

Forest Farm, Chippenham
Environmental Statement

Chapter 7
Landscape and visual effects



7 Landscape and visual effects

Introduction

- 7.1 The Environmental Dimension Partnership (EDP) was appointed to undertake the assessment of the potential for landscape and visual effects. The findings of the assessment are summarised in this chapter and the full report is included as technical appendix E. The references and data sources used in the assessment are shown in table 7.1.

CBA, 2023, Wiltshire Local Plan Review: Sites Landscape Appraisals
Land Use Consultants, 2005, Wiltshire Landscape Character Assessment
Landscape Institute, 2019, Visual Representation of Development Proposals. Landscape Institute Technical Guidance Note 06/19
Landscape Institute and Institute for Environmental Management and Assessment, 2013, Guidelines for Landscape and Visual Impact Assessment
Natural England, 2024, National Character Area (NCA) 117 Avon Vales
Natural England, 2014, An Approach to Landscape Character Assessment
TEP, 2014, Chippenham Landscape Setting Assessment
WHITE Consultants, 2004, North Wiltshire Landscape Character Assessment
Wiltshire Planning Explorer online interactive map: https://experience.arcgis.com/experience/88c3030c2e864645aaec7dc3e0ac4cb6/page/Page/
Table 7.1: References and data sources

Legislation and policy

National policy

- 7.2 The National Planning Policy Framework (NPPF; 2024) sets out the government's planning policies for England. It encourages good design as part of the wider remit for sustainable development and states that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve (paragraph 131).
- 7.3 Paragraph 135 of the NPPF states that decisions should ensure that developments *“are visually attractive as a result of good architecture, layout and appropriate and effective landscaping”* and *“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).”* Paragraph 187 states that decisions should contribute to and enhance the natural and local environment by, among other things, protecting and enhancing valued landscapes.
- 7.4 The NPPF is supplemented by a series of web-based National Planning Practice Guidance (NPPG) documents. Those relevant to the landscape and visual assessment include *Design: process and tools* (October 2019), which introduces the *National Design Guide* (Ministry of Housing, Communities and Local Government, 2021) setting out the 10 characteristics of good design, and *Natural Environment* (January 2025), which includes guidance on green infrastructure and landscape.

Local policy

- 7.5 Local planning policy in relation to landscape and visual effects is provided by the adopted *Wiltshire Core Strategy* (2015). Core Policy 51: Landscape states that development should protect, conserve and where possible

enhance landscape character. Proposals should demonstrate that several aspects of landscape character have been conserved and, where possible, enhanced through sensitive design, landscape mitigation and enhancement measures.

- 7.6 Core Policy 52: Green infrastructure states that development shall make provision for the retention and enhancement of Wiltshire's green infrastructure network, including retaining and enhancing existing on-site green infrastructure, making provision for accessible open spaces and providing opportunities to enhance and improve linkages between Wiltshire's natural and historic landscapes. Core Policy 57: Ensuring high quality design and place shaping requires a high standard of design in all new developments, including retaining and enhancing existing important landscape features and responding positively to existing townscape and landscape features.
- 7.7 The *Chippenham Neighbourhood Plan 2023-2038 Made Version* (2024) also sets out relevant policies in relation to landscape and visual effects. Policy GI4: Green Corridors requires all development located within, or adjacent to, identified green corridors to be designed to protect and enhance these corridors. New green and blue infrastructure should be strategically located along contours and the edges of greenfield sites to provide screening and avoid the creation of harsh new urban settlement edges fronting countryside. Policy GI5 – Trees, Woodlands and Hedgerows states that proposals should seek to protect existing trees, woodland and hedgerows and should incorporate new and replacement tree planting.
- 7.8 A more detailed review of local and national planning policy is provided in technical appendix E.

