



**Land East of Showell
Farm, Chippenham**

**Appendix 7.2:
Landscape and Visual
Effects**

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**Assessment of Effects Table 1:
Landscape and Visual Effects**

Notes:
Each receptor is attributed a degree of sensitivity using the thresholds in Appendix EDP 2 within Technical Appendix 8.1 and takes into account the ‘susceptibility’ of the receptor to change to the type of development proposed.
Effects of moderate or greater are considered to be ‘significant’ in visual terms.
Effects of moderate/minor or lesser, are ‘not significant’ in visual terms.

Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Landscape Character and fabric of the Site itself	Medium	Very High. Major/Moderate. Adverse.	Very High. Major/Moderate. Adverse.	High. Moderate. Adverse.
Sensitivity of Receptor Explanation		Magnitude of Change		Summary
The main character and valuable fabric of the Site is to be found along the field parcel boundaries, which include a number of mature trees and species rich hedgerows and vegetation along the River Avon corridor. The Site is typical of an agricultural landscape in terms of features and condition, however, any sense of rurality is quickly eroded by the surrounding human influences such as prominent farmsteads, noise and movement from the road network to the south and south-west, lying slightly elevated to the Site, and the overhead communications network running through and adjacent to the Site. The susceptibility is therefore considered to be medium. In terms of value, the Site itself and landscape features are undesignated with some distinctive landscape characteristics such as the mature trees along field boundaries and river corridor along the eastern edge. Detractors are generally limited to the overhead cables visible from within the Site and the noise and movement along the nearby road corridor. The landscape value is judged to be medium. The Site does not lie within a nationally or locally designated landscape, when considering this in combination with the above, the overall sensitivity is therefore judged to be medium.		Construction Phase The construction of the primary route and local residential access roads, the groundworks associated with the Proposed Development, drainage features and public open space and the building of the new housing, will materially change the land use from agriculture to urban. Construction works will require large parts of the Site, at different times dependent on the phasing of the proposed development, to be enclosed by fencing for security and safety purposes. The construction works would also require lighting. The construction works would lead to a loss of some trees and hedgerows, and the arable land across the Site, and include some localised minor ground remodelling. While some of the changes would be temporary in nature, the landscape character across the entirety of the Site would change fundamentally. Construction activities will not benefit from the softening effects of strategic landscape planting across the areas of Green Infrastructure. Taking these matters into account, the overall magnitude of change at the level of the Site is considered to be very high locally, but quickly dissipating as distance from the construction operations increases. Operation (Year 1) At Year 1 the proposed development will have replaced all existing agricultural land with new housing, landscaped areas and public open space, and related infrastructure. The layout of the Proposed Development has been developed to retain existing features that contribute to landscape character, including boundary hedgerows, where possible, resulting in a development with indicators of its former uses and field pattern. In addition, careful street alignment, connections to access routes, retention of green corridors, and the considered siting and design of new public open space, will ensure strong physical and perceptual links with the Site’s context. However, the introduction of the new Proposed Development will result in the partial loss of characteristic elements, and a wholesale change compared to the baseline situation. As would be expected for any such development on a greenfield site, there will, therefore, be a fundamental change to the character of the Site itself.		During the temporary construction phase, this receptor will experience a worst-case major/moderate adverse level of effect, which is significant in visual terms. In the short term, this will remain as a major/moderate adverse effect, which is significant. In the long-term, the magnitude of change will reduce slightly to high, leading to a moderate adverse effect, which is significant.

Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
		At Year 1 the Proposed Development will not benefit from the softening effects of new strategic landscape mitigation planting, however, the boundary vegetation provides some maturity to the character of the scheme and will break up the overall perception of built form extent and depth across the Site. Taking these matters into account, the overall magnitude of change at the level of the Site is considered to be very high locally but quickly dissipating as distance from the Site increases. Operation (Year 15) By Year 15 the Site, and mitigation planting, will have matured, softening the Proposed Development and helping to contribute to its integration with the wider context. This will reduce the magnitude of change to some extent, but the overall change of any greenfield site to residential development will result in a high magnitude of change across the Site itself.		

Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Wiltshire Landscape Character Assessment Host: Landscape Character Area (LCA) 12b – Avon Open Clay Vale	Medium	Low. Minor. Adverse.	Medium. Moderate/Minor. Adverse.	Low. Minor. Adverse.
Sensitivity of Receptor Explanation		Magnitude of Change		Summary
The susceptibility of the landscape and townscape resource is defined as the ability of the receptor (whether the overall character, individual fabric elements or perceptual aspects) to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation. On the basis of the above consideration of susceptibility factors for the Avon Open Clay Vale within the study area, whilst there are some higher quality landscape elements along the River Avon Corridor and within the detailed study area, the landscape context of the Vale is impacted by its urban context within the settlements of Chippenham, Melksham and Trowbridge, the landscape susceptibility considered to be medium. In terms of value, the area is undesignated countryside and landscape features with some distinctive landscape characteristics such as the wooded slopes and river corridor and is considered to be of medium value. The overall sensitivity is therefore judged to be medium.		Construction Phase Likely direct effects of construction on the landscape of the Site itself have been assessed above, with this confirming that there will be an unavoidable wholesale change in its character. Effects on landscape character would extend marginally beyond the Site boundary to the wider landscape character context, principally in relation to visibility of construction activities, lighting, noise, vibration, and the movement of materials to/from the Site, which extends beyond the Site boundary. The works would require temporary lighting where currently there is little street lighting, particularly away from the road corridor along the western boundary. Generally, noise/vibration effects would be most acutely perceived by residents within the landscape to the north-west of the Site during the early construction phases, or by those using recreational resources such as the public right of way (PRoW) network within and adjacent to the Site. Residences directly adjacent to the Site would also experience visual effects of the construction phase. Visual effects are discussed in detail separately, but for the sake of completeness are discussed here briefly in terms of the perception of landscape character. The construction activities will be contained to a limited proportion of the character area, due to the visual containment of the proposed development parcels within the western half of the Site. The effects would be short to medium in duration and minimised by an appropriate construction management plan designed to reduce the effects on the existing landscape receptors and the amenity of local residents. Taking these matters into account, the overall magnitude of change at the level of the character area is considered to be low.		During the temporary construction phase, this receptor will experience a worst case minor adverse level of effect, which is not significant in visual terms. In the short term, this will increase to a moderate/minor adverse effect, which is not significant. In the long-term, the magnitude of change will reduce slightly to low, leading to a minor adverse effect, which is not significant.

Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
		Operation (Year 1) Likely effects of the operational phases of development on the Site's landscape resource have been assessed above with this confirming that there will be an unavoidable wholesale change in character across the Site. The direct physical effects of development (i.e. changes to fabric of the Site) would be contained within the Site and would not affect the wider LCA. However, perceptual effects would extend beyond the Site boundary, principally in relation to visual changes resulting from the change of use. It is clear from the review undertaken within the baseline that the Site and its near context are influenced by the existing road infrastructure, existing built form (nursery to the north and surrounding farmsteads) and the overhead energy infrastructure. The Site would inevitably extend the settlement of Chippenham into the agricultural landscape to the south of the settlement, and also along the course of the B4528. Therefore, whilst the Proposed Development will result in some change to the perception of the wider character area, the extent of change, both in terms of scale of perceived change and the extent of the character area affected, as demonstrated by the visual assessment, means the magnitude of change would be such that the integrity of the Landscape Character Area (LCA) would not be unduly harmed and is assessed as medium locally, reducing with distance to low or very low dependent on intervisibility. Operation (Year 15) In the long-term, the maturation of the landscape strategy across the Site area will soften the limited views of the proposed development from the wider rural context of the LCA to the south and east, limiting any urbanising effects on these areas. This will reduce the overall magnitude of change at the level of LCA 12b and increasingly so with time. Taking these matters into account, the overall magnitude of change at the level of LCA 12b is considered to be low at most (albeit changes locally, as described above, might be higher).		

