

**Hawke Ridge Business Park Ltd and Bellway
Homes Ltd**

Land at Hawke Ridge Business Park

Environmental Statement: Volume 1, Main Text

Chapter 10: Landscape and Visual Amenity



10 LANDSCAPE AND VISUAL AMENITY

INTRODUCTION

10.1 This ES Chapter addresses the topic of landscape character and visual amenity and is presented in the form of a Landscape & Visual Impact Assessment (LVIA). It has been prepared to assess the potential effects and identify likely impacts that would arise from the Proposed Development on landscape character, existing views and visual amenity. Specific regard is given to: key views including close-range experience and longer-range positions on the escarpment up to Salisbury Plain; the potential impacts arising from proposed built elements with consideration of height, massing, colour and materials; the management or removal of existing vegetation within or bounding the Application Site; and mitigation measures including but not limited to the visual screening effects of trees and hedges.

ASSESSMENT METHODOLOGY AND SIGNIFICANCE CRITERIA

Assessment Methodology

Approach

10.2 The aim of this LVIA is to establish the following:

- an understanding of the Application 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.

10.3 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 (Ref. 10.1);
- ‘An Approach to Landscape Character Assessment’, Natural England, 2018 (Ref. 10.2);
- ‘Technical Guidance Note 06/19: Visual Representation of Development Proposals’, LI, 17 September 2019 (Ref. 10.3).
- ‘Technical Guidance Note LITGN-2024-01: Notes and Clarifications on Aspects of Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA3)’, LI, August 2024 (Ref. 10.4).
- ‘Landscape Information Note 08/2015: Landscape Character Assessment’, LI, February 2016 (Ref. 10.5)

10.4 The assessment considers two separate but inter-linked issues:

- Landscape 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 Application Site and the surrounding landscape; 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

10.5 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 Application 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 Application 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 published descriptions of landscape character.

10.6 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 Application Site and surrounding landscape;
- transport routes, Public Right of Way (PRoW) routes, 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.

Landscape baseline

10.7 The landscape 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.

10.8 Landscape 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.

10.9 A receptor is a defined aspect of the landscape 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 Landscape Character Areas (LCAs).



Visual baseline

10.10 The visual baseline establishes the area in which the Application 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 Application Site and surrounding landscape. The desk-based selection of viewpoints is then verified through fieldwork, to confirm or discount visibility towards the Application Site. The selection of viewpoints in this Chapter each demonstrate a degree of visibility towards the Application Site at large.

10.11 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.

10.12 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 digital single-lens reflex (SLR) camera with a full-frame sensor and a fixed 50mm lens. The camera location and details of each viewpoint are recorded.

Assumptions and limitations

10.13 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.

10.14 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.

10.15 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.



10.16 It is acknowledged that differing visual effects are possible due to seasonality and that the winter view provides clearer prospects where deciduous vegetation intervenes. The assessment considers the winter view (no leaves on the trees) and so depicts the worst-case scenario. Commentary on summer views is also provided, where appropriate.

Assessment

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

- landscape character and resources, including effects on the aesthetic values of the landscape 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 landscape as a result of the Proposed Development.

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

- direct effects are those imposed on landscape elements on the Application Site (those that occur within the Application 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 Application Site (outside of the Application Site, but within the study area) as a consequence of the Proposed 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;
- adverse effects are those that cause detriment to the pre-development situation;
- beneficial effects are those that restore or improve the landscape; and

- neutral effects might change the existing situation, but on balance make the situation neither better nor worse.

Scope of Assessment

10.19 Due to the nature of the landform in the surrounding landscape, the degree of enclosure from existing hedgerows and trees, and prior knowledge of the early concept proposals, a geographic region surrounding the Application Site (i.e. its landscape setting) was selected, and in any case limited to the extent to which visibility of the Application Site becomes impossible to the naked eye, as tested through fieldwork.

10.20 The photography was recorded in February and March 2026, recording the visual baseline whilst deciduous vegetation was without leaf.

10.21 Sequentially, the assessment is based on:

- Determination of sensitivity to change for identified landscape 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.

10.22 Sensitivity to change. This is a combination of judgements about a receptor's susceptibility to change and the value attached to the landscape or views. Sensitivity criteria is defined in terms of susceptibility and value, for transparency, and ratings are ascribed for overall sensitivity, in Table 10.1 for landscape receptors and Table 10.2 for visual receptors.

10.23 Susceptibility to change. For landscape 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 planning policies and strategies, refer to Table 10.1. 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 10.2.

10.24 Value attached to landscape. This is the relative value that is attached to a landscape by society. Factors that help in the identification of valued landscapes include; landscape quality and condition, scenic quality, rarity, representativeness, conservation interests, recreational value, perceptual aspects, and associations. Refer to Table 10.1.



10.25 Value attached to views. This is recognition of the value attached to particular views experienced by visual receptors (people). Refer to Table 10.2.

Table 10.1 – Sensitivity ratings and criteria for landscape receptors

Sensitivity rating	Sensitivity criteria for landscape receptors	
	Susceptibility of landscape	Value attached to landscape
High	Landscape where the Proposed Development would be at considerable variance with the local landscape character. Landscape with limited capability to accommodate change without permanently altering or removing key characteristics and defining elements.	Internationally (i.e. World Heritage Site) or nationally statutory designated (i.e. National Landscape, 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. A relatively undisturbed, pristine landscape where changes or disruptions to the existing landscape would be noticeable and difficult to mitigate or restore.
Medium	Landscape where the Proposed Development would share a degree of consistency with the existing scale, pattern, grain, land use of the prevailing character. Landscape capable of accommodating the Proposed Development although mitigation may be appropriate to minimise levels of change without affecting the key characteristics and elements.	Locally designated (i.e. Conservation Area, Local Nature Reserve) / recognised landscape 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).



Sensitivity rating	Sensitivity criteria for landscape receptors	
	Susceptibility of landscape	Value attached to landscape
Low	Landscape where the Proposed Development would be consistent with the local landscape character. Landscape capable of tolerating substantial change / improvement / enhancement.	Undesignated landscape. Some local value but low quality or condition. Few distinctive characteristics, features or elements. Degraded landscape structure with fragmented pattern and poor legibility of character. Detracting features notable within the landscape.

Table 10.2 – Sensitivity ratings and criteria for visual receptors

Sensitivity rating	Sensitivity criteria for landscape receptors	
	Susceptibility of visual receptors	Value attached to views
High	Receptors with a key interest and expectation of enjoying the view (e.g. walkers on promoted routes, visitors to recognised viewpoints). Residents in homes who have open, uninterrupted views in the direction of the Proposed Development. Communities where views contribute to the landscape setting enjoyed by residents in the area. Receptors within a nationally or internationally designated landscape where views and visual amenity are integral to the designation.	Internationally or nationally statutory designation whereby views and visual amenity are a defining aspect (i.e. World Heritage Site, National Landscape, Registered Park and Garden). Designed views, including from within historic landscapes. Promoted viewpoints e.g. OS defined locations, nationally renowned tourist destinations. Users of nationally recognised routes e.g. National Cycle Network, National Trails.



Sensitivity rating	Sensitivity criteria for landscape receptors	
	Susceptibility of visual receptors	Value attached to views
Medium	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 landscape). Residents who have views in the direction of the Proposed Development but where the quality, condition and extent of the existing view is unexceptional. People travelling on local routes with specific interest in the view but where viewing periods are discontinuous and / or irregular. Receptors within a locally designated or valued landscape.	Local designation (i.e. Conservation Area, Local Nature Reserve) or locally recognised landscape where views and visual amenity are a defining aspect. Locally important views or locally renowned viewpoints.
Low	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). Receptors at locations where the quality or condition is poor (e.g. industrial areas or derelict land).	No designations present. Locations where the existing view is poor, degraded or with notable detracting features.

10.26 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.

10.27 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.

10.28 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 10.3.



Table 10.3 – Magnitude ratings and criteria

Magnitude of Change	Criteria	
	Landscape Receptor	Visual Receptor
Major	All / most key characteristics / features / elements of the landscape would be affected within a specific area. Limited change in landscape characteristics over an extensive geographical area. The Proposed Development would be completely incompatible or inconsistent with the area and its surroundings.	Extensive change to baseline view and / or loss of key visual features. Introduction of anomalous and highly prominent or dominant new elements.
Moderate	Some key characteristics / features / elements would be affected within a specific area. Limited change in landscape characteristics over a wider area without compromising the overall integrity of the landscape. The Proposed Development would introduce some notable elements which would be inconsistent with the existing character which would affect a limited area of the landscape.	Notable change to baseline view (e.g. partial loss of key visual features). Introduction of prominent, but essentially localised new features or elements.
Minor	Very few key characteristics / features / elements would be affected. 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 landscape.	Minimal change to baseline view (e.g. limited loss of visual features), changes are evident, but not especially prominent and are generally localised.
Negligible	No discernible change to the key characteristics of the landscape character. Could include a minimal degree of change within a highly localised area of the landscape.	Barely perceptible change to baseline view and / or very brief exposure to view.

10.29 Significance of effects. This is a combination of the sensitivity of the affected landscape 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 10.4. Significance criteria are described by Table 10.5 including qualification of whether likely effects would be adverse or beneficial.

Table 10.4 – 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 10.5 – Significance of effects

Significance	Description of effect	
	Landscape character	Visual amenity
Adverse effect of substantial significance	The Development is at considerable variance with the scale, landform and pattern of the landscape, 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 landscape, 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 landscape character.	The Proposed Development would cause no easily discernible change to visual amenity and key views.
Beneficial effect of	The Proposed Development would complement the scale, landform and	The Proposed Development would result in minor improvement and / or



Significance	Description of effect	
	Landscape character	Visual amenity
minor significance	pattern of the landscape, whilst contributing to the existing character.	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 landscape, and maintain and / or enhance the existing landscape 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 landscape, and bring considerable enhancements.	The Proposed Development would create a substantial improvement and enhancement of key views / visual amenity of the area.

