

**CEDAR CARE**

**CALNE**

Townscape & Visual Impact Assessment

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July 2026

**GREENHALGH**



Landscape Architecture

Project Address:

Mill Street  
Calne  
Wiltshire

| Rev | Issue Status | Date       |
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| P1  | Planning     | 09.07.2026 |

For and on  
behalf of:

**Cedar Care Homes**

In collaboration with :

|                     |                                 |
|---------------------|---------------------------------|
| Architect           | <b>BBA Architects</b>           |
| Landscape Architect | <b>M D Landscape Architects</b> |

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## Overview

This document addresses the topic of Townscape & Visual Impact Assessment (TVIA) and has been undertaken by Greenhalgh Landscape Architecture Ltd. It evaluates the potential effects on the townscape and visual resource that would arise from the proposed development and associated infrastructure on land at the former Coop store site off Mill Street and the car park off The Pippin, Calne, Wiltshire.

The assessment considers: the existing site contexts; the development proposals; and how the proposed development would be received in those contexts.

This document has been prepared as part of the Detailed Planning Application with Wiltshire Council (WC) and is to be used in engagement with the relevant officers. The assessment is supported by accurate visualisations based on the latest version of the Proposed Development and presented within this report.

*Figure 1. Close range view from The Pippin, looking across the site with car parking in the foreground and the tower of St Marys Church in the background.*



# 1.1 Introduction

## Brief

Greenhalgh Landscape Architecture Ltd has been appointed by Cedar Care Homes (the “Client”) to prepare a Townscape & Visual Impact Assessment (TVIA) as part of the detailed planning application for proposed development at the former Co-operative store site, Calne (“the Site”). The ‘Proposed Development’ is covered in section 1.4 of this report.

This TVIA has been undertaken by and reviewed by Chartered Members of the Landscape Institute (CMLI) and at a registered practice of the Landscape Institute. The Assessment should be read in conjunction with the supporting planning documents.

## Purpose.

This TVIA has been prepared to assess the potential effects and the likely impacts arising from proposed built elements on the townscape character, existing views and visual amenity, with consideration of:

- height, massing, orientation, colour and materials of the proposed built elements
- management or removal of existing vegetation within or bounding the Site;
- mitigation measures, including but not limited to the visual screening effects of trees and hedges.

Specific regard is given to key views within the townscape, including both close-range experiences adjacent to boundaries of the Site and longer-range positions within the existing settlement and publicly accessible areas in which the Site may be read in its wider townscape context.

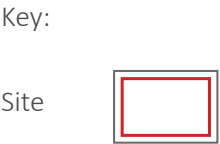


Figure 2. Site location.



## 1.2 Methodology

The aim of this TVIA is to establish the following:

- an understanding of the Site and its wider townscape setting, identifying the townscape character and visual receptors that would perceive the Proposed Development;
- an analysis of the composition, character, quality and value of receptors to determine their sensitivity to change;
- an assessment of predicted likely effects of the Proposed Development upon townscape character and views and visual amenity, supported by accurate visual representations;
- compliance of the Proposed Development with relevant policy; and
- the need for any mitigation to reduce, offset or minimise any significant adverse effects.

The assessment considers two inter-linked issues:

- Townscape character effects; the likely effects of the operation of the Proposed Development (i.e. following completion of construction, once in normal use) on the physical, cultural and perceptual characteristics of the Site and the surrounding townscape; and
- Visual effects; the likely effects of the operation of the Proposed Development on views and visual amenity as experienced by visual receptors.

A detailed TVIA methodology is included as **Appendix A** of this document and is derived from current industry guidance and published best practice, namely:

- *‘Guidelines for Landscape and Visual Impact Assessment’*, Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013;
- *‘An Approach to Landscape Character Assessment’*, Natural England, 2014; and
- *‘Technical Guidance Note 06/19: Visual Representation of Development Proposals’*, Landscape Institute, 2019.

1.3 Site Context

The Site is around 0.77ha and is located on land between The Pippin and Mill Street at the south eastern edge of Calne town centre. The River Marden runs through the centre and the Site is therefore read as two distinct but connected parts: the northern area which is currently a car park accessed off The Pippin; and the southern area which contains a large vacant building that formerly accommodated the Co-op convenience store with offices over, a cafe plus areas of parking and servicing. There are two existing bridges (1no. service access and 1no. footbridge) crossing the River Marden, linking the two areas.

The northern area of the Site has a gentle fall from The Pippin southwards towards the river. The southern area is generally very flat. There are steep banks to the river where it passes through the Site. Beyond the Site, the landform of the town rises generally to the north east up towards Penn Hill, and to the south west up towards Pinhills. As such, the Site is located within a low-lying shallow valley following the water courses.

Vegetation typically follows the water course, with the exception of a semi-mature London Plane in the north of the Site and a semi-mature Whitebeam beyond the Site to the north west, and a small grouping of self-set shrubs (Elder and Buddleia) in the west close to the neighbouring property wall.

Immediately north of the site are the rear gardens of the late Victorian/Edwardian terrace on The Pippin and a car park for the Sainsbury's supermarket. To the east, is a corridor of greenspace associated with the Abberd Brook and adjacent riverside footpath and pond. To the south are a series of listed buildings on Mill Street and Church Street, as well as St Mary the Virgin Church (Grade I Listed) and graveyard, with several listed features. To the west, the site abuts the Grade II listed Calne Free Church and associated buildings and the Calne Pop-Up Park.

Key:



Site



Figure 3. Site context.



Figure 4. Proposed site plan, extract from BBA Architects & Planners drawing 4473-3-005H

## 1.4 Proposed Development

The detailed planning application seeks permission for the development of a 60-bedroom care home with associated leisure and support facilities combined with landscaped gardens and car parking on the site of the former Co-op store on Mill Street. To the north are proposed 7 No Assisted Living units which will also be owned and operated by Cedar Care.

Vehicle access to the northern site will be via a retained single vehicle access point adjacent to the existing London Plane tree. For the southern area of the Site vehicle access would be off Mill Street via a gated entrance into a parking courtyard and utilising the existing access point that previously serviced the Co-operative store car park. A new publicly accessible pedestrian link would be provided between Mill Street and The Pippin, utilising the disused footbridge over the river. This would also provide new public realm alongside Calne Free Church, so moving built form away to the east with the opportunity to significantly improve the setting of the listed church.

The layout of the Site allows for greater public amenity following the river.

The Proposed Development would take the form of a contemporary response to the local vernacular and architectural detailing. Landscape materials would be sensitive to the existing and heritage contexts of the centre of Calne, as would public realm improvements.





## 2.1 Planning Policy and Designation

The planning policy context for the Site is presented in detail in the Planning, Design and Access Statement prepared by BBA Architects, which accompanies this application. The following policies are those of direct relevance to the TVIA.

The site lies on the south eastern edge of Calne town centre, within the Calne Conservation Area and in close proximity to several listed buildings. The majority of the site falls within Flood zones 1 and 2, with a narrow strip of land immediately adjacent to the River and the eastern element of the southern area of the site falling within Flood Zone 3.

### National Planning Policy Framework

Para. 117 (c): ‘Applications for development should create places that are safe, secure and attractive, which minimise the scope of conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards’

Para. 208: ‘Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.’

Para. 210 (c): ‘in determining applications, local planning authorities should take account of... the desirability of new development making a positive contribution to local character and distinctiveness.’

Para. 219: ‘Local planning authorities should look for opportunities for new development within Conservation Areas... ...and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (of which better reveal its significance) should be treated favourably.’

Para. 193 (d): ‘When determining planning applications, local planning authorities should apply the following principles:... Development whose primary objective is to conserve or enhance biodiversity should be supported; while opportunities to improve biodiversity in and around developments should be integrated as part of their design, especially where this can secure measurable net gains for biodiversity or enhance public access to nature.’

### North Wiltshire Local Plan (2011)

NE14: Permission will not be granted for proposals that would result, or be likely to result, in the loss of trees, hedges, lakes/ponds or other important landscape or ecological features that could be successfully and appropriately incorporated into the design of a development.

HE1: In Conservation Areas, proposals for development, advertisements and other works will only be permitted where the proposal will preserve or enhance the character or appearance of the area. Open spaces, village greens, gaps between buildings, fields, gardens and trees that provide attractive views and vistas to, from and within public areas will be protected from development that would fail to preserve or enhance the character or appearance of a Conservation Area. When permitting development in Conservation Areas, the established historic streets, building lines and frontages, burgage plots and boundaries, the plan form of buildings, and other historic physical and landscape features will be conserved and incorporated into the proposal where appropriate.

H3: Proposals for residential development, including residential institutions and applications to renew permissions for residential development, within the Framework Boundaries as defined on the proposals map, will be permitted, provided that: Priority is given to the re-use of previously developed land and buildings... [and] The most efficient use of the land is achieved compatible with the sites location, its accessibility and its surroundings. A minimum density of 30 dwellings per hectare will be sought. In the towns, higher densities may be appropriate.

### Wiltshire Core Strategy Development Plan Document to 2026 (2015)

Core Policy 57: A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

- i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced;
- ii. the retention and enhancement of existing important landscaping and natural features, (e.g. trees, hedges, banks and watercourses), in order to take opportunities to enhance biodiversity, create wildlife and recreational corridors, effectively integrate the development into its setting and to justify and mitigate against any losses that may occur through the development;
- iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting;
- iv. being sympathetic to and conserving historic buildings and historic landscapes;
- v. the maximisation of opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41 (Sustainable Construction and Low Carbon Energy);
- vi. making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area;
- vii. having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy, overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)
- viii. incorporating measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site;
- ix. ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network);

- x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials;
- xi. taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future;
- xii. the use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm;
- xiii. the case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.

Core Policy 58: Development should protect, conserve and where possible enhance the historic environment. Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance... including the special character or appearance of conservation areas.

Calne Area Strategy: ‘consideration is needed for making greater use of the River Marden, which runs through the town centre and could be utilised more successfully as an attractive feature of future regeneration projects, while also protecting and enhancing the important ecological value and landscape character of the river corridor’ (para. 5.41)

Core Policy 50: Development Proposals must demonstrate how they protect features of nature conservation and geologic value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term... All development should seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services... Sustainable development will avoid direct and indirect impacts upon local sites through sensitive site location and layout, and by maintaining sufficient buffers and ecological connectivity with the wider environment.

Core Policy 51: Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures. Proposals should be informed by and sympathetic to the distinctive character areas identified in the relevant Landscape Character Assessment(s) and any other relevant assessments and studies. In particular, proposals will need to demonstrate that the following aspects of landscape character have been conserved and

where possible enhanced through sensitive design, landscape mitigation and enhancement measures... iv. Important views and visual amenity... viii. Landscape functions including places to live, work, relax and recreate. (Note: ‘The term ‘landscape’ here is used to refer to the built, historic and natural environment in urban, peri-urban and rural areas.’ (para. 6.80)

Core Policy 52: Development shall make provision for the retention and enhancement of Wiltshire’s green infrastructure network, and shall ensure that suitable links to the network are provided and maintained. Where development is permitted developers will be required to: i. retain and enhance existing on site green infrastructure ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards iii. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development.

**Calne Community Neighbourhood Plan 2 2023-2038 (2025)**

Policy WS4: Calne Town Centre

Proposals for main town centre uses within the defined Calne Town Centre boundary and within Calne Town Centre Primary Shopping Area will be supported where:

- a. they are in conformity with Wiltshire Council’s Development Plan;
- b. they have regard to and make a proportionate and positive contribution to the delivery of specific Calne Town Centre objectives and any subsequently adopted Calne Town Centre Strategy.

