Landscape and Visual Impact Assessment

May 2026

Land off Storridge Road, Westbury

Prepared by
CSA Environmental

On behalf of:
Gladman Developments Ltd

Report No: CSA/2974/09

CSA environmental

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CONTENTS

		Page
1.0	**Introduction**	**2**
2.0	**Landscape Policy Context**	**3**
3.0	**Site Context**	**5**
4.0	**Site Description and Visibility**	**8**
5.0	**Landscape and Visual Effects**	**13**
6.0	**Conclusion**	**20**

Appendices

Appendix A: Site Location Plan

Appendix B: Aerial Photograph

Appendix C: Photosheets

Appendix D: Designations and Local Policy Plan

Appendix E: National Landscape Policy Context

Appendix F: Development Framework Plan

Appendix G: Methodology

1.0 INTRODUCTION

1.1 CSA Environmental has been appointed by Gladman Developments Ltd to undertake a landscape and visual impact assessment of land off Storridge Road, Westbury ('the Site'). The report supports an outline planning application for the demolition of number 5 and 6 Storridge Road and the erection of up to 165 dwellings with public open space, landscaping, sustainable drainage system and vehicular access point from Storridge Road. All matters reserved except for means of access.

1.2 The Site lies within Westbury, in the parish of Heywood and within the District of Wiltshire, to the south east of Bath.

1.3 The Site comprises a large irregular shaped agricultural field. The location and extent of the Site is shown on the Location Plan in **Appendix A** and on the Aerial Photograph in **Appendix B**.

1.4 This assessment describes the existing landscape character and quality of the Site and the surrounding area. The report then goes on to discuss the suitability of the Site to accommodate the proposed development.

Methodology

1.5 This assessment is based on a site visit undertaken by a suitably qualified and experienced Landscape Architect in November 2025. The weather conditions at the time were clear and visibility was good in near, middle and long distance views.

1.6 In landscape and visual impact assessments, a distinction is drawn between landscape effects (i.e. effects on the character or quality of the landscape irrespective of whether there are any views of the landscape, or viewers to see them) and visual effects (i.e. effects on people's views of the landscape from public vantage points, including public rights of way and other areas with general public access, as well as effects from residential properties). This report therefore considers the potential impact of the development on both landscape character and visibility. The methodology utilised in this report is contained in **Appendix G.**

1.7 Photographs contained within this document (**Appendix C**) were taken using a digital camera with a lens focal length approximating to 50mm, to give a similar depth of vision to the human eye. In some instances images have been combined to create a panorama. The photographs and visualisations within this report have been prepared in general conformance with the Landscape Institute's Technical Guidance Note 06/19, as set out in the Methodology in **Appendix G**.

2.0 LANDSCAPE POLICY CONTEXT

National Planning Context

2.1 National planning policy is set out in the National Planning Policy Framework ('NPPF'). Section 15 of the NPPF deals with conserving and enhancing the natural environment. Paragraph 187 of the document states that the planning system should contribute to the protection and enhancement of the natural and local environment through, among other things, protecting and enhancing valued landscapes, '… *(in a manner commensurate with their statutory status or identified quality in the development plan)'*. The paragraph also outlines that the planning system should recognise 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.'*

2.2 The Planning Practice Guidance ('PPG') adds further context to the policies contained in the NPPF. The guidance as relevant to this assessment covers landscape and the natural environment, and the design of new developments.

2.3 The National Design Guide (2019) has been produced as part of the PPG. It provides guidance to '… *illustrate how well-designed places that are beautiful, enduring and successful can be achieved in practice.'* The National Model Design Code (July, 2021) expands upon the ten characteristics of good design providing an overarching framework for design.

2.4 Those sections of the NPPF and PPG relevant to this assessment are summarised in **Appendix E**.

Local Policy Context

2.5 The Wiltshire Core Strategy was adopted by Wiltshire Council in January 2015 and sets out the planning policy within the district up to 2026. A number of policies from the West Wiltshire District Plan 2004 and West Wiltshire Leisure and Recreation DPD 2009 have also been saved and remain relevant in so far as they accord with the NPPF. The main landscape policies from these documents, relevant to the Site are as follows:

- **Policy CP51** requires development to preserve, conserve and where possible enhance landscape character, mitigating any negative effects through sensitive design and landscape measures. Proposals should be informed by the relevant landscape character assessments.

- **Policy CP52** requires development to retain and enhance Wiltshire's green infrastructure network, linking to the network, providing accessible open space in accordance with Wiltshire Open Space Standards and ensuring appropriate long term management.

- **Policy CP57** requires development to be of a high standard of design, in particular retaining and enhancing existing important landscaping, responding to and retaining important views into and out of the site and ensuring public realm proposals create places of character.

- **Policy C40** requires trees of visual amenity value to be retained, especially those in Conservation Areas and those covered by Tree Preservation Orders.

- **Policy LP4** states that where new development creates a need for access to open space or sport and recreation provision, developers will be required, depending on the size of development, to either make on-site provision, fund off-site provision, fund the enhancement of off-site provision or provide a mix of the above.

- **Policy CR3** seeks to develop a greenspace network around the urban areas within the district, encouraging development proposals to provide recreational areas and fragmented habitats.

- **Policy GM2** requires developers to make arrangements for the long term management and maintenance of new and enhanced open spaces including management for wildlife.

- **Saved Policy YP1** seeks to promote the council's objectives for children's play as set out in the Play Strategy 2007.

- **Saved Policy YP2** seeks to provide a network of recreational facilities for teenagers that meet needs and comply with adopted quality and quantity standards.

3.0 SITE CONTEXT

Site Context

3.1 The Site is located to the north west of Westbury. The Site location and its immediate context are illustrated on the Location Plan and Aerial Photograph in **Appendices A** and **B**, and on the photographs contained within **Appendix C**.

3.2 The settlement morphology in the vicinity of the Site is one where existing and proposed residential and industrial development of Westbury essentially envelops the Site, resulting in the Site effectively becoming an infill parcel of land.

3.3 The Site is bound to the north west by the West Wilts Trading Estate, with a number of large warehouses and associated car parking located to the immediate north west of the Site. A large block of woodland atop a bund adjoins the majority of the north west Site boundary, acting as a significant buffer from the industrial estate.

3.4 To the south west of the Site lies a row of properties along Storridge Road, which back onto the Site. The Site also extends up to Storridge Road in the western corner, providing the current gated access into the Site.

3.5 To the south east of the Site lie a row of properties along The Ham and the housing estate at Hawkeridge Park. A pumping station off Hawkeridge Park indents the south eastern Site boundary. Westbury railway station lies approximately 320m to the south east of the Site, with the railway line running parallel to the Site on a south west to north east alignment.

3.6 To the north east of the Site lie pastoral fields, which are largely used for horse grazing, with Hawkeridge Road lying approximately 200m to the north east of the Site. An outline planning application for up to 145 homes on these fields was approved in early 2025 (Ref: PL/2021/03749).

National Landscape Character

3.7 Natural England has produced profiles for England's National Character Areas ('NCA'), which divides England into 159 distinct natural areas, defined by a unique combination of landscape, biodiversity, geodiversity, cultural and economic activity. The Site lies within the Avon Vales Character Area (NCA 117).

3.8 The Avon Vales NCA is described as comprising small and medium sized fields with mainly hedgerow boundaries, varying in shape from irregular piecemeal enclosure to rectilinear planned enclosure. Transport

corridors along roads and watercourses are heavily influential on all development in the NCA.

Regional Landscape Character

West Wiltshire District Landscape Character Assessment (2007)

3.9 The West Wiltshire Landscape Character Assessment 2007 was produced by Chris Blandford Associates on behalf of West Wiltshire District Council.

3.10 The Site is situated within the 'Heywood Rolling Clay Lowland' E8 character area, as defined by the West Wiltshire Landscape Character Assessment. The key characteristics of LCA E8 include:

- Gently rolling topography of the area slopes gradually downwards, moving southwards towards Westbury;
- Human influence strongly visible in the form of West Wiltshire Trading Estate and junction of two main railway corridors;
- Rural character disturbed by noise and visual intrusion associated with the railway corridors, roads and West Wiltshire Trading Estate;
- Combination of small, medium and large, farmed fields surround the trading estate, the boundaries of which are delineated by hedgerows in varying condition;
- A series of interconnecting minor roads cross the area;
- Generally, a low level of tranquillity throughout the area due to the main roads, the railway corridor and Trading Estate.

3.11 The Landscape Strategy guidelines for Heywood Rolling Clay Lowland landscapes recommend enhancing the northern landscape setting of Westbury and the West Wiltshire Trading Estate, restoring hedgerows and the landscape / settlement pattern where incoherent.

3.12 From our own assessment of the Site, we would note that the Site exhibits some characteristics of the Heywood Rolling Clay Lowland Landscape Character Area, comprising a large agricultural field adjacent to the West Wilts Trading Estate. The adjacent trading estate buildings to the north and residential properties to the east both influence the Site, detracting from its rural quality and giving it an urban fringe character. This will be further influenced once the consented residential development to the immediate north east of the Site is fully built out.

Statutory and Non-Statutory Designations

3.13 The Multi Agency Geographic Information for the Countryside Map ('MAGIC') and the Proposals Map confirm that the Site is not covered by any statutory or non-statutory designations for landscape character or quality (please refer to Designations and Local Policy Plan in **Appendix F**).

Conservation Area and Listed Buildings

3.14 There are no Conservation Areas or Listed Buildings within the Site (please refer to **Appendix D**). The closest Listed Building is the Grade II Listed Hawkeridge Farmhouse, located approximately 490m north-east of the Site and the Grade II Listed Brook Farmhouse, located approximately 725m south-west of the Site.

Public Rights of Way

3.15 There are no public rights of way crossing or within the immediate vicinity of the Site. Public rights of way within the wider context of the Site are described below.

3.16 Public bridleway HEYW24 is located approximately 260m to the east of the Site and leads north east from Hawkeridge Road, connecting with the surrounding network of public footpaths.

3.17 Public footpath DMAR10 is located approximately 570m to the west of the Site and leads south adjacent to the western edge of the trading estate.

Tree Preservation Orders

3.18 There are no Tree Preservation Orders covering any trees within or adjoining the Site. This was ascertained by studying the Wiltshire Council online planning maps on 7th May 2026.

4.0 SITE DESCRIPTION AND VISIBILITY

Site Description

4.1 The Site comprises a large irregular shaped agricultural field together with numbers 5 and 6 Storridge Road, as shown on the Aerial Photograph in **Appendix B**. There are no buildings or structures within the main body of the Site (excluding the properties on Storridge Road) and all of the Site's landscape features are contained to the Site boundaries.

4.2 The majority of the north western Site boundary is defined by a woodland block atop a bund lying outside of the Site with some large mature trees on the edge of the woodland. The rest of the north western Site boundary is defined by a line of trees and understorey scrub planting.

4.3 The south western Site boundary is defined by scattered scrub vegetation and occasional tree planting which line the rear boundary fences to properties on Storridge Road. A field access gate is also located in the south west corner of the Site, providing farm access into the Site from Storridge Road.

