography, predominantly arable farmland, which is organised within a regular, medium-scale field pattern. There is a scattered settlement pattern with isolated farmsteads, and brook and stream corridors across the landscape. There is a general sense of openness, with distant

views to downland, and the landscape is accessible via a comprehensive footpath network and narrow rural routeways. It is noted that SLA 5 crosses into the LCA elevating the value to high to the north-east. Overall, the value of LCA is considered as **medium**, rising to **high** in the SLA.

3.88 The presence of features such as dominant vertical pylons, large solar farms to the east and descriptions of some gappy hedgerows, noise and visual intrusion of the A3102, and the strong settled and urbanised feel in proximity to Melksham detract from the overall tranquillity. However, the sense of openness, reduced in places by deciduous copses, results in an overall **medium** susceptibility to residential development in the Site's context.

3.89 Based on the above it is considered that the sensitivity of the host LCA is **medium** overall.

Sensitivity of Area 3: Open Clay Vale (JMNP 2 2020)

3.90 Area 3 is closely aligned to the description of LCA 1. It is therefore considered to have a **medium** value and susceptibility resulting in a **medium** sensitivity overall.

Sensitivity of Non-host LCA 7C: Bowood Greensand Hills (WLCA 2005)

3.91 The value of Non-host LCA 7C: Bowood Greensand Hills is the well-wooded, upstanding topography which is varied by small valleys and tributaries. The slopes are used for pastoral farming with small and irregular fields demarcated by intact hedgerows. Historic houses and parkland dominate the area, and there is a distinctive settlement pattern of small linear villages. The area falls within SLA 5 and is therefore recognised as having a **high** landscape value overall. It is considered that within the context of the Site not all of the key features are present.

3.92 The Landscape Character Assessment notes that there are wide views over the lowlands to the west, so despite the otherwise intimate and enclosed wooded character the susceptibility of the LCA to a type of development within the lowlands which is already represented within the view is judged to be **high.**

3.93 Within the Site's context the sensitivity of the LCA is considered to be **high**.

Sensitivity of Non-host LCA F2 (WWDLCA 2006)

3.94 The valuable characteristics of Non-host LCA F2 include the rounded hill, patches of woodland, parkland character surrounding Sandridge Park which connects to wider areas of parkland landscape to the east, mature hedgerows around a patchwork of mixed farmland and overall sense of tranquillity away from the A3102 corridor and dramatic views. The area falls within SLA 5 and is therefore recognised as having a **high** landscape value overall.

3.95 Although the woodland framework provides a degree of visual containment, the landscape remains moderately susceptible to change arising from inappropriate development in its setting, particularly where it may affect its perceived tranquillity and panoramic views. Tranquillity is already reduced in the location of the Site where the A3012 fragments the landscape and exerts a localised urbanising reducing the susceptibility to development.

Furthermore, views are already characterised by residential development at the edge of Melksham. The susceptibility of the LCA to a type of development is judged to be **high.**

3.96 Overall, the sensitivity of the Non-host LCA F2: Sandridge Park Greensand Hills and Area 4 within the Site's context is assessed as **high**.

Sensitivity of Area 4: Wooded Greensand Hills (JMNP 2 2020)

3.97 Area 4 is closely aligned to the description of LCA 1. It is therefore considered to have a **high** value and **high** susceptibility resulting in a **high** sensitivity overall.

Sensitivity of SLA 5: The Higher Land of Spye and Bowood Parklands

3.98 SLA 5: The Higher Land of Spye and Bowood Parklands has a **high** landscape value although as discussed in paragraph 3.77 the value in the immediate Site setting is reduced slightly. It is considered that tranquillity and views over the lowlands are two of its key characteristics and therefore in line with the assessment for the LCAs above it is considered to have a **high** susceptibility to development in its context, resulting in a **high** sensitivity.

3.99 The landscape character receptors to be assessed within this LVIA are summarised in **Table EDP 3.2** for convenience.

Table EDP 3.2: Landscape Character Receptor Summary

Receptor	Value	Susceptibility	Overall EDP Sensitivity
The Site	Medium	Medium	Medium
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	Medium rising to High within the SLA	Medium	Medium
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA)	Medium rising to High within the SLA	Medium	Medium
Area 3: Open Clay Vales (JMNP 2 2020)	Medium rising to High within the SLA	Medium	Medium
Non-Host LCA 7C Bowood Greensand Hills (WLCA 2005 LUC)	High	High	High
Non-Host LCA F2 Sandridge Park (WWDLCA 2006 CBA)	High	High	High
Area 4: Wooded Greensand Hills (JMNP 2 2020)	High	High	High
SLA 5: The Higher Land of Spye and Bowood Parklands	High	High	High

LANDSCAPE RESOURCE DESIGN IMPLICATIONS

3.100 As part of the landscape character baseline, key constraints and opportunities have been identified as follows:

- The existing internal and peripheral vegetation should be retained on-site where possible, to reinforce the local landscape character and in light of its high ecological and arboricultural interest and value;

- Development should be set back from the southern parts of the Site to respect and respond to the rural landscape setting and context, which includes the tributary to Clacker's Brook, Eight Acre Plantation, small woodlands associated with the watercourses and isolated farmhouses;

- Development should be set back from the SLA to the north-east of the Site, and from Bridleway MELW41 and Footpath MELW26;

- Opportunities should be sought for Green Infrastructure connections and enhancements to Prater's Lane and the tributary to Clacker's Brook (identified as MGI2 and MGI3 within the JMNP 2 Green Infrastructure Report); and

- The Site lies within a rural landscape which has a future baseline as described in **Section 2**. This provides opportunities to connect Green Infrastructure corridors with the adjacent development to ensure the proposals respond to the future baseline.

Section 4
Baseline: Visual Amenity

INTRODUCTION

4.1 Visual amenity (as opposed to 'visual character' described in the previous section) is not about the visual appearance of the Site, but the number, distribution and character of views towards, from or within the Site. An analysis of visual amenity allows conclusions to be reached about who may experience visual change, from where and to what degree those views will be affected by the Proposed Development.

4.2 This section describes the existing views; changes to views wrought by the Proposed Development are analysed in **Section 6**. An analysis of existing views and the 'receptors' likely to experience visual change is conducted in three steps, described in turn below.

OVERVIEW

4.3 The ZTV (produced at the outset to inform study areas) is refined by walking and driving local roads, rights of way and other publicly accessible viewpoints to arrive at a more accurate, 'field-tested' zone of primary visibility (ZPV). The ZPV is where views of the Proposed Development would normally be close-ranging and open, whether in the public or private domain, on foot, cycling or in a vehicle. At this stage, the ZPV is based on the broad development type of medium density residential where a detailed assessment of the development proposals on the visual amenity is included at **Section 7**. In this instance, the field assessment was undertaken by a qualified landscape architect on 14 May 2025 and 22 December 2025 in bright and clear weather and therefore confidently predicts the extent of summertime and wintertime views of the Proposed Development.

4.4 A Zone of Secondary Visibility (ZSV) has been identified where the Proposed Development would only be partially visible in oblique views or glimpsed from medium and long-distance viewpoint locations. See **Figure 6.6**.

4.5 **Figure 6.6** illustrates the viewpoints which have identified findings of the visual appraisal, from which it can be seen that the ZPV extends as follows:

- **To the north**: Localised views are interrupted by intervening ribbon development along the road corridor, although glimpsed views are possible where gaps exist. To the north of the A3102/Sandridge Common, landform is on similar levels and potential views are heavily filtered by layers of vegetation along field boundaries;

- **To the east**: There are a variety of close-range views along PRoW Bridleway MELW40/-Prater's Lane which runs along the eastern boundary. The northern section of the PRoW runs along rising ground and open views across the Site become available for approximately 350m, with the settlement edge of Melksham forming a backdrop in the middle distance. To the south of the Bridleway views become contained by woodland and falling landform. Middle-distance views to the east of the Bridleway are

filtered by intervening vegetation, although within the SLA to the north-east the topography rises allowing for framed oblique views from the A3102. It is noted that although the potential intervisibility extends across the SLA in this location that the landscape is not publicly accessible, apart from via the road corridor;

- **To the south**: There are a variety of views from the PRoW network which crosses the landscape setting to the south, including open, framed and filtered views, many of which are due to change as a result of the future baseline. These views become screened by intervening riparian vegetation along Clacker's Brook in middle-distances; however, where the landform rises up to a ridge at Seend and Seend Cleeve (2.5km+ to the south) elevated panoramic views are available across the low-lying open clay vale landscape to the north; and

- **To the west**: There are filtered, partial views from the PRoW network to the west extending as far as Eastern Way where vegetation and bunding along the road corridor restrict views. The intervening landscape is due to change from agricultural fields to a residential estate as a result of development at planning permission reference: PL/2023/11188.

DEFINING RECEPTOR GROUPS

4.6 Within the ZPV and wider area, the people ('receptors') likely to experience visual change can be considered as falling into a number of discernible groups.

Rights of Way Users

4.7 PRoW users are typically given a high sensitivity due to their dominant recreational usage. Users of the following PRoW routes have been considered as part of this assessment:

Bridleway Reference MELW40 (10m east of Site)

4.8 Bridleway MELW40 runs south-east from A3102/Sandridge Common along the eastern boundary of the Site (approximately 680m). It is located within a wide green lane named 'Prater's Lane' and is c.2km long overall. Green lanes are characteristic of the local landscape. Users experience a variety of close-range views across the Site, both moving north and south, as a result of varying landform and vegetation features. Views across the Site are most apparent where the landform crests the lower slopes of Sandridge Hill (55m aOD) close to the northern section of the Site (see **Photoviewpoint EDP 2**). These views are characterised by views of built form including new housing at Lopes Close, Blackmore Farm and agricultural outbuildings, settlement at the edge of Melksham in the middle distance and a line of large-scale 132kV pylons. In winter, filtered views towards the solar farm to the east become available from sections of the Bridleway where there are gaps in the hedgerows.

4.9 Views become more filtered as the land falls to the south and become screened altogether adjacent to, and to the south of Eight Acre Plantation. As receptors move south along the Bridleway there is therefore a change in character, from open views characterised by views towards Melksham, to a rural lane contained by vegetation.

Footpath Reference MELW26 (within the Site)

4.10 Footpath Reference MELW26 runs south-east from A3102/Sandridge Common and connects to the wider PRoW network to the south. Along its northern section it is 145m to the west of the Site boundary and it crosses the western part of the Site to the south. Users have open views of the Site and surrounding landscape setting along the majority of the route, as they move both north and south. Within the Site, receptors have views north towards Blackmore Farm outbuildings and properties on Lopes Close. To the north-west views towards the edge of Melksham are filtered by hedgerows and mature trees and to the east, views terminate at Eight Acre Plantation. This route also crosses Melksham Phase 1 and views are due to change as described in **Section 2** (see **Photoviewpoint EDP 10**).

Bridleway Reference MELW41 (15m to south-west of the Site)

4.11 Bridleway Reference MELW41 is 1.7km long and extends from the hamlet of Redstocks, north across Clacker's Brook and then north-west towards Melksham along a green lane named 'Brown's Lane', where it passes adjacent to the southern boundary of the Site. The southern part of the route is set within narrow lanes and views northwards are restricted. Where the route runs within 'Brown's Lane' close-range, filtered views of the Site become available for users travelling north-west for approximately 850m. There is a visual connection to Sandridge Hill within the SLA. Views north-west are seen in the context of the existing settlement edge in the distance (see **Photoviewpoint EDP 7**).

Footpath Reference MELW27 (150m to west of the Site)

4.12 Footpath Reference MELW27 connects Eastern Way to MELW26 and crosses Melksham Phase 1. Users travelling east currently have views across the Site and wider rural countryside, including towards Sandridge Hill within the SLA. Views are filtered by mature intervening vegetation which will be less restricted in the winter months. See **Photoviewpoint EDP 11** which illustrates views east from the PRoW close to the junction with MELW26.

Footpath Reference MELW22 (280m to the south of the Site)

4.13 Footpath MELW22 runs along Clacker's Brook to the south of the Site and provides connection between Eastern Way and MELW26. Receptors travelling east and west have oblique views towards the Site, which lies beyond Brown's Lane and is filtered by layers of intervening vegetation. (See **Photoviewpoint EDP 9**).

Footpath Reference MELW30 (320m to the south of the Site)

4.14 Footpath Reference MELW30 traverses a large, flat field approximately 320m to the south of the Site and provides connection between MELW40 and MELW41. Receptors travelling in a south-easterly direction have their attention directed towards the wider countryside; however, those travelling north-west gain glimpsed and framed views of the Site between woodland features, including Eight Acre Plantation and the woodland block to the west of Field F9. The existing settlement edge of Melksham is visible in the distance although heavily filtered when leaves are on the trees, becoming less restricted in winter. There are views towards Sandridge Hill within the SLA (see **Photoviewpoint EDP 7**).

Footpath Reference MELW23 (600m to the south of the Site)

4.15 Footpath Reference MELW23 runs from Eastern Way, 1.3km towards the hamlet of Redstocks. Views towards the Site are heavily filtered by riparian vegetation along Clacker's Brook. As a result of a combination of intervening vegetation features, distance and the direction of travel of receptors it is considered that views will be extremely restricted.

Footpath Reference MELW60 (560m to the north of the Site)

4.16 Footpath Reference MELW60 runs west from New Road. There are medium range views across the clay vale landscape towards the Site and Sandridge Hill is a prominent backdrop within the view. As a result of a combination of intervening vegetation features around fields, built form and distance, there are no views of the Site, and the footpath is scoped out of further assessment.

PRoWs Between 1km - 3.2km

4.17 In the wider area a network of PRoW crosses the landscape between Seend and Seend Cleeve to the south and the hills around Bowden Hill to the north. These are discussed individually and in groups below.

Bridleway Reference MELW25A (1.2km to the east of Site)

4.18 Bridleway Reference MELW25A is 1.6km and climbs north across undulating land from Clacker's Brook towards Brick Hill. To the east of the Sandridge Solar Farm it runs across a small ridgeline where some views are gained towards the Site (see **Photoviewpoint EDP 6**).

Group to South: MELW20 and MELW24 and SEEN20A (c.1.2km to the south of Site)

4.19 Footpaths Reference MELW20 and MELW24 cross flat agricultural landscape to the south of Redstocks. SEEN20 and 20A run south of Bath Road towards the Kennet and Avon Canal. Although there are filtered views towards Sandridge Hill within SLA 5, views towards the Site are heavily filtered by layers of intervening vegetation. The footpaths are therefore scoped out of further assessment.

Bridleway/Footpath Reference SEEN6 (2.5km to the south of Site)

4.20 Bridleway Reference SEEN6 runs east-west across the ridgeline to the north of the village of Seend. It connects to Footpath SEEN6 which has similar views out to the north. It is located 2.5km to the south of the Site and provides occasional opportunities for panoramic views across the clay vale lowlands to the north, between gaps in bounding vegetation. Views are oblique and at some distance and represented by **Photoviewpoint EDP 14**. This view is noted within the Seend Neighbourhood Plan as Local Key View C.

Footpath Reference MELW67 (2.65km to north-west of Site)

4.21 Footpath MELW67 runs along low-lying land along the River Avon. Long distance views area available, however as a result of distance, intervening vegetation and built form there are no views of the Site, and the footpath is scoped out of further assessment.

Footpath Reference BROM57/MELW88 (3.2km to the north-east of Site)

4.22 Footpath reference BROM57 provides connection between Bowden Hill and Chittoe and traverses land within Spye Park RPG and the SLA. It is located 3.2km to the north-east of the Site and provides occasional opportunities for panoramic views across the clay vale lowlands. Footpath MELW88 has similar views across a small section to the north. Views are oblique and at some distance and represented by **Photoviewpoint EDP 13**.

Road Users

4.23 Users of A roads and motorways are typically given a low sensitivity while users of minor roads and lanes are generally given a medium sensitivity. Users of the following road routes have been considered as part of this assessment:

A3102/Sandridge Common Road (northern boundary)

4.24 A3102/Sandridge Common Road runs east-west providing connection between Melksham and A342 to the east. It runs past the northern boundary of the Site for 75m. Road users travelling east and west to the immediate north of the Site have transient, oblique views across the northern field and glimpsed views of the vertical elements within the Site, which include trees and a line of 132kV pylons (see **Photoviewpoint EDP 1**). Views are interrupted by linear roadside development for much of this section. Road users travelling west gain elevated views as they descend Sandridge Hill. These are partially filtered by layers of intervening vegetation see **Photoviewpoint EDP 5**.

Eastern Way (500m to west of Site)

4.25 Eastern Way is a new road which currently forms the edge of Melksham and, where it is close to the Site, it travels in a north-south direction. It connects to the A3102 at the northern end. The road has wider embanked verges on the eastern side and the verge is lined by a mixture of tree groups, trees and hedgerows. Views towards the Site are oblique and transient, however, become apparent where gaps open up close to Snarlton Lane and the junction with A3102 (see **Photoviewpoint EDP 12**).

New Road (325m west of Site)

4.26 New Road runs between Woodrow Road and A3102/Sandridge Common Road. It is 325m from the Site at the closest point. Although there are glimpsed views towards built form along the A3102/Sandridge Common Road views of the Site itself are not possible as a result of roadside vegetation and intervening built form, and it is scoped out of further assessment.

Woodrow Road/NCN Route 403 (1.25km to the north of Site)

4.27 NCN route 403 runs along Woodrow Road to the north of the Site at the closest point. Views towards the Site are restricted by intervening landform, built form and vegetation from much of the route although there may be glimpsed views from a 200m section where roadside vegetation is low.

Residential Dwellings/Groups

4.28 Views from private residential properties, although likely to be of high to very high sensitivity to changes in the view, are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application. However, they remain relevant to this review of the predicted extent and nature of visual change, so are reviewed briefly below.

Residential Group 1: 288-295 Sandridge Common

4.29 Property Numbers 295, 294, 293, 290a, 290, 290a, 289, 288 Sandridge Common are located to the west of Blackmore Farm. Rear gardens and elevations face south and are likely to have partial views across the Site. Their views are due to change as a result of development at Melksham Phase 1. They have a **high** sensitivity. See **Image EDP 4.1** below.

Residential Group 2: Blackmore House and Farm

4.30 Blackmore Farm (**Image EDP 4.2**) and Blackmore House are located to the immediate west of the Site. Blackmore Farm is surrounded by agricultural outbuildings and views are likely to be restricted by surrounding built form, although partial glimpsed views may be possible. The rear elevation of Blackmore House faces towards Melksham Phase 1 and has oblique views towards the Site. They have a **high** sensitivity.

Image EDP 4.1: Balckmore House (photo taken May 2025).

Image EDP 4.2: Blackmore Farm (photo taken May 2025).

Residential Group 3: 1-12 Lopes Close

4.31 Lopes Close numbers 1-12 are located along the northern boundary of the Site. They have been built in the past five years, and rear garden vegetation is not yet mature. They have open, unfiltered views across the Site from rear windows and gardens. They have a **high** sensitivity.

Image EDP 4.3: Houses on Sandridge Common: Group 1 (photograph taken in May 2025).

Image EDP 4.4: Blackmore House and part of Lopes Close. (photograph taken in May 2025).

Residential Group 4: 254 and 256

4.32 Property numbers 254 and 256 are two dwellings located to the immediate north of Blackmore Farm and House. They are located approximately 80m to the west of the Site boundary. They have oblique views towards the northern boundary of the Site. They have a **high** sensitivity.

Manor Farm

4.33 Manor Farm is located approximately 62m to the north of the Site, on the northern side of Sandridge Common/A3102. The façade faces south; however, the property has mature garden boundaries and is set back from the road. As a result of this, intervening built form at Lopes Close it is not considered to have views. It has therefore been scoped out of further assessment. It has a **high** sensitivity.

Residential Group 5: Little Snarlton Farm/Snarlton Farm

4.34 Little Snarlton Farm and Snarlton Farm are located approximately 360m to the south-west of the Site at the closest point. The facades face south or west as shown in **Image EDP 4.6** There is a belt of trees to the north of Little Snarlton Farm and agricultural buildings are located to the north and east of Snarlton Farm and are likely to restrict views towards the Site. They have a **high** sensitivity.

Tanhouse Farm

4.35 Tanhouse Farm is located 650m to the south of the Site. It is built on an east-to-west axis and therefore does not face the Site. Its surrounding farmyard, vegetation along the curtilage and orientation means that it is unlikely to have anything other than glimpsed, oblique views from upstairs windows as illustrated in **Image EDP 4.5**. It is scoped out of further assessment.

Image EDP 4.5: Tanhouse Farm (photo taken May 2025).

Image EDP 4.6: Western frontage of Little Snarlton Farm with barns to east (photo taken May 2025).

Other Receptors

4.36 Visual receptors visiting commercial buildings are typically given a low sensitivity as the landscape has limited importance to the activity. People at their place of work normally have a very low sensitivity. Those involved in outdoor sport typically have a medium sensitivity.

Melksham Town Football Club

4.37 Melksham Town Football Club is located 645m to the south-west of the Site at the closest point. Views towards the Site are heavily filtered by vegetation and distance and it is scoped out of further assessment.

Commercial Units at Snarlton Farm

4.38 Snarlton Farm is surrounded by a series of large agricultural units which are used for commercial businesses. Views for visitors and workers are likely to be restricted from most of these units by bounding vegetation, apart from at field gateways, as shown in **Image EDP 4.7** and **4.8**.

Landscape Character and Visual Amenity of Visitors to Spye Park RPG

4.39 Spye Park list entry states that it is the remains of an early C18 garden by Stephen Switzer, set in late C18 pleasure grounds and a landscape park, with further late C19 landscaping. It also notes that there are *"good views from the house site, the gardens, and from the higher ground in the park, to the south-west".* There is some public access to the Woodland Trust Woods and along the PRoW Footpath reference BROM57 which runs through farmland to the south-west of the former house but no formal access to visit and appreciate the landscape park and pleasure gardens, and therefore the visual amenity of visitors has not been assessed further.

4.40 Intervisibility with the clay vale context of the Site extends across a small area of farmland to the south-west of the former house, parkland and gardens which is crossed by the footpath. However, no views have been identified from the parkland itself. Therefore, only views from PRoW Footpath reference BROM57 have been assessed further.

Image EDP 4.7: Commercial units at Snarlton Farm (photo taken May 2025).

Image EDP 4.8: Commercial units at Snarlton Farm (photo taken May 2025).

DEFINING REPRESENTATIVE VIEWPOINTS

4.41 Within the ZPV, there are clearly many individual points at which views towards the Site are gained. EDP has selected a number of viewpoints that are considered representative of the nature of the views from each of the receptor groups. The selection of the representative viewpoints is based on the principle that the assessment needs to test the 'worst case' scenario, and in selecting these viewpoints, EDP has sought to include:

- A range of viewpoints from all points of the compass, north, south, east and west;
- A range of viewpoints from distances at close quarters at the Site boundary and up to distant viewpoints at 3km and more from the Site; and
- Viewpoints from all the above receptor groups.

4.42 The representation of views is supported by 15 Photoviewpoints (PVPs). Their location is illustrated on **Plan EDP 7**. Photographs from the selected viewpoints are contained in **Appendix EDP 4**. The purpose of these viewpoints is to aid assessment of visual receptors. These viewpoints are not assessed separately.

Table EDP 4.1: Representative Photoviewpoints

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
1	View south-east from A3102/ Sandridge Common	392626, 164525	On Site boundary; View south-east	Road Users Low Sensitivity
2	View north-west from PRoW Bridleway ref. MELW40/ Prater's Lane	392993, 164324	10m; west	PRoW Users High Sensitivity
3	View west from PRoW Bridleway ref. MELW40/ Prater's Lane	392221, 164027	10m; west	PRoW Users High Sensitivity

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
4	View north-west from PRoW Bridleway ref. MELW40/ Prater's Lane	393221, 164027	10m; west	PRoW Users High Sensitivity
5	View south-west from A3102/ Sandridge Common (within the SLA)	393622, 164578	670m; south-west	Road Users Medium Sensitivity
6	View west from PRoW Bridleway ref. MELW25A	394381, 163501	1.19km; west	PRoW Users High Sensitivity
7	View north-west from PRoW Footpath ref. MELW30	393599, 163244	620m; north-west	PRoW Users High Sensitivity
8	View north-east from PRoW Bridleway ref. MELW41/ 'Brown's Lane'	392944, 163446	15m; north-east	PRoW Users High Sensitivity
9	View north-east from PRoW Footpath ref. MELW22	392674, 163129	420m; north-east	PRoW Users High Sensitivity
10	View north-west from PRoW Footpath ref. MELW26 (within Site)	393056, 163626	0m; north-west	PRoW Users High Sensitivity
11	View south-east PRoW Footpath ref. MELW26	392517, 164310	250m; south-east	PRoW Users High Sensitivity
12	View east from Eastern Way (close to PRoW MELK105/ MELW41)	392215, 163786	410m; east	Road Users/ PRoW Users Low Sensitivity/ High Sensitivity
13	View south-east from Woodrow Road/National Cycle Network Route 403	391698, 165375	1.29km; south-east	NCN/ Users on a minor road High Sensitivity/ Medium Sensitivity
14	View south-west from PRoW Footpath ref. BROM57 (within Spye Park RPG and the SLA)	394623, 167188	3.20km; south-west	PRoW Users Very High Sensitivity
15	View north-west from PRoW Bridleway ref. SEEN6	394235, 161295	2.52km; north-west	PRoW Users High Sensitivity

VISUAL RESOURCE DESIGN IMPLICATIONS

4.43 As part of the visual baseline, key constraints and opportunities have been identified. These are as follows:

- An undeveloped buffer along the eastern boundary should be incorporated to provide for a transition between the settlement edge and the wider countryside and to offset development from sensitive receptors along the bridleway;
- Areas of more elevated land along the eastern boundary which abuts the SLA should remain free from development and could be used for POS;
- Views towards the unsoftened urban edge created by new housing along Lopes Close could be screened by new planting within the design; and
- Where the character of the bridleway becomes more rural to the south, views towards the proposed dwellings should be screened by planting to retain its character.

Section 5
Cumulative Projects

5.1 Cumulative Projects that will be considered and appraised in the assessment of cumulative effects using the methodology and criteria set out in ES Chapter 11, are detailed in **Table EDP 5.1** with the locations shown on ES Figure 11.1, and an extract at **Image EDP 5.1** below.

5.2 The thirteen cumulative schemes are illustrated on **Image EDP 5.1** below.

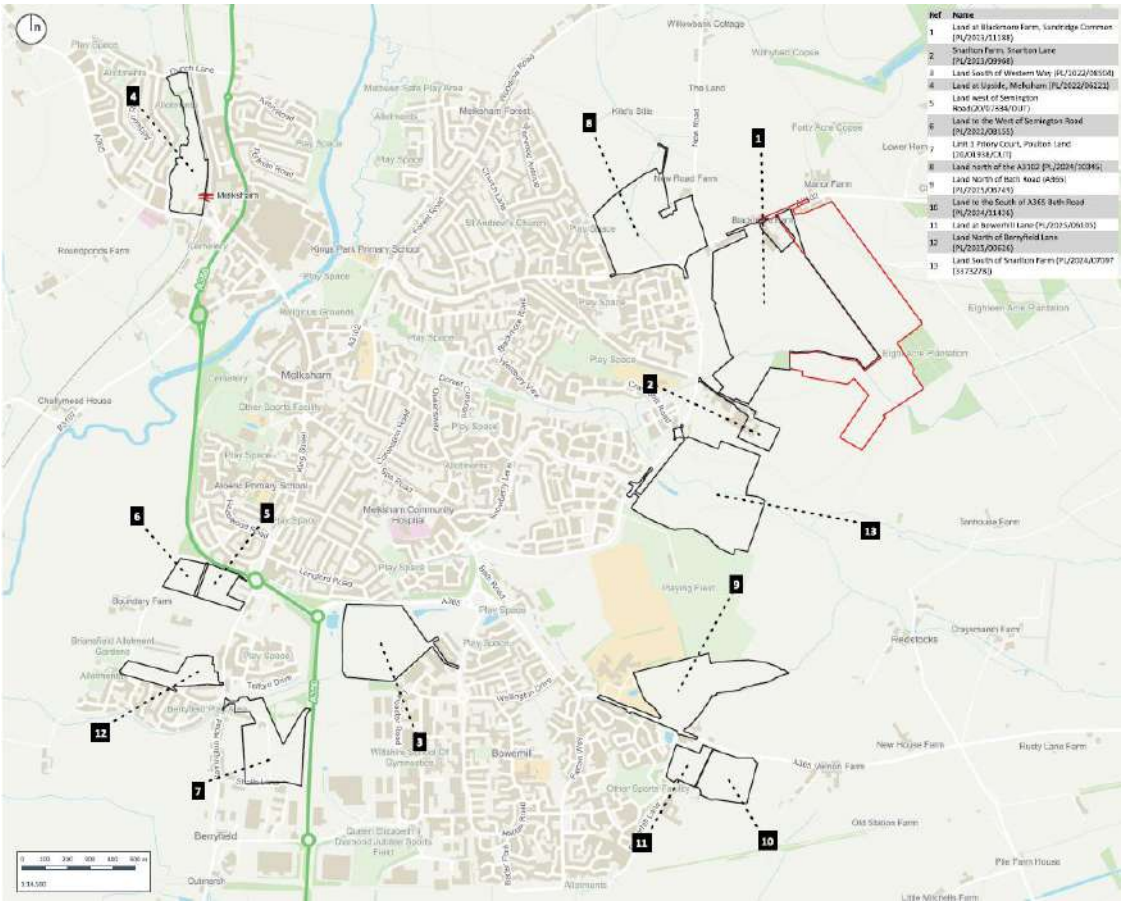


Image EDP 5.1: Cumulative Project Plan (extract of ES Figure 11.1)

5.3 The projects highlighted in **Table EDP 5.1** are those which have been scoped out of the visual cumulative assessment as a result of being located to the south-west or west of settlement at Melksham, where no visual receptors have been identified in common with the Proposed Development as a result of their location.

Table EDP 5.1: Cumulative Projects for Assessment of In-Combination Effects

ID	Planning Reference/-Address	Description	Approximate Distance and Direction	Status[17]
1	Land at Blackmore Farm, Sandridge Common, Melksham, PL/2023/11188	Demolition of agricultural buildings and development of up to 500 dwellings; up to 5,000 square metres of employment (class E(g)(i)) & class E(g)(ii)); land for primary school (class F1); land for mixed-use hub (class E/class F); open space; provision of access infrastructure from Sandridge Common (A3102); and provision of all associated infrastructure necessary to facilitate the development of the Site (Outline application relating to access).	Immediate west of the Site	Approved May 2025
2	Snarlton Farm, Snarlton Lane, Melksham PL/2023/09968	Change of use of land from agricultural to commercial. Extension to commercial building (Ref: PL/2023/04036), extension specifically falling under use class B2/B8, associated works and associated parking.	500m west of the Site	Approved Sept 2024
3	Land South of Western Way Melksham Wiltshire PL/2022/08504	Outline application (with all matters reserved except for access) for the erection of up to 210 residential dwellings (Class C3) and a 70-bed care home (Class C2) with associated access, landscaping and open space (Resubmission of 20/08400/OUT).	2.4km south-west	Granted at appeal Nov 2023
4	Land at Upside, Melksham, Wilts PL/2022/06221	Demolition of existing buildings and structures, retention of alloy repair centre and development of 112 dwellings, 675 sqm of flexible employment/commercial space (Use class E(g)ii, iii/B2/B8), formation of POS, foot and cycle links and associated works.	2.8km north-west	Pending Submitted Sept 2022
5	Land west of Semington Road 20/07334/OUT	Outline planning permission for up to 50 dwellings and formation of access and associated works (Outline application to consider access with all other matters reserved).	3km south-west	Granted at Appeal May 2022

[17] Status is based on review using publicly accessible resources (i.e. WC Planning Portal, the NSIP register, Transport and Works Order Act online register, Parliament Hybrid Bills online register, and Landstack Map).