**Assessment of Effects Table 2:
Photoviewpoints**

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 1	View southwards from Footpath LAC09 as it enters the Site	PRoW Users	High	Very High. Major. Adverse.	Very High. Major. Adverse.	High. Major/Moderate. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the route and their surrounding landscape. Generally, their sensitivity is judged to be high as a result of their local recreational value.		Footpath LAC09 runs north to south broadly central through the Site. Open views are afforded from this receptor as it enters the Site from the northern boundary. Overhead cables cross the landscape within the view, with the field boundary vegetation running centrally through the Site experienced in the middle distance. The elevated land immediately south of the Site forms the backdrop in the available view.		Construction Phase Due to the location of the view within the Site, it is likely that construction activity will be openly visible and in close proximity to this location. There is also potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible over partially constructed buildings. During construction, where ground level and taller elements are visible, the Proposed Development would form a central part of the view, giving rise to a very high magnitude of change. Operation (Year 1) On completion, it is likely that all distant views from this context would be limited by newly built form within the Proposed Development, with local character becoming further urbanised. The Proposed Development will form a central part of the view, which would comprise residential built form set back from the view with a landscaped buffer and open space in the foreground, giving rise to a very high magnitude to change. Operation (Year 15) In consideration of the maturation of the landscape strategy, and the general acceptance of the Proposed Development over this timeframe, the proposals become assimilated into the landscape. However, given the proximity of the receptor to the Proposed Development, the magnitude of change is likely to reduce only to high.		During the temporary construction phase, receptors at this viewpoint will experience a worst case major adverse level of effect, which is significant in visual terms. In the short term, this will remain a major adverse effect, which is significant. In the long-term, the magnitude of change will reduce slightly to high, leading to a major/moderate adverse effect, which is significant.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 2	View south from Footpath CHIP1 adjacent to former nursery	PRoW Users	High	Medium. Moderate. Adverse.	Medium. Moderate. Adverse.	Low. Moderate/Minor. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the route and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		This view has been taken at the north-eastern edge of the ongoing development at Rowden Park. Construction fencing erected as part of Rowden Park helps to filter views towards the Site itself, which is further filtered by the mature vegetation along the Site's northern boundary.		Construction Phase It is likely that construction activities will be seen from this viewpoint in middle distance views, with low to high level activities being readily visible in the view. Although construction hoarding will screen some low-level views, higher level activity will be visible. The Proposed Development is likely to create a new focus and give rise to a medium magnitude of change.		During the temporary construction phase, receptors at this viewpoint will experience a worst case moderate adverse level of effect, which is significant in visual terms. In the short term, this will remain a moderate adverse effect, which is significant.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
		NOTE: The assessment has been carried out based on the available view in March 2026. It is expected that the Rowden Park development, once complete, will screen any intervisibility between this location and the Site itself.		Operation (Year 1) In the short-term, although the Proposed Development has been set back from the northern edge, built form will be noticeable in middle-distance views. Although the planting of new hedgerows, hedgerow trees and other associated landscaping will provide some softening to the view, it is unlikely that the landscape scheme will have matured sufficiently to provide a visual screen. The Proposed Development will be noticeable, and despite the presence of urbanising elements, the view would be fundamentally altered, giving rise to a medium magnitude of change. Operation (Year 15) In the longer term, as materials within the proposals have become weathered and the landscape strategy has matured, the completed development becomes assimilated into its context and is likely to become a generally accepted feature in the view. As such, the magnitude of change is expected to reduce to low by Year 15.		In the long-term, the magnitude of change will reduce slightly to medium, leading to a moderate/minor adverse effect, which is not significant .