4.4 The south eastern Site boundary is defined by scattered tree planting which lines the rear boundary fences to properties on Hawkeridge Park and The Ham. A pumping station, located off Hawkeridge Park indents the centre of the south eastern Site boundary, with trees surrounding the pumping station boundary.

4.5 The north eastern Site boundary is defined by a line of mixed hedgerow / scrub vegetation with small tree planting, which separates the Site from the adjacent fields.

Topography

4.6 The Site lies on a gradual north west facing slope, lying between 55m and 60m Above Ordinance Datum ('AOD').

4.7 The land surrounding the Site gently undulates, varying between around 50m AOD and 85m AOD. The landform rises steeply approximately 3km to the south east of the Site up to a high point of 220m AOD, forming Westbury Hill.

Visibility

4.8 An assessment of the visibility of the Site was undertaken and a series of photographs taken from public vantage points, rights of way and public highways. The viewpoints are illustrated on the Location Plan and Aerial

Photograph contained **Appendices A** and **B** and on the photographs in **Appendix C**.

4.9 From our assessment, it is apparent that with the level of vegetation cover surrounding the Site, it provides a good level of screening of the majority of the Site from its surroundings, as illustrated in the Site Photographs in **Appendix C**. The Site is however overlooked by properties along Storridge Road, The Ham and Hawkeridge Park.

4.10 The key views of the Site are described in Table 1 below.

Table 1 – Visual Baseline

Visual Receptor	Sensitivity	Description of Views
Storridge Road **(photograph 1 & 8)**	Low	Views of the Site are largely screened by existing built form and vegetation, although a narrow framed view into the Site is possible from the Site's field access gate. The existing properties at nos. 5 and 6 are also visible from the road.
The Ham **(photographs 13 & 14)**	Medium	Views of the north eastern Site boundary vegetation are possible from the northern section of this road, with vegetation screening views into the Site. The existing properties along Hawkeridge Park are also visible and screen the Site in views from the remainder of the road.
Hawkeridge Park and adjacent play space **(photograph 9)**	Medium	Occasional views of the north eastern Site boundary vegetation are possible, although this vegetation screens views into the Site. The remainder of views are screened by intervening houses.
Quartermaster Road **(photograph 10)**	Low	A glimpsed view towards the northern part of the Site is possible from a short section of the road, looking across the intervening trading estate. The remainder of views are screened by intervening built form.
West Wiltshire Trading Estate **(photographs 11 & 12)**	Low	Occasional views into the northern part of the Site are possible from within areas of private car parking within the trading estate. The Site is screened in the remainder of views by intervening built form and vegetation.
Residential Receptors		
Existing properties on Storridge Road **(reciprocal views at photographs 2 & 4)**	Medium / High	There are first floor and occasional ground floor views from the existing properties on Storridge Road towards the southern part of the Site. Existing boundary vegetation screens the majority of ground floor views and filters some first floor views.
Existing properties on The Ham **(reciprocal views at photographs 2 & 3)**	Medium / High	There are first floor and some ground floor views of the Site from the rear of existing properties on The Ham adjoining the Site. Existing boundary vegetation filters views from some properties.
Existing properties on Hawkeridge Park	Medium / High	There are first floor and some ground floor views of the Site from the rear of existing properties on Hawkeridge Park which back onto the Site. Existing boundary vegetation filters views from some properties.

(reciprocal views at photographs 3, 5 & 6)		
Existing property on corner of The Ham / Hawkeridge Road	Medium	Views of the north eastern Site boundary vegetation are possible from this property, although this vegetation screens views into the Site.

Landscape Features

4.11 The Site's landscape features are contained to the Site boundaries and include a variety of trees including occasional large mature specimens, largely small scale trees and varied hedgerows / scrub vegetation. These landscape features are assessed as generally being of medium landscape quality and sensitivity. These are set out in detail in Table 2 below:

Table 2 – Landscape Features Baseline

Landscape feature	Sensitivity	Description of Feature
Trees	Medium	A variety of trees, including occasional large mature specimens, are located along the field boundaries. These are assessed as being of Category B (medium quality) and Category C (low quality) in the accompanying tree survey. The area of off-site woodland to the west is assessed as being of high quality.
Hedgerows	Medium	A number of varied hedgerows of moderate landscape quality existing along the field boundaries and boundaries with adjoining properties.
The Site – agricultural field	Medium	The Site comprises a single agricultural field.

Landscape Quality, Value and Susceptibility

4.12 The Site comprises an agricultural field on the northern edge of Westbury. It exhibits some characteristics of the Heywood Rolling Clay Lowland Landscape Character Area as identified in the West Wiltshire District Landscape Character Assessment, as it comprises a large agricultural field, although it is influenced by the adjacent trading estate buildings and residential properties, both of which give it an urban fringe character. Neither the Site nor the immediate surrounding area is covered by any statutory or non-statutory designations for landscape quality and are therefore considered to be of **medium landscape quality**.

4.13 In terms of landscape susceptibility, the Site lies within the built up area, with the West Wiltshire Trading Estate located to the immediate west/north west and existing housing located to the immediate south and east. The Site is also separated from the agricultural fields to the north east by an established line of trees and this land has outline planning permission for the erection up to 145 residential dwellings. Residential development in this location would not appear discordant with the general pattern of development in the area and therefore the Site is considered to have **medium to low landscape susceptibility** to residential development.

4.14 The concept of landscape value is also important, and is included in assessments in order to avoid consideration only of how scenically attractive an area may be, and thus to avoid undervaluing areas of strong character but little scenic beauty. Factors such as cultural association, recreational use and intangible qualities such as wildness are important in terms of determining landscape value.

4.15 The Site has unremarkable scenic qualities and contains no recognised heritage assets. The boundary landscape features including occasional mature trees are likely to be valued at a local level. The Site is therefore considered to be of **medium landscape value**, in line with its quality. On this basis we do not consider the Site to be, or form part of, a Valued Landscape for the purpose of paragraph 187 of the NPPF.

4.16 Taking into account the landscape value and susceptibility of the Site, it is assessed as being of overall **medium landscape sensitivity**.

4.17 The landscape character of the Site and surrounding landscape / townscape is set out in Table 3 below.

Table 3 – Landscape Character Baseline

Landscape / townscape character area	Sensitivity	Existing Conditions
The Site and immediate surroundings	Medium	The Site is not covered by any designations for landscape character of quality. The Site's landscape features are contained to the Site boundaries. The surrounding area is built up with the West Wiltshire Trading Estate located north of the Site and existing housing to the south and east, both of which contribute to the Site having an urban fringe character.
Wider Landscape Character	Medium	Much of the wider landscape which makes up the Heywood Rolling Clay Lowland LCA is rural in character, although influenced by the West Wiltshire Trading Estate, road and rail infrastructure routes. The Site is separated from the wider landscape by surrounding residential and industrial built form, as well as the consented residential development or the north east.

Townscape of adjoining area	Medium	The adjoining townscape to the south and east comprises early to mid-20th century housing, typically 2 storeys in height and of red brick construction with some weatherboard and hanging tile.

5.0 LANDSCAPE AND VISUAL EFFECTS

5.1 The proposed development will comprise an outline planning application for the demolition of number 5 and 6 Storridge Road and the erection of up to 165 dwellings with public open space, landscaping, sustainable drainage system and vehicular access point from Storridge Road. All matters reserved except for means of access.

5.2 The Proposed Development is landscape led, seeking not only to mitigate potential adverse effects but also deliver enhancements where practicable, contributing positively to wider GI opportunities as set out in relevant policy and strategies. A Development Framework Plan has been developed for the Site and is submitted as part of the application.

5.3 The key landscape and visual principles to be taken into account when developing the proposals as illustrated on the Development Framework Plan:

- Creation of a substantial area of public open space in the north of the Site including recreational grass, an orchard, meadow grassland and extensive new tree planting. This will assist in maintaining a clear separation between the residential built form and the West Wilts Trading Estate to the north west;
- Incorporation of a tree lined primary street through the new development, in line with the latest NPPF;
- Retention of the established tree and scrub planting to the Site boundaries and reinforcing these with additional native tree planting, particularly to the north western boundary, providing additional screening of the adjacent trading estate;
- Creation of a series of green corridors through the Site including provision of a range of recreational facilities, including a children's play area, informal recreational use area and community orchard; and
- Creation of a landscaped acoustic bund along the northern boundary.

5.4 The key landscape and visual effects are summarised in the tables below.

Relationship to Settlement

5.5 The Site is bound to the south east and south west by existing residential development, with the West Wiltshire Trading Estate lying to the immediate north west of the Site. To the immediate north east of the Site

is land with consent for up to 145 dwellings with associated open space, extending up to Hawkeridge Road in line with the Trading Estate to the north. As a result of this built up context surrounding the Site, it is effectively an infill site contained entirely by existing and purposed built form.

5.6 The Development Framework Plan shows how development can be set back from the north western Site boundary, maintaining a buffer between residential development and the West Wiltshire Trading Estate. Proposed built form will be concentrated in the centre and south of the Site, being well related to the surrounding existing settlement as well as the planned housing development to the north east.

Effects on Landscape Features

5.7 The Site is in agricultural use, and all of the landscape features are contained to the field boundaries. The Site is capable of being developed, while retaining the vast majority of existing boundary trees and hedgerows and enhancing these boundaries with additional tree and hedgerow planting. It is anticipated that proposed vehicular access into the Site will be taken off Storridge Road, with the demolition of two existing properties, and the removal of two trees to the rear of these properties. The effects on individual landscape features are set out in detail within Table 4 below.

Table 4 – Effects on Landscape Features

Landscape features and Sensitivity	Nature of Effect and Mitigation	Magnitude of Change	Year 1 Effect	Year 15 Effect
Trees **Medium sensitivity**	The majority of the existing trees will be retained within the proposals, with proposed development set back from these landscape features. 2no Category B trees will however require removal to facilitate the new access road into the Site. New tree planting will also occur along the Site boundaries, within the public open space and throughout the Site, resulting in an overall net increase in tree cover on the Site.	Slight	Slight adverse	Slight beneficial
Hedgerows **Medium sensitivity**	All of the existing hedgerows on Site are capable of retention and enhancement within the proposals, with proposed development set back from these features. New hedgerows are also proposed within the new open spaces, resulting in an overall net increase if hedgerows on site.	Slight	Slight beneficial	Slight beneficial

The Site – agricultural field **Medium sensitivity**	The proposals will result in the loss of the agricultural field, which will be replaced with residential development and public open space. This will in part be mitigated by new areas of public open space including a children's play area and community orchard.	Substantial	Moderate adverse	Moderate adverse

Effects on Landscape Character

5.8 Development of the Site will result in the loss of an agricultural field and its replacement with residential development, open space and infrastructure. A development of this scale will inevitably change the character of the Site from an open field to a new housing development, however the new houses will not be out of character in this location. The proposals will retain the vast majority of the Site's landscape features, which occur along the field boundaries and are assessed as being of medium landscape quality. Retention of the existing boundary vegetation, together with the large area of adjacent woodland, will provide an established landscape framework which will assist in embedding the proposals into the wider landscape context, minimising the effects on the surrounding landscape and wider countryside. New enhancement planting to Site boundaries will help to further reinforce the existing landscape framework.