ID	Planning Reference/-Address	Description	Approximate Distance and Direction	Status[17]
6	Land to the West of Semington Road, Melksham, Wiltshire PL/2022/08155	Outline planning permission for up to 53 dwellings including formation of access and associated works, with all other matters reserved.	3.1km south-west	Granted at Appeal Sept 2024
7	Unit 3 Priory Court, Poulton Land at Semington Road Wilts 20/01938/OUT	Outline planning permission for up to 144 dwellings with informal and formal open space, associated landscaping and vehicular and pedestrian accesses off Semington Road. All matters reserved except for principal means of access.	3km south-west	Approved Sept 2021
8	Land north of the A3102, Melksham PL/2024/10345	The construction of 295 homes; POS, including formal play space and allotments; sustainable drainage systems; and associated infrastructure; with 0.4ha of land safeguarded for a nursery. Access is to be provided from a new northern arm on the existing Eastern Way/A3102 roundabout junction, with a secondary access onto the A3102. Additional access points are proposed for pedestrians and cyclists.	540m north-west	Pending; Submitted Nov 2024
9	Land North of Bath Road (A365), Melksham PL/2025/06749	Outline planning application (with all matters except access reserved) for mixed use development comprising residential (up to 205 dwellings), land reserved for expansion of secondary school, POS, landscaping and associated engineering works.	1.2km south- west	Pending; Submitted Sep 2025
10	Land to the South of A365 Bath Road and West of Turnpike Garage, Melksham, PL/2024/11426	Construction of warehouse with office space, parking and associated landscaping including Site access.	1.4km south- west	Pending; Submitted December 2024
11	Land at Bowerhill Lane, Bowerhill, Melksham PL/2025/06105	Erection of up to 50 No. dwellings and associated works.	1.4km south- west	Pending; Submitted July 2025
12	Land North of Berryfield Lane, Melksham PL/2025/00626	Outline planning application for up to 68 dwellings and formation of new access and associated works (All matters reserved other than access).	2.9km south- west	Pending; Submitted January 2025

ID	Planning Reference/-Address	Description	Approximate Distance and Direction	Status[17]
13	Land South of Snarlton Farm, Snarlton Lane, Melksham, Wiltshire PL/2024/07097 Appeal ref: 3373278	Erection of up to 300 dwellings (Class C3); land for local community use or building (incorporating Classes E(b), E(g) and F2(b) and (c)); open space and dedicated play space and service infrastructure and associated works on land South of Snarlton Farm (Outline planning application with all matters reserved except for two pedestrian and vehicle accesses (excluding internal estates roads) from Eastern Way) - Resubmission of PL/2023/07107)	300m south-west	Pending Appeal Submitted October 2024

Cumulative Projects: Landscape Character

5.4 All of the Cumulative Projects apart from ID4 (Land at Upside, Melksham, Wilts PL/2022/06221) fall within LCA 12B: Avon Open Clay Vale (as defined in the WLCA 2005) and Area 3: Open Clay Vale (as defined within the JMNP 2). Cumulative Projects 1,2, 8,9, 11 and 13 also fall within LCA C1: Melksham Open Clay Vale (as defined by the WWLCA 2006).

Cumulative Projects: Visual Amenity

5.5 Cumulative visual effects are the effects on views and visual amenity and are either combined in-combination effects (where two or more developments are seen within the observer's arc of vision) or sequential visual effects (where the observer has to turn his/her head to see the developments). The study area has been established through production of a ZTV for the following projects which have been scoped into the cumulative assessment:

- 1: Land at Blackmore Farm, Sandridge Common, Melksham, PL/2023/111884;
- 2: Snarlton Farm, Snarlton Lane, Melksham, PL/2023/09968;
- 8: Land north of the A3102, Melksham PL/2024/10345;
- 9: Land North of Bath Road (A365), Melksham PL/2025/06749;
- 11: Land at Bowerhill Lane, Bowerhill, Melksham PL/2025/06105; and
- 13: Land South of Snarlton Farm, Snarlton Lane, Melksham, Wiltshire PL/2024/07097, Appeal ref: 3373278.

Section 6
The Proposed Development and Mitigation

6.1 Having defined the baseline conditions in the previous two sections, this report now reviews the Proposed Development and (in the next section) undertakes an assessment of the likely effects in landscape terms.

THE PROPOSED DEVELOPMENT

6.2 The development proposals are shown on the parameter plan with further detail provided in the DAS supporting this application. To summarise, the proposals are for up to 275 residential dwellings (Use Class C3), open space and associated infrastructure.

PUBLISHED LANDSCAPE GUIDELINES

Landscape Character Assessments

6.3 Relevant broad management objectives for LT12 Open Clay Vale are:

- *"Retain and manage the hedgerow network and nurture new hedgerow trees…";*
- *"Introduce new tree planting along watercourses using typical riparian species such as alder and willow…";* and
- *"Consider screening views to intrusive urban edges through planting new woodland."*

6.4 The relevant Management Objectives for LCA C1 are to:

- *"Conserve open views across the clay vale to distant downland ridges…";*
- *"Conserve and enhance the existing hedgerow network…";* and
- *"Screen visually intrusive urban edges of Melksham and Bowerhill."*

6.5 Melksham Design Guidelines and Codes (JMNP 2) provide the following landscape related guidance:

- *"New development should facilitate the access … to the public parts of the green network, for instance footpaths, cycle paths, open green spaces, open fields, river and streams.";* and
- *"Where new development is adjacent to any green corridor, either green or blue assets, it is important it fronts onto it to maximise open views."*

Other Guidance

6.6 The Site is located within the new national Western Forest Priority Area 3. This programme aims to create woodland and associated habitats. Wiltshire and Swindon HCL Project 2016 list recommended species for new woodland planting such as 'Coppice Woodland' and 'Ancient Semi-Natural Woodland'. Choice of species should follow this guidance. Species for Coppice Woodland include hornbeam, hazel and alder.

PROPOSED LANDSCAPE STRATEGY

6.7 The proposals have been landscape led and incorporate a number of measures to ensure that they take account of the environment of the Site and its context, to provide an achievable and well-structured housing layout which uses the Site's natural features to contribute to a positive 'sense of place'. More details are provided within the Green Infrastructure section of the DAS.

6.8 The aim of the Landscape Strategy is to provide Green Infrastructure that provides areas of multifunctional green space across the Site and along the boundaries that connect across the Site and to the wider landscape. This Green Infrastructure is based on the existing landscape structure to ensure best fit of the proposals within the wider landscape to the east of Melksham.

6.9 Planting is to comprise locally prevalent native trees, shrubs and wildflower and grassland, wherever appropriate, with mown grass areas to provide informal access routes and incidental activity areas. This will contribute to:

- An attractive green framework for the development;
- Positive integration, and contribution, of the development within the wider landscape;
- Publicly accessible open space to contribute to the health and wellbeing of future occupants;
- Cycle and pedestrian routes, providing connectivity across the Site and to the wider landscape;
- Children's play located to be accessible and overlooked and designed to be naturalistic and in keeping with its location;
- A network of linked new and existing habitats for bats, birds, badgers, great crested newts, reptiles, and a range of invertebrate species; and
- Sustainable drainage systems (SuDS) features designed to be naturalistic and provide a mix of permanent and seasonally wet basins, with areas of aquatic planting and wildflower and grassland mix, to enhance biodiversity and contribute to visual amenity.

PROPOSED LANDSCAPE MITIGATION

6.10 The desk based and field work undertaken through preparation of the baseline informed the following mitigation measures to avoid and mitigate impacts wherever possible.

Retention of Features

- The existing landscape structure of hedgerows and trees will be retained as detailed in the Arboricultural Impact Assessment (AIA) and enhanced, with minor hedgerow losses for access and existing gaps in hedgerows used wherever possible. Vegetation to be retained for its integral value and its contribution to landscape character, visual amenity and biodiversity;

- Buffer zones around the three veteran trees will remain undeveloped to ensure that these irreplaceable habitats are safeguarded. Root Protection Zones around trees will similarly be respected throughout the Proposed Development;

- Retained hedgerows will be bolstered with additional planting where necessary, particularly along the boundaries to contribute to visual softening and filtering. This will reflect the Site's former land use;

- Enhancements will be made to improve the health and longevity of existing features through initial work and securing their long-term management. Improvements will include, but are not limited to, gapping up and augmentation with additional planting to ensure species and age diversity and to make a positive contribution to the new residential land use; and

- Enhancements along the western and southern Site boundary will ensure the incorporation of vegetation on-site, in addition to the existing off-site woodland, to further contribute to landscape and visual integration.

Proposed Planting and Areas of Open Space

- Bridleway MELW40 'Prater's Lane' runs along the eastern boundary. A varied 15-20m woodland belt (approximately 300m in length) is proposed along the southern half of the Site's boundary where Bridleway MELW40 becomes more visually contained and rural in character. This will heavily filter close-range views from the bridleway as well as breaking up identified medium range elevated views from the A3102 within the SLA. Planting in this area will have a minimum width including retained planting where present, and have a naturalistic alignment and form to make a positive contribution to surrounding open space, and to biodiversity, as illustrated on the Parameters Plan;

- The northern half of the eastern boundary will have a more varied planted edge which will filter and soften views from the bridleway towards the outward facing settlement edge. This allows for retained views towards Blackmore Farm (Grade II listed) across an undeveloped swathe of open space;

- A woodland/tree belt is proposed to bolster the boundaries around the northern field parcel to heavily filter the proposals to the immediate south of Lopes Close, in views

from Bridleway MELW40 and SLA providing betterment over the existing stark urban edge. Planting in this area will have a minimum width of 10m and have a naturalistic alignment and form to make a positive contribution to the adjacent proposed open space and to biodiversity;

- To the north-east the Proposed Development will be set back from the edge of the SLA to provide an undeveloped area of green space which contributes to an appropriate transition to the countryside and the retention of its rural character as recommended with the Site Landscape Appraisals for Me1 (CBA 2023);

- Dark corridors will be created along Eight Acre Plantation and vegetation along the western boundary to contribute to ecological mitigation and connectivity. These will also create 'green fingers' between the Proposed Development and the consented site to the west to break up large scale urban massing in line with recommendations within the Site Landscape Appraisals for Me1(CBA 2023);

- A large multifunctional area of POS will be created to the south which will contribute to a sensitive transition to the wider countryside, retain rural features and multi-functional links through the countryside in line with recommendations within the Site Landscape Appraisals for Me1 (CBA 2023) and retain a rural setting for Footpath MELW26. Views towards the outward facing Proposed Development will be filtered and softened by layers of new planting, including around attenuation basins;

- Woodland planting along the boundaries of Field Parcel 6 and the existing watercourse will contribute to recommended landscape guidance of screening views to new urban edges and creating a sensitive transition to the southern countryside. This will also create woodland habitats in line with the aims of the Western Forest programme as well as connecting fragmented areas of offsite woodland and enhancing the existing woodland edges along Eight Acres Plantation; and

- Proposed planting will reflect identified historic landscape character and will include parkland style planting within areas of open space to the north-east and orchard planting within the setting of Blackmore Farm. Planting will contribute to softening of the new settlement edge.

6.11 New planting will be implemented and managed under the following principles:

- New woodland and hedge enhancement planting will comprise native locally prevalent trees and shrubs, ideally of local provenance, planted in accordance with best practice to maximise contribution to integration with the wider landscape and to biodiversity and ensure long term sustainability. The woodland planting mix will be designed and managed to create a woodland and woodland edge structure and to include sufficient evergreen trees and shrubs that soften the Proposed Development in views towards the Site in winter; and

- The management of Green Infrastructure will be secured through condition The suitable and appropriate management of existing and proposed landscape features (undertaken in accordance with a detailed planting plan and schedule and a LEMP or

similar) will be secured through condition, to ensure the effectiveness of the mitigation aims into the future.

PROPOSED LANDSCAPE ENHANCEMENT

- New hedgerow tree planting is proposed and will increase canopy cover in line with policy requirements and management objectives of the WLCA (LUC 2005);
- New riparian tree planting is proposed along the tributary through the southern part of the Proposed Development 'Clacker's Valley Park' in line with recommendations within the published Landscape Character Assessments;
- A new connection point to Bridleway MELW40/Prater's Lane which is identified as 'MG12: Green Lane' within the JMNP Green Infrastructure Report will improve accessibility to the PRoW network whilst maintaining its rural character in line with the Green Infrastructure report and Melksham Design Guidelines and Codes (2023); and
- Habitat enhancements along the tributary to Clacker's Brook will contribute to green and blue infrastructure goals within the GBI Strategy for Wiltshire 2022;

Section 7
Assessment of Effects

INTRODUCTION

7.1 In this section, the predicted effects on landscape character and visual amenity are assessed. The assessment uses the thresholds for magnitude, sensitivity and significance defined at **Appendix EDP 2** as a guide but moderated where appropriate with professional judgement. Professional judgement is an important part of the assessment process; it is neither 'pro' nor 'anti' development but acknowledges that development may result in beneficial change as well as landscape harm. The assessment also takes account of the likely effectiveness of any proposed mitigation.

CONSTRUCTION EFFECTS

7.2 Construction activities, movement of Site traffic, lighting, noise and sounds will be present during the construction process. This is not unusual and, it is anticipated that it would be carefully controlled by a conditioned Construction Environmental Management Plan (CEMP) including a Construction Traffic Management Plan (CTMP). Protection measures will be implemented for the retained trees and hedgerows, in accordance with relevant British Standards such as BS 5837, will ensure that the rooting areas of trees and hedgerows are not adversely affected by the construction process. The magnitude of change will, however, be **very high** (on both the Site itself and immediate context) and when combined with the **medium** sensitivity of the Site, will result in a **major adverse** and **significant** level of effect. The effect will, however, be temporary and extend only for the medium term 5-year duration of the construction process.

7.3 The following medium-term, permanent, effects are predicted across the landscape character areas within the context of the Site. These are predicted to be both direct and indirect effects.

Table EDP 7.1: Landscape Receptors Predicted to Experience an Effect at Construction

Receptor	Sensitivity	Magnitude of Change	Level of Effect	Significance
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	Medium	Low	Moderate/-Minor, Adverse	Not Significant
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA)	Medium	Medium	Moderate Adverse	Significant
Host Area 3: Open Clay Vales (JMNP 2 2020)	Medium	Medium	Moderate Adverse	Significant
Non-Host LCA 7C Bowood Greensand Hills (WLCA 2005 LUC)	High	Very Low	Moderate/-Minor Adverse	Not Significant

Receptor	Sensitivity	Magnitude of Change	Level of Effect	Significance
Non-Host LCA F2 Sandridge Park (WWDLCA 2006 CBA)	High	Low	Moderate Adverse	Significant
Non-Host Area 4: Wooded Greensand Hills (JMNP 2 2020	High	Low	Moderate Adverse	Significant
SLA: The Higher Land of Spye and Bowood Parklands	High	Very Low	Moderate/-Minor Adverse	Not Significant

OPERATIONAL STAGE EFFECTS (YEAR 1 AND 15)

Predicted Effects on Site Landscape Character

7.4 Following implementation of the landscape strategy, the predicted effects take into account suitable and appropriate management of existing and proposed landscape features, undertaken in accordance with a landscape management plan or similar.

7.5 As a consequence of the nature of the development proposed that the visual and sensory character of the Site would change as a result of the implementation of the proposals.

7.6 The changes predicted to occur on the dimensions that contribute to the character of the Site are described below and evaluated overall. Predicted effects on landscape character are structured using the same format used to describe the Site in **Section 4**:

- **The Physical Landscape**: the Proposed Development will result in some limited changes to the Site's topographic, geological and hydrological character to allow for construction and provision of SuDS features across the Site. The parts of the Site which are remaining open will experience less change, particularly along the SLA to the north-east and within the field parcels to the south-west. The Site boundaries will be enhanced with additional tree planting, particularly to help integrate the development proposals into the landscape;

- **Landscape Fabric and Habitats**: The Site currently comprises an area of pastoral land with hedgerows and mature trees along the field boundaries. Whilst the land use would change to residential development, infrastructure and open space, the Proposed Development is considered to be compatible with the retention of the landscape framework. The vegetation along the Site's boundaries will be retained and enhanced where possible with minor losses along some hedgerows for access and internal circulation;

- **The Site's Visual and Sensory Character**: the introduction of a residential development will result in a very high change to the visual and sensory character of the Site. Hedgerows and trees along field boundaries will be retained and enhanced and a new woodland belt will be introduced along the south-eastern boundary to contribute to screening along this section of MELW40/Prater's Lane. It is noted that

the Site will be increasingly influenced by settlement and urban land uses as the Development at 'Melksham Site 1' comes forward;

- **Historic Landscape Character**: the proposals will result in the loss of historic agricultural land uses, although the retention of the setting to Blackmore Farm has formed a key consideration as part of the development of the masterplan. The field pattern of the historic landscape will be retained Mature deciduous trees along Site boundaries including three veteran trees will be retained with their buffer zones remaining undeveloped. Footpath MELW26 which runs through the southern part of the Site will be retained within an undeveloped naturalistic setting; and

- **Cultural connections**: the existing footpath MELW26 which crosses through the Site will be retained and integrated into the wider recreational provision on-site. Development will be set back from the boundary with PRoW MELW41/Prater's Way in order to retain the character of this route.

7.7 The introduction of built form and associated infrastructure to facilitate the development would result in changes to the existing baseline character of the Site itself and its landscape context. The Site will change from an area of agricultural land to a residential development with associated infrastructure and POS.

7.8 At Year 1, the Proposed Development would have some benefit from the implemented landscape scheme proposed within the landscape strategy in terms of early landscape planting, and inherent mitigation measures such as the open space structure which has been developed through the identified opportunities and constraints within the iterative design process. Therefore, the magnitude of change at the Site level (within the northern part of the Site) is deemed to be **very high**, reducing as the distance from the Proposed Development increases. When combined with the **medium** sensitivity of the Site within these areas this will result in a medium-term, permanent, direct **major adverse** level of effect that is considered **significant**.

7.9 At Year 15, proposed structural planting across the Site, including woodland, trees, and hedgerows at the Site boundaries will have matured, making a notable contribution to the visual and physical integration of the Site within the landscape. This planting will also provide increased tree canopy cover and improve on-site biodiversity, as well as contribute to amenity value

7.10 The magnitude of change at Year 15 would decrease as the landscape scheme matures and integrates the development into the wider context. However, the alteration to the character of the Site's baseline character will remain, leading to a magnitude of change of **high.** When combined with the **medium** sensitivity of the Site will result in a medium-term, permanent, direct **major/moderate adverse** level of effect that is considered **significant**.

Predicted Effects on the Host LT/LCAS

Host LT/LCA 12B (WLCA 2005)

7.11 The overall sensitivity of the LCA 12B examined in **Section 3** was judged to be **medium**. The area immediately surrounding the Site will be subject to the greatest potential change.

This is predicted to diminish due to distance within the ZPV and intervening landform and features. Effects on the immediate surroundings and the wider area are described below. These are set out in **Table EDP 7.2** below.

Table EDP 7.2: Predicted Effects on Host LT 12: Open Clay Vale

Key Characteristics **LCA 12B: Avon Open Clay Vale**	**Predicted Changes**
Level landform with wide open skies and views to ridges and downs (LT).	Some change to landform within the Site. Loss/interruption of views towards the ridges and downs from the Site and its immediate context.
Pastoral land use with some arable (LT).	Loss of an area of pasture within the Site only.
Large scale geometric fields with hedgerows or open drainage channels defining boundaries (LT). Fields of varying size (LCA). Hedgerows gappy or low flailed in places (LCA).	The field pattern will be retained within the Site. Hedgerows will be retained/enhanced with minor losses for access. Drainage channels will be incorporated within the overall SuDS strategy.
Presence of rivers, tributaries, drainage channels and open water bodies (LT).	Drainage channels will be incorporated within the SuDS strategy. The tributary to Clacker's Brook will be enhanced with additional native planting.
Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded) (LT).	**None**: There will be no direct change to the watercourse (Clacker's Brook) or riparian vegetation. The habitats along the tributary where it passes through the Site will be enhanced with additional native planting.
Floristically rich hay meadows (LT). Small isolated pockets of meadow (LCA).	**None**: These are not present.
Settlement pattern varies from large towns and small scattered villages to sparse farmsteads (LT).	The Proposed Development will increase the settlement pattern of large towns.
Sections of the area remain rural and tranquil despite major routes travelling through and the visual influence of modern large-scale development on the edges of Melksham. (LCA).	The Proposed Development will extend the urban influences of Melksham.
Buildings in varied materials of brick, render and stone (LT).	**None**: There will be no change to the existing built form.
Crossed by major transport corridors, and a network of minor roads linking settlements (LT).	**None**: There will be no addition/change to this feature.
Historic use for transport evident in canals (LT).	**None**: There will be no change to this feature.

7.12 As demonstrated in **Table EDP 7.1**, several key characteristics are not represented within the context of the Site and therefore will not experience change. Where key characteristics are affected including loss of pastoral land and addition to the quantum of settlement at Melksham, reduction in tranquillity and interruption of views towards the ridges and downs this effect will be relatively localised within the geographically extensive LCA, being noticeable only from areas within the ZPV.

7.13 Overall, at Year 1 there will be a **low** magnitude of change upon the geographically extensive LCA. This will result in a medium-term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

7.14 By Year 15 the proposed landscape enhancements, which will meet guidelines within the Assessment including managing the hedgerow network, nurturing new hedgerow trees, introducing new planting along watercourses and planting new woodland will have established, helping to soften and enclose views of the Proposed Development and delivering some benefits. This will reduce its impact on the sensory and perceptual aspects of the host LCA. The magnitude of change will reduce to **very low**. This will result in a long-term, permanent, direct **minor adverse** level of effect that is **not significant**.

Host LCA C1 (WWDLCA 2006)

7.15 The character of the Site and its immediate context are reflected by the key characteristics of LCA C1 Melksham Open Clay Vale. The overall sensitivity of the LCA examined in **Section 3** was judged to be **medium** overall although it was noted that the value of the LCA was **high** where the SLA crossed over it. The area immediately surrounding the Site will be subject to the greatest potential change. This is predicted to diminish due to distance within the ZPV and intervening landform and features. Effects on the immediate surroundings and the wider area are described below. These are set out in **Table EDP 7.3** below.

Table EDP 7.3: Predicted Effect on Host LCA C1 Melksham Open Clay Vale/Area 3

Key Characteristics **LCA C1: Melksham Open Clay Vale**	**Predicted Changes**
Flat, low-lying landscape (in places adjacent to the floodplain of the River Avon)	There will be minor changes to topography within the Site only.
Predominantly arable farmland	There will be a loss to an area of pastoral land.
Relatively regular, medium-scale field pattern	The field boundaries will be retained with only minor losses for access.
General sense of openness throughout the character area	There will be a loss of openness within the context of the Site through the development of residential built form
Road corridors lined in places with mature deciduous hedgerows and telegraph poles	There will be a limited effect on the vegetation along the road corridor with some loss for access along the A3102.
Comprehensive footpath network	There will be a change in the setting and visual amenity of MELW40, MELW26 and MELW41, in particular.

Key Characteristics **LCA C1: Melksham Open Clay Vale**	**Predicted Changes**
Pylons are dominant vertical elements across parts of the landscape	**None**: There will be no effect on this feature.
Scattered settlement pattern, with isolated farmsteads	There will be an increase of settlement within the LCA with built form in the context of a farmstead, however the setting has been carefully considered during the design process.
Brooks and stream corridors scattered across the landscape – including Clackers Brook (a tributary of the River Avon)	**None**: There will be no direct change to the brooks/stream corridors. The habitats along the tributary through the Site will be enhanced with additional native planting.

7.16 As demonstrated in **Table EDP 7.2**, some key characteristics are not represented within the context of the Site or will not experience change. Where key characteristics are affected including changes to landform within the Site, loss of pastoral land, a loss of openness as a result of built form, minor losses to roadside vegetation, some change to the character of the closest PRoW and an addition to the settlement pattern these will be noticeable only from areas within the ZPV.

7.17 Overall, at Year 1 there will be a **medium** magnitude of change upon the LCA within the immediate environs of the Site (within circa 750m). This will result in a medium-term, permanent, direct **moderate adverse** level of effect that is considered **significant**.

7.18 By Year 15 the proposed landscape enhancements/mitigation which meet guidelines within the Landscape Character Assessment including conserving and enhancing the existing hedgerow network and screening intrusive urban edges will help to embed the Proposed Development and reduce its impact on the sensory and perceptual aspects of the host LCA. The magnitude of change will reduce to **low**. This will result in a long-term, permanent, direct **moderate**/**minor** adverse level of effect that is **not significant**.

Host Area 3: Open Clay Vales (JMNP 2 2020)

7.19 Host Area 3 is defined by the same characteristics as LCA: C1: Melksham Open Clay Vale although updated by three additional characteristics including narrow rural routeways. It is considered that in line with the assessment above there will be a **medium** magnitude of change at Year 1. This will result in a medium-term, permanent, direct **moderate adverse** level of effect that is considered **significant**.

7.20 By Year 15 the magnitude of change will reduce to **low**. This will result in a long-term, permanent, direct **moderate**/**minor adverse** level of effect that is **not significant**.

Non-host LCA 7C: Bowood Greensand Hills (WLCA 2005)

7.21 There will be no change to the majority of the key characteristics of the LCA as a result of the Proposed Development being outside the area; however, the perceptual aspects of the

LCA which are described as being the *'wide views over the lowland to the west'* will experience change as a result of the Proposed Development.

7.22 It is considered that there is limited intervisibility between the Site and the edge of the LCA as a whole, as illustrated by **Figure 6.6** and viewpoints identified at **Photoviewpoint EDP 5** and **14**. At Year 1 there will be a **very low** magnitude of change upon the LCA as a whole. This will result in a medium-term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

7.23 By Year 15, landscape mitigation along the eastern edge of the Proposed Development will have established further limiting the intervisibility with this LCA. The magnitude of change will reduce further. This will result in a long-term, permanent, direct **minor adverse** level of effect (using professional judgement) that is **not significant**.

Non-host LCA F2 (WWDLCA)

7.24 There will be no change to the majority of the key characteristics of the LCA due to the Proposed Development being outside the area; however, the perceptual aspects of the LCA which are described as being the "*dramatic views across adjacent open clay vales to the north and south"* and an "*overall strong sense of tranquillity"* will limited experience change as a result of the Proposed Development.

7.25 It is considered that there is limited intervisibility between the Site and the edge of the LCA as a whole. Effects on tranquillity are considered to be limited as the area of the LCA/Area 4 which is adjacent to the Proposed Development is already affected by noise from the A3102. At Year 1 there will be a **low** magnitude of change upon LCA F2/Area 4. This will result in a medium-term, permanent, direct **moderate adverse** level of effect that is **significant**.

7.26 By Year 15, landscape mitigation along the eastern boundary of the Proposed Development will have established further limiting intervisibility. The magnitude of change will reduce to **very low**. This will result in a long-term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

Non-host Area 4: Wooded Greensand Hills (JMNP 2 2020)

7.27 Non host Area 4 is defined by the same characteristics as LCA: F2 Sandridge Park Greensand Hills. It is considered that in line with the assessment above there will be a low magnitude of change at Year 1. This will result in a medium-term, permanent, direct moderate to **moderate adverse** level of effect that is **significant**.

7.28 By Year 15 the magnitude of change will reduce to **very low**. This will result in a long-term, permanent, direct **moderate/minor adverse** level of effect that is not significant.

Predicted Effect on Landscape Designations

SLA 5: The Higher Land of the Spye and Bowood Parklands

7.29 The Site is located adjacent to the SLA which abuts its north-eastern edge. As noted, there is no published evidence to support the designation other than the published Landscape Character Assessments.

7.30 The most relevant key characteristics of this area are represented by the LCAs for LT7: Wooded Greensand Hills and LCA 7C: Bowood Greensand Hills (WLCA) and by LTF, LCA F1 and LCA F2 (WWLCA), and LCA 11: The Spye Parklands (Kennet Landscape Character Assessment). It is also noted that the western extents cross into the clay vale landscapes as the SLA boundary broadly follows the 60m contour line.

7.31 As noted above the level of effects on the LCAs which best describe SLA 5 are not considered to be significant (see above). It is therefore considered therefore that changes to these key characteristics as a result of the Proposed Development will be minimal for the following reasons:

- The majority of the SLA has a well wooded and intimate character and views across to the open clay vales to the south-west (the Site) are limited to an area within LCA F2 and an area within LCA F1 and do not affect the geographically extensive character areas within the SLA;

- Although there may be a minor change of the sense of tranquillity as a result of a development close to the edges of the SLA, it is noted that this characteristic is already reduced within the context of the A3102 as a result of noise and movement along the road corridor. It is further noted that the Proposed Development has responded to this sensitivity through embedded mitigation with a setback of built form from the boundary of the SLA to reduce the magnitude of change in this location; and

- The area of the SLA which is adjacent to the Site and where there is potential intervisibility is not publicly accessible other than via the A3102/Sandridge Common Road.

7.32 Changes to the character of the SLA as a result of the proposals have been assessed above, where it is found that there would be a **very low** magnitude of change upon the SLA which has a **high** sensitivity. This will result in a medium-term, permanent, direct **moderate**/**minor adverse** level of effect that is **not significant**.

7.33 By Year 15 the landscape proposals will have contributed to reducing the impact on the identified views. This will result in a long-term, permanent, direct **minor adverse** level of effect (using professional judgement) that is **not significant**.

Predicted Effects on Visual Amenity

Construction Effects

7.34 Construction activities, movement of Site traffic, lighting, noise and sounds will be present during the construction process. This is not unusual and, it is expected, will be carefully

controlled by a conditioned CEMP including a CTMP that will aim to minimise negative visual and perceptual effects on visual receptors.

7.35 The magnitude of change will, however, be very high directly adjacent to the Site and across the immediate context including for residential receptors and users of roads and PRoW across the ZPV as listed in **Table EDP 7.4** below. This elevated magnitude is due to construction activities associated with the Proposed Development which will form a new and close-range defining focus across both horizontal and vertical extents. This magnitude of change will extend across the ZPV but diminish with distance.

7.36 As with the predicted effects on landscape character, this level of effect at construction is not uncommon on a greenfield site, and an outcome based on the conversion of a greenfield site to a residential development.

7.37 Where adverse effects are experienced (at a localised level), these will be medium term (approximately 5 years) and permanent (not reversible) and both direct and indirect. The level of effects will also reduce throughout the construction phase, as more of the development is built out and less construction activity is required.

