
**FAIRHOLME FARM, LOWER COMPTON ROAD,
CHERHILL, CALNE, WILTSHIRE, SN11 8RB**

LANDSCAPE AND VISUAL APPRAISAL

FOR

GENERAL PURPOSE STORE

Prepared by:

WHLandscape

On behalf of:

BK Grain

Project Reference: 25.2098

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APPOINTMENT

WH Landscape Consultancy Ltd (WHLandscape) has been appointed by BK Grain to undertake a Landscape and Visual Appraisal (LVA) for the proposed construction of a general-purpose store on land at Fairholme Farm, Lower Compton Road, Cherhill, Calne, Wiltshire, SN11 8RB.

WHLandscape has an established track record of appraising development proposals. The practice has considerable experience in the field of landscape and visual assessment and uses tried and tested techniques developed and recognised by the Landscape Institute, Institute of Environmental Management and Assessment, and Natural England.

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1. INTRODUCTION

1.1 This LVA provides an appraisal of the landscape and visual effects associated with the proposed construction of a general-purpose store on land at Fairholme Farm, to the north-west of the village of Cherhill. The site lies within the administrative area of Wiltshire Council and within the North Wessex Downs National Landscape¹. The findings of the appraisal will be used to determine the suitability of the appraisal site for the proposed development when considered against likely effects on the landscape resource and visual amenity, as well as to suggest appropriate mitigation measures if required.

1.2 PROPOSALS

1.2.1 The application will see the construction of a steel portal framed building measuring 11.59 metres (m) to the ridgeline and 8.50m to the eaves. The lower 4.20m of the building will be constructed of precast concrete walls panels on all sides. Above this, the north and east elevations will be plastisol coated steel sheeting in olive green; whilst the south and west elevations will be timber clad, with the cladding left to weather naturally. This reflects the materials of existing buildings sited within the farm complex. The roof will be profile 6 fibre cement roof sheets in farmscape anthracite with eight solar panels on each roof slope. The southern elevation of the building will have two galvanised steel electric roller shutter doors

1.2.2. There will be a single storey lean-to on the northern elevation measuring 6.10m to the ridgeline (where it meets the main building) and 4.50m to the eaves. The materials and their colouration will match that of the main building.

1.2.3 Given the sloping nature of the site, the proposals include site regarding works. This will involve excavations to a depth of 1.00m across the site with a retained foundation up to 2.00m in depth on the western side. In addition, a bund is proposed on the western side of the site, which will be planted with trees to provided screening and landscape integration.

¹ Note: on 22nd November 2023, all Areas of Outstanding Natural Beauty (AONB) adopted the name National Landscape. However, as they are still in the process of rebranding there are a number of documents which still have AONB in the title. Documents will be referred to using the existing titles, whilst the North Wessex Downs AONB will be referred to as the North Wessex Downs National Landscape.

1.2.4 A concrete apron measuring 12.00m is proposed along the southern elevation of the main building. Access to the site will be taken from the existing access road from Lower Compton Road which runs through the farm complex and is shared with a neighbour.

1.3 ADDITIONAL INFORMATION

1.3.1 Two previous applications have been made for Prior Approval to construct a steel framed building to be used as a store on the land, under application numbers PL/2025/03442 (May 2025) and PL/2025/08548 (November 2025). Both applications were refused on the basis that the *“proposed development fails to meet the terms and conditions of Class A of Part 6 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (As Amended)”*.

1.3.2 Although planning permission was refused, the Case Officer, for the latter application, indicated that if the proposal had been considered under Permitted Development rights, it would likely have been deemed acceptable. The Officer acknowledged that *“the site is located in a rural area where agricultural buildings of this nature are a common feature”* that the *“siting, design and external appearance of the building”* would have been appropriate and permission would have been forthcoming.

1.4 PRELIMINARIES

1.4.1 The landscape led approach that has been taken follows the best practice, as set out in the Guidelines for Landscape and Visual Impact Assessment. 3rd ed, for the mitigation of landscape and visual effects (paragraphs 4.21 to 4.34) and enhancement (paragraphs 4.35 to 4.37).

1.4.2 The application is presented with ‘primary mitigation’, as defined in paragraph 4.21:

Primary measures, developed through the iterative design process, which have become integrated or embedded into the project design.

and clarified in paragraph 4.22:

It can be expected that both² these types of mitigation measure will definitely be implemented as they are an integral part of the scheme.

1.4.3 Furthermore, as per paragraph 4.36, the outline landscape proposals are *“an integral part of the design of the development proposals”* and have *“brought sensibility into the project planning and*

² Primary measures and standard construction and operational management practices for avoiding and reducing environmental effects.

design stage... form[ing] part of the overall proposals”. As such they “may legitimately be assessed as part of the proposal.”

1.4.4 This report is for a “non-EIA project”. The Landscape Institute has advised in relation to Landscape and Visual Appraisals / Statements outside a formal EIA process in its ‘Statement of Clarification 1/13’ that:

In carrying out appraisals, the same principles and process as LVIA may be applied but, in so doing, it is not required to establish whether the effects arising are or are not significant. [...] The emphasis on likely ‘significant effects’ in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects. The same principle – focussing on a proportional approach – also applies to appraisals of landscape and visual impacts outside the formal requirements of EIA.

1.4.5 This report therefore provides an assessment of the levels of the effect without commenting on their “significance”. Furthermore, this appraisal only considers the proposed development as described, and its findings should not be considered prejudicial against any other future land use proposals for the site, which should each be assessed on their own merits.

1.4.6 For this report, the policy context is taken from the National Planning Policy Framework (NPPF) (2025), the Wiltshire Core Strategy (2015), and the emerging Wiltshire Local Plan (2024). The baseline landscape character has been taken from Natural England National Character Area Profile (NCA): 116. Berkshire and Marlborough Downs (2013), the North Wessex Downs Landscape Character Assessment (2025), the Wiltshire Landscape Character Assessment (2005), and the North Wiltshire Landscape Character Assessment (2004). Also of relevance to this project are the North Wessex Downs National Landscape An Area of Outstanding Natural Beauty Management Plan 2025 - 2030 (2025), North Wessex Downs AONB Position Statement on Dark Skies and Artificial Light (2021), Guidance on the selection and use of colour in development (2020), and Position Statement on Renewable Energy.

2. SCOPE AND APPRAISAL METHODOLOGY

2.1 The LVA process is based on the following guidance:

- Guidelines for Landscape and Visual Impact Assessment. 3rd ed. (GLVIA 3).
- An Approach to Landscape Character Assessment.

2.2 The LVA is a tool used to identify and appraise the likely effects of change resulting from development, both on the landscape as an environmental resource in its own right and on people's views and visual amenity. Landscape Effects relate to changes to components of the landscape resource as a result of development. Visual Effects relate to the appearance of development, its effect on specific views and on the general visual amenity experienced by users of the landscape. The study area to be considered includes the site itself and the full extent of the wider landscape with the potential to be influenced by the development.

2.3 BASELINE LANDSCAPE AND VISUAL STUDY

2.3.1 The baseline study reviews the existing landscape and visual resources to determine and describe the conditions against which changes resulting from the development can be measured or predicted and appraised. The process comprises three stages, namely a desk study, field survey and baseline analysis. The baseline study helps identify the landscape and visual receptors which are considered susceptible to change as a result of the development and includes description, classification and evaluation. It forms the basis against which to appraise the Magnitude of Effect and, if necessary, the Significance of Effect of development on landscape and visual resources.

DESK STUDY RESOURCES

2.3.2 The following resources have been used to inform the field survey and the analysis:

Mapping

- Ordnance Survey maps and vertical aerial photography
- Definitive Rights of Way: Public Rights of Way Mapping (Wiltshire Council)
- Geology: Geology of Britain Viewer (British Geological Survey)
- Pedology: Soilscales Map (Soilscales)
- Agricultural Land Classification (ALC) Map South West Region (Natural England)
- Designations: Magic Interactive Mapping – Core Strategy Policy Maps (Wiltshire Council)
- Heritage assets: The National Heritage List for England (Historic England)

- NPPF
- Wiltshire Core Strategy

Character Assessment

- NCA: 116. Berkshire and Marlborough Downs
- North Wessex Downs Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- North Wiltshire Landscape Character Assessment

Additional Documents

- North Wessex Downs National Landscape An Area of Outstanding Natural Beauty Management Plan 2025 – 2030
- North Wessex Downs AONB Position Statement on Dark Skies and Artificial Light

FIELD SURVEY

2.3.3 The desk study informs the field survey. Of particular relevance are the Ordnance Survey maps, aerial photography and the Landscape Character Assessments. The field survey is then used to gain a full appreciation of the relationship between the site and study area. The field work is supported by mapped viewpoints and photographic records, representative of, and relevant to, the development.

BASELINE ANALYSIS

2.3.4 The findings of the desk study and field survey inform the baseline analysis, which helps in determining the landscape value of the study area through description, classification and evaluation of the landscape and visual resources relevant to the application site and surrounding study area. Determining the value of the landscape as a resource helps in identifying specific landscape and visual receptors that have the potential to be affected by the development.

Landscape value

2.3.5 Landscape value is the relative value that is attached to different landscapes by society; a landscape may be valued by different stakeholders for a variety of reasons, however having specific components of value does not mean an area is a valued landscape. Furthermore, while designations can be an indicator of value, the presence of detracting components may mean the value of a designated area locally varies across its geographic extent. Moreover, as identified in GLVIA 3, “the

fact that an area of landscape is not designated either nationally or locally does not mean that it does not have any value”.

2.3.6 Typically, value is determined against a series of predefined factors, to establish an overall landscape value of either Low, Medium, or High, with the importance of any designations also being taken into account. Additionally, the specific value of the site, as a component of the landscape resource, is also considered.

Landscape Receptors

2.3.7 Landscape receptors will be selected to help ascertain the specific aspects of the landscape resource that have the potential to be affected by the proposed development. Potential receptors include individual elements or features of the study area, both on and off site, as well as the distinct landscape character of the study area as a whole.

Visual Receptors

2.3.8 Visual receptors will initially be identified from where the desk study suggests that the proposed development may be visible, before being verified as part of the field survey. Views will primarily be recorded from Public Rights of Way (PRoWs) and other areas with public access, as well as public roads with full public and permissive access. Residential views will be considered, where appropriate, through the use of representative viewpoints. It should be noted views may be recorded from areas which the desk study suggests have no intervisibility with the site, moreover not all potential visual receptors will be recorded during the field survey (e.g. if there is an obvious lack of intervisibility).

2.4 APPRAISAL OF LANDSCAPE AND VISUAL EFFECTS

2.4.1 The landscape appraisal addresses changes in the fabric, character and/or key elements or features of the landscape resource. The visual appraisal addresses changes in visual amenity, and the implication of those changes on specific visual receptors.

2.4.2 The appraisal of effects aims to:

- Estimate the sensitivity of landscape and visual receptors as a function of their value and their susceptibility to change.
- Identify the Magnitude of Effect of the development.
- Provide an appraisal of the effects and, subsequently, the Nature of Effect, in a logical and well-reasoned fashion.

- Indicate suitable mitigation measures.

2.4.3 The appraisal will consider the likely effects of the proposed development in the context of Receptor Sensitivity in order to determine the Level of Effect on landscape and visual receptors, with mitigation measures recommended if required. The overall landscape and visual effects of the development will then be reappraised to determine the effectiveness of the recommended mitigation at both implementation and once established.

2.4.4 To be consistent, the determination of sensitivity and the prediction of magnitude have been guided by pre-defined criteria. However, by its very nature, the LVA process requires a significant amount of interpretation and professional judgement.

2.4.5 Designations which may affect the sensitivity of receptors, or how an effect may be perceived, will be taken into consideration where appropriate. In terms of listed buildings and other designated heritage assets as receptors, this report will only consider the potential effects on the historic landscape settings of these structures/areas. It should be noted that, although a development may be visible from a listed building or other designated historic asset, this does not automatically mean that there is an effect on its historic landscape setting.

NATURE OF EFFECT

2.4.6 Change as a result of development may be Positive or Adverse, to varying degrees, or Neutral. Neutral effects are those where change is considered to have neither a Positive nor Adverse effect on the landscape or visual resource being considered. The calculation of a high Level of Effect does not mean that change is automatically Adverse; Nature of Effect is considered independently to the calculation of Level of Effect. Mitigation can change the Nature of Effect post development, with the aim being to lower the Magnitude of Effect and reduce Adverse effects as far as possible, ideally through mitigation measures that have a Positive effect on landscape and/or visual resources.

3. LANDSCAPE PLANNING CONTEXT

3.1 The following policy has been taken from the planning documents which are pertinent to the development of the site. The following policy extracts and, where applicable, excerpts of explanatory text are considered to be relevant to the application. The policies listed will be used to guide the appraisal of, and the mitigation strategy for, the proposed development.

3.2 NATIONAL PLANNING POLICY FRAMEWORK

3.2.1 Originally published in March 2012, with the most recent revision being in February 2025, the NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. Of particular relevance to this assessment is Section 15. Conserving and Enhancing the Natural Environment, specifically paragraph 187, which states that "Planning policies and decisions should contribute to and enhance the natural and local environment by":

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

and:

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

3.2.2 Furthermore, in terms of the protection given to designated landscapes Section 15, paragraphs 189 and 190, state:

Paragraph 189

Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.

Paragraph 190

When considering applications for development within National Parks, the Broads and National Landscapes, permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest.

Consideration of such applications should include an assessment of:

- a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;*
- b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and*
- c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.*

3.2.3 Also of relevance to this project is Section 12. Achieving Well-designed Places, specifically paragraph 135, which states:

Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.*

3.3 WILTSHIRE CORE STRATEGY (INCLUDING SAVED POLICIES)

3.3.1 Adopted by Wiltshire Council in January 2015, the Wiltshire Core Strategy Development Plan Document replaced the four local plans that covered Wiltshire. The Core Strategy provides a positive

and flexible overarching planning policy framework for Wiltshire for the period up to 2026 in order to ensure that any proposed development is of a high standard and is compatible with the character and visual qualities of the area.

