Land East of Showell Farm, Chippenham

Technical Appendix 7.1: Landscape and Visual Impact Assessment

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On behalf of:
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Section 1
Introduction, Purpose and Methodology

INTRODUCTION

1.1 The Environmental Dimension Partnership Ltd (EDP) has been commissioned by Hallam Land ('the applicant') to undertake a Landscape and Visual Impact Assessment (LVIA) of proposals to develop up to 400 residential units with a local centre and open space at Land East of Showell Farm, Chippenham (hereafter referred to as 'the site'). The site falls within Wiltshire Local Planning Authority (LPA) area, extends to 29.97 hectares (ha), and is briefly described in **Section 2** of this report. Full site details are given in the Design and Access Statement (DAS) accompanying the planning application.

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

1.3 This LVIA is part of a suite of documents accompanying a full planning application for the proposed development summarised in **Section 6**. This report forms one of a number of documents comprising the full LVIA, as follows:

- **Technical Appendix 7.1**: The Baseline appraisal (this report), which sets out the landscape and visual baseline of the site and study areas and provides a summary of the Proposed Development and mitigation measures;
- **Technical Appendix 7.2**: The Assessment Schedules, which provide a detailed assessment of the landscape and visual baseline set out herein;
- **Technical Appendix 7.3**: The Cumulative Assessment, based on sites identified within Chapter 2 – Description of Development;
- **ES Chapter 7**: The LVIA chapter of the Environmental Statement (ES), which summarises Technical Appendices 7.1, 7.2 and 7.3; and
- **Supporting Figures**: **Figures 7.1** to **7.7** provide figures in support of the baseline, assessment and ES Chapter.

PURPOSE AND STRUCTURE OF THIS LVIA

1.4 The purpose of this LVIA is to identify the baseline conditions of the site and surrounding area and to determine those landscape and visual characteristics that might inform the design of the development proposals, including recommendations for mitigation. It then

[1] LI Practice Number 1010

provides an assessment of the landscape and visual effects predicted to arise from development on the site with reference to the baseline analysis.

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

- Undertaken a thorough data trawl of relevant designations and background documents, described in **Section 3**;
- Assessed the existing (baseline) condition and character of the site and its setting, described in **Section 4**;
- Assessed the existing visual (baseline) context, especially any key views to and from the site (**Section 5**); and
- Described the landscape aspects of the proposed development that may influence any landscape or visual effects (**Section 6**).

METHODOLOGY ADOPTED FOR THE ASSESSMENT

1.6 This Landscape and Visual Baseline has been undertaken in accordance with the 'Guidelines for Landscape and Visual Impact Assessment – Third Edition (LI/IEMA, 2013)' (GLVIA3) as relevant to EIA schemes. The criteria referred to, but not defined within the guidelines, have been defined by EDP as set out in **Appendix EDP 2**, with terms clearly defined within the Glossary.

1.7 **Familiarisation**: EDP's study has included reviews of aerial photographs, web searches, LPA publications and landscape character assessments. EDP has also obtained, where possible, information about relevant landscape and other designations such as National Landscapes (NL), conservation areas and parks and gardens listed on Historic England's 'Register of Historic Parks and Gardens of Special Historic Interest in England' (RPG).

1.8 **Consultation**: Consultation with the Local Planning Authority (LPA) was undertaken which principally involved the discussion and agreement of a selection of representative viewpoints, or photoviewpoints (PVPs), of the site and proposals, as set out in **Section 4**, with regard to the visual baseline. Photoviewpoint locations were agreed with the Senior Landscape Officer at Wiltshire Council in January 2022.

1.9 **Field Assessment**: EDP has undertaken a comprehensive field assessment of local site circumstances, including a photographic survey of the character and fabric of the site and its surroundings, using photography from a number of representative viewpoints. The field assessment was undertaken by a qualified landscape architect in clear weather conditions in November 2021, March 2022, December 2025 and March 2026.

1.10 **Design Inputs**: EDP's field assessment has informed a process whereby the development proposals have been refined to avoid, minimise or compensate for landscape effects. Such measures are summarised in **Section 6**.

STUDY AREA

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

- First, a broad '3km study area' was adopted, the extent of which is illustrated on **Figure 7.1**. Based mainly on desk-based study, this broad study area allowed the geographical scope of the assessment to be defined based on the extent of views to/from the site, extent of landscape effects and the site's environmental planning context; and

- Second, following initial analysis and subsequent fieldwork, the broad study area was refined down to the land that is most likely to experience landscape effects. The extent of this detailed study area is 1km from the site boundary, although occasional reference may be made to features beyond this area where appropriate. This detailed study area is also illustrated on **Figure 7.1**.

Section 2
The Site

2.1 **Figure 7.1** illustrates the location of the site's boundaries and the study area for the LVIA. The site is located approximately 2km to the south of Chippenham and is within the Wiltshire LPA.

2.2 The site's character and local context is illustrated on the aerial photograph contained as **Figure 7.2**.

2.3 The site comprises a number of irregularly shaped field parcels, with a broadly equal split between arable land uses and pasture. The field parcels are generally defined by mature hedgerows containing occasional individual trees, with a small ditch running across the northern edge and through the eastern field parcels connecting to the River Avon along the site's eastern boundary (**Image EDP 2.1**).



Image EDP 2.1: Local watercourse as it heads east towards the River Avon.

2.4 The B4528 runs along the entirety of the site's western boundary, which is generally open in nature and comprises a 1.2m high post and rail fence. Within the north-western corner of the site lies a small recently planted copse, adjacent to a small derelict farm building (**Image EDP 2.2**).



Image EDP 2.2: Small copse within the site's north-western corner, abutting the B4528 behind.

2.5 The western half of the site's northern boundary comprises a line of mature trees (**Image EDP 2.3**) and a single property (Beaumont), which separates the site from the former nursery to the north. The northern boundary and line of mature trees continue along the eastern edge of the former nursery, with the site's northern tip more open in nature and defined by post and wire fencing.



Image EDP 2.3: Line of trees to the right of image along the site's northern boundary.

2.6 The site's western boundary is formed entirely by the River Avon, which meanders through the landscape southwards from the town of Chippenham and is bound on both sides by willow and alder trees (**Image EDP 2.4**).



Image EDP 2.4: River Avon along the site's eastern boundary as it heads southwards.

2.7 The site's southern boundary comprises a mature tree belt, which stretches from Lackham roundabout to the south-west to the River Avon in the south-eastern corner (**Image EDP 2.4**).

2.8 In terms of features, the occasional individual tree can be found within field parcels (**Image EDP 2.5**), one Public Right of Way (PRoW) runs broadly north to south through the western third of the site with a second running parallel to the River Avon along the site's eastern edge. Overhead cables run diagonally across the site from the south-western corner towards the Sewage Works to the north-east (**Image EDP 2.6**), with a larger set cutting across the south-eastern corner of the site. Although only briefly within the site, this route can be experienced across the site as it descends the slopes immediately south of the site (**Image EDP 2.7**).



Image EDP 2.5: Mature tree belt along the southern boundary of the site as it meets the River Avon in the south-eastern corner.



Image EDP 2.6: Individual tree within arable field parcel on the site's western side.



Image EDP 2.7: Overhead cables running north-east towards the Sewage Works.

2.9 The site's topography can be split broadly between the eastern and western half; to the west, the landform slopes gently from the south-western corner at approximately 52m above Ordnance Datum (aOD) until it reaches the eastern edge of one of the large arable field parcels at approximately 44m aOD. At this point the landform drops subtly to approximately 41m aOD where a broadly flat plateau forms along the river corridor (**Images EDP 2.8** and **2.9**).



Image EDP 2.8: Large pylons across the south-eastern corner of the site, with route of Footpath LAC039 to the left of the image.



Image EDP 2.9: Subtle change in topography in front of hedgerow where the river plateau begins.

Section 3
Findings of EDP Data Trawl and Policy Review

3.1 The findings of EDP's data trawl of relevant environmental and planning designations are illustrated on **Figure 7.3** and summarised in this section.

BACKGROUND PUBLISHED EVIDENCE BASE DOCUMENTS

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

- *National Planning Policy Framework* (NPPF; updated December 2024);
- National Character Area 117 Avon Vales;
- Wiltshire Core Strategy (Adopted January 2015);
- Regulation 19 Updated Wiltshire Core Strategy;
- Wiltshire Landscape Character Assessment (December 2005);
- Chippenham Neighbourhood Plan 2023-2038 (Adopted May 2024); and
- Chippenham Site Allocations Plan (Adopted 2017).

FINDINGS OF EDP DATA TRAWL

Landscape-related Designations and Other Considerations

3.3 Landscape-related designations and policy considerations within 3km of the area are shown on **Figure 7.3**, however, the site does not fall within or adjacent to any locally or nationally designated landscapes.

Heritage Matters

3.4 Heritage assets can influence the visual character of the landscape and enrich its historic value. This LVIA addresses heritage assets only insofar as they are components of the wider contemporary landscape – not in terms of their significance and value as heritage assets, which is a matter addressed by the separate Heritage Assessment (Chapter 10).

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

- Rowden Conservation Area can be found 45m to the north of the site and Chippenham Conservation area 1.4km to the north of the site;

- A small cluster of Grade II listed buildings can be found abutting the western boundary at Showell Farm. Approximately 2km to the north of the site is a large group of Grade II and II* listed buildings, with several other listed buildings in the surrounding area; and

- A small number of Registered Parks and Gardens (RPG) can be found within the 3km broad study area, including Corsham Court approximately 2km to the west and Lacock Abbey approximately 2km south of the site.

Ecology Matters

3.6 A separate Ecology Assessment (Chapter 8 – Prepared by EDP, report reference: edp2272_r014) considers the ecological assets on the site and within the study area. The following matters are relevant to the scope of this LVIA:

- Mortimore's Wood, a Local Nature Reserve (LNR) lies approximately 425m north; and

- Although outside of the 3km study area, Spye Park Site of Special Scientific Interest (SSSI) lies 3.5km south-east and Bencroft Hill Meadows is 4.8km north-east of the site.

Arboricultural Matters

3.7 A separate Arboricultural Assessment (prepared by EDP, report reference: edp2272_r020) considers the arboricultural assets on the site and within the study area. The following matters are relevant to the scope of this LVIA:

- The Tree Survey identified that there are three veteran trees within the site;

- There are no Tree Preservation Orders (TPOs) within the site; and

- Several areas of Ancient Woodland are located to the south-east and north-west of the site, with the closest being 905m south-east.

Historic Landscape

3.8 Online mapping[2] suggests the site fabric has largely remained in situ in recent times with OS mapping from 1889 and 1938 indicating the field patterns across the red line boundary to be broadly as shown today (see **Image EDP 3.1** and **3.2**).

[2] https://www.oldmapsonline.org/map/nls/101462939

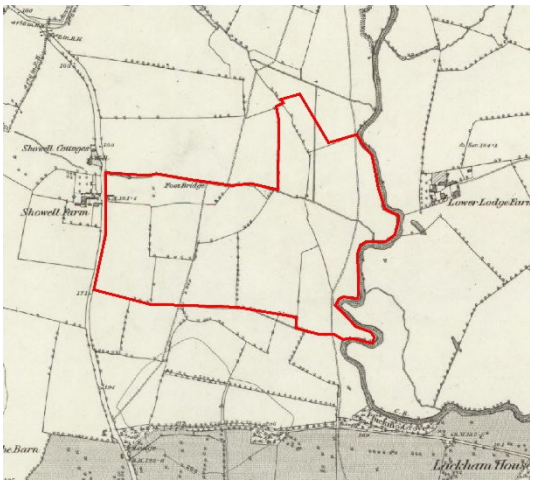


Image EDP 3.1: Extract from the OS Six-inch England and Wales, 1889 with site edged broadly in red.

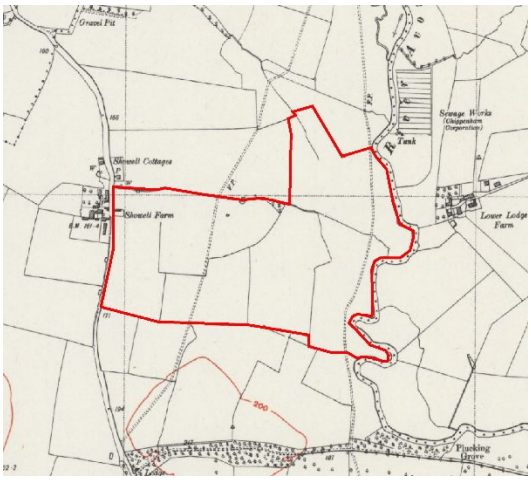


Image EDP 3.2: Extract from the OS Six-inch England and Wales, 1938 with site edged broadly in red.

Public Access and Rights of Way

3.9 A review of the definitive map reveals the following PRoW and open access land within the study area. The surrounding context of the site has an extensive network of PRoW:

- Public Footpath LACO9 runs broadly northwards from the A350 adjacent to Lackham Lodge approximately 320m south of the site. Traversing the elevated landscape immediately to the south, the route then drops into the centre of the site and continues in a northerly direction, exiting the site and crossing parish boundaries to become Footpath CHIP1, which continues northwards eventually connecting to the centre of Chippenham. The time of writing the section of the footpath north of the boundary is currently closed as Rowden Park is built out;

- Following a similar trajectory, Footpath LACO39 heads north from the access road to Lackham College approximately 270m south of the site. The route enters the site and runs broadly parallel to the River Avon within the river plateau. Again, as the route crosses the northern boundary it moves into the Chippenham parish and becomes Footpath CHIP10, eventually meeting Footpath CHIP1 at Pudding Brook, approximately 625m north of the site;

- Footpath CHIP109 runs westwards broadly from the location where the above two footpaths meet, providing pedestrian access to the B4528 via Milbourne Farm; and

- National Cycle Network Route 403 skirts around the south-western edge of the 1km detailed study area. The route crosses the North Wessex Downs and Savernake Forest, linking Chippenham to Marlborough and the Kennet & Avon Canal.

Core Strategy (Published)

3.10 The adopted Wiltshire Core Strategy (January 2015) includes over-arching general development policies to which the development proposals will be tested. Policies that are specific to the site in landscape and visual terms are:

- Core Policy 50: Biodiversity and Geodiversity - Development proposals must demonstrate how features of nature conservation and geological value are protected, retained, buffered, and managed to maintain their ecological value, connectivity and functionality in the long-term. Should features be identified for removal, ecological impacts should be mitigated;

- Core Policy 51: Landscape - Development should protect, conserve and where possible enhance landscape character, with any impacts mitigated through sensitive design and landscape measures;

- Core Policy 52: Green Infrastructure - Development proposals should make provision for the retention and enhancement of Wiltshire's green infrastructure network, and ensure that suitable links to the network are provided and maintained; and

- Core Policy 57 Ensuring High Quality Design and Place Making: Any new development within Wiltshire is expected to achieve "*a high standard of design*". This includes:

    - *"enhancing local distinctiveness by responding to the value of the natural and historic environment";*

    - *"the retention and enhancement of existing important landscaping and natural features in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development";*

    - *"making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area";* and

    - *"ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network)".*

The Chippenham Neighbourhood Plan (CNP) 2023-2038 (Made 29 May 2025)

3.11 The CNP aims to guide the future development and growth of Chippenham town in the period up to 2038. It contains a vision, objectives, and planning policies which seek to ensure that future development within the town is sustainable. The site lies outside of the Neighbourhood Area, however, is bound to the north and the east by the area. Given its proximity, the below policies are considered relevant to the scope of this LVIA:

- Policy SCC2 – Sustainable Design and Construction: Proposals for all major developments will demonstrate optimised sustainability credentials in terms of: a) design; b) construction materials; and c) methods of construction, minimising or avoiding emissions and other environmental impacts;

- Policy GI1 – Protecting and Enhancing Biodiversity: Features of significant biodiversity value should be retained and enhanced, as follows:

    - Retain ancient trees and hedgerows and/or trees and hedgerows of arboricultural value, additional planting should extend tree cover;

    - Retain blue infrastructure and where sustainable drainage systems (SuDS) are being created these should be multifunctional;

    - Retain native plants and wildflower areas and extend through landscaping proposals;

    - Protect bat habitats; and

    - Incorporate into new construction: Green/brown roofs (where appropriate), integrated bird and bat boxes, swift bricks and bee bricks, 13cm x 13cm holes in fencing for hedgehogs and other small mammals to pass through.

- Policy GI4 – Green Corridors: Proposals should seek to:

    - Allow movement of wildlife and people between the countryside and the urban area; and

    - Create new green corridors and connect to the existing and strategic green corridors.

- Policy GI5 – Trees, Woodland and Hedgerows: Proposals should seek to:

    - Protect existing trees, woodland and hedgerows and avoid removal wherever possible;

    - Ancient, veteran and mature trees or trees and hedgerows of ecological, arboricultural or amenity value should be retained. Protection before and after development should be in accordance with British Standard (BS) 5837;

    - Incorporate gateway or landmark trees for placemaking purposes; and

- Deliver new street trees.

- Policy H2 – Housing Design: All residential development in Chippenham will be sustainably designed in accordance with the local design guidance in the Chippenham Design Guide and other policies in the Development Plan.