Photography and visual representation of the Proposed Development

10.30 The methodology for photography and the visual representation of the Proposed Development is detailed in **Appendix 10.3**.

Cumulative effects

10.31 The 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA3) (Ref. 10.1) defines cumulative effects as follows:

- 'Cumulative effects - the additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together' (Scottish National Heritage (SNH), 2012, 4)
- Cumulative landscape effects can impact on either the physical fabric or character of the landscape, or any special values attached to it (SNH, 2012:10)
- Cumulative visual effects can be caused by combined visibility, which occurs where the observer is able to see two or more developments from one viewpoint and/or sequential effects which occur when the observer has to move to another viewpoint to see different developments' (SNH 2012: 11).

10.32 GLVIA3 states that 'emphasis must always be on the main project being assessed and how or whether it adds to or combines with the others being considered to create a significant cumulative effect'.



10.33 Qualitative professional judgement is used to consider the Proposed Development alongside each of the cumulative schemes in turn. This approach is stated in GLVIA3 as intended '*to focus primarily on the additional effects of the main project [the Proposed Development] under consideration.*'

LEGISLATION, PLANNING POLICY AND GUIDANCE

National Planning Policy

10.34 The National Planning Policy Framework (NPPF) (Ref. 10.6) sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

10.35 Section 12 of the NPPF identifies 'good design' and 'good planning' as key aspects of sustainable development which '*creates better places in which to live and work and helps make development acceptable to communities*'. The guidance sets out six objectives/ principles that Local Planning Authorities should ensure that proposed developments:

'will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and



create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

10.36 Paragraph 136 places particular emphasis on the contribution trees have to the character and quality of urban environments, stating that:

'Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible.'

10.37 Paragraph 187 sets out 6 core planning principles for the contribution to and enhancement of the natural and local environment, of which the following are relevant:

- *'recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;*
- *minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures and incorporating features which support priority or threatened species such as swifts, bats and hedgehogs;*
- *preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans*

Local Planning Policy

10.38 The Application Site lies within the administrative jurisdiction of Wiltshire Council, and development proposals are assessed against the Core Strategy, adopted in January 2015 (Ref. 10.7). Key policies of relevance to the LVIA include the following:



Core Policy 51: Landscape

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

- i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.*
- ii. The locally distinctive character of settlements and their landscape settings.*
- iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.*
- iv. Visually sensitive skylines, soils, geological and topographical features.*
- v. Landscape features of cultural, historic and heritage value.*
- vi. Important views and visual amenity.*
- vii. Tranquillity and the need to protect against intrusion from light pollution, noise, and motion.*
- viii. Landscape functions including places to live, work, relax and recreate.’*

Core Policy 52: Green Infrastructure

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



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

iv. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy

v. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.

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

Core Policy 50: Biodiversity and geodiversity

‘Development proposals must demonstrate how they protect features of nature conservation and geological 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 proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development...

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.



Planning History

10.39 The Application Site has been subject to a number of planning applications and permissions. This includes outline consent (14/03118/OUT HRBP) for the erection of a new business park and Reserved Matters consent (16/06752/REM HRBP) for 'the Erection of 4 No. Warehouse Units - Use Class B8 - and associated works'.

10.40 The four arm roundabout and associated landscaping works linking Mill Lane with Hawkeridge Road and Link Road were implemented pursuant to a variation to the original outline planning permission (Ref: 15/04092/VAR). The drainage infrastructure and associated pumping station on the Application Site were implemented pursuant to planning permission 14/03182/FUL.

10.41 The parameters consented under the outline permission included buildings of up to 13m eaves height across the majority of the Application Site, stepping down to 9m haunch and 10m to eaves closest the Grade II Listed Hawkeridge Farm.

BASELINE CONDITIONS

Land use and cover

10.42 The Application Site comprises two parcels of arable land, bisected by Mill Lane, which extends from Hawkeridge Road (B3097) along the western boundary to Hawkeridge Mill on the north-eastern edge (refer to Appendix 10.1, Figure 10.1).

10.43 A collection of warehouse units, an agricultural style office block and the Grade II Listed Hawkeridge Farm are located within a strip of land south of Mill Lane and provide an offset of existing built development between both parcels.

10.44 To the immediate north east and south of the Application Site the land is predominantly in agricultural use featuring small to medium size fields bounded by mature hedgerows, however these areas are frequently disrupted by existing development including housing at Hawkeridge and Heywood village, the Westbury–Swindon railway line and its associated embankments and the Blenches Mill Solar Farm.

10.45 West of the Application Site land use is dominated by the West Wilts Trading Estate (WWTC), which is a substantial industrial park including large warehouse buildings and extensive areas of hard standing and road infrastructure.

Settlement

10.46 The West Wilts Trading Estate lies immediately west of the Application Site and partly defines the Westbury settlement boundary. Developed in the 1960s, the estate represented a significant northward extension from the historic town centre and railway station. While initially relatively detached from the main urban area, subsequent development has extended southwards along Storridge Road, linking with development around the station, and eastwards towards Hawkeridge Road.

10.47 As a result of this growth, a relatively small and enclosed area of agricultural land remains between the estate, Hawkeridge Road, and residential development at The Ham, Hawkeridge Park, and along Storridge Road, including the three fields south west of the Application Site. Recent planning permissions and applications affecting this land, demonstrate the continuing evolution of Westbury's urban form and the progressive narrowing of the gap between the town, the trading estate, and the Application Site. The applications include:

- **Glenmore Farm** - outline permission for up to 145 No. dwellings (Ref: PL/2021/03749)
- **Land off Storridge Road** – pending outline application for up to 165 No. dwellings (Ref: PL2026/03375).

10.48 Furthermore, an outline planning application for up to 70 No. dwellings on land directly south of the Application Site, Land at Shallow Waggon Lane, is being prepared for submission later in 2026. If permitted, this would extend the urban edge of Westbury to the rail line and the southern edge of the Application Site. The cumulative aspects of these schemes are considered later in this chapter.

10.49 Hawkeridge village is located approximately 100 metres north of the Application Site (refer to Appendix 10.1, Figure 10.2) and comprises a varied mix of development, including older farmhouses and cottages, 20th-century detached dwellings, and some more recent infill housing. It forms an outlying settlement of Heywood, a larger nearby village whose centre lies around 790 metres to the east.

10.50 North Bradley and West Ashton are just over 1.3km to the north and form outlying settlements for Trowbridge which is approximately 2.5km north of the Application Site.



10.51 Isolated farmsteads are a feature of the agricultural landscape to the east and south-east. Other notable elements in this area include the Blenches Mill Solar Farm and Westbury Landfill Solar Farm, as well as the Tarmac depot (formerly a cement works). These large-scale features are generally well contained at ground level; however, they become prominent in elevated views from the southern edge of Westbury and from Salisbury Plain escarpment.

Landform and topography

10.52 The Application Site sits within the low-lying, gently rolling landscape associated with the River Biss (refer to Figure 10.3, **Appendix 10.1**). The northern parcel gently falls from a high point of 55.18m Above Ordnance Datum (AOD) towards the Bitham Brook embankment edge, which sits at around 47.2m AOD. The southern parcel falls from the southern boundary at 57.72m AOD in a northward direction towards the brook, reaching a low point of 45.58m AOD. The brook and river form small folds in the local landscape directly east and north of the Application Site and are accompanied by mature bands of riverside tree planting, which are a notable feature.

10.53 East of the Application Site, the railway line is carried on a substantial embankment extending from the south-eastern corner of the southern parcel to just beyond Hawkeridge Mill, where it then goes into cutting. The embankment reaches a height of approximately 5–6m near the Hawkeridge Underbridge adjacent the mill. The height of the embankment, combined with established vegetation alongside the railway line, provides a sense of enclosure from the wider rural landscape to the east.

10.54 Beyond the railway line, the low-lying landform continues towards Clanger Wood, where it then rises to a high point of approximately 100m AOD near Bratton Road and West Ashton.

10.55 The majority of Westbury sits at a comparable elevation to the Application Site; however, the town's southern fringe extends up the foot of Salisbury Plain escarpment, allowing long-range views from roads that run perpendicular to the contours.

10.56 To the south-east of Westbury, ground levels continue to rise up the escarpment, reaching approximately 225m AOD near the Westbury White Horse.



Vegetation and tree cover

10.57 The northern parcel consists of a large open arable field and a smaller triangular field located in the south-western corner, which contains areas of self-set vegetation. Established hedgerows divide the fields and provide separation from Hawkeridge Road. The northern boundary is lined by a mature tree buffer that was implemented as part of a previous planning permission on the Application Site. The eastern boundary is defined by Bitham Brook and includes areas of scrub and scattered trees.

10.58 The southern parcel is bisected by a shallow ditch running in a south–north direction. At the time of the survey, arable crops had been planted across the western half of the parcel, while the eastern half comprised areas of bare ground and rank grassland. Vegetation within the parcel is concentrated around its boundaries and includes an established hedgerow along the northern edge, which provides separation from Hawkeridge Farm and a neighbouring paddock. A mature strip of woodland planting, established as part of a previous planning permission, lies immediately inside the eastern boundary. Beyond this is mature vegetation associated with the railway embankment. The southern boundary is defined by a mature hedgerow that has developed into a mixture of trees and scrub and now forms part of the established scrub vegetation beyond the Application Site boundary.

10.59 Where both parcels adjoin the roundabout on Hawkeridge Road, ornamental planting comprising shrubs, hedgerows and trees, implemented as part of the previous planning permission, frames the junction. Owing to its formal character, this planting creates a visual association with the development located opposite the junction at the West Wilts Trading Estate.

10.60 There are no Tree Preservation Orders (TPOs) affecting the Application Site. A tree survey undertaken by Assured Trees in support of this application established that the majority of the trees within the Application Site are classified as Category C specimens. In addition, a small number of Category B trees are present, comprising a couple of willows located along the northern and eastern site boundaries and two small Norway maples situated adjacent to the existing pump station.