CORE POLICY 51: LANDSCAPE³

Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and where possible enhanced through sensitive design, landscape mitigation and enhancement measures:

- 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.*
- vii. Tranquillity and the need to protect against intrusion from light pollution, noise and motion.*
- viii. Landscape functions including places to live, work, relax and recreate.*
- ix. Special qualities of Areas of Outstanding Natural Beauty (AONBs) and the New Forest National Park, where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.*

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall demonstrate that they have taken account of the objectives, policies and actions set out in the relevant Management Plans for these areas. Proposals for development outside of an

³ It should be noted that the efficacy of Core Policy 51 was recently found to be at odds with the NPPF at a public inquiry into a residential site in Devizes (Appeal Reference: APP/Y3940/W22/3312268). In summary, Core Policy 51 cannot be considered a 'nil detriment' policy whereby it can be used to prevent any form of development in a green field site if that development is in keeping with the character of the local area, as it clearly states that any negative impacts caused by development "must be mitigated as far as possible through sensitive design and landscape measures".

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

CORE POLICY 52: GREEN INFRASTRUCTURE

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

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

If damage or loss of existing green infrastructure is unavoidable, the creation of new or replacement green infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green infrastructure network, will be required.

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers

CORE POLICY 57: ENSURING HIGH QUALITY DESIGN AND PLACE SHAPING

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- i. Enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced*
- ii. The retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development*
- iii. Responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting*
- iv. Being sympathetic to and conserving historic buildings and historic landscapes*
- v. The maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41 (Sustainable Construction and Low Carbon Energy)*
- vi. Making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area*
- vii. Having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)*
- viii. Incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site*

- ix. Ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)*
- x. The sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials*
- xi. Taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future*
- xii. The use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm*
- xiii. The case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place*
- xiv. Meeting the requirements of Core Policy 61 (Transport and New Development).*

CORE POLICY 58: ENSURING THE CONSERVATION OF THE HISTORIC ENVIRONMENT

Development should protect, conserve and where possible enhance the historic environment.

Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance, including:

- i. Nationally significant archaeological remains*
- ii. World Heritage Sites within and adjacent to Wiltshire*
- iii. Buildings and structures of special architectural or historic interest*
- iv. The special character or appearance of conservation areas*
- v. Historic parks and gardens*
- vi. Important landscapes, including registered battlefields and townscapes.*

Distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance with Core Policy 57 (Ensuring High Quality Design and Place Shaping).

Heritage assets at risk will be monitored and development proposals that improve their condition will be encouraged. The advice of statutory and local consultees will be sought in consideration of such applications

3.4 EMERGING WILTSHIRE LOCAL PLAN

3.4.1 Wiltshire council is currently in the process of reviewing their Local Plan, with the most recent draft (the Wiltshire Local Plan Pre-Submission Draft 2020-2038) commencing a Regulation 19 consultation in autumn 2023. The first stage of hearings in relation to the Duty to Cooperate were held on 24 June 2025. Stage 2 commenced on 11 November 2025.

Regulation 19. The policy most relevant to this report is Policy 91: 'Conserving and Enhancing Wiltshire's Landscapes', which will replace Core Policy 51 'Landscape'.

POLICY 91: CONSERVING AND ENHANCING WILTSHIRE'S LANDSCAPES

Development will conserve and where possible enhance Wiltshire's landscapes by:

- 1. being located and designed to respect landscape character and maintain an area's distinctive sense of place and reinforce local distinctiveness as set out in the Wiltshire Landscape Character Assessment and landscape strategy;*
- 2. conserving, enhancing, and restoring the characteristics and views of landscapes along with valued attributes and existing site features such as trees, hedgerows, dry stone walls and waterbodies that contribute to the character and quality of the area;*
- 3. conserving and enhancing the locally distinctive character of settlements and their landscape settings;*
- 4. conserving and enhancing the transition between man-made and natural landscapes at the urban fringe;*
- 5. being of high-quality design appropriate to its townscape and landscape context in accordance with the National Design Guidance and Wiltshire Design Guide, that incorporates green and blue infrastructure, supports climate resilience, biodiversity enhancement, and health and wellbeing of the local community;*
- 6. be located and designed to prevent erosion of relative tranquillity (light pollution and noise) and intrinsically dark landscapes, and use opportunities to enhance areas in which tranquillity have been eroded;*
- 7. where necessary, being supported by a proportionate Landscape and Visual Impact Assessment, Landscape and Visual Appraisal, or Townscape Appraisal that shows how, through an iterative process that has considered the site context, this has helped integrate and enhance the proposed development;*

- 8. *protecting geology and soils that underpin the landscape character of Wiltshire enhancing healthy 'living' soils as the foundation for successful plant growth, natural carbon sequestration, groundwater storage and filtration, as well as all eco-system services.***

Wiltshire's designated landscapes

Great weight will be given to conserving and enhancing the landscape and scenic beauty of Wiltshire's designated landscapes, Areas of Outstanding Natural Beauty and the New Forest National Park. Development within, and influencing the setting of, these designated areas should be limited in scale and extent and are expected to contribute towards conserving and enhancing their natural beauty.

Proposals for development within or affecting designated landscapes must demonstrate that they have taken account of the objectives, policies and actions set out in the relevant management plans for these areas. Proposals for development outside of an Area of Outstanding Natural Beauty that is sufficiently prominent (in terms of its siting or scale) to have an impact on the area's special qualities, as set out in the relevant management plan, must also demonstrate that it would not adversely affect its setting.

Development will not be supported if it cannot demonstrate conservation or enhancement to the landscape character and special qualities of an Area of Outstanding Natural Beauty or National Park.

3.4.2 Policy 98 '*Ensuring high quality design and place shaping*' is also a relevant policy, however, the landscape related text is unchanged from Policy 57 of the Core Strategy.

4. BASELINE LANDSCAPE AND VISUAL STUDY

4.1 SITE LOCATION AND CONTEXT

4.1.1 The site is located on the western edge of a pastoral field which forms part of the CP Farming land holding at Fairholme Farm, to the north-west of the village of Cherhill, just off Lower Compton Road. In its wider context, the site lies over two kilometres to the east of the town of Calne on the western slope of the Avebury Plain, just inside the North Wessex Downs National Landscape.

4.1.2 The site occupies the western edge of a group of agricultural buildings served by a shared access road connecting Lower Compton Road, to the west, with Compton House, to the north, and continuing eastwards to Upper Farm. The proposed development area is predominantly enclosed by agricultural land, with fields to the north and west and existing farm buildings to the east and south. Beyond the buildings to the east, a dense woodland belt extends along the scarp edge and onto the plateau of Avebury Plain. In its immediate context within the North Wessex Downs National Landscape, the site is surrounded by agricultural land until it meets the parkland of Compton House to the north. To the west beyond Lower Compton Road, the land use becomes more industrial with the presence of a quarry run by Hills as well as their associated waste disposal business.

4.1.3 The majority of the eastern part of the study area falls within the North Wessex Downs National Landscape, which confers a national landscape designation onto the area for the purpose of conserving and enhancing natural beauty including landform, geology, biodiversity, landscape features and human settlement. Of particular relevance to this project are the unique qualities and characteristics of the North Wessex Downs National Landscape as identified in the North Wessex Downs Landscape Character Assessment, and the aims and objectives for the landscape identified in the North Wessex Downs National Landscape Management Plan 2025 – 2030. Also of relevance to this project is the North Wessex Downs AONB position statement on Dark Skies and Artificial Light, paragraphs 13 and 19, which state:

Paragraph 13

The North Wessex Downs AONB Partnership recognises that in some circumstances artificial lighting is needed, and that, with good light management policies and practice and careful design, it may be possible to meet these needs whilst conserving dark skies.

Paragraph 19

Some issues in relation to lighting and new development can be resolved through careful design, appropriate materials, location and layout, restricting Permitted Development Rights by

condition and mitigation measures from landscaping to use of minimal, well-directed and full cut-off street (and other external) lighting.

4.1.4 No natural environment or heritage designations cover the site nor is it crossed by any routes with public or permissive access. However, Bridleway CHER6A is located just south of the shared access road within a woodland belt.

4.2 LANDSCAPE CHARACTER

4.2.1 The following Landscape Character Assessments have been used to establish the baseline character of study area:

- NCA: 116. Berkshire and Marlborough Downs
- North Wessex Downs National Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- North Wiltshire Landscape Character Assessment

4.2.2 The study area is covered by NCA: 116. Berkshire and Marlborough Downs, however, due to the broad level of assessment, some of the key characteristics are too general to be relevant to the site. The North Wessex Downs National Landscape Character Assessment and the more detailed Landscape Character Assessment (the North Wiltshire Landscape Character Assessment) have been used to help describe the landscape character of the site's receiving landscape, as well as to determine its contribution to landscape character and/or elements and features which define the wider landscape.

4.2.3 Only information pertaining to the Landscape Character Areas (LCAs) and Landscape Character Types (LCTs) in which the site is located has been listed in order to help establish its unique landscape character as well as to determine the site's contribution to the landscape character, elements, and features which define the wider landscape. It is important to note that, due to the extent of individual Character Areas and Types, some of the listed information may not be wholly relevant to the site and surrounding landscape.

NORTH WESSEX DOWNS LANDSCAPE CHARACTER ASSESSMENT

4.2.4 In July 2025, The Council of Partners adopted the North Wessex Downs Landscape Character Assessment. The assessment was produced by Land Use Consultants and establishes the identity of the National Landscape and provides a summary of the main influences on the contemporary landscape character. The Landscape Character Assessment also provides detailed information on the

key issues and management requirements relevant to the National Landscape's specific LCT and LCA. The site is located entirely within LCT 5: Downs Plain and Scarp, on the boundary of LCA 5A: Avebury Plain and LCA 5E: Clyffe Pypard – Badbury Wooded Scarp. Only the LCT and LCA in which the site is located has been reproduced below.

LCT 5: DOWNS PLAIN AND SCARP

Key Characteristics:

- *A chalk landscape of the level plain linked to the distinctive scarp slope which falls sharply to the Vale to the north, creating a dramatic and characteristic landform.*
- *Incised combs from numerous springs issuing at the junction of the greensand and clay create a distinctive landform, and influences settlement pattern of attractive springline villages clustered along the scarp.*
- *The western scarp is extensively wooded with linear hanger woods and estate land with many trees. Tree clumps on hills and ridges are a distinctive feature.*
- *An abundance of herb-rich chalk grasslands including numerous nationally designated sites.*
- *An open landscape dominated by arable land uses. Large fields without enclosure or hedges create an open landscape with panoramic and extensive views available from the scarp top.*
- *Parkland and estates are a particular feature of the scarp, where their strategic position offers extensive views. Springs and streams are frequently incorporated into designed landscape schemes.*
- *Airfields and former military sites are a particular feature across the landscape.*
- *Strong sense of time-depth, with internationally and internationally important prehistoric sites in elevated positions.*
- *The prehistoric route of the Ridgeway running along much of the scarp top remains well used to this day as a National Trail. It links many archaeological sites, which are all important visitor 'honeypot sites'.*
- *Strong sense of tranquillity and experience of dark night skies.*

Forces for change:

- *Farmer-led groups throughout the Downs Plain and Scarps are delivering environmentally friendly farming practices at a landscape scale. Many Countryside Stewardship Higher Tier schemes are operating across the LCT, including nectar rich buffer strips and organic management schemes.*
- *Changes in farming practices, including some grasslands not being grazed, leading to scrub encroachment on chalk grassland and open downlands. Grazed pasture is essential as a landscape setting for the prehistoric archaeological monuments.*

- *Potential change in character from diversification of crops, including vineyards becoming more economically viable due to the changing climate.*
- *An increase in recreational users of the Ridgeway and visitor numbers to the many famous prehistoric sites generates higher levels of traffic along rural lanes impacting on their character. There may also be pressure to increase car parking availability to allow access.*
- *Increase in renewable energy development outside the boundary of the National Landscape, particularly solar farms, influencing the setting of the National Landscape. The glint and glare of the PV panels in the lower-lying vale is clearly seen from the Downs Plain and Scarp.*
- *Pressure for tall structures (such as telecommunications masts, electricity pylons and wind turbines) both in the LCT and in areas outside of the National Landscape. These structures would be particularly clear in views from the elevated Downs Plain and Scarp.*
- *Development in the setting to the National Landscape including large scale and /or tall development on the edges of Didcot, Wantage, Swindon, Calne, and Wallingford. The increase in development affects the panoramic views from the escarpment and its wider setting, as well as the sense of remoteness and tranquillity.*
- *The Downs Plain and Scarp landscapes are susceptible to the impacts of climate change, including:*
 - ◆ *Changing temperatures and extreme weather events are creating vulnerabilities in chalk grassland landscapes, leading to increased soil erosion and run-off.*
 - ◆ *Drier summers and wetter winters could cause changes in plant and animal species and community composition of chalk grassland, which could change the appearance of the landscape (for example loss of perennials, expansion of drought-tolerant ephemerals and dominance of grasses in the sward of chalk grassland).*
 - ◆ *Changes in rainfall patterns including wetter winters and drier summers may lead to different types of crop being grown (e.g. maize, grape vines, soya), which would change the appearance of the landscape.*
 - ◆ *Wetter winters and increased flash flooding on the thin arable soils will cause erosion and impact the winter crop sowings and also decrease the water quality for livestock on the downs. This could impact the land uses on the downs, changing the crops grown and numbers of grazing animals, changing the character of the landscape.*
 - ◆ *Hotter, drier conditions in the summer will put more pressure on water resources, which may result in a change in crops to less water-reliant plants, and to increase the heat stress of livestock. This could lead to changes in the choice of crops grown, and an increase in shelters for livestock, changing the open character.*
 - ◆ *Drier summers and wetter winters will cause increased tree mortality and die-back from drought and stress and waterlogging, affecting the distinctive hilltop woodlands and tree clumps.*

- ♦ *More extreme weather events leading to a greater risk of wind-throw and loss of mature trees, which could affect the ancient woodlands on the western scarp.*
- ♦ *Drier and hotter summers increase fire risk affecting grassland habitats and the recreational resource of the landscape.*
- ♦ *Hotter temperatures may result in increased competition from invasive species and greater numbers of insect and mammal pests. This could impact the choice of crops grown, and the appearance of the landscape.*

LCA 5A: AVEBURY PLAIN

Description:

Avebury Plain is a gently undulating area on the Lower Chalk in the western part of the National Landscape. Boundaries are clear and distinct. They are formed by the steep slopes of Clyffe Pypard - Badbury Wooded Scarp (LCA 5E) to the west and north, and to the south and east by the steep rising scarp topography associated with the change in geology to the Upper Chalk which underlies the Marlborough Downs (LCA 1A) and Horton Downs (LCA 1C).