5.9 The effects on the landscape character of the Site and the surrounding landscape / townscape are set out in Table 5 below:

Table 5 – Effects on Landscape Character

Landscape / townscape character area and Sensitivity	**Nature of Effect and Mitigation**	**Magnitude of Change**	**Year 1 Effect**	**Year 15 Effect**
The Site and immediate surroundings **Medium sensitivity**	The character of the Site will change from agricultural land to housing. As the Site is relatively well contained from the surrounding area, wider impacts will be minimal. Retention of all of the Site's boundary vegetation, and proposed planting along the Site boundaries and within the northern open space, will further contribute to the mitigation of impacts upon the surrounding area.	Site: Substantial	Site: Substantial - moderate adverse	Site: Moderate adverse
		Immediate surroundings: Moderate - slight	Immediate surroundings: Moderate – slight adverse	Immediate surroundings: Slight adverse

Wider Landscape Character **Medium sensitivity**	The proposed development would form a relatively small scale extension to the urban area of Westbury and would have a limited impact on the wider landscape, given its containment by existing and consented built development on all sides.	Slight – negligible	Slight – negligible adverse	Negligible adverse
Townscape of adjoining area **Medium sensitivity**	The new housing would adjoin the existing residential area to the south and east, comprising early to mid 20th century housing. The proposals would be of a similar scale, form and material palette and would not be out of keeping with the existing townscape character of this part of Westbury.	Slight	Slight adverse	Negligible

Visual Effects

5.10 As discussed in Section 4 the Site is well contained by existing vegetation, with limited long-distance views into the Site. The Site is however overlooked by several adjacent residential properties. Views of the new housing will be possible from these adjoining properties, as well as from Storridge Road to the south where framed views of the new housing will be possible. The proposals will generally be largely screened in the remainder of views, by intervening built form and vegetation.

5.11 The key visual effects of development at the Site are set out in Table 6 below.

Table 6 - Visual Effects

Visual Receptor and Sensitivity	Nature of Effect and Mitigation	Magnitude of Change	Visual Effect Year 1	Visual Effect Year 15
Storridge Road **(photographs 1 & 8)** Low sensitivity	The proposed development will be visible from the short section of Storridge Road immediately adjacent to the proposed access including the removal of the existing properties and creation of a new access junction. However, this will be in the context of existing properties along Storridge Road. Proposed landscaping along the new entrance road and around the emergency access will help filter these views.	Moderate	Moderate - slight adverse	Slight adverse (as mitigation planting matures)

The Ham **(photographs 13 & 14)** Medium sensitivity	Glimpsed views of the roofs of the new houses in the north of the Site may be possible above the line of retained vegetation. These will be seen alongside the existing Hawkeridge Park properties, and becoming increasingly screened as mitigation planting to the north eastern boundary matures.	Slight	Slight adverse	Negligible adverse (as mitigation planting matures)
Hawkeridge Park and adjacent play space **(photograph 9)** Medium sensitivity	Occasional glimpsed views of the roofs of the new houses in the north of the Site may be possible above the line of retained vegetation. the remainder of views will be screened by intervening houses.	Slight	Slight adverse	Slight adverse
Quartermaster Road (photograph 10) Low sensitivity	Glimpsed views of the proposed vegetated acoustic bund and fence seen behind the retained boundary vegetation will be possible, with glimpsed views of the roofs of the new houses seen beyond. These views will be possible from a short section of road only and will be seen in the context of existing views towards the properties on Hawkeridge Park and will look across the trading estate in the foreground of views. The remainder of views will be screened by intervening warehouses.	Negligible	Negligible adverse	Negligible adverse
West Wiltshire Trading Estate (photographs 11 & 12) Low sensitivity	Occasional glimpsed views of the proposed acoustic bund and fence and the roofs of the new built form will be possible from areas within the trading estate, where intervening buildings do not prevent views. However, these views will be filtered by existing and enhanced Site boundary vegetation.	Slight	Slight adverse	Slight adverse
Residential Receptors				
Existing properties on Storridge Road **(reciprocal views at photographs 2 & 4)**	The proposed development in the south of the Site will be visible from the first floor and some ground floor rear windows of properties along Storridge Road adjoining the Site. Existing vegetation will be reinforced by new tree planting along the boundary, helping to filter views as it matures.	Moderate	Moderate adverse	Moderate – slight adverse

Medium/high sensitivity				
Existing properties on The Ham **(reciprocal views at photographs 2 & 3)** Medium/high sensitivity	The proposed development will be visible from the rear first floor and ground floor windows of properties along The Ham which adjoin the Site. Existing vegetation will be reinforced by new tree planting along the boundary, which will filter views as it matures.	Moderate	Moderate adverse	Moderate – slight adverse
Existing properties on Hawkeridge Park (reciprocal views at photographs 3, 5 & 6) Medium/high sensitivity	The proposed development in the north of the Site will be visible from the rear first floor and ground floor windows of properties along Hawkeridge Park which back onto the Site. The development will be set back behind a green corridor which will be planted with tree planting to reinforce existing boundary vegetation and filter views.	Moderate	Moderate adverse	Moderate – slight adverse
Existing property on corner of The Ham / Hawkeridge Road Medium sensitivity	A glimpsed view of the roofs of the new houses in the north of the Site will be possible above the line of retained vegetation. Existing vegetation will be reinforced by new tree planting along the boundary, which will further filter views as it matures.	Slight	Slight adverse	Slight – negligible adverse
Seasonal Variation				
The above assessment is based upon an appraisal of winter views and represent optimum visibility conditions. Visibility of the Proposed Development would reduce in the spring/summer when deciduous vegetation is in leaf.				

Cumulative Effects

5.12 Land to the immediate north east of the Site has outline consent for up to 145 dwellings with associated open space (ref: PL/2021/03749). Once both schemes are fully built out, there will be a cumulative effect on the local landscape, extending the built up area of Westbury north westward, although both schemes will deliver significant new landscaping and are separated from the wider landscape by Hawkeridge Road and the West Wilts Trading Estate. There will also be cumulative visual effects from a handful of properties of Hawkeridge Park as well as users travelling along The Ham and Hawkeridge Road.

5.13 We are not aware of any other significant developments that are approved or allocated, within the vicinity of the Site which would affect this assessment.

Lighting

5.14 The Site is currently unlit. The built up residential area to the east including Hawkeridge Park and properties to the south on Storridge Road have background lighting to properties and street lighting to their roads. The trading estate to the north also has street lighting to roads and parking areas as well as background / security lighting to buildings.

5.15 The proposal is for a residential development with associated street lighting and background lighting to properties. The development is not anticipated to give rise to any abnormal night time effects and will result in a small increase in background lighting levels which will be seen in the context of existing lighting within the neighbouring residential area.

Construction Phase

5.16 There will be temporary landscape and visual effects arising from the construction phase of the scheme. These will include, amongst other things, stock piling of materials, temporary hoardings/fencing and vehicle and plant movements, both on Site and on the surrounding road network. It is not anticipated that the scheme will give rise to any abnormal landscape or visual effects above those that would be expected from a development of this nature. It is anticipated that the extent and timing of these effects will be controlled through a Construction Management Plan.

6.0 CONCLUSION

6.1 The Site is located in the north west of Westbury, with housing on Storridge Road to the immediate south and Hawkeridge Park and The Ham to the immediate east and a consented scheme for up to 145 dwellings on land to the immediate north east. There is also a large industrial estate at West Wilts Trading Estate to the immediate north west.

6.2 The Site comprises a single agricultural field together with two properties at nos. 5 and 6 Storridge Road. The Site's main landscape features are contained to its boundaries, and comprise a variety of hedgerows and trees. An area of off-site woodland also adjoins the Site to the west.

6.3 The Site is visually well contained by the boundary hedgerows and mature trees, as well as the large area of woodland to the immediate west of the Site. Views into the Site are generally limited to a number of properties backing onto the Site including those on Hawkeridge Park, The Ham and Storridge Road. Views from the wider surroundings are generally screened by intervening vegetation and built form.

6.4 The proposed development, as illustrated on the Development Framework Plan, is for an outline planning application for the demolition of number 5 and 6 Storridge Road and the erection of up to 165 dwellings with public open space, landscaping, sustainable drainage system and vehicular access point from Storridge Road. Given the built up surrounding context of the Site, the scheme is effectively an infill development surrounded entirely by existing and proposed residential and industrial development. All matters reserved except for means of access. Development of the Site allows the opportunity to create new areas of public open space including children's play facilities, community orchard and opportunities for informal recreation, for the benefit of both new and existing residents.

6.5 The vast majority of the Site's existing landscape features including the mature trees and boundary hedgerows will be retained within the development proposals, with the built form set back from these landscape features. Two Category B trees will require removal to facilitate the new access road into the Site. Enhancement planting is also proposed to the Site boundaries and within the new areas of open space, and will help to further reinforce gaps in the existing vegetation.

6.6 The character of the Site will clearly undergo change as the existing agricultural field is replaced with new housing and associated open space, although the new housing will not appear out of character in this location and will be well related to the adjoining residential area as well as the consented housing scheme to the north east. Furthermore, the