Methodology

Baseline

- 7.9 Baseline information has been collected through a desk-based study and site surveys in February 2022 and April 2024. The desk-based study included a review of OS mapping, a GIS database of national and local landscape and heritage designations, national and local planning policy relating to landscape and visual matters, and national and local landscape character assessments. The data sources and references used in the study are set out in table 7.1.
- 7.10 An assessment of the character and fabric of the site and its surroundings was carried out, providing a finer level of assessment than the published studies. A broad, 5 km study area was adopted, based mainly on the desk-based study, allowing the geographical scope of the assessment to be defined based on the likely extent of views to / from the site, the extent of landscape effects and the site's environmental planning context. Following an initial analysis and subsequent fieldwork, the broad study area was refined down to the land that is most likely to experience landscape effects. The extent of this detailed study area is 2 km from the site boundary, although occasional reference may be made to features beyond this area where appropriate.
- 7.11 A computer-generated zone of theoretical visibility (ZTV) plan was prepared to establish the areas that could theoretically experience visual change as a result of the proposed development. It was derived using digital landform height data, so did not take account of the screening effects of intervening

buildings, structures or vegetation. The ZTV was then refined by site visits at publicly accessible viewpoints to derive a more accurate, 'field-tested' zone of primary visibility (ZPV). This is where views of the proposed development would normally be close-ranging and open. Beyond the ZPV lies a zone of visibility that is less open and is either partly screened or filtered. Views from within this zone would include the proposed development, which may not be immediately noticeable but (once recognised) would be a perceptible addition to the view.

- 7.12 Receptor groups were then identified, based on the ZPV. Receptors that are likely to experience visual change fall into several discernible groups, including users of public rights of way (PROWs), road users, residential dwellings / groups and other receptors such as businesses and recreational areas. Several viewpoints were then identified that were considered to be representative of the nature of the views from each of the receptor groups to aid in the assessment. The number and locations of these representative viewpoints was agreed with Wiltshire Council's landscape officer.

Impact assessment

- 7.13 The assessment examined the potential effects of the proposed development on the landscape and visual receptors identified in the baseline study. It was undertaken in accordance with the Landscape Institute and Institute of Environmental Management and Assessment's (2013) *Guidelines for Landscape and Visual Impact Assessment 3rd Edition*, Natural England's (2014) *An Approach to Landscape Character Assessment*, the Landscape Institute's (2019) *Technical Guidance Note TGN 06/19 Visual Representation of Development Proposals* and the Landscape Institute's (2021) *Technical Guidance Note TGN 02/21 Assessing Landscape Value Outside National Designations*. Full details of the methodology are set out in technical appendix E and a summary is provided here.

Landscape effects

- 7.14 The significance of the potential landscape effects has been determined from an assessment of the sensitivity of the landscape and the magnitude of change that it will experience. Landscape sensitivity considers both the value of the receptor and its susceptibility to change. Landscape value is based on the consideration of a combination of factors, including condition, scenic quality, rarity, conservation interests, recreational value, perceptual aspects and cultural associations. Susceptibility to change relates to the ability of a landscape receptor to accommodate a development without undue consequences for the baseline situation. Based on the combination of value and susceptibility, an assessment of landscape sensitivity is reached. The criteria used to determine landscape value, susceptibility and sensitivity are shown on figures 7.1 to 7.3.
- 7.15 The magnitude of landscape impacts has been assessed based on judgements about the scale and geographical extent of the change brought about by the proposed development, its duration and reversibility (figure 7.5). The sensitivity of each receptor has been combined with the predicted magnitude of change to determine the significance of the effect, using the matrix in figure 7.6. Effects that are moderate or above are considered to be significant.

Visual effects

- 7.16 The significance of the potential visual effects has been determined from an assessment of the sensitivity of the visual receptor and the magnitude of change experienced as a result of the proposed development. For visual receptors, judgements of susceptibility and value are closely interlinked considerations. For example, the most valued views are those that people visit because of the available view, and it is at those viewpoints that their expectations will be highest and thus most susceptible to change. The criteria used to determine the sensitivity of visual receptors, which consider both value and susceptibility, are set out in figure 7.4.
- 7.17 The magnitude of visual impacts has been assessed with reference to the scale of the change in the view, the geographical extent of the area affected, and the duration and reversibility of the change (figure 7.5). As for landscape effects, the sensitivity of each receptor has been combined with the predicted magnitude of change to determine the significance of the effect, using the matrix in figure 7.6. Effects that are moderate or above are considered to be significant.