Avebury Plain valued qualities

- *Gently undulating chalk plain, which contrasts with the dramatic slopes of the scarp to the north.*
- *The chalk streams including the Winterbourne and Kennet are nationally important features, marked by small-scale riparian vegetation.*
- *Immense archaeological and cultural resource including the impressive banks, ditches and stone circles at Avebury and Neolithic monumental mound at Silbury Hill. Their importance and value are shown in the international designation as part of the Stonehenge, Avebury and Associated Sites World Heritage Site. The prehistoric features are locally prominent and imbue the wider landscape with a sense of antiquity and historical continuity.*
- *Distinctive historic settlement pattern in the Winterbourne valley, with strong local vernacular of brick, dressed flint and sarsen stone. Sarsen stones are of national importance for their geology, ecology and long history of human use.*
- *Strong recreational access including on the ancient Ridgeway and White Horse Trail, with high recreational draw.*
- *Sense of openness due to limited tree cover and development, resulting in long views. Silbury and Windmill Hills are visually prominent, as are the scarp and edge of higher downs in the east.*

Avebury Plain local forces for change/issues

- *The Marlborough Downs Space for Nature Farmer-led Group has a positive impact in this area including the restoration and creation of dew ponds across the LCA.*
- *Existing electricity pylons and large-scale farm buildings have a large visual impact on this LCA. There is potential pressure for additional tall structures (e.g. masts or turbines) both within and in views from this LCA which will be visually intrusive in this open landscape and on the setting of the World Heritage Site.*
- *Localised visual and noise intrusion of roads A4, A4361 and B4003 reduces tranquillity.*
- *Visitor pressures, particularly around the Avebury monuments, resulting in localised erosion, plus pressure to increase and improve access, circulation, interpretation and signage.*

LCA 5E: CLYFFE PYPARD – BADBURY WOODED SCARP

Description:

The Clyffe Pypard – Badbury Wooded Scarp defines the north-west boundary of the AONB. The boundaries are formed by the AONB boundary, which runs along the foot of the scarp, and by contours at roughly 170 metres along the scarp top at the point where the surface levels out to form Avebury Plain (5A) in the west and Chiseldon – Wanborough Plain (5B) in the east. The LCA is split into two sections by the flatter plain of LCA 5B Chiseldon – Wanborough Plain.

Clyffe Pypard – Badbury Wooded Scarp valued qualities

- *The dramatic steep scarp slope, which rises abruptly from the lower lying clay vale to the north and provides a distinctive skyline to the surrounding land.*
- *Chalk springs which issue at the base of the chalk, creating a series of short, deeply incised wooded valleys.*
- *Distinctive scarp-face ancient woodlands on the almost vertical upper slopes, many recorded as ancient woodland and nationally designated.*
- *Settlement pattern located on the springline, with small historic villages and hamlets. Estates and associated parkland are also a common feature.*
- *Deeply incised narrow rural lanes and public rights of way provide access through and across the landscape.*
- *Intimate, enclosed character within the woodlands contrasting with long ranging open views.*

Clyffe Pypard – Badbury Wooded Scarp local forces for change/issues

- *Limited appropriate management of woodlands particularly the small ancient and semi natural woodlands of the scarp, formerly managed by coppicing.*
- *Incremental changes within the attractive scarp slope villages altering the settlement shape and character, including some modern ribbon development and use of materials not in keeping with the local vernacular.*
- *Impact of new development of the edge of the National Landscape at Wroughton and Swindon. These developments will be seen from the scarp and will also increase visitor pressure.*
- *Impact of solar farms on the edge of the National Landscape, such as the glint and glare of the solar farm at Basset Down.*
- *A new Western National Forest will be planted to the north of Swindon and may alter views from the scarp, providing a more wooded skyline.*

NORTH WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.5 North Wiltshire District Council commissioned White Consultants in 2004 to prepare a landscape assessment and strategy for the (then) district. The assessment was intended to inform and support policies in the emerging Local Plan 2011 and was adopted as supplementary planning guidance. Although now dated (it was adopted nearly 20 years ago) it currently provides the most detailed scale (1:25,000) assessment of landscape character for the study area of this report. The site falls within Character Area 16: Liddington Scarp.

CHARACTER AREA 16: LIDDINGTON SCARP

Main Characteristics:

- *West facing Scarp slope.*
- *Heavily wooded especially on upper fringes.*
- *Pasture on lower elevations.*
- *Hedgerows with dominant lines running up the slope.*
- *Attractive settlements located at base.*
- *Series of footpath bridleways, and minor roads running up to higher ground.*

Landscape Sensitivity

The area is contained within the Wessex Downs AONB which is an indication of its perceived outstanding value. The whole area has a rural character and has very little settlement. The exposed nature of the scarp mean that virtually no development would be acceptable on this

steeply rising land apart from that essential to agricultural use. This would need to be sited in discreet areas well screened from view.

At the base of the steep slope, only smallscale, sensitively designed development, appropriately associated with existing built form, could be successfully accommodated without adverse landscape impacts. This would need to respect the historic form and linear pattern of the settlement retaining open spaces and views as appropriate.

4.3 THE STUDY AREA

4.3.1 The study area has developed over a bedrock comprising various chalk and mudstone formations. This has resulted in a chalk high ground to the east, with a high point of 176m (spot height) Above Ordnance Datum (AOD), whilst the mudstone lowland to the west has low points of 80m AOD along Abberd Brook and River's Brook. The base of the scarp, where Cherhill is located (and the A4 runs through) marks the transition into the open chalk downlands between Cherhill and Devizes (the Horton Downs) that extends eastwards towards the Marlborough Downs – the two being separated by the chalk river valley of the Kennet.

4.3.2 The soil types found within the study area are various loamy and clayey formations with varying levels of drainage. Superficial deposits of Alluvium and Head (both clay, silt, sand, and gravel) are found along the water courses and dry valleys, whilst patches of Head (1 – Gravel, sand, silt, and gravel) are found on the higher ground. The primary land use of the study area is agricultural, with the land within the study area having been broadly identified as ALC 2 (Very Good) and ALC 3 (Good to Moderate – no sub-grade specified).

4.3.3 The land uses of the study area are split between the east and west. A vast quarry which produces high quality washed silica sand for the construction industry, occupies a large portion of the western part of the study area. To the north of this are areas of field-scale solar PV arrays. To east of the study area, the land is intensively farmed, dominated by large open arable fields, generally with few hedgerows. Woodland blocks and belts are scattered across the study area, which in places limit the extent of views, but generally the landscape to the north and south of the village is open and large-scale in character. The largest of these, Home Wood, has been identified as Ancient Woodland and is also a County Wildlife Site.

4.3.4 The lower slopes of the scarp (to the north of Cherhill) retain smaller post-medieval enclosures that are pastoral in character. These have a more intact hedgerow structure which, combined with

pockets of woodland and tree belts on the edge of Cherhill, create more visual enclosure, often restricting views from the village to the north. The profile of the hillside immediately north of the village also has a significant limiting effect on views out. However, the backdrop of the chalk downland to the south remains in views to the south from much of the village where it rises up to >230m AOD (beyond the study area). The arable farmland of the Avebury Plain generally consists of rectilinear, regular patterns of field systems, in places bounded by hedges on low field banks – especially adjacent to minor roads and tracks. These field systems replaced the 18th century areas of open-field arable land to the north of Cherhill with the regular pattern of modern enclosures seen today. This resulted in the ploughing of slopes and large swathes of the plain.

4.3.5 While historically there is evidence of informal settlement across the landscape, present day settlement within the local area is defined by a series of small villages, such as Cherhill and Compton Bassett. Within the villages there are a mix of building styles and types which broadly reflect the contemporary designs of the periods when they were built, although they are generally constructed using the traditional local materials typical of the area. The modernisation of the agricultural sector has seen some larger modern infrastructure now being found amongst the more traditional built form. Other barns within Fairholme Farm are constructed using timber cladding and precast concrete panels.

4.3.6 There are a number of listed buildings in the study area, the closest of which is the Grade II listed *Tudor Lodge*, which is located at the entrance to the site's shared access road and formed part of Compton House estate. The majority of listed structures are located within the Conservation Areas of Cherhill and Compton Bassett. Whilst the former is located more than 1000m from the site, the edge of the Compton Bassett Conservation Area is approximately 150m from the north-eastern edge of the site. The study area also contains two Scheduled Monuments (to the north and east), however they are more than 900m from the site. Given the relatively high level of vegetation within the study area, it is considered that, on the whole, the heritage assets are physically and visually divorced from the site.

4.3.7 The A4 is the principal transport corridor running west to east through the study area, connecting the towns of Hungerford, Marlborough, Calne, and Chippenham, and the numerous villages in between. Smaller settlements to the north and south of the A4 are connected via a minor roads and lanes, although within the study area there are few roads across the Avebury Plain, and very few across the chalk downland of Horton Down.

4.3.8 There is a network of PRoW across the landscape, some of which use farm tracks and access roads thus reducing their sense of remoteness and tranquillity. A section of the White Horse Way long distance path passes through the south-eastern corner of the study area, descending the hillside to the east of Cherhill before rising up on the hillside of the chalk downland to the south of the A4.

4.4 BASELINE ANALYSIS

4.4.1 The findings of the desk study and field survey have been used to determine the landscape value of the study area and subsequently identify specific landscape and visual receptors that have the potential to be affected by the development. The effect of the development on these receptors will be calculated, leading to an overall determination of the effect on both the landscape resource and the visual amenity of the study area.

LANDSCAPE VALUE

4.4.2 The site and the majority of the eastern part of the study area are located within the North Wessex Downs National Landscape, which confers a national statutory landscape designation onto the landscape. The study area has a varied scenic quality with areas to the north, east, and south being of high scenic quality due to the relatively undeveloped land. The presence of the solar farm adjacent to High Penn Farm and the Honeyball Recycling Centre coupled with the urban edge of Calne (although just outside the study area) detract from the overall quality, tranquillity, and sense of remoteness of the landscape to the west.

4.4.3 Overall the value of the landscape is *High*, which means that it is a ‘valued landscape’ under Section 15, Paragraph 187, Bullet Point a), of the NPPF.

LANDSCAPE RECEPTORS

4.4.4 The following landscape receptors have been identified as being aspects of the landscape resource that have the potential to be affected by the proposed development:

- The established landscape components which define the landscape in which the site is located, including:
 - ♦ The unique qualities and characteristics of the North Wessex Downs National Landscape.
 - ♦ Dark Skies and the effect the proposals may have on the nocturnal environment.
 - ♦ Local character, particularly the built form associated with the existing farm complex.

- The historic environment of the study area, and the site's relationship with listed and notable non-listed heritage assets
- Existing on-site and boundary vegetation and its importance in respect of the site itself, as well as part of the wider study area.

VISUAL RECEPTORS

4.4.5 The following visual receptor locations have been identified as having potential intervisibility with the proposed development:

- Lower Compton Road
- Footpaths: CBAS9 and CHER27
- Bridleway CHER6A

LEVEL OF EFFECT

4.4.6 As the site is located within a valued landscape, an appraisal will be carried out to determine the overall Level of Effect of the development proposals in terms of both the landscape resource and the visual amenity of the study area.

4.4.7 It should be noted that, while specific receptors have been identified for consideration, this does not necessarily mean that they will be adversely affected by the proposals. Moreover, if there are high level Adverse effects on specific receptors, this does not automatically mean that there will be high level Adverse effects on the study area as a whole.

4.4.8 The Level of Effect can be expressed as a correlation between the Magnitude of Effect and Landscape or Visual Sensitivity in a single matrix to determine the level, as shown in Table 1. However, it must be noted that the matrix is not in itself a substitute for professional judgement, for which allowances must be made. Although mitigation measures are often proposed where the Level of Effect is Minor or None, it is the Major and Major/Moderate categories which provide the highest Level of Effect in terms of effect on the landscape and visual resources.

Table 1: Level of Effect as a Correlation of Sensitivity and Magnitude, Applicable to the Landscape Resource and Visual Amenity

Landscape or Visual Sensitivity	Magnitude of Effect			
	<i>Substantial</i>	<i>Moderate</i>	<i>Slight</i>	<i>Negligible</i>
<i>High</i>	Major	Major/Moderate	Moderate	Moderate/Minor
<i>Medium</i>	Major/Moderate	Moderate	Moderate/Minor	Minor
<i>Low</i>	Moderate	Moderate/Minor	Minor	Minor/None
<i>Negligible</i>	Moderate/Minor	Minor	Minor/None	None

5. LANDSCAPE AND VISUAL APPRAISAL

5.1 LANDSCAPE APPRAISAL

5.1.1 The Landscape Value of the study area as a whole is *High*, as a large part of the area is included within the North Wessex Downs National Landscape, which confers a national statutory landscape designation onto the landscape. However, to the west, outside the National Landscape, there are number of detracting features including a large quarry and waste disposal facility. The Overall Susceptibility to Change of the appraisal site as a component of the landscape is considered *Medium – Low* in respect of the development proposed. Although the proposals will see the construction of new built form on an undeveloped parcel of land, the proposed general-purpose store will be closely associated with the existing agricultural built form of Fairholme Farm and will be constructed of sympathetic materials. As such, the Overall Landscape Sensitivity of the development area within the surrounding landscape is *Medium*.