Policy BE1: Design Principles for Local Distinctiveness

1. Development that demonstrates good design, contributing to the conservation, enhancement, and extension of positive and distinctive characteristics in the various character areas of the Plan area will be supported.
2. In addition to having regard to the National Design Guidance and Wiltshire Council design policy, development proposals must demonstrate how they have been informed by the adopted Design Guide, demonstrating a positive response to the identified character, history, and landscape of the character area (as shown in figure 6) in which proposals are located, and how the Calne area design guidelines and codes have been applied. Proposals must not exacerbate identified issues relating to poor design and should seek to resolve them where possible.
3. Proposals for major development should be submitted with a Design and Access Statement, and where proportionate, a masterplan, to demonstrate how the proposed development layout, density, access proposals and building design approach complement and extend the positive characteristics of the character area in or adjacent to which they are located.
4. Good design will be important in all locations, with the highest standards required for developments:
  - a. in sensitive locations, for example affecting the North Wessex Downs National Landscape area, Conservation Areas or the setting of listed buildings; or
  - b. that would be highly visible, due to the prominence of the location or the scale or features of the buildings proposed.
5. Delivery of sustainable construction should also be balanced with local distinctiveness considerations in accordance with Policies C2 and C3.

Policy NE5: Setting of Calne and Calne Without

1. Rural Setting

Proposals for new development must respect the rural setting of the Plan Area and accordingly must assess and address, with mitigation where appropriate, their impact on:

- a. the rural edges of the town and villages where views both in and out and linkages are an integral part of the character of these places;
- b. the physical separation (countryside gaps) that protects the separate identity of settlements and landscape features as shown on figure 5a;
- c. the dominance of the natural features that provide the setting for these settlements such as the valley setting of Calne below rural hilltops;
- d. the rural qualities of the country lanes;
- e. important views, including but not limited to, the 3 views identified in the Design Guide, should be protected;
- f. tranquillity and the need to protect against intrusion from light and noise pollution.

Wherever possible, development should deliver enhancements to the landscape character including well integrated additional planting.

POLICY CF1: Community Facilities

- 1. Development proposals requiring planning permission that will result in the loss of a local community facility, including but not limited to, those identified in the Community Facilities Report 2024 (Document 10), will only be supported where it can be demonstrated that the site/building is no longer required or no longer economically viable for an equivalent or alternative community use.
- 2. Where it is demonstrated that it is not possible to provide an equivalent or alternative community facility use, a mixed use which still retains a substantial proportion of community facility provision, will be supported.
- 3. In order for the loss of a local community facility to be supported, it must be demonstrated that equivalent or better local services are available, or that the service is no longer required by the community.
- 4. In order to safeguard the community assets of public houses listed in the Community Facilities Report 2024 (Document 10) and the Derry Hill village

convenience shop, support will only be provided for proposals that would result in their loss if they are supported by evidence of comprehensive marketing which demonstrates all reasonable attempts have been taken to secure their continued use. This marketing plan will:

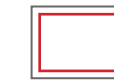
- a. be undertaken for at least six months;
- b. be open and flexible with respect to accommodating alternative community uses;
- c. establish appropriate prices, reflecting local market values, for the sale or lease of the site/ building, which reflects the current or new community use, condition of the premises and the location of the site;
- d. clearly record and report all marketing undertaken and details of respondents, in a manner capable of verification;
- e. provide details of advertisement undertaken including dates of publication and periods of advertisement;
- f. demonstrate that the lease of the site without restrictive rent review and tenancy conditions, or other restrictions which would prejudice the reuse as a community facility, have been offered; and
- g. demonstrate contact with previously interested parties, whose interest may have been discouraged by onerous conditions previously set out.

5. Proposals for the provision of new community facilities to meet evidenced local needs including those identified by a local community infrastructure priority list, will be supported where the development would not have an unacceptable adverse effect on the local environment or residential amenity.



## 2.1 Planning Policy and Designation

Key:



Site



Calne Conservation Area



Calne Town Centre

as defined by Calne Community Neighbourhood Plan 2 2023-2038<sup>1</sup>

Figure 5. Designations in the wider context.

<sup>1</sup> <https://www.wiltshire.gov.uk/media/538/Calne-Community-Neighbourhood-Plan/pdf/sppnp-calne-community-neighbourhood-plan-made-2018-february.pdf>





3.1 Topography and vegetation

Topography

The Site ranges in elevation from a high point of approximately 70.85m AOD close to the eastern car park access off The Pippin to approximately 68.30m AOD in the south west at the top of the riverbank, excluding the river itself. The riverbanks are steep in places and the normal river level range is notably lower than the land surrounding it. There is a very apparent fall across the existing car park from the Pippin down towards the river. South of the river, there is a very gentle fall from north to south but it is virtually imperceptible.

Beyond the Site, the landform of the town rises generally to the north east towards The Pippin, Oxford Road and eventually up towards Penn Hill, and to the south and south west towards The Green, Silver Street and eventually up towards Pinhills. As such, the Site is located at the centre of a low-lying shallow valley following the water courses. The town centre has grown from the river and low-lying land and as such this area of the townscape hosts much of Calne’s heritage interest (including the Calne Conservation Area).

Vegetation

There are a number of trees within and bounding the Site. Trees and other vegetation within the Site are principally associated with the water course, closely following the riverbanks. They are self-set and generally unmanaged and include a range of native and naturalised species such as sycamore, hazel, alder, goat willow, crack willow, elder and ash. Buddleia, elder and young sycamore are common as the scrub layer. This linear band of vegetation across the Site is in contrast to the stark hardstandings which surround it, reinforcing the presence of the river and the sense of separation between the northern and southern parts of the Site.

There is a very prominent semi-mature London plane tree at the Site access with The Pippin. There is no vegetation on Site fronting Mill Street and the streetscape along Church Street and Mill Street is a very hard environment.

- 1

2
- 3

4
- 5

6
- Photograph 1. View from The Pippin into the existing car park access. The land slopes southwards towards the river.

Photograph 2. View across the former car park south of the river and the comparatively flat landform.

Photograph 3. View towards the pedestrian footbridge west of the site, highlighting the typical river level and densely vegetated banks.

Photograph 4. View from the northern end of The Pippin adjacent to Oxford Road, elevated above the site and with views across it.

Photograph 5. View from the where Abberd Brook meets River Marden, with dense trees and scrub lining the watercourse in a narrow band.

Photograph 6. The distinctly unvegetated scene along the flat streetscape of Church Street and Mill Street.



### 3.2 Access and Communications

Currently, public access is permitted within the northern part of the Site; the public car park with vehicular accesses off The Pippin. There is no longer public access within the southern part of the Site because the former Coop store and associated car park and curtilage has been fenced off. There are two footbridges crossing the River Marden within the site, linking the northern and southern areas, but these are currently closed off with hoarding to prevent public access into the former Coop store site.

There are a number of designated Public Rights of Way (PRoW) in the vicinity of the Site, though none within it. PRoW footpath CLAN51 follows the eastern side of the River Marden and runs close to the eastern site boundary, linking Mill Street and The Pippin. These routes combine with public highways to provide a well connected pedestrian network.

From the north the Site is accessed off The Pippin, a U-shaped road leading off Oxford Road which is a more major arterial road leading northwards out of the town and eventually joining the A3102. From the south the Site is accessed off Mill Street and the Site forms a substantial extent of the street frontage with a close relationship to the adjoining footway and streetscape. Mill Street seamlessly joins with Church Street to the west.



Key:

Site

Public Right of Way (footpath)

Figure 6. Access and communications

3.3 Townscape Character Baseline

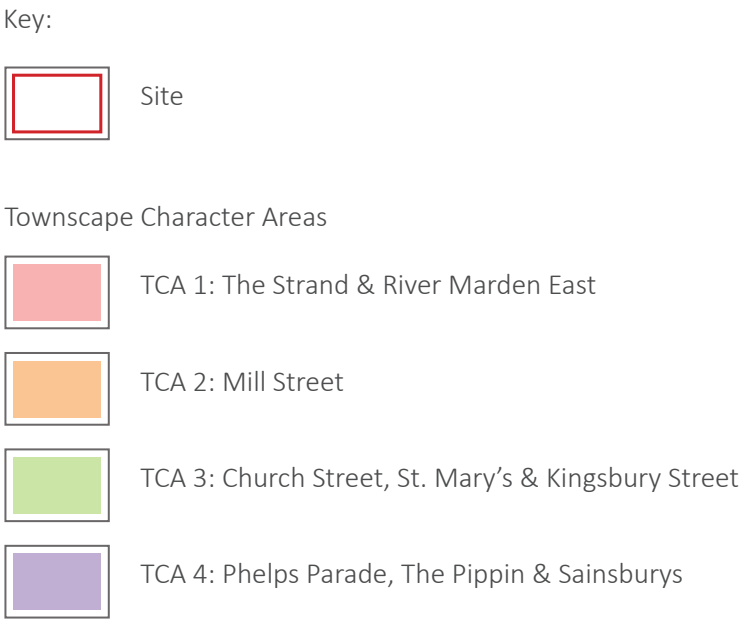


Figure 7. Townscape Character Areas.

Local Character

The Site and much of the townscape surrounding it is covered by ‘identity areas’ defined within *Calne Conservation Area Statement* adopted February 2000 as Supplementary Planning Guidance to the North Wiltshire Local Plan (and remains relevant to Wiltshire Council today). These published areas are used as the basis for the Townscape Character Areas (TCAs) defined and considered as part of this TVIA. Only those areas of direct relevance to the Site are taken forward within this TVIA, whereby there is a sufficient degree of relationship to the Site through physical connection, shared frontage or streetscape, inter-visibility, or other means of perceptibility of the Site.

The identity areas defined by the Conservation Area Statement are limited in spatial scope by the extent of the conservation area itself. TCAs 1, 2 and 3 remain as defined by the Conservation Area Statement (identity areas 4, 5 and 6 respectively). TCA 4 follows identity area 12 but has been supplemented to include the Sainsburys store and its curtilage being of sufficiently similar characteristics albeit outside of the conservation area.