Section 4
Existing (Baseline) Conditions: Landscape Character

4.1 This section provides an assessment of the 'baseline' (existing) conditions in respect of the character of the site and its landscape context. It summarises any relevant published landscape assessments that contribute to a better understanding of the landscape context. Such assessments provide a helpful understanding of the landscape context, but rarely deliver sufficiently site-specific or up-to-date information to draw robust conclusions about the significance of any change proposed by the development. Accordingly, EDP has undertaken its own assessment of the site itself which is included in this section.

NATIONAL CHARACTER ASSESSMENT

4.2 At the national level, the character of England has been described and classified in the National Character Area (NCA) profiles published by Natural England[3]. The site and its surroundings fall within NCA 117: Avon Vales, which stretches approximately 40km from Frome in the south-western corner across up to Malmesbury in the very northern tip.

4.3 The NCA also provides 'Statements of Environmental Quality' (SEO). These identify potential interventions in order to repair or improve the existing landscape. The below statements are considered relevant to this development:

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

- *"Protect and manage the varied rural landscape of small urban areas amid gently rolling arable and pasture, and thick hedges interspersed with small woods, securing wide ranging views, reinforcing landscape character, preventing soil erosion, promoting sense of place and tranquillity, and providing recreational benefits".*

4.4 For the scale of the development proposed on the site, it is considered that the description of landscape character undertaken at the sub-regional level is more relevant in establishing the landscape resource baseline. As such, of much greater use are the more localised assessments described in the following paragraphs.

[3] https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making/national-character-area-profiles

LOCAL LANDSCAPE CHARACTER ASSESSMENTS (RELEVANT EXTRACTS PROVIDED IN APPENDIX EDP 3)

Wiltshire Landscape Character Assessment (WLCA) (December 2005)

4.5 The WLCA was produced by Land Use Consultants on behalf of Wiltshire County Council to further understand the development of appropriate recommendations for future landscape conservation and management.

4.6 The study breaks the county down into 16 different LCTs, which are all then split further into location specific Landscape Character Areas. The site is identified within 'LCT 12: Open Clay Vale' and 'Landscape Character Area 12B: Avon Open Clay Vale'. This LCT covers a broad area surrounding the site and it is not considered that any further non-host LCTs will be affected by the proposals (**Figure 7.4**) and have therefore not been considered further as part of the LVIA.

4.7 A number of 'Key characteristics' are identified for LCT 12, of which are shown below, with those considered relevant to the site and immediate context underlined:

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

4.8 The study goes on to describe a number of 'Positive landscape features of significance', those considered relevant to the site are underlined:

- *"Wide open skies and views to ridges and downs.*
- *Rich variety of rivers, tributaries, drainage channels and open water bodies, including scarce marl water habitats.*

- *Watercourses lined with riparian vegetation with prominent lines of willows (some pollarded).*
- *Hay meadows with unimproved grassland of ecological interest.*
- *Villages and farmsteads with vernacular mix of local stone and brick.*
- *Visible archaeology in Roman roads, pattern of medieval villages, long established grazing meadows, and the Kennet and Avon Canal corridor."*

4.9 The LCT description also goes on to highlight the influence of busy transport routes and large urban areas have on the area.

4.10 Landscape Character Area 12b: Avon Open Clay Vale' is described as:

"A level, open area with views to the higher ground of the Limestone Ridge to the east. Land is predominantly intensively managed permanent pasture with some arable and small isolated pockets of meadow (such as Sutton Lane Meadow SSSI). Hedgerows, gappy or low flailed in places, enclose fields of varying size. There are sparse hedgerow trees plus willows lines (some pollarded) marking the waterways and poplar shelter belts. Sections of the area remain rural and tranquil despite major routes travelling through (the M4, A350, A342) plus railway lines in cuttings and embankments and the visual influence of modern large scale development on the edges of Chippenham, Trowbridge and Melksham".

Rowden Park

4.11 The land immediately north of the site, referred to here as 'Rowden Park' is currently under construction following outline approval in 2014 (Ref: 14/12118/OUT) for:

"Mixed Use Urban Extension Comprising Residential (Class C3), Local Centre (Classes A1-A5) and (Classes D1 and D2), Primary School, Public Open Space Including Riverside Park and Allotments, Landscaping, 4 Vehicular Accesses, Site Roads and Associated Infrastructure."

4.12 The Riverside Park is proposed to be a major recreational asset connecting the development to the centre of Chippenham. The key principles include:

- *"Access for recreation and leisure It will be informal and mainly open grassy areas perfect for picnics areas, kicking a ball about, flying kites, walking the dog and bird watching etc.*
- *Public art which could be a sculpture trail or a particular landmark.*
- *Improved ecological habitat such as wild flower meadows, wetland areas, more planting to the hedgerow network and access along the riverbank with bird hides and other features.*

- *A new and improved network of cycling and walking trails linking into the rest of Chippenham."*[4]

SPECIAL LANDSCAPE AREA

4.13 A data trawl has not revealed any document in which the characteristics of the SLAs are defined. Throughout this LVIA the SLA designation is considered as a component of landscape value. The following paragraphs provide an assessment of the character of the site and its immediate context with consideration given to the SLA designation that falls across part of the site and the landscape to the south.

EDP SITE ASSESSMENT

4.14 A detailed assessment of the site itself and its immediate surroundings, undertaken by EDP is described below and should be read in conjunction with **Figure 7.2**.

4.15 In general, the character of the site can be split in two based broadly on land use and topography, as identified below. Site visits have taken place between November 2021 and March 2022 and more recently in December 2025 in clear weather conditions. The visits were complemented by a review of aerial photography, mapping and field assessments from publicly accessible locations (e.g. from local roads and public rights of way (PRoW)).

The River Corridor:

- This area comprises two large, irregularly shaped, field parcels that lie adjacent to the River Avon. Due to the generally flat topography and mature landscape features on the periphery, this area has a partially enclosed feel where the wider context of Chippenham and the road corridors appear distant and muted. This is further reinforced by the surrounding topography outside of the site boundaries, where the landform rises to the south and east to restrict a visual connection to the wider landscape. There are, however, areas of relative openness where gaps in vegetation combine with the topography to provide occasional views out to the elevated landscape to the south-west, however, this is seen within the context of the existing pylons running across the site's southern boundary.

Agricultural Fields:

- To the west, three large, broadly rectilinear, agricultural fields lie adjacent to the B4528 and Showell Farm. The mature vegetation running along the internal field boundaries helps to create a sense of enclosure where intervisibility with the wider landscape is generally restricted. The western boundary being the only exception as this is open, where movement and noise along the B4528 and A350 to the west and south-west respectively forms a detracting feature across the agricultural landscape.

[4] Taken from the Rowden Park Design and Access Statement 2014 (Application Reference: 14/12118/OUT) - https://wiltcouncil.force.com/pr/s/planning-application/a0i3z000014eeIxAAI/1412118out?tabset-8903c=2

4.16 Although the site does not retain any physical or visual connection with the urban area of Chippenham to the north, experiences within the site are influenced by its relative proximity to the town. Farmsteads at Showell Farm to the west and Lower Lodge Farm to the east are experienced across a large portion of the site with post and wire fencing allowing a visual connection to the B4528, which provides a busy vehicular route into the heart of Chippenham. Movement along this road provides an audible and visual detractor in the 'Agricultural Fields' to the west, with the wider road network, most notably the A350, providing a consistent hum across the site. The Lackham Roundabout, approximately 50m south-west of the site is situated slightly elevated, which contains further features that can be experienced within the site, such as road signs and streetlights. Perceptual qualities are further reduced by the overhead cables running diagonally across the site towards the Sewage Works to the north, alongside more substantial overhead cable cutting across the site's south-eastern corner and continuing broadly eastwards across the landscape as it rises in elevation.

4.17 The landscape fabric of the site is restricted largely to the field parcel boundaries, as the land itself has been identified as a mixture of 'Poor Semi-Improved Grassland' and 'Arable Grassland'. Field boundaries generally comprise intact species-rich hedgerows interspersed with scattered trees, most notably running broadly north to south through the centre of the site. Scattered trees and areas of scrub can also be found along the edge of the River Avon.

4.18 There are currently no cultural associations with the site or immediate context.

4.19 The quality of the landscape remains typical of an agricultural setting, with elements of higher quality features limited to the field parcel boundaries. Generally, the existing hedgerows are intact, providing green links through the centre, and around the edge of, the site boundary. The hedgerows along the site's northern tip and running north to south between the two arable field parcels are defunct and species-poor, with the site's western edge to the B4528 containing only post and wire fencing.

4.20 Given the scale of the field parcels and the gently undulating local topography, the site retains a good visual connection with the wider landscape. Views out are afforded towards the elevated landform south of the site, as well as Lower Lodge Farm, situated on locally elevated land immediately east of the river. The more distant wooded ridgeline around Naish Hill (approximately 1.9km south-east) can be identified in the backdrop, however, this is seen with the large route of pylons running across the landscape to the east in the foreground. The post and wire fencing along the western boundary also allows a visual connection with the road network (primarily the B4528, but also the A350 further west/south-west), reducing scenic qualities.

4.21 Generally, the features of the site as identified above are not considered rare or unique at a local or national level. However, there are features, such as the willows and poplars along the river's edge, that are identified as characteristic of the LCT in the WCLA, as well as the Arboricultural Survey identifying three Veteran trees within the site boundary.

4.22 As identified above, the site does not exhibit a large number of the identified 'Key characteristics' within LCT 12 of the WCLA. The site is therefore considered to be typical of the overall LCT, containing features such as geometric fields with hedgerows and a pastoral landscape with some arable.

4.23 In terms of conservation interests, both the Ecological Appraisal and Arboricultural Survey identified habitats/features that should be retained, such as the 'Intact Species Rich Hedgerows' and Category A and Veteran Trees. Careful consideration will also need to be given to the setting of the Listed Building within Showell Farm to the north-west of the site and views from both the Rowden and Chippenham Conservation Areas to the north.

4.24 The site contains two PRoW routes, both running broadly north to south, providing good pedestrian connectivity between the landscape to the south around Lackham with the centre of Chippenham further north. The easternmost route also provides a key link between Chippenham and Reybridge/Lacock to the south.

4.25 In terms of visual character, the site is largely typical of a landscape on the fringe of a large settlement, with elements of countryside interspersed with varying levels of development – farmsteads within the locality alongside larger built form in the distance. The local road network reinforces this visual character.

INTERIM CONCLUSIONS: LANDSCAPE CHARACTER

Overall Sensitivity of (WLCA) LCA - LCT 12: Open Clay Vale

4.26 The susceptibility of the landscape and townscape resource is defined as the ability of the receptor (whether the overall character, individual fabric elements or perceptual aspects) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation. On the basis of the above consideration of susceptibility factors for both the Avon Valley Lowland and Open Clay Vale within the study area, whilst there are some higher quality landscape elements along the River Avon Corridor and within the detailed study area, the landscape context is impacted by its urban context within the settlements of Chippenham, Melksham and Trowbridge, the susceptibility considered to be medium. In terms of value, the area is undesignated countryside and landscape features with some distinctive landscape characteristics such as the wooded slopes and river corridor and is considered to be of medium value. The overall sensitivity is therefore judged to be medium.

Overall Sensitivity of the Site Character

4.27 In summary, the main character and valuable fabric of the site is to be found along the field parcel boundaries, which include a number of mature trees and species-rich hedgerows and vegetation along the River Avon corridor. The site is typical of an agricultural landscape in terms of features and condition, however, any sense of rurality is quickly eroded by the surrounding human influences such as prominent farmsteads, noise and movement from the road network to the south and south-west, lying slightly elevated to the site, and the overhead communications network running through and adjacent to the site. The susceptibility is therefore considered to be medium. In terms of value, the site itself and landscape features are undesignated with some distinctive landscape characteristics such as the mature trees along field boundaries and river corridor along the eastern edge. Detractors are generally limited to the overhead cables visible from within the site and the noise and movement along the nearby road corridor. The landscape value is judged to be medium.

4.28 The site does not lie within a nationally or locally designated landscape, when considering this in combination with the above, the overall sensitivity is therefore judged to be medium.

4.29 The landscape character receptors to be assessed within this LVIA have been summarised in **Table EDP 4.1** for convenience.

Table EDP 4.1: Landscape Character Receptor Summary

Receptor	**Overall Sensitivity**
Landscape Character and Fabric of the Site	Medium
County: LCA - LCT 12: Open Clay Vale	Medium

Section 5
Existing (Baseline) Conditions: Visual Amenity

INTRODUCTION

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

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

STEP ONE: DEFINING ZONES OF THEORETICAL AND PRIMARY VISIBILITY

5.3 The starting point for an assessment of visual amenity is a computer-generated 'zone of theoretical visibility' (ZTV). The ZTV is derived using digital landform height data only and therefore it does not account for the screening effects of intervening buildings, structures or vegetation, but it does give a prediction of the areas that, theoretically, may be able to experience visual change; it thus provides the basis for more detailed field assessment.

5.4 The ZTV is then refined by walking and driving local roads, rights of way and other publicly accessible viewpoints to arrive at a more accurate, 'field-tested' zone of primary visibility (ZPV). The ZPV is where views of the proposed development would normally be close-ranging and open, whether in the public or private domain, on foot, cycling or in a vehicle. In this instance, the field assessment was undertaken by a qualified landscape architect during November 2021, March 2022, December 2025 and March 2026 in clear weather conditions and therefore confidently predicts the extent of wintertime views of the proposed development.

5.5 Beyond the ZPV lies a zone of visibility that is less open, being either partly-screened or filtered. Views from within this zone would include the proposal – it may not be immediately noticeable, but once recognised would be a perceptible addition to the view.

5.6 **Figure 7.6** illustrates the findings of the visual appraisal from which it can be seen that the ZPV extends as follows:

- To the north the landscape continues along the River Avon corridor, which remains broadly flat. Middle distance views are afforded from the PRoW that runs through the site as it continues northwards, however, as the topography rises in elevation towards Chippenham, vegetation and built form help to screen views into the site;

- The topography rises sharply within the landscape to the east of the site where Lower Lodge Farm sits, which is afforded elevated views across the site parcels. Beyond this, intervening vegetation and built form help to restrict views into the site from the

landscape to the east. Longer views are available from elevated receptors on Nockets Hill, however, the site is seen within the context of the urban edge of Chippenham further north;

- Immediately south of the site lies a localised elevated landform along the access road to Lackham College. This landform helps to heavily restrict the ZPV within the landscape to the south, with views restricted to the PRoW running through the site as it ascends the slope towards the access road. Views further south are screened by intervening topography and vegetation; and

- The landscape to the west is generally flat, however, the railway line dissects the area approximately 625m west of the site, which sits in a well-treed corridor helping to screen middle and long distance views in this direction. Closer views are restricted to those receptors abutting the site's western boundary, such as Showell Farm and the B4528.

STEP TWO: DEFINING RECEPTOR GROUPS

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

Rights of Way Users

5.8 PRoWs are typically given a high sensitivity due to their use as recreational routes. The following PRoW routes have been considered as part of this assessment:

Public Footpath LACO9/CHIP1

5.9 The above footpaths form one single route between Chippenham to the north and the landscape to the south around the access road to Lackham College, crossing parish boundaries along the site's northern boundary. Elevated views are afforded towards the western part of the site from the southern edge of the route as it descends towards the site boundary (**Photoviewpoint EDP 11**). Properties at Showell Farm and the former nursery form contrasting components in the landscape, with intervening vegetation screening any intervisibility with the River Avon corridor to the east. Open views are afforded across the site as the footpath enters through the southern boundary (**Photoviewpoint EDP 12**), broadly forming the site's most elevated point. As the route exits the site along the northern boundary, views are again open in a southerly direction, with field boundary vegetation helping to filter views into field parcels within the site to the north and east (**Photoviewpoint EDP 1**). Immediately north of the site, the footpath is under a temporary closure due to the ongoing works at Rowden Park, for an approximate stretch of 340m. **Photoviewpoint EDP 2** has been included at the other end of the closure to illustrate the view, where it is anticipated that views from this location will soon be screened by the built form under construction. Views become heavily filtered and largely screened as the route approaches Rowden Manor approximately 1km north of the site (**Photoviewpoint EDP 5**).

Public Footpath LAC039/CHIP110

5.10 The above footpaths form one single route, broadly north to south parallel to the River Avon, between Rowden Park to the north and Lackham College to the south, crossing parish boundaries along the site's northern boundary. As the route heads north from the elevated landscape surrounding Lackham College, views are generally well screened by the intervening vegetation. As the route approaches a small pond approximately 100m south of the site, the southern field parcels can be identified through boundary vegetation (**Photoviewpoint EDP 9**). The route then enters the site along the southern boundary and users are afforded open views into the eastern half of the site where the flood zones lie, with intervening vegetation and topography helping to heavily filter views towards the agricultural fields in the west (**Photoviewpoint EDP 10**). As the route crosses the northern boundary it becomes CHIP110, which again contains views of the eastern part of the site over the northern boundary, which is currently a post and wire fence, with the western part screened by intervening vegetation and topography (**Photoviewpoint EDP 3**). As the route continues north views become further filtered by intervening vegetation (**Photoviewpoint EDP 4**).