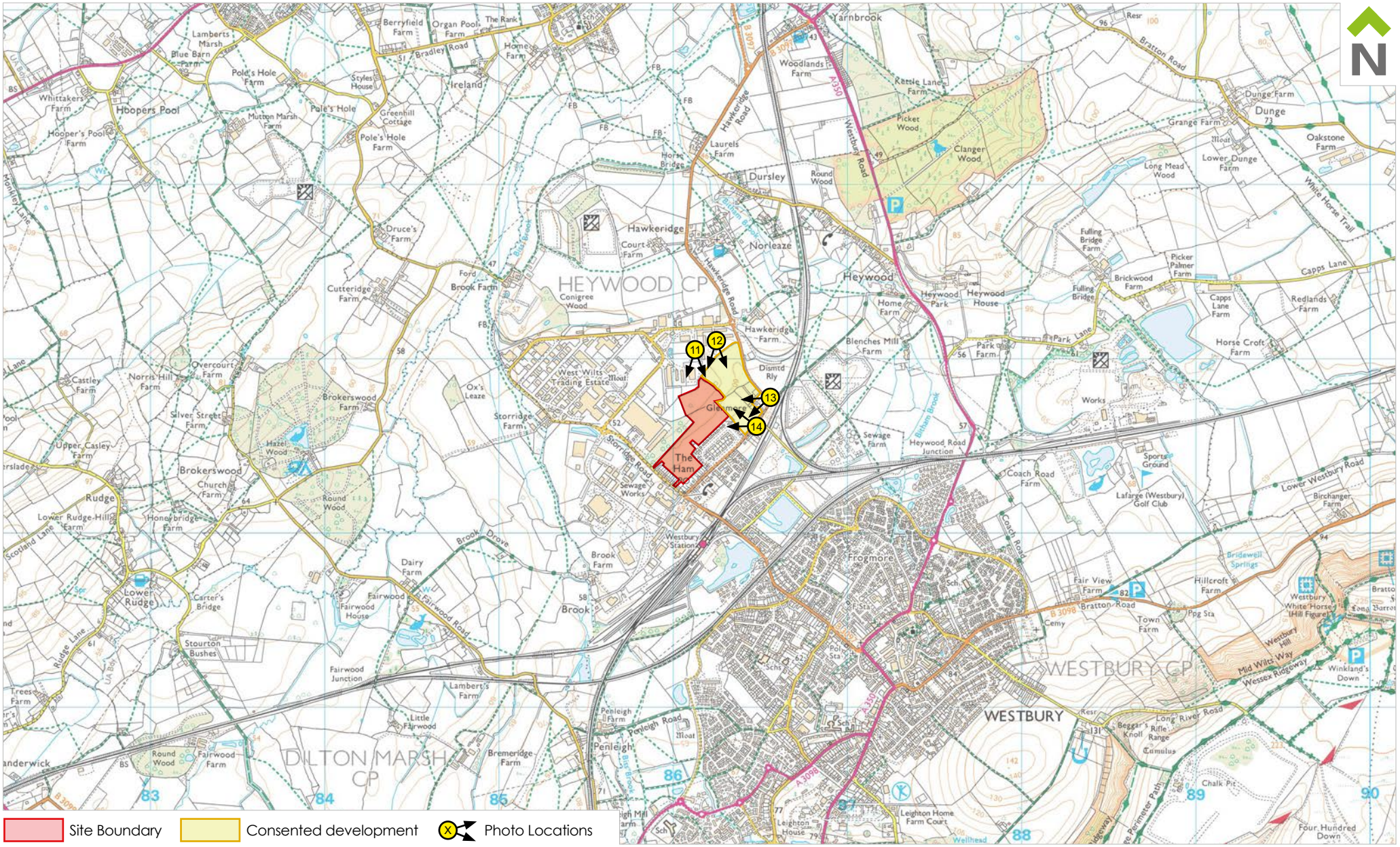
effects on the landscape character of the area will be localised to the Site and its immediate surroundings, with the retained and enhanced Site boundary vegetation containing the proposals and minimising the effects on the wider landscape.

6.7 Views of the new housing will be predominantly limited to the properties which overlook the Site on Storridge Road, Hawkeridge Park and The Ham, with new tree planting to these boundaries helping to filter views. Views from surrounding roads will be limited to occasional glimpsed views of the new houses, which will be seen in the context of the adjacent existing housing and industrial estate buildings.

6.8 The assessment found that the Site is capable of accommodating development in line with the principles set out in section 5 and on the accompanying Development Framework Plan, without resulting in material harm to the surrounding countryside's landscape and visual character.

Appendix A

Site Location Plan
(Showing middle to long distance photo locations)



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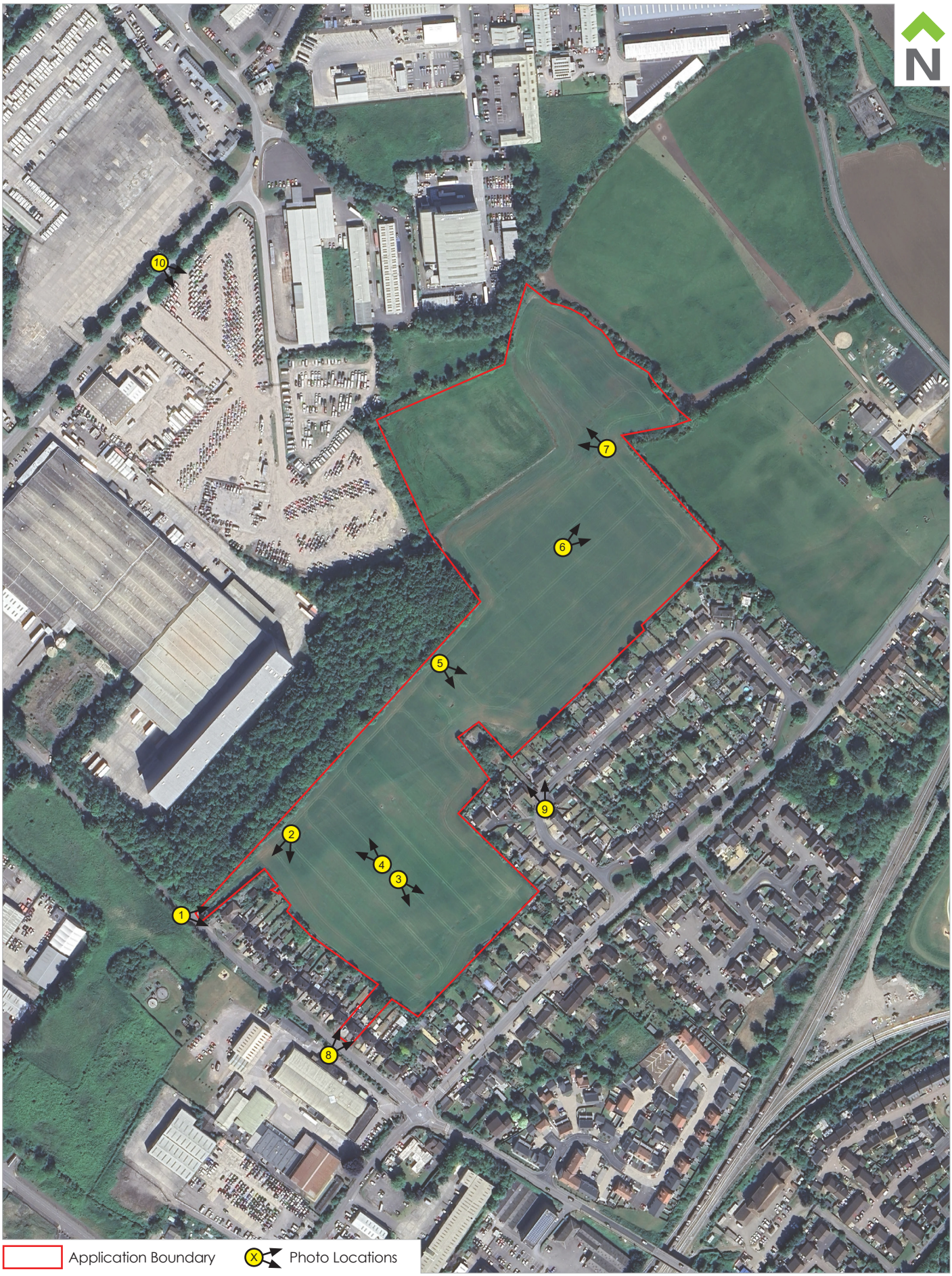
t 01462 743647
e ashwell@csaenvironmental.co.uk
w csaenvironmental.co.uk

Project	Westbury, Storridge Road	Date December 2025	Drawing No. CSA/2974/121
Drawing Title	Site Location Plan	Scale @ A4 NTS	Rev -
Client	Gladman Developments Ltd	Drawn IG	Checked BS

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Appendix B

Aerial Photograph
(Showing near distance photo locations)



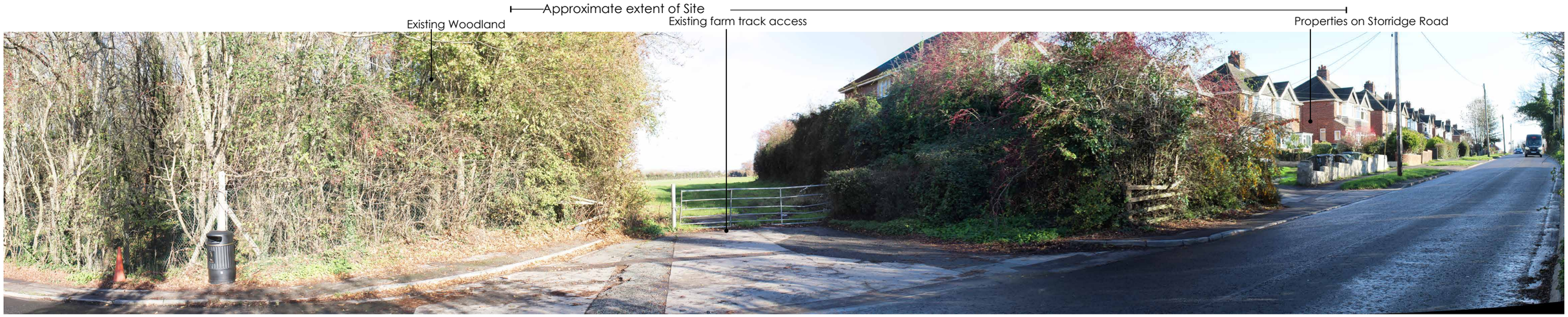
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Drawing Title: Aerial Photograph		Scale @ A4: NTS	Drawn: IG
Client: Gladman Developments Ltd		Date: December 2025	Checked: BS

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Appendix C

Photosheets



Panorama 1 - for context



Photograph 1

View looking north east towards the existing Site access from Storridge Road

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 13:53
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: North east

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Drawing Title	Photosheets	Date	December 2025	
Client	Gladman Developments Ltd	Drawn IG	Checked BS	Rev A

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Photograph 2 Contextual view from within the Site looking south west towards properties on Storridge Road

Photograph 3 Contextual view from within the Site looking south east towards properties on The Ham

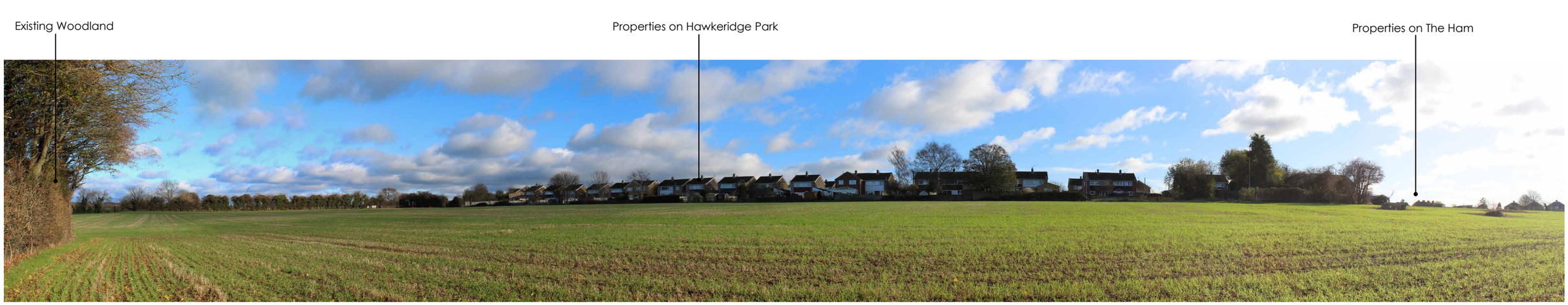
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Drawing Title	Photosheets	Date	December 2025
Client	Gladman Developments Ltd	Drawn IG / Checked BS / Rev A	