The Site lies wholly within **TCA 1: The Strand & River Marden East**, key characteristics of which include:

- *Topography: The land falls towards the river valley*
- *Access: The main A4 runs through the centre of The Strand with junctions with Church Street and Cox’s Hill. There are pavements to both sides of the street. This is a busy route with some vehicular and pedestrian conflict.*
- *Settlement pattern: An old established public open space, now a busy through route. Once the former heart of town, with a renewed focus due to the recent library building, public art, and the development and river renaturalisation/ public pocket park at Beach Terrace.*
- *Morphology: Most buildings are old and well established, though with recent landmarks of the new library and Beach Terrace. The river was canalised as part of the evolution of the Harris factories. Much of the area retains a post industrial morphology created by the demolition of the factories.*
- *Activities: Commercial, public building, pub and recreational uses.*
- *Space: The area is open towards the east and tighter around west Strand. Historic public space has been lost to traffic circulation, although improved by recent development around the library and Beach Terrace.*

- *Buildings: Listed 17th to 19th Century buildings. The Town Hall is a dominant landmark building. The Lansdowne Arms is two storeys with a long frontage. The library is a modern landmark also fronting the same road junction.*
- *Construction: Rubble stone, colour wash and slate or stone roofs. Timber windows. Ashlar and glass are apparent on more recent buildings.*
- *Details: Interesting gothic detailing to the Town Hall. Lansdowne Strand Hotel is in the local vernacular.*

Guidance and enhancements recommended by the Conservation Area Statement include:

- *Ensure new buildings and extensions are designed with respect to the character of the area.*
- *Ensure use of natural materials in alterations and extensions to traditional buildings and features.*
- *Encourage the use of planting in new developments.*
- *Implement an enhancement scheme to provide new paving, townscape features and artwork in The Strand.*

The south eastern edge of the Site abuts the boundary of the adjacent **TCA 2: Mill Street**, key characteristics of which include:

- *Topography: A narrow, mainly level, winding road crossing river at the Mill. No long views.*
- *Access: The main route from the A4 to Anchor Road. Pedestrian routes exist south to Kingsbury through the churchyard via Proclamation Steps and north along river to The Pippin.*
- *Settlement Pattern: An old route leading past the Mill with traditional terraced dwellings to both sides. The churchyard encloses the west end with new retail development at the junction with Church Street.*
- *Morphology: The Mill and the terraced cottages are original buildings with recent purpose built retail units at the west end.*
- *Activities: Mainly residential with some commercial uses.*

- *Space: Open at the east and west ends contained by cottages in the centre. The winding road contains views. Undefined space around the retail units. Views along the river from the street which adds rural ambience to the area.*
- *Buildings: Listed and unlisted 17th to 19th Century terraced mill cottages. The Mill acts as focal point. The listed vicarage is in a large plot at the eastern end.*
- *Construction: Limestone rubble with some brick. Slate or clay tile roofs. No details of note on modern construction. Sash or casement windows in painted timber.*
- *Details: Cottage vernacular.*

The Site lies close to the northern edge of **TCA 3: Church Street, St. Mary’s & Kingsbury Street**, sharing opposite sides of the street frontage along the western end of Mill Street. Key characteristics of this area include:

- *Topography: A level street with footpaths to both sides giving long views.*
- *Access: Church Street was originally the main route through the town centre. Now a back street since the construction of New Road. Ivy walk footpath links to New Road. Kingsbury is the route to The Green.*
- *Settlement Pattern: An old route with several important buildings. St. Mary’s Church and churchyard are the focal point in the street. Terraced houses to the back of the pavement built on older plots.*
- *Morphology: Most buildings are 18th to 19th Century and built along the road.*
- *Activities: Mixed residential, commercial and retail with the church as the focal point.*
- *Space: Mostly enclosed by buildings and walls giving views along the street but not beyond.*
- *Buildings: Mostly 18th to 19th Century, many listed. The Church of St. Mary acts as a focal point. Several historically important buildings in the area.*
- *Construction: Stone rubble or ashlar. Stone, slate or clay tile roofs. Timber sash or casement windows.*
- *Details: Timber lintels, stone mullions, and leaded light windows.*

The Site lies close to the southern edge of **TCA 4: Phelps Parade, The Pippin & Sainsburys**, key characteristics of include:

- *Topography: Phelps Parade is a level narrow route with the vista closed at each end by the buildings in The Pippin and Wood Street. The Pippin falls towards the river valley to the south giving views south to the church tower and wooded hillside beyond.*
- *Access: Phelps Parade is a narrow, uncovered pedestrian only precinct. A newly improved vehicular access exists to the supermarket car parks with pavements both sides and brick paver finish to road helping to calm the traffic. Some heavy goods traffic is generated by the rear loading areas.*
- *Settlement Pattern: Phelps Parade is a modern development of purpose built retail units with flats above and the historic Baptist Chapel and burial ground at the eastern end. The Pippin is an old established road with historically little development in the area, mainly giving rear access to the Wood Street and High Street properties. This character is retained on the western side. The eastern side is now developed as a retail superstore and adjacent surface car parks. Blighting due to the Harris factory demolition remains.*
- *Morphology: Phelps Parade is an historic route from Wood Street to The Pippin past the Zion Chapel now with 1970s retail development to both sides and flats above. The chapel and adjacent graveyard remain, historically detached from their surroundings. The Pippin is mostly the rear parts of modern development with some older ‘outbuildings’ used as garages and retail units punctuating parking and service areas. The Zion Chapel remains as a detached building. The back land effect is now lessened by the Sainsbury’s development with its designed and landscaped frontage onto street. Surface car parking takes up the remainder of the open space. The built form is generally dislocated on the western side.*
- *Activities: Phelps Parade is retail at street level with residential above, though not immediately apparent from Phelps Parade but it can be seen from The Pippin. The large Sainsbury’s store has brought back activity to this area. The western side at the back of the High Street remains in retail servicing use.*
- *Space: Phelps Parade is the route from Wood Street to The Pippin tightly enclosed by shop units with the pleasant green space of the chapel burial ground at the eastern end. The eastern vista is now closed by the Sainsbury’s store. Enclosed view into Wood Street. The Pippin area is generally open due to the loose-knit character of back land development and surface car*

*parks. The hard landscaping of the pedestrian areas around Sainsbury’s has improved the area. The small indeterminate areas at the rear of High Street properties are used a parking areas alongside larger servicing areas.*

- *Buildings: A mixture of mainly modern development with Sainsbury’s as a single large building. The west side of The Pippin consists mainly of smaller single storey converted outbuildings. The Zion Chapel remains largely unaltered and forms an attractive corner to the east end of the purpose built retail and residential precinct of Phelps Parade. The unit on the corner of Phelps Parade is introverted and forms a poor corner to the precinct.*
- *Construction: No common language. Phelps Parade development is of red brick with tiled roofs and a mixture of poor modern shop-fronts. Bulky concrete canopies above shop-fronts are supported by tiled columns which are beginning to deteriorate. Sainsbury’s is a good quality building with stone cladding, glass curtain walls and slate roof. The chapel is of rubble stone with slate roof.*
- *Details: The chapel has traditional detailing. No details of note on modern buildings. Good landscape detailing and street furniture around Sainsbury’s.*

Townscape Character Analysis

In accordance with Table A1 in Appendix A, each TCA is understood in terms of its susceptibility. This relates to a qualitative judgement as to the ability of a townscape area to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of related planning policies and strategies. The rating is relevant to the Proposed Development specifically and not development in general terms.

This is then combined with an understanding of value. This is the relative value that is attached to a townscape/ landscape by society. Factors that help in the identification of valued townscapes include; townscape quality and condition, scenic quality, rarity, representativeness, conservation interests, recreational value, perceptual aspects, and associations. It is informed by existing townscape/ landscape designations, but also recognises the value attached to undesignated areas where relevant.

The inherent susceptibility and value of townscape receptors are considered in combination to determine the sensitivity of each TCA. The sensitivity of townscape in its existing baseline situation is a key ingredient in determining the significance of effects likely to arise as a result of the Proposed Development.

Table 1. Townscape Character Analysis

| Townscape Receptor       |                                                     | Susceptibility                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Value                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Sensitivity                                                                 |
|--------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Townscape Character Area | TCA 1: The Strand & River Marden East               | <p>The Proposed Development would be an opportunity to reflect the positive characteristics of this TCA and to enhance the conservation area, such as through appropriate consideration of relationship of buildings to road frontage, density, materiality, architectural detailing and public realm improvements.</p> <p>North of the river this TCA substantially comprises surface car parking and service areas, of low susceptibility being capable of tolerating substantial improvement. South of the river it is arguably of medium susceptibility being more consistent with the prevailing character.</p> <p>On balance, it is a townscape of <b>medium</b> susceptibility.</p> | <p>It is a locally designated area of townscape. There are prominent positive characteristic features on Church Street and surrounds, such as the library, Beach Terrace, the associated public realm and connections across this area, as well as a number of local landmark historic buildings.</p> <p>North of the river this TCA substantially comprises surface car parking and service areas, with poor legibility of character and arguably detracting features. South of the river is a townscape of better condition and local value.</p> <p>On balance, it is a townscape of <b>medium</b> value.</p> | TCA 1 is considered to have a <b>medium</b> sensitivity to change.          |
|                          | TCA 2: Mill Street                                  | <p>The Proposed Development would be an opportunity to greatly improve upon the baseline situation (i.e. the streetscape frontage of the former Coop store on Mill Street), to better reflect the positive characteristics of this TCA and to enhance the conservation area, such as through the clearance of less aesthetic buildings and continuation of public realm improvements.</p> <p>It is therefore a townscape of <b>medium</b> susceptibility.</p>                                                                                                                                                                                                                              | <p>It is a locally designated landscape. Whilst this TCA in general comprises distinctive characteristics giving a strong sense of place, in the specific location where the Site fronts Mill Street it is of notably lesser condition and with some detracting features such as the quality and condition of materials, buildings, boundaries and streetscape.</p> <p>It is a townscape of <b>medium</b> value.</p>                                                                                                                                                                                            | TCA 2 is considered to have a <b>medium</b> sensitivity to change.          |
|                          | TCA 3: Church Street, St. Mary's & Kingsbury Street | <p>The Proposed Development would be an opportunity to greatly improve upon the baseline situation (i.e. the streetscape frontage of the former Coop store on Mill Street), to better reflect the positive characteristics of this TCA and to enhance the conservation area, such as through the clearance of less aesthetic buildings and continuation of public realm improvements.</p> <p>It is therefore a townscape of <b>medium</b> susceptibility.</p>                                                                                                                                                                                                                              | <p>It is a locally designated landscape. Whilst this TCA in general comprises distinctive characteristics giving a strong sense of place, in the specific location where the Site fronts Mill Street it is of notably lesser condition and with some detracting features such as the quality and condition of materials, buildings, boundaries and streetscape.</p> <p>It is a townscape of <b>medium</b> value.</p>                                                                                                                                                                                            | TCA 3 is considered to have a <b>medium</b> sensitivity to change.          |
|                          | TCA 4: Phelps Parade, The Pippin & Sainsburys       | <p>The Proposed Development would be consistent with the local townscape character.</p> <p>It is a townscape of <b>low</b> susceptibility.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>This TCA is mainly locally designated area of townscape. Whilst it contains distinctive features giving a strong sense of place it is of comparatively lesser quality, historic interest and cohesiveness than adjacent townscape areas.</p> <p>It is a townscape of <b>medium</b> value.</p>                                                                                                                                                                                                                                                                                                                | On balance, TCA 4 is considered to have a <b>low</b> sensitivity to change. |

3.4 Visual Baseline

The visual baseline is based on a limited number of representative viewpoints located within the surrounding environs of the Site. Viewpoint locations are illustrated on Figure 8 and images of these views are included as viewpoint photographs 1-3.

The viewpoints are all from publicly accessible locations in the townscape where a degree of visibility of the Site (or elements within it e.g. buildings, infrastructure or trees) was observed. Photography and associated fieldwork was undertaken in December 2025, when deciduous vegetation was not in leaf, representing maximum potential visibility of the Site.