Baseline

Landscape character

National character areas

- 7.18 The site lies in national character area (NCA) 117: Avon Vales (Natural England, 2024). This character area is described as:

“An undulating, low-lying landscape of mixed, predominantly pastoral agriculture and small limestone-built towns, cut by the (Bristol) River Avon and its tributaries, and surrounded to the west, south and east by higher land. Woodlands lie on the steeper slopes and by watercourses, and in a few other areas within a structured farmland of medium to large fields and now straggly hedgerows...Smaller settlements and farmsteads are clustered along streams and lesser rivers, linked by narrow winding lanes. Ancient patterns of flood meadows and drainage ditches dominate these valley floors, with their wet grasslands and woodlands.”

- 7.19 The scale of the proposed development means that the description of landscape character undertaken at the sub-regional level is considered to be more relevant in establishing the landscape resource baseline. The more localised assessments described in the next section have therefore been used in the consideration of the effects of the proposed development.

Local character areas

- 7.20 The *Wiltshire Landscape Character Assessment* (Land Use Consultants, 2005) identifies 16 landscape character types (LCTs), which are then further sub-divided into landscape character areas (LCAs). The site lies in LCT 12: Open Clay Vale, within LCA 12B: Avon Open Clay Vale (figure 7.7). The key characteristics of LCT 12 are summarised below, with those most relevant to the site underlined:

- Level landform with wide open skies and views to ridges and downs

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

7.21 LCA 12B is further summarised in the report as:

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

7.22 The report identifies LCA 12B as being of moderate condition and strength of character. The key characteristics identified above are typically reflected within the site and its immediate surroundings, in that the site comprises geometric fields with hedgerows defining the boundaries and is on the edge of Chippenham. It is bordered by a key transport corridor (the A4), which links settlements together, yet remains rural and tranquil in places.

7.23 The south eastern edge of the LCA within the study area, including the south eastern corner of the site, lies within Wiltshire’s Special Landscape Area (SLA). This is identified as being a landscape of county importance and the council notes that the non-statutory designation covers much of Wiltshire’s countryside outside areas designated as national landscapes. However, it should be noted that the withdrawn local plan proposed that the SLA designations would not be saved.

7.24 The landscape value of LCA 12B has been determined in accordance with figure 7.1. While it falls partially within the local SLA designation, much of the landscape is undesignated. Landscape features such as hedgerows are in mixed condition and some of the distinctive landscape features, such as riparian vegetation, have been lost in places. There are landscape detractors, including the A4 corridor, high voltage pylons and settlements such as

Chippenham. Overall, the value of the landscape is considered to be medium.

- 7.25 The landscape susceptibility of LCA 12B has been assessed in accordance with figure 7.2. It has some tranquillity, but this is depleted around Chippenham by intrusion from the settlement and the A4. As a broadly low-lying landscape, vegetation and built form curtail views and provide a sense of enclosure. There are, however, parts of the landscape that are more open because of local undulations and small hills. The landscape is partially intact, with some of the pattern degraded by development surrounding Chippenham. The watercourses that pass through the landscape add some complexity to the structure. The susceptibility of the landscape is considered to be medium. In accordance with figure 7.3, the overall sensitivity of LCA 12B is assessed as medium.
- 7.26 LCT 7: Wooded Greensand Hills lies to the south east of the site, within the 2 km study area (figure 7.7). It has the following key characteristics:
- The Greensand typically forms upstanding hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys
 - Hills support a large proportion of woodland, both deciduous and coniferous
 - Country houses and estates, set within landscaped parkland, contribute to the character of the area
 - Distinctive pattern of settlement with villages of stone dwellings hidden in the shelter of the deep valleys
 - Iron Age fortifications are strategically located on the hill tops
 - Ancient sunken lanes wind their way through the hills
 - Small and irregular fields characterise areas of agricultural land use
 - Meadows and wet woodland are typical of the valley floors
- 7.27 The relevant component LCA is LCA 7C: Bowood Greensand Hills, which is identified as being of good condition and strong character. The part of the LCA within the study area falls within the Wiltshire SLA. Further detail is provided in technical appendix E. There are few detractors in this landscape, which contains distinctive features such as ancient woodland and wooded estates. Its value is therefore considered to be high. Its wooded character gives it a textured pattern and the landscape is generally intact. Slopes provide intervisibility with neighbouring landscapes and there are open views gained from areas between woodland parcels. The landscape is generally tranquil and its susceptibility is considered to be high. Overall, the sensitivity of this LCA is high.
- 7.28 The *North Wiltshire Landscape Character Assessment* (WHITE Consultants, 2004) predates the report referred to above, so the county-level landscape character assessment is considered to be more relevant to the assessment. CBA's (2023) *Wiltshire Local Plan Review: Sites Landscape Appraisals* concluded that the site lies within an area of generally medium sensitivity to housing development, with areas of higher sensitivity to the south and west of the site where there are landscape features in good condition that contribute to the tranquillity and separation of Chippenham from the River Avon. The pylons and the A4 are identified as being intrusions into the generally rural character of the landscape.