Table EDP 7.4: Visual Receptors Predicted to Experience an Effect at Construction

Receptor	Sensitivity	Magnitude of Change	Level of Effect (adverse, medium term, temp)	Significance
Users of Bridleway Reference MELW40 (10m east of Site Boundary)	High	High	Major, Adverse	**Significant**
Users of Footpath Reference MELW26 (within the Site)	High	High	Major, Adverse	**Significant**
Users of Bridleway Reference MELW41 (15m to south-west of the Site)	High	Medium	Major/Moderate, Adverse	**Significant**
Users of Footpath Reference MELW27 (150m to west of the Site)	High	Medium	Major/Moderate, Adverse	**Significant**
Users of Footpath Reference MELW22 (280m to the south of the Site)	High	Low	Moderate, Adverse	**Significant**
Footpath Reference MELW30 (320m to the south of the Site)	High	Very Low	Moderate, Minor Adverse	**Not Significant**
Footpath Reference MELW23 (600m to the south of the Site)	High	Very Low	Moderate/Minor, Adverse	**Not Significant**
Bridleway Reference MELW25A (1.2km to the east)	High	Very Low	Moderate/Minor, Adverse	**Not Significant**

Receptor	Sensitivity	Magnitude of Change	Level of Effect (adverse, medium term, temp)	Significance
Users of A3102/Sandridge Common Road	Medium in SLA	Medium	Moderate, Adverse	**Significant**
Users of A3102/Sandridge Common Road	Low adjacent to the Site	Very High	Major/Moderate, Adverse	**Significant**
Users of Eastern Way	Medium	Low	Moderate, Minor, Adverse	**Not Significant**
Residential Group 1: Property Numbers 295, 294, 293, 290a, 290, 269a, 289, 288 Sandridge Common	High	High	Major Adverse	**Significant**
Residential Group 2: Blackmore Farm and Blackmore House	High	Very High	Substantial, Adverse (on Blackmore House)	**Significant**
Residential Group 3: 1-12 Lopes Close	High	Very High	Substantial, Adverse	**Significant**
Residential Group 4: Property numbers 254 and 256	High	High	Major, Adverse	**Significant**
Residential Group 5: Little Snarlton Farm/Snarlton Farm	High	Medium	Major/Moderate, Adverse	**Significant**
Manor Farm	High	Medium	Major/Moderate, Adverse	**Significant**
Commercial Units at Snarlton Farm	Very Low	Low	Minor, Negligible, Adverse	**Not Significant**

Operational Stage Effects (Years 1 and 15)

7.38 Users of the following routes and locations are considered likely to experience visual change as a result of the proposals

Rights of Way Users

7.39 Users of the PRoW outlined below are considered likely to experience visual change as a result of the proposals.

Bridleway Reference MELW40/'Prater's Lane' along the Eastern Site Boundary

7.40 This PRoW is located within a wide green lane named 'Prater's Lane' which abuts the eastern Site boundary. The visual experience is varied along the route with close-range

open views across the Site being available where the lane crests the lower slopes of Sandridge Hill. This allows for views across the low hedgerows towards the edge of Melksham and housing along Lopes Close, occasionally filtered by established hedgerow oak trees. Views from this part of the route are illustrated by **Photoviewpoints EDP 2**, **3** and **4** which demonstrate that the existing view is characterised by sporadic development including pylons.

7.41 The overall magnitude of change to the visual amenity of users of this route where it is adjacent to the Site boundary at Year 1 is considered to be **high** overall as the Proposed Development would form a new and recognisable elements within the view at medium range which, together with a **high** sensitivity results in a medium- term, permanent, direct **major adverse** level of effect that is **significant**. This experience would vary for those travelling north or south.

7.42 **Northern 450m**: By Year 15 the varied planting approach along the northern 450m of the eastern boundary and planting within the open space will have matured to filter and soften the view of the Proposed Development reducing the magnitude of change to **medium**. This will result in a long-term, permanent, direct **major/moderate adverse** level of effect on this section that is **significant**.

7.43 **Southern 230m**: By Year 15 the woodland belt along the southern 230m of the Site boundary will have matured to heavily filter visibility towards the Proposed Development, introducing elements which are not uncharacteristic within the immediate setting of the Site experienced at a localised level. This will reduce the magnitude of change to **low** resulting in a long- term, permanent, direct **moderate adverse** level of effect. While this effect is elevated this is primarily due to the sensitivity of the receptors rather than a reflection of the magnitude of effect and, as such, the effect is judged as **significant** along this section.

The Route as a Whole

7.44 The changes will affect approximately a third of the route as a whole with a varied permanent **major/moderate adverse** to **moderate adverse** level of effect as judged above. The level of effect to the south of Eight Acres Plantation will reduce to **none** as no views towards the Site are possible. Therefore, the level of effects across the route as a whole will be lower than these localised effects.

Footpath Reference MELW26 (within the Site and to the west/south)

7.45 MELW26 runs south-east from A3102/Sandridge Common and connects to Bridleway MELW41. It runs parallel with the western Site boundary for approximately 700m and then crosses into the southern part of the Site and then across a field to the south of the Site. Views from the northern part of the route are represented by **Photoviewpoint EDP 11** where medium-range views are available across towards the Site terminating at Sandridge Hill to the east and extending more extensively towards a wooded ridgeline to the south. Views are largely rural in nature although large agricultural buildings are prominent surrounding Blackmore Farm, and pylons cross the agricultural landscape to the east. There are some filtered, oblique views westward towards Melksham or northwards towards Lopes Close when travelling north. Views within the Site are represented by

Photoviewpoint EDP 10. Views north and north-east from this section of the route show close-range, open views across the Site in the foreground which terminate at Eight Acre Plantation to the east and extend towards Lopes Close, Blackmore Farm and new housing on the edge of Melksham in the distance. From this location the Proposed Development would be visible in the middle distance, bringing the view of existing built form further south, although the foreground view would remain undeveloped.

7.46 The overall magnitude of change to the visual amenity of users parallel to the Site's boundaries is considered to be **high**, as the Proposed Development would create a notable alteration to key elements in the baseline view, seen at medium range (c.145m) and would fundamentally alter the view to the east. The magnitude of change to users within the Site would be **medium**. Visual changes would be over a notable horizontal and vertical extent and settlement edge public open space uses (including attenuation ponds) would become apparent where the route passes through the Site. This would result in a medium-term, permanent, direct **major adverse** level of effect that is **significant** upon sections of the route.

7.47 By Year 15 the planting along the western boundary of the Proposed Development and woodland planting within Field 6 will have established, softening the view of built form along the route to the immediate west of the new development and heavily filtering views from within Field 6 and the route to the south of the Site. There would be a reduction in the magnitude of change to **medium** at worst as the proposals become more embedded in the landscape, resulting in a long- term, permanent, direct **major/moderate adverse** level of effect that is **significant**. The nature of change is considered to be neutral within Field 6, particularly in the summer months, where an open view across an agricultural field becomes enclosed by new woodland planting which is not uncharacteristic within the localised landscape.

7.48 The changes will affect approximately half of the route.. The Proposed Development will become heavily filtered in views from the footpath further to the south. Therefore, the level of effects across the route as a whole will be lower than the localised effects. It is also noted that the northern section of the route is due to undergo change once the consented development is built.

Bridleway Reference MELW41/'Browns Lane' (15m to south-west of the Site)

7.49 Bridleway Reference MELW41 extends from the hamlet of Redstocks, north across Clacker's Brook and then north-west towards Melksham and is c.1.7km overall. It follows 'Brown's Lane' where it passes along the southern boundary of the Site. Views from this lane are represented by **Photoviewpoint EDP 8** and the character of the western start/end of the route is represented by **Photoviewpoint EDP 12**. Views of the proposals will be heavily filtered in places by intervening hedgerow trees and more open in others where hedgerows are low allowing for an oblique view of the Proposed Development.

7.50 The overall magnitude of change to the visual amenity of users of this route at Year 1 is considered to be **medium** as the proposals will form a recognisable feature seen at medium range (400m+) with a moderate horizontal extent, although new housing would not conflict with key characteristics within the baseline view which includes views of the settlement

edge of Melksham. Together with a **high** sensitivity this will result in a medium- term, permanent, direct **major/moderate adverse** level of effect that is **significant**.

7.51 By Year 15 the landscape proposals including woodland planting along the western boundary and within the southern part of the Site will have matured to further limit visibility to the proposals reducing the magnitude of change to **low**. This will result in a long-term, permanent, direct **moderate adverse** level of effect that is **significant**.

7.52 The Bridleway turns south towards Redstocks where views towards the Proposed Development will become heavily filtered. Therefore, the level of effects across the route as a whole will be lower than the localised effects.

Footpath Reference MELW27 (150m to west of the Site)

7.53 Footpath Reference MELW27 connects Eastern Way to MELW26. Users travelling east currently have filtered views across the Site and wider rural countryside, including towards Sandridge Hill within SLA 5 but also have a view towards housing along the A3102 and agricultural outbuildings at Blackmore Farm. For receptors travelling east the Proposed Development would become more apparent, with receptors gaining a medium range view similar in nature to **Photoviewpoint EDP 11** at the eastern end.

7.54 Overall, the magnitude of change to the visual amenity of users travelling east at Year 1 is considered to be **medium**, although becoming higher at the eastern end as the proposals would introduce a new and recognisable element in the view but be filtered by intervening vegetation along most of the route. Together with a **high** sensitivity this will result in a medium-term, permanent, direct **major/moderate adverse** level of effect that is **significant**.

7.55 By Year 15 the landscape proposals along the western boundary will have matured to further limit visibility reducing the magnitude of change to **low**. This this will result in a long-term, permanent, direct **moderate adverse** level of effect that is **significant**.

Footpath Reference MELW22 (280m to the south)

7.56 Footpath MELW22 runs along Clacker's Brook to the south of the Site and provides connection between Eastern Way and MELW26. Views to the north are dominated by a large flat arable fieldscape in the foreground and large agricultural buildings at Snarlton Farm, and beyond Brown's Lane a view of established hedgerow trees, layers of vegetation, pylons, housing along the A3102 and Sandridge Hill within the SLA forming a wooded skyline. This is represented in **Photoviewpoint EDP 9**. Views towards the proposals would be filtered and at some distance, being approximately 900m at the closest point.

7.57 Overall, the magnitude of change is considered to be **low** as the Proposed Development would form a minor alteration to the baseline situation which is seen obliquely at some distance. Together with a **high** sensitivity this will result in a medium- term, permanent, direct **moderate adverse** level of effect that is considered **significant**.

7.58 By Year 15 the landscape proposals along the western and southern boundaries as well as woodland planting within the areas of public open space will have matured to further limit

visibility reducing the magnitude of change to **very low**. This will result in a medium- term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

Footpath Reference MELW30 (320m to the south of the Site)

7.59 Footpath Reference MELW30 traverses a large, flat field approximately 320m to the south of the Site and provides connection between MELW40 and MELW41. There are views northwards for those travelling towards MELW41/'Browns Lane' with glimpsed views of Blackmore Farm, the field level of the southern part of the Site as well as housing on the edge of Melksham and large-scale agricultural barns at Snarlton Farm, as illustrated within **Photoviewpoint EDP 7**. Views are filtered and framed by intervening vegetation including significant blocks of woodland. Views of the proposals would be heavily filtered or screened along much of the route.

7.60 Overall, the magnitude of change to the visual amenity of users of the route at Year 1 is considered to be **very low** as the proposals as there would be a barely discernible addition of features which are not uncharacteristic in the baseline view. New housing would form a small component in a panoramic view with other parts visible parts of the Site remaining undeveloped. Together with a **high** sensitivity this will result in a medium- term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

7.61 By Year 15 the landscape proposals within the open space to the south of the Proposed Development which includes woodland planting will have matured to further limit visibility reducing the magnitude of change further. This will result in a long- term, permanent, direct **minor adverse** level of effect (using professional judgment) that is **not significant**.

Footpath Reference MELW23 (600m to the south of the Site)

7.62 Footpath Reference MELW23 runs across fields to the south of Clacker's Brook. Views are heavily filtered by layers of intervening vegetation, although there are likely to be glimpsed and framed views towards the Proposed Development. Overall, the magnitude of change to the visual amenity of users of the route at Year 1 is considered to be **very low**. New housing would be partially visible and form a small component in framed and filtered views. Together with a high sensitivity this will result in a medium- term, permanent, direct **moderate/minor adverse** level of effect that is **not significant**.

7.63 By Year 15 the landscape proposals along the southern boundary and within the open space to the south of the Proposed Development will have matured to further limit visibility reducing the magnitude of change. This will result in a long- term, permanent, direct **minor adverse** level of effect (using professional judgement) that is **not significant**.

PRoW 1km – 3.2km

Footpath Reference MELW25A (1.2km to the east)

7.64 MELW25A climbs undulating land to the east of Sandridge Solar Farm and is represented by **Photoviewpoint EDP 6**. There are limited glimpsed views from one identified location with the majority of the route visually separated from the Site.

7.65 The magnitude of change is considered to be **very low** at both Year 1 and Year 15 with the potential view of rooftops being seen in the context of the solar farm and pylons and largely filtered by vegetation. This will result in a medium and long- term, permanent, direct **moderate/minor adverse** level of effect (on a short section of the route) that is **not significant**.

7.66 The majority of the route will be unaffected.

Bridleway/Footpath Reference SEEN6 (2.5km to the south)

7.67 A group of PRoWs on a ridgeline to the south, in particular Bridleway reference SEEN6 and Footpath SEEN6, but potentially also the elevated extents of SEEN24 allow for panoramic views across the clay vale to the north as represented by **Photoviewpoint EDP 15**. In these views Melksham is seen as a narrow layer in the middle distance below the distant Cotswolds. In the direction of the Site the solar farm is seen at the foot of Sandridge Hill, sporadic agricultural and residential built form is visible including the large agricultural barns at Snarlton Farm. The Proposals would be seen as a standalone development which would be foreshortened in the view and softened by existing vegetation, including Eight Acre Plantation.

7.68 Overall, the magnitude of change is considered to be **very low** at Construction and Year 1, as the proposals would form a minor constituent in the view which would be mostly seen obliquely, occupying a small horizontal effect. this will result in a medium- term, permanent, direct **moderate/minor adverse** level of effect, that is **not significant**.

7.69 By Year 15 the landscape proposals along the western and southern boundaries as well as new woodland planting within the areas of open space will have matured to further limit visibility reducing the magnitude of change further. This will result in a long- term, permanent, direct **minor adverse** (using professional judgement) level of effect that is **not significant**.

Footpath Reference BROM57/MELW88 (3km+ to the north-west)

7.70 Footpath reference BROM57 and MELW88 are located within SLA 5 and have a **very high** sensitivity. Footpath reference BROM57 travels east-west through Spye Park RPG. Each of these routes have panoramic views across the clay vale to the south-west allowing for a view of Melksham at over 3km distance as illustrated in representative **Photoviewpoint EDP 14**. Partial views of the Proposed Development would be possible from sections of these routes, although these would be seen as a narrow layer between the existing settlement edge and layers of vegetation.

7.71 Overall, the magnitude of change is considered to be **negligible** at Construction, Year 1 and 15 as the Proposed Development would form a barely noticeable component in the view. Together with a high sensitivity this will yield a this will result in a long- term, permanent, direct **negligible** level of effect that is **not significant**.

Road Users

A3102/Sandridge Common Road

7.72 A3102/Sandridge Common Road runs east-west providing connection between Melksham and the A342 to the east. Views towards the Site are possible along approximately 1.5km of the route from Sandridge Hill to the east to the immediate west of the Site, although views are frequently hidden by vegetation as motorists descend the slopes and by residential dwellings at Lopes Close where the road passes to the north of the Site. Elevated views within the SLA are represented by **Photoviewpoint EDP 5** and views across the northern Site boundary are represented in **Photoviewpoint EDP 1**.

7.73 Motorists travelling towards Melksham will experience a number of sequential views across the clay vale landscape and towards different parts of the Proposed Development, with short time lapses, creating an awareness of the new settlement edge extending along a moderate horizontal extent, although partially hidden by topography and vegetation. To the immediate north the proposed access will require the partial removal of hedgerows and a new road, although views of the Proposed Development will be hidden by intervening vegetation and built form.

7.74 The visual sensitivity of users of A Roads are generally considered to have a low sensitivity, however it is considered that where the road travels through the SLA the sensitivity is elevated to **medium** as a result of the views towards the open clay vale landscape. Where the road travels past the north of the Site it has a **low** sensitivity.

7.75 **Within the SLA**: The magnitude of change on the visual amenity of users of the route at Year 1 is considered to be **medium** as the Proposed Development would be partially visible with a small horizontal extent, seen in successive views. This will result in a medium-term, permanent, direct **moderate adverse** level of effect that is **significant**.

7.76 **Adjacent to the Site**: Where the road passes the northern boundary of the Site it is considered that the Proposed Development will form a new and recognisable element in localised views which does not conflict with elements in the streetscene including the new development at Lopes Close. The magnitude of change at Year 1 is considered to be **high** along a short section of the road. This will result in a medium-term, permanent, direct, **moderate adverse** level of effect that is **significant**.

7.77 **Within the SLA**: By Year 15 the landscape proposals will have established along the eastern boundary, breaking up the view of the Proposed Development in elevated views. The magnitude of change will reduce to **low**. This will result in a long-term, permanent, direct, **moderate/minor adverse** level of effect that is **not significant**.

7.78 **Adjacent to the Site**: By Year 15 the proposed landscape mitigation along the access route will have established, reducing the magnitude of change relating to the new access to **medium**. This will result in a long-term, permanent, direct, **moderate/minor adverse** level of effect that is **not significant**.

Eastern Way

7.79 Eastern Way is a new road which forms the edge of Melksham. Where it is close to the Site, it travels in a north-south direction connecting to the A3102 at the northern end. Wide raised verges which are vegetated in sections with new and existing vegetation create a sense of enclosure and heavily filter views towards the wider landscape. Partial views open up at junctions such as the junction with the entrance to Snarlton Farm/ Bridleway MELW41 as shown in representative **Photoviewpoint EDP 12**. The Proposed Development will be glimpsed from short sections of the road corridor and most apparent from the location of **Photoviewpoint EDP 12** where the northern part of the proposals is likely to be visible below Sandridge Hill.

7.80 Overall, the magnitude of change to the visual amenity of users travelling along this route at Year 1 is considered to be **low** as the proposals would introduce a minor constituent in an oblique view for those travelling north. Together with a **low** sensitivity (established in the baseline) this will result in a medium- term, permanent, direct **minor adverse** level of effect that is **not significant**.

7.81 By Year 15, the vegetation along the western boundary would have established introducing further filtering into the view. The magnitude of change would reduce to **very low**. This will result in a long term, permanent direct **minor/negligible adverse** level of effect that is **not significant**.

7.82 Due to the very limited proportion of the route affected and the limited magnitude of change for users the magnitude of change for users of the route as a whole is negligible resulting in a **negligible adverse** level of effect overall.

Woodrow Road/NCN Route 403 (1.25km to the north)

7.83 Woodrow Road leaves the edge of Melksham and runs east. The route has a line of development along the northern side with views south. Views towards the Site are represented by **Photoviewpoint EDP 13** which illustrated the view across the fields between the road and A3102. Pylons and dwellings along the A3102 are glimpsed. It is considered that as a result of the combination of intervening vegetation and built form that no view of the Proposed Development will be visible, resulting in a magnitude of change of **none** and level of effect of **none**.

Residential Dwellings/Groups

7.84 Views from private residential properties, although likely to be of high to very high sensitivity to changes in the view, are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application. However, they remain relevant to this review of the predicted extent and nature of visual change, so are reviewed briefly below. These residential receptors are shown on **Figure 6.6**.

Residential Group 1: 288-295 Sandridge Common

7.85 Property Numbers 288, 289, 289A, 290, 290A, 291, 292, 293, 294, 295 Sandridge Common are located to the west of Blackmore Farm. Rear gardens and elevations face

south and are between 150m and 340m from the Site's boundary. These properties have an oblique view of the agricultural barns to the south of Blackmore Farm which will restrict views towards the northern part of the Proposed Development. Views will be filtered by vegetation along garden curtilages, along intervening field boundaries and the Site's western boundary, however the Proposed Development will form a new element in the view over a moderate horizontal extent for both ground and upper floors. The sensitivity is **high** for these properties.

7.86 The magnitude of change to the visual amenity of residents at Year 1 is considered to be **medium** as a result of distance, intervening built form and vegetation, which, together with a very high and high sensitivity will result in a medium- term, permanent, direct **major**/**moderate adverse** level of effects that is **significant**.

7.87 By Year 15 the proposed planting along the boundaries will have matured to limit visibility to the Proposed Development reducing the magnitude of change to **low**. This will result in a long term, permanent direct **moderate adverse** level of effect that is **significant**.

Residential Group 2: Blackmore House and Farm

7.88 Blackmore Farm and Blackmore House are located to the immediate west of the Site. Blackmore Farm is a single storey building surrounded by agricultural outbuildings and views are likely to be screened although narrow glimpsed views may be possible. The rear elevation of Blackmore House faces south and has views south-east towards the Site. Views will be within the context of surrounding barns and outbuildings and filtered by varied garden curtilage vegetation. The proposals are set back from Blackmore House by over 100m, and orchard planting is proposed within its setting. Views may be available from both ground and upper floors, and the sensitivity is high for this property.

7.89 The magnitude of change to the visual amenity of residents Blackmore Farm at Year 1 is considered to be **high** with changes over a notable horizontal and vertical extent to the south-east including a new road seen at medium-range, although it is noted that views to the immediate south will remain unchanged.

7.90 At Year 1 the magnitude of change to the visual amenity of residents is considered to be **high** which, together with a very high and high sensitivity will result in a medium-term, permanent, direct **major adverse** level of effects that is **significant**.

7.91 By Year 15 the proposed orchard planting within the setting of Blackmore House as well as intervening landscape mitigation along the western boundary will have matured to limit visibility of the Proposed Development reducing the magnitude of change to **medium**. This will result in a long term, permanent direct **major**/**moderate** adverse level of effect that is **significant**.

Residential Group 3: Lopes Close 1-12

7.92 Lopes Close numbers 1-12 are located along the northern boundary of the Site. They have been built in the past five years, and rear garden vegetation is not yet mature. They have open, unfiltered views across the Site from rear windows and gardens. The proposals will

introduce new dwellings behind numbers 1-10 Lopes Close and will be visible at close-range. The sensitivity of residents is high.

7.93 Year 1 the magnitude of change to the visual amenity of residents is considered to be **very high** which, together with a **high** sensitivity will result in a medium- term, permanent, direct **substantial adverse** level of effect that is **significant**.

7.94 By Year 15 garden planting between the properties will have matured, however the views will remain fundamentally altered as a result of the Proposed Development. This will result in a **high** magnitude of change, resulting in a direct **major adverse** level of effect that is **significant**.

Residential Group 4: 254 and 256 Sandridge Common

7.95 Property numbers 254 and 256 are two dwellings located to the immediate north of Blackmore Farm and House. They are located approximately 80m to the west of the Site boundary. They have oblique views towards the northern boundary of the Site and there may be oblique views towards the proposed access for residents at 256 who have a high sensitivity.

7.96 At Year 1 and Year15 the magnitude of change is considered to be **very low** as a result of intervening vegetation and the oblique nature of the view. This will result in a direct **moderate/minor adverse** level of effect that is **not significant**, being a result of the very high sensitivity of the receptors and not the magnitude of change.

Manor Farm

7.97 Manor Farm is located to the immediate north Lopes Close. There may be glimpsed views of built form beyond the existing dwellings at Lopes Close, however the set back of the house and garden curtilage will heavily filter views of the Proposed Development.

7.98 At Year 1 and Year 15 the magnitude of change is considered to be very low as a result of intervening vegetation and the barely discernible glimpsed nature of the view. This will result in a direct **moderate/minor adverse** level of effect (at most) that is **not significant**.

Residential Group 5: Little Snarlton Farm/Snarlton Farm

7.99 Little Snarlton Farm (1 and 2) is located approximately 360m to the south-west of the Site at the closest point. The side elevation of 2 Little Snarlton Farm faces north-east towards the Site. Views towards the proposals are likely to be heavily filtered by a tree belt along the driveway to Snarlton Farm and screened from ground floor windows. The sensitivity of upper floor windows is **high**.

7.100 The magnitude of change to the visual amenity of residents at Year 1 is considered to be **low** which, together with a high sensitivity will result in a medium- term, permanent, direct **moderate adverse** level of effect that is **significant**.

7.101 By Year 15, proposed landscape mitigation along the boundaries of the Proposed Development will have established. This will reduce the magnitude of change to **very low** resulting in a direct **moderate/minor adverse** level of effect that is **not significant**.

Other Receptors

Commercial Units at Snarlton Farm

7.102 The Commercial Units at Snarlton Farm are located to the south of an access road from Eastern Way. There is some tree planting along the access road and hedgerows along the northern boundaries filter views. The sensitivity of receptors at work is considered **very low**.

7.103 The magnitude of change to the visual amenity of receptors at Year 1 is considered to be **low** as views towards the Proposed Development will be interrupted by surrounding built form. Together with a very low sensitivity this will result in a medium- term, permanent, direct **minor**/**negligible adverse** level of effect that is **not significant**.

7.104 By Year 15, proposed landscape mitigation along the boundaries of the Proposed Development will have established. This will reduce the magnitude of change to **very low** resulting in a direct **negligible adverse** level of effect that is **not significant**.

Section 8
Predicted Cumulative Effects

8.1 The assessment of cumulative effects is undertaken to ascertain the cumulative landscape and visual effects that might arise as a result of the Proposed Development alongside other developments of a similar character and scale. The cumulative projects are detailed and assessed in **Table EDP 8.1** below. The Cumulative Assessment has followed methodology within EDP's Cumulative Effects Methodology, as shown to the rear of **Appendix EDP 2**.

8.2 It is noted that cumulative Construction effects have been assessed in the worst-case scenario of the Cumulative Project being constructed at the same time as the Proposed Development, unless otherwise noted within **Table EDP 8.1**.

CUMULATIVE LANDSCAPE EFFECTS

8.3 This assessment addresses cumulative impacts on landscape character which arise when two or more developments introduce new features into the landscape, which can change the landscape character. A review of the Cumulative Projects has revealed that 12 of the 13 projects have a shared landscape character receptor with the Proposed Development: Cumulative Projects 1-3 and 5-13 are located within LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC). Cumulative Projects 1, 2, 8, 9, 10, 11 and 13 are located within C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Cumulative Projects 3 and 7 are included within Area 3: Open Clay Vales (JMNP 2 2025).

8.4 Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020) are considered together as they cover a very similar area, share key characteristics and have been concluded to have the same value, susceptibility and sensitivity.

8.5 Non-Host LCA F2 Sandridge Park Greensand Hills (WWDLCA 2006 CBA) and Non-Host Area 4: Wooded Greensand Hills (JMNP 2 2020) are also considered together.

8.6 Within the LCA 12B: Avon Open Clay Vale the implementation of the Proposed Development and Cumulative Projects will mean that a larger area of agricultural land is developed for suburban development within this geographically extensive LCA. It is noted that the majority of the characteristic landscape elements will be retained and enhanced within each Cumulative Project and new woodland/tree belts proposed in line with the published landscape guidance and this has been taken into account within the Cumulative Assessment of this LCA.

Table EDP 8.1: Assessment of cumulative in combination landscape effects

Identified Common Landscape Character Receptor(s)	**Cumulative Landscape Assessment Text**
Cumulative Project 1: Land at Blackmore Farm, Sandridge Common, Melksham, PL/2023/11188 (Approved May 2025)	
Cumulative Project 1 was approved with conditions in May 2025. Should the Proposed Development come forward, this Cumulative Project is considered very likely to be complete and operational, forming an extension to the residential development at the eastern edge of Melksham. Once construction of Cumulative Project 1 starts, it will increasingly urbanise its context, including the Site, so further reducing the susceptibility, and sensitivity, of the sensory and perceptual dimension of landscape character receptors to change. This, in turn, will limit the perceived effect of the Proposed Development on this dimension of landscape character across the Site and its context.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The cumulative level of effect to LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and long-term, permanent **minor adverse** and **not significant** in Year 15. This is in line with those reported for the Proposed Development in isolation and the minor adverse level of effects found for Cumulative Project 1 (where LCA 12B and LCA C1 were assessed as one LCA).
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 1 would mean that a larger area of agricultural land is developed for suburban development within these relatively small host LCAs. It would extend residential built form across the centre of the LCAs, between Eastern Way and the SLA. Once constructed, Cumulative Project 1 would reduce the undeveloped gap by circa 65% meaning that the remaining gap of 240m is increasingly urbanised. It is also noted that both LCAs contain suburban development within them at present and that this would increase this characteristic within these LCAs. The majority of the characteristic landscape elements will be retained and enhanced. The LCAs were judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 and Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be moderate adverse and **significant** at Construction, Year 1 and Year 15. This is higher than the minor adverse level of effects found for Cumulative Project 1 (where LCA 12B and LCA C1 were assessed as one LCA).

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Non-Host LCA 7C Bowood Greensand Hills (WLCA 2005/LUC)	The implementation of the Proposed Development and Cumulative Project 1 would result in a slightly greater impact on the key characteristics of *"wide views over the lowlands to the west".* It is however considered that the Proposed Development would limit views towards Cumulative Project 1 reducing its overall effects. The LCA was judged to have a **high** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The cumulative level of effect to non-host LCA 7C: Bowood Greensand Hills would be medium-term **moderate/minor adverse** and **not significant** in Year 1 and long-term, permanent **minor adverse** and **not significant** in Year 15. This is in line with those reported for the Proposed Development in isolation and similar to the minor adverse level of effects found for Cumulative Project 1 (where LCA 7C and LCA F2 were assessed as one LCA).
Non-Host LCA F2 Sandridge Park Greensand Hills (WWDLCA 2006 CBA) and Non-Host Area 4: Wooded Greensand Hills (JMNP 2 2020	The implementation of the Proposed Development and Cumulative Project 1 would result in a slightly greater impact on the key characteristics of *"dramatic views across adjacent open clay vales to the north and south"* and an *"overall strong sense of tranquillity".* It is however considered that the Proposed Development would limit views towards Cumulative Project 1 reducing overall effects on this characteristic, although impacts on the tranquillity at the edges of the LCA may be increased. The LCAs were judged to have a **high** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The cumulative level of effects to Non-Host LCA F2: Sandridge Park Greensand Hills and Area 4 would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation and slightly higher than the minor adverse level of effects found for Cumulative Project 1 (where LCA 7C and LCA F2 were assessed as one LCA).
Cumulative Project 2: Snarlton Farm, Snarlton Lane, Melksham PL/2023/09968 and PL/2025/08036 (Approved September 2024)	
Cumulative Project 2 was granted permission for the extension of a commercial building and the construction of a mirror image building. Planning Application PL/2025/08036 seeks to vary Planning Condition 2 to include a gap between buildings. The project is located within the context of existing similar development which reduces the susceptibility and sensitivity of the sensory and perceptual dimension of the character of the receiving landscape. This would limit the level of effect of the Proposed Development on this dimension of landscape character. The application does not include a Landscape and Visual Appraisal (LVA) for this application, so judgements have been made as to if a common receptor is present.	