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 3	View south from Footpath CHIP110 adjacent to Site's north-eastern corner	PRoW Users	High	Medium. Moderate. Adverse.	Medium. Moderate. Adverse.	Low. Moderate/Minor. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the route and their surrounding landscape. Generally, their sensitivity is judged to be high as a result of their local recreational value.		Footpath CHIP10 runs along the flood zone corridor adjacent to the River Avon, this particular viewpoint taken from approximately 110m north of the Site boundary. The broadly flat landscape associated with the river corridor can be identified within the view, with the Site's northern boundary marked by the post and wire fence in the foreground. The remaining field parcels of the Site lie to the right of the image on the slightly elevated ground, which are partially screened by intervening field boundary vegetation.		Construction Phase A key masterplanning principle as the layout has evolved has been to ensure built form does not breach the hedgerow located at the eastern edge of the agricultural field parcels. Therefore, all built form benefits from the screening/filtering properties of intervening internal hedgerow which is to be retained within the Green Infrastructure and brought into appropriate management. The Site is located on elevated land when compared to the level of this receptor, therefore lower level and taller construction elements will be visible in the middle distance to users of this route. During construction, where the taller elements are visible, the Proposed Development would form a noticeable element in an otherwise agricultural landscape across a medium geographical extent, giving rise to a medium magnitude of change. Operation (Year 1) In the short-term, although the Proposed Development has been set back from this corridor, built form will be noticeable in middle-distance views. Although the planting of new hedgerows, hedgerow trees and other associated landscaping will provide some softening to the view, it is unlikely that the landscape scheme will have matured sufficiently to provide a complete visual screen. The Proposed Development will be noticeable, and despite the presence of urbanising elements, the view would be fundamentally altered, giving rise to a medium magnitude of change. Operation (Year 15) In consideration of the maturation of the landscape strategy, and the general acceptance of the Proposed Development over this timeframe, the proposals would appear assimilated into the landscape. Therefore, the magnitude of change is likely to reduce to low .		During the temporary construction phase, receptors at this viewpoint will experience a worst-case major/moderate adverse level of effect, which is significant in visual terms. In the short term, this will remain a major/moderate adverse effect, which is significant . In the long-term, the magnitude of change will reduce to low, leading to a moderate/minor adverse effect, which is not significant .