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Photograph 4 Contextual view from within the Site looking north west towards the adjacent woodland



Photograph 5 Contextual view from within the Site looking south east towards properties on Hawkeridge Park

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Client	Gladman Developments Ltd	Drawn IG / Checked BS / Rev A	

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Photograph 6 Contextual view from within the Site looking north east towards the Site boundary



Photograph 7 Contextual view from within the Site looking north west towards the adjacent industrial estate

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Drawing Title	Photosheets	Date	December 2025	
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Panorama 8 For context



Photograph 8
View looking north east towards the proposed Site access from Storridge Road

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 13:44
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: North east

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Drawing Title	Photosheets	Date	December 2025	
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Panorama 9 For context



Photograph 9
View looking north towards the Site from Hawkeridge Park

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 13:38
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: North west

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Drawing Title	Photosheets	Date	December 2025		
Client	Gladman Developments Ltd	Drawn	IG	Checked BS	Rev A

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Panorama 10 For context



Photograph 10

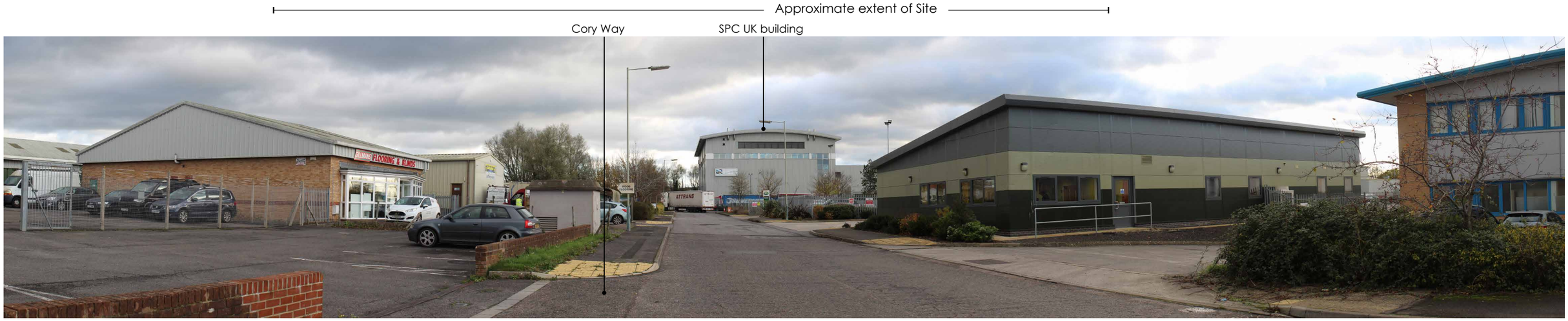
View looking south east towards the Site from Quartermaster Road

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 15:41
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: South east

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Project	Westbury, Storridge Road	Drawing No.	CSA/2974/123		
Drawing Title	Photosheets	Date	December 2025		
Client	Gladman Developments Ltd	Drawn	IG	Checked BS	Rev A

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Panorama 11 For context



Photograph 11

View looking south towards the Site from Cory Way

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 15:33
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: South

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Drawing Title	Photosheets	Date	December 2025		
Client	Gladman Developments Ltd	Drawn IG	Checked BS	Rev A	

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Approximate extent of Site



Panorama 12 For context



Photograph 12

View looking south towards the Site from Commerce Close

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 15:29
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: South

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Project	Westbury, Storridge Road	Drawing No.	CSA/2974/123		
Drawing Title	Photosheets	Date	December 2025		
Client	Gladman Developments Ltd	Drawn	IG	Checked	BS	Rev	A

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Panorama 13 For context



Photograph 13

View looking west from the junction of the public bridleway and Hawkeridge Road

Visualisation Type 1
Planar projection
75% @ A3, 150% @ A1
19.11.2025, 14:53
Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: West

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Project	Westbury, Storridge Road	Drawing No.	CSA/2974/123	
Drawing Title	Photosheets	Date	December 2025	
Client	Gladman Developments Ltd	Drawn IG	Checked BS	Rev A

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Panorama 14 For context



Photograph 14

View looking west towards the Site from The Ham

Visualisation Type 1
Planar projection
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Canon 4000D 1.6x, Canon EF-S 18-55mm
HfoV 40°
Looking direction: West

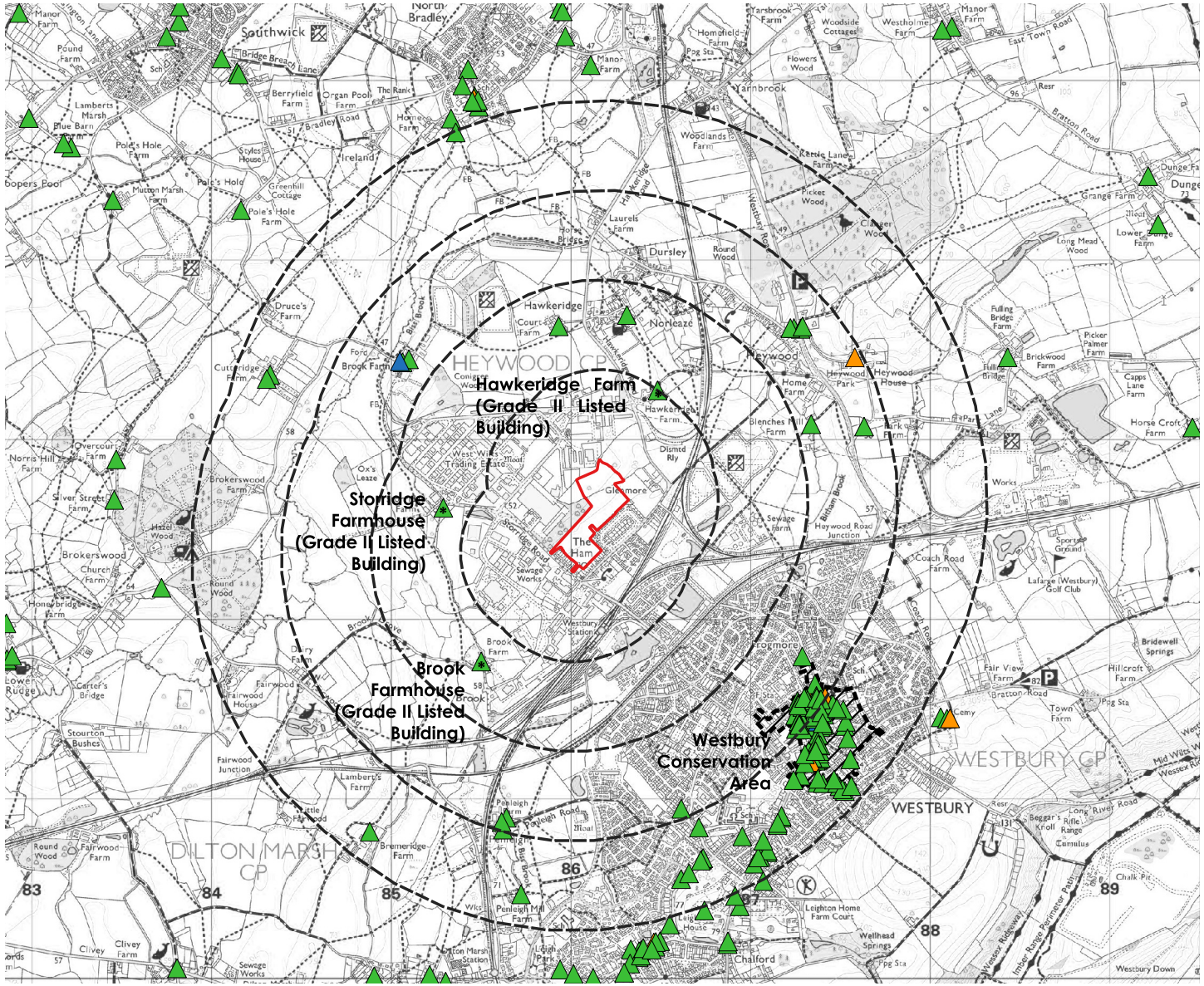
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Project	Westbury, Storridge Road	Drawing No.	CSA/2974/123		
Drawing Title	Photosheets	Date	December 2025		
Client	Gladman Developments Ltd	Drawn	IG	Checked BS	Rev A

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Appendix D

Designations and Local Policy Plan



Legend

- Site Boundary
- Designations
- Heritage
- Listed Building points
  - I
  - II
  - II*
- Conservation Areas
  - Conservation Area

0 0.5 1 m

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Project	Westbury, Storridge Road	Date	December 2025	Drawing No.	CSA/2974/120
Drawing Title	Designations and Local Policy Extract Plan	Scale	Refer to scale	Rev	A
Client	Gladman Development Ltd	Drawn	IG	Checked	BS

Appendix E

National Landscape Policy Context

1.0 APPENDIX E – NATIONAL LANDSCAPE POLICY CONTEXT

National Planning Policy Framework (December 2024)

1.1 National policy is set out in the National Planning Policy Framework ('NPPF') and those parts relevant to this assessment are summarised below.

1.2 Paragraphs 10 and 11 of the NPPF state that at the heart of the Framework is a presumption in favour of sustainable development, which should be applied in relation to both plan-making and decision-taking.

1.3 Paragraph 20 of the NPPF states that strategic policies should set out an overall strategy for the pattern, scale and design quality of places and make sufficient provision for, among other elements, the '*(d) conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.'*

1.4 Section 12 of the NPPF sets out that planning policies and decisions should support the creation of high quality, beautiful and sustainable buildings and places. Paragraph 132 states that '… *design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics*.' Paragraph 133 requires local authorities to prepare design guides and codes which act as a framework to reflect local character and design preferences to create high quality designed places which are beautiful and distinctive.

1.5 Paragraph 135 states that planning policies and decisions, should ensure that developments, amongst others:

- '*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;*
- *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change*…'

1.6 Paragraph 136 highlights the importance of new and retained trees to the character and quality of urban environments, with appropriate species choice for the location and the needs of all users.

1.7 Paragraph 137 states that the design quality should be integral to the evolution and assessment of proposals, and paragraph 139 goes on to state that poorly

designed development should be refused, particularly where it does not follow local or government design guidance.

1.8 Section 15 of the NPPF deals with conserving and enhancing the natural environment. Paragraph 187 of the document states that the planning system should contribute to and enhance the natural and local environment through, among other things, protecting and enhancing valued landscapes, '… *(in a manner commensurate with their statutory status or identified quality in the development plan)*'. The paragraph also outlines that the planning system should recognise 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.*'

1.9 Paragraph 188 highlights that plans should:

'… *distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries*.'

1.10 Paragraph 193 notes that in the process of determining planning applications, local planning authorities should apply several principles. Among these, the paragraph notes that, '*(c) development resulting in the loss or deterioration of irreplaceable habitats (such as ancient woodland and ancient or veteran trees) should be refused, unless there are wholly exceptional reasons and a suitable compensation strategy exists*'.