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The implementation of the Proposed Development and Cumulative Project 2 would result in only a marginally larger area of agricultural land being developed for development within the host LCA, with Cumulative Project 2 delivering one additional agricultural style commercial shed adjacent to existing built form of the same character. The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The cumulative level of effect to LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and long-term, permanent **minor adverse** and **not significant** in Year 15. This is in line with those reported for the Proposed Development in isolation.
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 2 would result in only a marginally larger area of agricultural land being developed for development within these host LCAs, with Cumulative Project 2 delivering one additional agricultural style commercial shed adjacent to existing built form of the same character. This would result in a combined magnitude of change of medium at Construction and Year 1 which falls to low by Year 15. The LCAs are judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation as a result of the small increase in the quantum of built form.
Non-Host LCAs	Cumulative Project 2 is approximately 1km from the non-host LCAs and it is considered to have a negligible cumulative effect.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 3: Land South of Western Way Melksham Wiltshire PL/2022/08504 (Granted at Appeal November 2023)	
Cumulative Project 3 was granted outline planning permission (appeal allowed) with some matters reserved and is now under consultation under Reserved Matters Application PL/2025/07391. It will deliver up to 210 new homes and a care home to the south of Western Way. No Landscape and Visual Impact Assessment has been found for Cumulative Project 3 to verify shared landscape receptors. As a result of its location there is intervening built form/vegetation between Cumulative Project 3 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of cumulative effects to Host LCA 12B: Avon Open Clay Vale **moderate/minor adverse** and **not significant** at construction and Year 1 and long-term, permanent **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation. No Landscape and Visual Impact Assessment has been found for Cumulative Project 3.
Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 3 would result in a larger area of agricultural land developed within the host Area 3. It is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced and new tree belts proposed in line with the published landscape guidance. Host Area 3 was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The level of cumulative effects to Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **moderate/minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 5: Land West of Semington Road 20/07334/OUT (Granted at Appeal 2022)	
Cumulative Project 5 was granted outline planning permission with some matters reserved. Reserved Matters have been approved. It will deliver up to 50 new homes to the south of Western Way. The LVIA (ALCA) has been referred to for this project. As a result of its location there is intervening built form between Cumulative Project 5 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out. It is however located within the larger scale LCA 12B: Avon Open Clay Vale (WLCA 2005) but is outside of both LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Area 3 Open Clay Vale (JMNP 2). Development of the Site will result in an increase urbanisation of the LCA 12B and cumulative effects have therefore been considered below.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The cumulative level of effect to Host LCA 12B: Avon Open Clay Vale would be medium-term **moderate/minor adverse** and **not significant** at Construction and Year 1 and long-term, permanent **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation and comparable to the long term '**slight**' effects reported for Cumulative Project 5.
Cumulative Project 6: Land to the west of Semington Road (PL/2022/08155) (Granted at Appeal 2024)	
Cumulative Project 6 was granted outline planning permission (at appeal) and Reserved Matters have been approved. It will deliver up to 53 new homes to the west of Semington Road/south of Western Way. The LVIA (Pegasus) did not assess the level of effect on the identified shared receptor: LCA 12B: Avon Open Clay Vale. As a result of its location there is intervening built form between Cumulative Project 6 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out. It is however located within the larger scale LCA 12B: Avon Open Clay Vale (Wiltshire LCA 2005).	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 7: Unit 3 Priory Court, Poulton Land (20/01938/OUT) (approved 2021)	
Cumulative Project 7 was granted outline planning permission and Reserved Matters have been approved. It will deliver up to 144 new homes and is located to the west of A350. The Preliminary LVA for Cumulative Project 7 did not assess the level of effect on the identified shared landscape receptor: LCA 12B: Avon Open Clay Vale. As a result of its location there is intervening built form between Cumulative Project 7 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out. It is located within the larger scale LCA 12B: Avon Open Clay Vale (WLCA 2005).	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.
Cumulative Project 8: Land north of A3102 PL/2024/10345 (Pending)	
Cumulative Project 8 is a full planning permission for up to 350 dwellings, a day nursery, new primary and secondary access from the A3102 and associated infrastructure. It is currently under consultation. It is located approximately 340m to the north-west of the Site at the closest point. The development of this site would extend the settlement edge of Melksham out to New Road and is in the context of similar recent residential developments to the south and west, thereby reducing the susceptibility, and sensitivity, of the sensory and perceptual dimension of the character of the receiving landscape.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	The LCA is judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at construction and Year 1 and **minor adverse** and **not significant** by year 15. This is in line with those reported for the Proposed Development in isolation and those reported for Cumulative Project 8.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 8 will result in a larger area of agricultural land being developed for suburban land uses within these relatively small host LCAs. It will extend residential built form and leave a smaller undeveloped gap between the northern and southern areas of the LCAs. Whilst it is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced. The LCAs were judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by year 15. This is in line with those reported for the Proposed Development in isolation as a result of the small increase in the quantum of built form.
Non-Host LCAs	The LVA for Cumulative Project 8 does not report on the non-host LCAs. Cumulative effects on the identified characteristics of the Non-Host LCAs are considered to be the same as those reported for the Proposed Development in isolation.
Cumulative Project 9: Land North of Bath Road (A365), Melksham PL/2025/06749 (Pending)	
Cumulative Project 9 is an outline planning application (with matters reserved) for up to 205 dwellings, and expansion secondary school. It is under consultation. The project is located approximately 1km to the south-west of the Site at the closest point. It is located to the north of Bath Road and adjoining settlement edge land uses including schools, leisure centre and playing fields and football club. Its north-eastern and eastern edges abut open countryside. The LVIA (MHP) has been referred to as part of this assessment.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation and the same as those reported within the LVIA for Cumulative Project 9.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 9 would result in a larger area of agricultural land being developed for suburban land uses within these relatively small host LCAs. Whilst it is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced. The LCAs were judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by Year 15. Effects are in line with those reported for the Proposed Development in isolation with LCA C1 not being assessed within the LVIA for Cumulative Project 9.
Cumulative Project 10: Land to the South of A365 Bath Road and West of Turnpike Garage, Melksham PL/2024/11426 (Pending)	
Cumulative project 10 is an outline planning application for a warehouse and parking. It is under consultation. The LVA (Nicholsons) for this project does not consider the level of effects on the host LCAs. The project is located approximately 1.45km to the south of the Proposed Development, to the south of the A365 Bath Road. It extends to an approximate area of 5.6 hectares. It is located over 2km from the non-host LCAs to the north-east and is considered that due to distance (1.9km) and intervening vegetation along Clacker's Brook that there will be no cumulative effect on these LCAs.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 10 would result in a larger area of agricultural land being developed for built form within these relatively small host LCAs. It is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced. The LCAs are judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by Year 15. Effects are in line with those reported for the Proposed Development in isolation.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 11: Land North at Bowerhill Lane (PL/2025/06105) (Pending)	
Cumulative Project 11 comprises an outline planning application for the erection of up to 50 dwellings with associated works. It is under consultation. There is a Landscape Strategy document for this project which does not assess the level of effects on the host LCAs. As a result of its location there is intervening built form between Cumulative Project 11 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out. It is however located within the larger scale LCA 12B: Avon Open Clay Vale (Wiltshire LCA 2005), Host LCA C1 Melksham Open Clay Vales (West Wiltshire LCA 2006 CBA) and Area 3: Open Clay Vale (JMNP 2). It is located over 2km from the non-host LCAs to the north-east and is considered that due to distance (1.9km) and intervening vegetation along Clacker's Brook that there will be no combined effect on these LCAs.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA is judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 11 will mean that a larger area of agricultural land is developed for built form within these relatively small host LCAs. Whilst it is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced. The LCAs were judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor/moderate adverse** and **not significant** by Year 15. Effects are in line with those reported for the Proposed Development in isolation.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 12: Land North of Berryfield Lane (PL/2025/00626) (pending)	
Cumulative Project 12 is an outline planning application for up to 68 new dwellings to the north of Berryfield Lane. It is under consultation. The LVIA for Project 12 does not assess effects on the identified shared landscape receptor: LCA 12B: Avon Open Clay Vale. As a result of its location there is intervening built form between Cumulative Project 12 and the Proposed Development and the identified viewpoints, including **Photoviewpoint EDP 15** which represents the elevated views from the ridgeline at Seend. A cumulative visual assessment has therefore been scoped out. It is however located within the larger scale LCA 12B: Avon Open Clay Vale (Wiltshire LCA 2005) but is outside of both LCA C1 Melksham Open Clay Vales (West Wiltshire LCA 2006 CBA) and Area 3 Open Clay Vale (JMNP 2). Development of the Site will result in an increase urbanisation of the LCA 12B and cumulative effects have therefore been considered below.	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005/LUC)	The LCA was judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate/minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.

Identified Common Landscape Character Receptor(s)	Cumulative Landscape Assessment Text
Cumulative Project 13: Land South of Snarlton Farm, Snarlton Lane, PL/2024/07097 **Appeal ref: 3373278 (pending)**	
Cumulative Project 13 is an outline planning application for up to 300 new dwellings to the south of Snarlton Farm. It has been refused and is at Appeal (Public Inquiry January 2026). Cumulative Project 13 is located approximately 370m to the west of the Proposed Development at the closest point. Should the Cumulative Project be allowed, it will form an extension to the residential development at the eastern edge of Melksham. The LVIA (LDA) for Cumulative Project 13 assessed the level of effects on shared receptors Area 3: Open Clay Vales (JMNP 2 2020).	
Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)	The LCA is judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **low** at Construction and Year 1 reducing to **very low** by Year 15. The level of in-combination effects to Host LCA 12B: Avon Open Clay Vale would be **moderate**/**minor adverse** and **not significant** at Construction and Year 1 and **minor adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation.
Host LCA C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)	The implementation of the Proposed Development and Cumulative Project 13 will result in a larger area of agricultural land being developed for residential development within these relatively small host LCAs. Whilst it is noted that across both sites the majority of the characteristic landscape elements will be retained and enhanced, the management objectives of enhancing the landscape setting of Melksham will be lost within this location as it becomes part of Melksham. The LCAs arere judged to have a **medium** sensitivity in the baseline. The cumulative magnitude of change would be **medium** at Construction and Year 1 reducing to **low** by Year 15. The cumulative level of effect to Host LCA C1 Melksham Open Clay Vales and Host Area 3: Open Clay Vales would be **moderate adverse** and **significant** at Construction and Year 1 and long-term, permanent **minor**/**moderate adverse** and **not significant** by Year 15. This is in line with those reported for the Proposed Development in isolation. The LVIA for Cumulative Project 13 assesses that there is a moderate-slight adverse effect (permanent and not significant) within the Site (Host Area 3) reducing to minimal neutral in the wider Host Area 3.

Cumulative Landscape Character: Approved Projects

8.7 Of the 12 projects listed above, Cumulative Projects 1-3 and 5-7 have been granted planning permission. It is therefore concluded that there will be the following combined cumulative effects on the host and non-host landscape character areas once these have been constructed:

Host LCA 12B: Avon Open Clay Vale (WLCA 2005 LUC)

8.8 Host LCA 12B: Avon Open Clay Vale is a geographically extensive LCA which washes over areas of settlement. Whilst the construction of the Cumulative Projects would increase this key characteristic and further urbanise areas around Melksham, it is considered that Cumulative Projects 5-7 'fill' small areas of open space to the south of Melksham whilst Cumulative Project 2 is a relatively small agricultural/commercial project. Cumulative Project 1 in combination with the Proposed Development represent an extension to the settlement edge to the east of Melksham. At Construction and Year 1 the cumulative magnitude of change on a large-scale receptor would remain **low**, resulting in moderate/minor adverse level of effects that are **not significant**. These would diminish to minor adverse by Year 15 and **not significant**.

Host LCA: C1 Melksham Open Clay Vales (WWDLCA 2006 CBA) and Host Area 3: Open Clay Vales (JMNP 2 2020)

8.9 Host LCA C1 and Area 3 are relatively small LCAs. Cumulative Projects 1-3 are within both of these LCAs and Cumulative Project 1 and 2 are within Host LCA C1: Melksham Open Clay Vales. It is considered that in combination with the Proposed Development that the central area of these LCAs would be changed permanently from agricultural landscape to residential areas of Melksham. The cumulative magnitude of change at construction, Year 1 and Year 15 would be medium as a new settlement type is introduced into these LCAs. This would result in a permanent **moderate adverse** level of effect on the LCA which is significant.

Cumulative Visual Effects

8.10 Cumulative visual effects can arise in a variety of distinctive ways, as set out at paragraph 7.17 of GLVIA3 and within the Cumulative Effects Methodology to the rear of **Appendix EDP 2**.

8.11 There are six Cumulative Projects which have been identified as sharing cumulative visual amenity receptors. Sensitivity of receptors has been established within the baseline. These are assessed in **Table 8.2** below.

Table EDP 8.2: Assessment of Cumulative In-combination Visual Effects

Identified Common Visual Amenity Receptor (s)	**Cumulative Visual Assessment Text**	
Cumulative Project 1: Land at Blackmore Farm, Sandridge Common, Melksham, PL/2023/11188 (Approved May 2025)		
Cumulative Project 1 was approved with conditions in May 2025. Once construction of Cumulative Project 1 starts, it will increasingly urbanise its context, including the Site.		
Bridleway Reference MELW40/ Prater's Lane	**Construction/ Operation Year 1/- Operation Year 15 and beyond**	At Construction, Year 1 and Year 15 it is considered that views of Cumulative Project 1 would be screened either by construction activities and built form within the Proposed Development or by mitigation planting. Therefore, it is considered that there would be **no cumulative effects** on Bridleway Reference MELW40.
Footpath Reference MELW26	**Construction**	Cumulative **Photoviewpoint EDP 1a** to **1d** are taken from Footpath Reference MELW26 and **Cumulative Photoviewpoint EDP 2a** to **2c** are taken from the route to the south. It is possible that the route would be closed during construction and views of both projects would be seen in succession to the south. The cumulative magnitude of change is judged to be **high**. The overall cumulative level of effect is judged to be **major adverse**, which is **significant**.
	Operation Year 1	On completion, it is considered that views towards the Proposed Development from Footpath Reference MELW26 would be largely screened by residential built form and vegetation within Cumulative Project 1. Where receptors travel along the PRoW to the south of Cumulative Project 1 it is considered that visual effects become sequential for receptors travelling north. The cumulative magnitude of change is judged to be **high**. The cumulative level of effect to receptors using Footpath Reference MELW26 would be in line with that reported for both projects, **major adverse** and **significant** at Year 1.
	Operation Year 15 and beyond	By Year 15 it is considered that planting within the areas of open space along Clacker's Valley Park and the boundary of the Proposed Development will have established, reducing the combined visual effects. The cumulative magnitude of change would reduce to **medium**. The cumulative level of effect would reduce to long-term, permanent **major/moderate adverse** and **significant** at Year 15. This is slightly higher than effects reported within the LVIA for Cumulative Project 1 and in line with those reported for the LVIA.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
Bridleway reference MELW41/ Brown's Lane	**Construction**	**Cumulative Photoviewpoint EDP 2a** to **2c** are taken from the route to the south. It is considered that if constructed concurrently there would be in-combination views of construction activity over an extensive horizontal extent. The cumulative magnitude of change would be **high.** The cumulative level of effect would be **major adverse** and **significant.**
	Operation Year 1	On completion, it is considered that views towards the Proposed Development from Footpath Reference MELW41 would be largely screened by residential built form and vegetation within Cumulative Project 1. Where receptors travel along the PRoW to the south-east of Cumulative Project 1 it is considered that there will be an addition to the overall cumulative situation. The cumulative magnitude of change would be high. The cumulative level of effect would be **major adverse** and **significant.**
	Operation Year 15 and beyond	By Year 15 it is considered that planting within the areas of open space along Clacker's Valley Park will have established, reducing the combined effects. The cumulative magnitude of change will reduce to **medium.** The levels of in-combination effect from the Proposed Development and Cumulative Project 1 to receptors using bridleway reference melw41 would reduce to long-term, permanent **major/moderate adverse** and **significant**.
Footpath Reference MELW27	**Construction/ Operation Year 1/- Operation Year 15 and beyond**	It is possible that during construction the route will be temporarily closed. On completion, it is considered that views towards the Proposed Development from Footpath Reference MELW27 would be largely screened by residential built form and vegetation within Cumulative Project 1. Therefore, no cumulative effects are identified.
Footpath Reference MELW30	**Construction/ Operation Year 1**	At Construction and Year 1 the LVIA for Cumulative Project 1 states that views towards the Project will be open. It is considered that there will be combined in combination and in succession views for receptors moving north-west. The cumulative magnitude of change will be **low,** and level of cumulative effect would be **moderate adverse** and **significant**.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 15 and beyond	By Year 15, mitigation measures will have matured resulting in a diminished magnitude of change of **very low**. The cumulative level of effect would be in line with those reported for Cumulative Project 1: long term, permanent **moderate**/**minor adverse** and **not significant**.
A3102/ Sandridge Common	**Construction**	If constructed concurrently, it is considered that there would be localised cumulative effects on the road corridor as a result of construction activities. This would have a **high** cumulative magnitude of change, resulting in a **moderate adverse** level of effect that is **significant**.
	Operation Year 1	On completion, it is considered that there will be in combination and in succession views for receptors using the road. The cumulative magnitude of change will be **high**. The cumulative levels effect would be in line with those reported for the LVIA and Cumulative Assessment which conclude an overall **moderate adverse** effect that is **significant** at Year 1.
	Operation Year 15 and beyond	By Year 15, mitigation measures will have matured resulting in a diminished cumulative magnitude of change on receptors. The cumulative level of effect would be in line with those reported for the Proposed Development in isolation: **moderate/minor adverse** and **not significant** at Year 15.
Residential Group 1: 288-295 Sandridge Common	**Construction/ Operation Year 1/- Operation Year 15 and beyond**	At Construction and Year 1, it is considered that views towards the Proposed Development from Residential Group 1 would be largely screened by activity and residential built form and vegetation within Cumulative Project 1. There would therefore be **no cumulative effects**.
Residential Group 2: Blackmore House and Farm	**Construction/ Operation Year 1**	At Construction and Year 1 it is considered that there would be a cumulative change to the southern agricultural setting of Residential Group 2, although the immediate open setting will have been retained through careful design. The cumulative magnitude of change would be **very high**. The cumulative level of effect would be **substantial adverse** and **significant**, which is higher than the Proposed Development in isolation.
	Operation Year 15 and beyond	By Year 15, mitigation which includes areas of planting will have matured and will reduce the cumulative magnitude of change. The cumulative level of effect will reduce to **major**/**moderate adverse** and **significant**.

Identified Common Visual Amenity Receptor (s)	**Cumulative Visual Assessment Text**	
Footpath Reference BROM57/ MELW88 (3km+ to the north-west) (Within the SLA/RPG)	**Construction/Operation Year 1/- Operation Year 15 and beyond**	It is considered that both Cumulative Project 1 and the Proposed Development would be discernible from a few limited locations along the ridges to the north-east including from Footpath Reference BROM57/MELW8 and would be seen in combination. The cumulative magnitude of change would be imperceptible. This would give rise to a cumulative effect of long-term, permanent **negligible** and **not significant** at construction, Year 1 and Year 15. this is in line with the Proposed Development in isolation.
Cumulative Project 2: Snarlton Farm, Snarlton Lane, Melksham PL/2023/09968 and PL/2025/08036 (Approved September 2024)		
Cumulative Project 2 was granted permission for the extension of a commercial building and the construction of a mirror image building. Planning Application PL/2025/08036 seeks to vary Planning Condition 2 to include a gap between buildings. The project is located within the context of existing similar development which reduces the susceptibility and sensitivity of the sensory and perceptual dimension of the character of the receiving landscape. The application does not include a LVA for this application, so judgements have been made as to if a common receptor is present.		
Bridleway reference MELW40/- Prater's Lane	**Construction/ Operation Year 1** **Operation Year 15 and beyond**	Views towards Cumulative Project 2 will be obscured by the Proposed Development at construction and operation. And therefore, there is **no cumulative effect**.
Footpath reference MELW26	**Construction/ Operation Year 1** **Operation Year 15 and beyond**	It is considered that the cumulative magnitude of change on receptors using this footpath will be very small (see **Cumulative Photoviewpoint EDP 1c**) and that effects will be in line for the Proposed Development in isolation. Therefore, there is **no cumulative effect**.
Bridleway reference MELW41/- Brown's Lane	**Construction**	Receptors using Bridleway Reference MELW41 are closer to Cumulative Project 2 than the Proposed Development. Therefore, during the Construction Phase, they are likely to experience construction activities at close range as they pass adjacent to the Project. Views would both be in combination and in succession. The cumulative magnitude of change would be **high** which reduces to **medium** with distance from Snarlton Farm. The cumulative level of effect from the Proposed Development and Cumulative Project 2 would be higher than the Proposed Development in isolation: medium-term **major adverse** and **significant**.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 1	On completion, it is considered that views of both the Proposed Development and Cumulative Project 2 will be apparent, and that these cumulative views will both be in combination and in succession depending upon where receptors are along the path. The new commercial building will make a relatively minor addition to the cumulative situation as a result of its existing context as well as the foreshortening of the view for receptors moving west. The cumulative magnitude of change would reduce to **medium**, and the level of effect would be in line with that reported for the Proposed Development in isolation: medium-term **major**/**moderate adverse** and **significant** in Year 1.
	Operation Year 15 and beyond	At Year 15, in-combination views would become more filtered as a result of boundary enhancements within the Proposed Development. Therefore, at Year 15 the cumulative magnitude of change would reduce and the level of effects will reduce in line with those for the Proposed development in isolation: long-term, permanent **moderate adverse** and **significant.**
Footpath Reference MELW27	**Construction**	If construction was concurrent receptors may experience views in succession only. The Cumulative Project is located to the south and would be filtered by intervening vegetation resulting in a small addition to the cumulative situation. The cumulative magnitude of change would be in line with that for the Proposed Development in isolation: medium, resulting in a level of effect that is **major**/**moderate adverse** and **significant**.
	Operation Year 1	On completion, it is considered that there will be no in combination views of both the Proposed Development and Cumulative Project 2, however there is the possibility for in succession cumulative views for those moving west. The new commercial building will make a relatively minor addition to the cumulative situation as a result of its existing context as well as the distance and intervening features that filter the view. There will be no cumulative effects with effects in line with the Proposed Development in isolation: **major**/**moderate adverse** and **significant**.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 15 and beyond	At Year 15, cumulative views would become more filtered as a result of boundary enhancements. There will be no cumulative effects with effects in line with the Proposed Development in isolation: **moderate adverse** and **significant**.
Footpath Reference MELW22	**Construction**	If constructed concurrently there will be views with Cumulative Project 2 closer to the receptor than the Proposed Development. Cumulative views will be in combination and in succession although seen obliquely for most of the route. The cumulative magnitude of change would be **medium**, resulting in a **major/moderate adverse** level of effect that is **significant**. This is higher than the Proposed Development in isolation.
	Operation Year 1	On completion, it is considered that views of both the Proposed Development and Cumulative Project 2 will be available and that these cumulative views will be in combination and in succession although seen obliquely for most of the route. The new commercial building will make a minor addition to the cumulative situation as a result of its existing context. The cumulative magnitude of change will be **low**. The level of effect would be in line with that reported for the Proposed Development in isolation: **moderate adverse** and **significant** in Year 1.
	Operation Year 15 and beyond	At Year 15, the Proposed Development would become more filtered as a result of boundary enhancements. Therefore, at Year 15 magnitude of changes and level of effect will reduce in line with those for the Proposed Development in isolation: **moderate/minor adverse** and **not significant**.
Cumulative Project 8: Land north of A3102 PL/2024/10345 (Pending)		
Cumulative Project 8 is a full planning permission for up to 350 dwellings, a day nursery, new primary and secondary access from the A3102 and associated infrastructure. It is currently under consultation. It is located approximately 340m to the north-west of the Site at the closest point. The development of this site would extend the settlement edge of Melksham out to New Road and is in the context of similar recent residential developments to the south and west. The LVIA for this Cumulative Project identifies a localised visual envelope with shared visual receptors being identified as A3102, Eastern Way and Footpath Reference MELW26.		

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
A3102/-Sandridge Common	**Construction**	If constructed concurrently it is considered that there would be as a worst-case scenario in combination, in succession and sequential views of construction activities which would impact on road users in both directions. The cumulative magnitude of change would at worst be **very high**, which is higher than that reported for the Proposed Development in isolation. The cumulative level of effect would be **major**/**moderate adverse** and **significant**.
	Operation Year 1	On competition, the combined developments would result in a minor alteration to the overall cumulative situation as the settlement edge of Melksham would be closer to receptors. Cumulative views would be both in-combination and in succession and there would be sequential views as receptors travel towards and away from Melksham. The cumulative magnitude of change would be in line with that reported for the Proposed Development in isolation: high, resulting in a **moderate adverse** level of effect that is **significant**.
	Operation Year 15 and beyond	At Year 15, Cumulative Project 8 would become barely discernible due to maturation of landscape mitigation along the eastern boundaries. Therefore, at Year 15 the magnitude and level of effects would have reduced in line with the Proposed Development in isolation: long-term, permanent **moderate**/**minor adverse** and **not significant**.
Eastern Way	**Construction**	It is possible that receptors using Eastern Way would experience views of construction activities within Cumulative Project 8 and the Proposed Development in succession only when moving north. The localised cumulative magnitude of change would be **high** which is higher than that reported for the Proposed Development in isolation. The cumulative level of effect would be **moderate adverse** and **significant**.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 1	The LVIA for Cumulative Project 8 identifies views towards Cumulative Project from Eastern Way where it finds a that the Cumulative Project would form a new and recognisable element in the view. On competition, the combined developments would result in an alteration to the overall cumulative situation as the settlement edge of Melksham would be closer to receptors to the north and the Proposed Development would be glimpsed to the west. Combined views would be both in-combination and in succession. The cumulative magnitude of change would be **medium** in line with that reported for cumulative project 8 in isolation. This would result in **moderate/minor adverse** level of effect that is **not significant** in Year 1. This is slightly higher than for the Proposed Development in isolation.
	Operation Year 15 and beyond	By Year 15 the landscape proposals along both Cumulative Project 8 and the Proposed Development would have matured assisting in assimilating the proposals into the surrounding context. The cumulative magnitude of change and level of effect would reduce in line with that reported for Cumulative Project 8 in isolation: long term, permanent **minor adverse** and **not significant** at Year 15. This is higher than for the Proposed Development in isolation.
Footpath Reference MELW26	**Construction/ Operation Year 1/ Operation Year 15 and beyond**	The LVIA for Cumulative Project 8 identifies views towards Cumulative Project from Footpath Reference MELW26 where it finds a that the Cumulative Project will be largely screened by intervening built form and landscape features. Construction related activities and the site at operation would result in a minor alteration to the overall cumulative situation. It is concluded therefore that there would be no cumulative magnitude of change. The level of effect would be in line with that reported for the Proposed Development in isolation.
Cumulative Project 9: Land North of Bath Road (A365), Melksham PL/2025/06749 (Pending)		
Cumulative Project 9 is an outline planning application (with matters reserved) for up to 205 dwellings, and expansion secondary school. It is under consultation. The project is located approximately 105m to the south-west of the Site at the closest point and is beyond areas which have a settlement edge land use as playing fields and for a school and therefore have some urbanised influences. Shared visual receptors between the Proposed Development and Cumulative Project 9 include users of Bridleway Reference MELW41 and Eastern Way. Other receptors which may have combined views include MELW26.		

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
Bridleway reference MELW41/- Brown's Lane	**Construction**	If construction was undertaken concurrently, it is considered that views of construction activities will be available in winter months, and that these cumulative views will only be in succession as a result of the locations of the sites to the north and south of the Bridleway (see **Cumulative Photoviewpoint EDP 2b**). The cumulative magnitude of change would be **medium,** and levels of effect would be **major**/**moderate adverse** and **significant**. This is in line with that reported for the Proposed Development.
	Operation Year 1	It is noted within the LVIA for Cumulative Project 9 that the roofscape may be visible in winter months but not visually prominent. Views would be in succession only. The cumulative magnitude of change would be **medium,** and levels of effect would be **major**/**moderate adverse** and **significant**. This is in line with that reported for the Proposed Development.
	Operation Year 15 and beyond	At Year 15, views would become more filtered as a result of boundary enhancements along the boundaries of the Proposed Development. The cumulative magnitude of change would reduce to **low**, and levels of effect would be **moderate adverse** and **significant**. This is in line with that reported for the Proposed Development.
Footpath Reference MELW26	**Construction/ Operation Year 1/ Operation Year 15 and beyond**	The LVIA for Cumulative Project 9 identifies extremely limited views from Footpath Reference MELW26 where it finds a that the Cumulative Project would be largely screened by intervening built form and landscape features. Construction related activities and the site at operation would result in a minor alteration to the overall cumulative situation. It is concluded therefore that there would be no cumulative magnitude of change. The level of effect would be in line with that reported for the Proposed Development in isolation, see **Cumulative Photoviewpoint 1c.**

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
Users of the PRoW network on elevated ridges to the south including Bridleway/-Footpaths on ridge to the south including SEEN6	**Construction/Operation Year 1/-Operation Year 15 and beyond**	The LVA for Cumulative Project 9 identifies that there may be views from Seend Cleeve. Views towards Cumulative Project 9 are at some distance and are physically separated from the Proposed Development but may be glimpsed in occasional oblique views from Bridleway/Footpath SEEN6 represented by PVP EDP 15. At Construction and Operation, the Cumulative Project would result in a minor alteration to the overall cumulative situation. Cumulative views would be in-combination. The cumulative magnitude of change would be **very low** resulting in moderate/minor adverse levels of effects at Construction and Year 1 falling to **minor adverse by** Year 15. This is **not significant**. This is the same as the Proposed Development in isolation.
Cumulative Project 10: Land to the South of A365 Bath Road and West of Turnpike Garage, Melksham PL/2024/11426 (Pending)		
Cumulative Project 10 is an outline planning application for a warehouse and parking. It is under consultation. The project is located approximately 1.45km to the south of the Proposed Development, and to the south of the A365 Bath Road. It extends to an approximate area of 5.6 hectares. It is considered that views towards Cumulative Project 10 would be obscured by the Proposed Development at operation from locations to the north and east of the Proposed Development (PRoW network/ residential receptors/road network).		
Bridleway reference MELW40/-Prater's Lane	**Construction/ Operation Year 1/-Year 15 and beyond**	The LVA for Cumulative Project 10 identifies 'heavily restricted views' towards the Project from Bridleway reference MELW40/- Prater's Lane It is considered that views will be screened by Construction and Operation within the Proposed Development. It is concluded therefore that there would be no cumulative magnitude of change. The level of effect would be in line with that reported for the Proposed Development in isolation (see **Cumulative Photoviewpoint EDP 4a**).
Users of the PRoW network on elevated ridges to the south including Bridleway/-Footpaths on ridge to the south including SEEN6	**Construction/ Operation Year 1**	Views towards Cumulative Project 10 are at some distance (1.8km) and are physically separated from the Proposed Development. The projects would be seen in occasional oblique views from Bridleway/Footpath SEEN6 represented by **Photoviewpoint EDP 15** and as a result of the 16m height of the Cumulative Project it is considered that there would be an addition to the cumulative scenario. Cumulative views would be in-combination. The cumulative magnitude of change would be **low** at Construction and Year 1 resulting in **moderate adverse** level of effects at Construction and Year 1 which is **significant**. This is higher than the Proposed Development in isolation.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 15 and beyond	As mitigation proposals take effect the cumulative magnitude of change would reduce to **low** resulting in **moderate/minor adverse** level of effects at Year 15 which is **not significant**. This is higher than the Proposed Development in isolation.
Cumulative Project 13: Land South of Snarlton Farm, Snarlton Lane, PL/2024/07097 **Appeal ref: 3373278 (pending)**		
Cumulative Project 13 is an outline planning application for up to 300 new dwellings to the south of Snarlton Farm. It has been refused and is at Appeal (Public Inquiry January 2026). Cumulative Project 13 is located approximately 370m to the west of the Proposed Development at the closest point. Should the Cumulative Project be allowed, it will form an extension to the residential development at the eastern edge of Melksham.		
Bridleway reference MELW40/- Prater's Lane	**Construction/Operation Year 1 Operation/ Year 15**	Views towards Cumulative Project 13 would be obscured by the Proposed Development at Construction and Operation. (see **Cumulative Photoviewpoint EDP 4a**). There would therefore be no cumulative magnitude of change. The levels of cumulative effect would be in line with that report for the Proposed Development in isolation.
Bridleway reference MELW41/- Brown's Lane	**Construction**	If construction were to take place concurrently, it is considered that there would be views of construction activities within the Proposed Development and Cumulative Project 13 in succession and in combination, see **Cumulative Photoviewpoint EDP 2b** and **2c**. It is noted within the LVIA for Cumulative Project 13 that there will be a small-medium scale of effect. The cumulative magnitude of change would be **high**, resulting in a **major adverse** level of effects, which is **significant** and is higher for the Proposed Development in isolation.
	Operation Year 1	On completion, it is considered that views of both the Proposed Development and Cumulative Project 13 would be available from this route. Views are likely to be both in succession and in combination, see **Cumulative Photoviewpoint EDP 2b** and **2c.** The cumulative magnitude of change would be medium, resulting in a **major/moderate adverse** level of effects, which is **significant** and is in line with the Proposed Development in isolation.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 15 and beyond	At Year 15, views would become more filtered as a result of boundary enhancements along the boundaries of the Proposed Development and Cumulative Project 13. The cumulative magnitude of change would reduce to **low**, resulting in **moderate adverse** level of effects, which is significant and is in line with the Proposed Development in isolation.
Footpath reference MELW26	**Construction**	At Construction, it is considered that views of construction activity within Project 13 would be 'small' in scale and filtered by intervening vegetation and built form (see **Cumulative Photoviewpoint EDP 1c**). Views would be in combination and in succession for those moving south, depending on where receptors are along the path although seen obliquely. If constructed concurrently receptors would have in succession views of taller machinery such as cranes. The cumulative magnitude of change would be **high**, resulting in **major adverse** level of effects, which is **significant** and is in line with the Proposed Development in isolation.
	Operation Year 1	Views would be in combination and in succession for those moving south, depending on where receptors are along the path although seen obliquely. The cumulative magnitude of change would be high, resulting in **major adverse** level of effects, which is **significant** and is in line with the Proposed Development in isolation.
	Operation Year 15 and beyond	At Year 15, views would become more filtered as a result of boundary enhancements along the boundaries of the Proposed Development as well as those along the boundaries of Cumulative Project 13. The cumulative magnitude of change would reduce to **medium**, resulting in **major/moderate adverse** level of effects, which is **significant** and is in line with the Proposed Development in isolation.
Footpath reference MELW22	**Construction**	At construction, it is considered that there will be open views of construction activities where receptors cross the Cumulative Project (see **Cumulative Photoviewpoint EDP 3**). To the east of Cumulative Project 13 it is considered that receptors would have combined in succession views of construction activities with Cumulative Project 13 forming the main focus in the view. The cumulative magnitude of change would therefore be **high**, resulting in **major adverse** levels of effect that are **significant** and higher than the Proposed Development in isolation.