5.1.2 The site itself does not comprise a specific element or feature identified as a key characteristic of the study area. However, it does broadly contribute to the prevailing agricultural land uses which is one of the stated purposes of the North Wessex Downs National Landscape. The North Wessex Downs National Landscape management plan identifies several key issues affecting the National Landscape, including “*Substantial new farm buildings where unjustified, poorly designed and or located in exposed locations*”. The proposals involve the construction of a general-purpose agricultural store within a largely agricultural landscape. The relevant landscape character assessments do not provide specific guidance relating to the siting or design of new agricultural buildings, nor do they identify such development explicitly as a ‘force for change’ within the defined character areas. Nevertheless, the sensitive nature of the scarp to new development is clearly recognised, and development other than essential agricultural development should be avoided. Therefore, where new agricultural buildings are needed, these should be located sensitively.

5.1.3 The proposals respond to this as follows:

- The proposed building will be closely associated with the existing agricultural buildings within the farm.
- Within the wider landscape the new building is located in a visually discreet location despite the site’s location on a slope. It avoids breaking the skyline and is heavily filtered/obscured in views to the north-east, south, and south-west by landform and vegetation.

- It will be constructed using sympathetic materials which will help to integrate the store into the existing farmstead.

5.1.4 The materials and their colouration have been chosen to reflect that of the surrounding agricultural buildings and to respond to the site's rural location. The western and southern elevations will be timber clad, left to weather naturally, with a dark roof in keeping with the adjacent buildings. The northern and eastern elevations will be clad in olive green steel sheeting which responds to the site's close proximity to the woodland belt. Moreover, the colour choices respond positively to the guidance detailed for Downs, Plain and Scarp in the National Landscape's document *Guidance on the selection and use of colour in development*.

5.1.5 Due to the site's sloping nature, regrading works are proposed in order to create a level area to construct the proposed barn. This will involve excavations to a depth of 1.00m across the site with a retained foundation up to 2.00m in depth on the western side. The soil removed will be used to create a bund on the western edge of the site which will be planted with native trees. Bunds are an established feature of the local landscape, in particular around the Hills quarry, to the west. The proposed bund will not be as substantial as those around the quarry and will be softened through the planting of a tree belt, as shown on the indicative landscape scheme, which will help to blend the development into the landscape.

5.1.6 Paragraph 13 of the North Wessex Downs National Landscape Position Statement on Dark Skies and Artificial Light acknowledges that there are circumstances where external lighting is necessary, however, it emphasises that such proposals should be carefully designed in order to conserve the dark skies. The proposed general-purpose store will incorporate two floodlights positioned above the roller shutter doors on the southern elevation, angled downwards to minimise light spill. This arrangement will help to protect the quality of the dark skies. It is recommended that these floodlights should only be in use when necessary for the operational needs of the proposed building.

5.1.7 The North Wessex Downs National Landscape acknowledges the need to "*reduce our reliance on fossil fuels*"⁴ whilst recognising that not all renewable energy proposals will be appropriate within the National Landscape. Paragraph 15 of the Position Statement on Renewable Energy notes that "*there are many large farm buildings, in particular, within the AONB where panels could be placed with little or no negative impact on the AONB.*" However, it also makes clear that not all roof mounted solar

⁴ Position Statement on Renewable Energy, paragraph 2.

installations will be acceptable, in particular, it advises that “*‘frameless’ style PV panels*” should be used to “*create a continuous dark surface*” as silver framed panels can appear visually incongruous across roof slopes. The proposals include eight solar panels on each roof elevation. To comply with the North Wessex Downs National Landscape guidance, it is recommended that these panels are frameless. Moreover, as they will be on the roof, they will integrate effectively with dark coloured roof of the new building.

5.1.8 The site itself comprises an area of land with no particular historic or architectural interest and will not affect a pre-modern era historic field pattern. A number of heritage assets are located within the study area; however, with the exception of one, these are well screened from the site by local landform and dense vegetation. They are therefore, considered to be physically and visually divorced from the proposals with the development having no effect on their historic landscape settings. The grade II listed Tudor Lodge is situated at the entrance to the shared access road. The historic landscape setting of this property has undergone change over time, notably through the establishment of the quarry and its associated waste disposal facilities, the construction of modern agricultural buildings at Fairholme Farm, as well as evolving agricultural practices. In this context, the proposed development will have no discernible effect on the area’s historic landscape character.

5.1.9 The development will see the loss of a small area of former pastoral land that has very limited biodiversity value. No boundary vegetation or existing habitat will be lost as the proposals will utilise the existing farm access to facilitate access. Moreover, the indicative landscape scheme will see an increase in green infrastructure around the site through the planting of appropriate native tree species.

5.1.10 The development proposals will not conflict with the relevant key issues, strategies, objectives and policies identified across the relevant Character Assessments, or with national or local policy. In terms of the Overall Magnitude of Landscape Effect resulting from the proposals, any change has to be considered in terms of the landscape components that will definitely be affected and those that will potentially be affected. The importance of these components as part of the wider landscape is also a consideration. While the changes to the baseline condition of the site itself are more notable (a change of a small area of farmland to an agricultural building), in terms of the site as component of the wider landscape resource, it is considered that the siting and style of the proposals as well as the accompanying indicative landscape proposals result in an Overall Magnitude of Landscape Effect of

Slight. As such, the development proposals have an Overall Level of Landscape Effect of *Moderate/Minor*.

5.1.11 The development will not be unduly prominent nor detract from the surrounding landscape; however, it will see a small area of agricultural land developed. While there will potentially be some localised adverse effects as a result of the change of use, these are not considered notable. In terms of the wider landscape, due the site's close proximity to the existing farm buildings, the proposals will not change its pre-development condition, nor will it affect landscape character. The general-purpose store will not be seen as an incongruous feature, but rather in the context of the existing farm complex. However, the proposals will see an increase in the size of the farm complex on the sensitive scarp edge, which is considered as an adverse effect. As such, the Overall Nature of Landscape Effect of the proposed development is *Adverse (Slight)*.

5.2 VISUAL APPRAISAL

5.2.1 The recorded viewpoints can be used to predict possible effects from PROWs, roads, publicly accessible areas and residential properties within the study area. Viewpoints have been determined from where the desk study suggested that the development areas may be visible, as well as observations during the field survey. The recorded viewpoints are considered appropriate for the scale of the development and the prevailing topography and land cover. All photographs were taken using a digital equivalent of a 50mm focal length traditional 35mm SLR lens to represent most accurately the views as seen by the human eye.

5.2.2 For the purpose of this appraisal, close views are between 0m – 500m from the proposed development, medium views are between 500m – 1000m, and long views from further than 1000m. Views are representative and not totally exclusive. (See Appendix 2: Viewpoint Photographs for enlarged copies of the selected viewpoints).

5.2.3 The Viewpoints were visited in February 2026 when vegetation was at a minimum. The seasonal differences (seasonality), in respect of potential effects arising from the varying degree of screening/filtering of views by vegetation that will apply in summer and winter, have been considered in the appraisal of all recorded viewpoints; as per the recommendation of GLVIA3. It is important to note that the recording of viewpoints during different seasons is not a prerequisite of the consideration of seasonality, as GLVIA3 states:

The timing of the assessment work and the project programme will also influence the practicality of covering more than one season.

VIEWPOINT 1

Approximate distance from site: 280m

OS map elevation: Between 105-110m AOD



Close distance view, north-east; taken from Bridleway CHER6A.

Due to the density of the woodland belt along the Bridleway, the site is extremely heavily filtered with the existing barns not easily visible. The proposed general-purpose store will sit alongside these barns and will be constructed using similar materials. Despite the introduction of new built form, it will be difficult for receptors to discern as they travel along the bridleway. Therefore, change will be negligible. In months of higher leaf cover, the site (and farm complex) will be obscured by vegetation.

VIEWPOINT 2

Approximate distance from site: 335m

OS map elevation: Between 95-100m AOD



VIEWPOINT 3

Approximate distance from site: 340m

OS map elevation: Between 95-100m AOD



VIEWPOINT 4

Approximate distance from site: 370m

OS map elevation: Between 95-100m AOD



Close distance views, north-east; taken from Lower Compton Road.

It should be noted that there is no pedestrian footway along the road and national speed limits apply. Although there are PRowS which cross and are accessed via the road, primary receptors will be those in vehicles whose focus should be on navigating the narrow road.

Views along the road are varied due to the level of vegetation along the roadside and within the adjacent field. As receptors travel northwards, the site is obscured by the tree belt along CHER6A and on the western side of the road just beyond Tudor Lodge. When travelling southwards, there are filtered views through the tree belt within the field. Despite the roadside hedgerow, there are open views towards the site along approximately 170m of Lower Compton Road.

As the site is currently undeveloped, the proposals will be visible as a new feature. However, due to the site's location on the edge of the existing farm complex, it will be seen in the context of the existing built form. The proposed colouration of materials will further help to settle the development into the receiving landscape. Moreover, receptors will be acutely aware of the agricultural context of the local landscape which reduces the effect of visual changes as a result of the proposals.

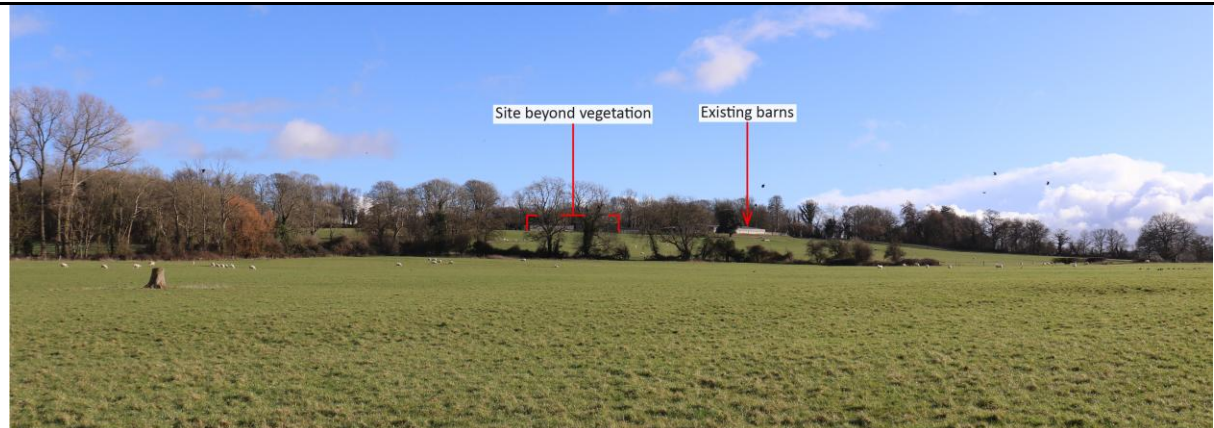
Vehicles accessing the site and using the track will be visible. Given that this is an existing access point and track for the farm, vehicles using it are an established component of views from the road.

Existing vegetation along the roadside and within the adjacent fields afford the site with a level of containment and provide filtering for the development, which will increase in months of higher leaf cover. The indicative landscape scheme will serve to further break up and soften views of the proposed general-purpose store.

VIEWPOINT 5

Approximate distance from site: 445m

OS map elevation: Between 90-95m AOD



Close distance view, south-east; taken from Footpath CBAS9.

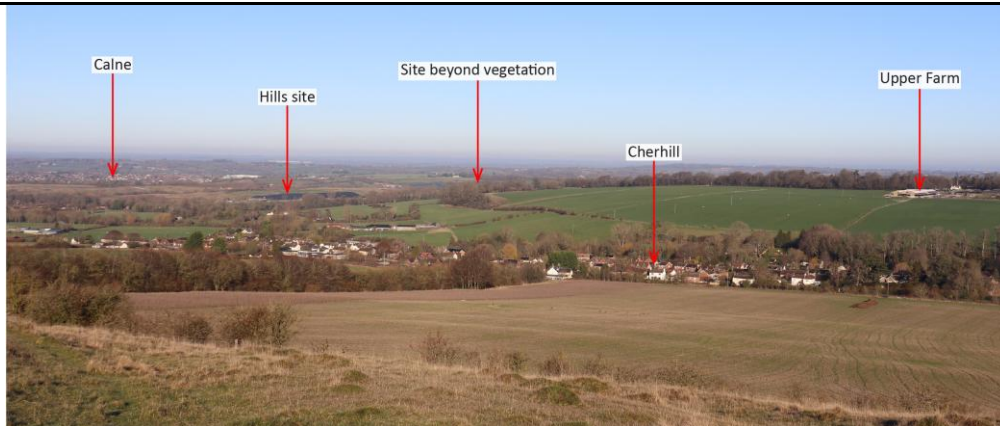
The proposed general-purpose store will be mainly seen as receptors travel eastwards along the footpath. However, where visible, it will be seen in context with the existing barns of Fairholme Farm. The development will be seen against a backdrop of mature woodland with the proposed materials and colouration helping to integrate the store into the receiving landscape. Moreover, receptors will be acutely aware of the agricultural context of the local landscape further reducing the effect of visual change as a result of the proposals.

The existing tree belt along the field boundary provides a level of filtering for the development. In months of higher leaf cover this will increase, with the new store becoming heavily filtered. Additionally, the indicative landscape scheme will serve to further break up and soften views of the proposed development.

VIEWPOINT 6

Approximate distance from site: 2255m

OS map elevation: Between 195-200m AOD



Long distance view, north-west; taken from Footpath CHER27 on the Cherhill Downs within land managed by the National Trust.