Planning Practice Guidance

1.11 The Planning Practice Guidance ('PPG') as relevant to this assessment covers landscape and the natural environment, and the design of new developments. The PPG may be out of date in its reference to NPPF paragraph numbers, and where this is the case, the latest paragraph number has been included in the text in square brackets.

1.12 Paragraph 001 (ID 26-001-20191001) of the Design: process and tools section sets out the purpose of the guidance, which aims to explain the process and tools that can be employed to achieve well-designed places. The guidance refers to paragraph 134 [139] of the NPPF which relates to ensuring good design, and states that the section should be read in conjunction with the National Design Guide (published Oct, 2019), which it notes should be used in both plan-making and decision making. Ten good design characteristics are

identified in the National Design Guide, and these are set out as follows in the PPG:

- Context
- Identity
- Built form
- Movement
- Nature
- Public places
- Uses
- Homes and buildings
- Resources
- Lifespan.

1.13 Paragraphs 006 and 007 deal with masterplans, stating that they should be site specific and should '*… set the vision and implementation strategy for a development…* '. Paragraph 006 notes that they may need to be accompanied by other technical reports including landscape assessment and proposals for securing biodiversity net gain.

1.14 The Natural environment section of the guidance aims to explain the key issues to consider in relation to the implementation of policies to protect and enhance the natural environment, including local requirements.

1.15 Paragraph 004 defines Green Infrastructure, while in paragraph 005 it explains its importance as a natural capital asset that provides multiple benefits, including enhanced biodiversity, landscapes and urban cooling. In paragraph 006 the guidance sets out the planning goals green infrastructure can assist in achieving, and these are:

- *Building a strong, competitive economy;*
- *Achieving well-designed places;*
- *Promoting healthy and safe communities;*
- *Mitigating climate change, flooding and coastal change;*
- *Conserving and enhancing the natural environment.*

1.16 The final paragraph (008) in the green infrastructure sub-section notes that:

'*Green infrastructure opportunities and requirements need to be considered at the earliest stages of development proposals, as an integral part of development and infrastructure provision, and taking into account existing natural assets and the most suitable locations and types of new provision*.'

1.17 Within the Biodiversity, geodiversity and ecosystems section, the topic of net gain has been included. Paragraph 020 describes net gain as '… *an approach to development that leaves the natural environment in a measurably better state than it was beforehand. Net gain is an umbrella term for both biodiversity net gain and wider environmental net gain*.'

1.18 In the Landscape section of the guidance, paragraph 036 refers to that part of paragraph 180 of the NPPF which deals with the recognition of the intrinsic character and beauty of the countryside in local plans, and the need for strategic policies to '… *provide for the conservation and enhancement of landscapes. This can include nationally and locally-designated landscapes but also the wider countryside*.' Paragraph 036 goes on to note that:

'*Where landscapes have a particular local value, it is important for policies to identify their special characteristics and be supported by proportionate evidence. Policies may set out criteria against which proposals for development affecting these areas will be assessed. Plans can also include policies to avoid adverse impacts on landscapes and to set out necessary mitigation measures, such as appropriate design principles and visual screening, where necessary. The cumulative impacts of development on the landscape need to be considered carefully*.'

National Design Guide

1.19 The National Design Guide (2019) provides guidance to illustrate '… *how well-designed places that are beautiful, enduring and successful can be achieved in practice*.'

1.20 The guidance identifies ten good design characteristics and the following are of most relevant to landscape and visual assessment (our emphasis):

- Context is described as '… *the location of the development and the attributes of its immediate, local and regional surroundings.*' The Guide goes on to state that,

  '*An understanding of the context, history and cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion.*

- *The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings and how a place looks, but how it engages with all of the senses. Local character*

makes places distinctive. Well-designed, sustainable places with a strong identity give their users, occupiers and owners a sense of pride, helping to create and sustain communities and neighbourhoods.

- *Nature contributes to the quality of a place, and to people's quality of life, and it is a critical component of well-designed places. Natural features are integrated into well-designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water.'*

1.21 The National Model Design Code (July, 2021) expands upon the ten characteristics of good design providing an overarching framework for design. The document provides detailed guidance on the production of design codes, guides and policies to promote successful design. It is split into two parts; Part 1 focusing on the coding process, and Part 2 comprising guidance notes.

Appendix F

Development Framework Plan



N

0 50 100 metres

- Site Boundary: **9.89ha**
- Residential area: **4.26ha**
  Up to 165 homes @ 38ph
- Proposed vehicular and pedestrian access point
- Proposed emergency and pedestrian/cycle access point
- Existing vehicular routes and bus routes
- Tree-lined primary street through development
- Secondary streets
- Private lanes and drives
- New recreational routes
- Potential pedestrian links

Open Space Provision

- Existing vegetation and root protection areas
- Public open space/play space
- Additional tree planting along the boundaries of existing rear gardens of properties overlooking the Site
- Community orchard
- Location for Local Equipped Area for Play (LEAP)

Flood Risk and Drainage

- New sustainable drainage basin (SuDS) (Can also provide ecological enhancements and form an integral part of the Site's green infrastructure)

Further Considerations

- Local facilities and services
- Location for a foul pumping station with 15m buffer to the nearest habitable room
- Location for a surface water pumping station with 15m buffer to the nearest habitable room
- 3m high bund with 3m acoustic fence on top

Green Infrastructure and Play Provision

Orchard:	0.17ha
Multi-functional Greenspaces:	4.93ha
Sustainable Drainage Basin:	0.29ha
Locally Equipped Area for Play (LEAP):	0.04ha
Total:	**5.43ha**

55% of the Site Area will be Green Infrastructure and Play Provision

Rev	Date	By	Description
B	01.12.25	RC	Amended to reflect client layout Northern parcel removed due to noise impact
A	13.11.2024	RC	

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Project	Westbury, Storridge Road
Title	Development Framework Plan
Client	Gladman Developments Ltd

Scale	1:2500 @ A3	Drawn	RC
Date	July 2024	Checked	RR
Drawing No.	CSA/2974/119	Rev	B

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Appendix G

Methodology

METHODOLOGY FOR LANDSCAPE AND VISUAL IMPACT ASSESSMENTS

M1 In landscape and visual impact assessment, a distinction is normally drawn between ***landscape/townscape effects*** (i.e. effects on the character or quality of the landscape (or townscape), irrespective of whether there are any views of the landscape, or viewers to see them) and ***visual effects*** (i.e. effects on people's views of the landscape, principally from public rights of way and areas with public access, but also private views from residential properties). Thus, a development may have extensive landscape effects but few visual effects if, for example, there are no properties or public viewpoints nearby. Or alternatively, few landscape effects but substantial visual effects if, for example, the landscape is already degraded or the development is not out of character with it, but can clearly be seen from many residential properties and/or public areas.

M2 The assessment of landscape & visual effects is less amenable to scientific or statistical analysis than some environmental topics and inherently contains an element of subjectivity. However, the assessment should still be undertaken in a logical, consistent and rigorous manner, based on experience and judgement, and any conclusions should be able to demonstrate a clear rationale. To this end, various guidelines have been published, the most relevant of which, for assessments of the effects of a development, rather than of the character or quality of the landscape itself, form the basis of the assessment and are as follows:

- 'Guidelines for Landscape & Visual Impact Assessment', produced jointly by the Institute of Environmental Assessment and the Landscape Institute (GLVIA 3rd edition 2013); and
- 'An Approach to Landscape Character Assessment', October 2014 (Christine Tudor, Natural England) to which reference is also made. This stresses the need for a holistic assessment of landscape character, including physical, biological and social factors.
- 'Assessing Landscape Value Outside National Designations', Landscape Institute's Technical Guidance Note 02/21
- 'Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment Third edition (GLVIA3)', Landscape Institutes Technical Guidance Note LITGN-2024-01 (August 2024)

LANDSCAPE/TOWNSCAPE EFFECTS

M3 Landscape/townscape quality is a subjective judgement based on the condition and characteristics of a landscape/townscape. It will often be informed by national, regional or local designations made upon it in respect of its quality e.g. National Landscapes (formerly AONBs). Sensitivity relates to the inherent value placed on a landscape / townscape and the ability of that landscape/townscape to accommodate change (i.e. landscape susceptibility).

M4 GLVIA defines susceptibility to change as '*the ability of the landscape receptor (whether the overall character or quality / condition of a particular landscape type or area, or an individual element and / or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and / or the achievement of planning policies and strategies.*'

Landscape susceptibility can vary with:

(i) existing land uses;
(ii) the pattern and scale of the landscape;
(iii) visual enclosure/openness of views, and distribution of visual receptors;
(iv) relationship to neighbouring settlement;
(v) the scope for mitigation, which would be in character with the existing landscape; and
(vi) the condition and value placed on the landscape.

M5 The concept of landscape/townscape value is considered in order to avoid consideration only of how scenically attractive an area may be, and thus to avoid undervaluing areas of strong character but little scenic beauty. In the process of making this assessment, the following factors, among others, are considered with relevance to the site in question: landscape quality (condition), scenic quality, rarity, representativeness, conservation interest, recreation value, perceptual aspects and associations.

M6 Nationally valued landscapes are recognised by designation, such as National Parks and National Landscapes (formerly AONBs) which have particular planning policies applied to them. Nationally valued townscapes include areas identified as World Heritage Sites. Paragraph 187 of the current NPPF outlines that planning policies and decisions should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes '*…in a manner commensurate with their statutory status or identified quality in the development plan'*.

M7 For the purpose of our assessment, landscape/townscape quality, value and susceptibility are assessed using the criteria in Tables LE1 and LE2. Assessing landscape sensitivity to a particular type of development is made by combining judgements on landscape value and susceptibility to the type of development proposed. The different levels of landscape sensitivity are defined in Table LS1 below.

Table LS1: Landscape / Townscape Sensitivity	
Very High	A landscape/townscape with a very low ability to accommodate change such as a nationally designated landscape or World Heritage Site.
High	A landscape/townscape with limited ability to accommodate change because such change may lead to some loss of valuable features or elements. Development of the type proposed could potentially be discordant with the character of the landscape/townscape.
Medium	A landscape/townscape with reasonable ability to accommodate change. Change may lead to a limited loss of some features or characteristics. Development of the type proposed would not be discordant with the character of the landscape/ townscape.
Low	A landscape/townscape with good ability to accommodate change. Change would not lead to a significant loss of features or characteristics and there would be no significant loss of character or quality. Development of the type proposed would not be discordant with the landscape/ townscape in which it is set and may result in a beneficial change.

M8 There is a strong inter-relationship between landscape/townscape quality, value and susceptibility as high quality/value landscapes/townscapes usually have a low ability to accommodate change. Typically, landscapes/townscapes which carry a quality designation, and which are otherwise attractive or unspoilt will in general be more sensitive, while those which are less attractive or already affected by significant visual detractors and disturbance will be generally less sensitive. However, to avoid making this process overly formulaic, the assessment of landscape / townscape sensitivity includes a degree of professional judgement and where necessary this is explained in the narrative text within the report.