10.61 Mill Lane which dissects the two parcels is bordered either side by mature mixed native hedgerows and specimen trees which limit views across the Application Site.



10.62 The Application Site is located within a predominantly rural landscape characterised by open agricultural land, medium to large field sizes, and clipped hedgerows interspersed with mature hedgerow trees. These field boundaries create layered vegetation patterns across the study area, contributing to a generally well-wooded character. Additional linear woodland features traverse the landscape, notably along the River Biss and its tributaries, including Bitham Brook, as well as alongside sections of the railway corridor, including some disused stretches. More substantial woodland blocks occur on higher ground to the north-east and north-west of the Application Site, most notably Clanger Wood, which forms a prominent feature within the wider landscape setting.

Communications

10.63 The Application Site is accessed via Mill Lane, immediately adjacent to the Hawkeridge Road roundabout. Hawkeridge Road provides connectivity southwards to Westbury and northwards to Trowbridge via a number of smaller settlements.

10.64 The Westbury–Trowbridge railway line lies immediately southeast of the Application Site. Westbury Station is located approximately 1 km to the southwest and provides rail services to a range of destinations, including Reading and Taunton.

Designations and Access

10.65 Refer to Figure 10.4, **Appendix 10.1**. The Application Site, and fields immediately surrounding, contain no designations of landscape relevance.

10.66 Picket Wood and Clanger Wood lies approximately 760m to the north east and is designated as a Site of Special Scientific Interest (SSSI).

10.67 Salisbury Plain and the escarpment which rises up to it from Westbury has been designated as a Special Landscape Area by Wiltshire Council.

10.68 Diversion Orders have been approved for the Public Rights of Way (PRoW) crossing the Application Site, including HEYW6 and HEYW7 within the northern parcel and HEYW6 and HEYW8 within the southern parcel. The approved diversions realign the routes along the eastern boundaries of the respective parcels. These diversions were implemented in conjunction with advance landscape planting secured under previous planning permissions. Consequently, the diverted sections of the PRoW are now well established and enclosed in



sections by mature planting, providing attractive and clearly defined routes in place of the original alignments.

10.69 There is a network of PRow within the floodplain between Heywood and the railway line; however, the railway embankment and associated vegetation largely preclude views towards the Application Site.

10.70 Areas of open access land on the Westbury White Horse escarpment afford panoramic views across Westbury and the surrounding landscape. From these elevated viewpoints, the Application Site is visible in the distance at over 3 km away, forming a minor component of the wider landscape panorama.

10.71 Haweridge Farmhouse lies along Middle Lane between the two parcels of the Application Site and is a Grade II Listed Building. Due to its white-rendered appearance, the building is a noticeable component in views from Public Rights of Way (PRow) within the southern parcel. However, in wider views it blends with surrounding development and is less readily distinguishable.

10.72 The next closest Listed Building is 5 Hawkeridge, located within Hawkeridge village to the north of the Application Site. Intervening development and vegetation provide separation between this property and the Application Site. Further Listed Buildings are located in Heywood at the junction with Westbury Road, including the Grade II Listed Church of the Holy Trinity and the Ludlow Monument within the churchyard. These heritage assets are also well separated from the Application Site by intervening development and vegetation.

10.73 Within the wider landscape, the Scheduled Monument comprising Bratton Camp Iron Age hillfort, the Westbury White Horse, and associated barrows and trackways on Bratton Down lies approximately 3.5 km to the south-east of the Application Site. Despite this distance, the White Horse remains a notable local landmark.

Landscape Character Baseline

10.74 The Application Site and the surrounding landscape is covered by the West Wiltshire District Landscape Character Assessment produced by Chris Blandford Associates for West Wiltshire District Council in June 2007. The assessment subdivides the authority's area into several distinct landscape character areas (LCA) each with their own defined profile and characteristics.



10.75 The Application Site lies wholly within **LCA E8: Heywood Rolling Clay Lowland** (refer to Figure 10.5, **Appendix 10.1**), a subcategory of **LCT E: Rolling Clay Lowland**, which is characterised by '*gently undulating and predominantly founded on a base of clay*'. Key characteristics of LCT E8 which are of relevance to the Application Site and its context include:

'Gently rolling topography of the area slopes gradually downwards, moving southwards towards Westbury.

Human influence strongly visible in the form of West Wiltshire Trading Estate and junction of two main railway corridors.

Rural character disturbed by noise and visual intrusion associated with the railway corridors and West Wiltshire Trading Estate.

Combination of small, medium and large, farmed fields surround the trading estate the boundaries of which are delineated by hedgerows in varying condition

A series of interconnecting minor roads cross the area.

Generally, sense of tranquillity throughout the area is disturbed by the presence of the railway corridor and Trading Estate.'

10.76 In terms of the visual character local to the Application Site the assessment highlights that '*the colourful and visually dominant commercial and light industrial warehouses and units of West Wiltshire Trading Estate dominate the character of the area*', and that the sense of tranquillity is '*disturbed by noise and visual intrusion associated with the railway corridors and West Wiltshire Trading Estate*'.

10.77 The assessment describes LCA E8 as being in '*generally mixed condition*' due to a mix of hedgerow conditions. The sense of tranquillity is considered 'disturbed' and there are '*several visual detractors throughout the area (West Wiltshire Trading Estate, sewage works and railway corridor)*'.

10.78 The overall strategy for the area is to:

'enhance the northern landscape setting of Westbury and the West Wiltshire Trading Estate, and seek to restore hedgerows where fragmented and landscape/ settlement pattern, where incoherent'



10.79 Specific management objectives to help achieve this are:

'Conserve and manage the existing hedgerow network and replace where lost or over maturing with native species appropriate to the local area.

Seek measures to minimise the visual impact of the A350 road and main railway corridors.

Conserve and enhance the landscape setting of Westbury and West Wiltshire Trading Estate.

Screen visual detractors (such as the sewage works).

Conserve and enhance the medieval landscape pattern of the area.'

Landscape Character Analysis

10.80 In accordance with Table 10.1, the LCA is understood in terms of its susceptibility. This relates to 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 planning policies and strategies. The rating is relevant to the Proposed Development specifically and not development in general terms.

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

10.82 The Proposed Development would be located within a landscape that is already influenced by views of large-scale built development associated with the West Wilts Trading Estate. In addition, outline planning permission has been granted for 145 dwellings at Glenmore Farm (Ref: PL/2021/03749), extending the residential edge of Westbury to within approximately 60 metres of the Application Site's southern boundary. Further residential development is also proposed on land immediately south of the Application Site. Consequently, the Application Site is considered to have a low to medium susceptibility to the type of development proposed, reflecting the existing and emerging urban influences within the surrounding landscape.



10.83 The Application Site and the immediate area between the West Wilts Trading Estate and the railway line contain a number of well-used public footpaths that provide connections between Hawkeridge and the northern fringe of Westbury. Along sections diverted adjacent to Bitham Brook, users experience an attractive landscape setting characterised by riparian vegetation. However, within the southern parcel, the recreational experience is less appealing due to the proximity of the railway line and associated infrastructure.

10.84 The Application Site itself comprises open agricultural land with few notable landscape features, other than mature boundary hedgerows and occasional trees. As a result, views are generally open, allowing the large-scale buildings of the West Wilts Trading Estate to exert a strong influence on local landscape character and contribute to a more urbanised perception of the area. Given the limited landscape features within the Application Site and the existing urban influences, the value of the local LCA is considered to be **low**. On balance, this results in a landscape sensitivity that is assessed as **low to medium**.

Visual Baseline

10.85 As indicated earlier in this Chapter, the visual assessment is based upon representative views taken from the surrounding environs of the Application Site.

10.86 The representative view locations have been informed by a Zone of Theoretical Visibility (ZTV) analysis (Refer to Figure 10.6, **Appendix 10.1**). The ZTV is generated from a receptor height of 1.6m (approximate average UK adult eye level) and receiver/ target heights of 9m for residential and commercial plots and 13m for the care home to represent the maximum ridge height for the Proposed Development. Multiple targets were placed within the Application Site boundary to best represent points that may be visible. The ZTV is based on 1m LiDAR First Return DSM (Digital Surface Model) terrain data which includes intervening features such as existing trees/ vegetation and buildings in the landscape.

10.87 A study area of 3.0km offset from the Application Site boundary was chosen to reflect the scale of the Proposed Development, consideration of landform and general land cover, to encompass outlying settlements and points of interest beyond Hawkeridge, and with consideration of the limits of perceptibility to the naked eye. An additional view was assessed outside of the study area from the Westbury White Horse, a locally recognised viewpoint, 3.5 km from the Application Site boundary.



10.88 The viewpoints were selected from publicly accessible locations where visibility of the Application Site, or the existing vegetation that bounds it, could be observed. Photography and associated fieldwork were undertaken in February and March 2026, when deciduous trees and vegetation were without leaf cover. As such, the survey represents a worst-case visibility scenario.

10.89 The following descriptions describe the composition of views and likely receptors referring to the viewpoint locations illustrated on Figure 10.6, **Appendix 10.1**. Images of these baseline views are also included as Figure 10.7 to Figure 10.26, **Appendix 10.1**.