Key:

Site

1

Viewpoint location



Figure 8. Viewpoint location plan.





| Existing view                                                                | Receptor and Sensitivity                                                                                                                       | Description of view                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Viewpoint 1:</b><br>View from outside Sainsburys supermarket, The Pippin. | <ul style="list-style-type: none"><li>• Pedestrians.<br/><b>Medium</b> sensitivity.</li><li>• Motorists.<br/><b>Low</b> sensitivity.</li></ul> | <p>A heavily filtered, largely screened, mid-distance view towards the Site. Views into the Site are limited to a partial glimpse of upper parts of the former Coop store building, due to the sunken nature of land at the riverside and the comparative elevation of Sainsburys and this part of The Pippin. Existing trees at the riverside, and to a lesser extent paraphernalia within Sainsburys car park, provide a strong degree of visual screening of the Site. There is a clear view of the tower of the Grade I Listed St. Mary's Church.</p> <p>The viewpoint location is very closely adjacent to the eastern edge of the conservation area but outside of it. The area around Sainsburys is generally very busy with pedestrians accessing the store, motorists parking and manoeuvring and people being picked up and dropped off at the store. The Pippin is similarly busy with traffic accessing the various local car parks, the rear of businesses fronting High Street and service and delivery access for the Sainsburys store. There are strong pedestrian connections across to Phelps Parade and other parts of the town centre.</p> |

| Photography data                  |                                |                                    |                                        |
|-----------------------------------|--------------------------------|------------------------------------|----------------------------------------|
| Date/ Time:                       | 15.12.2025/<br>11:46           | Visibility and weather conditions: | Overcast, wet ground, good visibility. |
| Grid reference Lat, Long (WGS84): | N 51:26:21.9,<br>W 002:00:12.9 | Distance from closest boundary:    | 92m                                    |
| Direction of view:                | S                              | Camera type:                       | Nikon D750                             |
| Horizontal field of view:         | 85°                            | Focal length:                      | 50mm                                   |
| Elevation (AOD):                  | 77m                            | Camera height:                     | 1.60m                                  |



| Existing view                                                                | Receptor and Sensitivity                                                                    | Description of view                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Viewpoint 2a:</b><br>View from The Pippin close to the north of the site. | <ul style="list-style-type: none"><li>Pedestrians.<br/><b>Medium</b> sensitivity.</li></ul> | A clear uninterrupted view at very close range across the existing car park in the northern part of the Site. Beyond the low boundary wall, views are limited by the trees and vegetation following the river at the southern end of the car park which largely screens views of the former Coop store building although there are glimpses beyond to properties on Mill Street and the top of Calne Free Church. This viewpoint location picks up on the channelled view of the tower of St. Mary's Church glimpsed between tall trees at the riverside, though this extent of visibility is lost in positions further east or west on this lower part of The Pippin. |
|                                                                              | <ul style="list-style-type: none"><li>Motorists.<br/><b>Low</b> sensitivity.</li></ul>      | The existing foreground car park is unattractive and detracts from the glimpses of the more interesting and historic built form beyond. Hoarding across the bridges is also somewhat detracting and prevents glimpsed views across the river.                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                                                              |                                                                                             | The view is from within the conservation area and the low northern boundary wall and riverside vegetation are the main positive features within the Site, though the foreground is dominated by car parking. St Mary's Church in the distance is Grade I Listed.                                                                                                                                                                                                                                                                                                                                                                                                       |

| Photography data                  |                                |                                    |                                        |
|-----------------------------------|--------------------------------|------------------------------------|----------------------------------------|
| Date/ Time:                       | 15.12.2025/<br>11:39           | Visibility and weather conditions: | Overcast, wet ground, good visibility. |
| Grid reference Lat, Long (WGS84): | N 51:26:19.4,<br>W 002:00:09.9 | Distance from site:                | 9m                                     |
| Direction of view:                | S                              | Camera type:                       | Nikon D750                             |
| Horizontal field of view:         | 76°                            | Focal length:                      | 50mm                                   |
| Elevation (AOD):                  | 71m                            | Camera height:                     | 1.65m                                  |



| Existing view                                                                     | Receptor and Sensitivity                                                                      | Description of view                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Viewpoint 2b:</b><br>View from The Pippin close to the north east of the site. | <ul style="list-style-type: none"> <li>Pedestrians.<br/><b>Medium</b> sensitivity.</li> </ul> | A clear channelled view at close range looking along The Pippin and across the existing car park in the northern part of the Site towards the former Coop building. Viewed through a relative narrowing in the street, existing trees and vegetation edging the car park and following the river further narrow the view towards the former Coop building. The eastern bridge on Site with its temporary hoarding is visible in the centre of the view. Importantly, this viewpoint location picks up on the narrow channelled view of the tower of St. Mary's Church glimpsed beyond intervening trees.                                                                                                |
|                                                                                   | <ul style="list-style-type: none"> <li>Motorists.<br/><b>Low</b> sensitivity.</li> </ul>      | <p>Dwellings in the foreground are historic and attractive and exemplify local vernacular in style and materials albeit from a range of eras. The road itself and the car park beyond are unattractive and detract from view towards the church tower; the more interesting and landmark feature of the view. The blank facade of the former Coop building and the hoarding across the bridge are also somewhat detracting.</p> <p>The view is from within the conservation area and the low northern boundary wall and riverside vegetation are the main positive features within the Site, though the foreground is dominated by car parking. St Mary's Church in the distance is Grade I Listed.</p> |

| Photography data                  |                                  |                                    |                                        |
|-----------------------------------|----------------------------------|------------------------------------|----------------------------------------|
| Date/ Time:                       | 15.12.2025/<br>11:34             | Visibility and weather conditions: | Overcast, wet ground, good visibility. |
| Grid reference Lat, Long (WGS84): | N 51:26:19.89,<br>W 002:00:07.25 | Distance from site:                | 31m                                    |
| Direction of view:                | SW                               | Camera type:                       | Nikon D750                             |
| Horizontal field of view:         | 68°                              | Focal length:                      | 50mm                                   |
| Elevation (AOD):                  | 74m                              | Camera height:                     | 1.65m                                  |



| Existing view                                                                                                | Receptor and Sensitivity                                                                                                                   | Description of view                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Viewpoint 3:</b><br>View towards former Coop building from the junction of Church Street and Mill Street. | <ul style="list-style-type: none"><li>Pedestrians.<br/><b>Medium</b> sensitivity.</li><li>Motorists.<br/><b>Low</b> sensitivity.</li></ul> | <p>A clear uninterrupted view at very close range towards the southern frontage of the former Coop store building and the streetscape on Church Street/ Mill Street.</p> <p>The former Coop store is very tightly positioned alongside the Calne Free Church, insensitive to its setting and preventing views towards or across the river. There is a range of landscape materials of low quality and poor condition, together with street clutter and the protruding stump of the recently felled <i>Catalpa sp.</i> tree. The former Coop store building presents a monotonous form being elongated and monolithic and without variation in roofline. The streetscape here is in stark contrast to the more recently regenerated landscape around Beach Terrace further west on Church Street or the more historically sensitive landscape elements found elsewhere on Mill Street and Church Street.</p> <p>The viewpoint, and the entire scene, is within the conservation area. Calne Free Church is Grade II Listed.</p> |

| Photography data                  |                                |                                    |                                        |
|-----------------------------------|--------------------------------|------------------------------------|----------------------------------------|
| Date/ Time:                       | 15.12.2025/<br>11:56           | Visibility and weather conditions: | Overcast, wet ground, good visibility. |
| Grid reference Lat, Long (WGS84): | N 51:26:16.1,<br>W 002:00:12.8 | Distance from site:                | 25m                                    |
| Direction of view:                | NE                             | Camera type:                       | Nikon D750                             |
| Horizontal field of view:         | 85°                            | Focal length:                      | 50mm                                   |
| Elevation (AOD):                  | 68m                            | Camera height:                     | 1.65m                                  |



# 4.1 Mitigation Measures and Significance of Effect

## Designed-in Mitigation Measures

Primary measures identified during the design process and integral to the Proposed Development include (refer also to section 1.4 and Figure 4):

- Positioning of the proposed southern building broadly following the footprint of the existing former Coop store but with a substantially greater separation from the listed Calne Free Church to improve its setting. This also allows a view into Site and improved pedestrian access.
- Massing (breaking down) of proposed units in the northern area of the Site and consideration of their positioning and orientation to retain glimpsed views across the Site in some, but not all, positions on The Pippin.
- Retention of visually prominent trees and characteristic vegetation along the riverside and adjacent to The Pippin, including those which confer visual screening benefit or otherwise positively contribute to landscape setting. The retention and enhancement of existing tree stock on Site with a combination of additional planting and appropriate long-term management.
- Improvements to the Mill Street streetscape through the presentation of an attractive frontage on-site to assist with integrating new built form into its setting and providing improved streetscape sensitive to the historic environment.
- Internalisation and marginalisation of car parking associated with the southern building to minimise its perceptibility in key public views.
- The use of contextually appropriate materials and architectural form.

Opportunities for appropriate mitigation measures have been explored during the design development and integrated with the Proposed Development. As such, secondary mitigation measures to address residual effects are not proposed as a result of this assessment.

## Significance of Effect

The effects that would arise as a result of the Proposed Development are assessed in terms of their significance. Significance of effect is a combination of the sensitivity of the affected landscape/ townscape and visual receptor and the magnitude of the change that they would experience. This is assessed both during construction works and following completion of the Proposed Development, in accordance with best practice guidelines. Significance of likely effects are rated in accordance with the matrix described by Table A4, Appendix A. Significance criteria are described by Table A5, Appendix A, including qualification of whether likely effects would be adverse or beneficial.

4.2 Assessment of Effects - Construction

During the construction phase the Proposed Development is likely to give rise to a number of changes to the landscape character and visual amenity, arising from site preparation and construction activities. The construction phase is predominantly a period of temporary change; however any earthmoving, recontouring or building work can give way to permanent changes to the townscape. The construction activities in themselves could also be a source of significant disruption and visual intrusion. The principal construction operations likely to have temporary effects on townscape character and visual amenity include:

- site clearance works (including limited vegetation removal);
- fixed and mobile construction plant;
- site compound(s), utilities and protective hoardings;
- groundworks and construction of substructure (e.g. excavations, foundations and perimeter walls);
- construction of the vertical structures (the proposed buildings);
- construction of roads, car parking and footpaths; and
- increase in movement and disturbance associated with construction works and the operation of construction plant.

Townscape Character Effects During Construction

Magnitude of change

During the construction phase, the activities and machinery associated with the implementation of the Proposed Development would introduce uncharacteristic elements into the townscape.

The Site is contained entirely within TCA 1 therefore construction activities would occur directly within this townscape area. Construction traffic using the existing road network, potential noise and increased activity levels would directly affect this TCA. All such effects would be temporary and, with the exception of construction traffic accessing Site, would be localised to within the Site boundary. Construction of the Proposed Development would lead to the clearance of some detracting features associated with the northern car park and the derelict former Coop store. There would be the clearance of some positive character features within TCA 1 by the loss of open land with legibility of the river in the northern part of the Site and the loss of a limited number of trees and shrubs internal to the Site. The introduction of construction activities and temporary or in-progress structures would be prominent on the Mill Street/ Church Street and The Pippin frontages. For TCA 1 this would result in a **temporary, moderate** magnitude of change.

TCA 2 and TCA 3 share road frontages with TCA 1 at the Site’s southern boundary and would therefore experience similar prominence of temporary changes on the Mill Street/ Church Street streetscape. However, the scale of the overall TCA 2 and TCA 3 areas compared with the highly localised nature of the Proposed Development, together with the enclosed nature of the largely historic settlement which they comprise, would mean the introduction of some notable elements inconsistent with existing townscape character would affect a very limited area of the townscape. For TCA 2 and TCA 3 this would result in a **temporary, moderate** magnitude of change. TCA 4 has comparatively less relationship with the Site owing to topographic differences between the two and the lack of direct shared road frontage. It is a townscape familiar with more recent development where historic interest within it is comparatively less prominent. For TCA 4 this would result in a **temporary, minor** magnitude of change.