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 4	View south from Footpath CHIP110 as it meets Footpath CHIP109	PRoW Users	High	Low. Moderate/Minor. Adverse.	Low. Moderate/Minor. Adverse.	Very Low. Minor. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the route and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		As Footpath CHIP110 heads north from the Site boundary, it traverses the generally flat landscape associated with the River Avon corridor. Views towards the Site from this location become filtered by intervening vegetation along field parcel boundaries. The flood zone along the Site's eastern edge can be identified in the middle distance, however, the large arable field parcels to the west of the Site are generally well screened by intervening vegetation, to the right of the image.		Construction Phase Given the distance and intervening layers of vegetation, it is predicted that most low-level construction activities will not be identifiable to users of the route at this location. Therefore, it is likely that only the taller elements, largely relating to the use of cranes, will be visible where the Proposed Development would form a minor constituent of the view across a small geographical extent, giving rise to a low magnitude of change. Operation (Year 1) In the short-term, although the Proposed Development has been set back from this corridor, built form may be noticeable in views. Although the planting of new hedgerows, hedgerow trees and other associated landscaping will provide some softening to the view, it is unlikely that the landscape scheme will have matured sufficiently to provide a complete visual screen. The Proposed Development will form a minor constituent, seen alongside some existing urbanising elements, giving rise to a low magnitude of change. Operation (Year 15) In consideration of the maturation of the landscape strategy, and the general acceptance of the Proposed Development over this timeframe, the proposals would appear assimilated into the landscape. Therefore, receptor to the Proposed Development, the magnitude of change is likely to reduce to very low.		During the temporary construction phase, receptors at this viewpoint will experience a worst case moderate/minor adverse level of effect, which is not significant in visual terms. In the short term, this will remain a moderate/minor adverse effect, which is not significant. In the long-term, the magnitude of change will reduce slightly to very low, leading to a minor adverse effect, which is not significant.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 5	View south from Footpath CHIP1/Bridleway CHIP5 adjacent to Rowden Manor	PRoW Users	High	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the route and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		Views southwards from this location are heavily filtered by the intervening mature vegetation running along field parcel boundaries. The Site is therefore screened from view, with the elevated landscape immediately south of the Site glimpsed through a small gap in the vegetation.		Construction Phase In the construction phase, due to intervening built form, distance and mature vegetation, the Proposed Development would not be visible. No change. Operation (Year 1) Post completion, the Proposed Development would not be visible. No change. Operation (Year 15) By Year 15, the Proposed Development would still not be visible. No change.		At all stages of the Proposed Development, the proposals will not be visible, and no effect is predicted.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 6	Long distance view westwards from Footpath CHIP49 adjacent to Pewsham Locks	PRow Users	High	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		This view is directed west towards the Site, however, mature field boundary vegetation in the immediate foreground screens the potential for any intervisibility with the Site.		Construction Phase In the construction phase, due to intervening built form, distance and mature vegetation, the Proposed Development would not be visible. No change. Operation (Year 1) Post completion, the Proposed Development would not be visible. No change. Operation (Year 15) By Year 15, the Proposed Development would still not be visible. No change.		At all stages of the Proposed Development, the proposals will not be visible, and no effect is predicted.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 7	Long distance elevated view from Footpath CALW82 at Nocketts Hill	PRow Users	High	Very Low. Minor. Adverse.	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		This long-distance elevated view looks over the landscape to the south of Chippenham. A number of large farmsteads can be identified on the rolling hills, as well as the contrasting nature of the former nursery to the north of the Site. These elements form small components in a wide panoramic vista.		Construction Phase All low-level construction activities will not be seen from this location. However, there is potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible, albeit with reduced adverse effect due to intervening mature vegetation elements. During construction, where taller elements are visible, the Proposed Development would form a minor constituent of the view, giving rise to a very low magnitude of change. Operation (Year 1) Post completion, the Proposed Development would not be visible. No Effect. Operation (Year 15) By Year 15, the Proposed Development would still not be visible. No Effect.		The worst-case effects at this viewpoint will be during the temporary construction phase, and in the short-term, receptors will experience a minor adverse level of effect, which is not significant . Post completion of the Proposed Development, intervening mature vegetation, distance and built form will screen the proposals and no effect is predicted.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 8	Elevated view towards Site from local lane along Nash Hill to the south-east	Road users	Medium	Very Low. Minor/Negligible. Adverse.	No Change. No Effect. Neutral.	No Change. No Effect. Neutral.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this lane are passing through an elevated agricultural landscape, potentially with the intention of enjoying the view, and their sensitivity is judged to be medium.		This glimpsed view from Nash Hill is generally orientated westwards as the road drops in elevation towards Lacock. Oblique glimpses are afforded towards the Site, which can be identified to the right of the image by the contrasting nature of the former nursery buildings immediately north of the Site. The main building of Lackham College is also identifiable in this small arc of view. The field parcels within the Site are generally well screened by intervening vegetation and topography.		Construction Phase All low-level construction activities will not be seen from this location. However, there is potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible, albeit with reduced adverse effect due to intervening mature vegetation elements. During construction, where taller elements are visible, the Proposed Development would form a minor constituent of the view, giving rise to a very low magnitude of change. Operation (Year 1) Post completion, the Proposed Development would not be visible. No Effect. Operation (Year 15) By Year 15, the Proposed Development would still not be visible. No Effect.		The worst-case effects at this viewpoint will be during the temporary construction phase, and in the short-term, receptors will experience a minor/negligible adverse level of effect, which is not significant. Post completion of the Proposed Development, intervening mature vegetation, distance and built form will screen the proposals and no effect is predicted.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 9	Elevated view northwards from Footpath LACO39 as it approaches the Site's southern boundary	PRoW Users	High	Low. Moderate/Minor. Adverse.	Very Low. Minor. Adverse.	No Change. No Effect. Neutral.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		Views towards the Site from Footpath LACO39 as it heads northwards and descends from the access track to Lackham College are generally well filtered by intervening vegetation. The view shows that a small portion of the Site can be glimpsed through intervening vegetation, which includes the southernmost field parcel within the River Avon corridor. The remaining field parcels within the Site are screened by intervening vegetation and topography.		Construction Phase Due to intervening landscape features, low-level construction activities will not be seen from this location. However, there is potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible over vegetation. During construction, where taller elements are visible, they would be broken up by mature vegetation, giving rise to a low magnitude of change. Operation (Year 1) In the short-term, the vast majority of the Proposed Development would be screened and heavily filtered from this location by existing mature vegetation. However, it is possible that some taller elements may be visible above the Site's mature boundary landscape features. The landscape masterplan has evolved to set development back from this edge, and as such, would form a discrete part of the view, which would comprise very limited views of built form broken up by mature vegetation, giving rise to a very low magnitude to change. Operation (Year 15) By Year 15, in consideration of the maturation of the landscape strategy, it is considered that the Proposed Development would not be visible from this location. No change.		At all stages of the Proposed Development, the proposals will give rise to a worst-case minor adverse effect, which is not significant .