Table 10.6 – Description of views and identification of visual receptors and sensitivity to change

Viewpoint location	Visual receptors and sensitivity	Description of view
Viewpoint 1: View from outside Hawkeridge Farmhouse on Mill Lane	Motorists along Mill Lane Medium - Low sensitivity.	The view is framed by mature hedgerows, with buildings associated with the West Wilts Trading Estate visible in the distance. Where the hedgerow structure is less dense, or where gateways create breaks in the vegetation, filtered and intermittent views of the northern parcel are possible. Hawkeridge Farmhouse is also visible in these locations; however, owing to its white-rendered exterior and its relationship to the existing built form of the West Wilts Trading Estate, it does not constitute a prominent feature within the view. Mill Lane itself is infrequently used as evidenced by vegetation growing down its centre
Viewpoint 2a: View looking west from the historic entrance to HEYW6 as it enters the northern parcel from Mill Lane	Walkers using the PRow. Medium Sensitivity [Note - onward travel along the historic alignment of this PRow has been stopped up	The foreground comprises an open arable field, with the landform rising gradually in the middle distance. Hedgerow vegetation along the site boundaries provides effective screening of more distant views across the wider landscape. Nevertheless, the rooflines of residential development on the southernmost edge of Hawkeridge are faintly discernible above the vegetation. Development associated with the West Wilts Trading Estate is



Viewpoint location	Visual receptors and sensitivity	Description of view
and is stopped up.	due to a footpath diversion order. It was evident on Site users are now diverting down to the new alignment along Bitham Brook]	partially screened by intervening vegetation on the left-hand side of the view, although it remains evident and contributes an urbanising influence to this predominantly westerly outlook.
Viewpoint 2b: View looking east from HEYW6 as it enters the northern parcel from Mill Lane and is stopped up.	Walkers connecting to the local PRoW. Medium sensitivity.	The foreground comprises an open arable field, looking down towards Bitham Brook and vegetation which lines it. Beyond the vegetation views of shed structures associated with Hawkeridge Mill are clearly visible and detract from the brook view. In the distance the heavily filtered outlines of properties at Norleaze can just be perceived through gaps in vegetation.
Viewpoint 3: View looking south from PRoW HEYW6/HEYW7 footpaths as it enters the northern parcel from the north.	Walkers using the PRoW. Medium – high sensitivity	This viewpoint is through a gap in vegetation which aligns with the historic route PRoW HEYW6/HEYW7 footpaths before they head east along the newly diverted alignment. The location is slightly elevated, affording long-distance views towards the Salisbury Plain escarpment and the White Horse over intervening vegetation along Mill Lane. The foreground is characterised by an open arable field that slopes down towards Hawkeridge Mill. Built development associated with Hawkeridge Mill, Hawkeridge Farm and properties along Mill Lane is visible through and above the roadside vegetation. Warehousing and associated lighting along Hawkeridge Road form noticeable features and an urbanising character within the right-hand extent of the view.



Viewpoint location	Visual receptors and sensitivity	Description of view
Viewpoint 4: View from Hawkeridge Road heading south	Motorists on Hawkeridge Road. Low - medium sensitivity.	A transient view which is experienced by road users as they descend from a brow along Hawkeridge Road. Mature hedgerows on either side of the road focus views towards the roundabout, where tall lighting columns and the edge of West Wilts Trading Estate become visible. Momentary glimpses over lower sections of hedgerow reveal the Salisbury Plain escarpment and the White Horse, together with the ridgelines of Hawke Ridge Business Park and Hawkeridge Farmhouse. More distant views of housing on the southern edge of Westbury are possible through vegetation in the middle distance. The combination of prominent lighting infrastructure, road signage, and views of surrounding development contributes to an urban fringe character.
Viewpoint 5: View from footway on Link Road within the West Wiltshire Trading Estate	Motorists on Link Road. Low sensitivity Pedestrians using the footway on Link Road. Low sensitivity	Views along the road corridor are channelled by warehouse structures within the West Wilts Trading Estate and roadside vegetation. Together with the presence of Hawke Ridge Business Park, these elements impart a strongly urban and industrial character to the view. The northern Application Site parcel is largely screened by intervening vegetation and built development to the left of the view. The northern extent of the southern parcel is visible directly along the road adjacent to Hawke Ridge Business Park, with long-distance views beyond of the Salisbury Plain escarpment.
Viewpoint 6: View from footway on roundabout on Hawkeridge	Motorists on roundabout. Low sensitivity Pedestrians using	View across Hawkeridge Roundabout, characterised by urban influences including tall lighting columns and substantial signage, notably associated with Hawke Ridge Business Park. Buildings associated with Hawke Ridge Business Park and Hawkeridge Farm are visible



Viewpoint location	Visual receptors and sensitivity	Description of view
Road	the footway alongside roundabout. Low - Medium sensitivity	as a cluster of development along Mill Lane. Ornamental planting implemented as part of a previous planning permission on the Application Site screens views of the Application Site ground plane and contributes to the creation of a defined urban edge. The view is heavily influenced by traffic movements along Hawkeridge Road and Link Road, which together form one of the principal access routes to the West Wilts Trading Estate. The presence of vehicles, road infrastructure, signage and lighting contributes to a notably disturbed visual environment, reinforcing the urban character of the scene.
Viewpoint 7: View from footway on Mill Lane Hill adjacent the roundabout on Hawkeridge Road	Motorists on Mill Lane. Low - medium sensitivity Pedestrians using the footway alongside roundabout. Medium sensitivity	View along the existing access road to the southern parcel, with agricultural land within the parcel visible rising gently in the middle distance. The view is framed by warehouse buildings associated with Hawke Ridge Business Park and ornamental planting established as part of a previous planning permission on the Application Site. As a result, the immediate context exhibits an urban fringe character, with built development and ornamental landscape planting influencing the composition of the view. Beyond the Application Site, long-distance views are available towards the Salisbury Plain escarpment, including the White Horse, which forms a notable landmark within the wider landscape setting. Mill Lane is a dead-end road serving Hawke Ridge Business Park and a limited number of properties. Traffic and pedestrian flows are therefore low, resulting in a lightly used route. Given these characteristics, the susceptibility of road users to changes within the



Viewpoint location	Visual receptors and sensitivity	Description of view
		corridor is considered to be relatively low.
Viewpoint 8: View south from PRow HEYW6 as it passes through a paddock just north of the southern parcel	Walkers using PRow HEYW6. Medium sensitivity	View from within a small field just north of the southern parcel. The hedgerow along the Application Site boundary filters views of the northernmost part of the southern parcel, with the Application Site's rising landform becoming visible in the middle distance and increasingly prominent further beyond. The agricultural fields and hedgerows appear poorly managed, which detracts from the overall view. Likewise, overhead cables and telegraph poles interrupt longer-distance views towards the Salisbury Plain escarpment. Wider views to the right and left are largely contained by dense vegetation along the railway line, together with the outbuildings of Hawkeridge Farm and the farmhouse itself, which lies just outside the field of view.
Viewpoint 9: View from footpath HEYW6 on Site south eastern boundary	Walkers using PRow HEYW6. Medium sensitivity	After crossing the railway walkers head towards the Application Site boundary and, once inside, continue northwards along the diverted alignment. From this location, there are slightly elevated views across the southern parcel. Hawkeridge Farm is visible beyond vegetation along the Application Site boundary; however, its prominence is somewhat reduced by the presence of neighbouring warehousing within Hawke Ridge Business Park, which appears at a similar height and façade tone, as well as the larger warehouse buildings associated with the West Wilts Trading Estate. The field in the foreground is of mixed quality, with the



Viewpoint location	Visual receptors and sensitivity	Description of view
		immediate setting appearing unmanaged and characterised by areas of rank grassland. Glimpsed and partial views of the northern parcel are possible through gaps in vegetation along Mill Lane. In the longer-distance view, the rooflines of buildings at Hawkeridge are just perceptible.
Viewpoint 10: View from junction of PRow bridleway HEYW24 and footpath HEYW6	Walkers and horse riders using bridleway HEYW24 and footpath HEYW6. Medium - high sensitivity.	PRow bridleway HEYW24 is enclosed by mature hedgerows on both sides, which generally restrict wider views towards the Application Site. At its junction with footpath HEYW6, however, a gap in the hedgerow allows more open views towards vegetation associated with the railway corridor. This vegetation effectively screens the Application Site and adjacent warehouse-style development from view. Nevertheless, the presence of the railway line, telegraph poles, and the solar farm (located behind the viewpoint) introduces urbanising elements that detract from the perceived rural character and scenic quality of the wider landscape.
Viewpoint 11: View from the The Ham heading east	Pedestrians using the footway. Medium sensitivity. Motorists driving on The Ham. Low - medium sensitivity.	As users travel along The Ham, whether by car or on foot, their principal focus is directed along the road, with Clanger Wood visible in the distance. Oblique views are available across the paddock farmland that borders the road. The paddock occupies a localised high point and slopes away from the road towards Glenmore Farm and the West Wilts Trading Estate. Views towards the trading estate are partially screened by vegetation along the paddock boundaries. The Application Site itself is largely screened from view



Viewpoint location	Visual receptors and sensitivity	Description of view
		by Glenmore Farm and vegetation within the farm's curtilage.
Viewpoint 12: View from the PRow HEYW10 heading east towards Hawkeridge	Walkers using the PRow. Medium - high sensitivity.	As users travel east along PRow HEYW10, they pass through a large arable field with a localised high point at its centre. This elevated section of the route affords intermittent views over vegetation along Hawkeridge Road towards residential development at Hawkeridge and the rooflines of commercial buildings within the West Wilts Trading Estate. The wider panorama is characterised by long-distance views towards the Salisbury Plain escarpment, with the Westbury White Horse forming a notable landmark and focal feature within the skyline.
Viewpoint 13: View from footpath PRow HEYW6 to the south of Hawkeridge village	Walkers using the PRow. Medium sensitivity.	The footpath is contained within a narrow field corridor of unmanaged grassland enclosed by mature hedgerows, resulting in a pronounced sense of enclosure. The visual focus is directed along the footpath towards a dense hedgerow forming part of the Site's northern boundary. Limited, glimpsed views of the Westbury White Horse are available through gaps in the vegetation and wider views towards the Application Site are substantially filtered and restricted by intervening vegetation cover. Receptors of this footpath travelling southwards towards the Application Site will have walked through Hawkeridge and experienced residential development in the village.
Viewpoint 14: View from PRow HEYW5	Pedestrians using the footpath. Medium - high	Views from the footpath at the edge of Heywood are predominantly rural in character, encompassing the low-lying fields associated with the clay lowland around