M9 The magnitude of change is the size / scale, extent and duration of change to a landscape arising from the proposed development and was assessed using the criteria in Table LE3.

M10 The size / scale of change relates to the loss or introduction of landscape elements resulting from the proposed change. This is particularly relevant where proposals will impact on key landscape components which contribute to local landscape character. The geographic extent is the overall area in which the landscape effects will be felt and will vary depending on the nature of the proposals. For instance, effects could be experienced at the site level, its immediate setting, at a character area level, or could impact on several landscape character areas. Duration is the expected time frame during which effects will be experienced. In some instances, such as wind / solar farms which have a limited life span, effects may be reversible as once the development is decommissioned the land can be restored.

M11 Landscape/townscape effects are assessed in terms of the interaction between the magnitude of the change brought about by the development and the quality, value & susceptibility of the landscape resource affected (using the criteria set out in Table LE4). The landscape/townscape effects can be either beneficial, adverse or neutral. Landscape effects can be direct (i.e. impact on physical features, e.g. landform, vegetation, watercourses etc.), or indirect (i.e. impact on landscape character as a result of the introduction of new elements within the landscape or a significant increase in site traffic movement). Direct visual effects result from changes to existing views.

M12 In this way, landscapes/townscapes of the highest sensitivity, when subjected to a high magnitude of change from the proposed development, are likely to give rise to 'substantial' landscape/townscape effects which can be either adverse or beneficial. Conversely, landscapes of low sensitivity, when subjected to a low magnitude of change from the proposed development, are likely to give rise to only 'slight' or neutral landscape effects. Beneficial landscape effects may arise from such things as the creation of new landscape features, changes to management practices and improved public access. For the purpose of this assessment the landscape/townscape effects have been judged at completion of the development and in year 15. This approach acknowledges that landscape/townscape effects can reduce as new planting/mitigation measures become established and achieve their intended objectives.

VISUAL EFFECTS

M13 Visual effects are concerned with people's views of the landscape/townscape and the change that will occur. Like landscape effects, viewers or receptors are categorised by their sensitivity. For example, views from private dwellings are generally of a higher sensitivity than those from places of work.

M14 In describing the content of a view the following terms are used:

- No view - no views of the development;

- Glimpse - a fleeting or distant view of the development, often in the context of wider views of the landscape;
- Partial - a clear view of part of the development only;
- Filtered - views to the development which are partially screened, usually by intervening vegetation - the degree of filtering may change with the seasons;
- Open - a clear view to the development.

M15 The sensitivity of the receptor varies according to its susceptibility to a particular type of change, and the value placed on it (e.g. greater value will be attached to a view from a recognised beauty spot, or views towards a designated heritage asset). As set out in GLVIA, paragraph 6.32, the susceptibility of visual receptors to changes in views / visual amenity is mainly a function of:

- *'The occupation or activity of people experiencing the view at particular locations; and*
- *The extent to which their attention or interest is focused on the views and the visual amenity they experience at particular locations.'*

M16 Visual sensitivity was assessed using the criteria in Table VE1 by combining judgements on the value of the views and their susceptibility to change.

M17 The magnitude of change is the degree in which the view(s) may be altered as a result of the proposed development and will generally decrease with distance from its source, until a point is reached where there is no discernible change. It takes into account the scale and extent of change in the view and the contrast between the existing landscape / townscape and the proposed development. The magnitude of change in regard to the views was assessed using the criteria in Table VE2.

M18 Visual effects were then assessed in terms of the interaction between the magnitude of the change brought about by the development and also the sensitivity of the visual receptor affected.

M19 As with landscape effects, a high sensitivity receptor, when subjected to a high magnitude of change from the proposed development, is likely to experience 'substantial' visual effects which can be either adverse or beneficial. Conversely, receptors of low sensitivity, when subjected to a slight magnitude of change from the proposed development, are likely to experience only 'slight' or neutral visual effects, which can be either beneficial or adverse.

M20 Unless specific slab levels of buildings have been specified, the assessment has assumed that slab levels will be within 750mm of existing ground level.

MITIGATION AND RESIDUAL EFFECTS

M21 Mitigation measures are described as those measures, including any process or activity, designed to avoid, reduce and compensate for adverse landscape and/or visual effects resulting from the proposed development.

M22 In situations where proposed mitigation measures are likely to change over time, as with planting to screen a development, it is important to make a distinction between any likely effects that will arise in the short-term and those that will occur in the long-term or 'residual effects' once mitigation measures have established. In this assessment, the visual effects of the development have been considered at completion of the entire project and at 15 years thereafter.

M23 Mitigation measures can have a residual, positive impact on the effects arising from a development, whereas the short-term impact may be adverse.

ASSESSMENT OF EFFECTS

M24 The assessment concisely considers and describes the main landscape/townscape and visual effects resulting from the proposed development. The narrative text demonstrates the reasoning behind judgements concerning the landscape and visual effects of the proposals. Where appropriate, the text is supported by tables which summarise the sensitivity of the views/landscape/townscape, the magnitude of change and describe any resulting effects.

CUMULATIVE EFFECTS

M25 Cumulative effects are *'the additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together.'*

M26 In carrying out landscape assessment it is for the author to form a judgement on whether or not it is necessary to consider any planned developments and to form a judgement on how these could potentially affect a project.

ZONE OF THEORETICAL VISIBILITY (ZTV)

M27 A ZTV map can help to determine the potential visibility of the site and identify those locations where development at the site is likely to be most visible from the surrounding area. Where a ZTV is considered appropriate for a proposed development the following methodology is used.

M28 The process is in two stages. The first stage is to produce a 'bare earth' ZTV based on the existing conditions on-site. The second stage is to produce a 'proposed' ZTV based on the development parameters once these are established.

M29 The ZTVs are generated using QGIS software with the Visibility Analysis plugin. The underlying terrain model is a Digital Surface Model (DSM) derived from 2m resolution LiDAR data, made available through the Defra Survey Data Download platform, and published under the Open Government Licence. The DSM includes all surface features such as buildings, woodland, and vegetation, providing a detailed representation of the existing landform and built environment. LiDAR tiles have been merged to create a continuous raster dataset to ensure seamless coverage across the study area.

M30 A corresponding Digital Terrain Model (DTM), representing the bare earth surface with buildings and vegetation removed, has been obtained from the same LiDAR dataset. A DSM–DTM subtraction is applied to identify and filter out elevated surface features (e.g. rooftops or tree canopies) from the visibility results, unless such locations are deemed publicly accessible or relevant to the assessment (e.g. roof terraces). This refinement helps to reduce overestimation of visibility in the model.

M31 The extent of the ZTV study area is informed by the scale and character of the proposed Development and the surrounding topography. A radius of 7.5 km from the Site boundary is typically adopted, although this may be adjusted in response to specific landscape considerations.

M32 A regular grid of observer points is generated to represent the proposed Development footprint. This grid is derived from Ordnance Survey mapping and development parameter plans, and adopts a spacing appropriate to the context of the Site to achieve an appropriate balance between spatial resolution and processing efficiency. Observer points are assigned a height of 0.0m (representing ground level),

while the model assumes a viewer height of 1.6m, representing the typical human eye level. In instances where proposed development heights are being calculated, the observer points will correspond to the proposed height of development (eg. up to 9m for 2 storey houses).

VISUALISATION TYPE METHODOLOGY

M32 The photographs and visualisations within this report have been prepared in general conformance with the Landscape Institute's Technical Guidance Note 06/19. The 'types', as set out within the Guidance, comprise the following:

Type 1 - annotated viewpoint photographs;
Type 2 - 3D wireline / model;
Type 3 - photomontage / photowire;
Type 4 - photomontage / photowire (survey / scale verifiable).

M33 Photographs were taken with a digital camera with a lens that approximates to 50mm, to give a similar depth of view to the human eye. In some cases images have been joined together to form a panorama. The prevailing weather and atmospheric conditions, and any effects on visibility are noted. Images are displayed at the most appropriate size, taking into account the published guidance, legibility at A3 paper size, and context (which is often shown for illustrative purposes only), and allows for enlarged scale printing if required.

M34 The Guidance Note advocates a proportionate and reasonable approach, which includes professional judgement, in order to aid informed decision making.

M35 The determination of the suitable Visualisation Type to aid in illustrating the effects of the scheme, has been determined by a range of factors as set out below, including the timing of the project, the technical expertise, and costs involved.

M36 Where it is deemed suitable or necessary to utilise the Visualisation Types set out within the Guidance Note, the table below has been used to determine which Visualisation Type is most appropriate to the project, unless otherwise specified within the report.

M37 The table below (based on Table 1 within the Guidance Note) sets out the intended purpose and user of the report, and the Likely Level of Effect. The Likely Level of Effect is based on Tables LE4 and VE3 in this methodology, and takes into consideration the type and nature of the proposed development, as well as the sensitivity of the host environment and key visual receptors. The Likely Level of Effect is based on an initial consideration of the landscape and visual effects of the project as a whole, and the subsequent assessment may conclude a lesser or higher level of overall effect, once completed. Table VMT also provides an indication as to the appropriate Visualisation Type, noting that it is not a fixed interpretation, and that professional judgement should always be applied. In certain instances, where there is neighbouring development which is of a similar scale to that of the proposed development, which provides a point of reference, it is not always considered necessary to produce photowire or photomontage visualisations.

M38 Additional photographs (which do not conform to any Type) may be included to illustrate the character of the landscape/townscape, or to illustrate relevant characteristics, for example the degree and nature of intervening vegetation, or reciprocal views from residential properties.