Public Footpath CHIP109

5.11 This footpath heads eastwards from the B4643 and connects to the River Avon and Footpaths CHIP1 and CHIP109 approximately 500m north of the site. Views from the majority of this receptor are screened by intervening vegetation and built form, however, glimpses are afforded from the eastern extent of the route (**Photoviewpoint EDP 4**).

Bridleway CHIP5

5.12 Running broadly east to west approximately 1km north of the site, and runs along the access track to Rowden Manor. Views from this receptor are largely screened by intervening vegetation, with limited glimpses afforded from the eastern edge of the bridleway (**Photoviewpoint EDP 5**).

Public Footpath CHIP49

5.13 This route heads west from the disused Pewsham Locks along the old canal approximately 1.9km west of the site. Views from this receptor are screened by intervening mature vegetation running along the southern edge of the footpath (**Photoviewpoint EDP 6**).

Public Footpath CALW82

5.14 Running broadly east to west within the elevated landscape approximately 2km east of the site. The site can be glimpsed in the middle distance from elevated positions through intervening vegetation, where the large former nursery abutting the site boundary helps to identify the site's broad location (**Photoviewpoint EDP 7**).

Road Users

B4528

5.15 Running along the entirety of the site's western boundary, users of the B4528 are afforded open views into the site as it passes the boundary through the post and wire fencing. The available views are generally restricted to the large arable field within the western half of

the site, with field boundary vegetation restricting intervisibility with the remainder of the site. These views are also restricted to road users abutting the site boundary, views from the road to the north are heavily filtered and screened by intervening vegetation and built form. The urban nature of this route results in a low sensitivity.

A350

5.16 The A350 forms a bypass around the western edge of Chippenham, the road lies approximately 60m to the south-west of the site at its nearest point at the Lackham Roundabout. Users of the road are afforded glimpses into the south-western corner of the site from this location, however, generally views towards the site from this receptor are well screened by vegetation and topography. This route is considered to be low sensitivity.

Access Road to Lackham College

5.17 Heading south-east from the Lackham Roundabout, users of this access road are afforded glimpses into the site as it rises in elevation. This is restricted to a limited section of the road as the majority of it runs through woodland. Views are filtered by intervening vegetation along the road edge and the site's southern boundary. This route runs through a rural landscape and is therefore given a medium sensitivity.

Residential Dwellings/Groups

5.18 Views from private residential properties, although likely to be of high to very high sensitivity to changes in the view, are not protected by national planning guidance or local planning policy. Accordingly, changes to the character, 'quality' and nature of private views are not a material planning consideration in the determination of a planning application. However, they remain relevant to this review of the predicted extent and nature of visual change, so are reviewed briefly below. Refer to **Figure 7.6** for locations.

Showell Farm

5.19 The farmhouse itself is afforded open views into the site over the B4528, where vegetation along the internal field boundaries prevents any intervisibility with the River Avon corridor along the site's eastern edge. The recently planted woodland belt can be seen within the foreground, surrounding the disused farm building along the site's western boundary.

Showell Cottages

5.20 Lying approximately 90m north-east of the site, Showell Cottages are afforded oblique views into the site from upper storeys, with vegetation screening any intervisibility from the ground floor and garden. The site is seen with the busy B4528 and the former nursery in the foreground.

Showell House

5.21 Located approximately 120m to the north of the site, this receptor is afforded rear and gable end views towards the site over intervening vegetation. The former nursery forms the main component of the view with the agricultural field parcels identifiable to the south.

Barleigh House, Casamia and Fieldings

5.22 Located approximately 175m to the north of the site and accessed via a private driveway, these three properties are afforded glimpses through to the northern edge of the site through intervening vegetation and built form. As above, the former nursery forms the main component in the overall view but a visual connection is maintained with the elevated landscape to the south of the site.

Beaumont

5.23 This property abuts the site's northern boundary and is currently afforded open views into the agricultural fields within the western part of the site.

Lower Lodge Farm

5.24 This receptor sits on elevated land to the east of the River Avon, and due to its proximity (approximately 160m) is afforded open views across the site.

STEP THREE: DEFINING REPRESENTATIVE VIEWPOINTS

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

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

5.26 The representation of views is supported by 13 Photoviewpoints (PVPs), the number and location of which has been agreed with the LPA[6]. Their location is illustrated on **Figure 7.6**. Photographs from the selected viewpoints are contained in **Appendix EDP 4**. The purpose of these viewpoints is to aid assessment of a visual receptor(s). These viewpoints are not assessed separately.

Table EDP 5.1: Summary of Representative Viewpoints

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
1	View southwards from Footpath LAC09 as it enters the site	391261, 170995	0m; south	PRoW Users – High Sensitivity

[6] 13 Photoviewpoints agreed via email with Mark Goodwin at Wiltshire Council on 14 February 2022

PVP No.	Location	Grid Reference	Distance and Direction of View	Reason(s) for Selection and Sensitivity of Receptor
2	View south from Footpath CHIP1 adjacent to former nursery	391390, 171288	97m; south	PRoW Users – High Sensitivity
3	View south from Footpath CHIP10 adjacent to site's north-eastern corner	391678, 171241	105m; south	PRoW Users – High Sensitivity
4	View south from Footpath CHIP10 as it meets Footpath CHIP109	391659, 171596	364m; south	PRoW Users – High Sensitivity
5	View south from Footpath CHIP1/Bridleway CHIP5 adjacent to Rowden Manor	391609, 172128	877m; south	PRoW Users – High Sensitivity
6	Long distance view westwards from Footpath CHIP49 adjacent to Pewsham Locks	393679, 171071	1.9km; west	PRoW Users – High Sensitivity
7	Long distance elevated view from Footpath CALW82 at Nocketts Hill	394261, 170206	2.5km; north-west	PRoW Users – High Sensitivity
8	Elevated view towards site from local lane along Nash Hill to the south-east	393186, 169288	2.1km; north-west	Road Users – Medium Sensitivity
9	Elevated view northwards from Footpath LACO39 as it approaches the site's southern boundary	391636, 170448	256m; north	PRoW Users – High Sensitivity
10	View north-west from Footpath LACO39 as it enters the site from the south	391631, 170553	154m; north	PRoW Users – High Sensitivity
11	Elevated view northwards from Footpath LACO9	391156, 170568	124m; north	PRoW Users – High Sensitivity
12	View north from Footpath LACO9 as it enters the site along the southern boundary	391174, 170639	51m; north	PRoW Users – High Sensitivity
13	Elevated view eastwards from a local lane as it crosses the railway line	389920, 170514	1km; north-east	Road Users – Medium Sensitivity

Section 6
The Proposed Development and Mitigation

6.1 Having defined the baseline conditions in the previous two sections, this report now reviews the Proposed Development and landscape and visual mitigation.

THE PROPOSED DEVELOPMENT

6.2 The Proposed Development has been progressed through a process of iterative design, consultation and engagement, and has included inputs from the team compiling the LVIA. This process has culminated in a 'design freeze' where the parameters of the Proposed Development have been confirmed and on which the landscape and visual assessment has been undertaken. The parameters of the Proposed Development are set out in five Parameter Plans as follows:

- Land Use;
- Green Infrastructure;
- Scale – including Building Heights and Building Footprint;
- Development Density; and
- Access and Movement.

6.3 The LVIA and wider EIA have been based on the Parameter Plans for the Proposed Development and has tested provision of:

- Up to 400 dwellings;
- A Local Centre, accommodating uses within classes E (commercial, business and service), C3 (dwellings) and F2 (local community uses); and
- Public open space, including natural green space, amenity green space, parks, play space, allotments and community orchard.

6.4 An Illustrative Masterplan has been produced to 'realise' the parameters, although it should be noted that the assessments within the ES are only based on the information shown on the Parameter Plans. A key part of the scheme's evolution in terms of the LVIA has been the evolution of the Landscape Strategy, the details of which are provided below.

LANDSCAPE STRATEGY

Overview

6.5 The site delivers a robust landscape strategy that sympathetically integrates the Proposed Development into the receiving landscape; redefines the urban edge of Chippenham; and contributes to the recreational benefits of the wider Riverside Park.

6.6 The Proposed Development offers a generous and high-quality landscape setting, creating a soft interface along the southern edge of Chippenham. To assimilate the site into its surroundings and create a sympathetic transition between Chippenham and the surrounding countryside, a landscape-led approach has been adopted whereby the landscape strategy has been a guiding factor throughout the design process.

6.7 The layout, function and design of the landscape strategy has been guided by a number of 'Landscape Principles' that draw on the findings from supporting technical assessments, local guidance and contextual exemplars:

- The Riverside Park will form a continuation of the principles established to the north along the River Avon within the Rowlands Masterplan. This includes large areas of meadow grassland, pockets of native scrub and specimen tree planting;
- Semi-informal tree planting along the extent of the developable area will help soften views from the landscape to the south and the existing PRoW within the Riverside Park adjacent to the River Avon;
- Where possible, existing vegetation is to be retained and enhanced and incorporated into the Green Infrastructure network;
- Provide an extensive Green Infrastructure network incorporating a range of habitats to allow the site to achieve a net gain in biodiversity;
- An area within the Riverside Park will be dedicated to informal alternative recreation. Mown grass paths and areas of open amenity space will create opportunities for jogging, dog walking and training, and space for unstructured wellbeing activities such as picnics and yoga;
- The Riverside Park will incorporate a structured hierarchy of pedestrian routes, including the existing PRoW on its original alignment, as well as secondary and tertiary footpaths will include resin bound gravel and informal mown paths respectively that will provide a range of walking routes that vary in character and distance;
- Drainage features, including attenuation basins and infiltration strips, will be combined with wetland habitats to create a 'ecotone' of planting that will optimise the benefits to wildlife;
- Incidental areas for play will be dispersed through the Riverside Park creating opportunities for 'play on the way'. Play elements will include natural features such as logs, boulders and interest through landform;

- Tree planting across the site will include a mixture of broadleaf species, such as oak and birch; and

- Tree planting within the flood zone to the east will predominately include wetland species, such as willow and alder.

6.8 The Riverside Park will constitute a wider network of green links that connect Chippenham to the surrounding landscape, providing recreational opportunities for all.

Key Components of the Landscape Strategy

Primary Road

6.9 The primary road enters at the south-western edge via the B4528 and forms a loop through the site affording connectivity to the residential areas. The character will be consistent across the route to reflect hierarchy and create internal legibility. The route will have a verge on either side to allow for avenue street tree planting with an opportunity to integrate rain gardens. The route will also allow connections with the wider Green Infrastructure strategy as it moves through the built form.

Riverside Park

6.10 Forming a large proportion of the open space, the Riverside Park is set adjacent to the River Avon, forming a green corridor continuing the principles set out within the Rowden masterplan to the north. The park will be managed for biodiversity and nature enhancement with wet meadows, areas of scrub and woodland clusters along the rivers edge.

Formal Open Space

6.11 The remainder of the landscape framework will be provided as formal open space including pocket parks dispersed throughout the development. Whilst defined as a separate landscape typology, the formal open space is largely informed by and responds to its surroundings and contextual character. The areas of formal open space will host the majority of play and sports provision as set out in the 'play strategy'.

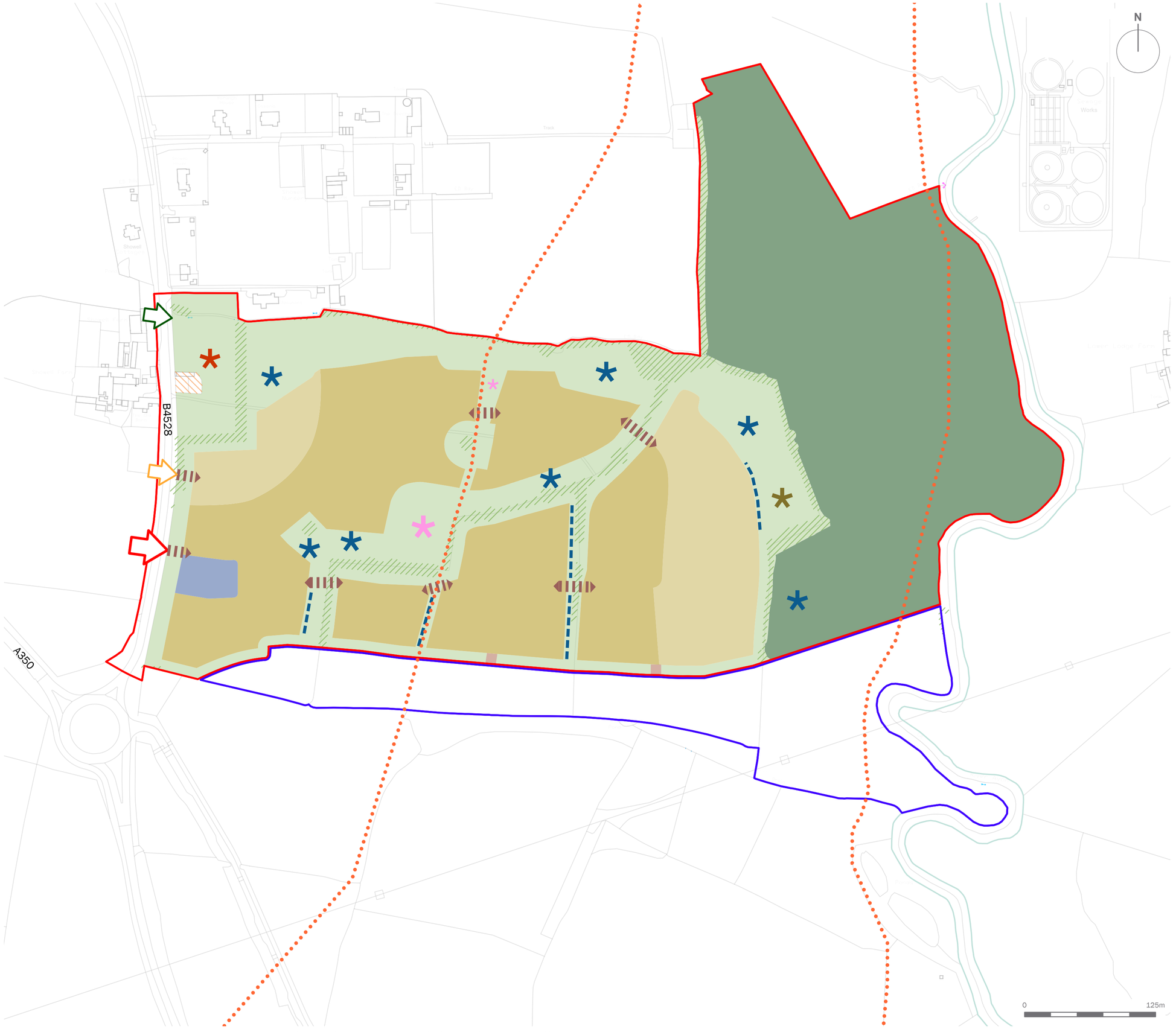
6.12 In adopting the above mitigation measures, the Proposed Development scheme design serves to reduce the magnitude of potential landscape and visual effects on the identified baseline receptors. The Proposed Development also seeks to retain and improve the key areas of existing vegetation and compensate for loss of areas assessed as less important in landscape, ecological and arboricultural terms.

PROPOSED LANDSCAPE ENHANCEMENT

6.13 In addition to the above mitigation measures, which are inherent in the land choice and within the Proposed Development as shown on the illustrative plans, the proposal would provide significant benefits for the local community including: the provision of housing to meet the needs of the Local Authority; new areas of attractive, accessible, linked public open space across a site that previously had only limited formal public access, which would be enhanced by sympathetic management of retained vegetation and Sustainable Drainage System (SuDS) features. The detailed design of these areas, secured through Reserved

Matters, would be crucial to maximising their value for informal recreation, visual and wildlife amenity.

Appendix EDP 1
Parameter Plan
(edp2272_d024ab 15 April 2026 NBo/PWi)



Site Boundary (29.97ha)

Other Land in the Applicants Control

Proposed Land Uses

Total Residential Development - 10.70ha

Residential Development
Ridge heights up to 12.5m (3 Storeys) from proposed ground level (excluding point features)

Residential Development
Heights up to 10m (2 Storeys) from proposed ground level (excluding point features)

Local Centre - 0.2ha
Ridge height up to 12.5m (excluding point features)

Retained Shelter Shed and Enclosure Wall

Green Infrastructure

Open Space, which includes:
Amenity Green Space, Parks, Sport and Recreation, Play Space, and Allotments

Natural Green Space

Existing Vegetation to be Retained
Subject to Arboricultural Impact Assessment

Indicative Location of Swale

Indicative Location of Attenuation Features

Indicative Location for Community Gardens/Allotments

Indicative Location for Formal Area of Play

Indicative Location for Informal Area of Play

Indicative Location for Orchard Planting

Access and Movement

Proposed Vehicular, Cycle and Pedestrian Access

Proposed Emergency Vehicle, Pedestrian and Cycle Access

Potential Pedestrian/Cycle Access

Indicative Locations for Vehicular Access Between Development Parcels

Corridor of Retained Land to Facilitate Field Access

Existing Public Right of Way Retained

client
Hallam Land

project title
Land East of Showell Farm, Chippenham

drawing title
Parameter Plan

date	**15 APRIL 2026**	drawn by	**NBo**
drawing number	**edp2272_d024ab**	checked	**PWi**
scale	**1:2,500 @ A2**	QA	**OSh**

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Appendix EDP 2
Methodology: Thresholds and Definitions of Terminology used in this Assessment

A2.1 Landscape and Visual Assessments are separate, though linked procedures. Landscape effects derive from changes in the physical landscape fabric which may give rise to changes in its character and how this is experienced. Visual effects relate to changes that arise in the composition of available views as a result of changes to the perception of the landscape, to people's responses to the changes and to the overall effects with respect to visual amenity.