Viewpoint location	Visual receptors and sensitivity	Description of view
at the settlement edge of Heywood	sensitivity.	Bitham Brook. However, urban influences are also discernible, with rooflines associated with the West Wilts Trading Estate and a mobile phone mast located to the south of the Application Site visible above the mature vegetation that follows the railway line.
Viewpoint 15: View from PRow footpath HEYW20 at Clanger Farm	Walkers using the footpath. High sensitivity.	As users descend the PRow from the high point south of Clanger Farm, they experience elevated long-distance views over Westbury. An intervening brow in the landform helps to screen views of the eastern edge of the town; however, development within the West Wilts Trading Estate remains visible through gaps in the vegetation on the hillside descending towards Westbury. Large industrial structures, including those associated with the Westbury Cement Works and Westbury Mill, are clearly visible above the vegetation and form prominent reference points within the wider landscape.
Viewpoint 16: View from Church Lane, North Bradley at field entrance	Road users of Church Lane.. Medium sensitivity. Residents of Church Lane, North Bradley. High sensitivity. Residents of Church Lane, North	Long distance views towards the Salisbury Plain escarpment. The fencing of the residential gardens block out long distance views to the west. There is a view of Westbury White Horse. The line of vertical electricity pylons stand above the ridgeline in the distance. The village of Hawkeridge is partially visible obscured by vegetation, the Application Site lies beyond this and is screened due to vegetation and properties at Hawkeridge with built form in Westbury partially visible



Viewpoint location	Visual receptors and sensitivity	Description of view
	Bradley. High sensitivity.	in the distance behind again.
Viewpoint 17: View from PRow footpath SWCK11	Walkers using the PRow. Medium - High sensitivity.	From Druce's Farm the footpath is situated at a slightly higher elevation than Westbury, affording long-distance views across the town and the West Wilts Trading Estate. The escarpment of Salisbury Plain forms a prominent backdrop, including the landmark Westbury White Horse. The scale of the buildings within the trading estate is particularly apparent, and these structures largely screen the residential development located further north within the town. Direct views of the Application Site are generally screened by mature vegetation within the lower-lying fields adjacent to the trading estate and along Hawkeridge Road.
Viewpoint 18: View from PRow footpath WEST32	Walkers using the PRow. Medium - high sensitivity.	Long-distance views are available across the Westbury skyline towards Trowbridge and the surrounding hills, with the Cotswolds discernible on the distant horizon. Prominent built-form elements within the wider landscape include the West Wiltshire Trading Estate and the solar farm situated to the southeast of the Application Site. Glimpsed and distant views of the Application Site are possible; however, its full extent is difficult to discern owing to the well-established tree network in the surrounding area and the presence of substantial built structures within its immediate context.



Viewpoint location	Visual receptors and sensitivity	Description of view
Viewpoint 19: View from the trigpoint at Westbury White Horse	Visitors to the Westbury White Horse and open access land. High sensitivity.	An extensive panoramic view looking over Westbury towards the Cotswolds. Prominent built-form features include the rooftops of Westbury, the West Wiltshire Trading Estate, the prominent dairy complex, and Westbury Mill. Also visible are the solar farm to the southeast of the Application Site boundary, the Tarmac cement works. The developed extent of Trowbridge can be seen in the distance beyond. From this viewpoint, distant views of the Application Site are possible behind the solar farm. However, due to the presence of neighbouring built form at Hawkeridge and the West Wilts Trading Estate, together with the considerable viewing distance, features and areas of the Application Site are difficult to perceive.



IDENTIFICATION AND EVALUATION OF KEY EFFECTS

Construction

10.90 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 landscape. 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 landscape character and visual amenity include:

- site clearance works (including 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.

Operational Phases

10.91 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 landscape character and visual amenity of the Application Site and its surroundings are:

- creation of new buildings;
- walls and fences;



- new planting including trees to create new densely vegetated boundaries;
- new site contours and landform including positive mounding to effectively increase the height of new boundary planting;
- roads, car parking and footpaths;
- the removal of open agricultural land and derelict private gardens and the introduction of hardstanding and large-scale buildings; and
- the demolition of the existing recycling and reuse facility and the former MoD building and replacement with new areas of hardstanding and new buildings.

10.92 The assessment of the potential effects of the Proposed Development on landscape character is set out in Table 10.7.

10.93 The assessment of the potential effects of the Proposed Development on views and visual amenity is summarised in Table 10.8.

10.94 The assessment tables should be read alongside the baseline photography (refer to **Appendix 10.1**, Figure 10.7 to Figure 10.26) and the visualisations of the Proposed Development (refer to **Appendix 10.2**, Figure 10.27 to 10.35).



Table 10.7 – Assessment of Potential Effects on Landscape Character

Landscape Receptor	Sensitivity to Change	Description of Effect During Construction	Magnitude of Change	Significance of Effect
LCT E: Rolling Clay Lowland	Low - Medium	Construction of the Proposed Development would lead to the clearance of some positive character features within this LCT in the form of the loss of open agricultural land and the loss of an internal hedgerow. The introduction of construction activities and partially erected structures would be notable but largely consistent with similar activities which are present and conspicuous elsewhere within and adjoining the LCT. At year 1 it is acknowledged that there will be a direct and permanent change to the land use of the Application Site from open agricultural fields to one of a landscape led residential scheme. It is acknowledged that the Proposed Development brings new built elements and features into an area of the Application Site that is undeveloped and open; however, existing landscape features such as trees and boundary hedgerows will be retained and the proposed new dwellings are smaller in massing to the warehousing at West Wilts Trading Estate which have already influenced the character locally, and comparable in scale with the emerging residential fringe at Glenmore Farm. The scale of the landscape effects will be largely limited to the Application Site itself and contained within an existing framework of settlement, rail and road	During Construction: Moderate Completion Year 1: Negligible - minor Completion Year 15: Minor	During Construction: Temporary adverse effect of minor - moderate significance Completion Year 1: Permanent beneficial effect of neutral - minor significance Completion Year 15: Permanent beneficial effect of minor significance



Landscape Receptor	Sensitivity to Change	Description of Effect During Construction	Magnitude of Change	Significance of Effect
		infrastructure, and the extent of development to the west of the Application Site will be contiguous with the existing pattern of development at Westbury and Hawkeridge village. Beyond the developable area, the scheme includes a strong new framework of publicly accessible open space and tree cover. Most landscape features of quality, such as trees along the site boundaries will be retained and protected and the proposed scheme results in a net gain of new landscape features including trees, hedges, public open space including improved access across the Application Site, new habitat, amenity areas and buffers, as shown on the landscape masterplan. As the landscape matures the developable area will be integrated within an established landscape framework, helping soften views of the development while also helping better integrate the eastern edge of the West Wilts Trading Estate within the local landscape.		



Table 10.8 – Assessment of Potential Effects on Views and Visual Amenity

Viewpoint	Receptor and Sensitivity	Completion Year 1		Completion Year 15	
		Magnitude of Change	Significance of Effect	Magnitude of Change	Significance of Effect
Viewpoint 1: View from outside Hawkeridge Farmhouse on Mill Lane.	Motorists along Mill Lane Medium - low sensitivity.	Minor	Adverse effect of minor significance	Minor	Adverse effect of minor significance
		Description of Effect			
		Existing hedgerows on either side of the road would be retained and would help filter views of the Proposed Development beyond. The access road into the southern parcel would be aligned with the centre of the viewpoint; however, the hedgerow adjacent to Hawke Ridge Business Park would largely screen views of vehicles accessing the Application Site, with only the upper parts of taller vehicles likely to be visible above the hedge. During the construction phase, road users may experience partial and filtered views of construction activities through occasional gaps in the hedgerows. However, these views would be transient, oblique, and limited in duration and therefore of minor magnitude and minor adverse significance. At Year 1, partial and filtered views of the proposed housing would be possible due to the proximity of the development. However this would be seen within the context of large buildings at Hawke Ridge Business Park and West Wilts Trading Estate further down the road. By Year 15, proposed planting on either side of the retained hedgerows would have matured, providing additional screening of the development while strengthening the green corridor along both sides of the road.			



Viewpoint 2a & 2b: View looking west from the historic entrance to HEYW6 as it enters the northern parcel from Mill Lane and is stopped up.	Walkers connecting to the local PRow. Medium sensitivity.	Moderate-major	Adverse effect of Moderate - Substantial significance	Moderate	Adverse effect of moderate significance
		Description of Effect			
		This section of the old HEYW6 is currently closed, with no permitted access to the diverted route. During construction, it is likely that Heras fencing will front the view, with construction activities beyond, including earthworks associated with the drainage basins, scaffolding, and housing construction. These activities will, over the course of the construction period, increasingly screen views towards Heybridge Road and Hawkeridge. Filtered views of Bitham Brook will be retained, albeit through the Heras fencing, resulting in a major adverse visual effect of temporary substantial significance. By Year 1, the route will connect to a network of permissive paths through the Proposed Development, with views across a new SANG parkland incorporating a landscape framework characteristic of the Clay Lowland Riparian Brook Landscape Character Area. New planting will help to filter views of the proposed housing; however, the development will still introduce an urban influence to what was previously a predominantly rural outlook. As the planting matures, views of the housing will become increasingly softened. Nevertheless, due to the close proximity of the viewpoint, the residential development will remain the defining characteristic of the view.			
Viewpoint 3: View looking south from	Walkers using the PRow. Medium - high Sensitivity	Moderate-major	Adverse effect of Moderate - Substantial significance	Moderate	Adverse effect of moderate significance