Identified Common Visual Amenity Receptor (s)	Cumulative Visual Assessment Text	
	Operation Year 1	On completion, it is considered that where the footpath passes through Cumulative Project 13 that views would be screened towards the Proposed Development. To the east of Cumulative Project 13 it is considered that receptors would have combined in succession views of the sites with Cumulative Project 13 forming the main focus in the view. The cumulative magnitude of change would therefore be **medium,** resulting in **major/moderate adverse** levels of effect that are **significant** and higher than the Proposed Development in isolation.
	Operation Year 15 and beyond	At Year 15, views would become more filtered as a result of boundary enhancements along the boundaries of the Proposed Development as well as those along the boundaries of Cumulative Project 13. The cumulative magnitude of change would therefore be low resulting in **moderate adverse** levels of effect that are **significant** and higher than the Proposed Development in isolation.
Eastern Way	**Construction/ Operation Year 1/- Operation Year 15 and beyond**	On completion, it is considered that views towards the Proposed Development would be screened for those travelling north by Cumulative Project 13. However, there may be in succession cumulative views for receptors travelling south that are oblique and fleeting. Overall, it is considered that there would be negligible cumulative magnitude of change and levels of cumulative effect would be in line with that report for the Proposed Development in isolation.
Users of the PRoW network on elevated ridges to the south including Bridleway/ Footpaths on ridge to the south including SEEN6	**Construction/ Operation Year 1/ Operation Year 15 and beyond**	The LVIA for Cumulative Project 13 identifies that the routes along the Seend ridgeline experience views towards Cumulative Project 13. However, there will be no discernible change to the visual context, and the Project will be perceived as part of the settled landscape resulting in a minimal cumulative effect. At construction, Year 1 and Year 15 it is therefore considered that there will be **no cumulative effects** above the effects identified for the Proposed Development in isolation.

Cumulative Visual Assessment: Approved Projects

8.12 Of the six Cumulative Projects listed above, Cumulative Projects 1 and 2 have been granted planning permission. It is therefore concluded that there will be combined effects on the shared receptors which are limited to the surrounding PRoW network, road network and immediately surrounding residential receptors.

8.13 It is considered that Cumulative Project 2 will only contribute a small addition to the cumulative situation and that the combined effects will therefore be the same as those reported for Cumulative Project 1. It is therefore concluded that there will be combined effects on the shared receptors which are limited to the surrounding PRoW network, road network and immediately surrounding residential receptors. It is noted that the Proposed Development is of a similar size and scale to Cumulative Project 1 and that it therefore would appear as a 'planned extension' which is not incongruous.

Section 9
Summary and Conclusions

9.1 EDP is an independent environmental consultancy and Registered Practice of the Landscape Institute specialising the assessment of developments at all scales across the UK.

9.2 This report has summarised the findings of a comprehensive landscape data trawl and field appraisal undertaken by EDP's landscape team (**Sections 2**, **3** and **4**). In **Section 5**, the Proposed Development is described with any proposed mitigation. **Section 6** undertakes an assessment of the likely landscape and visual effects, having regard to the above and based on a combination of the thresholds set out in **Appendix EDP 2** coupled with professional judgement.

SUMMARY

Designated Landscape at Construction and Operation

9.3 The assessment of effects finds that the level of effect of the proposals on SLA 5: The higher land of Spye and Bowood Parklands, which is a locally designated landscape, is limited at both construction and operation, including Years 1 and 15. This is largely due to the well wooded nature of the SLA which limits views to a small area at the edge of the SLA. Although there may be a minor change of the sense of tranquillity as a result of a development close to the edges of the SLA, it is noted that this characteristic is already reduced within the context of the A3102 as a result of noise and movement along the road corridor. It is further noted that the Proposed Development has responded to this sensitivity through embedded mitigation with a setback of built form from the boundary of the SLA to reduce the magnitude of change in this location. Finally, it is noted that the area of the SLA which is adjacent to the Site is not publicly accessible other than via the A3102/ Sandridge Common Road.

Landscape Character at Construction

9.4 The assessment finds that at construction there would be **significant** level of effect on the following landscape character receptors:

- Site landscape character;
- Host LCA C1 Melksham Clay Vale (WWDLCA 2006); and
- Area 3: Open Caly Vale (JMNP 2 2020).

Visual Amenity at Construction

9.5 The assessment finds that at construction there would be significant level of effect on the following visual receptors:

- Users of Bridleway Reference MELW40 (10m east of Site boundary);
- Users of Footpath Reference MELW26 (within the Site);
- Users of Bridleway Reference MELW41 (15m to south-west of the Site);
- Users of Footpath Reference MELW27 (150m to west of the Site);
- Users of Footpath Reference MELW22 (280m to the south of the Site);
- Users of A3102/Sandridge Common Road; and
- The following residential groups:
    - Residential Group 1: Property Numbers 288-295 Sandridge Common;
    - Residential Group 2: Blackmore Farm and Blackmore House;
    - Residential Group 3: 1-12 Lopes Close;
    - Residential Group 4: Property numbers 254 and 256;
    - Manor Farm; and
    - Residential Group 5: Little Snarlton Farm/Snarlton Farm.

9.6 Elevated levels of effect on these receptors is due primarily to proximity, and the noise and movement that are an inevitable consequence to construction activities. There would be no significant effects on other visual receptors.

Landscape Character at Operation

9.7 The assessment finds that as a result of the Proposal Development there would be a **major adverse** and **significant** level of effect on the character of the Site itself at Year 1 reducing to **major/moderate adverse** and **significant** at Year 15. This level of change is primarily the result of the change of use of the Site from agricultural land to residential as well as effects on the topography and perceptual aspects, and to a more limited degree on the recreational aspects of the landscape. The impacts on the landscape fabric itself are limited which will be retained, protected and enhanced. At Year 15 proposed structural planting across the Site, including woodland, trees, and hedgerows, would have matured providing increased tree canopy cover and BNG, as well as contributing to amenity value. Although the overall effect would be adverse at Year 15, there would be benefits arising out of the scheme in terms of habitat and recreational enhancements.

9.8 The assessment of effects finds that the level of effect of the Proposed Development on the character of the Site's setting, comprising host landscape character unit: host LCA 12B Avon Open Clay Vales (WLCA) will be **moderate/minor adverse** at Year 1 reducing to **minor adverse** at Year 15 which is **not significant**. This is as a result of the geographic extent of this LCA.

9.9 The assessment of effects finds that the level of effect of the Proposed Development on host LCA C1: Melksham Open Clay Vale (WWLCA) and Area 3: Open Clay Vale (JMNP 2 2020) would be **moderate adverse** and **significant** at Year 1 but would reduce to **moderate/minor adverse** and **not significant** at Year 15 once mitigation planting has established.

Visual Amenity at Operation

9.10 Desk and field studies have found that the Site's primary visual envelope extends within the surrounding 750m radius to a varied degree and is visible in longer distance partial views from the elevated ridges and downs to the north-east and south. To the immediate north, views are localised as a result of ribbon development along the A3102 road corridor. To the east localised views extend across Bridleway MELW40. To the south and west there are views from the PRoW network across the flat clay vale landscape, framed and filtered by intervening vegetation including along Clacker's Brook. These views extend out to approximately 750m at the furthest distance. This extent will decrease as the adjacent residential development (planning reference PL/2023/11188) emerges and associated planting becomes established.

9.11 Although significant level of effects has been identified at Year 1 across the immediate localised PRoW network these levels of effects reduce once mitigation and enhancement described within the landscape strategy proposals have established.

9.12 The only receptors that are predicted to experience **significant** levels of effect at Year 15 are within the localised setting and include:

- Users of Bridleway Reference MELW40 (10m east of Site boundary) for a section of the route;
- Users of Footpath Reference MELW26 (within the Site);
- Users of Bridleway Reference MELW41 (15m to south-west of the Site);
- Users of Footpath Reference MELW27 (150m to west of the Site); and
- The following residential groups:
  - Residential Group 2: Blackmore Farm and Blackmore House (Blackmore House only); and
  - Residential Group 3: 1-12 Lopes Close.

9.13 Where the PRoW network is affected, it is noted that most routes have a reduced level of effect across the routes as a whole.

Cumulative Effects

9.14 A cumulative landscape and visual assessment has been undertaken. In terms of the cumulative effects on the approved Cumulative Projects the assessment finds that at

Construction and Year 1 the cumulative magnitude of change on Host LCA 12B: Avon Open Clay Vale would remain **low**, resulting in **moderate**/**minor adverse** level of effects that are **not significant**. These would diminish to **minor adverse** by Year 15 and **not significant**.

9.15 It is considered that the cumulative magnitude of change at construction, Year 1 and Year 15 on Host LCA C1 Melksham Clay Vale and Host Area 3: Open Caly Vale (JMNP 2 2020) would be **medium** as a new settlement type is introduced into these LCAs. This would result in a permanent **moderate adverse** level of effect on the LCA which is **significant.**

9.16 In terms of the cumulative visual assessment on the approved Cumulative Projects it is considered that Cumulative Project 2 will only contribute a small addition to the cumulative situation and that the combined effects will therefore be the same as those reported for Cumulative Project 1 and the Proposed Development together. It is noted that over time Cumulative Project 1 and the Proposed Development would be read as one coherent place which would therefore lower the significance of effects on the identified receptors.

CONCLUSIONS

9.17 The Site is located on the future eastern settlement edge abutting the approved development (planning reference: PL/2023/11188). It is located in undesignated landscape and is located to the south of the A3102.

9.18 From this starting point, this LVIA informed and reviewed the emerging parameters plan for the Proposed Development. This assessment demonstrates the extent to which the sensitive layout and strategic planting proposed integrated within the design would mitigate views, retain and reinforce the characteristic landscape fabric and pattern of the Site and assimilate the Proposed Development into the settlement and rural landscape of the Site context east of Melksham.

9.19 To ensure establishment and ongoing management of the strategic planting comprising existing and proposed landscape features, a detailed planting design and LEMP, or similar, can be secured through condition, as described in the 'Secondary Mitigation or Enhancement' sections.

9.20 Accordingly, this LVIA concludes that the Site has landscape and visual capacity for the development as proposed on the masterplan.

Appendix EDP 1
Masterplan

- Site Area (Land East of Blackmore Farm)
- Indicative Residential Blocks
- Accessible POS Greenspace inc Park with Destination Equipped Play
- Allotments & Orchards
- Naturally Characterised Landscape (inc Accessible Greenspace, stream corridor, SUDs basins / drainage infrastructure, hedgerows and habitat areas)
- (indicative SUDs basins)
- Urban Spaces & Highway Areas
- New highway connections
- Existing PRoWs / Existing Bridleways
- Proposed key pedestrian routes on-site
- Land identified for ecological habitat enhancement, with managed footpath access
- Scope for Foot/Cycle routes on-site
- Scope for Foot/Cycle connections
- Existing trees & hedgerows
- Proposed trees & planting area
- Existing deciduous woodland
- Proposed orchard trees

proj: 25-004 drg: 421 date: 09/04/26 rev: E

ORIGIN3
23 Westfield Park
Redland,
Bristol,
BS6 6LT

0117 980 4900
www.origin3.co.uk
info@origin3.co.uk

N

Land East of Blackmore Farm, Melksham

Masterplan

Gleeson Land

© This drawing and the building works depicted are the copyright of Origin 3 Ltd and may not be reproduced or amended except by written permission. No liability will be accepted for amendments made by other persons.

Sketch proposals are for illustrative purposes only & as such are subject to detailed site investigation including ground conditions/contaminants, drainage, design & planning/density negotiations. Sketch proposals may be based upon enlargements of OS sheets & visual estimations of existing site features, accuracy will therefore need to be verified by survey.

m 50 100 150 200 250 1:2500 @ A1 / 1:5000 @ A3

© Ordnance survey materials used with the permission of The controller of HMSO, crown copyright 100022432.

W:\PLANNING\25-004 Blackmore Farm, Melksham Ph2, Gleeson\Urban Design\2 Graphics\1 In Progress\CAD\25004_421E East of Blackmore Farm - Masterplan_090426.dwg

Appendix EDP 2
EDP LVIA Assessment Methodology

INTRODUCTION

A2.1 This section provides a methodology for landscape and visual impact assessment as used by EDP.

METHODOLOGY

A2.2 The assessment methodology for assessing landscape and visual effects prepared by EDP is based on the following best practice guidance:

- *Guidelines for Landscape and Visual Impact Assessment – Third Edition* (GLVIA3) (LI/IEMA, 2013);
- Notes and Clarifications on Aspects of the *Third Edition Guidelines on Landscape Visual Impact Assessment* (GLVIA3) LITGN-2024-01 (LI, 2024)
- An Approach to Landscape Character Assessment (LCA) (Natural England 2014);
- Landscape Institute Technical Guidance Note (TGN) 06/19 Visual Representation of Development Proposals (17 September 2019); and
- Landscape Institute Technical Guidance Note (TGN) 02-21: Assessing Landscape Value Outside National Designations.

A2.3 Other reference documents used to understand the baseline position in landscape terms comprise published LCAs appropriate to the Site's location and the nature of the Proposed Development.

A2.4 The nature of landscape and visual assessment requires both objective analysis and subjective professional judgement. Accordingly, the following assessment is based on the best practice guidance listed above, information and data analysis technique, it uses quantifiable factors wherever possible and subjective professional judgement where necessary, and is based on clearly defined terms.

Landscape Assessment

A2.5 Landscape effects derive from changes in the physical landscape fabric that may give rise to changes in its character and how this is experienced. These effects need to be considered in line with changes already occurring within the landscape and which help define the character of it.

A2.6 Effects upon the wider landscape resource, i.e. the landscape surrounding the development, requires an assessment of visibility of the proposals from adjacent landscape character areas, but remains an assessment of landscape character and not visual amenity.

Visual Assessment

A2.7 The assessment of effects on visual amenity draws on the predicted effects of the development, the landscape and visual context, and the visibility and viewpoint analyses, and considers the significance of the overall effects of the Proposed Development on the visual amenity of the main visual receptor types in the study area.

Identifying Landscape and Visual Receptors

A2.8 This assessment has sought to identify the key landscape and visual receptors that may be affected by the changes proposed.

A2.9 The assessment of effects on landscape as a resource in its own right draws on the description of the development, the landscape context and the visibility and viewpoint analysis to identify receptors, which, for the Proposed Development may include, but not be limited to, the following:

- The landscape fabric of the development site;
- The key landscape characteristics of the local context;
- The 'host' landscape character area that contains the Proposed Development;
- The 'non-host' landscape character areas surrounding the host character area that may be affected by the proposals (where relevant); and
- Landscape designations on a national, regional or local level (where relevant).

A2.10 The locations and types of visual receptors within the defined study areas are identified from Ordnance Survey maps and other published information (such as walking guides), from fieldwork observations and from local knowledge provided during the consultation process. Examples of visual receptors may include, but not be limited to, the following:

- Settlements and private residences;
- Users of National Cycle Routes and National Trails;
- Users of local/regional cycle and walking routes;
- Those using local rights of way – walkers, horse riders, cyclists;
- Users of open spaces with public access;
- People using major (motorways, A and B) roads;

- People using minor roads; and
- People using railways.

Assessment of Landscape and Visual Effects

A2.11 The assessment of effects on the landscape resource includes consideration of the potential changes to those key elements and components that contribute towards recognised landscape character or the quality of designated landscape areas; these features are termed landscape receptors. The assessment of visual amenity requires the identification of potential visual receptors that may be affected by the development. As noted, following the identification of each of these various landscape and visual receptors, the effect of the development on each of them is assessed through consideration of a combination of:

- Their overall sensitivity to the proposed form of development, which includes the susceptibility of the receptor to the change proposed and the value attached to the receptor; and
- The overall magnitude of change that will occur - based on the size and scale of the change, its duration and reversibility.

Defining Receptor Sensitivity

A2.12 A number of factors influence professional judgement when assessing the degree to which a particular landscape or visual receptor can accommodate change arising from a particular development. Sensitivity is made up of judgements about the 'value' attached to the receptor, which is determined at baseline stage, and the 'susceptibility' of the receptor, which is determined at the assessment stage when the nature of the proposals, and therefore the susceptibility of the landscape and visual resource to change, is better understood.

A2.13 Susceptibility indicates *"the ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences"*[18]. Susceptibility of visual receptors is primarily a function of the expectations and occupation or activity of the receptor. A degree of professional judgement applies in arriving at the susceptibility for both landscape and visual receptors and this is clearly set out in the technical appendices to this assessment.

A2.14 A location may have different levels of sensitivity according to the types of visual receptors at that location and any one receptor type may be accorded different levels of sensitivity at different locations.

[18] Landscape Institute and Institute of Environmental Management and Assessment (2013). *Guidelines for Landscape and Visual Impact Assessment, Third Edition.* Page 158.

A2.15 With reference to Box 5.1 within GLVIA3 (Page 84), **Table EDP A2.1** provides an indication of the criteria by which the overall value of a landscape receptor may be judged. Within the assessment, further reference to the Landscape Institute's 'TGN 02-21: Assessing landscape value outside national designations' may be applied where appropriate. **Table EDP A2.2** provides an indication of the criteria by which the overall susceptibility of the landscape in relation to the type of development proposed.

Table EDP A2.1: Assessment of Landscape Value

Landscape Character Area Value				
Very Low	**Low**	**Medium**	**High**	**Very High**
Undesignated countryside and landscape features; absence of distinctive landscape characteristics; despoiled/-degraded by the presence of many landscape detractors, with little or no evidence of being valued by the community.	Undesignated countryside and landscape features; few distinctive landscape characteristics; presence of landscape detractors with some evidence of being valued by the community.	Undesignated countryside and landscape features; some distinctive landscape characteristics; few landscape detractors. Considered an 'everyday' landscape which is appreciated by the local community.	Locally designated/valued countryside (e.g. Areas of High Landscape Value, Regional Scenic Areas) and landscape features; many distinctive landscape characteristics; very few landscape detractors.	Nationally/internationally designated/valued countryside and landscape features; strong/distinctive landscape characteristics; absence of landscape detractors.
Consideration of Other Value Criteria				
Natural Heritage				
A landscape with no or very limited ecological, geological, geomorphological or physiographic interest and/or nature conservation content.	A landscape with limited ecological, geological, geomorphological or physiographic interest and/or nature conservation content.	A landscape with some ecological, geological, geomorphological or physiographic interest and/or nature conservation content.	A landscape with rich ecological, geological, geomorphological or physiographic interest and/or nature conservation content.	A landscape with abundant ecological, geological, geomorphological or physiographic interest and/or nature conservation content.
Cultural Heritage				
A landscape with no or very limited archaeological, historical or cultural interest.	A landscape with limited archaeological, historical or cultural interest.	A landscape with some archaeological, historical or cultural interest.	A landscape with rich archaeological, historical or cultural interest.	A landscape with abundant archaeological, historical or cultural interest.
Landscape Condition				
A landscape with no or few areas intact and/or in poor physical condition.	A landscape with few areas that are intact and/or in a reasonable physical condition.	A landscape with some areas that are intact and/or in reasonable physical condition.	A landscape with many areas that are intact and/or in a reasonable physical condition.	A landscape with most areas intact and/or in good physical condition.

Landscape Character Area Value				
Associations				
A landscape without recorded associations.	A landscape with few recorded associations.	A landscape with some and/or moderately valued associations.	A landscape with numerous and/or highly valued associations.	A landscape of rich and/or very highly valued associations.
Distinctiveness				
A landscape that does not contain rare or distinct landscape types or features.	A landscape that contains few distinct landscape types or features.	A landscape that contains distinct but not rare landscape types or features.	A landscape that contains one or more rare landscape types or features.	A landscape that is abundant in rare landscape types or features, that has a strong sense of identity.
Recreational				
A landscape with no or very limited contribution to recreational experience.	A landscape with no or limited contribution to recreational experience.	A landscape that provides some contribution to recreational experience.	A landscape that provides a good contribution to recreational experience.	A distinct landscape that forms a strong contribution to recreational experience.
Perceptual (Scenic)				
A landscape of little or no aesthetic appeal.	A landscape of low aesthetic appeal.	A landscape of some aesthetic appeal.	A landscape of high aesthetic appeal.	A landscape of very high aesthetic appeal.
Perceptual (Wildness and tranquillity)				
A landscape with prominent detractors, probably part of the key characteristics.	A landscape with landscape detractors, and is not particularly wild, tranquil or unspoilt.	A landscape with few detractors that also retains some perceptual values.	A landscape with very few detractors that has a relatively wild, tranquil or unspoilt landscape.	A wild, tranquil or unspoilt landscape without noticeable detractors.
Functional				
A landscape with no or very limited identifiable or valuable function.	A landscape with no or limited identifiable or valuable function.	A landscape with some identifiable or valuable function.	A landscape that performs an identifiable and valuable function.	A landscape that clearly performs an identifiable and valuable function.

Landscape Character Area Value				
Overall Judgement of Landscape Value				
Very Low value – receptor largely reflects very low value criteria above.	**Low value** – receptor largely reflects low value criteria above.	**Medium value** – receptor largely reflects medium value criteria above.	**High value** – receptor largely reflects high value criteria above.	**Very High value** – receptor largely reflects very high value criteria above.

Table EDP A2.2: Assessment of Landscape Susceptibility

Very Low Susceptibility to Change	**Low Susceptibility to Change**	**Medium Susceptibility to Change**	**High Susceptibility to Change**	**Very High Susceptibility to Change**
Pattern, Complexity and Physical Susceptibility to Change to the Proposed Development				
A simple, monotonous and/or degraded landscape with common/indistinct features and minimal variation in landscape pattern.	A landscape with an occasionally intact pattern and/or with a low degree of complexity and with few features in reasonable condition.	A landscape with some intact pattern and/or with a degree of complexity and with features mostly in reasonable condition.	A landscape with mostly patterned/-textured or a simple but distinctive landscape and/or with high value features and essentially intact.	A strongly patterned/-textured or a simple but distinctive landscape and/or with high value features intact.
Visual Susceptibility to Change to the Proposed Development				
A very enclosed landscape that contains or strongly filters views, with an absence of visual landmarks and a lack of intervisibility with designated landscapes.	A predominantly enclosed landscape that contains or filters most views, with very few views of visual landmarks or intervisibility with designated landscapes.	A partially enclosed landscape with some visual containment and filtering, possible limited intervisibility with visual landmarks and designated landscapes.	An open landscape with intervisibility and limited visual filtering or enclosure. Prominent visual landmarks may be present, and/or intervisibility with designated landscapes may occur.	An open or exposed landscape with extensive intervisibility and no or very limited visual filtering or enclosure. Prominent visual landmarks are present, and/or intervisibility with designated landscapes occurs.

Very Low Susceptibility to Change	**Low Susceptibility to Change**	**Medium Susceptibility to Change**	**High Susceptibility to Change**	**Very High Susceptibility to Change**
Experiential Susceptibility to Change to the Proposed Development				
A landscape with prominent visual and/or aural intrusion and close relationship with large-scale built development/-infrastructure. A landscape that contains many light sources and essentially suffers from widespread light pollution.	A busy landscape with frequent visual and/or aural intrusion and nearby relationship with large-scale built development/-infrastructure. A landscape that contains frequent light sources and suffers from light pollution.	A partially tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/ infrastructure may be present. A landscape that contains some light sources.	A tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/ - infrastructure may be present. A landscape that contains few light sources.	A very tranquil, wild or remote landscape with little or no sense of visual or aural intrusion. A landscape that contains very few light sources and provides dark skies.
Overall Judgement of Susceptibility to Change to the Proposed Development				
Very Low susceptibility – receptor largely reflects very low criteria above.	**Low susceptibility** – receptor largely reflects low criteria above.	**Medium value** – receptor largely reflects medium criteria above.	**High susceptibility** – receptor largely reflects high criteria above.	**Very High susceptibility** – receptor largely reflects very high criteria above.

A2.16 **Table EDP A2.3** provides an indication of the criteria by which the overall sensitivity of the landscape resource is judged within this assessment and considers both value and susceptibility independently.

Table EDP A2.3: Assessment of Landscape Sensitivity

		Susceptibility of Landscape Receptor				
		Very High	**High**	**Medium**	**Low**	**Very Low**
Receptor Value	**Very High**	Very High	Very High/ High	High	High/Medium	Medium
	High	Very High/ High	High	High/Medium	Medium	Medium/Low
	Medium	High	High/Medium	Medium	Medium/Low	Low
	Low	High/Medium	Medium	Medium/Low	Low	Low/Very Low
	Very Low	Medium	Medium/Low	Low	Low/Very Low	Very Low

A2.17 For visual receptors, judgements of susceptibility and value are closely interlinked considerations. For example, the most valued views are those that people go and visit because of the available view, and it is at those viewpoints that their expectations will be highest and thus most susceptible to change.

A2.18 **Table EDP A2.4** provides an indication of the criteria by which the overall sensitivity of a visual receptor is judged within this assessment and considers both value and susceptibility independently.

Table EDP A2.4: Visual Receptor Sensitivity

Category	**Visual Receptor Criteria**
Very High	Designed view (which may be to or from a recognised heritage asset or other important viewpoint), or where views of the surroundings are an important contributor to the experience. Key promoted viewpoint, e.g., interpretative signs. References in literature and art and/or guidebooks tourist maps. Protected view recognised in planning policy designation. Visual receptors with a very high susceptibility to change may include those with views from residential properties, especially from rooms normally occupied in waking or daylight hours; national public rights of way, e.g., National Trails and nationally designated countryside/landscape features with public access, which people might visit purely to experience the view; and visitors to heritage assets of national importance.

Category	Visual Receptor Criteria
High	View of clear value but may not be formally recognised, e.g. framed view of high scenic value, or destination hill summits. It may also be inferred that the view is likely to have value, e.g. to local residents. Visual receptors with a high susceptibility to change are considered to be those whose attention or interest is focussed on their surroundings and may include those with views from recreational receptors where there is some appreciation of the landscape, e.g., golf and fishing; local public rights of way, access land and National Trust land, also panoramic viewpoints marked on maps; road routes promoted in tourist guides for their scenic value.
Medium	View is not promoted or recorded in any published sources and may be typical of the views experienced from a given receptor. Visual receptors with a medium susceptibility to change may include people engaged in outdoor sport other than appreciation of the landscape, e.g. football and rugby, or road users on minor routes passing through rural or scenic areas.
Low	View of clearly lesser value than similar views experienced from nearby visual receptors that may be more accessible. Visual receptors with a low susceptibility to change may include road users on main road routes (motorways/A roads) and users of rail routes or people at their place of work (where the place of work may be in a sensitive location). Also views from commercial buildings where views of the surrounding landscape may have some limited importance.
Very Low	View affected by many landscape detractors and unlikely to be valued. Visual receptors with a very low susceptibility to change may include people at their place of work, indoor recreational or leisure facilities or other locations where views of the wider landscape have little or no importance.

A2.19 The tables above offer a template for assessing overall sensitivity of any landscape or visual receptor as determined by combining judgements of their susceptibility to the type of change or development proposed and the value attached to the landscape as set out at paragraph 5.39 of GLVIA3. However, the narrative in this report may demonstrate that assessment of overall sensitivity can change on a case-by-case basis.

A2.20 For example, a high susceptibility to change and a low value may result in a medium overall sensitivity, unless it can be demonstrated that the receptor is unusually susceptible or is in some particular way more valuable. A degree of professional judgement applies in arriving at the overall sensitivity for both landscape and visual receptors.