Despite the increased elevation of the receptor location, the site (and entire farm complex) is obscured by intervening vegetation and will remain so year-round.

POTENTIAL RESIDENTIAL VIEWS (NOT RECORDED)

5.2.4 There is potential for residential views of the proposed general-purpose store from Tudor Lodge; however, it has not been possible to record these representatively due to the absence of public access. Such views are likely to include views from the upper storey windows, particularly on the eastern elevations, as well as from private amenity spaces. From the rear garden views will be restricted by the vegetation which encloses the garden. The increase in elevation for upper storeys will allow for views over this vegetation. However, although the new store will be visible as a new feature, it will be seen in context with the existing built form. Furthermore, the indicative landscape scheme will provide a level of softening and break up views from Tudor Lodge.

POTENTIAL VIEWS FROM FOOTPATH CBAS8 AND BRIDLEWAY CBAS24

5.2.5 There is no access to Footpath CBAS8 and Bridleway CBAS24 which cross through the quarry. There appears to be a diversion for the bridleway along the quarry's eastern boundary adjacent to Lower Compton Road, although there is no indication of the footpath. In both cases there is no official mapping. The Wiltshire Rights of Way Explorer does not show any applications to divert these PRoW; however, there is an application to upgrade the bridleway to a restricted byway (DMMO application D/2022/040).

SUMMARY OF VISUAL EFFECTS

5.2.6 The Overall Visual Sensitivity of the study area is considered *Medium – Low*, in respect of the development proposed. The site is located adjacent to the existing farm complex and forms part of a landscape in which scattered agricultural development is an established visual component.

5.2.7 LCA 16⁵ states that:

The exposed nature of the scarp mean that virtually no development would be acceptable on this steeply rising land apart from that essential to agricultural use. This would need to be sited in discreet areas well screened from view.

The visual envelope of the development is largely restricted to within 500m to the west, with there being no long or medium range views of the site. Intervening vegetation coupled with the topography of the receiving landscape restricts views even from higher elevations. Where visible, the proposed development will be seen in context with the existing farm complex. Moreover, the proposed materials reflect that of the existing built form which will further reduce the development's visual effect.

5.2.8 Overall, while the proposed development will see a visible change within the landscape, the effect on the visual amenity and visual character of the study area will be limited, with the proposed general-purpose store only being seen in context with the existing built form of Fairholme Farm. Furthermore, where visible, the indicative landscape scheme provides a level of mitigation without using visually uncharacteristic planting, with there being opportunities to extend the planting. As such, the Overall Magnitude of Visual Change is *Slight*, resulting in the Overall Level of Visual Effect being *Moderate/Minor – Minor*.

5.2.9 Where seen, the proposed store will not appear isolated, nor will it be visually prominent, despite being built on an undeveloped parcel of land. Moreover, due to the high level of woodland blocks coupled with the undulating topography, the site is very well contained within the receiving landscape. As such, although the proposals will see the introduction of built form into an undeveloped site, the Overall Nature of Effect is considered *Neutral* with there being several positive effects as a result of the proposed tree planting.

⁵ North Wiltshire Landscape Character Assessment

5.3 CONSTRUCTION EFFECTS

5.3.1 While only being temporary, the construction of the proposed general-purpose store, alongside the operation of heavy plant at the site, will have an effect on the landscape resource and views and visual amenity in the short term.

5.3.2 The construction period will see on-site operations that are contrary to the prevailing rural character of the receiving landscape, and which will also have some effect on the area's tranquillity. However, as this is a working landscape the overall effect will be lessened as working machinery is a common feature of the receiving landscape.

5.3.3 Machinery working on the site will be visible from the majority of viewpoints that have intervisibility with the site, with some machinery and infrastructure potentially extending higher than the tallest elements of the development during construction (e.g. scaffolding and cranes). However, while this will likely draw attention to the site, it will not result in any additional views beyond those already recorded.

5.3.4 To ensure that the construction of the proposed development does not result in any residual effects, the following recommendations have been made:

- During construction, access to the site should be taken through the existing access points. This will mean that construction traffic can access the site without the creating additional access points.
- To avoid fields being overrun by construction vehicles, the internal tracks and working areas should be delineated prior to development commencing.
- Wherever necessary, ground protection mats must be used to prevent the compaction of soil around retained trees and hedges.
- If any vegetation not identified for removal is damaged during construction, it should be identified and replaced as soon as it is feasible within the agreed work programme.
- Construction materials and equipment should be appropriately stored.

5.3.5 While there will be some short-term adverse effects during the construction period, these will be temporary and will gradually reduce as the development works progress. Overall, any effects will be short-term and will have no residual adverse effects on the recorded landscape and visual receptors.

6. RECOMMENDATIONS AND CONCLUSIONS

6.1 The key considerations when determining the acceptability of the potential landscape and visual effects of the proposals are the receptors that will be potentially affected by the development and how far any effects are/can be mitigated. Of particular importance to the consideration of the developments overall effect is whether an agricultural development at the site will have an unacceptable effect on the landscape resource and the visual amenity of the study area. Key mitigating factors are:

- the prevailing agrarian land use and character of the study area,
- the site's close association with the existing farm buildings, and
- the relatively limited visual envelope of the site.

6.2 Pre-mitigation, the Overall Level of Effect of the proposed development is considered to be *Moderate/Minor*. It is acknowledged that there will be localised changes resulting from the development, however this is deemed acceptable as the proposals represent a type of development found within the study area. Furthermore, it will not detract from the landscape resources or the area's visual amenity. The indicative landscape scheme plus its enhancement will ensure that "*any negative impacts [can] be mitigated as far as possible through sensitive design and landscape measures*" as per Core Policy 51.

6.3 MITIGATION STRATEGY

6.3.1 It is acknowledged that the existing landscape structure around the wider field, in particular the riparian vegetation along the watercourse to the north, plays a key role in setting the development within the landscape, and as such it should be appropriately managed to ensure its longevity. Furthermore, existing hedgerows across the surrounding land under the applicant's control, should be gapped up as necessary and grown on to provide greater containment.

6.3.2 New planting will focus on the use of indigenous landscaping to soften the built form and further integrate it into the landscape, while at the same time providing landscape enhancements wherever possible. The bund to the west of the proposed general-purpose store will be planted with appropriate native tree species, and this planting will extend around the northern end of the building to provide connectivity with the existing tree belt along the shared access road.

6.3.3 The following recommendations are appropriate to reduce the level of the potential landscape and visual effects of the proposed development, with the aim being to mitigate the development, using an appropriate scheme of planting and management that in and of itself, does not compromise the character of visual amenity of the area.

Management and Enhancement of Existing Planting:

- Any vegetation marked for removal should be cleared prior to development commencing and should avoid the bird nesting season (March to September).
- Existing poor quality/diseased vegetation or invasive species should be removed and replaced if necessary/appropriate.
- Suitable root protection area stand-offs should be applied around all vegetation to be retained where necessary.
- The trees identified on drawing WHL-2098-05: Landscape Mitigation Strategy should be appropriately managed, with a focus on undertaking remedial work, including thinning, removal of low growth and crown raising as necessary to ensure longevity and well balanced, dense crowns.
- Tree management will take place between mid-December and early March. This will avoid the dormice active period and bird-nesting season and allow berries to be used for foraging wildlife.

Proposed Mitigation and Planting:

- The following recommendations should be taken into account in respect of plants being used for mitigation purposes:
 - All new planting, including planting for the purposes of replacement should comprise appropriate native species characteristic of the area.
 - A range of plant sizes should be used, to create instant impact and structure.
 - The following tree species should not be used as they are potentially poisonous to cattle: *Acer pseudoplatanus* (sycamore), *Malus sylvestris* (crab apple), *Quercus robur* (English oak), *Taxus baccata* (yew).
- Native trees should be planted adjacent to the hedgerows around the site and across the land under the applicants' control to create structure and break up views of the development. Trees should be planted at a minimum of 5.00m centres.

Recommended Tree Species					
Scientific name	Common name	Specification*	Girth (cm)	Approx. height	%
<i>Acer campestre</i>	Field maple	Whip	-	90-120cm	15
<i>Carpinus betulus</i>	Hornbeam	Whip	-	90-120cm	10
<i>Crataegus monogyna</i>	Hawthorn	Whip	-	90-120cm	15
<i>Fagus sylvatica</i>	Beech	Whip	-	90-120cm	20
<i>Malus sylvestris</i>	Crab apple	Whip	-	90-120cm	15
<i>Prunus avium</i>	Wild cherry	Whip	-	90-120cm	10
<i>Prunus padus</i>	Bird cherry	Whip	-	90-120cm	10
<i>Sorbus aucuparia</i>	Rowan	Transplant	-	60-80cm	5
* Approximately 10% of the total tree mix should comprise larger stock (Light Standard - Standard)					

6.4 EFFECT OF MITIGATION

EFFECT OF MITIGATION ON LANDSCAPE RECEPTORS

6.4.1 At Implementation: Effects will remain largely the same as any changes associated with the mitigation will primarily become apparent when planting reaches maturity. However, new planting will see a net gain in green infrastructure, with the tree planting and wildflower understorey creating new habitat areas and improving 'green links' within the local area.

6.4.2 Once Established: Any landscape Effects will be mitigated as far as possible, with the Overall Level of Landscape Effect being reduced to *Minor* with new planting helping enhance the natural environment and maximising the potential to improve local biodiversity. The Overall Nature of Effect will become *Neutral*, however there will be several positive effects in respect of enhancements to the green infrastructure network around the site, with a hierarchy of tree ages also being established in the area.

EFFECT OF MITIGATION ON VISUAL RECEPTORS

6.4.3 At Implementation: Effects will be largely the same from the majority of Viewpoints. However, gapping up of the existing access will soften localised views of the built form. Additionally, the use of larger tree stock will help break-up views from the wider landscape and create 'instant' structure around the site.

6.4.4 Once Established: Any visual effects will be mitigated as far as possible, with the overall Level of Visual Effect being reduced to *Moderate/Minor* with the site being better contained within the

landscape. Furthermore, the established planting will help notably soften localised views and create a more appropriate setting for the development, specifically from select points along Lower Compton Road. The development will be defined by an appropriate, mature, landscape structure that creates a setting that responds positively to the established visual character of the local area. The Overall Nature of Effect will reduce to *Neutral*, with any adverse effects having been mitigated as far as possible.

6.5 CONCLUSIONS

6.5.1 As a result of the appraisal of landscape and visual effects, it has been determined that the proposed development would not have a notable adverse effect on the landscape resource or on views and visual amenity. Taking account of the proposed landscape mitigation and enhancement recommendations, the development can be undertaken so that the proposed general-purpose store will integrate into the receiving landscape, maintaining its rural character without being visually intrusive, or having an unacceptable detrimental impact on the appearance or the landscape character of the area within which it is located.

6.5.2 The recommended landscape mitigation and enhancement measures will see “*any negative impacts... mitigated as far as possible*” as per Core Policy 51. Taken as a whole, the proposed development post-mitigation will have a *Minor* effect, with any adverse effects having been successfully mitigated.

6.5.3 The proposed development will not be notably detrimental to any of the key characteristics or descriptions of the site and the surrounding landscape as identified in this document. The proposed development can be undertaken in compliance with relevant guidance and policies in the NPPF, the Wiltshire Core Strategy including the Wiltshire Local Plan Pre-Submission Draft (2020-2038), and the North Wessex Downs National Landscape Management Plan (2025 – 2030).

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ILLUSTRATIVE MATERIAL



KEY:

- Site
- Access road
- Off-set from site boundary
- Viewpoint

Public Rights of Way

- Footpath
- Bridleway
- Byway open to all traffic

Other Public Access

- White Horse Trail (Recreational route)
- Traffic-free cycle route

Roads

- Main road
- Road generally more than 4m wide
- Road generally less than 4m wide
- Other road, drive or track

Notes:
Footpath CBAS8 and Bridleway CBAS24 do not have access through the quarry. The bridleway appears to have been diverted along the eastern edge of the quarry adjacent to Lower Compton Road. The route of the footpath is unknown. There is no official mapping.