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 10	View north-west from Footpath LACO39 as it enters the Site from the south	PRoW Users	High	High. Major/Moderate. Adverse.	Medium. Moderate. Adverse.	Low. Moderate/Minor. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		This view is taken from the south-eastern corner of the Site as Footpath LACO39 enters the River Avon corridor. Views are generally orientated northwards along the river corridor; however, the elevated arable field parcels can be glimpsed to the left and centre of the image as the topography rises slightly. The majority of the Site's western half is screened from this location due to intervening topography and built form.		Construction Phase As built form has been restricted to ensure it lies west from the slightly elevated land visible in this view and further set back to accommodate draining and open space features, it is likely that construction activity will generally be screened from view, however, there is potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible over the intervening vegetation. During construction, where taller elements are visible, the Proposed Development would form a noticeable element in an otherwise agricultural landscape across a medium geographical extent, giving rise to a high magnitude of change. Operation (Year 1) In the short-term, as Proposed Development has been set back from this corridor, views of built form will generally be restricted to roofscapes, which will form a new element to the view and break the skyline. Although the planting of new hedgerows, hedgerow trees and other associated landscaping will provide some softening to the view, it is unlikely that the landscape scheme will have matured sufficiently to provide a visual screen. The Proposed Development will be noticeable, and the view would be fundamentally altered, giving rise to a medium magnitude of change. Operation (Year 15) In consideration of the maturation of the landscape strategy, the proposals would appear assimilated into the landscape and heavily filtered. However, given the proximity of the receptor to the Proposed Development, the magnitude of change is likely to reduce to low.		During the temporary construction phase, receptors at this viewpoint will experience a worst-case major/moderate adverse level of effect, which is significant in visual terms. In the short term, this will reduce slightly to a moderate adverse effect, which is significant. In the long-term, the magnitude of change will reduce again to low, leading to a moderate/minor adverse effect, which is not significant.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 11	Elevated view northwards from Footpath LACO9	PRoW Users	High	High. Major/Moderate. Adverse	High. Major/Moderate. Adverse.	Medium. Moderate. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high as a result of their local recreational value.		Available views south from this elevated location are limited to the western half of the Site, where the eastern half is screened by intervening vegetation and topography. Within the available views, the existing built form around the Site's north-western corner forms a contrasting feature in an otherwise agricultural landscape. Due to the elevated nature of the receptor, the available views are open into the two larger field parcels to the west, with field boundary vegetation providing limited filtering.		Construction Phase It is likely that construction activities will be seen from this viewpoint in middle distance views, with low to high level activities being readily visible in the view. Although construction hoarding will screen some low-level views, higher level activity will be visible. The Proposed Development is likely to create a new focus and give rise to a high magnitude of change. Operation (Year 1) In the short-term, although the Proposed Development has been set back from the southern edge, built form will be clearly noticeable in middle-distance views. Although the planting of new hedgerows, hedgerow trees and other associated landscaping will provide some softening to the view, it is unlikely that the landscape scheme will have matured sufficiently to provide a visual screen. The Proposed Development will be noticeable, and despite the presence of urbanising elements, the view would be fundamentally altered, giving rise to a high magnitude of change.		The worst-case effects at this viewpoint will be experienced by PRoW receptors. During the temporary construction phase, receptors will experience a major/moderate adverse effect, which is significant. In the short term, this will remain a major/moderate adverse effect, which is significant. By Year 15 the effect will reduce to a moderate adverse effect, which is significant.