A2.2 A number of factors influence professional judgement when assessing the degree to which a particular landscape or visual receptor can accommodate change arising from a particular development. Sensitivity is made up of judgements about the 'value' attached to the receptor, which is determined at baseline stage, and the 'susceptibility' of the receptor, which is determined at the assessment stage when the nature of the proposals, and therefore the susceptibility of the landscape and visual resource to change, is better understood.

A2.3 Susceptibility indicates "*the ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences*"[7]. Susceptibility of visual receptors is primarily a function of the expectations and occupation or activity of the receptor.

A2.4 **Table EDP A2.1** provides an indication of the criteria by which the overall sensitivity of a landscape receptor is judged within this assessment, and considers both value and susceptibility independently.

Table EDP A2.1: Defining the Sensitivity of the Landscape Baseline

EDP Assessment Terminology and Definitions	
Landscape Baseline – Overall Sensitivity	
Very High	***Value***: Nationally/internationally designated/valued countryside and landscape features; strong/distinctive landscape characteristics; absence of landscape detractors.
	Susceptibility: Strong/distinctive landscape elements/aesthetic/perceptual aspects; absence of landscape detractors; landscape receptors in excellent condition. Landscapes with clear and widely recognised cultural value. Landscapes with a high level of tranquillity.
High	***Value***: Locally designated/valued countryside (e.g. Areas of High Landscape Value, Regional Scenic Areas) and landscape features; many distinctive landscape characteristics; very few landscape detractors.

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

EDP Assessment Terminology and Definitions	
	Susceptibility: Many distinctive landscape elements/aesthetic/perceptual aspects; very few landscape detractors; landscape receptors in good condition. The landscape has a low capacity for change as a result of potential changes to defining character.
Medium	***Value***: Undesignated countryside and landscape features; some distinctive landscape characteristics; few landscape detractors.
	Susceptibility: Some distinctive landscape elements/aesthetic/perceptual aspects; few landscape detractors; landscape receptors in fair condition. Landscape is able to accommodate some change as a result.
Low	***Value***: Undesignated countryside and landscape features; few distinctive landscape characteristics; presence of landscape detractors.
	Susceptibility: Few distinctive landscape elements/aesthetic/perceptual aspects; presence of landscape detractors; landscape receptors in poor condition. Landscape is able to accommodate large amounts of change without changing these characteristics fundamentally.
Very Low	***Value***: Undesignated countryside and landscape features; absence of distinctive landscape characteristics; despoiled/degraded by the presence of many landscape detractors.
	Susceptibility: Absence of distinctive landscape elements/aesthetic/perceptual aspects; presence of many landscape detractors; landscape receptors in very poor condition. As such landscape is able to accommodate considerable change.

A2.5 For visual receptors, judgements of susceptibility and value are closely interlinked considerations. For example, the most valued views are those which people go and visit because of the available view – and it is at those viewpoints that their expectations will be highest and thus most susceptible to change.

A2.6 **Table EDP A2.2** provides an indication of the criteria by which the overall sensitivity of a visual receptor is judged within this assessment, and considers both value and susceptibility together.

Table EDP A2.2: Defining the Sensitivity of the Visual Baseline

Visual Baseline – Overall Sensitivity	
Very High	***Value/Susceptibility***: View is: designed/has intentional association with surroundings; recorded in published material; from a publicly accessible heritage asset/designated/promoted viewpoint; nationally/internationally designated right of way; protected/recognised in planning policy designation.
	Examples: May include views from residential properties; National Trails; promoted holiday road routes; designated countrywide/landscape features with public access; visitors to heritage assets of national importance; open Access Land.
High	***Value/Susceptibility***: View of clear value but may not be formally recognised e.g. framed view of scenic value or destination/summit views; inferred that it may have value for local residents; locally promoted route or PRoW.

Visual Baseline – Overall Sensitivity	
	Examples: May include from recreational locations where there is some appreciation of the visual context/landscape e.g. golf, fishing; themed rights of way with a local association; National Trust land; panoramic viewpoints marked on OS maps; road routes promoted in tourist guides and/or for their scenic value.
Medium	***Value/Susceptibility***: View is not widely promoted or recorded in published sources; may be typical of those experienced by an identified receptor; minor road routes through rural/scenic areas.
	Examples: May include people engaged in outdoor sport not especially influenced by an appreciation of the wider landscape e.g. pitch sports; views from minor road routes passing through rural or scenic areas.
Low	***Value/Susceptibility***: View of clearly lesser value than similar views from nearby visual receptors that may be more accessible.
	Examples: May include major road routes; rail routes; receptor is at a place of work but visual surroundings have limited relevance.
Very Low	***Value/Susceptibility***: View may be affected by many landscape detractors and unlikely to be valued.
	Examples: May include people at their place of work, indoor recreational or leisure facilities or other locations where views of the wider landscape have little or no importance.

MAGNITUDE OF CHANGE

A2.7 The magnitude of any landscape or visual change is determined through a range of considerations particular to each receptor. The three attributes considered in defining the magnitude are:

- Scale of Change;
- Geographical Extent; and
- Duration and reversibility/Proportion.

A2.8 **Table EDP A2.3** provides an indication of the criteria by which the geographical extent of the area will be affected within this assessment.

Table EDP A2.3: Geographical Extent Criteria

Landscape Receptors	Visual Receptor Criteria
Large scale effects influencing several landscape types or character areas.	Direct views at close range with changes over a wide horizontal and vertical extent.
Effects at the scale of the landscape type or character areas within which the proposal lies.	Direct or oblique views at close range with changes over a notable horizontal and/or vertical extent.

Landscape Receptors	Visual Receptor Criteria
Effects within the immediate landscape setting of the site.	Direct or oblique views at medium range with a moderate horizontal and/or vertical extent of the view affected.
Effects at the site level (within the development site itself).	Oblique views at medium or long range with a small horizontal/vertical extent of the view affected.
Effects only experienced on parts of the site at a very localised level.	Long range views with a negligible part of the view affected.

A2.9 The third, and final, factor, in determining the predicted magnitude of change is duration and reversibility. Duration and reversibility are separate but linked considerations. Duration is judged according to the defined terms set out below, whereas reversibility is a judgement about the prospects and practicality of the particular effect being reversed in, for example, a generation. The categories used in this assessment are set out in **Table EDP A2.4**.

Table EDP A2.4: Factors Influencing Judgements on Magnitude of Change

Duration	Reversibility
Long Term (20+ years)	Permanent with unlikely restoration to original state e.g., major road corridor, power station, urban extension, hydrocarbons.
Medium to long term (10 to 20 years)	Permanent with possible conversion to original state e.g., agricultural buildings, retail units.
Medium term (5 to 10 years)	Partially reversible to a different state e.g., mineral workings.
Short term (1 to 5 years)	Reversible after decommissioning to a similar original state e.g., renewable energy development.
Temporary (less than 12 months)	Quickly reversible e.g., temporary structures.

Table EDP A2.5: Defining the Magnitude of Change to the Landscape and Visual Baseline

Magnitude of Change	
(Considers Scale of Proposal/Geographical Extent/Duration and Reversibility/Proportion)	
Very High	***Landscape***: Total loss/major alteration to key receptors/characteristics of the baseline; addition of elements that strongly conflict or fails to integrate with the baseline.
	Visual: Substantial change to the baseline, forming a new, defining focus and having a defining influence on the view.
High	***Landscape***: Notable loss/alteration/addition to one or more key receptors/-characteristics of the baseline; or addition of prominent conflicting elements.
	Visual: Additions are clearly noticeable and part of the view would be fundamentally altered.

Magnitude of Change	
Medium	***Landscape***: Partial loss/alteration to one or more key receptors/characteristics; addition of elements that are evident but do not necessarily conflict with the key characteristics of the existing landscape.
	Visual: The proposed development will form a new and recognisable element within the view which is likely to be recognised by the receptor.
Low	***Landscape***: Minor loss or alteration to one or more key landscape receptors/-characteristics; additional elements may not be uncharacteristic within existing landscape.
	Visual: Proposed development will form a minor constituent of the view being partially visible or at sufficient distance to be a small component.
Very Low	***Landscape***: Barely discernible loss or alteration to key components; addition of elements not uncharacteristic within the existing landscape.
	Proposed development will form a barely noticeable component of the view, and the view whilst slightly altered would be similar to the baseline.
Imperceptible	*In some circumstances, changes at representative viewpoints or receptors will be lower than 'Very Low' and changes will be described as 'Imperceptible'. This will lead to negligible effects.*

PREDICTED EFFECTS

A2.10 In order to consider the likely level of any effect, the sensitivity of each receptor is combined with the predicted magnitude of change to determine the level of effect, with reference also made to the geographical extent, duration and reversibility of the effect within the assessment. Having taken such a wide range of factors into account when assessing sensitivity and magnitude at each receptor, the level of effect can be derived by combining the sensitivity and magnitude in accordance with the matrix in **Table EDP A2.6**.

Table EDP A2.6: Determining the Predicted Levels of Effects to the Landscape and Visual Baseline

Overall Sensitivity	**Overall Magnitude of Change**				
	Very High	**High**	**Medium**	**Low**	**Very Low**
Very High	Substantial	Major	Major/-Moderate	Moderate	Moderate/ Minor
High	Major	Major/ Moderate	Moderate	Moderate/ Minor	Minor
Medium	Major/ Moderate	Moderate	Moderate/-Minor	Minor	Minor/ Negligible
Low	Moderate	Moderate/ Minor	Minor	Minor/ Negligible	Negligible
Very Low	Moderate/ Minor	Minor	Minor/-Negligible	Negligible	Negligible/ None

Table EDP A2.7: Definition of Effects

Definition of Effects	
Substantial	Effects that are in complete variance to the baseline landscape resource or visual amenity.
Major or Major/Moderate	Effects that result in noticeable alterations to much (*Major effect*) or some (*Moderate/Major effect*) of the key characteristics of the landscape resource or aspects of visual amenity.
Moderate	Effects that result in noticeable alterations to a few of the key characteristics of the baseline landscape resource or aspects of visual amenity.
Minor or Minor/Negligible	Effects that result in slight alterations to some (*Minor effect*) or a few (*Minor/Negligible*) of the key characteristics of the landscape resource or aspects of visual amenity.
Negligible or Negligible/None	Effects that result in barely perceptible alterations to a few (*Negligible effect*) or some (*Negligible/None effect)* of the key characteristics of the landscape resource or aspects of visual amenity.
None	No detectable alteration to the key characteristics of the landscape resource or aspects of visual amenity.

A2.11 Effects can be adverse (negative), beneficial (positive) or neutral. The landscape effects will be considered against the landscape baseline, which includes published landscape strategies or policies if they exist. Changes involving the addition of large scale man-made objects are typically considered to be adverse, unless otherwise stated, as they are not usually actively promoted as part of published landscape strategies.

A2.12 Visual effects are more subjective as peoples' perception of development varies through the spectrum of negative, neutral and positive attitudes. In the assessment of visual effects the assessor will exercise objective professional judgement in assessing the level of effects and, unless otherwise stated, will assume that all effects are adverse, thus representing the worst case scenario. Effects can be moderated by maturation of landscape strategies.

A2.13 The timescale of each effect is also important and effects are generally assessed at time stamps in the whole development life cycle: temporary (at a mid-point in construction), short-term (completion at year 1), medium-term (typically 15 years), medium- to long-term (15+ years). In some cases, the operational phase of a scheme could be considered 'temporary'.

GLOSSARY OF TERMS

Table EDP A2.8: Glossary of Terms

Term	**Definition**
Baseline	The existing (pre-development) landscape and visual context of a study area, including landscape fabric, landscape character and existing views. The landscape baseline is not static and may be changing for various reasons. The landscape baseline can also consider such factors and

Term	Definition
	describe the likely future landscape character of the landscape, without the proposed development.
Digital Terrain Model (DTM)	A three-dimensional digital model of the bare earth surface or terrain.
Digital Surface Model (DSM)	A three-dimensional digital model of the terrain including surface objects such as buildings, structures and vegetation, as well as the terrain surface.
Effects	A predicted change in the environmental baseline as a result of the proposed development. Effects can be positive or negative.
Field Pattern	The pattern of hedges and walls that define fields in farmed landscapes.
Intervisibility	Two points on the ground or two features are described as "intervisible" when they are visible from each other.
Landscape	Landscape results from the way that different aspects of our environment (physical, social, aesthetic and perceptual) interact together and are perceived by us: • Physical elements – e.g. geology, landform, soils, flora and fauna; • Social elements – e.g. land use, enclosure patterns, and the patterns, form and scale of settlements and other built development; • Aesthetic factors – e.g. colour, form, visual texture and pattern, sounds, smells and touch; and • Perceptual factors – e.g. memories, associations, stimuli and preferences.
Landscape Capacity	The degree to which a particular landscape character type or area is able to accommodate change without significant effects on its character. Capacity is likely to vary according to the type and nature of change being proposed.
Landscape Character	Landscape character arises from a distinct, recognisable and consistent pattern of physical and social elements, aesthetic factors and perceptual aspects in the landscape.
Landscape Character Areas	Single unique areas that are discrete geographical areas containing one or more landscape types.
Landscape Character Types	Generic units of landscape that display a distinct, consistent and recognisable landscape character.
Landscape Condition	Description of the maintenance and condition of landscape elements and the degree to which landscape elements are representative of the landscape character area.
Landscape Element	A physical component (both natural and manmade) of the landscape.
Landscape Fabric	The elements and features that constitute the physical components of the landscape, including ground vegetation, hedgerows, trees, shrubs, walls, fences and vernacular structures.
Landscape Units	An umbrella term for landscape character areas and landscape character types.
Landscape Value	The importance or value of the landscape to society, usually based on landscape designations or policies as indicators of recognised value.

Term	Definition
Mitigation	Measures, including any process, activity or design that will avoid, reduce, remedy or compensate for the predicted effects of a development on the environmental baseline.
Public Access	Land with public access includes: • **Definitive rights of way** – public footpaths, bridleways, cycle routes, Byways Open to All Traffic (BOATS) and highways. Shown on Definitive Rights of Way maps held by the Local Authority. • **Permissive paths and bridleways** – routes where there is public access with the permission of the landowner. Such routes are usually closed at least one day a year to prevent establishment of a public right of way; • **Public open space** – areas designated for specified public uses, usually in the ownership of the Local Authority. Includes parks and recreation grounds. Shown on Local Development Plans; • **Beaches** – the public have permitted access to much of the foreshore (intertidal zone – between high and low tide marks) owned by the Crown Estate, and on land above high water mark owned by the Local Authority. Some beaches above high tide mark are privately owned and some beaches and foreshore have restricted access for military purposes; • **Access land** – land where public access is currently permitted with the permission of landowners. Includes land outlined in purple on the OS Explorer (1:25,000) sheets and with: • No symbol – land open to public with permission of owners; • White oak leaf in purple box – National Trust, always open; • Purple oak leaf in white box – National Trust limited access; • Tree symbols in purple box – Forestry Commission; • Single leaf in purple box – Woodland Trust; and • White "AL" in purple box – other access land. • **Open access land** – areas of mountains, moor, heath, down, common land and coastal foreshore that have been designated under Section 2 of the *Countryside and Rights of Way (CRoW) Act* 2000. The right of access is for walkers only and does not extend to cycling, horse riding or driving a vehicle, nor does the right of access apply to developed land, gardens or cultivated land. Under the *CRoW Act* 2000, there was a process of consultation that allowed the right of appeal for those with a legal interest in the land, and for sensitive ecological or archaeological sites to be excluded. Conclusive maps showing the areas designated as open access land (Registered Common Land and Open Country) are now available from Natural England (in England) and the Countryside Council for Wales (in Wales).
Viewing Distance	The distance that a viewpoint illustration should be held from the eye in order for the illustration to match the scale of the actual view when used in the field to identify the location and scale of the proposed development.