HEYW6/HEY W7 footpath as it enters the northern parcel from the north		Description of Effect During construction this view would be filtered by Heras fencing with construction activities beyond, including earthworks associated with the drainage basins, scaffolding, and housing construction. These activities will, over the course of the construction period, increasingly screen views towards development along Mill Lane and the West Wilts Trading Estate however longer views towards the Westbury White horse would be retained, resulting in a major adverse visual effect of temporary substantial significance . By Year 1, the route will connect to a network of permissive paths through the Proposed Development, with views across a new SANG parkland incorporating a landscape framework characteristic of the Clay Lowland Riparian Brook Landscape Character Area. New planting will help to filter views of the proposed housing; however, the development will still introduce an urban influence to what was previously a predominantly rural outlook. As the planting matures, views of the housing will become increasingly softened. Nevertheless, due to the close proximity of the viewpoint, the residential development will remain the defining characteristic of the view.			
Viewpoint 4: View from Hawkeridge Road heading south	Motorists on Hawkeridge Road. Low - medium sensitivity.	Minor - moderate	Adverse effect of Minor – Moderate significance	Minor	Adverse effect of Minor significance
		Description of Effect			
		The existing hedge along the Application Site boundary would help filter views of ground-level construction activities for motorists travelling along Hawkeridge Road. Transient and glimpsed views over the hedge of scaffolding associated with the care home and commercial development would be possible. However, these views would be experienced on the immediate approach to a large industrial area, resulting in effects of minor - moderate magnitude and temporary minor to moderate significance . By Year 1, motorists would experience transient and glimpsed views over the hedge of the completed care home and commercial buildings, with newly planted trees providing some softening of the building facades. However, longer-distance views towards the Salisbury Plain escarpment and the Westbury White Horse would be screened. By Year 15, the existing hedge would have become denser and taller,			



		while the proposed roadside tree planting would have matured, creating a strong, well-treed landscape framework for the Proposed Development. Together, the hedge and trees would heavily filter views of the care home and commercial buildings and create a landscaped gateway to the northern edge of Westbury.			
Viewpoint 5: View from footway on Link Road within the West Wiltshire Trading Estate	Motorists on Link Road. Low sensitivity	Minor - moderate	Adverse effect of Minor significance	Minor	Adverse effect of Minor significance
	Pedestrians using the footway on Link Road. Low sensitivity	Minor - moderate	Adverse effect of Minor significance	Minor	Adverse effect of Minor significance
		Description of Effect Glimpsed views of construction vehicles accessing the southern parcel off the roundabout, together with views of scaffolding and housing under construction, would be visible above the hedgerow along the site boundary. However, these changes would be experienced within a view already influenced by existing warehousing and large-scale lighting columns and, as a result, are considered to give rise to effects of negligible - minor magnitude and minor adverse significance. At Year 1, views of the completed housing within the southern parcel would be possible, with longer-distance views towards the Salisbury Plain escarpment remaining possible. Over time, as planting at the Application Site entrance matures, views of the proposed housing would become increasingly screened, together with some structures within Hawke Ridge Business Park. This vegetation would form a notable landscape feature at the end of Link Road, reducing the prominence of the proposed development within the view.			



Viewpoint 6: View from footway on roundabout on Hawkeridge Road Estate	Motorists on roundabout. Low sensitivity	Minor - moderate	Adverse effect of Minor significance	Minor	Adverse effect of Minor significance
	Pedestrians using the footway alongside roundabout. Low - medium sensitivity	Moderate	Adverse effect of Minor - moderate significance	Minor - moderate	Adverse effect of Minor significance
		Description of Effect Proposed construction activities on the northern parcel including scaffolding and plant equipment will be visible above vegetation around the Application Site periphery. However, these changes would be experienced within a view already influenced by existing warehousing and large-scale lighting columns and, as a result, are considered to give rise to effects of minor - moderate magnitude and temporary minor - moderate adverse significance. At Year 1, the proposed commercial building would be visible above the existing vegetation, with the care home and residential development within the northern parcel also visible beyond. While this would represent a noticeable change to the view, the wider landscape is already influenced by large-scale warehouse development. Over time, as the proposed landscape planting matures, views of the proposed buildings would become increasingly filtered and reduced. The establishment of a strong landscape structure alongside Hawkeridge Road would further integrate the development into the surrounding landscape and soften its visual presence.			



Viewpoint 7: View from footway on Mill Lane Hill adjacent the roundabout on Hawkeridge Road	Motorists on Mill Lane. Low - Medium sensitivity	Minor - moderate	Adverse effect of Minor – Moderate significance	Minor	Adverse effect of Minor significance
	Pedestrians using the footway alongside roundabout. Medium sensitivity	Moderate	Adverse effect of Moderate significance	Moderate	Adverse effect of Moderate significance
	Description of Effect A narrow view of the proposed construction activities on the southern parcel, including scaffolding and plant equipment, will be visible down the road, framed by existing vegetation and Hawke Ridge Business Park. A section of hedge to the right of the view will be removed to enable pedestrian connections, allowing partial views into the Application Site. These changes are considered to result in effects of moderate magnitude and temporary moderate adverse significance . Initially, at Year 1, narrow views of the proposed housing will be possible along the road into the Application Site, with rooflines appearing at a similar elevation to the existing development at Hawke Ridge Business Park. Longer-distance views beyond the Application Site, including those of the Westbury White Horse, are likely to be screened by the proposed housing. As the landscape planting matures, views of the housing will become increasingly filtered by the strengthened landscape framework, which will help enhance the street scene by adding variety and visual interest.				
Viewpoint 8: View south from PRow HEYW6 as it	Walkers using PRow HEYW6. Medium sensitivity	Moderate	Adverse effect of Moderate significance	Moderate - minor	Adverse effect of Minor significance
	Description of Effect				



passes through a paddock just north of the southern parcel		Proposed construction activities would be visible through gaps in the hedgerow to the right of the PRoW. Although these views would be experienced in relative isolation from Westbury's fringe, receptors would already have been exposed to construction activities when travelling along PRoW HEYW6 within the northern parcel. As a result, the magnitude of change is assessed as moderate, giving rise to a temporary effect of moderate adverse significance. At Year 1, views of the proposed housing will be possible beyond the hedgerow to the right of the PRoW alignment. To the left (east) of the proposed housing, the SANG parkland will remain visible, retaining views towards the Salisbury Plain escarpment. As the landscape planting matures, views of the housing will become progressively softened and filtered. A varied mosaic of planting within the parkland will become established, enhancing visual interest, strengthening the landscape structure, and increasing biodiversity.			
Viewpoint 9: View from footpath HEYW6 on Sites south eastern boundary	Walkers using PRoW HEYW6. Medium sensitivity	Moderate - major	Adverse effect of Moderate – substantial significance	Moderate	Adverse effect of Moderate significance
		Description of Effect			
		During construction this view would likely be filtered by Heras fencing immediately fronting the location. Proposed construction activities would be visible through the fence and would be seen against a backdrop of development along Mill Lane and at West Wilts Trading Estate. Consequently the magnitude of change is assessed as moderate - high, giving rise to a temporary effect of moderate substantial adverse significance. By Year 1, the route will connect to a network of permissive paths through the Proposed Development, with views into a new SANG parkland designed in keeping with the landscape framework characteristic of the Clay Lowland Riparian Brook Landscape Character Area. New planting will begin to filter views of the proposed housing. As this planting matures, the housing will become increasingly filtered and its visual prominence reduced. However, due to the close proximity of the viewpoint, the residential development will remain the defining feature of the view, albeit within a landscape that is already			



		influenced by the presence of large-scale warehouse buildings.			
Viewpoint 10: View from junction of PRow bridleway HEYW24 and footpath HEYW6	Walkers and horse riders using bridleway HEYW24 and footpath HEYW6. Medium – high sensitivity.	Minor	Adverse effect of Minor - Moderate	Negligible - minor	Adverse effect of Minor significance
		Description of Effect			
		Construction activities will likely be screened from this viewpoint by vegetation along the rail line. At Year 1, the upper sections of some proposed roof lines would be visible above the railway-side vegetation, particularly where overhead line equipment has resulted in slightly lower vegetation beneath the crossing cables. However, the roofs would be finished in a dark colour, helping them recede against the backdrop of vegetation, and the trees would remain the skyline feature. They would also be viewed within the wider context of existing housing that is already visible through gaps in the vegetation. As the proposed planting matures, the roof tops would become heavily filtered by vegetation and, as a result, would be difficult to readily perceive within the wider view. From Year 15, during the summer while trees are in leaf, it's likely the proposals will be screened from view. NOTE: REFER ALSO TO VIEWPOINT 10 PHOTOMONTAGES AT APPENDIX 10.2, FIGURES 10.27 – 10.29.			
Viewpoint 11: View from The Ham	Pedestrians using the footway. Medium sensitivity.	Negligible	Effect of Neutral significance	Negligible	Effect of Neutral significance



heading east	Motorists driving on The Ham. Low – Medium sensitivity.	Negligible	Effect of Neutral significance	Negligible	Effect of Neutral significance
		Description of Effect			
		The proposed scheme would be screened from view by vegetation and development at Glenmore Farm.			
Viewpoint 12: View from PRow HEYW10	Walkers using the PRow. Medium – high sensitivity.	Minor - moderate	Adverse effect of moderate significance	Minor	Adverse effect of minor - moderate significance
heading east towards Hawkeridge		Description of Effect			
		Vegetation along the Application Site boundary would substantially filter views of construction activities. It is possible that the upper sections of scaffolding along the western edge of the Site may be visible through gaps in the vegetation, particularly during construction of the care home. However, these views would be experienced by receptors whose outlook is already heavily influenced by the large industrial buildings and structures associated with the West Wilts Trading Estate. Consequently, the magnitude of change is assessed as minor to moderate, resulting in a temporary moderate adverse effect. At Year 1, the rooflines of properties along the northern edge of the Application Site would be visible through gaps in the vegetation bordering Hawkeridge Road. These would appear slightly lower in height and of a similar architectural character to existing residential development already perceptible within Hawkeridge village. Owing to its greater height, the third storey and roof of the care home would also be visible above the roadside hedgerow. However, trees within the hedgerow would provide additional filtering during the summer months when in leaf, reducing the prominence of the building. By Year 15, the proposed tree planting along the western boundary of the Application Site would have			