Magnitude of Change

A2.21 The magnitude of any landscape or visual change is determined through a range of considerations particular to each receptor. As set out within GLVIA3 (Page 39), the following steps are considered in defining the magnitude of change:

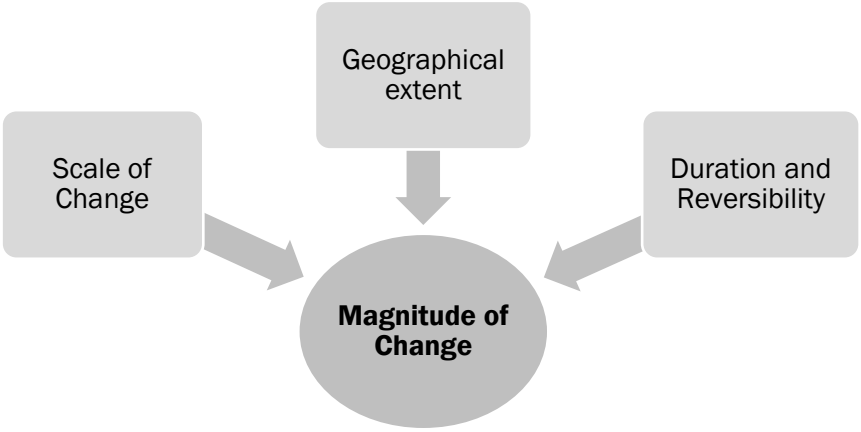


Figure EDP A2.1: Assessing the Magnitude of Change

A2.22 Receptor locations from which views of the Proposed Development are not likely to occur will receive no change and therefore no effect. With reference to the ZTV and Site survey, the magnitude of change is defined for receptor locations from where visibility of the Proposed Development is predicted to occur.

A2.23 **Table EDP A2.5** provides an indication of the criteria by which the size/scale of change at a landscape or visual receptor is judged within this assessment.

Table EDP A2.5: Landscape and Visual Receptor Size/Scale of Change Criteria

Category	Landscape Receptor Criteria	Visual Receptor Criteria
Large Scale ↑	Total loss of or major alteration to key elements/features/characteristics of the baseline condition. Addition of elements which strongly conflict with the key characteristics of the existing landscape.	There would be a substantial change to the baseline, with the Proposed Development creating a new focus and having a defining influence on the view.
	Notable loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that are prominent and may conflict with the key characteristics of the existing landscape.	The Proposed Development will be clearly noticeable, and the view would be fundamentally altered by its presence.
	Partial loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that may be evident but do not necessarily conflict with the key characteristics of the existing landscape.	The Proposed Development will form a new and recognisable element within the view which is likely to be recognised by the receptor.
	Minor loss or alteration to one or more key elements/features/characteristics of the baseline landscape. Addition of elements that may not be uncharacteristic within the existing landscape.	The Proposed Development will form a minor constituent of the view being partially visible or at sufficient distance to be a small component.

Category	Landscape Receptor Criteria	Visual Receptor Criteria
↓ **Small Scale**	Barely discernible loss or alteration to key elements/features/characteristics of the baseline landscape. Addition of elements not uncharacteristic within the existing landscape.	The Proposed Development will form a barely noticeable component of the view, and the view whilst slightly altered would be similar to the baseline situation.

A2.24 **Table EDP A2.6** provides an indication of the criteria by which the geographical extent of the area affected is judged within this assessment.

Table EDP A2.6: Geographical Extent Criteria

	Landscape Receptors	Visual Receptor Criteria
Largest ↑	Large scale effects influencing several landscape types or character areas.	Direct views at close range with changes over a wide horizontal and vertical extent.
	Effects at the scale of the landscape type or character areas within which the proposal lies.	Direct or oblique views at close range with changes over a notable horizontal and/or vertical extent.
	Effects within the immediate landscape setting of the Site.	Direct or oblique views at medium range with a moderate horizontal and/or vertical extent of the view affected.
	Effects at the Site level (within the development Site itself).	Oblique views at medium or long range with a small horizontal/vertical extent of the view affected.
↓ **Smallest**	Effects only experienced on parts of the Site at a very localised level.	Long range views with a negligible part of the view affected.

A2.25 The third, and final, factor, in determining the predicted magnitude of change is duration and reversibility. Duration and reversibility are separate but linked considerations. Duration is judged according to the defined terms set out below, whereas reversibility is a judgement about the prospects and practicality of the particular effect being reversed in, for example, a generation. The categories used in this assessment are set out below.

Duration:

- Long-term (10 years+);
- Medium-term (1 to 10 years);
- Short-term (1 year); or
- Temporary (less than 12 months).

Reversibility:

- Permanent with unlikely restoration to original state, e.g. major road corridor, power station, urban extension, etc.;
- Permanent with possible conversion to original state, e.g. agricultural buildings, retail units;
- Partially reversible to a different state, e.g. mineral workings;
- Reversible after decommissioning to a similar original state, e.g. wind energy development; or
- Quickly reversible, e.g. temporary structures.

A2.26 With consideration of the judgements set out above, **Table EDP A2.7** combines these judgements to provide the overall criteria by which the magnitude of change may be judged. While not all of the criteria may apply, the size/ scale, geographical extent Criteria and the duration/reversibility of effects on receptors are taken together to form a reasoned assessment of the magnitude of change. The overall magnitude of change is derived using professional judgement.

Table EDP A2.7: The Assessment of the Overall Magnitude of Change

Category	Receptor Criteria
Very High	Total loss of, or major alteration to key elements/features/characteristics of the baseline condition. Addition of elements which strongly conflict with the key characteristics of the existing landscape. The Proposed Development would create a new focus and have a defining influence on the view. Landscape and visual effects are typically large in scale, resulting in a permanent and irreversible change, influencing several landscape types or character areas. Visual changes would be experienced in direct, close ranging views with changes over a wide horizontal and vertical extent.
High	Notable loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that are prominent and may conflict with the key characteristics of the existing landscape. The Proposed Development would be clearly noticeable, and the view would be fundamentally altered by its presence. Direct or oblique views at close range with changes over a notable horizontal and/or vertical extent. Notable landscape and visual effects may be experienced in the medium to long-term, with possible conversion to original state, at the scale of the landscape type or character area/s within which the proposal lies.
Medium	Partial loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that may be evident but do not necessarily conflict with the key characteristics of the existing landscape within the immediate setting of the Site. The Proposed Development would form a new and recognisable element within the view which is likely to be recognised by the receptor. Visual change would be experienced in direct or oblique views at medium range with a moderate horizontal and/or vertical extent of the view affected. Effects may be partially reversible to a different state, being experienced in the medium term.

Category	Receptor Criteria
Low	Minor loss or alteration to one or more key elements/features/characteristics of the baseline landscape. Addition of elements, largely at the Site level, that may not be uncharacteristic within the existing landscape. The Proposed Development would form a minor constituent of an oblique view, being partially visible or at sufficient distance to be a small component at medium or long range and with a small horizontal/vertical extent of the view affected. The duration of the change may be short-term, being reversible to a similar original state.
Very Low	Barely discernible loss or alteration to key elements/features/characteristics of the baseline landscape. Addition of elements, experienced on parts of the Site at a very localised level, not uncharacteristic within the existing landscape. The Proposed Development would form a barely noticeable component of the view, often being seen as a small component in a long-range view where, although slightly altered, the change would be similar to the baseline situation. Effects may be temporary and quickly reversible to the original state of the baseline context.

Significance of Effect

A2.27 The purpose of the EIA process is to identify the significant environmental effects (both beneficial and adverse) of development proposals. Schedule 4 to the EIA Regulations specifies the information to be included in all environmental statements, which should include a description of:

"The description of the likely significant effects …should cover the direct effects and any indirect, secondary, cumulative, transboundary, short-term, medium-term and long-term, permanent and temporary, positive and negative effects of the development."

A2.28 In order to consider the likely significance of any effect, the sensitivity of each receptor is combined with the predicted magnitude of change to determine the significance of effect, with reference also made to the geographical extent, duration and reversibility of the effect within the assessment. Having taken such a wide range of factors into account when assessing sensitivity and magnitude at each receptor, the significance of effect can be derived by combining the sensitivity and magnitude in accordance with the matrix in **Table EDP A2.8**.

Table EDP A2.8: Level of Effects Matrix

Overall Sensitivity	Overall Magnitude of Change				
	Very High	**High**	**Medium**	**Low**	**Very Low**
Very High	**Very Substantial**[19]	**Substantial** [2]	**Major**	**Major/-Moderate**	**Moderate**
High	**Substantial** [2]	**Major**	**Major/ Moderate**	**Moderate**	Moderate/-Minor
Medium	**Major**	**Major/-Moderate**	**Moderate**	Moderate/-Minor	Minor
Low	**Major/-Moderate**	**Moderate**	Moderate/ Minor	Minor	Minor/-Negligible
Very Low	**Moderate**	Moderate/ Minor	Minor	Minor/-Negligible	Negligible

A2.29 In certain cases, where additional factors may arise, a further degree of professional judgement may be applied when determining whether the overall change in the view will be significant or not. For example, in cases where a moderate effect is experienced by a high or very high sensitivity receptor, this may be considered to be significant. Similarly, where a moderate effect is experienced by a very low sensitivity receptor, this may not be considered significant. Where this occurs, further explanation is given within the assessment.

Definition of Effects

A2.30 Taking into account the levels of effect described above, and with regard to effects being either adverse or beneficial, the following table represents a description of the range of effects likely at any one receptor.

Table EDP A2.9: Definition of Effect

Category	Definition of Adverse Effects	Definition of Beneficial Effects
Very Substantial	Typically, the landscape or visual receptor is very highly sensitive with the proposals representing a very high adverse magnitude of change. The changes would be at complete variance with the landscape character and would permanently diminish the integrity of a valued landscape or view.	The removal of substantial existing incongruous landscape or visual elements and the introduction or restoration of highly valued landscape elements or built form which would reinforce local landscape character and substantially improve landscape condition and visual amenity.

[19] In order to ensure consistency in reporting significance of effects throughout the ES, effects of substantial or very substantial will be reported as major. Where this occurs, further detail will be set out within the LVIA.

Category	Definition of Adverse Effects	Definition of Beneficial Effects
Substantial	Typically, the landscape or visual receptor has a very high to high sensitivity with the proposals representing a very high to high adverse magnitude of change to the view or landscape resource. Changes would result in a fundamental change to the landscape resource or visual amenity.	The removal of existing incongruous landscape/visual elements and the introduction or restoration of some valued landscape or visual elements would complement landscape character and improve landscape condition and improve the local visual amenity.
Major	Typically, the landscape or visual receptor has a high to medium sensitivity with the proposals representing a high to medium magnitude of change. The proposals would represent a material but non-fundamental change to the landscape resource or visual amenity.	The removal of some existing incongruous landscape elements and/or the introduction or restoration of some potentially valued landscape elements which reflect landscape character and result in some improvements to landscape condition and/or visual amenity.
Moderate	Typically, the landscape or visual receptor has a medium sensitivity with the proposals representing a medium magnitude of change. The proposals would result in a slight but non-material change to the landscape resource or visual amenity.	Some potential removal of incongruous landscape features or visual amenity, although more likely the existing landscape and/or resource is complemented by new landscape features or built features compliant with the local landscape and published LCAs.
Minor	Typically, the landscape or visual receptor has a low sensitivity with the proposals representing a low magnitude of change. There would be a detectable but non-material change to the landscape resource of visual amenity.	The proposals would result in minimal positive change to the landscape or visual resource, either through perceptual or physical change, and any change would not be readily apparent but would be coherent with ongoing change and process, and coherent with published LCAs.
Negligible	Typically, the landscape receptor has a very low sensitivity with the proposals resulting in very limited loss or alteration to the landscape resource or change to the view. There would be a barely perceptible change to the landscape resource or visual amenity.	There would be a barely perceptible positive or negative change to the landscape resource or visual amenity.

A2.31 Effects can be adverse (negative), beneficial (positive) or neutral. The landscape effects will be considered against the landscape baseline, which includes published landscape strategies or policies if they exist. Changes involving the addition of large-scale man-made objects are typically considered to be adverse as they are not usually actively promoted as part of published landscape strategies. Accordingly, the assessment of landscape effects

as a result of these aspects of the Proposed Development will be assumed to be adverse, unless otherwise stated within the assessment.

A2.32 Visual effects are more subjective as people's perception of development varies through the spectrum of negative, neutral and positive attitudes. In the assessment of visual effects, the assessor will exercise objective professional judgement in assessing the level of effects and, unless otherwise stated, will assume that all effects are adverse, thus representing the worst-case scenario.

CUMULATIVE EFFECTS METHODOLOGY

Assessment of Cumulative Effects

Definition and Approach

A2.33 The assessment of cumulative effects is undertaken to ascertain the additional landscape and visual effects that might arise, as a result of the proposed development alongside other developments of a similar character and scale.

A2.34 The *Guidelines for Landscape and Visual Impact Assessment – Third Edition* (LI/IEMA, 2013) (GLVIA3) states that cumulative effects:

"Result from additional changes to the landscape or visual amenity caused by the proposed development in conjunction with other developments (associated with or separate to it), or actions that occurred in the past, present or are likely to occur in the foreseeable future."

A2.35 NatureScot – in their 2021 guidance – define cumulative impacts as follows:

"An isolated house A in the countryside has a visual impact, standing out in its natural setting. Another isolated house B has a similar visual impact, taken alone. However, if the two houses are sited close together, the visual impact of the two together may be only a little greater than for either house A or B taken alone, as they will appear as a single cluster.

Wind farm A sited on a ridge on one side of a valley is highly visible but acceptable, providing a single visual focus on an otherwise unremarkable skyline. A second wind farm B on a ridge on the other side of the valley would have a similar effect, if it were on its own. However, the effect of having two wind farms sited on either side of the valley may be to make the observer feel surrounded by development. The combined effect of both may be much greater than the sum of the two individual impacts."

A2.36 The different kinds of cumulative landscape and visual effects are defined within the NatureScot guidance as follows:

- *"**Cumulative impacts on the physical fabric** of the landscape arise when two or more developments affect landscape components such as woodland, dykes, rural roads or hedgerows. Although this may not significantly affect the landscape character, the cumulative effect on these components may be significant – for example, where the last remnants of former shelterbelts are completely removed by two or more developments.*

- ***Cumulative impacts on landscape character*** *arise when two or more developments introduce new features into the landscape. In this way, they can change the landscape character to such an extent that they create a different landscape character type, in a similar way to large scale afforestation. That change need not be adverse; some derelict or degraded landscapes may be enhanced as a result of such a change in landscape character, especially where opportunities for new woodland planting, or peatland restoration are maximised, for example.*

- ***Combined visibility*** *occurs where the observer is able to see two or more developments from one viewpoint. Assessments should consider the combined effect of all wind farms which are (or would be) visible from relevant viewpoints. Combined visibility may either be in combination (where several wind farms are within the observer's arc of vision at the same time) or in succession (where the observer has to turn to see the various wind farms).*

- ***Sequential impacts*** *occur when the observer has to move to another viewpoint to see different developments. Sequential impacts should be assessed for travel along regularly-used routes like major roads, railway lines, ferry routes, popular paths, etc. The magnitude of sequential effects will be affected by speed of travel and distance between viewpoints."*

A2.37 From a review of the range of guidance available, it is clear there is variety in how Landscape practitioners can approach cumulative assessment, with two particular methods prevailing and discussed in GLVIA3 at paragraph 7.18. Assessments typically consider either: (1) solely the **additional effects** of the proposed development to the cumulative situation; or (2) the **combined effects** of all the identified cumulative schemes, together with the proposed development as a single appraisal.

A2.38 EDP follow approach (1) as it is considered to be the best way to understand specifically how the proposed development contributes to the overall change. This approach has been agreed at the Scoping stage.

The Scope of the Assessment

A2.39 The scope of the cumulative assessment, and the range of other developments to be included, will require agreement with the determining authority prior to undertaking the assessment. It will normally include a number of different scenarios dependent on the point at which the identified cumulative sites are within the planning system:

- **The Certain Scenario**: the proposed development will be considered against a theoretical baseline that includes cumulative developments that are consented but not yet under construction; or

- **The Less Certain Scenario**: the proposed development will be considered against a theoretical baseline that includes cumulative developments that are consented or are currently under construction, and also those which are subject to a live planning application.

A2.40 Schemes at Scoping or at pre-planning stage are typically not included in the assessment of cumulative effects because firm information on which to base the assessment is not available and because of uncertainty about what will actually occur, that is, it is not 'reasonably foreseeable'.

A2.41 The cumulative assessment will include the consideration of effects upon the full range of visual receptors covered within the LVIA, and also the effects upon the defined landscape character receptors.

A2.42 Cumulative effects can arise in a variety of distinctive ways, as set out at paragraph 7.17 of GLVIA3. The different types of effect can be broadly categorised as follows:

- **In Combination Effects**: These effects occur where there is a cumulative change from a single viewpoint in the same field of view. The field of view is defined here as 1200. These effects would result from the extension of an existing development or the positioning of a new development such that it extends or intensifies an effect;

- **In Succession Effects**: Such effects occur where there is a cumulative change, but the change is evident in a different part of a view and there is no intensification of a specific part of a view;

- **Sequential Effects**: Typically, such effects occur on a right of way or road where the receptor has to move to a different location to experience the cumulative change. Cumulative schemes may be visible variously and independently along the route, but normally not visible together; and

- **Perceptual Effects**: This kind of cumulative effect arises where cumulative change is not visible but is perceptible. Effects of this nature rely on non-visual impacts, such as noise or light.

Cumulative Assessment Methodology

A2.43 The process of cumulative assessment is the same as the assessment of effects of the proposed development in isolation; the level of effect is determined through the combined consideration of the sensitivity of the receptor and the magnitude of change to that receptor.

A2.44 As for the development in isolation, the sensitivity of the receptor (both landscape and visual) is defined as per the wider LVA/LVIA methodology, i.e., through the separate consideration of the susceptibility to change and the value of the receptor. The magnitude of change for cumulative effects is considered differently to the development in isolation, due to the way in which EDP approach cumulative assessment, as set out above.

A2.45 To identify the 'Cumulative Magnitude of Change' it is necessary to consider the extent to which the proposed development adds to the change already evident in the scenario being assessed. It can therefore be the case that in isolation the proposed development could

have a higher (or lower) level of change than in the cumulative scenario. A number of key considerations are relevant when identifying the cumulative change, as follows:

- **The magnitude of change in isolation**: Typically, the higher the magnitude of change for the scheme in isolation, the higher the cumulative magnitude of change. Where there is a very low change in isolation, there may be no cumulative magnitude of change at all, and therefore no cumulative effect;

- **Size and/or Scale**: If the proposed development is of a similar size and scale to the cumulative schemes, particularly those in closer proximity, the cumulative magnitude of change is likely to be lower as there will be less incongruity. Greater incongruity, and a higher cumulative magnitude of change, can arise from a variety of different size developments or multiple developments spread across a view/area, rather than conglomerations of development, which can appear more 'planned';

- **Number of schemes**: Where a large number of cumulative schemes are visible/present in combination or sequentially, there will inevitably be a higher overall cumulative level of change. This may not always lead to a higher cumulative magnitude of change for the proposed development, for example in a scenario where the cumulative schemes already dominate the view/landscape, in which case the change from the proposal would be more limited; and

- **Location of Schemes**: The relative locations of the proposed development and the cumulative schemes is important. Where the development is viewed within the same context or on the same skyline, this will tend to moderate the cumulative magnitude of change and can lead to a situation where it is lower than the development in isolation. Conversely, where the proposed development is visible in a different context, or a different part of the skyline, the cumulative change might be greater than the scheme in isolation.

Assessment Criteria

A2.46 Based upon the above considerations, **Table EDP A2.10** below provides the criteria by which the cumulative magnitude of change is defined within the assessment.

Table EDP A2.10: Defining the Cumulative Magnitude of Change to the Landscape and Visual Baseline

Cumulative Magnitude of Change	
Very High	The addition of the proposed development to the cumulative scenario will result in a major alteration to the overall cumulative situation and represent a substantial addition or contributor.
High	The addition of the proposed development to the cumulative scenario will result in a notable level of change to the overall cumulative situation and represent a clearly noticeable addition or contributor.
Medium	The addition to the proposed development to the cumulative scenario will result in a new and recognisable alteration to the overall cumulative situation and represent a clear addition or contributor.

Cumulative Magnitude of Change	
Low	The addition to the proposed development to the cumulative scenario will result in a minor alteration to the overall cumulative situation and represent a limited addition or contributor.
Very Low	The addition to the proposed development to the cumulative scenario will result in a barely discernible alteration to the overall cumulative situation and represent a minimal addition or contributor.
Imperceptible	In some circumstances, changes at representative viewpoints or receptors will be lower than 'Very Low' and changes will be described as 'Imperceptible'. This will lead to negligible effects.

Significance of Cumulative Effects

A2.47 In the same way as for the assessment of the proposed development in isolation, the aim of the cumulative assessment is to identify the extent and significance of the cumulative effects on the landscape and visual resource, by combining the sensitivity and cumulative magnitude of change as per **Table EDP A2.10** above. In particular, the focus is on identifying the 'significant' effects, these being the effects of most relevance to the acceptability of the development from a landscape and visual perspective.

A2.48 Significant cumulative landscape and visual effects arise where development of the type proposed becomes a principal or defining characteristic of the landscape or view as a result of the addition of the proposed development in the different scenarios considered. Significant effects generally occur where development becomes so prolific that it becomes a prevailing landscape and visual characteristic; this can be either sequentially or in combination.

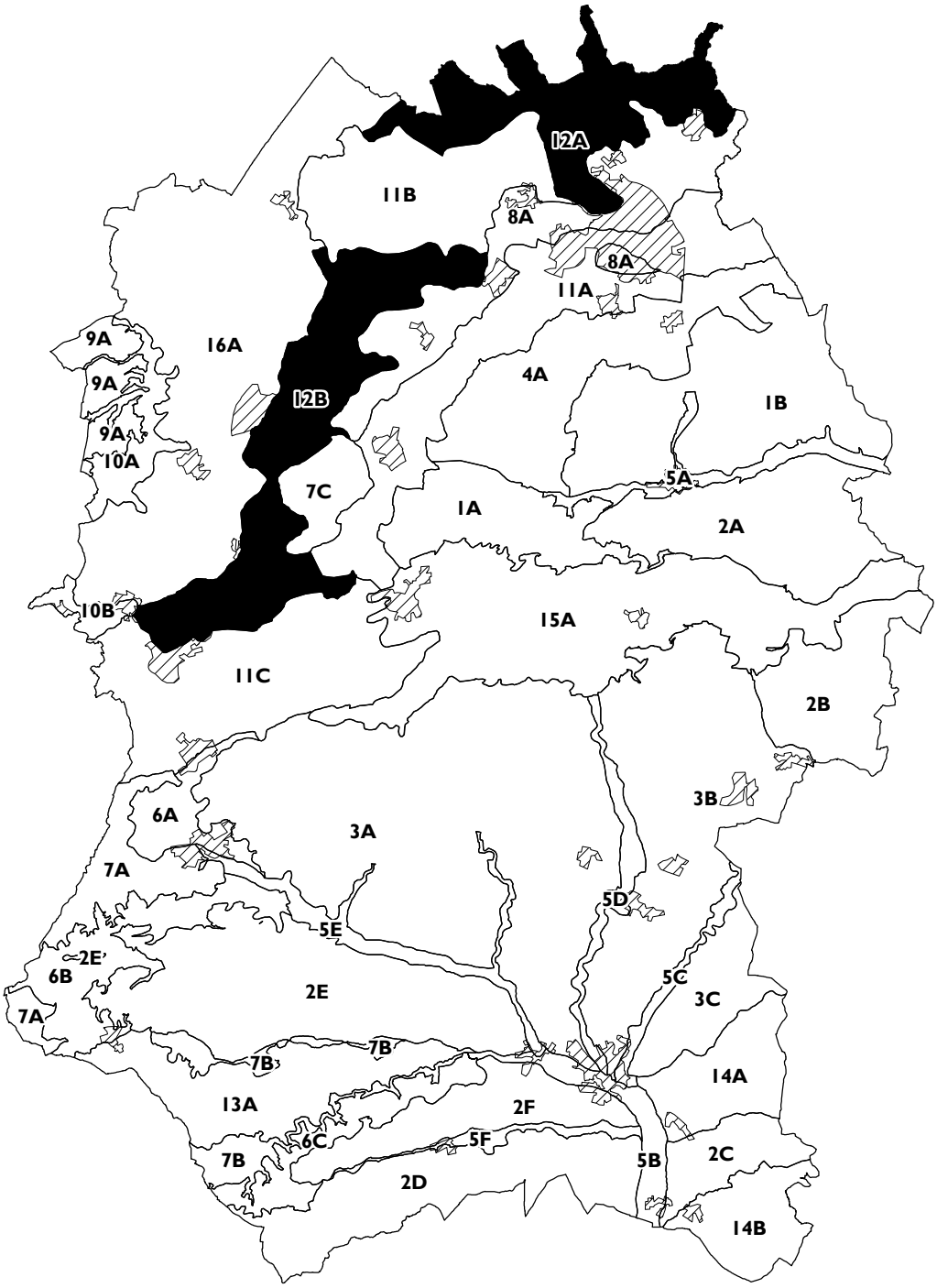
A2.49 In some cases, significant cumulative effects may arise where the proposed development lies close to other developments, but the differences in size and setting appear incongruous, thus increasing the level of cumulative effect. Conversely, where the proposed development is designed to achieve a more consistent appearance with the cumulative schemes, effects may not be assessed as significant.

A2.50 If the proposed development is assessed to have a significant effect in isolation, it does not always follow that the cumulative effect will also be significant. If the combined effect of the two or more developments does not result in the perception of a landscape or view defined by that particular type of development, the cumulative effect will not be significant, irrespective of whether the effect of the scheme in isolation is.

Appendix EDP 3
Findings of EDP Data Trawl

LANDSCAPE TYPE 12: OPEN CLAY VALE

12: OPEN CLAY VALE



LANDSCAPE CHARACTER AREAS

12A Thames Open Clay Vale

12B Avon Open Clay Vale

Urban Area

Reproduced from Ordnance Survey information with the permission of The Controller of Her Majesty's Stationery Office, Crown Copyright. LUC Licence No ALD852368

TYPE 12: OPEN CLAY VALES

DESCRIPTION

Location and boundaries

The *Open Clay Vales* Landscape Type contains the open lowland centred on the floodplains of the Rivers Thames and Avon. Area *12A: Thames Open Clay Vale* is situated at the far north of the county and area *12B: Avon Open Clay Vale* runs through the north western section of the county. Boundaries are defined by topography and usually follow a physical feature, often a road that runs along the first contour above winter flooding level.

Key characteristics

- Level land form with wide open skies and views to ridges and downs.
- Pastoral land use with some arable.
- Large scale geometric fields with hedgerows or open drainage channels defining boundaries.
- Presence of rivers, tributaries, drainage channels and open water bodies.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Floristically rich hay meadows.
- Settlement pattern varies from large towns and small scattered villages to sparse farmsteads.
- Buildings in varied materials of brick, render and stone.
- Crossed by major transport corridors, and a network of minor roads linking settlements.
- Historic use for transport evident in canals.

Physical influences

The *Open Clay Vales* have a varied geology with Alluvium and River Terrace Gravels around the watercourses to Oxford and Kellaway Clays in the slightly higher marginal areas and and tracts of Sand throughout the vales. Soils vary from loam over gravel to seasonally wet deep clay and land use reflects this in a concentration of arable in the free draining soil over sand and gravel and of pasture on the wet Alluvium and Clay. During the 20th century there was extensive quarrying of Sand, Gravel and some Clay (deriving from the Jurassic Limestone of the Cotswolds Hills) in area *12A: Thames Open Clay Vale.* These pits flooded and the lime rich waters have formed the Marl lakes of the Cotswold Water Park.

Landform is level or very gently shelving with area *12A: Thames Open Clay Vale* ranging from 70m to 100m AOD and *12B: Avon Open Clay Vale* ranging from 30m to 70m AOD.

Biodiversity

The *Open Clay Vale* landscape type is predominantly intensively farmed pasture and arable however there are some unimproved hay that are nationally significant for their diversity of grassland plants. These incude Clattinger Farm SAC, the only lowland farm in Britain known to have received no agricultural chemicals, plus Pike Corner SSSI, Sutton Lane Meadows SSSI, Upper Waterhay Meadow SSSI, Haydon Meadow SSSI, Acres Farm Meadow SSSI and North Meadow SAC, Cricklade SSSI.

Another site of ecological importance is the Cotswold Water Park SSSI, located in area *12A*. Here quarrying has created over a hundred lakes with nationally scarce marl waters caused by the lime rich geology. The series of lakes that form the SSSI include a range of the varied plant communities including open water (including those associated with marl waters), reed beds and surrounding grassland habitats. The area supports a wide range notable species including wintering and breeding birds such as pochard and gadwall, as well as water vole, otter, bittern, freshwater white clawed crayfish, and the lesser bearded stonewort *Chara curta* all of which are targets of the Cotswold Water Park BAP.

County Wildlife Sites include: Swillbrook Lakes Reserve, former gravel pits within the Cotswold Water Park which are rich in bird and dragonfly diversity, including reed warbler, nightingale, hobby and four-spotted chaser and downy emerald dragonflies; and Grove Farm Meadows, high quality unimproved neutral grassland which is mostly cut for hay. Species indicative of old hay meadows present here include betony and pignut.

Historic environment

Although the lowlands do not have the outstanding archaeological sites of the nearby Chalk uplands there is evidence of continuity of settlement on the gravel spreads of the vales from the Iron Age through the Saxon and Roman periods and beyond. Place names of the Saxon period indicate that much of the land had been cleared. Development during the Romano-British period included the major communication route of the Ermine Way built on a raised embankment above the floodplain of the Thames. Other major roads followed, along with canals (the Kennet and Avon Canal is still a prominent feature) and railways. The surviving pattern of scattered nucleated villages is largely medieval.

In the post-medieval period the process and sale of woollen cloth became concentrated along the Avon Valley leading to the growth of towns along the river. These continued to expand in the 20th century and modern developments at the edges of Chippenham, Melksham and Trowbridge making the southern section of area *12B: Avon Open Clay Vale* more settled and urbanised in character.

The long history of water meadows in the *Open Clay Vale* landscape type is shown by the inclusion of grazed meadows at Cricklade in the Domesday Book. Ancient field systems are evident as crop marks on gravel areas. Ridge and furrow is evident for instance at Haydon Meadow SSSI where it has been protected from damage by ploughing. Field patterns vary with the topography and geology with small scale irregular water meadows and pasture on alluvial areas and large regular arable fields on free draining gravels.

Settlement and built character

Throughout the type are small, nucleated villages and 19th century isolated farmsteads, usually sited on slightly elevated gravels to avoid flooding. Area *12A: Thames Open Clay Vale* is sparsely settled while *12B: Avon Open Clay Vale* is more settled to the south with the large towns of Chippenham, Melksham and Trowbridge. The widespread use of brick and tile reflects the use of local clay, but there is also render and Oolitic Limestone, a mixture of the latter and the local brick characterising the historic centres of settlements. The expansion of the towns in area *12B* during the 20th century has lead to large scale developments which are prominent in the level vale landscape. This is combined with major trunk roads throughout the area.

CHARACTER AREAS

12A: Thames Open Clay Vale

Area *12A: Thames Open Clay Vale* is a low lying area centred on the River Thames and its floodplain. It is a largely tranquil, rural landscape, predominantly level, with vertical elements of lines of willow and other wetland trees. The agricultural use of the area combines arable and wet pasture, with open water ditches as well as hedgerows defining boundaries. Field patterns vary from small and irregular to larger, geometric fields often in arable use on dryer or drained gravel areas. A major feature of the area is the large extent of open water resulting from gravel extraction and afterwards put to leisure use as the Cotswold Water Park. The many water bodies with their varied vegetation are of national significance as scarce marl waters (Cotswold Water Park SSSI). There are also a number of hay meadows of high ecological interest. The presence of water is felt throughout this area in the rivers, tributaries, drainage ditches with frequent lines of willows and other wetland vegetation. Settlement is sparse in the *Thames Open Clay Vale* with a few small settlements such as the village of Ashton Keynes and the town of Cricklade, but mainly scattered isolated farmsteads. Vernacular building materials are brick and stone. Although the Roman Ermine Way, now the busy trunk road of the A419, runs through the area, most of the roads are minor rural routes with small bridges crossing the waterways and ditches.