Term	Definition
Visibility	Visibility is a measure of the distance that can be seen by the human eye at any one time. Daylight visibility will depend on several factors, including: • Atmospheric transparency (governed by the solid and liquid particles held in suspension in the atmosphere); • Degree of contrast between an object and the background against which it is observed; • Position of the sun; and • Observer's visual acuity.
Visual Receptor(s)	An individual observer or group of observers who are capable of experiencing a change in the view.
Zone of Primary Visibility (ZPV)	The area from which views of the proposed development would normally be close-ranging and open, whether in the public or private domain, on foot, cycling or in a vehicle.
Zone of Theoretical Visibility (ZTV)	A ZTV is a computer-generated image identifying the likely (or theoretical) extent of visibility of a development. The image is prepared by testing the elevation (or a set of elevations) of the development against a 3D digital terrain (DTM) or surface model (DSM). Through the use of these different models the ZTVs can consider two scenarios: 1. The DTM or 'bare ground' scenario where the ZTV represents the maximum theoretical visibility as limited only by topography. The worst-case situation. In reality, other components of the landscape such as vegetation, buildings, structure etc. will introduce screening effects which, coupled with distance and atmospheric conditions, will reduce this visibility, in some instances to a considerable extent as below; or 2. The DSM or surface elements scenario where the ZTV represents the theoretical visibility as limited by topography, together with other surface components of the landscape such as vegetation, buildings, structure etc. This more limited visibility still excludes consideration of the effects of distance and atmospheric conditions which will reduce this visibility further, in some instances to a considerable extent.

Appendix EDP 3
Findings of EDP Data Trawl

3 Landscape Character Types

3.1 The analysis of the district's landscape reveals a series of landscape character types. These are partly derived from the national landscape typology which defines both types and description units for England, and partly from detailed desk study and site assessment. Each landscape character area is based on a landscape type and shares its boundaries. Table 1 shows the Landscape Character Areas and their type and Figure 3 shows the location of the areas.

3.2 Each type is briefly described below:

Alluvium River Terrace farmland: Low lying, flat river valley landscape dominated by water in the form of rivers or drainage ditches with associated riparian vegetation including pollarded willow. Mixed farming with hedges and mature trees. River terraces form the only topographical variation. There is limited settlement.

Lowland Clay Farmland: A gently undulating lowland landscape on heavy clay soils forming a transition between the valley bottom and higher ground. Mixed farming and a dispersed settlement pattern enclosed by hedges with trees. Watercourses influence lower lying areas.

Urban Fringe Scarp: Rolling lowland hills with a scarp slope and mixed farming. Influence of settlements which have been significantly extended in the 20th century and evidence of urban fringe uses.

Lowland Clay Woodland: Gently undulating lowland dominated by woodland cover on clay. Larger fields, mixed farming and relatively recent settlement dispersed pattern.

Settled Farmland Valley: Distinct valley, enclosed in places, focussed on valley floor and river course. Mixed farming and scattered rural settlement.

Lowland Limestone (Forest Marble) Farmland: Gently undulating lowland farmland underlain by limestone. Open landscape with broad low hills and shallow river valleys. Limestone walls boundaries in places and stone built settlements.

Wooded Lowland Valley: Enclosed valley with mosaic of strong woodland cover and pasture. Scattered settlement. Strong hedgerow cover and riparian vegetation.

Rolling settled lowland: Rolling lowland farmland with hedges and woodland. Strong influence of settlement in parts.

Lowland River Farmland: Low lying mixed farmland centred on river and associated watercourses and riparian vegetation. Damp meadow and pasture on valley floor with species such as poplar and willow. Hedges are main enclosure. Scattered settlement in slightly higher areas.

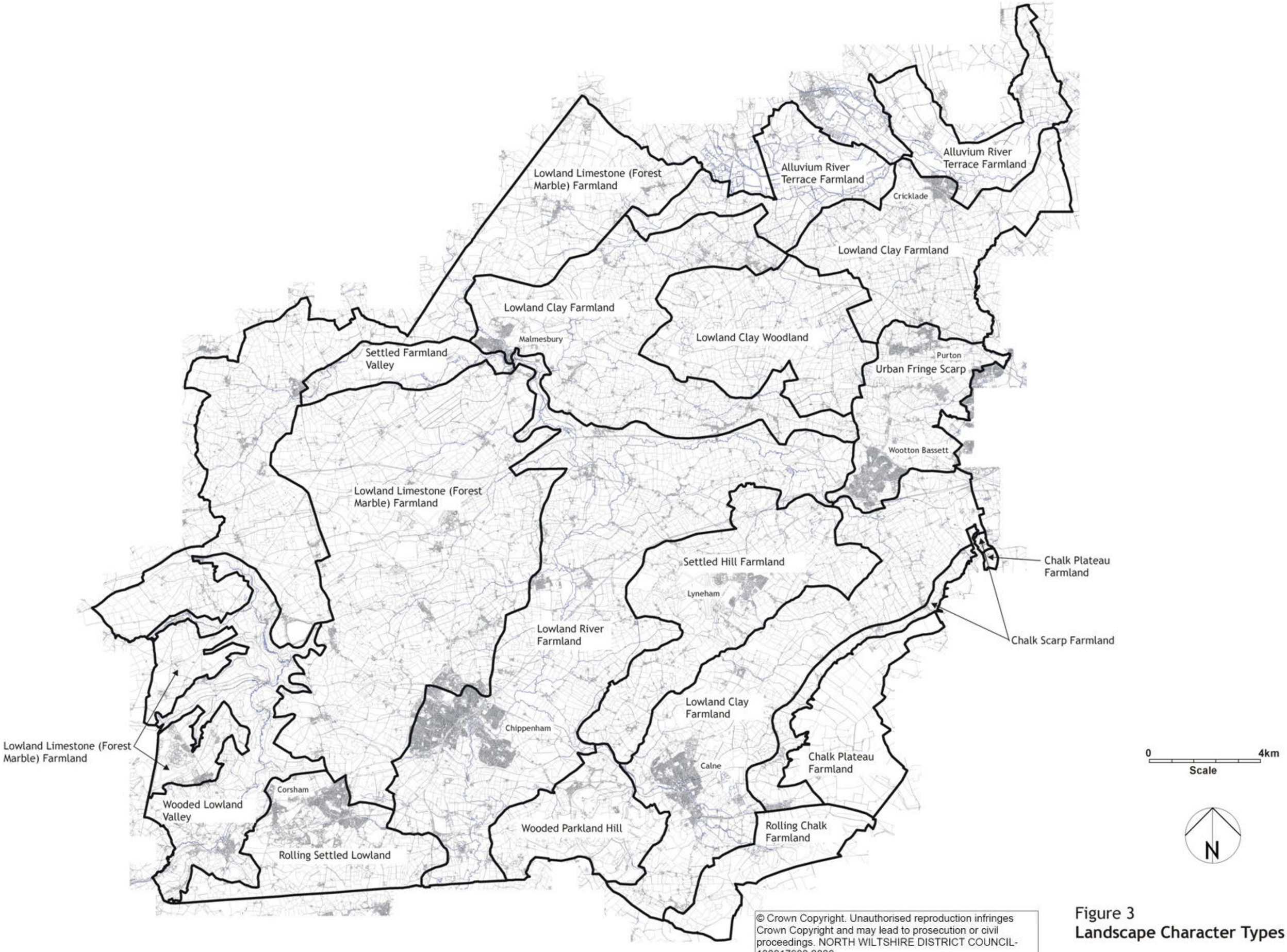
Wooded Parkland Hill: Elevated rolling hill landscape of historic parkland, woodland and enclosed pasture. Small enclosed valleys. Settlement dominated by estate buildings.

Settled Hill Farmland: Elevated area of hill and ridge with mixed farming enclosed by hedgerows and woodland. Visual influence of urban settlement.

Rolling Chalk Farmland: Undulating chalk downland and scarp dominated by an open arable and open pasture grassland respectively. Very limited settlement except at base of slope.

Chalk Scarp Farmland: Chalk scarp slope dominated by pasture grassland with woodland. Very limited settlement except at base of slope.

Chalk Plateau Farmland: Open chalk downland dominated by arable farmland with enclosure limited to settlement. Occasional beech plantations.



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Figure 3
Landscape Character Types

Character Area 11

Avon Valley

General Description of Character

4.198 This large character area is focused around the River Avon, its tributaries, Brinkworth Brook and Marston River and the surrounding low-lying landscape. The Avon meanders from Malmesbury to the north, through Chippenham, to leave the district below Lacock Abbey in the south. Brinkworth Brook runs from below Wootton Bassett to join the River Avon in the west; and River Marston runs west from Calne. The area is hemmed in by elevated ground surrounding the area and sits below 70m AOD, and at its lowest point is 36m AOD below Lacock.



The River Avon

4.199 The topography is characterised by a predominantly level landscape with only minor undulations at its fringes as the land runs to higher ground. This produces a wide flat valley with areas of openness and vast skies. Towards the south the surrounding topography of adjacent character areas provides more enclosure. The geology underlying this landscape varies, from alluvium and river terrace gravel adjacent to the watercourses, to the dominance of Oxford and Kellaway Clays on the adjacent land. There are large tracts of Kellaway sand which provides pockets of free draining high-grade agricultural land, throughout the valley.

4.200 The landscape is managed through mixed agricultural practices, with arable dominating the freer draining higher-grade agricultural land, and the damper land adjacent to the watercourses consisting almost entirely of wet grassland, including areas of meadow which are designated Sites of Special Scientific Interest. Through much of area the integrity of the hedges and hedgerow trees provides a sense of enclosure. Below Chippenham, to the south, hazel hedges are evident, providing a variety to the character of the area. On tracts of intensively farmed arable land hedges are gappy and lacking trees, and the area has an exposed character. This is especially prevalent on the fringes of development and communication corridors. The character on the urban fringes of Chippenham, is further influenced by the built form and roads which are particularly prominent to the south west of the town.

4.201 The area has limited tree cover which is restricted to shelterbelts, hedgerow trees and small clumps of woodland. The latter are infrequent throughout the area but are slightly more evident to the south, below and around Chippenham, reducing the effect of the urban fringe. Poplar windbreaks are frequent across the whole area, breaking up views and acting as significant landscape features. The presence of watercourses through the area is marked by riparian vegetation dominated by willow, frequently pollarded, which enhances the damp, low lying character of these areas.

4.202 The water related character is further developed by the open ditches system which is prominent along low lying roadsides. The watercourses themselves are attractive and interesting features, meandering through landscape. Bridges across the river and causeways across wetter areas are significant elements relating to the watercourses. Maud Heath Causeway, north east of Chippenham, is one of the most well known. It was created circa 1458 as an investment by an individual for the public good.

4.203 With the exception of Chippenham, settlements are generally small, with a vernacular core, constructed of a mixture of Oolitic limestone and local brick, with varying degrees of 20th century development. Church towers are local landmarks within the settlements and their immediate environs but are less significant features in the wider landscape.

4.204 Chippenham's early development was linked to its importance as a Saxon administrative centre, the old core of the town sited as today within a loop of the Avon. The town sat on the Bristol–London road, part of a national road system, highly developed by the mid 14th century. However, significant expansion of the town began at the end of the 18th century with further development of communication links. Both the Wiltshire & Berkshire Canal and then the GWR London to Bristol line allowed the existing cloth industry of the town and surrounding area to flourish and other industries to develop. Extensive late 20th century development once more expanded the town, probably as a result of the town's proximity to the M4. Large scale expansions associated with peripheral roads have occurred particularly to the west and north west, but also to the south east. The valley bottom of the Avon has generally been avoided and forms a green corridor into and through the town part of which is used for recreational purposes. Development is particularly prominent on the rising land to the north.

4.205 The village of Lacock sits to the south of the area- a settlement dating from the 13th century which gained prosperity through the wool industry. The village remains largely unchanged, an eclectic mix of built styles and materials, maintained by the National Trust. The village, adjacent settlement and surrounding settled landscape make this area a popular visitor destination.

4.206 There is evidence of habitation from prehistoric times, with numerous crop marks visible. These are more obvious north of Chippenham, along the Avon. Discoveries denoting man's intervention within this landscape continue through Roman times, with the presence of settlement remains. Through both the Avon valley & Brinkworth Vale a wealth of medieval settlement existed. Many of these villages were lost through the Black Death and resulting changes in agricultural systems.

4.207 The A4 and A350 are significant roads in the southern part of the area. The A4 east west through Chippenham and the A340 runs along the south western fringes. The only road of significance to the north is the M4 motorway. This creates a major feature, source of noise and barrier in the landscape as it cuts through the valley. Away from the main roads traffic is very light, the scattering of small hamlets serviced by minor, often single-track roads, which enhance the rural character.

4.208 Two railways traverse the area. The main line London to Cardiff runs east west from Wootton Bassett through Brinkworth Brook valley and London to Exeter one runs south west through Chippenham. These are heavily vegetated with hedgerow species, reducing their effect on the landscape. The airfield at RAF Lyneham lies on high ground to the east, beyond the character area boundary. The heavy use of the airfield by cargo aircraft disturbs the inherent tranquillity of the surrounding area. Additionally, electricity transmission lines form dominant structures in this flat landscape.

4.209 There is a comprehensive network of footpath and recreation routes throughout the area, although few have any direct relation to the watercourses. The line of the Wiltshire & Berkshire Canal runs along the eastern edge of the area providing a distinct feature in the landscape.



Main characteristics

4.210 The main characteristics of the area can be defined as follows:

- Low-lying river landscape, between 70m and 30m AOD on river terrace and alluvial geology with heavy soils, interspersed with light sands.
- Dominant presence of water in the form of ditches, streams and river with related riparian vegetation and structures.
- Damp meadow and pasture along watercourses/valley floor.
- Intact and predominantly well managed hedgerows frequently with hedgerow trees.
- Areas of high quality arable agricultural land located through out the area, on areas of Kellways Sand.
- Shelterbelts of poplar act as significant vertical elements in the horizontal landscape.
- Rural and somewhat isolated feel to remoter parts of character area.
- Scattered settlements and dwellings.
- Strong rural sense of place, which begins to break down around Chippenham and communication corridor.
- Green valley floor through Chippenham.
- Broad expansive skyline, frequently unbroken by development.
- Significance of electricity transmission lines.



Management Guidelines

4.211 The overall objectives for the area are to conserve the rural character, and ensure development of the urban fringe and communication corridors does not compromise the nature of the area.

4.212 Individual elements within the landscape which make up the character should be maintained, conserved and when necessary replenished. This should include the retention of the ditch system which runs through the area, maintenance and replacement of hedges.

4.213 Conserve and where possible enhance the biodiversity of the watercourse, its environs and adjacent habitats.

4.214 Features of historical and archaeological interest relating to man's use of this wet landscape and early settlement features will also require care and protection.

4.215 Minimise the landscape and visual effects of the expansion of Chippenham.

Management Strategy Actions

4.216 Conserve and enhance the Character Area through carrying out the following actions:

Short Term

- Conserve valley bottoms including wetland features, open ditches, meadows and riparian vegetation, especially willows.
- Conserve hedgerows and mature trees, including allowing new trees to emerge in existing hedges, and discourage field amalgamation.
- Consider where development related to Chippenham is most appropriate in terms of landscape and visual effects.
- Enhance the sense of place through use of appropriate building materials in respect of new development, extensions or other built features – especially through the use of materials used in vernacular buildings.
- Conserve the alignment and features of the Wiltshire & Berkshire Canal

Long Term

- Encourage the creation of public access along waterways, where consistent with nature conservation objectives.

Key Views management strategy

4.217 The area is primarily viewed from the M4, A350 and from the edges of Chippenham. Elsewhere, the large scale of the character area, views reduced by level topography and vegetation and the sparse settlement pattern make view points scarce. Watercourses are important so views from bridges over the Avon should be monitored.

4.218 Indicators for change within this area should include:

- Change to watercourses.
- Loss of riparian vegetation
- Loss of grassland through the area particularly adjacent to watercourses.
- Amalgamation of fields
- Loss of mature hedgerow trees
- Expansion of Chippenham
- Establishment of screening around Chippenham

Landscape Sensitivity

4.219 Away from the influence of Chippenham, much of the area has an essentially rural character with small, scattered settlements and individual dwellings. The landscape is predominantly gently undulating with vegetation preventing extensive views. Only small-scale, sensitively designed development, appropriately associated with existing built form, could be successfully accommodated without adverse landscape impacts.

4.220 Around Chippenham, the original settlement in the valley bottom has expanded up the valley sides. These areas are exposed to wider views and are sensitive to further development. Care is required in further expansion of the town to minimise the effect on landscape and visual receptors. Development should be carried in conjunction with the development of a strong landscape structure to repair urban fringe landscapes.

4.221 Where the traditional settlement form meets the landscape in river corridors or other green wedges, these areas should be kept free of new development to protect the relationship between built form and landscape. The valley floor overall is a sensitive landscape with some of the most attractive landscapes of the area focussed on the watercourses and riparian vegetation.



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Figure 4
Landscape Character Areas

10. THE LANDSCAPE CHARACTER OF WILTSHIRE

Introduction

The physical and cultural influences described in the previous chapters have combined to create the unique and distinctive character of Wiltshire. The area is characterised by a diversity of landscapes and these variations and differences are represented by sixteen **landscape types**.

Type 1: Open Downland
Type 2: Wooded Downland
Type 3: High Chalk Plain
Type 4: Low Chalk Plain
Type 5: Chalk River Valley
Type 6: Greensand Terrace
Type 7: Wooded Greensand Hills
Type 8: Limestone Ridge
Type 9: Limestone Wold
Type 10: Limestone Valleys
Type 11: Rolling Clay Lowland
Type 12: Open Clay Vale
Type 13: Wooded Clay Vale
Type 14: Forest-Heathland Mosaic
Type 15: Greensand Vale
Type 16: Limestone Lowlands

Each of the generic landscape types has a distinct and relatively homogenous character with similar physical and cultural attributes, including geology, landform, land cover, biodiversity and historical evolution. The landscape types can be further sub-divided into component **landscape character areas**.