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Project:
General Purpose Store, Fairholme Farm

On behalf of:
BK Grain

Drawing title:
Location and Viewpoint Plan

Drawing number: WHL-2098-01	Rev:	Date: Feb 26
Scale: 1:10000 @ A3	DB: ES	CB: WH

Title:
Inset map- 1:20000@A3



Compton Bassett
Conservation Area

Farm track

Shared access road

Grade II listed
Tudor Lodge

Bridleway CHER6A

Lower Compton Road

Hills Quarry and
other facilities

Old Camp
Farm

KEY:



- Site



- Existing access road

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Drawing title:
Vertical Aerial

Drawing number:
WHL-2098-02

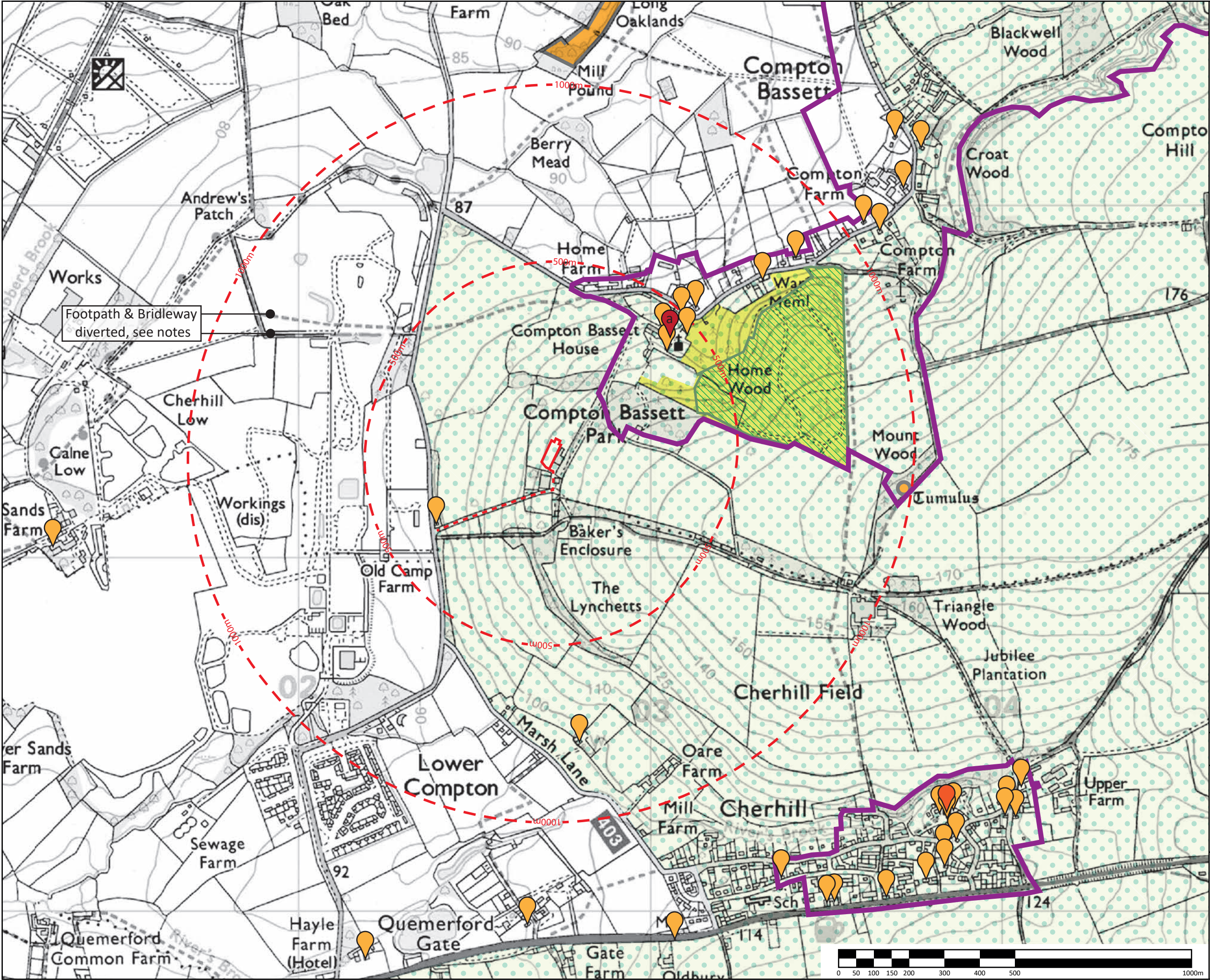
Rev:
Date:
Feb 26

Scale:
1:2500 @ A3

DB:
ES

CB:
WH





KEY:

- Site
- Existing access road
- Off-set from site boundary

Statutory Designations

- North Wessex Downs National Landscape

Natural Environment Designations

- Ancient Woodland
- County Wildlife Site

Heritage Designations

- Scheduled Monument
- Conservation Area
- Grade I listed structure
a. Church of St Swithin
- Grade II* listed structure
- Grade II listed structure

Notes:
Footpath CBAS8 and Bridleway CBAS24 do not have access through the quarry. The bridleway appears to have been diverted along the eastern edge of the quarry adjacent to Lower Compton Road. The route of the footpath is unknown. There is no official mapping.

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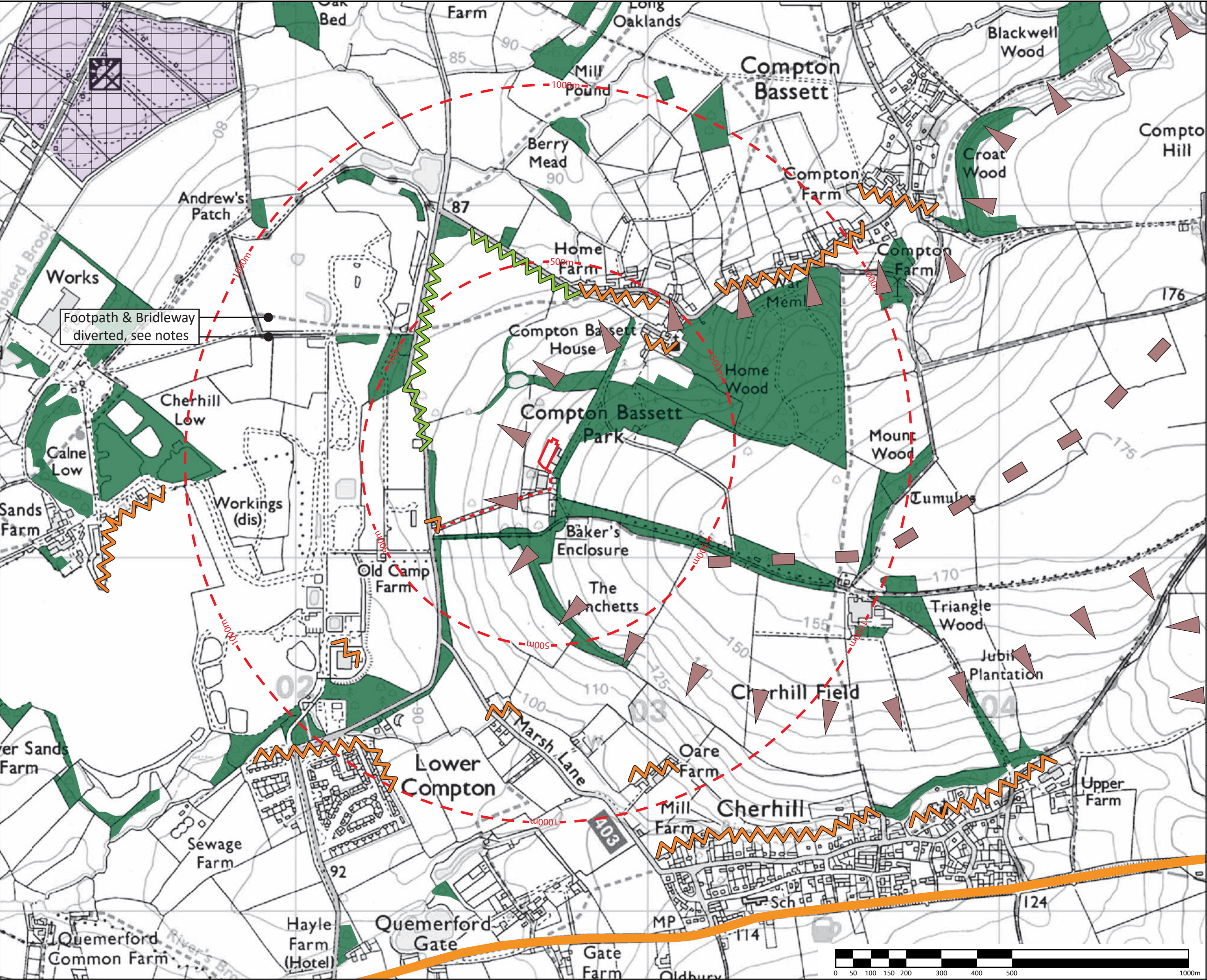
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Project:
General Purpose Store, Fairholme Farm

On behalf of:
BK Grain

Drawing title:
Designations

Drawing number: WHL-2098-03	Rev: ES	Date: Feb 26
Scale: 1:10000 @ A3	DB: ES	CB: WH



KEY:

- Site
- Existing access road
- Off-set from site boundary
- Ridge
- Downslope
- Significant vegetation
- Trees and hedgerows obscuring/filtered views
- Notable development
- Solar farm
- Major transport corridor (A4)
- Open view
- Partial view
- Heavily filtered view
- Views obscured by landform and vegetation

Notes:
Footpath CBAS8 and Bridleway CBAS24 do not have access through the quarry. The bridleway appears to have been diverted along the eastern edge of the quarry adjacent to Lower Compton Road. The route of the footpath is unknown. There is no official mapping.

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Project:
General Purpose Store, Fairholme Farm

On behalf of:
BK Grain

Drawing title:
Landscape and Visual Analysis

Drawing number: WHL-2098-04	Rev:	Date: Feb 26
Scale: 1:10000 @ A3	DB: ES	CB: WH

Recommended Tree Species					
Scientific name	Common name	Specification*	Girth (cm)	Approx. height	%
<i>Acer campestre</i>	Field maple	Whip	-	90-120cm	15
<i>Carpinus betulus</i>	Hornbeam	Whip	-	90-120cm	10
<i>Crataegus monogyna</i>	Hawthorn	Whip	-	90-120cm	15
<i>Fagus sylvatica</i>	Beech	Whip	-	90-120cm	20
<i>Malus sylvestris</i>	Crab apple	Whip	-	90-120cm	15
<i>Prunus avium</i>	Wild cherry	Whip	-	90-120cm	10
<i>Prunus padus</i>	Bird cherry	Whip	-	90-120cm	10
<i>Sorbus aucuparia</i>	Rowan	Transplant	-	60-80cm	5
* Approximately 10% of the total tree mix should comprise larger stock (Light Standard - Standard)					



KEY:

- Site

- Existing access road

Proposed vegetation

- Tree

Other

- Stock proof fence

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Base plan provided by BK Grain.
Drawing Title: Site Location Plan. Drawing No: 2528P-P2-101

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Project:
General Purpose Store, Fairholme Farm

On behalf of:
BK Grain

Drawing title:
Landscape Mitigation Strategy

Drawing number:
WHL-2098-05

Rev:
Date:
Mar 26

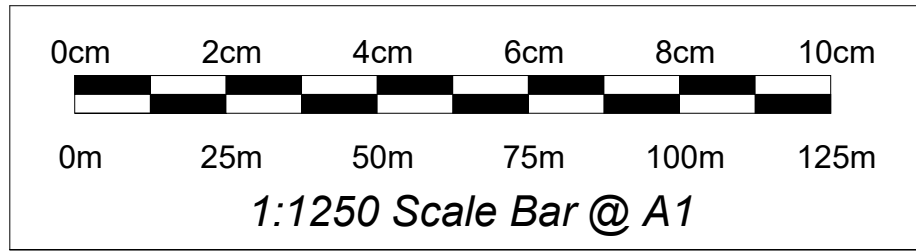
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DB:
ES

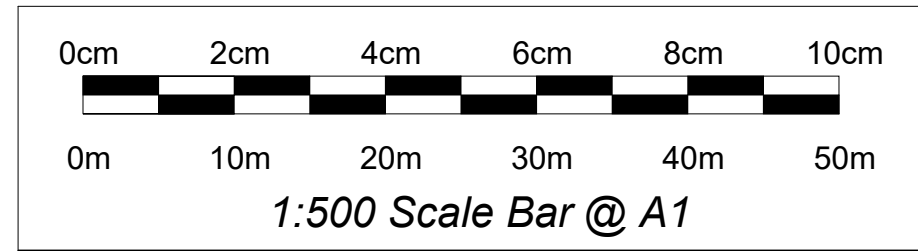
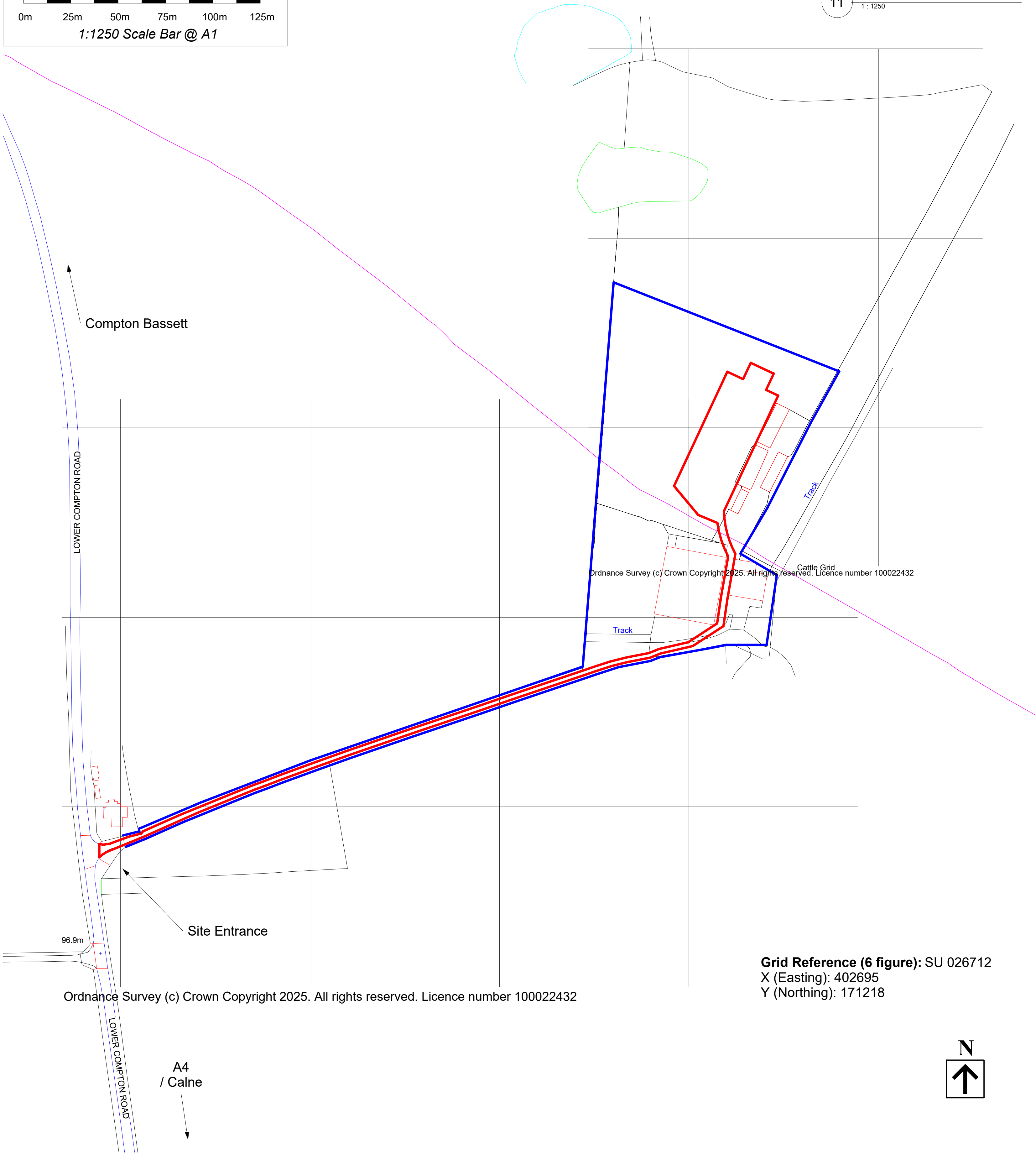
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WH