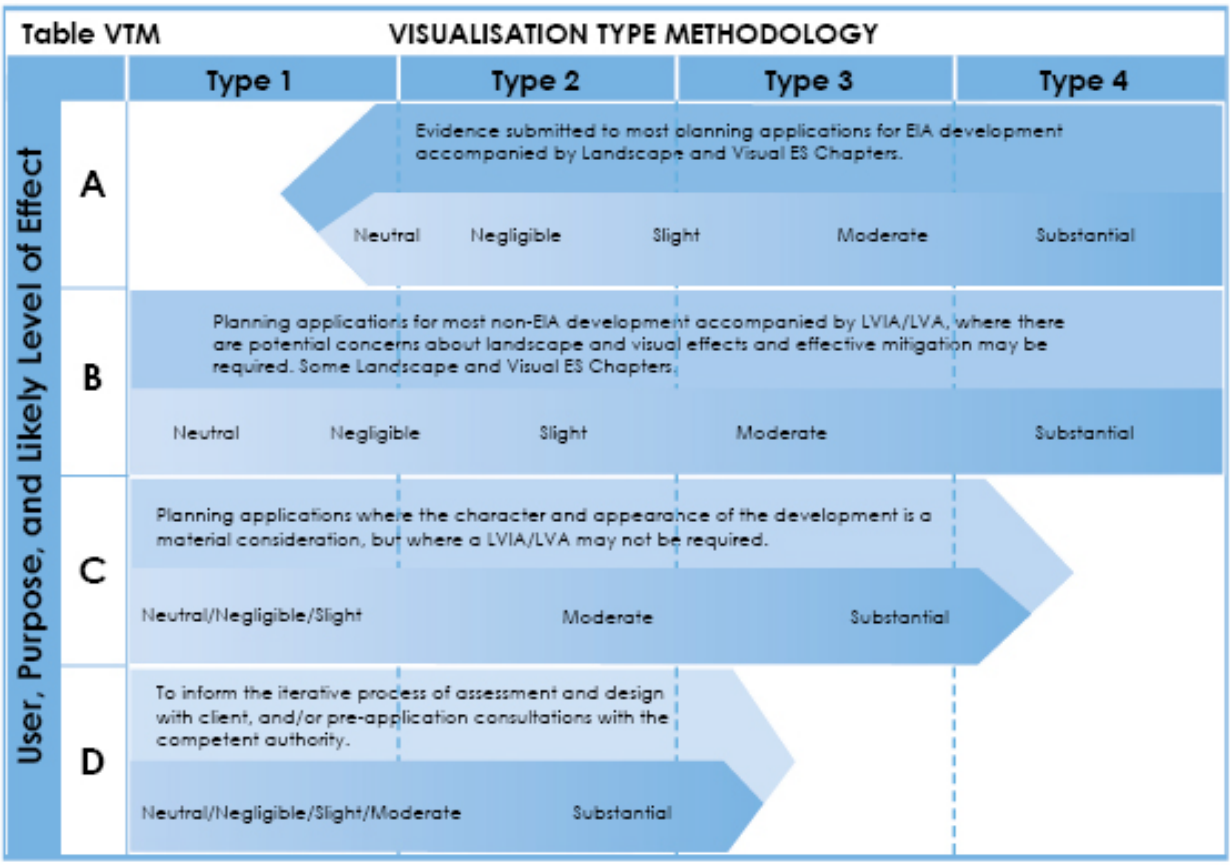

Table VTM
VISUALISATION TYPE METHODOLOGY
User, Purpose, and Likely Level of Effect
Type 1
Type 2
Type 3
Type 4
A
Evidence submitted to most planning applications for EIA development accompanied by Landscape and Visual ES Chapters.
Neutral
Negligible
Slight
Moderate
Substantial
B
Planning applications for most non-EIA development accompanied by LVIA/LVA, where there are potential concerns about landscape and visual effects and effective mitigation may be required. Some Landscape and Visual ES Chapters.
Neutral
Negligible
Slight
Moderate
Substantial
C
Planning applications where the character and appearance of the development is a material consideration, but where a LVIA/LVA may not be required.
Neutral/Negligible/Slight
Moderate
Substantial
D
To inform the iterative process of assessment and design with client, and/or pre-application consultations with the competent authority.
Neutral/Negligible/Slight/Moderate
Substantial

Table LE 1 LANDSCAPE / TOWNSCAPE QUALITY AND VALUE

Description of Landscape/Townscape Quality and Value	Very High	High	Medium	Low
	Landscape Quality: Intact and very attractive landscape which may be nationally recognised/designated for its scenic beauty. e.g. National Park, National Landscapes or World Heritage Site. **Townscape Quality:** A townscape of very high quality which is unique in its character, and recognised nationally/internationally, e.g. World Heritage Site **Value:** Very high quality landscape or townscape with Statutory Designation for landscape/townscape quality/ value, e.g. National Park, World Heritage Site, Registered Park or Garden. Contains rare elements or significant cultural/historical associations.	**Landscape Quality:** A landscape, usually combining varied topography, historic features and few visual detractors. A landscape known and cherished by many people from across the region. e.g. County Landscape Site such as a Special Landscape Area. **Townscape Quality**: A well designed townscape of high quality with a locally recognised and distinctive character e.g. Conservation Area **Value:** High quality landscape/townscape or lower quality landscape with un-fettered public access, (e.g. commons, public park) or with strong cultural associations. May have important views out to landmarks/designated landscapes and few detracting features. May possess perceptual qualities of tranquility or wildness.	**Landscape Quality:** Typically non-designated landscape area, generally pleasant but with no distinctive features, often displaying relatively ordinary characteristics. May have detracting features. **Townscape Quality**: A typical, pleasant townscape with a coherent urban form but with no distinguishing features or designation for quality. **Value:** An ordinary landscape/townscape of local value which may have some detracting features. Typically no statutory designations for landscape/townscape quality. A landscape which may have limited public access and/ or have pleasant views out, or be visible in public views.	**Landscape / Townscape Quality:** Unattractive or degraded landscape/townscape, affected by numerous detracting elements e.g. industrial areas, infrastructure routes and un-restored mineral extractions. **Value:** Landscape/townscape generally of lower quality. A landscape with limited public access, typically no designations or recognised cultural significance. Limited public views.

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Table LE 2 **LANDSCAPE / TOWNSCAPE SUSCEPTIBILITY**

Description of Susceptibility	Very High	High	Medium	Low
	Highly distinctive landscape, / townscape with strong character generally in excellent condition, exhibiting a number of positive attributes and no or few detracting elements. Development would be entirely at odds with the scale, pattern and character of the landscape / townscape. A landscape with little ability to accommodate change of the type proposed without significant impacts on landscape / townscape character and on key characteristics and / or aesthetic or perceptual aspects of the character area. Little or no scope for mitigation.	Distinctive landscape / townscape with few detracting features. Landscape elements in good condition and make a positive contribution to local character. Landscape with low potential to accommodate change of the type proposed without loss or alteration of key landscape / townscape elements or adverse change to landscape / townscape character. Limited scope for mitigation.	Relatively commonplace landscape /townscape typically in moderate condition. Proposals would be largely compatible with the scale, pattern and character of the landscape / townscape. Proposals could be absorbed with limited impact on key landscape features, and perceptual and aesthetic qualities. Scope to provide landscape mitigation / enhancements.	Landscape / townscape of mixed character and / or with some detracting and intrusive elements. Landscape features pose little constraint and / or are capable of replacement. Proposals would be well related to the scale, pattern and character of the local landscape / townscape. Good potential for landscape mitigation and enhancements which would contribute to landscape / townscape character.

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Table LE 3 LANDSCAPE / TOWNSCAPE MAGNITUDE OF CHANGE

Description of the Change predicted	
Substantial	Total loss of or significant impact on key characteristics, features or elements
Moderate	Partial loss of or impact on key characteristics, features or elements
Slight	Minor loss of or alteration to one or more key landscape/ townscape characteristics, features or elements
Negligible	Very minor loss or alteration to one or more key landscape/ townscape characteristics, features or elements
Neutral	No loss or alteration of key landscape/ townscape characteristics, features or elements

Table LE 4 LANDSCAPE / TOWNSCAPE EFFECTS

Description of the Effect	
Substantial	The proposals will alter the landscape/ townscape in that they: • will result in substantial change in the character, landform, scale and pattern of the landscape/townscape; • are visually intrusive and would disrupt important views; • are likely to impact on the integrity of a range of characteristic features and elements and their setting; • will impact a high quality or highly vulnerable landscape; • cannot be adequately mitigated.
Moderate	The proposals: • noticeably change the character, scale and pattern of the landscape/ townscape; • may have some impacts on a landscape/ townscape of recognised quality or on vulnerable and important characteristic features or elements. • are a noticable element in key views; • not possible to fully mitigate.
Slight	The proposals: • do not quite fit the landform and scale of the landscape/townscape and will result in relatively minor changes to existing landscape character; • will impact on certain views into and across the area; • mitigation will reduce the impact of the proposals but some minor residual effects will remain.
Negligible	The proposals: • complement the scale, landform and pattern of the landscape/townscape; • development may occupy only a relatively small part of the Site; • maintain the majority of landscape features; • incorporates measures for mitigation to ensure the scheme will blend in well with the landscape/townscape and mitigates any loss of vegetation.
Neutral	The proposals: • change is neither better nor worse; • maintain existing landscape/ townscape character; • maintain the majority of landscape features; • incorporates measures for mitigation to ensure the scheme will blend in well with the landscape/townscape and mitigates any loss of vegetation.

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Footnote:

1. Each level (other than neutral) of change identified can be either regarded as 'beneficial' or 'adverse'. The above table relates to adverse landscape effects, however where proposals complement or enhance landscape character, these will have a comparable range of benefical landscape effects.

Table VE 1

VISUAL SENSITIVITY

Description of the Receptor	High	Medium	Low
	Residential properties with predominantly open views from windows, garden or curtilage. Views will normally be from ground and first floors and from two or more windows of rooms mainly in use during the day. Users of Public Rights of Way in sensitive or generally unspoilt areas. Predominantly non-motorised users of minor or unclassified roads in the countryside. Views from within an National Landscape, National Park, World Heritage Site or Conservation Area and views for visitors to recognised viewpoints or beauty spots. Users of outdoor recreational facilities with predominantly open views where the purpose of that recreation is enjoyment of the countryside - e.g. Country Parks, National Trust or other access land etc.	Residential properties with partial views from windows, garden or curtilage. Views will normally be from first floor windows only, or an oblique view from one ground floor window, or may be partially obscured by garden or other intervening vegetation. Users of Public Rights of Way in less sensitive areas or where there are significant existing intrusive features. Users of outdoor recreational facilities with restricted views or where the purpose of that recreation is incidental to the view e.g. sports fields. Schools and other institutional buildings, and their outdoor areas. Users of minor or unclassified roads in the countryside, whether motorised or not.	People in their place of work. Users of main roads or passengers in public transport on main routes. Users of outdoor recreational facilities with restricted views and where the purpose of that recreation is unrelated to the view e.g. go-karting track.

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Table VE 2 VISUAL MAGNITUDE OF CHANGE

Description of the Change predicted	
Substantial	Large and dominating changes which affect a substantial part of the view.
Moderate	Clearly perceptible and noticable changes within a significant proportion of the view.
Slight	Small changes to existing views, either as a minor component of a wider view, or smaller changes over a larger proportion of the view(s).
Negligible	Very minor changes over a small proportion of the view(s).
Neutral	No discernible change to the view(s).

Table VE 3 VISUAL EFFECTS

Description of the Effects	
Substantial	The proposals would have a significant impact on a view from a receptor of medium sensitivity, or less damage (or improvement) to a view from a highly sensitive receptor, and would be an obvious or dominant element in the view.
Moderate	The proposals would impact on a view from a medium sensitive receptor, or less harm (or improvement) to a view from a more sensitive receptor, and would be a readily discernible element in the view.
Slight	The proposals would have a limited effect on a view from a medium sensitive receptor, but would still be a visable element within the view, or a greater effect on a view from a receptor of lower sensitivity.
Negligible	The proposals would result in a negligible change to the view but would still be discernible.
Neutral	No change in the view.

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Footnote:
1. Each level (other than neutral) of change identified can be either regarded as 'beneficial' or 'adverse'.

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