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
				Operation (Year 15) In the longer term, as materials within the proposals have become weathered and the landscape strategy has matured, the completed development becomes assimilated into its context and is likely to become a generally accepted feature in the view. As such, the magnitude of change is expected to reduce to medium by Year 15.		

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 12	View north from Footpath LAC09 as it enters the Site along the southern boundary	PRoW Users	High	Very High. Major. Adverse	Very High. Major. Adverse	High. Major/Moderate. Adverse
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Visual receptors using this route are likely to be doing so with the intention of enjoying the view and their surrounding landscape. Generally, their sensitivity is judged to be high, as a result of their local recreational value.		As Footpath LAC09 enters the Site from the north, users are afforded open views across the western field parcels of the Site. Existing built form abutting the Site's northern boundary can be glimpsed through intervening vegetation and the field parcels along the river corridor are largely screened by field boundary trees and hedgerows.		Construction Phase Due to the location of the view within the Site, it is likely that construction activity will be openly visible and in close proximity to this location. There is also potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible over partially constructed buildings. During construction, where ground level and taller elements are visible, the Proposed Development would form a central part of the view giving rise to a very high magnitude of change. Operation (Year 1) On completion, it is likely that all distant views from this context would be limited by newly built form within the Proposed Development, with local character becoming further urbanised. The Proposed Development will form a central part of the view, which would comprise residential set back from the view with a landscaped buffer and open space in the foreground, giving rise to a very high magnitude to change. Operation (Year 15) In consideration of the maturation of the landscape strategy, and the general acceptance of the Proposed Development over this timeframe, the proposals become assimilated into the landscape. However, given the proximity of the receptor to the Proposed Development, the magnitude of change is likely to reduce only to high .		During the temporary construction phase, receptors at this viewpoint will experience a worst case major adverse level of effect, which is significant in visual terms. In the short term, this will remain a major adverse effect, which is significant . In the long-term, the magnitude of change will reduce slightly to high, leading to a major/moderate adverse effect, which is significant .

Photoviewpoint Number	Photoviewpoint Name	Receptor	Sensitivity	Construction: Magnitude. Effect. Nature.	Operation Year 1: Magnitude. Effect. Nature.	Operation Year 15 and Beyond: Magnitude. Effect. Nature.
Photoviewpoint EDP 13	Elevated view eastwards from a local lane as it crosses the railway line	Road Users	Low	Very Low. Negligible. Adverse.	Very Low. Negligible. Adverse.	Very Low. Negligible. Adverse.
Sensitivity of Receptor Explanation		Description of View		Magnitude of Change		Summary
Receptors are likely to be part of moving traffic and using the road for purposes other than to enjoy the view. Road users, including roadside pedestrians are considered to have a low sensitivity.		Taken from the local lane as it crosses the railway line, this view eastwards towards the Site contains a number of urbanising elements adjacent to the Site, such as the large route of pylons running along the Site's southern edge, Lower Lodge Farm to the east of the Site and the nursery buildings to the north. The Site itself remains well screened by intervening built form and vegetation.		Construction Phase Due to intervening landscape features, low-level construction activities will not be seen from this location. However, there is potential for some elements of taller construction activities, largely relating to the use of cranes, to be visible over vegetation, albeit with reduced adverse effect due to distance. During construction, where taller elements are visible, they would be broken up by mature vegetation, giving rise to a very low magnitude of change. Operation (Year 1) In the short-term, the vast majority of the Proposed Development would be screened and heavily filtered from this location by existing mature vegetation. However, it is possible that some taller elements may be visible above the Site's mature boundary landscape features, more likely to be associated with taller elements within the northern edge of the Site (up to three storey residential dwellings). The Proposed Development will form a distant and discrete part of the view, which would comprise very limited views of built form broken up by mature vegetation, giving rise to a very low magnitude to change. Operation (Year 15) In consideration of the further maturation of existing mature vegetation within the landscape, and the general acceptance of the Proposed Development over this timeframe, the magnitude of change would reduce as the proposals become assimilated into the landscape, giving rise to a very low magnitude to change.		At all stages of the Proposed Development, the proposals will give rise to a worst-case minor adverse effect, which is not significant .

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