Significance of effect

For TCA 1 the construction of the Proposed Development would result in **temporary adverse effects of moderate significance** and this area would be most directly affected. For TCA 2 and TCA 3 the result would be **temporary adverse effects of moderate significance** owing to their sensitivities and close association with the Site. For TCA 4 the construction of the Proposed Development would result in **temporary adverse effects of minor significance**.

Table 2. Assessment of potential effects on townscape character during construction

| TCA 1: The Strand & River Marden East                 |                     |                        |
|-------------------------------------------------------|---------------------|------------------------|
| Sensitivity to change                                 | Magnitude of change | Significance of effect |
| Medium                                                | Moderate            | Moderate, adverse      |
|                                                       |                     |                        |
| TCA 2: Mill Street                                    |                     |                        |
| Sensitivity to change                                 | Magnitude of change | Significance of effect |
| Medium                                                | Moderate            | Moderate, adverse      |
|                                                       |                     |                        |
| TCA 3: Church Street, St. Mary’s and Kingsbury Street |                     |                        |
| Sensitivity to change                                 | Magnitude of change | Significance of effect |
| Medium                                                | Moderate            | Moderate, adverse      |
|                                                       |                     |                        |
| TCA 4: Phelps Parade, The Pippin & Sainsburys         |                     |                        |
| Sensitivity to change                                 | Magnitude of change | Significance of effect |
| Low                                                   | Minor               | Minor, adverse         |

Visual Effects During Construction

Magnitude of change

During the construction phase, construction operations would introduce movement and incongruous elements. In views from the north (viewpoints 1, 2a and 2b), the limited clearance of vegetation within the Site would be barely evident and not especially noticeable as the most prominent trees would be retained. Operations such as construction of vertical structures, compounds and the movement of plant would however be notable with prominence increasing from north to south when travelling along The Pippin with increased proximity to the Site and reduction in intervening elements in the view. The close range view from The Pippin close to the northern site boundary (viewpoint 2) would constitute an extensive change with highly prominent new elements including hoarding along the northern boundary and likely a construction access.

Views of demolition and construction activities from Mill Street and Church Street would be highly prominent from viewpoint 3. The demolition of the former Coop store building and the erection of the new structure would be an extensive change from the baseline view.

Significance of effect

Table 3. Assessment of potential effects on views and visual amenity during construction

| Viewpoint 1: Pedestrians.  |                     |                        |
|----------------------------|---------------------|------------------------|
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Medium                     | Minor               | Minor, adverse         |
|                            |                     |                        |
| Viewpoint 1: Motorists.    |                     |                        |
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Low                        | Minor               | Minor, adverse         |
|                            |                     |                        |
| Viewpoint 2a: Pedestrians. |                     |                        |
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Medium                     | Major               | Substantial, adverse   |
|                            |                     |                        |
| Viewpoint 2a: Motorists.   |                     |                        |
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Low                        | Major               | Moderate, adverse      |
|                            |                     |                        |
| Viewpoint 2b: Pedestrians. |                     |                        |
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Medium                     | Major               | Substantial, adverse   |
|                            |                     |                        |
| Viewpoint 2b: Motorists.   |                     |                        |
| Sensitivity to change      | Magnitude of change | Significance of effect |
| Low                        | Major               | Moderate, adverse      |
|                            |                     |                        |

| Viewpoint 3: Pedestrians. |                     |                        |
|---------------------------|---------------------|------------------------|
| Sensitivity to change     | Magnitude of change | Significance of effect |
| Medium                    | Major               | Substantial, adverse   |
|                           |                     |                        |
| Viewpoint 3: Motorists.   |                     |                        |
| Sensitivity to change     | Magnitude of change | Significance of effect |
| Low                       | Major               | Moderate, adverse      |

4.3 Assessment of Effects - Year 1 and Year 15

The effect of the completed works would persist during the operational life of the Proposed Development. For the purposes of this assessment the completed scheme is assessed at two distinct points in the operational life of the Proposed Development, at year 1 of the completed works prior to the maturation of proposed vegetation and at year 15 of the completed scheme to account for the maturation of proposed vegetation including planting to mitigate or enhance the Proposed Development. Principal aspects of the Proposed Development which are likely to have permanent effects on the townscape character and visual amenity of the Site and its surroundings are:

- creation of new buildings;
- walls and fences;
- new planting including trees and hedges to create new vegetated boundaries;
- new site contours and landform;
- roads, car parking and footpaths;
- the removal of open areas of car parking; and
- the demolition of the existing building on the former Coop (southern) site.

Landscape Character Effects at Year 1 and Year 15

Description of effects

For **TCA 1: The Strand & River Marden East**, the openness noted in the east of the area is an integral part of the Proposed Development through the provision of a publicly accessible path west of the new southern building, and the wide footpaths flanked by new vegetation along the northern riverside. The width that would be afforded between Calne Free Church and the southern building is considerable and would create new pedestrian thoroughfare. This would also help to reinforce a sense of this TCA being the historic heart of the town, partly through betterment for Calne Free Church.

Proposed built form in detailing and materials would be sensitive to the existing positive attributes of this townscape area. Similarly, improvements to public realm and visible private amenity spaces through new tree planting and sensitive surfacing materials would greatly benefit the local townscape character.

Whilst expanses of surface level car parking are a characteristic feature of this area, born out of post-industrial ‘back land’, they are not always positive in their attributes and are underutilised in what should feel like the heart of the town. Sensitive redevelopment of the brownfield land is beneficial to this TCA.

There would be limited difference on a townscape character scale between year 1 and year 15 of the development although the continued maturation of new tree planting, particularly within the public realm and prominent frontages, would be a continued positive for the townscape.

For **TCA 2: Mill Street**, the areas of the Proposed Development abutting it would include proposed car parking south east of the new southern building, similar to the baseline situation but with improved surfacing materials, new tree planting and an improved building facade. This TCA would also about the proposed private amenity space east of the southern building, so improving the relationship and the experience on the pedestrian link between Mill Street and The Pippin.

By year 15 new tree planting towards the eastern side of the Proposed Development would improve the inter-relationship between this TCA and the Site.

For **TCA 3: Church Street, St. Mary’s & Kingsbury Street**, the Proposed Development would provide an important additional glimpsed view through to the riverside from Mill Street, adding to the characteristic rural ambience. The undefined space fronting the former Coop store on the northern side of Mill Street would become active again and would benefit from a new improved frontage to better relate to the historic townscape. Improvements to the Mill Street frontage would occur outside this TCA but would be inextricably linked to TCA 3 townscape, with benefit improving with the maturation of new tree planting.

For **TCA 4: Phelps Parade, The Pippin & Sainsburys**, the characteristic views south towards the tower of St. Mary’s Church and the wooded hills beyond would remain unaffected. The Proposed Development would take the ‘back land’ car park environment to be more akin to the characteristic of TCA 1 in which it resides and remove similarities with TCA 4.

Significance of effect

Table 3. Assessment of potential effects on landscape character at Year 1 and Year 15

| TCA 1: The Strand & River Marden East               |                       |                     |                        |
|-----------------------------------------------------|-----------------------|---------------------|------------------------|
|                                                     | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1                                              | Medium                | Minor               | Minor, beneficial      |
| Year 15                                             |                       | Minor               | Minor, beneficial      |
|                                                     |                       |                     |                        |
| TCA 2: Mill Street                                  |                       |                     |                        |
|                                                     | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1                                              | Medium                | Negligible          | Neutral                |
| Year 15                                             |                       | Minor               | Minor, beneficial      |
|                                                     |                       |                     |                        |
| TCA 3: Church Street, St. Mary’s & Kingsbury Street |                       |                     |                        |
|                                                     | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1                                              | Medium                | Minor               | Minor, beneficial      |
| Year 15                                             |                       | Minor               | Minor, beneficial      |
|                                                     |                       |                     |                        |
| TCA 4: Phelps Parade, The Pippin & Sainsburys       |                       |                     |                        |
|                                                     | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1                                              | Low                   | Negligible          | Neutral                |
| Year 15                                             |                       | Negligible          | Neutral                |

Visual Effects at Year 1 and Year 15

The following pages describe and assess the potential effects on views and visual amenity that would arise at Year 1 and Year 15 of the operation of the Proposed Development. This is presented alongside panoramic photography from each viewpoint location to present; the existing view; and the proposed view at Year 1, Year 15 or a combination of both where applicable. Proposed views are accurately produced ‘Type 3’ visualisations to ‘AVR 3’ in accordance with industry standard guidance and are included alongside the existing view for ease of comparison. Professional judgement is also used to predict the likely changes at year 15 including the continued maturation of new trees.



**Viewpoint 1:** Existing view from outside Sainsburys supermarket, The Pippin.



**Viewpoint 1:** Proposed Year 1 view from outside Sainsburys supermarket, The Pippin.

Visual Effects at Year 1 and Year 15

**Viewpoint 1:** View from outside Sainsburys supermarket, The Pippin.

At Year 1, a glimpse of the upper part of the new southern building would be visible beyond the intervening mature trees and car park clutter, effectively replacing the roofscape glimpse of the former Coop store in the baseline view. No other elements of the Proposed Development would be discernible. The view towards the tower of St. Mary’s Church would remain unimpeded.

At Year 15, there would be no appreciable change from the situation at Year 1 although the maturation of new tree planting on Site may increase the filtering or screening of views to a small extent.

*Table 4. Viewpoint 1 - Assessment of potential effects on landscape character at Year 1 and Year 15*

| Pedestrians. |                       |                     |                        |
|--------------|-----------------------|---------------------|------------------------|
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Medium                | Negligible          | Neutral                |
| Year 15      |                       | Negiligible         | Neutral                |
|              |                       |                     |                        |
| Motorists.   |                       |                     |                        |
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Low                   | Negligible          | Neutral                |
| Year 15      |                       | Negiligible         | Neutral                |



**Viewpoint 1:** Proposed Year 15 view from outside Sainsbury's supermarket, The Pippin.



**Viewpoint 2a:** Existing view from The Pippin close to the north of the site.



**Viewpoint 2a:** Proposed Year 1 view from The Pippin close to the north of the site.

Visual Effects at Year 1 and Year 15

**Viewpoint 2a:** View from The Pippin close to the north of the site.

At Year 1, the new residential properties in the northern part of the Site would be prominent and the domestication of the scene would be evident through garden spaces, driveway car parking and the nature of the buildings. The change in use would be a notable difference to the baseline situation of an open car park. However, this area of the townscape is characterised in part by dwellings and residential streets such as all along the eastern arm of The Pippin, land east of the Site around Abberd Brook and residences fronting Mill Street; areas which adjoin the Site and glimpses of which can be seen from this location. It would therefore not be incongruous to experience the proposed dwellings on Site (there is historic precedent as discussed in the Design & Access Statement).

Whilst a degree of visual openness would be reduced, glimpsed views of the existing riverside vegetation and the new riverside footpath would be evident and remain a key visual feature. A key design concept for the northern houses is to create glimpsed views of St Mary’s Church Tower when moving along The Pippin east and west in/out of the town centre; views of the tower would be obscured from some locations by new buildings but glimpses would be afforded between new buildings from other locations along The Pippin.

The eastern car park access would be removed and infilled with a continuation of the existing stone boundary wall. This would give a well defined but contextually sensitive boundary to the Proposed Development.