APPENDICES

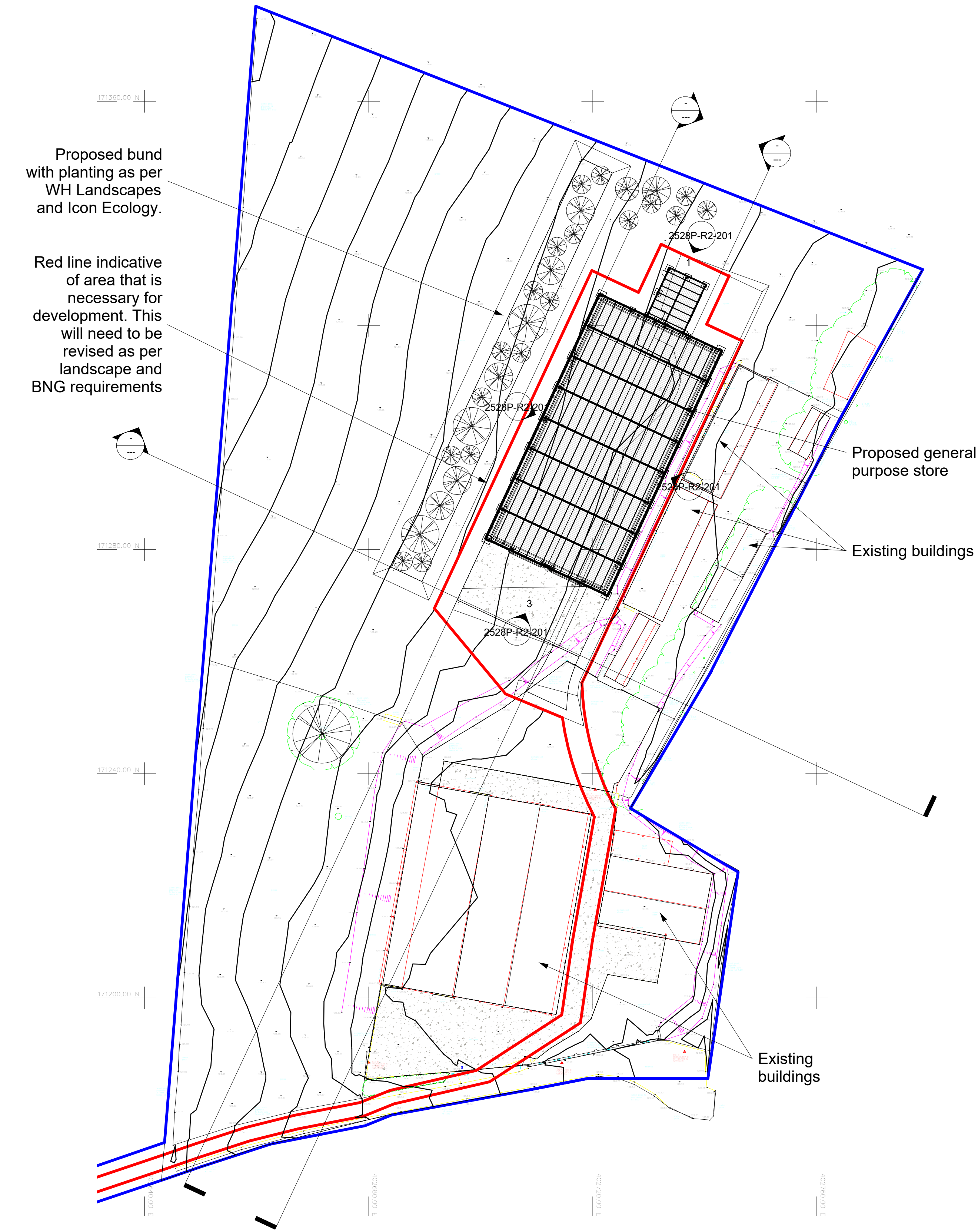
APPENDIX 1: DEVELOPMENT PROPOSALS



11 Site Location
1:1250



1 Proposed Block Plan
1:500



Grid Reference (6 figure): SU 026712
X (Easting): 402695
Y (Northing): 171218

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Enclosure to

No.	Description	Date

PROJECT

Cherhill, Wiltshire, Calne SN11 8RA

CUSTOMER

CP Farming LTD

Lowesmoor Farm, Lowesmoor, Cherrington, Gloucestershire GL8 8SP

SHEET

Site Location Plan

SCALE

As indicated

DRAWING NO.

2528P-R2-101

DATE

12/12/2025

DWG BY

RD

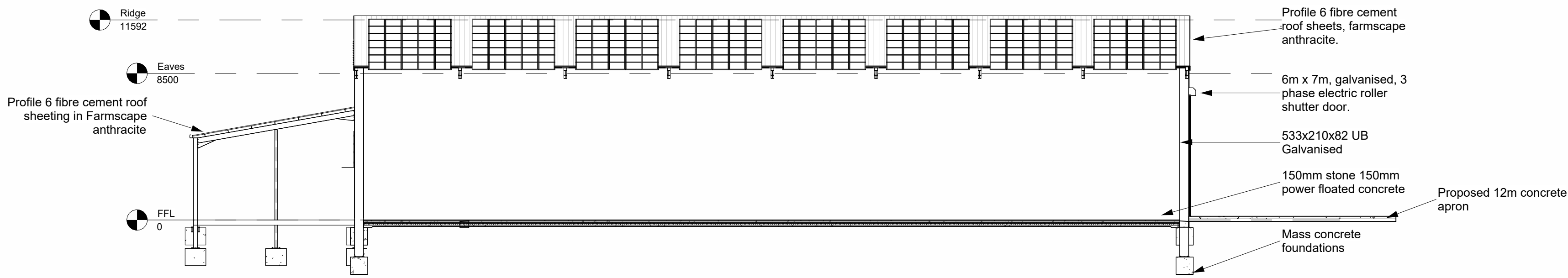
CHK BY

SD

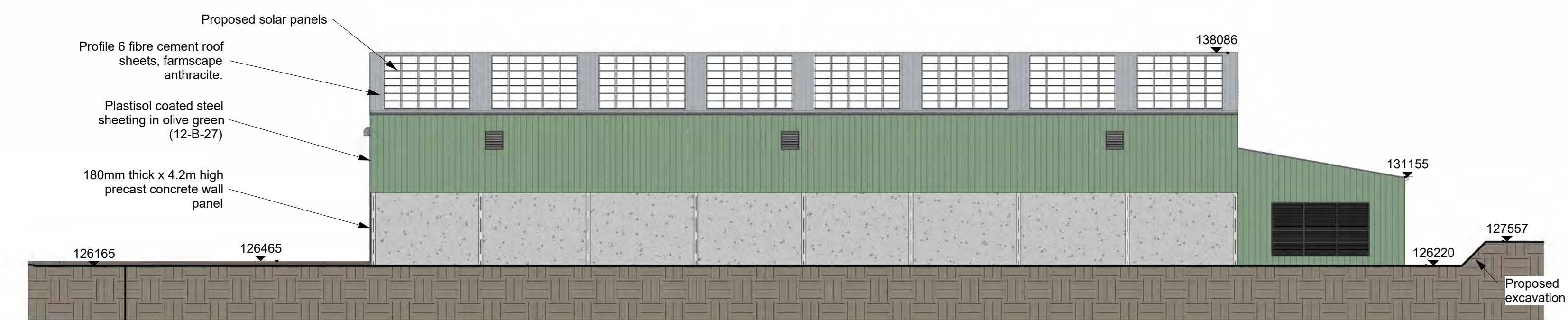
BK GRAIN
EST 1981

Littlecote Road
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Specialist in Grain Handling and Milling Equipment
Tel: (01488) 684154
Email: info@bkgrain.co.uk
Website: bkgrain.co.uk