7.29 At the very local level, the site lies within the area identified as Strategic Area D in the *Chippenham Landscape Setting Assessment* (TEP, 2014). The sensitivities and qualities of the landscape setting of Chippenham in this area include the following:

- Hedgerow patterns, riparian vegetation and waterways of varied character are locally valued features. Rural tranquillity and wide open views are also characteristic
- The original settlement has expanded up valley sides, exposing these areas to wider views and affecting landscape and visual receptors. Developing exposed areas should be resisted
- Development should include a strong landscape structure to repair urban fringe landscapes
- Indicators of change are the loss of hedgerows, loss of waterside vegetation, changes to riparian character, amalgamation of fields and the establishment of screen planting around Chippenham

7.30 The report identifies that strategic area D maintains the separation between Chippenham and Derry Hill and is visually prominent from the A4 Pewsham Way and Naish Hill.

The site

7.31 The site ranges between approximately 54 m and 65 m above Ordnance datum (AOD) and broadly slopes from north west to south east. A watercourse passes through the site in an arc and the lowest parts of the site run alongside it. A stretch of the disused Wilts & Berks Canal, which is in water but not navigable, runs adjacent to part of the site's south eastern boundary. Some of the field boundaries are lined by ditches, although most of these are dry.

7.32 The site comprises a series of grazed agricultural fields with mature trees and hedgerows along the boundaries. The hedgerows are mostly species-rich and those along the boundaries generally contain hedgerow trees. The watercourse is also mainly lined by hedgerows. A block of woodland abuts the site's western boundary and the trees along the south eastern boundary are denser in places. A strip of scrub abuts the site's northern boundary between the A4 and a hedgerow. Overhead high voltage cables cross the site on two pylons. PROWs cross the west of the site, providing connections between Chippenham and the Wilts & Berks Canal.

7.33 The site lies to the south east of Chippenham's urban edge. The north eastern site boundary borders the A4 corridor, which links Chippenham to Marlborough. Agricultural fields lie to the south and east and the site is separated from the current development edge of Chippenham by the A4 and a strip of scrub and hedgerow. The site is visually well contained to the north and west, where it borders existing development and mature vegetation. Further south and east, the sloping topography means that the site is more open.

7.34 The site is somewhat unremarkable from a sensory perspective in the immediate landscape context. Landscape detractors, such as the high voltage overhead cables and A4 corridor, provide visual and aural intrusion to the site and its immediate context.