Building materials and colour palettes would appear contextually appropriate and natural stone is used extensively in this area of the townscape. The southern building would be largely screened from view in this location by existing retained trees and new buildings in the foreground. Like St Mary Church, it would be more exposed in the dynamic view from adjacent positions on The Pippin.

Views from adjacent positions on The Pippin would reveal glimpses across the river via the re-opened footbridges.

By Year 15, new trees within the Site would mature potentially further softening the scene although this would be a subtle and localised change.

The loss of visual openness towards the riverside and the reduction in visibility towards the church tower are considered to influence the adverse effects of the Proposed Development. Although, this is balanced with the beneficial effects including removing the low quality environment of the surface level car park and enhancements with new planting.

**Table 5. Viewpoint 2a - Assessment of potential effects on landscape character at Year 1 and Year 15**

| Pedestrians. |                       |                     |                        |
|--------------|-----------------------|---------------------|------------------------|
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Medium                | Moderate            | Minor, adverse *       |
| Year 15      |                       | Moderate            | Minor, adverse *       |
|              |                       |                     |                        |
| Motorists.   |                       |                     |                        |
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Low                   | Moderate            | Minor, adverse         |
| Year 15      |                       | Moderate            | Minor, adverse         |

*\* Note: Professional judgement has been used in determining the significance of effects where marked with an asterisk in Table 5 above, so intentionally deviating from the prescribed matrix in Table A4. Where a combination of adverse and beneficial effects are predicted professional judgement can be used to give a proportional assessment outcome beyond the limitations of the matrix.*



**Viewpoint 2a:** Proposed Year 15 view from The Pippin close to the north of the site.



**Viewpoint 2b:** Existing view from The Pippin close to the north east of the Site.



**Viewpoint 2b:** Proposed Year 1 & Year 15 view from The Pippin close to the north east of the Site.

N.B. There would be no discernible difference between Year 1 and Year 15 views hence the use of a single visualisation.

Visual Effects at Year 1 and Year 15

**Viewpoint 2b:** View from The Pippin close to the north east of the Site.

At Year 1, the new residential properties in the northern part of the Site would be prominent and would effectively continue the sense of a residential street southwestwards around the bend in The Pippin beyond the existing dwellings; a continuation of positive existing character and context. The change in use on Site would be a notable difference to the baseline situation of an open car park. However, this area of the townscape is characterised in part by dwellings and residential streetscape including this eastern arm of The Pippin which forms the immediate foreground. It would therefore not be incongruous to experience the proposed dwellings on Site (there is historic precedent as discussed in the Design & Access Statement).

Whilst a degree of visual openness would be reduced, the channelled glimpse of the tower of St. Mary’s Church would remain owing to the height, spacing and orientation of the residential units. The extent of church tower visible would increase in positions on The Pippin north from here where elevation gradually increases. A key design concept for the northern houses is to create glimpsed views of St Mary’s Church Tower when moving along The Pippin in/ out of the town centre and this location is an example of the dynamic view experienced when moving along the The Pippin.

Building materials and colour palettes would appear contextually appropriate and natural stone is used extensively in this area of the townscape. The southern building would be screened from view in this specific location by existing retained trees and new buildings in the foreground. Views from adjacent positions further west on The Pippin would reveal glimpses across the river via the re-opened footbridges.

Therefore would be no discernible change between Year 1 and Year 15.

The loss of visual openness towards the riverside and the small reduction in visibility towards the church tower are considered to influence the adverse effects of the Proposed Development. Although, this is balanced with the beneficial effects including removing the low quality environment of the surface level car park.

**Table 6. Viewpoint 2b - Assessment of potential effects on landscape character at Year 1 and Year 15**

| Pedestrians. |                       |                     |                        |
|--------------|-----------------------|---------------------|------------------------|
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Medium                | Moderate            | Minor, adverse *       |
| Year 15      |                       | Moderate            | Minor, adverse *       |
|              |                       |                     |                        |
| Motorists.   |                       |                     |                        |
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Low                   | Moderate            | Minor, adverse         |
| Year 15      |                       | Moderate            | Minor, adverse         |

*\* Note: Professional judgement has been used in determining the significance of effects where marked with an asterisk in Table 5 above, so intentionally deviating from the prescribed matrix in Table A4. Where a combination of adverse and beneficial effects are predicted professional judgement can be used to give a proportional assessment outcome beyond the limitations of the matrix.*



**Viewpoint 3:** Existing view towards former Co-op building from the junction of Church Street and Mill Street.



**Viewpoint 3:** Proposed Year 1 & Year 15 view towards former Coop building from the junction of Church Street and Mill Street.

N.B. There would be little to no discernible difference between Year 1 and Year 15 views hence the use of a single visualisation.

Visual Effects at Year 1 and Year 15

**Viewpoint 3:** View towards former Coop building from the junction of Church Street and Mill Street.

At Year 1, the change from the baseline view would be dramatic. The new building fronting Mill Street would be positioned substantially far away from Calne Free Church. This would greatly improve the setting of the listed church and would open up a wide pedestrian thoroughfare link between Mill Street and the riverside (and beyond to The Pippin), with the width visually emphasised by the placement of private garden frontages alongside this route.

The new building would create a positive corner where the new opening meets Mill Street with ground floor activity and new residential thresholds to positively address the public space. The building’s form and materials would be sensitive to the local context and the variation and stepping back of the roof adds interest and lessens visual dominance. It would also be a much shorter, less monolithic building than the existing, better fitting its setting.

The streetscape would be enhanced by new frontage planting, as well as the aforementioned architectural improvements.

*Table 7. Viewpoint 3 - Assessment of potential effects on landscape character at Year 1 and Year 15*

| Pedestrians. |                       |                     |                        |
|--------------|-----------------------|---------------------|------------------------|
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Medium                | Moderate            | Moderate, beneficial   |
| Year 15      |                       | Moderate            | Moderate, beneficial   |
|              |                       |                     |                        |
| Motorists.   |                       |                     |                        |
|              | Sensitivity to change | Magnitude of change | Significance of effect |
| Year 1       | Low                   | Moderate            | Minor, beneficial      |
| Year 15      |                       | Moderate            | Minor, beneficial      |



# 5.1 Summary and Conclusion

The assessment of townscape character and visual amenity has considered the baseline conditions of the Site and its townscape setting. Sensitive receptors have been identified and an assessment of the potential effects arising from the Proposed Development during construction and at operation years 1 and 15 following completion (to allow for consideration of established and matured planting) has been reported.

The landform of the Site is relatively flat south of the river and with an appreciable southwards fall north of the river. The Site lies within the low-lying land following the river through the centre of Calnes. The land rises to the north and south immediately beyond the Site. It lies within Calne town centre close to principal buildings, public spaces and main local amenities. The Site comprises an existing surface level car park in the north and a former Coop store with parking in the south, separated by the River Marden. Bridge connections across the river are disused and access is prevented.

Trees and vegetation following the river and adjoining watercourses are a strong positive feature of the locality. Trees form part of the townscape to the north but are comparatively limited in the streetscape to the south including a recently felled tree on Mill Street.

Much of the local townscape around the town centre, including the entirety of the Site, resides within Calne Conservation Area. There is a high concentration of listed buildings and other historic elements in the vicinity. However parts of the historic townscape are read less favourably and are post-industrial remnant ‘back land’ often used as car parks.

In conclusion, it is considered that the nature of the Proposed Development is in principle in-keeping with the existing townscape character and can offer a number of benefits to the locality, reinforcing positive townscape characteristics.

Visibility of the Site is greatly limited by topographic concealment locally and the intervening effects of intricate and occasionally dense built form across the town centre. As such, this study is based on a limited number of key local views. The clearest public views occur at very close range where the site boundaries abut the streetscape.

Despite some predicted moderate to minor adverse effects on townscape character during construction the completed and functioning scheme at years 1 and 15 would either be of neutral impact, of minor adverse significance or would confer minor beneficial effects.

Designed-in (primary) enhancement and mitigation measures would benefit visual receptors across the locality. Visual receptors in the vicinity of Sainsburys (viewpoint 1) would experience minimal adverse effects during construction and negligible impact post-completion. Visual receptors on The Pippin close to the north of the Site (viewpoints 2a and 2b) are predicted to experience some adverse effects owing to the degree of change and the proximity of the Site in the view. However, these receptors will also appreciate benefits from the Proposed Development in improving the condition of the view and the removal of essentially detracting features, particularly where glimpses towards the tower of St Marys Church remain. Despite predicted adverse effects at construction, visual receptors on Mill Street (viewpoint 3) would experience improvement in the view post-completion, greatly benefiting visual amenity.

Overall in terms of landscape character and visual amenity the Proposed Development would be appropriate in the landscape context. Whilst it would have a limited number of minor adverse impacts into the longer term for sensitive visual receptors in a localised area at close range, the Proposed Development would bring a number of beneficial impacts and would, on balance, integrate well in its townscape setting.

It should be reiterated that primary enhancement and mitigation measures i.e. designed-in mitigation, have been considered throughout the concurrent design development and TVIA process and form an integral part of the Proposed Development. Secondary mitigation or enhancement measures are therefore not proposed nor are further measures deemed practicable.



# Appendix A: Methodology for Assessment

## Approach

The aim of this TVIA is to establish the following:

- an understanding of the Site and its wider setting, identifying the landscape and visual receptors that would perceive the Proposed Development;
- an analysis of the composition, character, quality and value of receptors to determine their sensitivity to change;
- an assessment of predicted likely effects of the Proposed Development upon landscape character and views and visual amenity;
- compliance of the Proposed Development with relevant policy; and
- the need for any mitigation to reduce, offset or minimise any significant adverse effects.

The methodology is based on current best practice and guidance from the following sources:

- ‘Guidelines for Landscape and Visual Impact Assessment’, Landscape Institute (LI) and Institute of Environmental Management and Assessment (IEMA), Third Edition, 2013;
- ‘An Approach to Landscape Character Assessment’, Natural England, 2014; and
- ‘Technical Guidance Note 06/19: Visual Representation of Development Proposals’, LI, 2019.

The assessment considers two inter-linked issues:

- Townscape effects; the likely effects of the operation of the Proposed Development (i.e. following completion of construction, once in normal use) on the physical, cultural and perceptual characteristics of the Site and the surrounding townscape; and
- Visual effects; the likely effects of the operation of the Proposed Development on views and visual amenity as experienced by visual receptors.

## Establishing the baseline

The baseline conditions relevant to the assessment are derived from the following:

- desktop study of the existing environment;
- fieldwork to determine the character of the Site and the surrounding landscape, to inform judgements of susceptibility and value which, in turn, would inform judgements of sensitivity of the landscape to change;
- fieldwork to establish the locations from which there is a degree of visibility towards the Site, presented as description of the key views from the surrounding area, and identification of related visual receptors and determination of their respective sensitivities to change; and
- use of existing descriptions of townscape character using local level sources including the ‘Calne Conservation Area Statement’, North Wiltshire Council (Wiltshire Council), February 2000.

A detailed understanding of the existing environment is gained from desktop study and confirmed by subsequent fieldwork. Text and graphical representation are used to describe:

- topography, land cover, distribution and type of land use and open space;
- development patterns and scale, including age, massing and density of buildings, levels of enclosure, skyline characteristics, building materials and landmark features;
- vegetation patterns and extents;
- statutory and non-statutory designations relevant to the Site and surrounding landscape;
- transport routes, PRoW, long distance trails and other routes to include roads, railways, cycleways, bridleways, footpaths and waterways;
- heritage features including conservation areas, Scheduled Monuments and other historic components of landscape or visual relevance; and
- existing landscape character assessments prepared by authorities including national level character assessment and local level assessment where available.