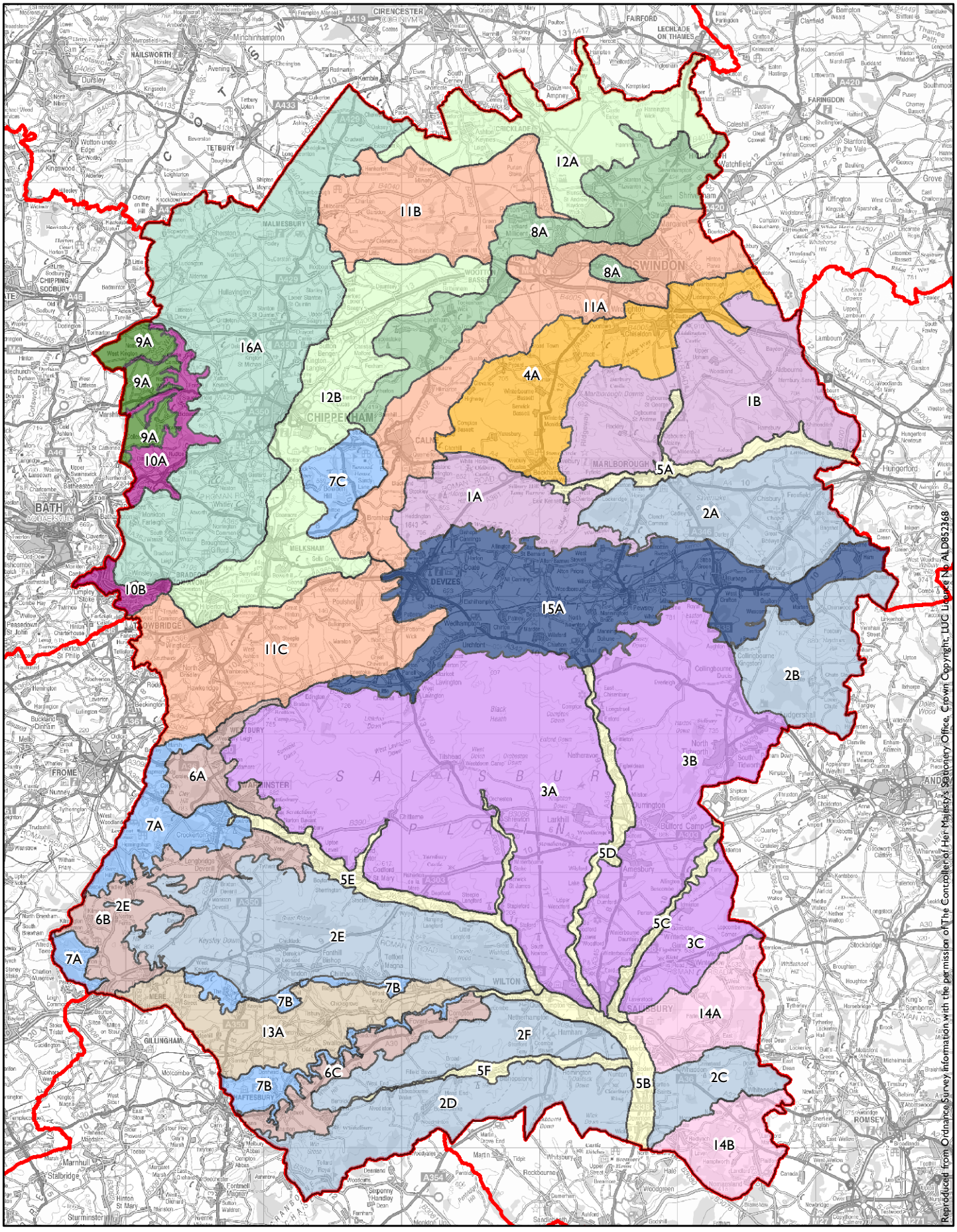
These are discrete geographic areas that possess the common characteristics described for the landscape type. Each character area has a distinct and recognisable local identity.

The landscape classification for the District is set out in the table below and illustrated on **Figure 19**. **Figure 19** has been prepared on a Geographic Information System (GIS), with mapping undertaken at a scale of 1:50,000. It should however be noted that there are subtle differences between and within the individual landscape types and character areas. The boundaries illustrated therefore usually indicate transitions rather than marked changes on the ground.

Landscape classification

Landscape Character Types	Landscape Character Areas
Type 1: Open Downland	
	1A: Horton Downs
	1B: Marlborough Downs
Type 2: Wooded Downland	
	2A: Savernake Plateau
	2B: Chute Forest
	2C: Witherington Wooded Downland
	2D: Cranborne Chase Wooded Downland

	2E: West Wiltshire Downs Wooded Downland
	2F: Fovant Down Wooded Downland
Type 3: High Chalk Plain	
	3A: Salisbury Plain West
	3B: Salisbury Plain East
	3C: Porton Down
Type 4: Low Chalk Plain and Scarp	
	4A: Avebury Plain
Type 5: Chalk River Valley	
	5A: Kennet Chalk River Valley
	5B: Lower Avon Chalk River Valley
	5C: Bourne Chalk River Valley
	5D: Upper Avon Chalk River Valley
	5E: Wylye Chalk River Valley
	5F: Ebble Avon Chalk River Valley
Type 6: Greensand Terrace	
	6A: Warminster Terrace
	6B: Kilmington Terrace
	6C: Fovant Terrace
Type 7: Wooded Greensand Hills	
	7A: Longleat-Stourhead Greensand Hills
	7B: Donhead-Fovant Greensand Hills
	7C: Bowood Greensand Hills
Type 8: Limestone Ridge	
	8A: Swindon-Lyneham Limestone Ridge
Type 9: Limestone Wold	
	9A: Cotswolds Dip Slope
Type 10: Limestone Valleys	
	10A: By Brook Limestone Valley
	10B: Avon Limestone Valley
Type 11: Rolling Clay Lowland	
	11A: Calne Rolling Clay Lowland
	11B: Minety Rolling Clay Lowland
	11C: Trowbridge Rolling Clay Lowland
Type 12: Open Clay Vale	
	12A: Thames Open Clay Vale
	12B: Avon Open Clay Vale
Type 13: Wooded Clay Vale	
	13A: The Vale of Wardour
Type 14: Forest Heathland Mosaic	
	14A: Farley Forest
	14B: Landford Forest
Type 15: Greensand Vale	
	15A: The Vale of Pewsey
Type 16: Limestone Lowland	
	16A: Malmesbury-Corsham Limestone Lowlands



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WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

Figure 19:

Landscape Character Areas

Key — County Boundaries

Landscape Character Types

- 1 Open Downland
- 2 Wooded Downland
- 3 High Chalk Plain
- 4 Low Chalk Plain & Scrap
- 5 Chalk River Valley
- 6 Greensand Terrace
- 7 Wooded Greensand Hills
- 8 Limestone Ridge
- 9 Limestone Wold
- 10 Limestone Valleys
- 11 Rolling Clay Lowland
- 12 Open Clay Vale
- 13 Wooded Clay Vale
- 14 Forest-Heathland Mosaic
- 15 Greensand Vale
- 16 Limestone Lowland

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LANDSCAPE TYPE 12: OPEN CLAY VALE





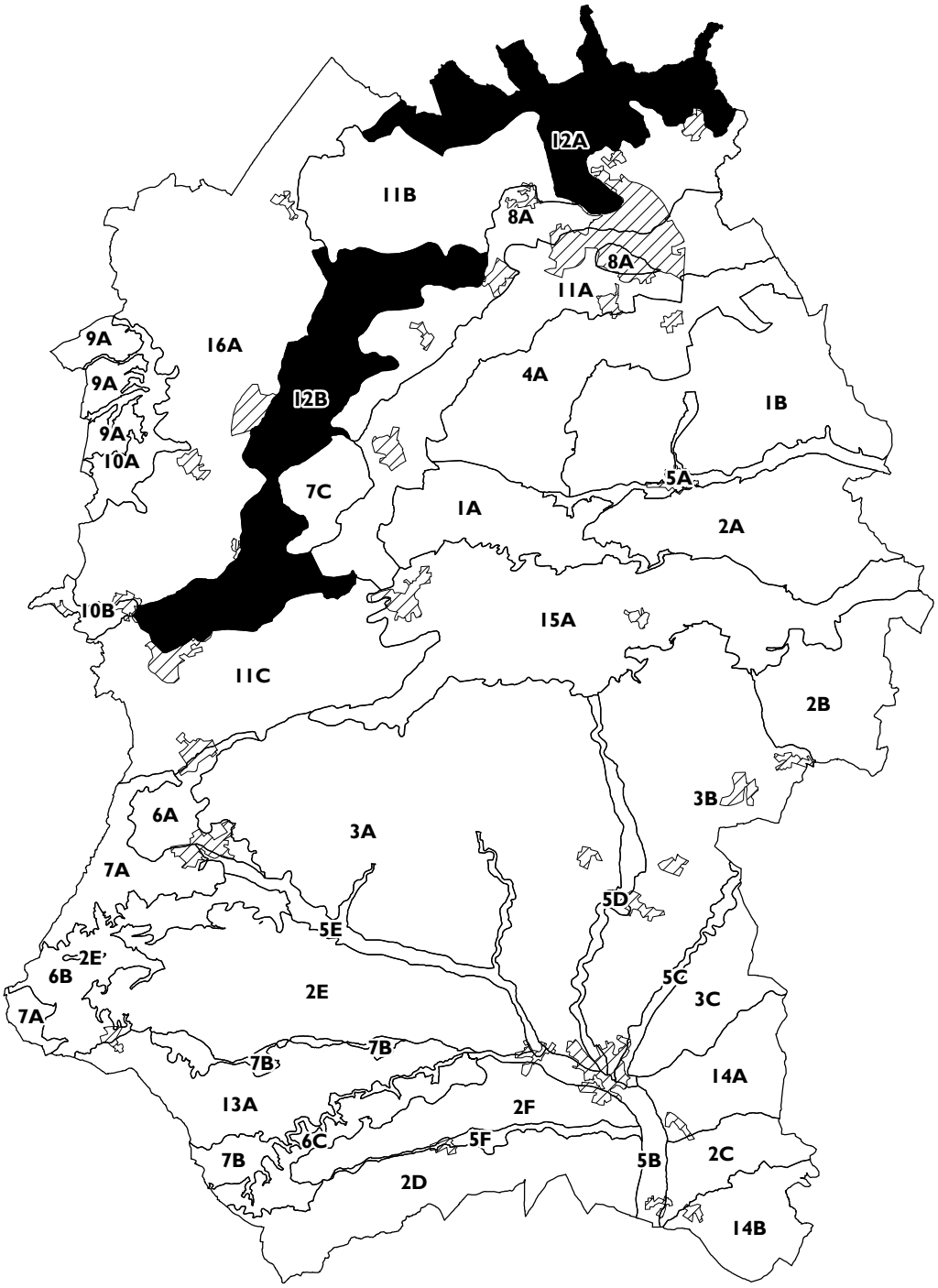








12: OPEN CLAY VALE



LANDSCAPE CHARACTER AREAS

12A Thames Open Clay Vale
12B Avon Open Clay Vale
Urban Area

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TYPE 12: OPEN CLAY VALES

DESCRIPTION

Location and boundaries

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

Key characteristics

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

Physical influences

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

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

Biodiversity

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

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

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

Historic environment

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

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

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

Settlement and built character

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

CHARACTER AREAS

12A: Thames Open Clay Vale

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

12B: Avon Open Clay Vale

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

EVALUATION

Positive landscape features of significance

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

Forces for change

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

Condition

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

Strength of character

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

Inherent landscape sensitivities

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

STRATEGY

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

Broad management objectives

- Retain and manage the hedgerow network and nurture new hedgerow trees.
- Promote appropriate management of arable land including retaining areas of fallow land and maintaining an unploughed margin around fields to encourage wildlife, particularly farmland birds.
- Retain and manage hay meadows.
- Introduce new tree planting along watercourses using typical riparian species such as alder and willow.
- Take opportunities to extend and enhance the varied wetland habitats (reedbeds, wet grassland and wet woodland) of the Cotswold Water Park through appropriate restoration of mineral workings.
- Minimise small scale incremental change such as signage, fencing or improvements to the road network which could change the rural peaceful character of the landscape.

- Consider developing guidance for built development to ensure both future construction and changes to existing buildings are designed to integrate with the existing character and structure of settlements.

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

THE LANDSCAPE CHARACTER CONTEXT

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

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

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

Appendix EDP 4
Site Photographs/Representative Photoviewpoints (edp2272_d030c 08 April 2026 JFr/AHu)

Photoviewpoint EDP 1: View southwards from Footpath LAC09 as it enters the site

Photoviewpoint EDP 2: View south from Footpath CHIP1 adjacent to former nursery

Photoviewpoint EDP 3: View south from Footpath CHIP110 adjacent to site's north-eastern corner

Photoviewpoint EDP 4: View south from Footpath CHIP10 as it meets Footpath CHIP109

Photoviewpoint EDP 5: View south from Footpath CHIP1/Bridleway CHIP5 adjacent to Rowden Manor

Photoviewpoint EDP 6: Long distance view westwards from Footpath CHIP49 adjacent to Pewsham Locks

Photoviewpoint EDP 7: Long distance elevated view from Footpath CALW82 at Nocketts Hill

Photoviewpoint EDP 8: Elevated view towards site from local lane along Nash Hill to the south-east

Photoviewpoint EDP 9: Elevated view northwards from Footpath LAC039 as it approaches the site's southern boundary

Photoviewpoint EDP 10: View north-west from Footpath LAC039 as it enters the site from the south

Photoviewpoint EDP 11: Elevated view northwards from Footpath LAC09

Photoviewpoint EDP 12: View north from Footpath LAC09 as it enters the site along the southern boundary

Photoviewpoint EDP 13: Elevated view eastwards from a local lane as it crosses the railway line

Photoviewpoint EDP 1a: View southwards from Footpath LAC09 as it enters the site



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Grid Coordinates:	391261, 170995	Horizontal Field of View:	90°	Direction of View:	S
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date	08 APRIL 2026
drawing number	edp2272_d030c
drawn by	JFr
checked	AHu
QA	DJo

client	Hallam Land
project title	Land East of Showell Farm, Chippenham
drawing title	Photoviewpoint EDP 1a

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Photoviewpoint EDP 1b: View southwards from Footpath LAC09 as it enters the site



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date	**08 APRIL 2026**
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drawing title	**Photoviewpoint EDP 1b**

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Photoviewpoint EDP 2: View south from Footpath CHIP1 adjacent to former nursery



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drawing title	**Photoviewpoint EDP 2**

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Photoviewpoint EDP 3: View south from Footpath CHIP110 adjacent to site's north-eastern corner



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Grid Coordinates:	**391678, 171241**	Horizontal Field of View:	**90°**	Direction of View:	**S**
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drawing title	**Photoviewpoint EDP 3**

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Photoviewpoint EDP 4: View south from Footpath CHIP10 as it meets Footpath CHIP109



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Grid Coordinates:	**391659, 171595**	Horizontal Field of View:	**90°**	Direction of View:	**S**
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date	**08 APRIL 2026**
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project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 4**

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Photoviewpoint EDP 5: View south from Footpath CHIP1/Bridleway CHIP5 adjacent to Rowden Manor



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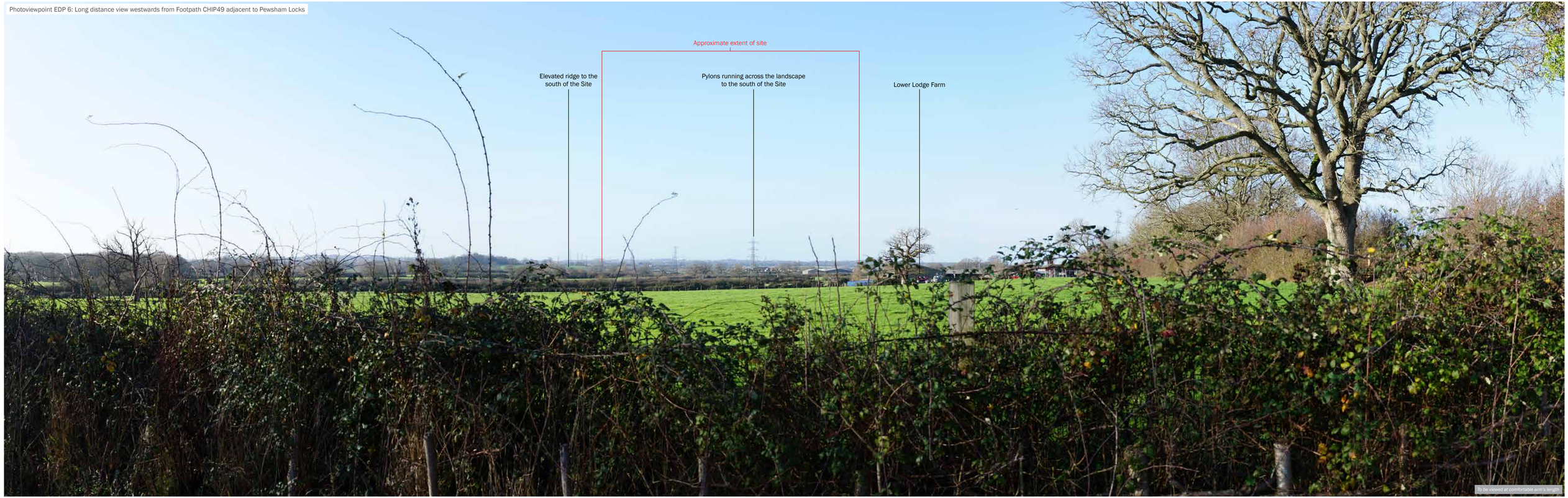
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drawn by	**JFr**
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QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 5**