		matured and would exceed the height of the proposed buildings when viewed from this location. This vegetation would provide substantial filtering of the development, with only the rooflines remaining intermittently perceptible through gaps in the tree canopy and seen within the wider context of the West Wiltshire Trading Estate. During summer months it's likely the buildings would be mainly screened from view with only a corner portion of the care home ridge visible resulting in a slight reduction of effect to neutral - minor adverse. NOTE: REFER ALSO TO VIEWPOINT 12 PHOTOMONTAGES AT APPENDIX 10.2, FIGURES 10.30 – 10.32.			
Viewpoint 13: View from PRoW footpath HEYW6 to the south of Hawkeridge village	Walkers using the PRoW. Medium sensitivity.	Negligible - minor	Effect of neutral - minor significance	Negligible	Effect of neutral significance
		Description of Effect Vegetation along the Application Site boundary will heavily filter views of lower-level construction activities. However, scaffolding along the northern edge of the Application Site would be visible over the hedgerow and scrub vegetation with the larger trees offering some filtration of the structures. Consequently, the magnitude of change is assessed as moderate to major, resulting in a temporary effect of moderate to substantial significance. At Year 1, the upper residential storeys and roofs of the Proposed Development along the northern edge of the Site would be visible above intervening vegetation, with the larger boundary trees providing some filtering. The proposed dwellings would result in a noticeable change to the view due to their presence on the skyline. However, receptors at this location are likely to have just passed through the similarly scaled housing within Hawkeridge village, reducing the extent to which the development would appear unfamiliar within the wider landscape context. At Year 15, the proposed tree planting along the northern edge of the Application Site would have matured and would appear higher than the proposed housing, providing substantial filtering of the			



		development. The housing would still be perceptible through occasional gaps in the tree cover. However, during the summer months, when the trees are in leaf, it is likely that the development would be largely screened, with only partial glimpses of the highest roof ridgelines visible through narrow gaps in the foliage resulting in effects of negligible - minor adverse significance. NOTE: REFER ALSO TO VIEWPOINT 13 PHOTOMONTAGES AT APPENDIX 10.2, FIGURES 10.33 – 10.35.			
Viewpoint 14: View from PRow footpath HEYW5 at the settlement edge of Heywood	Walkers using the footpath. Medium – high sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect			
		The Proposed Development including construction activities would be screened by vegetation along the rail line and in fields to the field north of Hawkeridge Mill.			
Viewpoint 15: View from PRow footpath HEYW20 at Clanger Farm	Walkers using the footpath. High sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect			
		Existing vegetation alongside Clanger Lane combined with landform around Heywood House screens much of the land in the vicinity of the Application Site. Where gaps in vegetation exist the viewing distance to the Application Site is 1.17km and set against large scale development at the West Wilts			



		Trading Estate. As a result the Proposed Development would be barely perceptible to the casual observer and any change would be negligible.			
Viewpoint 16: View from Church Lane, North Bradley at field entrance	Road users of Church Lane. Medium sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
	Residents of Church Lane, North Bradley. High sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect From this distance groups of mature trees within the lowland landscape up to the Application Site create a layering effect to screen views of the Proposed Development.			
Viewpoint 17: View from PRoW footpath SWCK11	Walkers using the PRoW. Medium - high sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect From this distance, existing development at the northern edge of the West Wilts Trading Estate is perceptible owing to its light grey appearance set adjacent agricultural land. Its visibility diminishes further towards the Application Site as successive layers of mature tree planting increasingly filter views. This planting continues eastwards and would similarly intervene in views of the Proposed Development. In combination with the viewing distance, this vegetation would render the Proposed Development barely perceptible within the wider context of existing development and surrounding vegetation.			



Viewpoint 18: View from PRow footpath SWCK11	Walkers using the PRow. Medium - high sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect			
		From this elevated viewpoint overlooking Westbury, the Application Site is identifiable by surrounding large landmark features, including the West Wilts Trading Estate and the adjacent solar farm. At this distance, both the construction activities and the Proposed Development would be imperceptibly small components of the wider panoramic view. They would be experienced within the context of the existing urban edge and broader pattern of development, with more distant settlements appearing visually compressed behind them due to the foreshortening effect associated with the elevated viewpoint.			
Viewpoint 19: View from the trigpoint at Westbury White Horse	Visitors to the White Horse and open access land. High sensitivity.	Negligible	Effect of neutral significance	Negligible	Effect of neutral significance
		Description of Effect			
		From this elevated viewpoint overlooking the lowland clay landscape, the settlement of Westbury is a prominent feature, with large-scale developments such as the cement works, solar farms, and the West Wilts Trading Estate acting as key focal and orientation points. Owing to the elevated nature of the viewpoint, the Application Site is locatable within the wider landscape context. However, due to the considerable viewing distance and the presence of substantial neighbouring development, any proposed construction activities would be indistinguishable.			
		Similarly, at Year 1 and Year 15, the Proposed Development would remain indistinguishable within the existing built context, appearing as part of the established development associated with the West Wilts Trading Estate and Hawkeridge village.			

ASSESSMENT OF CUMULATIVE EFFECTS

10.95 The following schemes are considered in terms of cumulative effects.

Table 10.8 – Cumulative schemes for consideration within the ES

Reference	Description	Decision
Glenmore Farm (PL/2021/03749)	Outline application for up to 145 No. dwellings	Permitted
Land off Storridge Road (PL/2026/03375)	Outline application for up to 165 No. dwellings	Submitted
Land at Shallow Waggon Lane	Outline application for up to 70 No. dwellings	Submission later in 2026
Court Farm (PL/2025/07517)	Class Q prior approval for a barn conversion to 8 No. dwellings	Permitted 21.03.2019
Land at Bratton Road (PL/2022/06046)	Outline application for up to 41 dwellings	Submitted

Glenmore Farm (PL/2021/03749)

10.96 Glenmore Farm lies to the south of West Wilts Trading Estate and the development would result in the loss of agricultural land. However, the site is already heavily influenced by the presence of large-scale buildings and structures in the trading estate, together with residential development along The Ham and Hawkeridge Park. The cumulative urbanising effect of development at Glenmore Farm would therefore be localised and would be experienced primarily by users of Hawkeridge Road, whose perception of the landscape is already influenced by the West Wilts Trading Estate and the residential edge of Westbury.

10.97 Once completed, Glenmore Farm will provide improved pedestrian and cycle connections between the Proposed Scheme, Hawkeridge village and central Westbury. The open space at Glenmore Farm will also form part of an interconnected green infrastructure network with the Proposed Development, enhancing public open space while strengthening biodiversity connectivity.

10.98 From the local viewpoints considered as part of this assessment, the two sites would not be perceptible together. In longer-distance views from elevated locations to the south and south-east of Westbury (Viewpoints 19 and 20), both sites are difficult to perceive due to the viewing distance and the presence of existing development within their surrounding context. Consequently, any cumulative visual effects arising from the two sites would be negligible.



Land off Storridge Road (PL2026/03375)

10.99 The scheme sits west of Glenmore Farm on land which is currently in agricultural use. Due to the distance between the site and the Proposed Development combined with its urban context on three sides any cumulative impact on landscape character would be localised to the site itself.

10.100 Within the viewpoints considered as part of this assessment the two sites would not be perceptible in combination.

Land at Shallow Waggon Lane

[Note: As development proposals for Shallow Wagon Lane are not yet in the public domain, this assessment assumes that the site would be accessed via Hawkeridge Road. It is also assumed that appropriate development offsets would be provided along the site's northern and eastern boundaries.]

10.101 In terms of landscape character, the main cumulative effect would relate to the loss of agricultural land. However, this would be experienced within the context of the existing solar farm to the east and the West Wilts Trading Estate. As a result, the effect would be relatively localised, primarily affecting users of Hawkeridge Road and Shallow Wagon Lane.

10.102 Similarly, cumulative visual effects would be limited and localised. Potential effects would principally be experienced by users of Public Rights of Way (PRoW), including Bridleway HEYW24 and Footpath HEYW6, within the farmland to the east of the Application Site. However, the screening provided by vegetation alongside the railway line would also heavily filter both sites from this direction.

10.103 In longer-distance views from elevated locations to the south and south-east of Westbury (Viewpoints 19 and 20), both sites are difficult to perceive owing to the viewing distance and the presence of existing development within the surrounding landscape context. Consequently, any cumulative visual effects arising from the two sites would be negligible.

Court Farm (PL/2025/07517)

10.104 Court Farm proposals include the conversion of existing structures within an established farmstead. As a result any cumulative impacts would be negligible.



Land at Bratton Road

10.105 The scheme is located approximately 1.8 km south east of the Application Site and, as a result of the separation distance, would not give rise to cumulative landscape effects. Similarly, no cumulative visual effects are anticipated due to the intervening distance and existing development between and adjacent the two sites.

ENHANCEMENT, MITIGATION AND RESIDUAL EFFECTS

10.106 Primary mitigation measures are those which have been designed-in to the Proposed Development through an iterative process between design development and LVIA. Cross-discipline design team meetings and the early production of draft plans, sections and visualisations have been used to inform and guide the emerging scheme.

10.107 Enhancement and mitigation measures have inevitably been devised to serve many purposes having been designed in coordination with allied disciplines, chiefly ecology, architecture, drainage and civils but also transport and others. However, such measures within this Chapter are discussed only in terms of their relevance to landscape character or visual amenity. Enhancement and mitigation measures identified during the design process and integral to the Proposed Development include the following:

10.108 Provision of public open space and Suitable Alternative Natural Greenspace (SANG).

- Extensive new public open space around the Application Site periphery and also through the centre to provide amenity provision for new and existing residents. Helping to mitigate the impact on ecological assets in the wider study area including Picket and Clanger Wood Site of Special Scientific Interest (SSSI).
- Open spaces designed with riparian species characteristic of the lowland clay landscape.
- Provision of amenity features including a play area and allotments for use by the new and existing community.