## Townscape baseline

The townscape baseline forms the basis for the identification and description of the changes that may occur to the character of the landscape as a result of the Proposed Development.

Townscape should be understood in terms of:

- its constituent elements;
- its character and the way this varies spatially;
- its geographic extent;
- its history;
- its condition/ quality; and
- the way it is experienced, including the value attached to it.

A receptor is a defined aspect of the townscape that has the potential to be affected by a development. Through a combination of baseline data, including relevant data from published character studies of national and local scales, and Site survey the landscape is classified into units of distinct and broadly homogenous characteristics referred to as Townscape Character Areas (TCAs).

## Visual baseline

The visual baseline establishes the area in which the Site may be visible, the nature of the views and amenity value attributed to the views. Viewpoint locations are established through desk-based research of the existing environment including the Site and surrounding landscape. The desk-based selection of viewpoints are then verified through fieldwork, to confirm or discount visibility towards the Site. The selection of views include consideration of the ‘Important views’ illustrated in section 2.2 of the Calne Conservation Area Statement - namely this applies to Viewpoint 1.

The selected viewpoints are considered as being the best locations for representative views of the Proposed Development. It is recognised that some ‘private’ views may have more direct views than those selected but by necessity the visual assessment is based on views from external spaces within the public domain and not from inside buildings or private spaces.

A photographic record of each of the viewpoints is presented to illustrate the baseline views. All baseline photographs comprise high resolution images taken with a full frame sensor digital SLR camera with a fixed 50mm lens. The camera location and details of each viewpoint are recorded.

Assumptions and limitations

The visual analysis is based on views from external spaces within the public domain and not from inside buildings or private spaces. However, comment and assessment in relation to views from private spaces is made, where appropriate.

The assessment process aims to be objective and to quantify effects as far as possible. However, it is recognised that subjective judgement is appropriate, if it is based upon training and experience, supported by clear evidence, reasoned argument and informed opinion.

Whilst changes to a view can be factually defined, the evaluation of landscape character and visual effect does require qualitative judgements to be made. The conclusions of this assessment therefore combine systematic observation and measurement with informed professional interpretation.

It is acknowledged that differing visual effects are possible due to seasonality where deciduous vegetation intervenes. The assessment considers the summer view (leaves on the trees). Commentary on winter views may also be provided, where appropriate.

Assessment

To predict and describe the potential effects on the townscape and visual resource, baseline information is combined with the different components of the Proposed Development during the construction and operational phases, and considers:

- townscape character and resources, including effects on the aesthetic values of the townscape caused by changes in the elements, characteristics, character and qualities;
- designated landscapes, registered parks and gardens, and recreational interests; and
- visual amenity, including effects upon potential viewers and viewing groups caused by changes in the appearance of the townscape as a result of the Proposed Development.

The assessment takes into account the spatial and temporal nature of potential effects as follows:

- direct effects are those imposed on townscape elements on the Site (those that occur within the Site) as a direct result of development, such as the loss of existing trees or other notable vegetation;
- indirect and secondary effects may occur some distance from the Site (outside of the Site, but within the study area) as a consequence of the development occurring, such as the removal of screen vegetation which would allow views in from surrounding areas;
- temporary effects predominantly arise during construction, whereas permanent effects predominantly arise once the scheme has been completed. However, it is recognised that the construction of the Proposed Development may result in both temporary and permanent effects; and
- adverse effects are those that cause detriment to the pre-development situation;
- beneficial effects are those that restore or improve the townscape; and
- neutral effects might change the existing situation, but on balance make the situation neither better nor worse.

Scope of Assessment

Due to the nature of the landform and settlement in the surrounding townscape, the degree of enclosure from buildings, and prior knowledge of the emerging design brief, a geographic region surrounding the Site (i.e. its townscape setting) was selected as the spatial scope of desktop work and fieldwork.

Fieldwork was carried out in December 2025. All photography used in the assessment and visualisations was recorded on 15th December 2025.

Sequentially, the assessment is based on:

- Determination of **sensitivity** to change for identified townscape and visual receptors, combining considerations of **susceptibility** and **value**.
- Identification of the **magnitude** of change.
- Evaluation of the **significance** of effects, combining **sensitivity** and **magnitude**.

**Sensitivity** to change. This is a combination of judgements about a receptor’s susceptibility to change and the value attached to the townscape or views. Table A1 defines sensitivity criteria in terms of susceptibility and value, for transparency, and ratings are ascribed for overall sensitivity.

**Susceptibility** to change. For townscape receptors this is a qualitative judgement as to the ability of a landscape to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape-related planning policies and strategies, refer to Table A1. For visual receptors this is mainly a function of; the occupation or activity of people experiencing the view at particular locations, and the extent to which their attention or interest may therefore be focused on the views and the visual amenity they experience at particular locations, refer to Table A2.

**Value** attached to townscape. This is the relative value that is attached to a townscape by society. Factors that help in the identification of valued townscapes include; townscape quality and condition, scenic quality, rarity, representativeness, conservation interests, recreational value, perceptual aspects, and associations. Refer to Table A1.

**Value** attached to views. This is recognition of the value attached to particular views experienced by visual receptors (people). Refer to Table A2.

**Magnitude** of change. This is understood in terms of; the size or scale of the effect, geographical extent of the area influenced, and its duration and reversibility. The assessment includes consideration of the magnitude of change the Proposed Development would exert on each landscape or visual

receptor because of:

- the proximity of the Development to the receptor – generally the magnitude of change reduces with increasing distance as it progressively exerts less influence;
- the extent to which the Development can be seen, and the extent to which landform, woodland, buildings etc. intervene; and
- the visibility of the Development and its resulting effects on character.

The assessment of the magnitude of change upon visual amenity as a direct result of the Proposed Development depends upon several factors including:

- the scale of change in the view with respect to the loss and/or addition of new features;
- the degree of contrast, or integration of/ compatibility with any new features with existing features in the view;
- the duration of the effect (temporary or permanent, intermittent or continuous).
- Temporary effects are considered to be less significant than longer term or permanent effects. Therefore, magnitude is more likely to be higher if the change is long-term or permanent and low if change is short-term or temporary;
- the distance of the receptor from the source of the change;
- the angle of view and presence of intervening vegetation or features;
- the dominance of the Proposed Development feature in the view; and
- seasonal variation.

It is generally assumed that the visual effects of the Proposed Development would reduce as viewing distance increases. However, the magnitude of change at any given distance will vary according to a range of factors. These include the extent of the new buildings and structures that would be visible; their position in the view; the presence of other conspicuous features; and the extent to which views of the Proposed Development would be screened or filtered by intervening landform or by landscape elements such as trees, woodlands, hedgerows, or built structures; and the extent of mitigation planting. Magnitude criteria are described by Table A3.

**Significance** of effects. This is a combination of the sensitivity of the affected townscape and visual receptor and the magnitude of the change that they would experience. This is assessed both during construction works and following completion of the Proposed Development, in accordance with best practice guidelines. Significance of likely effects are rated in accordance with the matrix described by Table A4. Significance criteria are described by Table A5 including qualification of whether likely effects would be adverse or beneficial.

Table A1. Sensitivity ratings and criteria.for townscape receptors

| Sensitivity rating | Sensitivity criteria for townscape receptors                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | Susceptibility of townscape                                                                                                                                                                                                                                                                                                                                                                                 | Value attached to townscape                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| High               | <ul style="list-style-type: none"><li>Townscape where the Proposed Development would be at considerable variance with the local landscape character.</li><li>Townscape with limited capability to accommodate change without permanently altering or removing key characteristics and defining elements.</li></ul>                                                                                          | <ul style="list-style-type: none"><li>Internationally (i.e. World Heritage Site) or nationally statutory designated (i.e. Area of Outstanding Natural Beauty, Registered Park and Garden, Listed Building and Scheduled Monument) recognised landscape of high quality and distinctive or rare character with a large number of features and strong sense of place.</li><li>A relatively undisturbed, pristine townscape where changes or disruptions to the existing townscape would be noticeable and difficult to mitigate or restore.</li></ul> |
| Medium             | <ul style="list-style-type: none"><li>Townscape where the Proposed Development would share a degree of consistency with the existing scale, pattern, grain, land use of the prevailing character.</li><li>Townscape capable of accommodating the Proposed Development although mitigation may be appropriate to minimise levels of change without affecting the key characteristics and elements.</li></ul> | <ul style="list-style-type: none"><li>Locally designated (i.e. Conservation Area, Local Nature Reserve) / recognised townscape with some distinctive and/ or designated characteristics and features in reasonable condition (e.g. a public/ semi-public open space that is of value to the local community).</li></ul>                                                                                                                                                                                                                             |
| Low                | <ul style="list-style-type: none"><li>Townscape where the Proposed Development would be consistent with the local landscape character.</li><li>Townscape capable of tolerating substantial change / improvement / enhancement.</li></ul>                                                                                                                                                                    | <ul style="list-style-type: none"><li>Undesignated townscape.</li><li>Some local value but low quality or condition.</li><li>Few distinctive characteristics, features or elements.</li><li>Degraded townscape structure with fragmented pattern and poor legibility of character.</li><li>Detracting features notable within the townscape.</li></ul>                                                                                                                                                                                              |

Table A2. Sensitivity ratings and criteria.for visual receptors

| Sensitivity rating | Sensitivity criteria for visual receptors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | Susceptibility of visual receptors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Value attached to views                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| High               | <ul style="list-style-type: none"><li>Receptors with a key interest and expectation of enjoying the view (e.g. walkers on promoted routes, visitors to recognised viewpoints).</li><li>Residents in homes who have open, uninterrupted views in the direction of the Proposed Development.</li><li>Communities where views contribute to the townscape setting enjoyed by residents in the area.</li><li>Receptors within a nationally or internationally designated townscape where views and visual amenity are integral to the designation.</li></ul>                                                                                | <ul style="list-style-type: none"><li>Internationally or nationally statutory designation whereby views and visual amenity are a defining aspect (i.e. World Heritage Site, Area of Outstanding Natural Beauty, Registered Park and Garden).</li><li>Designed views, including from within historic townscapes.</li><li>Promoted viewpoints e.g. OS defined locations, nationally renowned tourist destinations.</li><li>Users of nationally recognised routes e.g. National Cycle Network, National Trails.</li></ul> |
| Medium             | <ul style="list-style-type: none"><li>Visitors at locations where the view is valued but not fundamental to the location or activity (e.g. people in outdoor recreation / activities that do not focus on an appreciation of the townscape).</li><li>Residents who have views in the direction of the Proposed Development but where the quality, condition and extent of the existing view is unexceptional.</li><li>People travelling on local routes with specific interest in the view but where viewing periods are discontinuous and / or irregular.</li><li>Receptors within a locally designated or valued townscape.</li></ul> | <ul style="list-style-type: none"><li>Local designation (i.e. Conservation Area, Local Nature Reserve) or locally recognised landscape where views and visual amenity are a defining aspect.</li><li>Locally important views or locally renowned viewpoints.</li></ul>                                                                                                                                                                                                                                                 |
| Low                | <ul style="list-style-type: none"><li>People engaged in activities that either distract from the view or require concentration on the foreground, resulting in minimal interest or appreciation of the view (e.g. people at work, motorists travelling not for the specific enjoyment of the scenery or people engaged in sports or recreation where the focus is more on the activity rather than the view).</li><li>Receptors at locations where the quality or condition is poor (e.g. industrial areas or derelict land).</li></ul>                                                                                                 | <ul style="list-style-type: none"><li>No designations present.</li><li>Locations where the existing view is poor, degraded or with notable detracting features.</li></ul>                                                                                                                                                                                                                                                                                                                                              |