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Photoviewpoint EDP 6: Long distance view westwards from Footpath CHIP49 adjacent to Pewsham Locks



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Grid Coordinates:	393679, 171071	Horizontal Field of View:	90°	Direction of View:	W
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Photoviewpoint EDP 7: Long distance elevated view from Footpath CALW82 at Nocketts Hill



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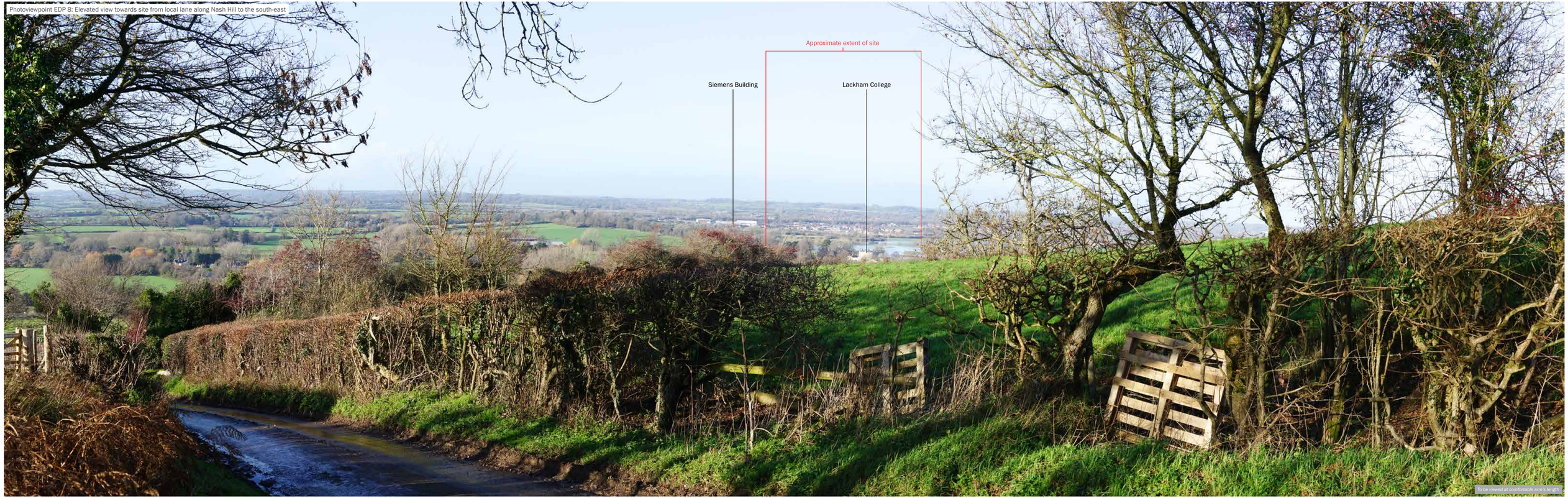
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Photoviewpoint EDP 8: Elevated view towards site from local lane along Nash Hill to the south-east



To be viewed at correct size and in context

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Grid Coordinates:	**393186, 169288**	Horizontal Field of View:	**90°**	Direction of View:	**NW**
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date	**08 APRIL 2026**
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client	**Hallam Land**
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drawing title	**Photoviewpoint EDP 8**

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Photoviewpoint EDP 9: Elevated view northwards from Footpath LAC039 as it approaches the site's southern boundary



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Grid Coordinates:	**391636, 170448**	Horizontal Field of View:	**90°**	Direction of View:	**N**
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date	**08 APRIL 2026**
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project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 9**

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Photoviewpoint EDP 10a: View north-west from Footpath LAC039 as it enters the site from the south



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Grid Coordinates:	**391631, 170553**	Horizontal Field of View:	**90°**	Direction of View:	**N**
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Photoviewpoint EDP 10b: View north-west from Footpath LAC039 as it enters the site from the south



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Grid Coordinates:	**391631, 170553**	Horizontal Field of View:	**90°**	Direction of View:	**N**
Date and Time:	**27/03/2026 @ 12:45**	Height of Camera:	**1.6m**	Distance:	**154m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Canon 5D MK4, FFS**	aOD:	**40m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**08 APRIL 2026**
drawing number	**edp2272_d030c**
drawn by	**JFr**
checked	**AHu**
QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 10b**

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Photoviewpoint EDP 11: Elevated view northwards from Footpath LAC09



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Grid Coordinates:	**391156, 170568**	Horizontal Field of View:	**90°**	Direction of View:	**N**
Date and Time:	**19/12/2025 @ 10:58**	Height of Camera:	**1.6m**	Distance:	**124m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**56m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**08 APRIL 2026**
drawing number	**edp2272_d030c**
drawn by	**JFr**
checked	**AHa**
QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 11**

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Photoviewpoint EDP 12a: View north from Footpath LAC09 as it enters the site along the southern boundary



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Grid Coordinates:	**391174, 170639**	Horizontal Field of View:	**90°**	Direction of View:	**N**
Date and Time:	**19/12/2025 @ 10:54**	Height of Camera:	**1.6m**	Distance:	**51m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**51m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**08 APRIL 2026**
drawing number	**edp2272_d030c**
drawn by	**JFr**
checked	**AHa**
QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 12a**

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Photoviewpoint EDP 12b: View north from Footpath LAC09 as it enters the site along the southern boundary



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Grid Coordinates:	**391174, 170639**	Horizontal Field of View:	**90°**	Direction of View:	**N**
Date and Time:	**19/12/2025 @ 10:54**	Height of Camera:	**1.6m**	Distance:	**51m**
Projection:	**Cylindrical**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**51m**
Visualisation Type:	**1**	Enlargement Factor:	**96% @ A1 width**	Focal Length:	**50mm**

date	**08 APRIL 2026**
drawing number	**edp2272_d030c**
drawn by	**JFr**
checked	**AHu**
QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 12b**

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Photoviewpoint EDP 13: Elevated view eastwards from a local lane as it crosses the railway line



To be viewed at comfortable arm's length

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Grid Coordinates:	**389920, 170514**	Horizontal Field of View:	**39.6°**	Direction of View:	**NE**	date	**08 APRIL 2026**
Date and Time:	**19/12/2025 @ 13:53**	Height of Camera:	**1.6m**	Distance:	**1.0km**	drawing number	**edp2272_d030c**
Projection:	**Planar**	Make, Model, Sensor:	**Sony A7 MK2, FFS**	aOD:	**70m**	drawn by	**JFr**
Visualisation Type:	**1**	Enlargement Factor:	**100% @ A3**	Focal Length:	**50mm**	checked	**AHu**
						QA	**DJo**

client	**Hallam Land**
project title	**Land East of Showell Farm, Chippenham**
drawing title	**Photoviewpoint EDP 13**

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Figures

Figure 7.1: Site Location and Study Areas
(edp2272_d025c 08 April 2026 GYo/LHa)

Figure 7.2: Site Character and Local Context
(edp2272_d028c 08 April 2026 AHu/FMc)

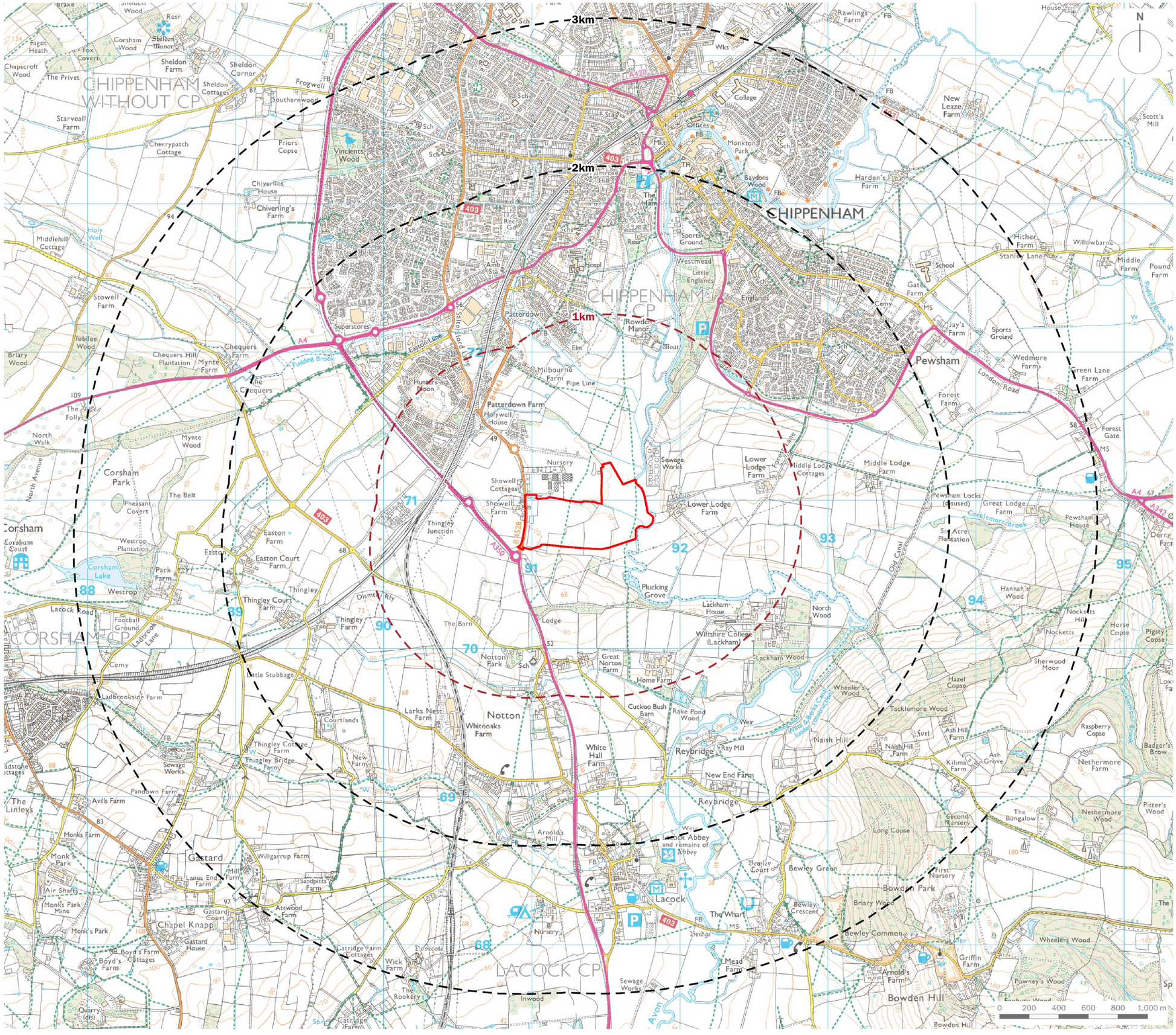
Figure 7.3: Relevant Planning Designations and Considerations
(edp2272_d026c 08 April 2026 GYo/LHa)

Figure 7.4: Published Landscape Character Assessments
(edp2272_d027c 08 April 2026 GYo/AHu)

Figure 7.5: Topography
(edp2272_d031c 08 April 2026 AHu/FMc)

Figure 7.6: Visual Analysis and Photoviewpoint Locations
(edp2272_d029c 08 April 2026 LHa/AHu)

Figure 7.7: Illustrative Landscape Strategy
(edp2272_d054b 27 April 2026 MAl/AHu)



Site Boundary

1km Range Rings (3km Broad Study Area)

Detailed Study Area

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

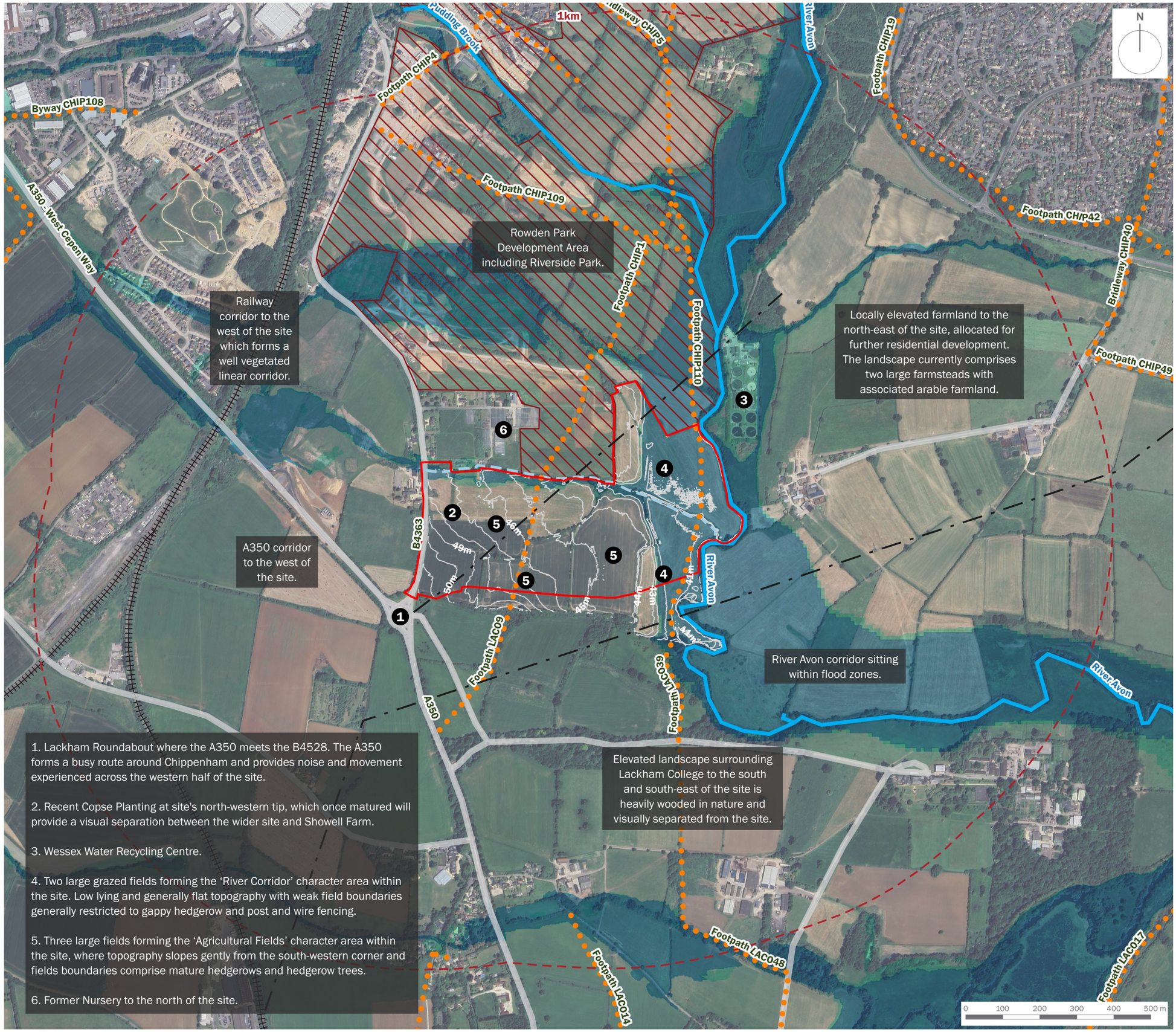
Figure 7.1: Site Location and Study Areas

date	**08 APRIL 2026**	drawn by	**GYo**
drawing number	**edp2272_d025c**	checked	**LHa**
scale	**1:25,000 @ A3**	QA	**DJo**

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1. Lackham Roundabout where the A350 meets the B4528. The A350 forms a busy route around Chippenham and provides noise and movement experienced across the western half of the site.

2. Recent Copse Planting at site's north-western tip, which once matured will provide a visual separation between the wider site and Showell Farm.

3. Wessex Water Recycling Centre.

4. Two large grazed fields forming the 'River Corridor' character area within the site. Low lying and generally flat topography with weak field boundaries generally restricted to gappy hedgerow and post and wire fencing.

5. Three large fields forming the 'Agricultural Fields' character area within the site, where topography slopes gently from the south-western corner and fields boundaries comprise mature hedgerows and hedgerow trees.