12B: Avon Open Clay Vale

Area *12B: Avon Open Clay Vale* is an extended area following the course of the River Avon from Great Somerford in the north to Bradford on Avon in the south. As well as the Avon the area is characterised by the presence of other rivers, tributary streams, lakes, and, to the south, the Kennet and Avon Canal. The *Avon Open Clay Vale* is a level, open area with views to the higher ground of the *Limestone Ridge* to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham. This urbanising influence is particularly prevalent to the south of the area while the northern section is more akin to area 12A with scattered settlement of small brick and stone built villages and farmsteads.

EVALUATION

Positive landscape features of significance

- Wide open skies and views to ridges and downs.
- Rich variety of rivers, tributaries, drainage channels and open water bodies, including scarce marl water habitats.
- Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).
- Hay meadows with unimproved grassland of ecological interest.
- Villages and farmsteads with vernacular mix of local stone and brick.
- Visible archaeology in Roman roads, pattern of medieval villages, long established grazing meadows, and the Kennet and Avon Canal corridor.

Forces for change

- Agricultural intensification threatens the remaining small scale field patterns and traditional pastoral landscape.
- Loss of hedgerows boundaries and particularly mature hedgerow trees, plus poor management of remaining hedgerows.
- Elm loss of the 1970s.
- Intensification in farming leading to drainage and improvement of permanent pasture and water meadows on the floodplain and loss of riparian vegetation.
- Pressure for further expansion of settlement and new development threatening the character of the small villages and scattered farmsteads.
- The presence of major transport corridors particularly the trunk roads has brought pressures for development and associated amenity planting and signage.
- Increasing road use which will further diminish the rural tranquillity of the vale landscape.
- Pressure to upgrade roads through additional kerbing and signage to accommodate an increase in traffic volume.

Condition

The *Open Clay Vales* are an intensively managed type with large areas under arable cultivation. Although there are limited areas still managed as unimproved grassland most of the meadows, a substantial part of the hedgerow network and riparian vegetation has been lost. The condition of the *Open Clay Vales* is judged as **moderate**.

Strength of character

There are still some highly rural, tranquil areas within the *Open Clay Vales* which are dominated by the varied waterways with their lush vegetation, with small scattered villages and farmsteads of vernacular materials. However elsewhere in the type the influence of the busy transport corridors and the large urban areas is pervasive making the type as a whole **moderate** in strength of character.

Inherent landscape sensitivities

- Rural tranquillity.
- Hedgerow pattern.
- Water bodies and water ways of varied character and ecological value.
- Streamside willows and other riparian vegetation.
- Remnant hay meadows.
- Wide open views.
- Settlement pattern of nucleated villages with variety of vernacular building materials.

STRATEGY

The strategy for the *Open Clay Vale*s Landscape Type is to **conserve** the elements that contribute to the rural, tranquil landscape; the rivers, streams and open water, the meadows and riverside tree lines, the brick and stone villages and farmsteads and to **improve** elements in decline such as the hedgerows and hedgerow trees, and the visual influence of the large settlement edges and major transport corridors.

Broad management objectives

- Retain and manage the 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.
- Take opportunities to extend and enhance the varied wetland habitats (reedbeds, wet grassland and wet woodland) of the Cotswold Water Park through appropriate restoration of mineral workings.
- 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.

- 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.
- Consider screening views to intrusive urban edges through planting new woodland.

THE LANDSCAPE CHARACTER CONTEXT

The character of the Wiltshire landscape has already been investigated in a number of studies as detailed in Appendices 1 and 2. The *Open Clay Vales* Landscape Type is covered in the Swindon Landscape Character Assessment and the North Wiltshire District Landscape Character Assessment.

Area 12A: Thames Open Clay Vale is partially within Area 2D: Thames Vale, within the Clay Vales type of the Swindon assessment and also includes areas of the North Wiltshire types Alluvium River Terrace Farmland (Area 1: Thames Valley Floor) and Lowland Clay Farmland (Area 2: Thames Valley Lowland).

Area 12B: Avon Open Clay Vale is, apart from its southern end which is outside the district, largely contiguous with the North Wiltshire character area Avon Valley Lowland of the Lowland River Farmland type.

4.4 Open Clay Vale (Type C)

Key Characteristics

- Underlying geology of Alluvium and River Terrace Gravels around the watercourses and tracts of Sand throughout the vales.
- Landform generally flat, or very gently rolling throughout the area and ranges from 30 to 60m AOD.
- Dominated by a mixture of arable farmland and pasture, with hedgerows or drainage channels demarcating field boundaries.
- Settlement pattern is generally scattered, consisting of small, nucleated settlements and isolated farmsteads.
- The underlying geology is reflected in local building materials (brick and tile) within traditional historic buildings.

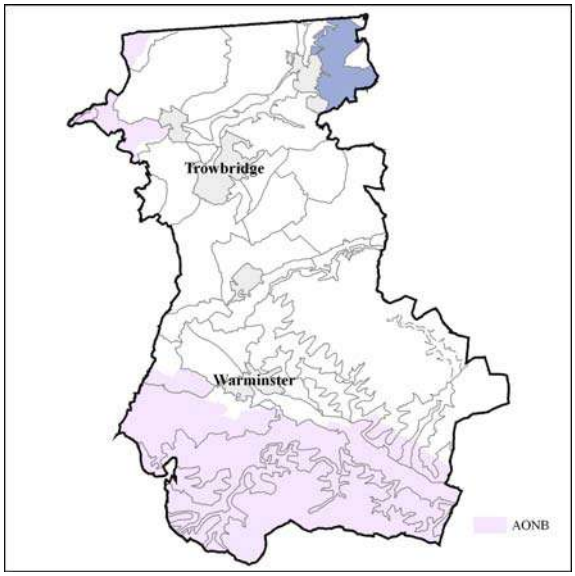
Summary of Visual Character

The underlying geology of the Open Clay Vales varies, with Alluvium and River Terrace Gravels around the watercourses and tracts of Sand throughout the vales. Landform is generally flat, or very gently rolling throughout the area and ranges from 30 to 60m AOD. Land cover is dominated by a mixture of arable farmland and pasture, with hedgerows or drainage channel delineating field boundaries. The sale of woollen cloth was associated with the River Avon during the post-medieval period, which led to the development of towns along the course. This was followed by the development of main roads and the Kennet and Avon Canal corridor. Settlement pattern is generally scattered, consisting of small, nucleated settlements and isolated farmsteads. The underlying geology is reflected in local building materials (brick and tile) within traditional historic buildings.

Character Areas

C1. Melksham Open Clay Vale
C2. Semington Open Clay Vale

C1 : MELKSHAM OPEN CLAY VALE



Location and Boundaries

Melksham Open Clay Vale is situated in the north east of the District, east of Melksham and Bowerhill.

Key Characteristics

- Flat, low-lying landscape (in places adjacent to the floodplain of the River Avon).
- Predominantly arable farmland.
- Relatively regular, medium-scale field pattern.
- General sense of openness throughout the character area.
- Road corridors lined in places with mature deciduous hedgerows and telegraph poles.
- Comprehensive footpath network.
- Pylons are dominant vertical elements across parts of the landscape.
- Scattered settlement pattern, with isolated farmsteads.
- Brooks and stream corridors scattered across the landscape – including Clackers Brook (a tributary of the River Avon).

Summary of Visual Character

This character area is situated upon a relatively open and predominantly flat expanse of Open Clay Vale (underlain by Oxford and Kellaway Clays on slightly higher ground and tracts of sand throughout the vales). The relatively narrow course of Clackers Brook (a tributary of the Avon) crosses the area and occasional drainage ditches are visible at field boundaries. Agricultural farmland (predominantly arable, with patches of pasture), dominates the character of the area, with a medium-sized, relatively regular field pattern apparent. Field boundaries are delineated with a mixture of mature hedgerows and deciduous hedgerow trees. However, although predominantly intact, the hedgerow network is gappy in places. Occasional deciduous copses are scattered throughout the landscape, although these are not a dominant characteristic. The area is served by the main A3102 to the north and the A365 to the south, which provide access through the area (with associated noise and visual intrusion). A comprehensive network of public footpaths also serves the area, however the minor road network is less well connected. Pylons are also visible as dominant vertical elements in certain parts of the character area. The landscape has a strong settled and urbanised feel in proximity

to Melksham and Bowerhill (where views to the urban edge are apparent), however settlement pattern throughout the rest of the area is relatively isolated (consisting predominantly of scattered farmsteads). Despite mature field boundaries, there is a strong sense of openness throughout the area. Sense of tranquillity is moderate, depending on distance from the major road corridors.

Historic Environment

- The widespread use of brick and tile reflects the use of local clay, but there is also render and Oolitic limestone, a mixture of the latter and the local brick characterising the historic centres of settlements.
- Although the lowlands do not have the outstanding archaeological sites of the nearby Chalk uplands, there is evidence of continuity of settlement on the gravel spreads of the vales from the iron Age through the Anglo-Saxon and Roman periods and beyond.
- The surviving pattern of scattered nucleated villages is largely medieval.

Biodiversity

This area is predominantly arable farmland, with patches of pasture. The focus on arable has limiting effect on the ecological value of the area. However the hedgerows demarcating the fields have an important corridor value. The occasional woodland copse and Clackers Brook stream corridor also contribute to the biodiversity potential of the area. A small tract of ancient woodland remaining in the northeastern corner of the area is also included in the Spye Park SSSI. Also in the vicinity, several areas of woodland and meadow are designated as Sites of Nature Conservation Interest. It lies within a larger locally designated Special Landscape Area.

Evaluation

Current Condition

Overall, field boundaries generally mature and intact. The area is however, relatively intensively managed, loss of hedgerows apparent (gappy) in certain locations (as a result of intensive cultivation). Overall, however, the condition of this landscape is perceived to be good.

Inherent Landscape Sensitivities

- Predominantly intact, mature field boundaries and overall intact, coherent landscape pattern.
- Open and glimpsed views across the floodplain of the River Avon (adjacent and to the west).
- Wide, open skies, with distant views to higher downland.

Key Landscape Changes

- Potential visually intrusive urban extensions to Melksham and Bowerhill.
- Potential deterioration and or loss of field boundaries.
- Large commercial/ industrial developments to the west of Bowerhill.
- Noise and visual intrusion associated with the A3102 and A365 road corridors.
- Visual intrusion from pylons.
- Increased vehicle pressure on minor rural roads associated with visitors.

Management Strategy and Objectives

The overall strategy for the area is to conserve the intact and recognisable existing landscape pattern and enhance the landscape settings of adjacent urban areas and features that have been lost (e.g. hedgerows). Specific management objectives are to:

- Conserve and enhance the landscape setting of existing settlements/ urban areas (such as Melksham and Bowerhill).
- Conserve open views across the clay vale to distant downland ridges.
- Encourage screening of visually intrusive modern farm buildings.
- Seek ways to mitigate the visual impact of the A3102 and A365 main road corridors.
- Conserve and enhance the existing hedgerow network.
- Introduce arable field margins as an important nature conservation feature.
- Screen visually intrusive urban edges of Melksham and Bowerhill.

Appendix EDP 4
Site Photographs/Representative Photoviewpoints (Winter)
(edp9278_d028 14 January 2026 GYo/JJo)

Photoviewpoint EDP 1: View south-east from A3102/ Sandridge Common

Photoviewpoint EDP 2: View west from PRoW Bridleway ref. MELW40/Prater's Lane

Photoviewpoint EDP 3: View west from PRoW Bridleway ref. MELW40/Prater's Lane

Photoviewpoint EDP 4: View west from PRoW Bridleway ref. MELW40/Prater's Lane

Photoviewpoint EDP 5: View south-west from A3102/Sandridge Common (within the SLA)

Photoviewpoint EDP 6: View west from PRoW Bridleway ref. MELW25A

Photoviewpoint EDP 7: View north-west from PRoW Footpath ref. MELW30

Photoviewpoint EDP 8: View north-east from PRoW Bridleway ref. MELW41/'Brown's Lane'

Photoviewpoint EDP 9: View north-east from PRoW Footpath ref. MELW22

Photoviewpoint EDP 10: View north-west from PRoW Footpath ref. MELW26 (within Site)

Photoviewpoint EDP 11: View south-east PRoW Footpath ref. MELW26

Photoviewpoint EDP 12: View east from Eastern Way (close to PRoW MELK105/MELW41)

Photoviewpoint EDP 13: View south-east from Woodrow Road/National Cycle Network Route 403

Photoviewpoint EDP 14: View south-west from PRoW Footpath ref. BROM57 (within Spye Park RPG and SLA)

Photoviewpoint EDP 15: View north-west from PRoW Bridleway ref. SEEN6

Photoviewpoint EDP 1: A3102/Sandridge Common (Sheet 1 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392626, 164525**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**28/01/2026 @ 11:10**	Height of Camera:	**1.6m**	Distance:	**30m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**49m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 1 (Sheet 1 of 2)**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 1: A3102/Sandridge Common (Sheet 2 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392626, 164525**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**28/01/2026 @ 11:10**	Height of Camera:	**1.6m**	Distance:	**30m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**49m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 1 (Sheet 2 of 2)**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 2: PRoW (bridleway ref. MELW40)/Prater's Lane (Sheet 1 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392993, 164324**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 11:21**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**53m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_0028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 2 (Sheet 1 of 2)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 2: PRoW (bridleway ref. MELW40)/Prater's Lane (Sheet 2 of 2)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392993, 164324	Horizontal Field of View:	90°	Direction of View:	W
Date and Time:	22/12/2025 @ 11:21	Height of Camera:	1.6m	Distance:	10m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	53m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_0028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo	drawing title	Photoviewpoint EDP 2 (Sheet 2 of 2)
checked	JJo		
QA	DJo		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392923, 164420**	Horizontal Field of View:	**90°**	Direction of View:	**S**
Date and Time:	**22/12/2025 @ 11:12**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**52m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 3 (Sheet 1 of 2)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 3: PRoW (bridleway ref. MELW40/Prater's Lane) (Sheet 2 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392923, 164420**	Horizontal Field of View:	**90°**	Direction of View:	**S**
Date and Time:	**22/12/2025 @ 11:12**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**52**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 3 (Sheet 2 of 2)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393221, 164027**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 11:31**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**45m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 4 (Sheet 1 of 2)**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 4: View from PRoW (Bridleway ref. MELW40/ Prater's Lane) (Sheet 2 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393221, 164027**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 11:31**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**45m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 4 (Sheet 2 of 2)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393622, 164578**	Horizontal Field of View:	**90°**	Direction of View:	**SW**
Date and Time:	**28/01/2026 @ 11:30**	Height of Camera:	**1.6m**	Distance:	**670m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**90m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 5**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**394381, 163501**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 12:37**	Height of Camera:	**1.6m**	Distance:	**1.19km**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**59m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 6**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 7: PRoW (footpath ref: MELW30)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393599, 163244**	Horizontal Field of View:	**90°**	Direction of View:	**NW**
Date and Time:	**22/12/2025 @ 13:21**	Height of Camera:	**1.6m**	Distance:	**620m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**46m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 7**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392944, 163446**
Date and Time:	**22/12/2025 @ 14:49**
Projection:	**Cylindrical**
Visualisation Type:	**1**
Horizontal Field of View:	**90°**
Height of Camera:	**1.6m**
Make, Model, Sensor:	**Sony A7 MK2, FFS**
Enlargement Factor:	**96% @ A1 width**
Direction of View:	**NE**
Distance:	**15m**
aOD:	**42m**
Focal Length:	**50mm**

date	**14 JANUARY 2026**
drawing number	**edp9278_d028**
drawn by	**GYo**
checked	**JJo**
QA	**DJo**

client	**Gleeson Land Ltd.**
project title	**Land East of Blackmore Farm, Melksham**
drawing title	**Photoviewpoint EDP 8 (Sheet 1 of 2)**

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 8: PRoW (bridleway ref: MELW41) 'Brown's Lane' (Sheet 2 of 2)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392944, 163446	Horizontal Field of View:	90°	Direction of View:	NE
Date and Time:	22/12/2025 @ 14:49	Height of Camera:	1.6m	Distance:	15m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	42m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_0028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo		
checked	JJo	drawing title	Photoviewpoint EDP 8 (Sheet 2 of 2)
QA	DJo		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392674, 163129**	Horizontal Field of View:	**90°**	Direction of View:	**NE**
Date and Time:	**22/12/2025 @ 14:02**	Height of Camera:	**1.6m**	Distance:	**420m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**39m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 9**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 10: PRoW (footpath ref: MELW26) within the Site (Sheet 1 of 2)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	393056, 163626	Horizontal Field of View:	90°	Direction of View:	NW
Date and Time:	22/12/2025 @ 15:08	Height of Camera:	1.6m	Distance:	0m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	41m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_0028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo		
checked	JJo	drawing title	Photoviewpoint EDP 10 (Sheet 1 of 2)
QA	DJo		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 10: PRoW (footpath ref: MELW26) within the Site (Sheet 2 of 2)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	393056, 163626	Horizontal Field of View:	90°	Direction of View:	NW
Date and Time:	22/12/2025 @ 15:08	Height of Camera:	1.6m	Distance:	0m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	41m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_d028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo	drawing title	Photoviewpoint EDP 10 (Sheet 2 of 2)
checked	JJo		
QA	DJo		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 11: PRoW (footpath ref. MELW26) (Sheet 1 of 3)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392517, 164310	Horizontal Field of View:	90°	Direction of View:	SE
Date and Time:	22/12/2025 @ 15:38	Height of Camera:	1.6m	Distance:	250m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	46m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_0028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo		
checked	JJo	drawing title	Photoviewpoint EDP 11 (Sheet 1 of 3)
QA	DJo		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392517, 164310**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**22/12/2025 @ 15:38**	Height of Camera:	**1.6m**	Distance:	**250m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**46m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 11 (Sheet 2 of 3)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 11: PRoW (footpath ref. MELW26) (Sheet 3 of 3)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392517, 164310**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**22/12/2025 @ 15:38**	Height of Camera:	**1.6m**	Distance:	**250m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**46m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 11 (Sheet 3 of 3)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 12: Eastern Way (close to PRoW MELK105/MELW41) (Sheet 1 of 2)

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392215, 163786	Horizontal Field of View:	90°	Direction of View:	E
Date and Time:	22/12/2025 @ 16:11	Height of Camera:	1.6m	Distance:	410m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	39m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	14 JANUARY 2026	client	Gleeson Land Ltd.
drawing number	edp9278_d028	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo		
checked	JJo	drawing title	Photoviewpoint EDP 12 (Sheet 1 of 2)
QA	DJo		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 12: Eastern Way (close to PRoW MELK105/MELW41) (Sheet 2 of 2)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392215, 163786**	Horizontal Field of View:	**90°**	Direction of View:	**E**
Date and Time:	**22/12/2025 @ 16:11**	Height of Camera:	**1.6m**	Distance:	**410m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**39m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 12 (Sheet 2 of 2)**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 13: Woodrow Road/National Cycle Network Route 403

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**391698, 165375**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**28/01/2026 @ 14:52**	Height of Camera:	**1.6m**	Distance:	**1.29km**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**41m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Photoviewpoint EDP 13**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 14: PRoW (footpath ref: BROM57) through Spye Park Registered Park and Garden and within the SLA

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**394623, 167188**	Horizontal Field of View:	**90°**	Direction of View:	**SW**
Date and Time:	**14/05/2025 @ 08:58**	Height of Camera:	**1.6m**	Distance:	**3.20km**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**100m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp3278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 14**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Photoviewpoint EDP 15: PRoW (bridleway ref. SEEN6)

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**394235, 161295**	Horizontal Field of View:	**90°**	Direction of View:	**NW**
Date and Time:	**28/01/2026 @ 14:08**	Height of Camera:	**1.6m**	Distance:	**2.52km**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**94m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**14 JANUARY 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d028**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Photoviewpoint EDP 15**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Plans

Figure EDP 6.1: Site Character and Local Context
(edp9278_d021a 12 January 2026 JGr/JJo)

Figure EDP 6.2: Relevant Planning Designations and Considerations
(edp9278_d022a 12 January 2026 JGr/JJo)

Figure EDP 6.3: Topography Plan
(edp9278_d023a 12 January 2026 JGR/JJo)

Figure EDP 6.4: Published Landscape Character Assessment: Wiltshire 2005 (LUC)
(edp9278_d024a 12 January 2026 JGr/JJo)

Figure EDP 6.5: Published Landscape Character Assessment: West Wiltshire 2006 (CBA)
(edp9278_d025a 12 January 2026 JGr/JJo)

Figure EDP 6.6: Findings of EDP's Visual Appraisal
(edp9278_d026a 12 January 2026 JGr/JJo)

Figure EDP 6.7: Illustrative Landscape Strategy
(edp9278_d027f 17 April 2026 WBe/JJo)

Figure EDP 6.8: Cumulative Zone of Theoretical Visibility
(edp9278_d029b 16 April 2026 WEw/JJo)

Figure EDP 6.9: Cumulative Photoviewpoint Location Plan
(edp9278_d030b 16 April 2026 GYo/JJo)

Figure EDP 6.10: Cumulative Photoviewpoints
(edp9278_d031b 16 April 2026 GYo/JJo)

New housing along Lopes Close forms a harsh edge, noise and movement from the A3102 introduce some urbanising influences to the north of the Site.

Framed views are possible to the clay vales from the A3102.

A line of 132kV pylons and overhead power lines are prominent vertical features within the northern part of the Site.

A medium to large field pattern overlaid on a gently rolling landform create an open visual character generally with views to ridges and downs.

The settlement edge of Melksham, recreational land uses to the east of Eastern Way and large scale agricultural buildings at Snarlton Farm are evident in views across the Site to the west.

Intact hedgerows, mature hedgerow trees, blocks of deciduous woodland and riparian vegetation along Clacker's Brook are notable landscape features and filter longer distance views from north and south.

Melksham Forest

Melksham

Sandridge Common

A3102

Clackers Brook

Bath Road

1km

N

0 100 200 300 400 500 m

- Site Boundary
- 1km Range Ring
- Contours (at 10m intervals)
- Special Landscape Area 5: The Higher Land of Spye and Bowood Parklands
- Consented Development Site
- National Forest Inventory
- Grade II* Listed Building
- Grade II Listed Building
- Footpath
- Bridleway
- National Cycle Network
- A Road
- Watercourse
- Overhead Power Line and Pylons

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

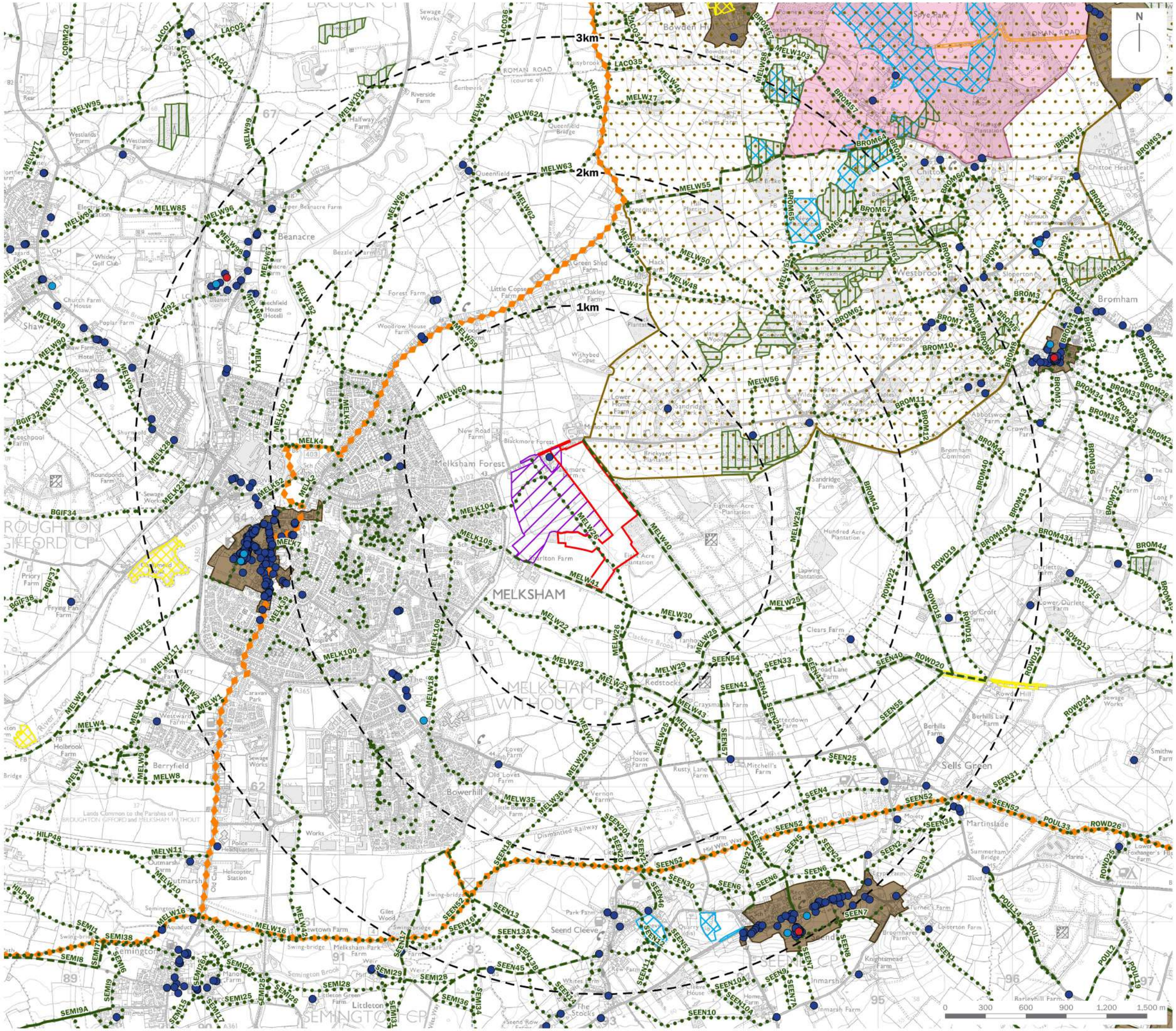
Figure 6.1: Site Character and Local Context

date	12 JANUARY 2026	drawn by	JGr
drawing number	edp9278_d021a	checked	JJo
scale	1:12,500 @ A3	QA	GYo

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122. Imagery © 2026 Getmapping plc, Map data © 2026 Google United Kingdom



Site Boundary

Range Rings (at 1km intervals)

Heritage Considerations

- Scheduled Monument
- Registered Park and Garden
- Conservation Area
- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building

Ecological Considerations

- Site of Special Scientific Interest (SSSI)
- Ancient Semi-natural Woodland
- Plantation on Ancient Woodland Site

Landscape Considerations

- Special Landscape Area 5: The Higher Land of Spye and Bowood Parklands
- Consented Development Site
- Footpath
- Bridleway
- Byway
- National Cycle Network
- Open Access Land (CRoW Act 2000)

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

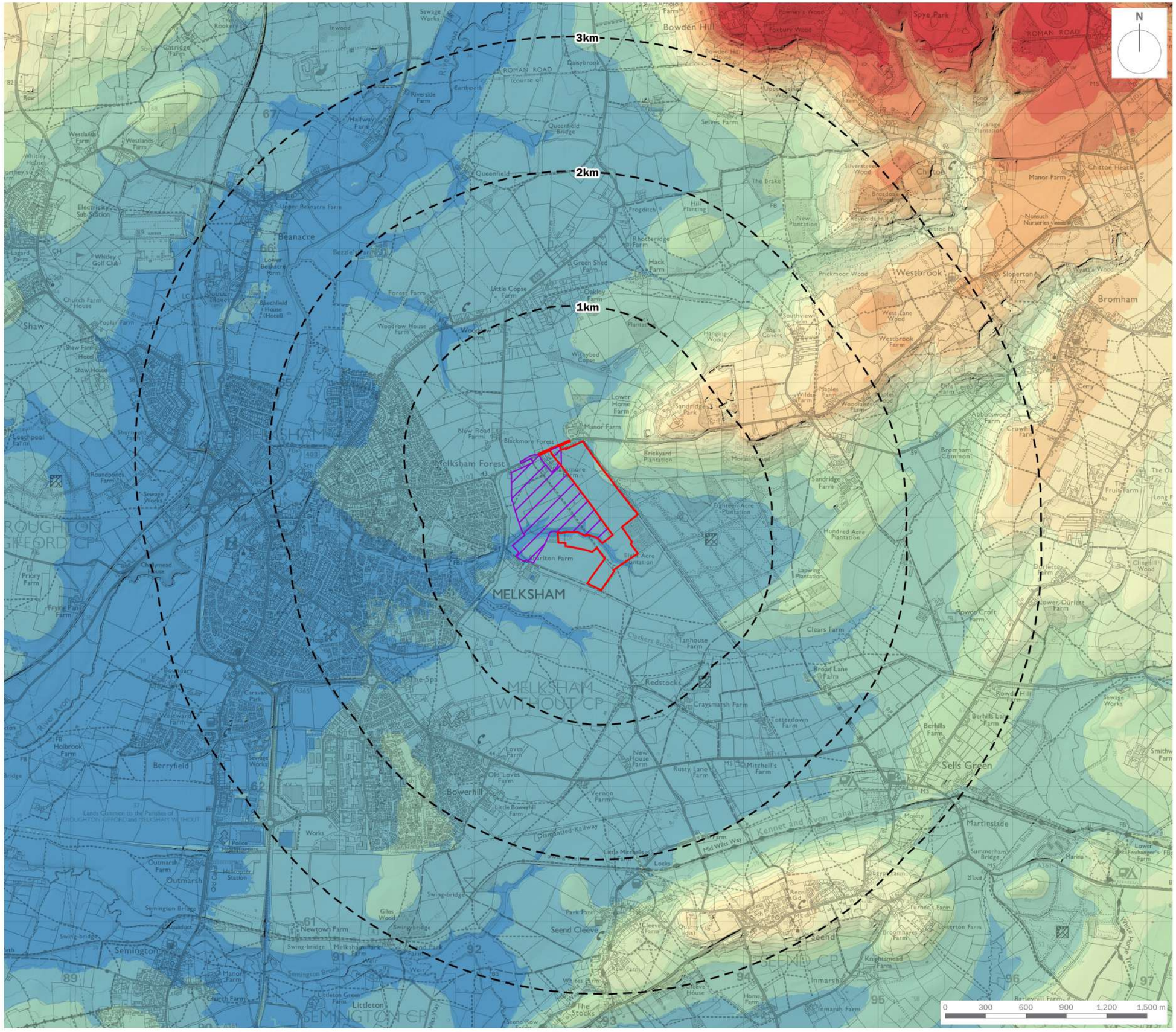
Figure 6.2: Relevant Planning Designations and Considerations

date	12 JANUARY 2026	drawn by	JGr
drawing number	edp9278_d022a	checked	JJo
scale	1:27,500 @ A3	QA	GYo

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.