Table A3. Magnitude ratings and criteria.

| Magnitude of change | Magnitude criteria                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                    |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | Townscape receptors                                                                                                                                                                                                                                                                                                                                                                                                                                            | Visual receptors                                                                                                                                                                                                   |
| Major               | <ul style="list-style-type: none"><li>All / most key characteristics / features / elements of the townscape would be affected within a specific area.</li><li>Limited change in townscape characteristics over an extensive geographical area.</li><li>The Proposed Development would be completely incompatible or inconsistent with the area and its surroundings.</li></ul>                                                                                 | <ul style="list-style-type: none"><li>Extensive change to baseline view and / or loss / gain of key visual features.</li><li>Introduction of anomalous and highly prominent or dominant new elements.</li></ul>    |
| Moderate            | <ul style="list-style-type: none"><li>Some key characteristics / features / elements would be affected within a specific area.</li><li>Limited change in townscape characteristics over a wider area without compromising the overall integrity of the townscape.</li><li>The Proposed Development would introduce some notable elements which would be inconsistent with the existing character which would affect a limited area of the townscape.</li></ul> | <ul style="list-style-type: none"><li>Notable change to baseline view (e.g. partial loss of key visual features).</li><li>Introduction of prominent, but essentially localised new features or elements.</li></ul> |
| Minor               | <ul style="list-style-type: none"><li>Very few key characteristics / features / elements would be affected.</li><li>The Proposed Development would introduce some elements which would affect a very limited number of key characteristics / features / elements within a localised area of the townscape.</li></ul>                                                                                                                                           | <ul style="list-style-type: none"><li>Minimal change to baseline view (e.g. limited loss of visual features), changes are evident, but not especially prominent and are generally localised.</li></ul>             |
| Negligible          | <ul style="list-style-type: none"><li>No discernible change to the key characteristics of the townscape character. Could include a minimal degree of change within a highly localised area of the townscape.</li></ul>                                                                                                                                                                                                                                         | <ul style="list-style-type: none"><li>Barely perceptible change to baseline view and / or very brief exposure to view.</li></ul>                                                                                   |

Table A4. Significance of effect matrix.

|           |            | Sensitivity                     |                                 |                              |
|-----------|------------|---------------------------------|---------------------------------|------------------------------|
|           |            | High                            | Medium                          | Low                          |
| Magnitude | Major      | Substantial adverse/ beneficial | Substantial adverse/ beneficial | Moderate adverse/ beneficial |
|           | Moderate   | Substantial adverse/ beneficial | Moderate adverse/ beneficial    | Minor adverse/ beneficial    |
|           | Minor      | Moderate adverse/ beneficial    | Minor adverse/ beneficial       | Minor adverse/ beneficial    |
|           | Negligible | Neutral                         | Neutral                         | Neutral                      |

Table A5. Significance of effects.

| Significance                               | Description of effect                                                                                                                                                                       |                                                                                                                                                                                      |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                            | Townscape character                                                                                                                                                                         | Visual amenity                                                                                                                                                                       |
| Adverse effect of substantial significance | The Development is at considerable variance with the scale, landform and pattern of the townscape, and / or there is a total or major loss of key characteristics.                          | The Proposed Development would be visually intrusive and would cause substantial deterioration and / or adverse change in the existing view / general visual amenity of the area.    |
| Adverse effect of moderate significance    | The Proposed Development is out of proportion and does not fit with the scale, landform and pattern of the townscape, and / or damages quality, with a loss of key characteristic features. | The Proposed Development would be visually intrusive and would cause noticeable deterioration and / or adverse change in the existing view/ general visual amenity of the area.      |
| Adverse effect of minor significance       | The Proposed Development fits within the scale, landform and pattern of the landscape however, there is some loss of quality or characteristic features.                                    | The Proposed Development would cause limited visual intrusion and would cause minor deterioration and / or adverse change in the existing view / general visual amenity of the area. |
| Neutral                                    | The Proposed Development has no easily discernible effect on townscape character.                                                                                                           | The Proposed Development would cause no easily discernible change to visual amenity and key views.                                                                                   |
| Beneficial effect of minor significance    | The Proposed Development would complement the scale, landform and pattern of the townscape, whilst contributing to the existing character.                                                  | The Proposed Development would result in minor improvement and / or positive changes to key views / visual amenity of the area.                                                      |
| Beneficial effect of moderate significance | The Proposed Development would fit in well with the scale, landform and existing pattern of the townscape, and maintain and / or enhance the existing townscape character.                  | The Proposed Development would create a very noticeable improvement and / or positive change in key views / visual amenity of the area.                                              |
| Beneficial effect of major significance    | The Proposed Development would fit in very well with the scale, landform and existing pattern of the townscape, and bring considerable enhancements.                                        | The Proposed Development would create a substantial improvement and enhancement of key views / visual amenity of the area.                                                           |



# Appendix B: Methodology for Visualisations

## Purpose

The purpose of the viewpoint visualisations is to accurately and objectively demonstrate the proposed development in-situ, using standardised, best practice recommendations. This is to aid and facilitate in the planning and decision-making process.

The following information is true, and has been prepared and provided in accordance with the current professional guidelines\*

The camera/viewpoint locations were identified by Greenhalgh Landscape Architecture Ltd.

The following visualisations are based on 2D & 3D drawings produced by Greenhalgh Landscape Architecture and Nash Partnership, which verify the proposal and the selected viewpoints.

## Site visit, photography & equipment

All photography was captured using a Nikon D750 with a 50mm lens (AF-S NIKKOR 50mm f/1.4G). A Manfrotto 055 tripod with integral 3-dimensional pan and tilt head was set and levelled to achieve a height to the centre of the lens of 1.65m above ground.

## Modelling & visualisation production process

An accurate geo-referenced 3D model was created by precisely combining the information provided by the consultants, as mentioned above, into one universal 3D model.

The provided viewpoint photograph coordinates were inputted into the 3D model space using the OS British National Grid system. Virtual ‘cameras’ were then created and aligned to these coordinates, replicating the position, focal length/field of view and elevation of the original viewpoint photographs.

Common reference points were then added to the model. These reference points locate elements that can be seen in the view such as; existing building corners, roof apexes and lampposts. This method was used to aid in aligning the model to the real image and allowed to further increase the accuracy of the proposal’s scale and position.

Final material finishes and textures were applied using ‘D5’ rendering software. This rendering system also incorporates realistic lighting, by matching the same date, time of day and weather conditions as the viewpoint photographs. Also, the resolution of the rendered image was matched to that of the viewpoint photographs, to allow for direct overlay, without further size adjustment.

At postproduction stage, Photoshop software was used to allow for fine tuning of the integration of the proposed rendered image into the viewpoint photograph. This was where masking of the proposal, by existing obscuring features (like foreground vegetation and buildings) occurred.

## Reproduction

A series of Type 3 (fully rendered) visualisations have been prepared.

Type 3 visualisations have been prepared to represent appearance, context, form and extent of development. They are provided in section 4.0 of the TVIA as panoramas at a width to allow a sufficient extent of the existing and proposed elements to be experienced, and at a scale to suit the A3 format which allows easy and direct comparison between existing views and the visualisations.

The viewpoints are presented on a viewpoint location plan and each viewpoint is supplied with requisite metadata.

*\*Landscape Institute TGN-06-19 Visual Representation of Development Proposals*

| 1.0 | For all photography                                                                                         | Responses                                                                                                                                                                       |
|-----|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1 | Make and model of camera, and its sensor format (assumed 35mm FFS)                                          | Nikon D750, Full Frame Sensor (35.9 x 24.0 mm).                                                                                                                                 |
| 1.2 | If panoramas used: make and type of panoramic head and equipment used to level head                         | Manfrotto 055 tripod with integral 3-dimensional pan and tilt head.                                                                                                             |
| 1.3 | Method to establish the camera location (eg handheld GPS/GNSS, GPS/RTK GPS, survey point, visual reference) | Handheld GPS Garmin eTrex 10, AutoCAD 2026 and visual reference on high quality aerial photograph.                                                                              |
| 1.4 | Likely level of accuracy of location (#m, #cm etc)                                                          | Garmin eTrex 10 = 3m.<br>Refined through AutoCAD and high quality aerial photographs = ≤ 1m.                                                                                    |
| 1.5 | If working outside the UK, geographic co-ordinate system (GCS) used (e.g. WGS-84)                           | Inside the UK (British National Grid OSGB_1936) and WGS-84.                                                                                                                     |
| 2.0 | For the 3D Model                                                                                            |                                                                                                                                                                                 |
| 2.1 | 3D Modelling and Rendering Software                                                                         | SketchUp 2026, D5 version 3.01.0683, Adobe Photoshop CC 2026 version 27.8.                                                                                                      |
| 2.2 | Source of topographic height data and its resolution                                                        | Data.gov.uk, LiDAR Digital Surface Modelling (DSM) 1m resolution.                                                                                                               |
| 2.3 | How have the model and the camera locations been placed in the software?                                    | Point coordinates added to geo-referenced dwg file containing LiDAR terrain data and proposed site plan. Point data loaded into 3D program and camera fixed to location points. |
| 3.0 | Generally                                                                                                   |                                                                                                                                                                                 |
| 3.1 | Any limitations in the overall methodology for preparation of the photomontage and visualisations?          | Faster CPU and improved graphics card will speed up AVR process but did not hinder the production of visualisations.                                                            |

| 4.0 | Photographic Equipment                                                                                                                                                  |                                                                                                                           |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| 4.1 | Date and Time of captured photography                                                                                                                                   | 15/12/2025, times vary between 11:39 and 11:56.                                                                           |
| 4.2 | A photograph of the tripod location, to allow the viewer to understand where the camera/tripod was located.                                                             | Yes. Information has been recorded. Available upon request.                                                               |
| 4.3 | Make, maximum aperture and focal length of the camera lens(es) used.                                                                                                    | Nikon D750, f/1.4, 50mm fixed lens.                                                                                       |
| 4.4 | If lenses other than 50mm have been used, explain why a different lens is appropriate (e.g. wide-angle view required to capture the width or height of the development) | N/A.                                                                                                                      |
| 4.5 | Camera location grid coordinates: eastings & northings to 1m accuracy; height of ground in mAOD                                                                         | Yes. Information has been recorded. Refer to TVIA section 3.4 for full details for each location.                         |
| 4.6 | Height of the camera lens above ground level. If above 1.65m or below 1.5m, why?                                                                                        | 1.65m.                                                                                                                    |
| 4.7 | Distance (in m) to the nearest boundary or key feature(s) of site, as most appropriate.                                                                                 | Information has been recorded. Refer to LVIA section 3.4 for full details for each location.                              |
| 5.0 | 3D Model                                                                                                                                                                |                                                                                                                           |
| 5.1 | What elements in the view have been used as target points to check the horizontal alignment?                                                                            | Multiple existing features in photograph/view cross-referenced in LiDAR 3D model. Camera set to level horizontally.       |
| 5.2 | What elements in the view have been used to check the vertical alignment of the model in the view?                                                                      | Multiple existing features in photograph/view cross-referenced in LiDAR 3D model. Camera set to level vertical alignment. |

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