6. Former Nursery to the north of the site.

- Site Boundary
- Detailed Study Area
- Public Rights of Way (PRoW)
- Contours within Site (at 1m intervals)
- Existing Watercourse
- Approximate Extent of Rowden Park Development
- Drainage Channel
- Overhead Cables
- Surrounding Road Network
- Railway Line
- Flood Zone 2
- Flood Zone 3
- 1 Site Reference Number (refer to text)

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

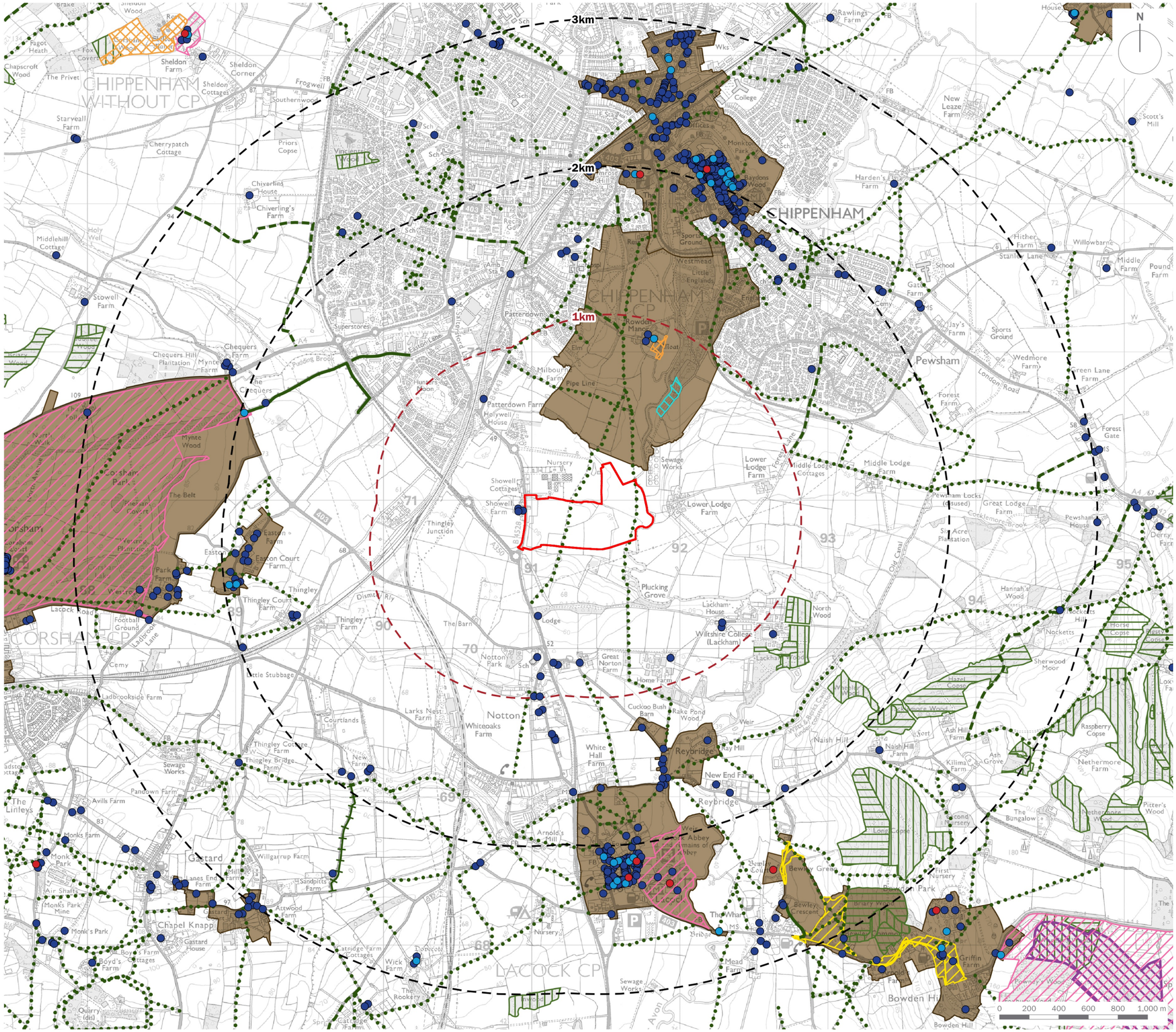
Figure 7.2: Site Character and Local Context

date	**08 APRIL 2026**	drawn by	**AHu**
drawing number	**edp2272_d028c**	checked	**FMc**
scale	**1:10,000 @ A3**	QA	**DJo**

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Site Boundary

Range Rings (at 1km intervals)

1km Detailed Study Area

Registered Park and Garden

Scheduled Monument

Conservation Area

Grade I Listed Building

Grade II* Listed Building

Grade II Listed Building

Site of Special Scientific Interest (SSSI)

Local Nature Reserve

Ancient Semi-natural Woodland

Plantation on Ancient Woodland Site

Public Rights of Way

Footpath

Bridleway

Byway

Restricted Byway

National Cycle Route

Open Access Land

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

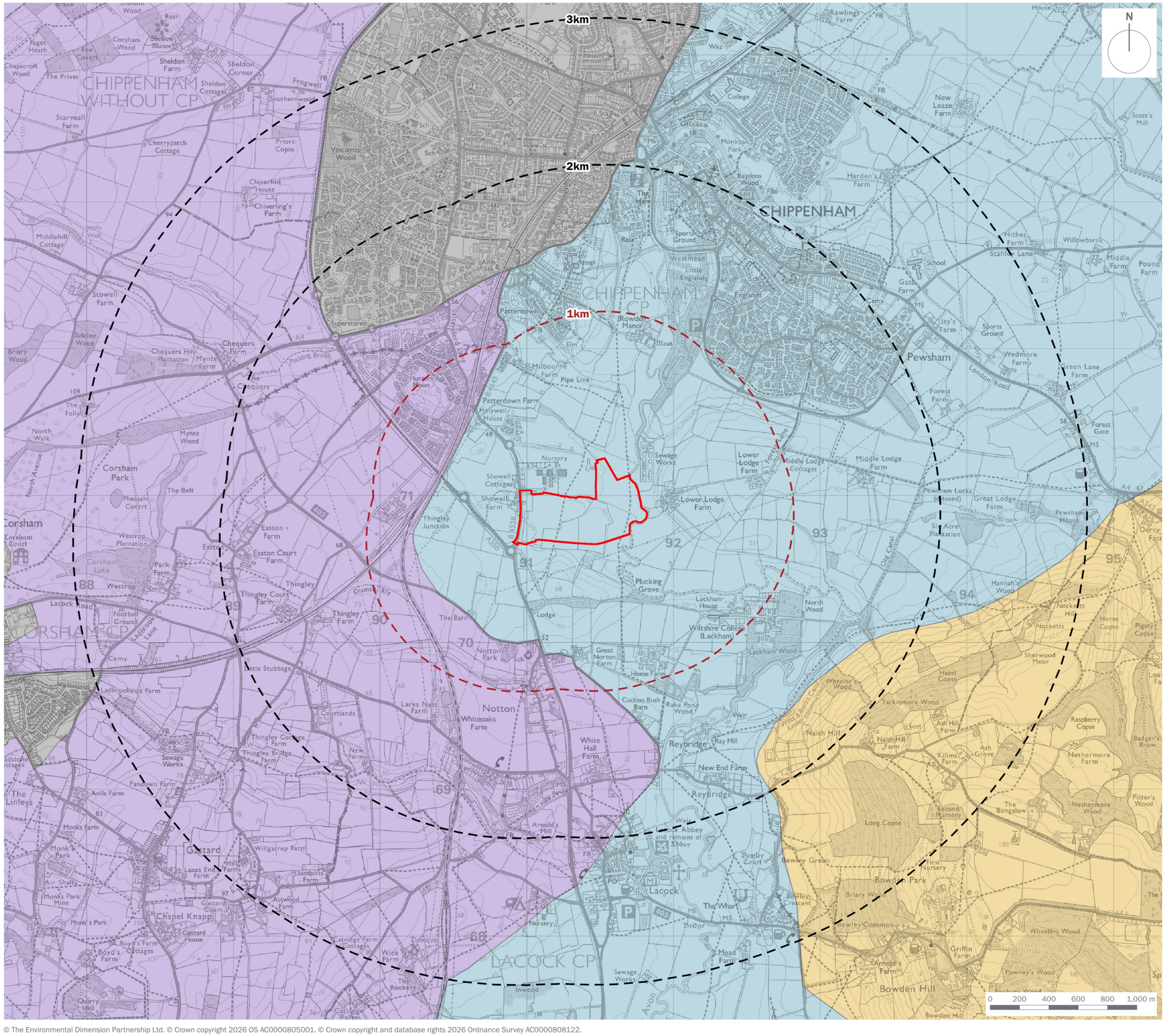
Figure 7.3: Relevant Planning Designations and Considerations

date	**08 APRIL 2026**	drawn by	**GYo**
drawing number	**edp2272_d026c**	checked	**LHa**
scale	**1:25,000 @ A3**	QA	**DJo**

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Site Boundary

Range Rings (at 1km intervals)

1km Detailed Study Area

Wiltshire Landscape Character Assessment - Landscape Character Areas

7C: Bowood Greensand Hills

12B: Avon Open Clay Vale

16A: Malmesbury-Corsham Limestone Lowlands

Urban Area

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

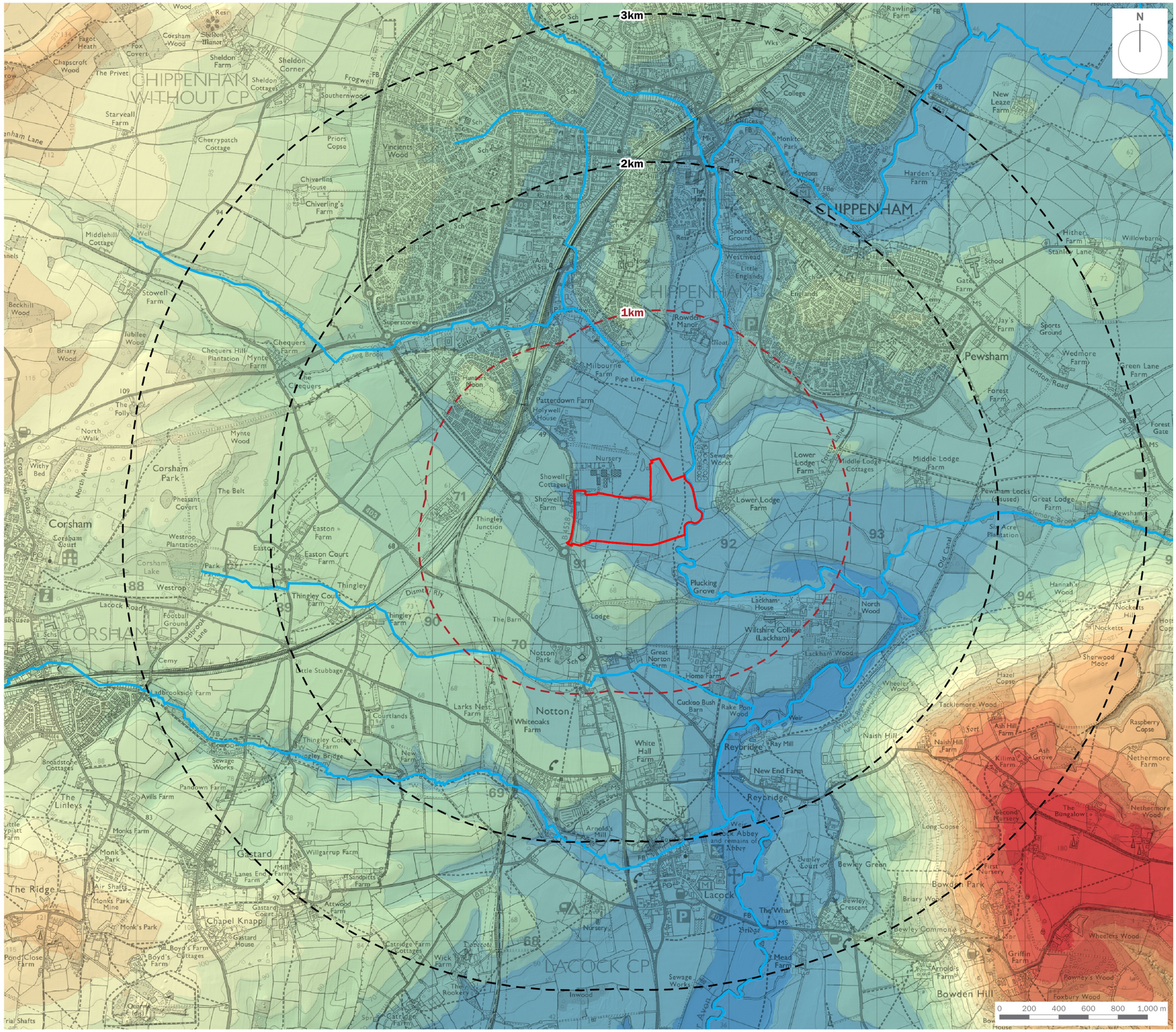
Figure 7.4: Published Landscape Character Assessments

date	**08 APRIL 2026**	drawn by	**GYo**
drawing number	**edp2272_d027c**	checked	**AHu**
scale	**1:25,000 @ A3**	QA	**DJo**

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Site Boundary

Range Rings (at 1km intervals)

1km Detailed Study Area

Watercourse

Elevation (aOD)

- <= 40m
- 40 - 50m
- 50 - 60m
- 60 - 70m
- 70 - 80m
- 80 - 90m
- 90 - 100m
- 100 - 110m
- 110 - 120m
- 120 - 130m
- 130 - 140m
- 140 - 150m
- 150 - 160m
- 160 - 170m
- > 170m

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

Figure 7.5: Topography

date	**08 APRIL 2026**	drawn by	**AHu**
drawing number	**edp2272_d031c**	checked	**FMc**
scale	**1:25,000 @ A3**	QA	**DJo**

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Vegetation along the railway line within the landscape to the west of the site combines with generally flat topography to limit experiences to receptors within close proximity of the site.

Views towards the site from the southern edge of Chippenham and the landscape to the east are generally well screened by intervening vegetation and topogrpahy, with limited long distance views afforded from elevated receptors at Nocketts Hill.

Views towards the site from the landscape to the south restricted by elevated ridgeline running broadly east to west to the south of the site. Occasional long distance glimpses afforded from elevated locations at Naish Hill.

Site Boundary

Range Rings (at 1km intervals)

1km Detailed Study Area

Public Rights of Way

National Cycle Network (Sustrans)

Zone of Primary Visibility

Existing Woodland Providing Visual Screening

Photoviewpoint Location

Residential Receptor

Residential Receptors

A Showell Farm
B Showell Cottages
C Showell House
D Barleigh House, Casamia and Fieldings
E Beaumont
F Lower Lodge Farm

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

Figure 7.6: Visual Analysis and Photoviewpoint Locations

date	**08 APRIL 2026**	drawn by	**LHa**
drawing number	**edp2272_d029c**	checked	**AHa**
scale	**1:15,000 @ A3**	QA	**DJo**

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Provision of Community Orchard to provide recreational and biodiversity interest and ensure a buffer is created between Showell Farm to the west and the proposed built form.

Proposed built form set back from northern boundary to provide extensive open space corridor and visual separation between proposed development parcels.

Primary route through site to have a verge on either side to allow for avenue street tree planting with an opportunity to integrate rain gardens. The route will also allow connections with the wider Green Infrastructure strategy as it moves through the built form.

Drainage features, including attenuation basins and infiltration strips, have been combined with wetland habitats to create a 'ecotone' of planting that will optimise the benefits to wildlife.

The Riverside Park is set adjacent to the River Avon, forming a green corridor continuing the principles set out within the Rowden masterplan to the north. The park will be managed for biodiversity and nature enhancement with wet meadows, areas of scrub and woodland clusters along the rivers edge.

Incidental areas for play will be dispersed through the Riverside Park creating opportunities for 'play on the way'. Play elements will include natural features such as logs, boulders and interest through landform.

Network of formal and informal routes through the Riverside Park to encourage recreation and connectivity with wider landscape to the north and south.

Existing PRoW route maintained and incorporated into Riverside Park along the edge of the River Avon.

Existing vegetation maintained and enhanced where possible, forming a key component of the Green Infrastructure network.

Built form set back from main road to allow green edge to development and help soften views on the approach from the A350.

Existing PRoW route maintained in stiu and incorporated into Green Infrastructure network to help reduce visual impact and create biodiversity and recreational opportunities.

Semi-informal tree planting along the extent of the developable area will help soften views from the landscape to the south and the existing PRoW within the Riverside Park.

- Site Boundary
- Other Land in the Applicants Control
- Development Parcel
- Mixed Use Development
- Existing Vegetation
- Proposed Tree Planting
- Proposed Scrub Planting
- Open Amenity Space
- Meadow Grassland
- Primary Road Alignment
- Footpath
- Mown Path
- Drainge Feature
- Area for Play Provision

client

Hallam Land

project title

Land East of Showell Farm, Chippenham

drawing title

Figure 7.7: Illustrative Landscape Strategy

date	**27 APRIL 2026**	drawn by	**MAI**
drawing number	**edp2272_d054b**	checked	**AHu**
scale	**1:3500 @ A3**	QA	**DJo**

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