10.109 Mitigation planting and enhancement of existing boundary vegetation.

- Extensive new native tree planting at the boundaries and within public open spaces. Proposed trees to include standard and heavy standard stock with eventual mature heights of 10-20. Eventual mature tree heights of up to 20m



would be in excess of the maximum heights of the tallest components of the Proposed Development, the tallest of which would be the care home ridge at 13m above ground level. Additionally, the species selection would include a mix of clear stem, feathered and multi-stem trees to provide canopy coverage at lower levels.

- Woodland copses are proposed along the northern and eastern boundaries of the Application Site to help enhance green connections on these edges while also reinforcing the existing vegetative buffers which help filter wider views to the north and south east.
- The existing boundary hedgerows would be retained and those along Hawkeridge Road would be enhanced with additional planting. This would provide a dense, lower-level visual screen and would offer physical containment of the Proposed Development as well as appropriate boundary treatment characteristic of the settlement approach to Westbury.
- On street tree planting is proposed which would help break up the development massing and help create a strong landscape framework to contain the Proposed Development.

10.110 Architectural enhancement and mitigation measures.

- The roof and façade cladding materials proposed for the housing and care home would be characteristic of the residential materials found within the local area. The commercial buildings would be clad in materials that provide a transition between the existing buildings at West Wilts Trading Estate and the Proposed Residential Development.
- The care home, which at approximately 13m in height would be the tallest proposed building, has been positioned alongside Hawkeridge Road to relate to the similarly scaled buildings on the opposite side of the road within West Wilts Trading Estate. Its height also falls within the parameters established under the original planning permission for a business park (Application Ref. 14/03118/OUT), which permitted buildings up to 13 m in eaves height across the majority of the site, stepping down to 10 m to the eaves in the areas closest to the Grade II listed Hawkeridge Farm. All residential buildings would be two storey and the commercial units would be single storey, helping to minimise visual effects on the wider landscape while also having much smaller massing and height to the consented business park parameters.



- The proposed areas of open space would be managed in perpetuity by a private management company to ensure that the landscaping establishes as envisaged within the Proposed Development and that any failed planting is replaced in accordance with the approved specification.

SUMMARY

10.111 The assessment of landscape character and visual amenity has considered the baseline conditions of the Application Site and its landscape 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.

10.112 The Application Site comprises two land parcels separated by Mill Lane, which bisects the Application Site in a north-easterly direction between Hawkeridge Road and Hawkeridge Mill. Ground levels are generally low-lying and situated within a gently undulating landscape associated with the River Biss and its tributary, Bitham Brook. Bitham Brook forms the eastern boundary of the northern parcel before intersecting with the railway embankment along the eastern boundary of the southern parcel. These low-lying landforms contrast with the Salisbury Plain escarpment, located approximately 3 km to the south-west of the Application Site, which rises to around 225 m Above Ordnance Datum (AOD) near the Westbury White Horse.

10.113 The West Wilts Trading Estate lies immediately west of the Application Site and forms Westbury's north-eastern settlement edge. The estate comprises large-scale warehouse buildings and represents a defining characteristic of the local landscape. This is recognised within the West Wiltshire District Landscape Character Assessment, which identifies a key landscape objective to "enhance the northern landscape setting of Westbury and the West Wiltshire Trading Estate". Other notable features within the study area include Blenches Mill Solar Farm and Westbury Landfill Solar Farm, located to the south-east of the Application Site. While these large-scale developments are generally well contained within the local topography, they become more prominent in elevated views from the southern edge of Westbury and from the Salisbury Plain escarpment.

10.114 The Application Site has a notable planning history. This includes outline planning permission (Ref. 14/03118/OUT HRBP) for the erection of a new business park and Reserved Matters approval (Ref. 16/06752/REM HRBP) for the erection of four warehouse units (Use Class B8) and associated works. The approved outline permission established height



parameters of up to 13 m to eaves across the majority of the Application Site, reducing to 10 to the eaves in the vicinity of the Grade II Listed Hawkeridge Farmhouse which sits along Mill Lane. The Proposed Housing would sit comfortably below this height and the Proposed Care Home would be within the parameters at 13m high and located adjacent other tall structures at West Wilts Trading Estate.

10.115 Other relevant planning permissions include consent for up to 145 dwellings at Glenmore Farm (Ref. PL/2021/03749), located approximately 55 m to the south-west of the Application Site, together with an outline planning application for up to 165 dwellings at Land off Storridge Road (Ref. PL/2026/03375), immediately west of the Glenmore Farm development. Collectively, these approved and emerging developments demonstrate the ongoing residential expansion on the north-eastern edge of Westbury and illustrate how the character of the settlement fringe is progressively evolving.

10.116 It is acknowledged that the Proposed Development will result in a direct and permanent change in land use from open agricultural fields to a landscape-led residential development. It is also recognised that the proposals will introduce new built form into an area that is currently undeveloped and open. However, the scheme has been designed to retain important landscape features, including existing trees and hedgerows of value, which will continue to provide a strong landscape framework. The proposed dwellings are substantially smaller in scale and massing than the existing warehouse buildings within the West Wilts Trading Estate, which already exert a strong influence on local landscape character, and are comparable in scale with the emerging residential pattern at Glenmore Farm and on Land off Storridge Road. As the proposed planting matures, the Proposed Development will become increasingly integrated within the surrounding landscape framework, helping to soften views of the new housing while providing a more coherent and better integrated eastern edge to both the West Wilts Trading Estate and the expanding settlement of Westbury

10.117 Visibility of the Proposed Development is generally limited to receptors within the Application Site, around its periphery, and from a short section of the nearby PRow network crossing agricultural land to the south-east. In Year 1 following completion, existing planting would help screen the lower levels of the Proposed Development from open viewpoints at the edge of Hawkeridge village. As the proposed planting within the Site matures, views of the first-storey elevations and rooflines would become progressively more filtered. Consequently, the magnitude of visual effects would decrease over time, resulting in a minor–moderate adverse effect during winter months, reducing to a negligible–minor adverse effect during summer months when trees are in leaf.



10.118 From elevated receptors on the Salisbury Plain escarpment and in the vicinity of the Westbury White Horse, the Application Site can be identified within the wider landscape context alongside existing large-scale development, including the West Wiltshire Trading Estate and surrounding solar farms. However, owing to the considerable viewing distance and the presence of these substantial neighbouring developments, the Proposed Development would not be readily distinguishable within the wider landscape.

10.119 Overall, in terms of landscape character and visual amenity, the Proposed Development is considered appropriate within its landscape context and presents an opportunity to better integrate the eastern edge of the West Wilts Trading Estate into the surrounding landscape. Although the Proposed Development would result in a limited number of adverse effects for some visual receptors in close-range views over the long term, it would integrate well within the wider study area.



Table 10.9: Landscape Character Summary Table

Potential Effect	Nature of Effect (Permanent or Temporary)	Significance	Mitigation/ Enhancement Measures	Residual Effects
Noise, activity, movement of plant and vehicles, and the introduction of visually prominent and incongruous structures and plant during construction phase.	Temporary	Minor to Moderate Adverse for the Site adjoining landscape resource.	None	Minor to Moderate Adverse for the Site adjoining landscape resource.
Clearance or loss of positive character features during construction phase.	Temporary	Negligible - minor Adverse effect for the landscape resource in which the Application Site resides.	None	Negligible - minor Adverse effect for the landscape resource in which the Application Site resides.
Introduction of a strong new framework of publicly accessible open space and tree cover	Permanent	Minor beneficial effect for the landscape resource in which the Application Site resides and the local area.	None	Minor beneficial effect for the landscape resource in which the Application Site resides and the local area.
Softening of the north eastern development fringe of Westbury.	Permanent	Minor beneficial effect for the landscape local to the Site.	None	Minor beneficial effect for the landscape local to the Site.



Table 10.10: Visual Amenity Summary Table

Potential Effect	Nature of Effect (Permanent or Temporary)	Significance	Mitigation/ Enhancement Measures	Residual Effects
Noise, activity, movement of plant and vehicles, and the introduction of visually prominent and incongruous structures and plant during construction phase.	Temporary	Minor to Moderate Substantial Adverse for closely proximate visual receptors. Neutral for distant visual receptors.	None	Minor to Moderate Substantial Adverse for closely proximate visual receptors. Neutral for distant visual receptors.
Encroachment or lack of containment of urban fringe into rural environment north of Site at operational year 15.	Permanent	Minor to Moderate Adverse for short distance visual receptors. Neutral beyond.	None	Minor to Moderate Adverse for short distance visual receptors. Neutral beyond.
Encroachment or lack of containment of urban fringe into rural environment east of Site at operational year 15.	Permanent	Minor Adverse for short – mid distance visual receptors. Neutral beyond.	None	Minor Adverse for short – mid distance visual receptors. Neutral beyond.
Introduction of visually prominent or incongruous development at operational year 15.	Permanent	Minor to Moderate Adverse for visual receptors on Site and those which are closely proximate. Neutral to for distant visual receptors.	None	Minor to Moderate Adverse for visual receptors on Site and those which are closely proximate. Neutral to for distant visual receptors.



REFERENCES

Ref 10.1: Landscape Institute and Institute of Environmental Management and Assessment (2013); 'Guidelines for Landscape and Visual Impact Assessment: Third Edition', Routledge.

Ref 10.2: Tudor, C. and Natural England (2018), 'An Approach to Landscape Character Assessment', Natural England.

Ref 10.3: Landscape Institute (2019), 'Technical Guidance Note 06/19: Visual Representation of Development Proposals', Landscape Institute.

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