Site Boundary

Range Rings (at 1km intervals)

Consented Development Site

Elevation (aOD)

- <= 40m
- 40 - 50m
- 50 - 60m
- 60 - 70m
- 70 - 80m
- 80 - 90m
- 90 - 100m
- 100 - 110m
- 110 - 120m
- 120 - 130m
- 130 - 140m
- > 140m

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

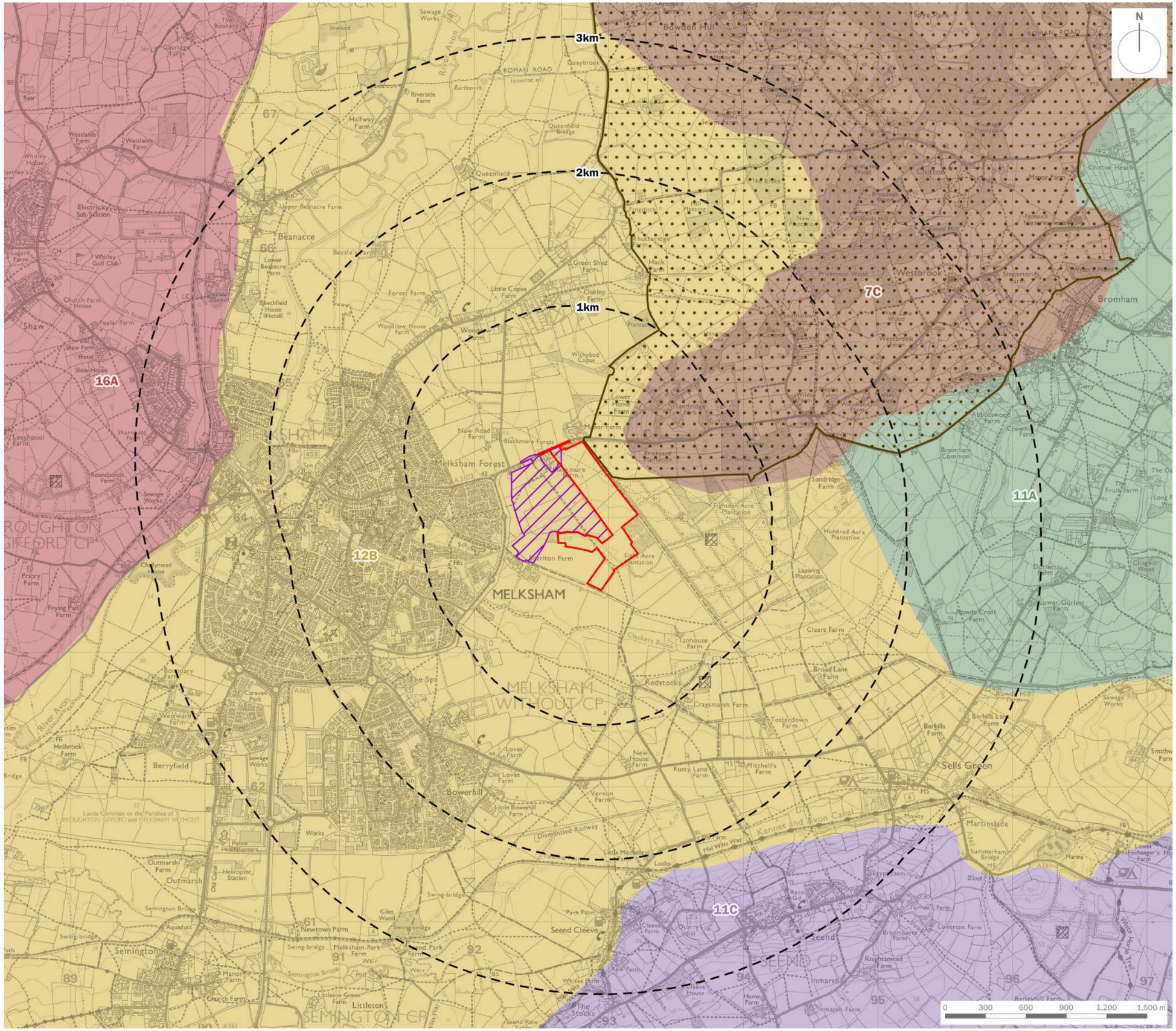
Figure 6.3: Topography Plan

date	**12 JANUARY 2026**	drawn by	**JGr**
drawing number	**edp9278_d023a**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**GYo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.Contains public sector information licensed under the Open Government Licence v3.0.



Site Boundary

Range Rings (at 1km intervals)

Special Landscape Area 5: The Higher Land of Spye and Bowood Parklands

Consented Development Site

Wiltshire Landscape Character Areas

7C: Bowood Greensand Hills

11A: Calne Rolling Clay Lowland

11C: Minety Rolling Clay Lowland

12B: Avon Open Clay Vale

16A: Malmesbury-Corsham Limestone Lowlands

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

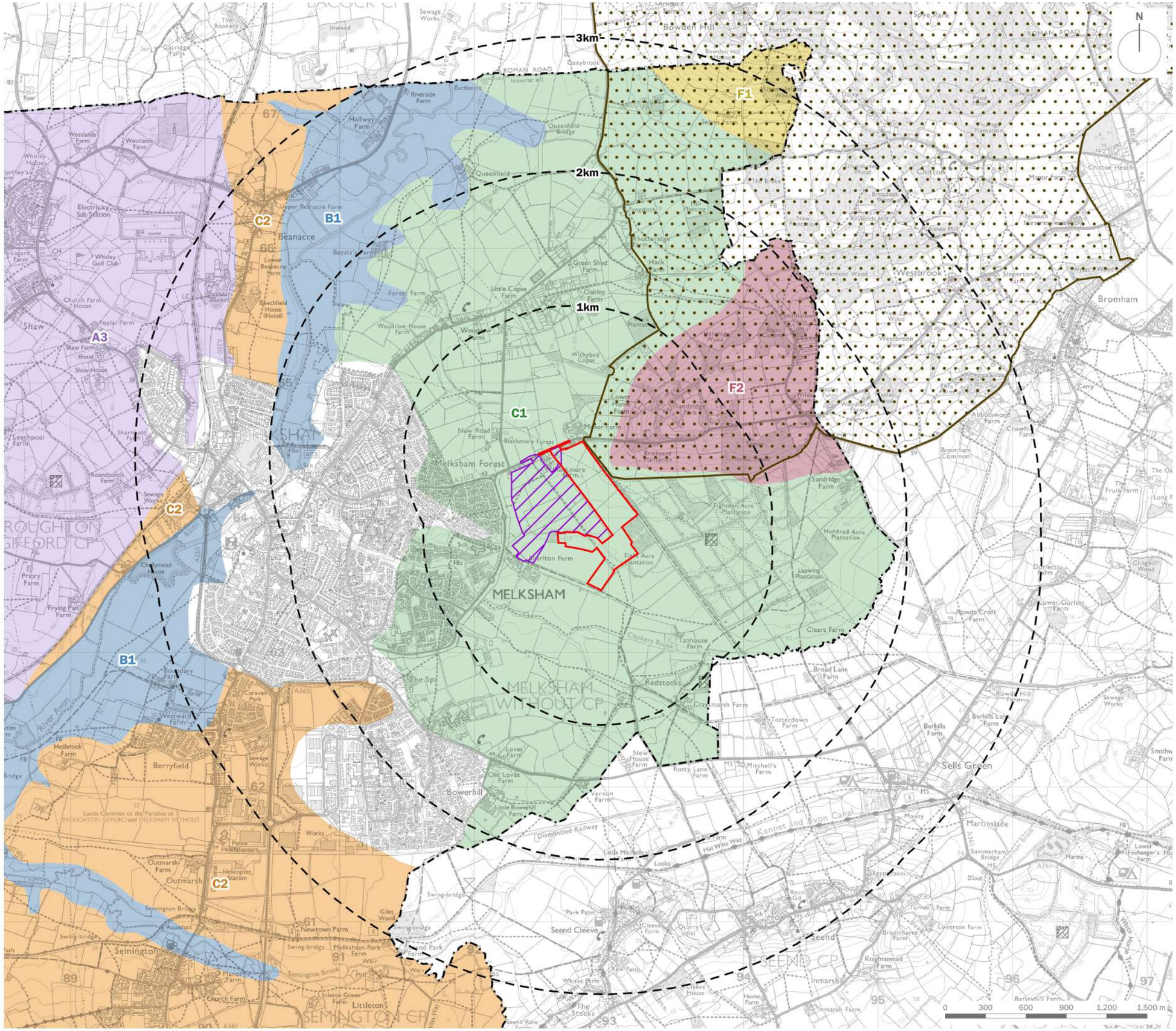
Figure 6.4: Published Landscape Character Assessment: Wiltshire 2005 (LUC)

date	**12 JANUARY 2026**	drawn by	**JGr**
drawing number	**edp9278_d024a**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**GYo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.



Site Boundary

Range Rings (at 1km intervals)

Special Landscape Area 5: The Higher Land of Spye and Bowood Parkland

Consented Development Site

West Wiltshire Boundary

West Wiltshire Landscape Character Areas

A3: Broughton Gifford Limestone Lowland

B1: Avon Floodplain

C1: Melksham Open Clay Vale

C2: Semington Open Clay Vale

F1: Bowden Hill Greensand Hills

F2: Sandridge Park Greensand Hills

Note: Boundaries are approximate

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

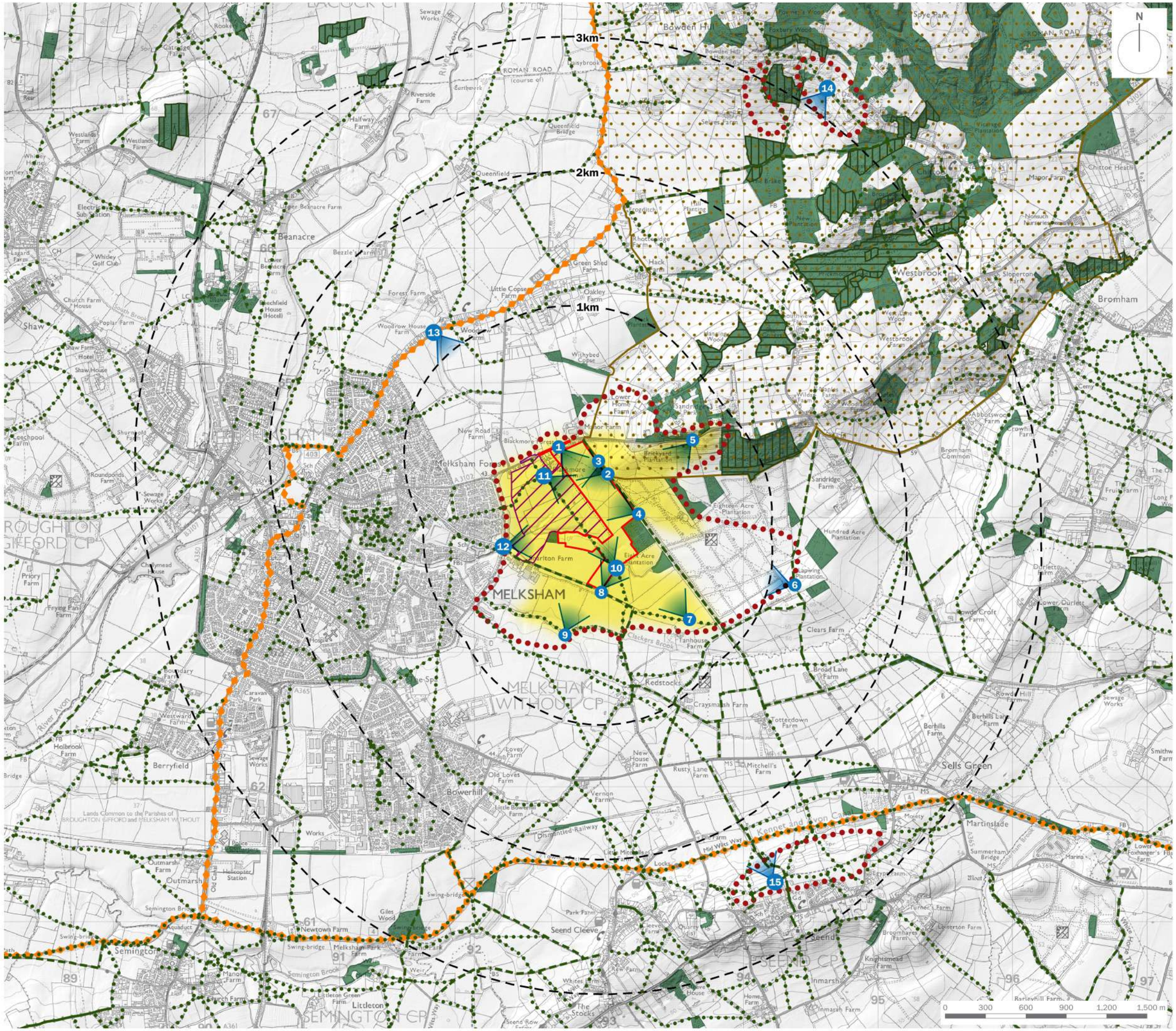
Figure 6.5: Published Landscape Character Assessment: West Wiltshire 2006 (CBA)

date	**12 JANUARY 2026**	drawn by	**JGr**
drawing number	**edp9278_d025a**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**GYo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.



client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

Figure 6.6: Findings of EDP's Visual Appraisal

date	**12 JANUARY 2026**	drawn by	**JGr**
drawing number	**edp9278_d026a**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**GYo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122. Contains public sector information licensed under the Open Government Licence v3.0.

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

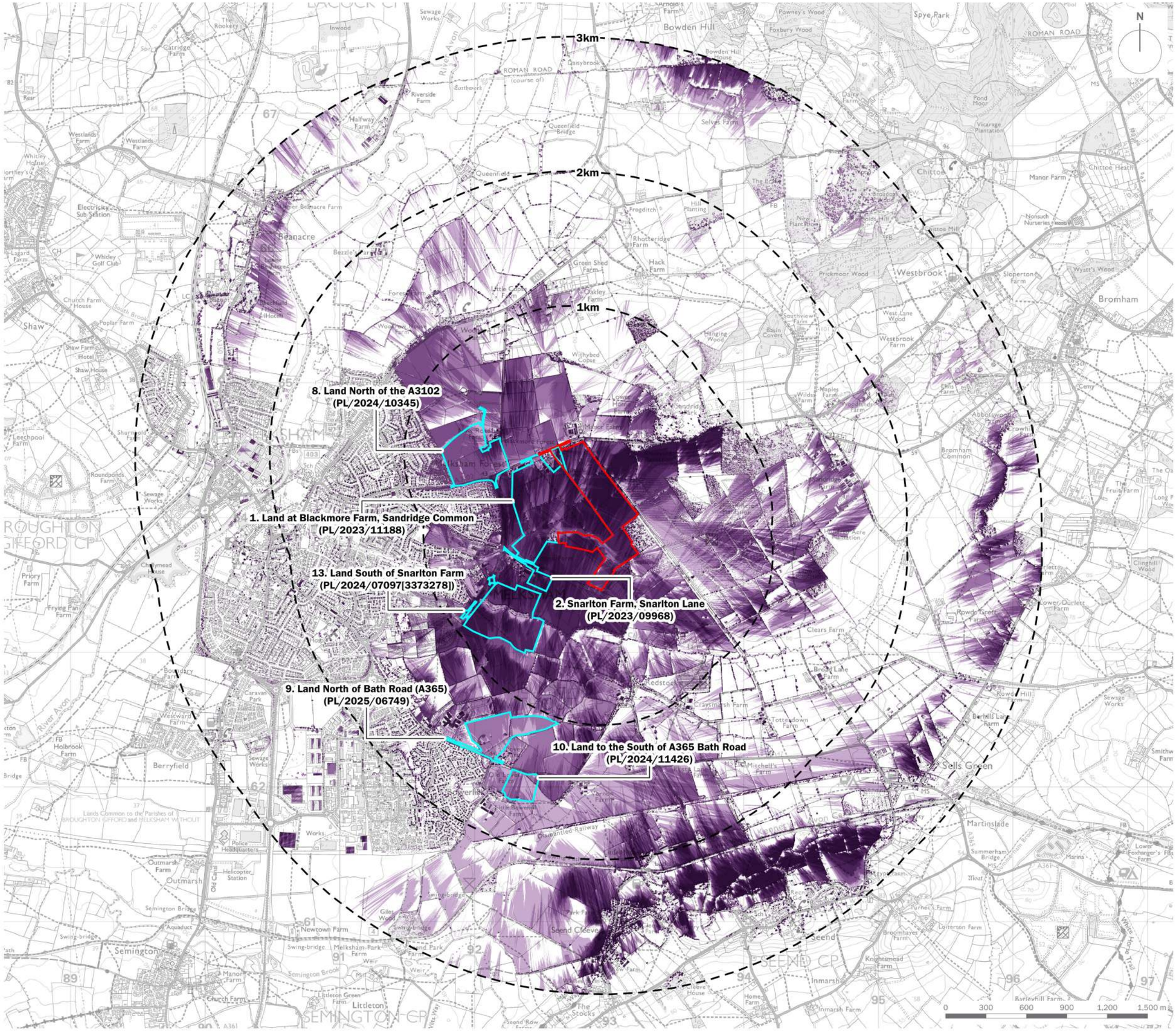
date	17 APRIL 2026
drawing number	edp9278_d027f
scale	1:2,500 @ A2
drawn by	WBe
checked	JJo
QA	GYo

client
Gleeson Land Ltd.

project title
Land East of Blackmore Farm, Melksham

drawing title
Figure 6.7: Illustrative Landscape Strategy

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.



Site Boundary

Range Rings (at 1km intervals)

Cumulative Projects

Cumulative Zone of Theoretical Visibility (ZTV)

All Sites Visible

One Site Visible

Zone of Theoretical Visibility (ZTV) was calculated using a spatial modelling algorithm which considers the following parameters:
- 1.6m Receptor Elevation (Observer Height)
- Proposed Building Height at the Site: 12.9m.
- Proposed Building Heights at Cumulative Projects: Site 1: 9m. Site 2: 10m. Site 8: 9.5m. Site 9: 9.5m. Site 10: 16m. Site 13: 10.5.
- 360 Degree Field of View
- LiDAR 1m First Return Digital Surface Model (DSM) (vertical accuracy of +/- 5cm)

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

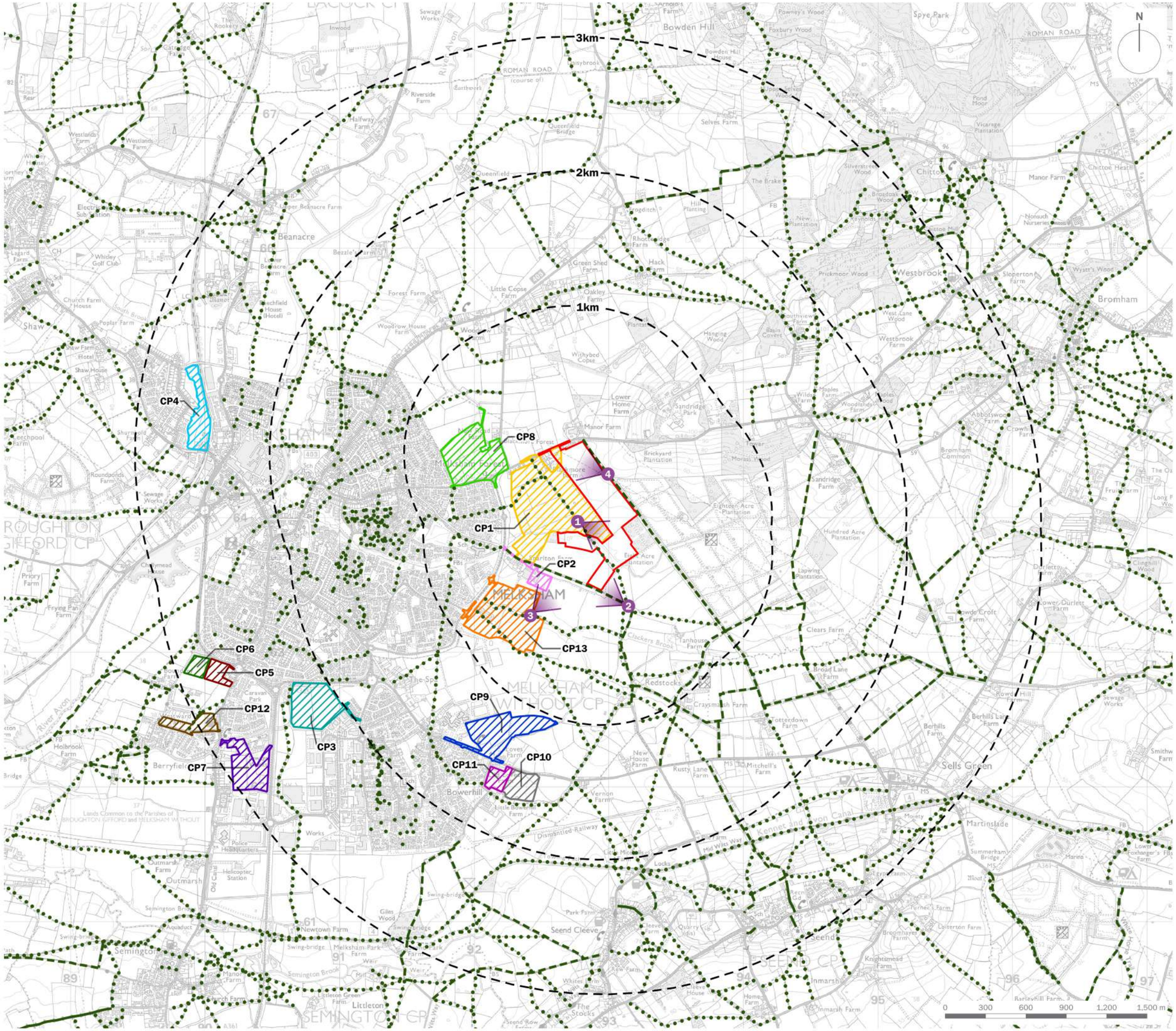
Figure 6.8: Cumulative Zone of Theoretical Visibility

date	**16 APRIL 2026**	drawn by	**WEw**
drawing number	**edp9278_d029b**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**DJo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.



Site Boundary

Range Rings (at 1km intervals)

Cumulative Photoviewpoint Location

Footpath

Bridleway

Byway

Cumulative Projects

- CP1: Land at Blackmore Farm, Sandridge Common (PL/2023/11188)
- CP2: Snarlton Farm, Snarlton Lane (PL/2023/09968)
- CP3: Land South of Western Way (PL/2022/08504)
- CP4: Land at Upside, Melksham (PL/2022/06221)
- CP5: Land West of Semington Road (20/07334/OUT)
- CP6: Land to the West of Semington Road (PL/2022/08155)
- CP7: Unit 3 Priory Court, Poulton Land (20/01938/OUT)
- CP8: Land North of the A3102 (PL/2024/10345)
- CP9: Land North of Bath Road (A365) (PL/2025/06749)
- CP10: Land to the South of A365 Bath Road (PL/2024/11426)
- CP11: Land at Bowerhill Lane (PL/2025/06105)
- CP12: Land North of Berryfield Lane (PL/2025/00626)
- CP13: Land South of Snarlton Farm (PL/2024/07097 [3373278])

client

Gleeson Land Ltd.

project title

Land East of Blackmore Farm, Melksham

drawing title

Figure 6.9: Cumulative Photoviewpoint Locations

date	**16 APRIL 2026**	drawn by	**GYo**
drawing number	**edp9278_d030b**	checked	**JJo**
scale	**1:27,500 @ A3**	QA	**DJo**

the environmental dimension partnership

Registered office: 01285 740427 - www.edp-uk.co.uk - info@edp-uk.co.uk

© The Environmental Dimension Partnership Ltd. © Crown copyright 2026 OS AC0000805001. © Crown copyright and database rights 2026 Ordnance Survey AC0000808122.

Cumulative Photoviewpoint EDP 1a: View south-east from Footpath Reference MELW 26 within Cumulative Project 1

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392768, 163971**	Horizontal Field of View:	**90°**	Direction of View:	**SE**
Date and Time:	**22/12/2025 @ 15:24**	Height of Camera:	**1.6m**	Distance:	**160m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**41m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d031b**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**	drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 1a**
checked	**JJo**		
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392768, 163971	Horizontal Field of View:	90°	Direction of View:	SE
Date and Time:	22/12/2025 @ 15:24	Height of Camera:	1.6m	Distance:	160m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	41m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	16 APRIL 2026	client	Gleeson Land Ltd.
drawing number	edp9278_d031b	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo	drawing title	Figure 6.10: Cumulative Photoviewpoint EDP 1b
checked	JJo		
QA	DJo		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392768, 163971**	Horizontal Field of View:	**90°**	Direction of View:	**SW**
Date and Time:	**22/12/2025 @ 15:26**	Height of Camera:	**1.6m**	Distance:	**160m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**41m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d031b**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 1c**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Cumulative Photoviewpoint EDP 1d: View south-west from Footpath Reference MELW 26 within Cumulative Project 1

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392768, 163971	Horizontal Field of View:	90°	Direction of View:	SW
Date and Time:	22/12/2025 @ 15:26	Height of Camera:	1.6m	Distance:	160m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	41m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	16 APRIL 2026
drawing number	edp9278_d031b
drawn by	GYo
checked	JJo
QA	DJo

client	Gleeson Land Ltd.
project title	Land East of Blackmore Farm, Melksham
drawing title	Figure 6.10: Cumulative Photoviewpoint EDP 1d

© The Environmental Dimension Partnership Ltd

Cumulative Photoviewpoint EDP 2a: View south-west along Bridleway Reference MELW41/'Brown's Lane'

the environmental dimension partnership

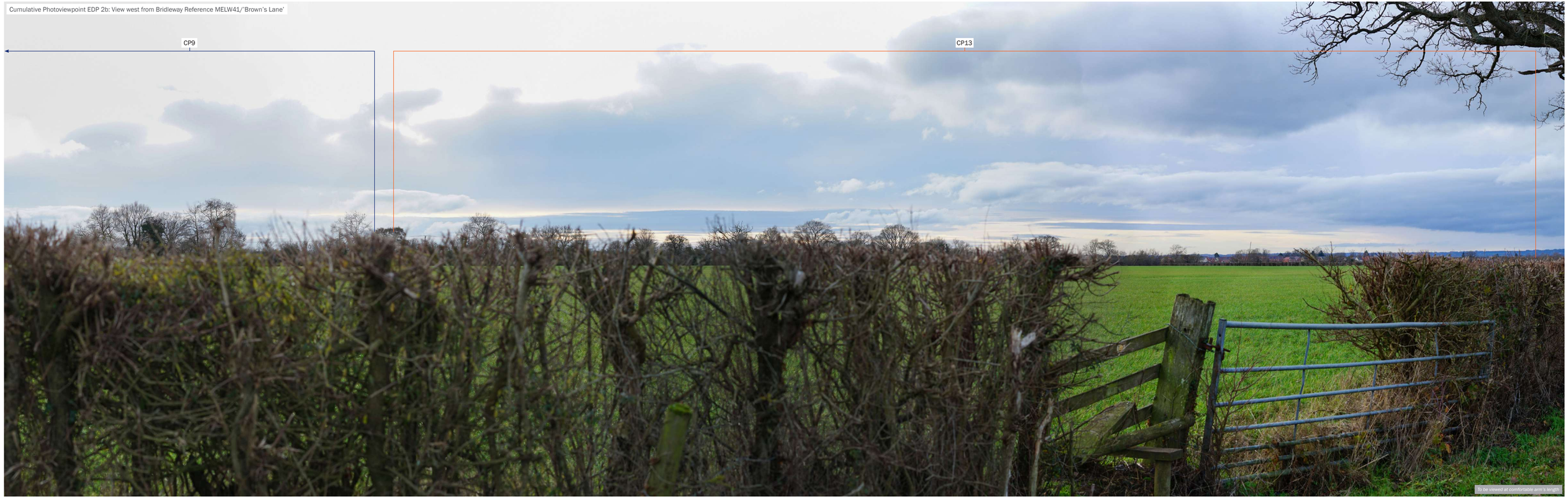
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393146, 163344**	Horizontal Field of View:	**90°**	Direction of View:	**SW**
Date and Time:	**22/12/2025 @ 14:38**	Height of Camera:	**1.6m**	Distance:	**230m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**42m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d031b**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 2a**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Cumulative Photoviewpoint EDP 2b: View west from Bridleway Reference MELW41/'Brown's Lane'



the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393146, 163344**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 14:36**	Height of Camera:	**1.6m**	Distance:	**230m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**42m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**
drawing number	**edp9278_d031b**
drawn by	**GYo**
checked	**JJo**
QA	**DJo**

client	**Gleeson Land Ltd.**
project title	**Land East of Blackmore Farm, Melksham**
drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 2b**

© The Environmental Dimension Partnership Ltd

Cumulative Photoviewpoint EDP 2c: View north west from Bridleway Reference MELW41/'Brown's Lane'

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**393146, 163344**	Horizontal Field of View:	**90°**	Direction of View:	**NW**
Date and Time:	**22/12/2025 @ 14:36**	Height of Camera:	**1.6m**	Distance:	**230m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**42m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d031b**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 2c**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

Cumulative Photoviewpoint EDP 3: View north-east from Footpath Reference MELW22

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	392417, 163273	Horizontal Field of View:	90°	Direction of View:	NE
Date and Time:	28/01/2026 @ 12:24	Height of Camera:	1.6m	Distance:	486m
Projection:	Cylindrical	Make, Model, Sensor:	Sony A7 MK2, FFS	aOD:	39m
Visualisation Type:	1	Enlargement Factor:	96% @ A1 width	Focal Length:	50mm

date	16 APRIL 2026	client	Gleeson Land Ltd.
drawing number	edp9278_d031b	project title	Land East of Blackmore Farm, Melksham
drawn by	GYo	drawing title	Figure 6.10: Cumulative Photoviewpoint EDP 3
checked	JJo		
QA	DJo		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392993, 164324**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 11:21**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**53m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**	client	**Gleeson Land Ltd.**
drawing number	**edp9278_d031b**	project title	**Land East of Blackmore Farm, Melksham**
drawn by	**GYo**		
checked	**JJo**	drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 4a**
QA	**DJo**		

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership
Registered office: 01285 740427
www.edp-uk.co.uk
info@edp-uk.co.uk

Grid Coordinates:	**392993, 164324**	Horizontal Field of View:	**90°**	Direction of View:	**W**
Date and Time:	**22/12/2025 @ 11:21**	Height of Camera:	**1.6m**	Distance:	**10m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**53m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**16 APRIL 2026**
drawing number	**edp9278_d031b**
drawn by	**GYo**
checked	**JJo**
QA	**DJo**

client	**Gleeson Land Ltd.**
project title	**Land East of Blackmore Farm, Melksham**
drawing title	**Figure 6.10: Cumulative Photoviewpoint EDP 4b**

© The Environmental Dimension Partnership Ltd

the environmental dimension partnership

CARDIFF
02921 671900

CHELTENHAM
01242 903110

CIRENCESTER
01285 740427

info@edp-uk.co.uk
www.edp-uk.co.uk

The Environmental Dimension Partnership Ltd. Registered as a Limited Company in England and Wales. Company No. 09102431. Registered Office: Quarry Barn, Elkstone Studios, Elkstone, Gloucestershire GL53 9PQ

REGISTERED ORGANISATION CIfA

URBAN DESIGN GROUP REGISTERED PRACTICE

IEMA CORPORATE PARTNER

Landscape Institute
Registered practice