- 7.35 A review of historical online mapping shows that the site has retained its traditional hedgerow and field pattern because of its continued use as grazed agricultural land. Changes such as the introduction of the A4 and the expansion of Chippenham have resulted in the loss of field pattern and traditional land uses in the site's immediate surroundings. The route of the disused and partially dismantled Wilts & Berks Canal follows part of the site boundary. The canal is undergoing restoration in places, with the long term goal of reconnecting it under Core Policy 53 of the adopted core strategy. Beyond this, the site has no known cultural associations.
- 7.36 The landscape value of the site has been determined in accordance with the criteria set out in figure 7.1. The condition / quality of the site is considered to be medium, as the site's network of mature hedgerows and trees add to its overall landscape structure and form but the A4 road corridor has eroded the field pattern in the immediate surroundings. The scenic quality is also considered to be medium, because of the detractor caused by the A4 and pylons. The rarity and representativeness is considered to be low because the site does not contain any rare features and does not have a particularly strong sense of distinctiveness or identity. The conservation interest is considered to be high because of the historic field pattern, canal route and SLA in the south east.
- 7.37 The recreation value of the site is considered to be medium to high because the PROWs on site connect to the wider network, but the wider site itself is not currently publicly accessible. The perceptual aspects of the site are considered to be low because both the site and its immediate surroundings contain landscape detractors and are not particularly wild, tranquil or unspoilt. The cultural association value of the site is considered to be very low because there are no known associations between the site and notable people, events or the arts.
- 7.38 Overall, taking all the above factors into consideration, the value of the site is considered to be medium to high. While there are notable detractors, the site also contains valuable features. The most value is found in the fabric of the site and its surrounding field boundaries and woodland, the rural character that is strongest in the south, the SLA designation to the south and the disused canal along the south eastern boundary. The value of the site decreases where it lies closer to the edge of Chippenham and the A4 and the site's surroundings along the A4 are of much less value.
- 7.39 The susceptibility of the site has been assessed with reference to figure 7.2. The site and its immediate surroundings are enclosed to the north and west by vegetation and built form along its boundaries, but is more open to the south and east. The landscape is generally intact, although partly degraded by the A4 corridor. There is limited complexity, but the existing features are generally in reasonable condition. There is some tranquillity, but this is reduced by infrastructure such as the A4 and the pylons. Overall, the susceptibility of the site and its immediate surroundings is considered to be medium.
- 7.40 Using the matrix in figure 7.3 to combine value and susceptibility, the site and its immediate surroundings are judged to be of medium sensitivity.

Visual baseline

Introduction

- 7.41 The ZPV is shown in figure 7.8. It extends across the site, along the A4 where it abuts the site's north eastern boundary, into a triangular field between the site and the A4 extending around 200 m south east, 300 m south within a field between the site boundary and PROW CALW 80, and across the elevated north west facing slopes of Nocketts Hill and Sherwood Moor, between 500 m and 1.8 km south of the site.
- 7.42 As discussed in the methodology section, several visual receptors were identified for consideration in the assessment and representative viewpoints were established (figure 7.8). A summary of the visual receptors is provided below.

PROWs within the site

- 7.43 PROW CHIP 16 passes through the eastern edge of Chippenham before crossing the A4 into the site. There are limited views of the site before the footpath enters it because of the screening provided by the vegetation and built form in Chippenham. When users of the footpath reach the A4 and views open up, the site boundary vegetation becomes visible but the rest of the site remains screened. Photoviewpoint EDP 1 (figure 7.9) provides a typical representative view.
- 7.44 PROWs CHIP 16 and CALW 83 form a route through the site along which users gain direct views of the site. These are generally rural in character, with influences from some detractors, including high voltage overhead cables that cross over the PROW and noise disturbance from the A4. Photoviewpoints EDP 2 and EDP 3 (figures 7.10 and 7.11) represent views from the PROWs at the site boundary. Users of these PROWs are of high sensitivity because of their recreational use of the routes and experience of enjoying the surrounding landscape.

PROWs to the south of the site (within 750 m)

- 7.45 PROW CALW 83 continues south towards the wider countryside. Views from this part of the route are similarly rural in character, with the same detractors. The site is visible in views to the north, together with the agricultural buildings at Forest Farm (see photoviewpoint EDP 4 in figure 7.12). The view from the Avon Valley Walk, which runs parallel to CALW 83, is shown on photoviewpoint EDP 5 in figure 7.13. The site is visible in this view, together with the built form at Forest Farm, high voltage pylons, dwellings along the A4 to the north of the site and rooftops of dwellings at the settlement edge of Chippenham to the north west.
- 7.46 PROW CALW 83 connects to CHIP 49, which heads west, and CALW 80, which heads east. These are represented by photoviewpoints EDP 6 and EDP 16 respectively (figures 7.14 and 7.24). Due to the flat topography, the site is screened from view by vegetation along its boundaries in views from photoviewpoint EDP 16. However, there are intermittent glimpses towards the site from CHIP 49, as shown in photoviewpoint EDP 6. The site is partially visible in these views through gaps in vegetation along the footpath and along the site boundaries. The built form at Forest Farm is also visible. Further

west, the site is screened from the footpath by the woodland along the western boundary. Users of these PROWs are of high sensitivity.