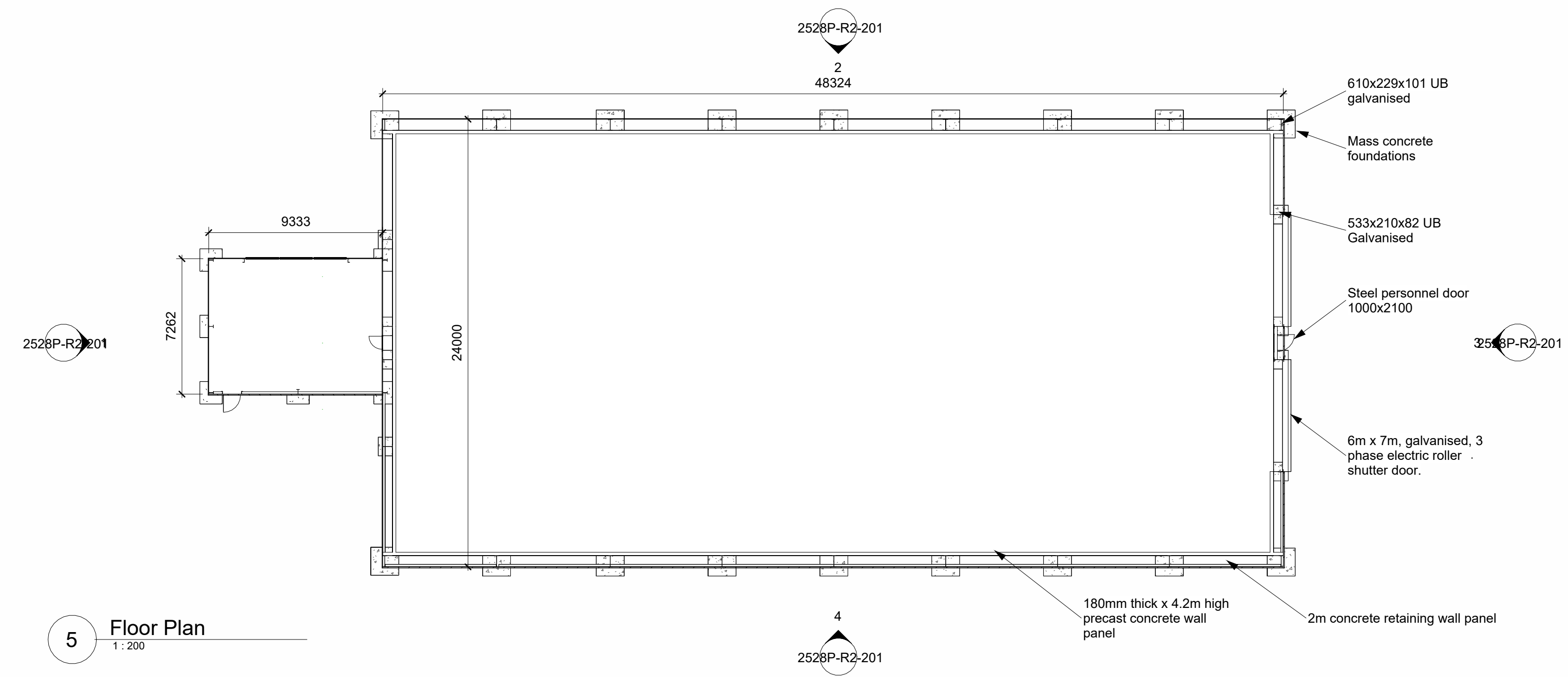
7 Typical Side Section
1:200



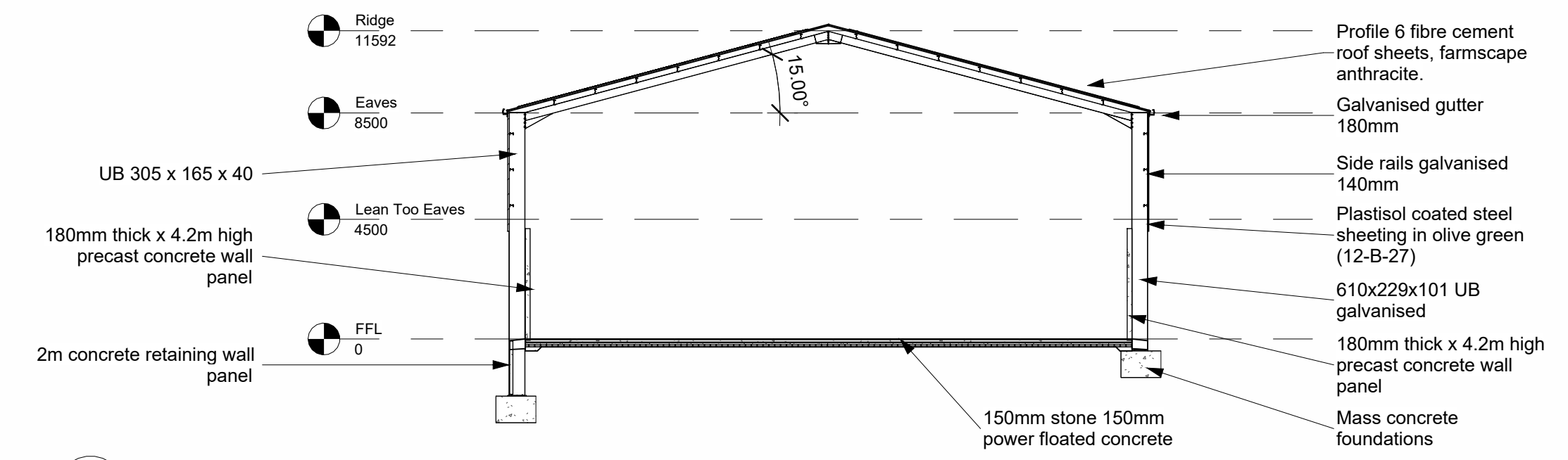
2 View from East
1:200



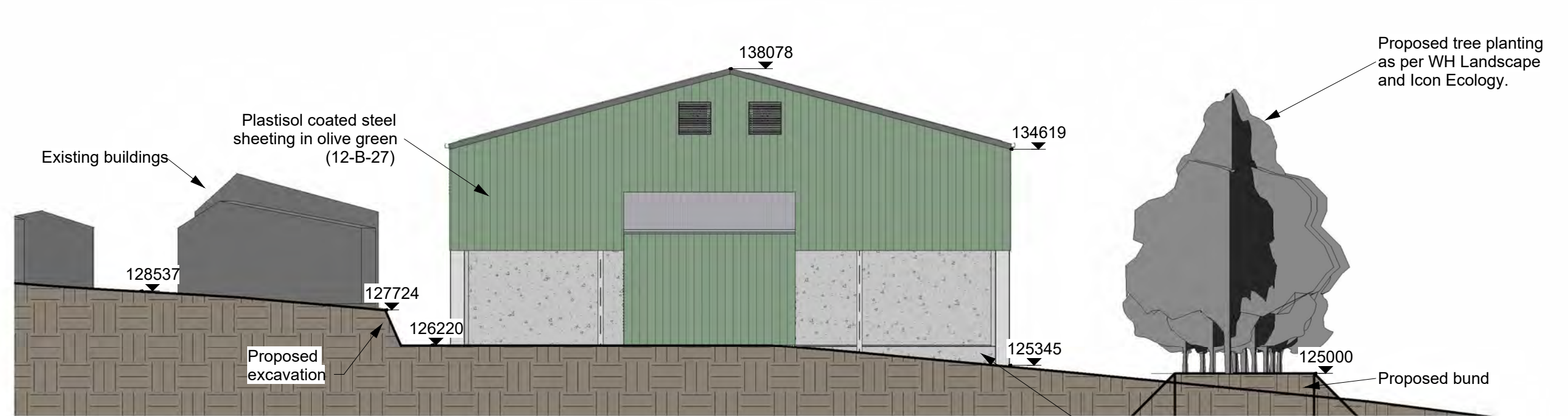
4 View from West
1:200



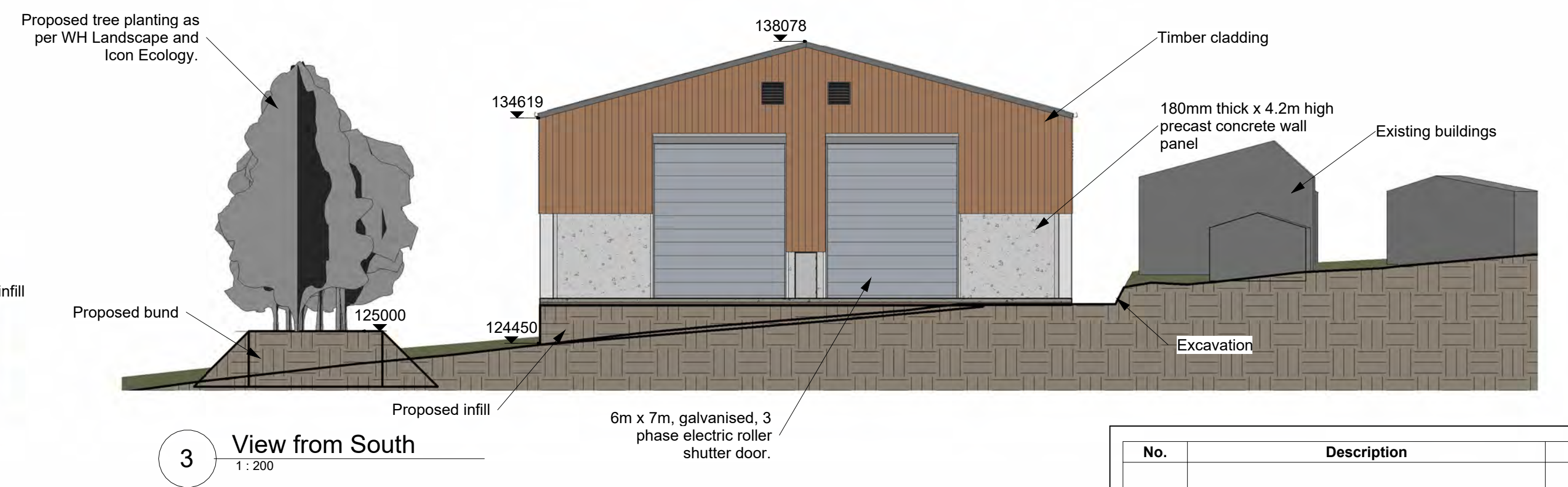
5 Floor Plan
1:200



6 Typical Gable Section
1:200



1 View from North
1:200



3 View from South
1:200

No.	Description	Date

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Enclosure to



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EST 1981

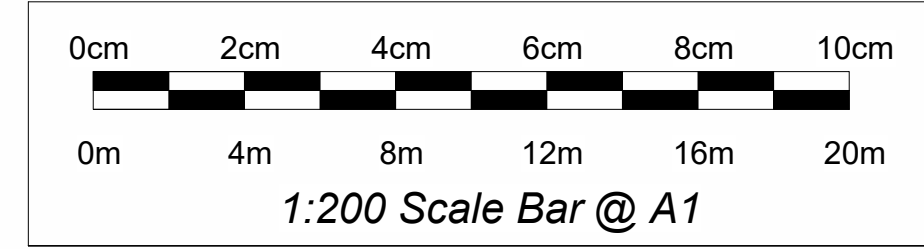
Littlecote Road
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Wiltshire
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Specialist in Grain Handling and Milling Equipment
Tel: (01488) 684154
Email: info@bkgrain.co.uk
Website: bkgrain.co.uk

PROJECT	New GP Building at Fairholme Farm Cherhill, Wiltshire, Calne SN11 8RA
CUSTOMER	CP Farming LTD Lowesmoor Farm, Lowesmoor, Cherrington, Gloucestershire GL8 8SP

SHEET	General Arrangement
-------	---------------------

SCALE	1 : 200	DRAWING NO. BK- 2528P-R2-201			
DATE	12/12/2025	DWG BY	RD	CHK BY	SD



APPENDIX 2: VIEWPOINT PHOTOGRAPHS



VP: 1	Viewpoint direction: North-east	Approximate distance from site: 280m
Taken by: ES	Photograph date: February 2026	OS map elevation: Between 105-110m AOD



VP: 2

Viewpoint direction: North-east

Approximate distance from site: 370m

Taken by: ES

Photograph date: February 2026

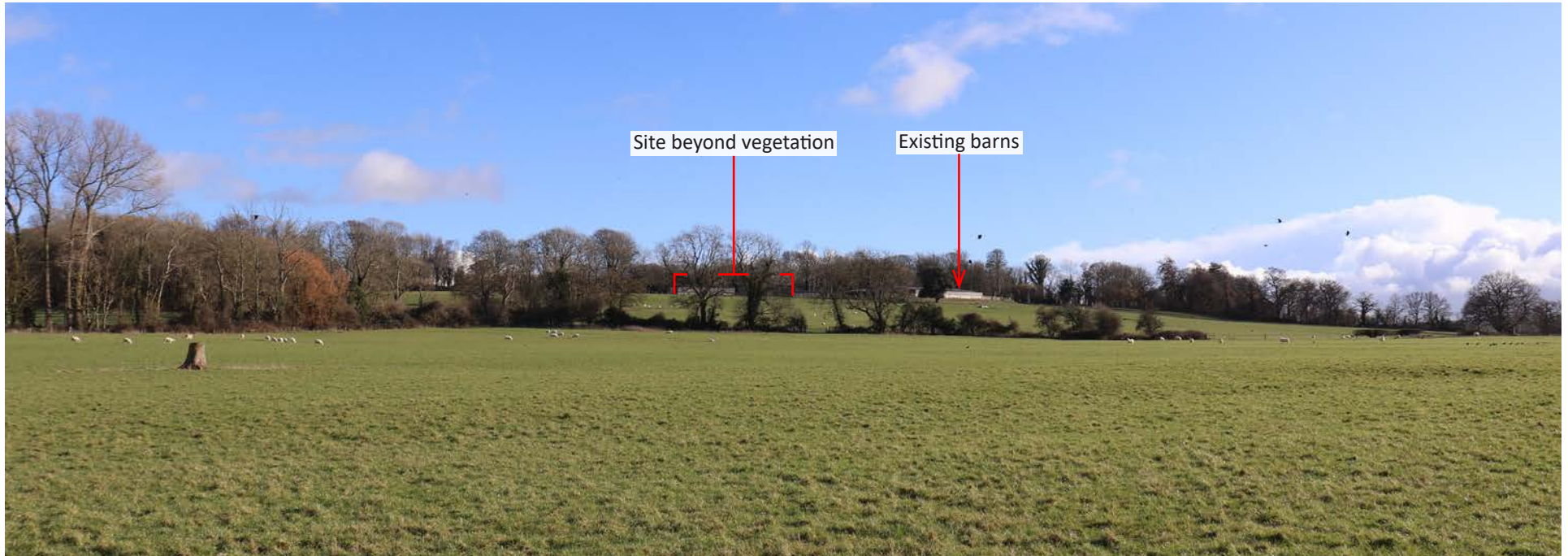
OS map elevation: Between 90-100m AOD



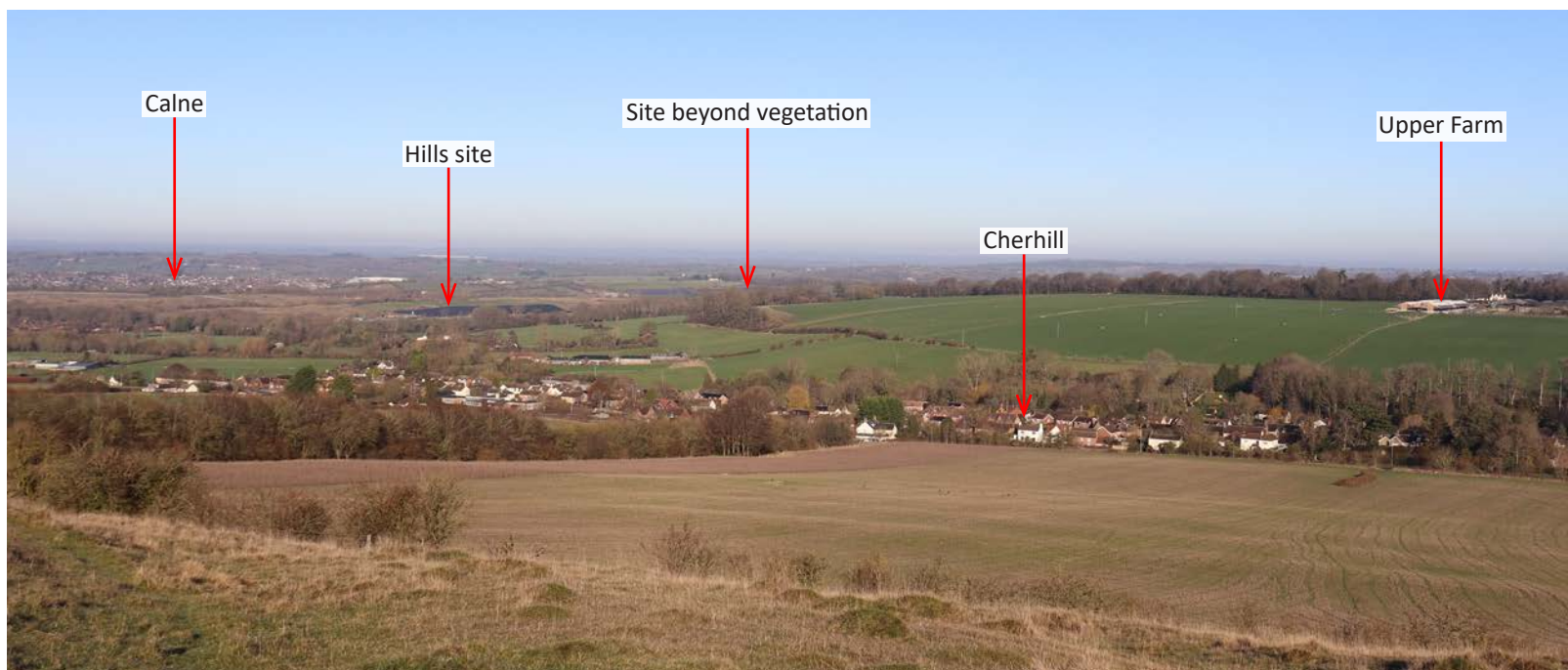
VP: 3	Viewpoint direction: North-east	Approximate distance from site: 335m
Taken by: ES	Photograph date: February 2026	OS map elevation: Between 95-100m AOD



VP: 4	Viewpoint direction: South-east	Approximate distance from site: 340m
Taken by: ES	Photograph date: February 2026	OS map elevation: Between 95-100m AOD



VP: 5	Viewpoint direction: South-east	Approximate distance from site: 445m
Taken by: ES	Photograph date: February 2026	OS map elevation: Between 90-95m AOD



VP: 6	Viewpoint direction: North-west	Approximate distance from site: 2255m
Taken by: ES	Photograph date: February 2026	OS map elevation: Between 195-200m AOD