PROWs to the south of the site (beyond 750 m)

- 7.47 Further to the south, PROWs CALW 79, CALW 82 and CALW 85 cross north west facing slopes, views from which are represented in photoviewpoints EDP 11, 12, 13, 14 and 15 (figures 7.19 to 7.23). The site is visible in filtered views from the lower to middle parts of the slopes (photoviewpoints EDP 11 and EDP 12). Intervening trees along the slopes filter parts of the site, with field parcels visible between the trees. The settlement edge of Chippenham is also visible and appears as a well-treed urban edge. Generally, views of the site become less filtered as the height of the PROWs increases, as demonstrated in photoviewpoints EDP 13, 14 and 15. Users of these PROWs are of high sensitivity.

PROWs to the north east of the site

- 7.48 PROW BREM 47 heads north from a car dealership on the opposite side of the A4 from the site and crosses a small, rounded hill to the south of Stanley Lane. Users of the footpath gain views of the site beyond the sports ground along the A4. The high voltage pylons are a prominent feature in the view and are visible stepping across the site. Houses along the A4 are also visible and, although it is a rural location, the views are dotted with built form. Users of this PROW are of high sensitivity.

A4

- 7.49 The A4 passes the site to the north west and north east. Scrub, dense boundary hedgerows and properties along the road to the north west screen views into the site beyond its boundary vegetation, as shown in photoviewpoint EDP 1 on figure 7.9. Properties adjacent to the northern corner of the site also screen views into the site from the road (see photoviewpoint EDP 7, figure 7.15). However, where the road passes along the site's north eastern boundary, the site is more open and oblique views into the site can be gained from this stretch of road (see photoviewpoints EDP 8 and EDP 9, figures 7.16 and 7.17). The A4 leaves Chippenham where it passes around the settlement edge, before heading south east away from the town. The character of this road where it passes the site is distinctly suburban, characterised by the dwellings along the settlement edge, street lights, bus stops and pavements. As a busy transport route, users are likely to have their attention mostly on the road ahead and the overall sensitivity is low.

Other roads

- 7.50 The other roads in the study area are generally within Chippenham or lined by vegetation, so the site is not visible. Users of these roads may gain glimpsed views through gaps in the vegetation / built form or in vistas along the route. The undulating landform often curtails longer distance views, with views of the site limited to occasions where the roads pass over higher ground and afford users views across the wider landscape. This is the case at Bencroft Hill along Stanley Lane (photoviewpoint EDP 10 in figure 7.18). Views from this location are open and long distance. Chippenham is visible in the view and the site can be seen beyond the sports fields along the A4. The view is transient and oblique. As a minor road, it is likely to be used mostly by local

residents and users would have some appreciation of the road's rural character. The overall sensitivity is medium.

Forest Farm

- 7.51 Residential receptors at Forest Farm are likely to have views into the site, as the farm buildings lie at its centre. The receptors are within a rural setting and of very high sensitivity.

Residential properties between the northern site boundary and the A4

- 7.52 These properties are likely to have views into the site from upper floor rooms that face broadly south. However, it is likely that views into the site would not be gained from lower floor rooms or gardens due to screening from vegetation and fences within the curtilage. The suburban context of these receptors means that their sensitivity is high.

Residential properties at 7 and 8 Ailesbury Close

- 7.53 These properties to the north of the A4 may have views into the site from upper floor rooms that face south east. Such views would be heavily filtered by vegetation along the curtilage and views from the lower floor rooms would be screened entirely. Views from other properties along the northern side of the A4 are unlikely because of the dense vegetation along the route. The suburban context of these receptors means that their sensitivity is high.

Bencroft Hill Farm Cottage and Holly House

- 7.54 Residential receptors in these properties along Stanley Lane are likely to have views of the site from both lower and upper floor rooms facing south. These views are long distance and would be similar to those shown in photoviewpoint EDP 10 (figure 7.18). These dwellings are located within a rural setting and are of very high sensitivity.

Nocketts Hill

- 7.55 Residential receptors near Nocketts Hill, including Nocketts Hill Farm, The Studio, Old Farm House and The Cottage, may have views of the site from rooms facing broadly north. The properties are adjacent to mature vegetation, which may filter and, in some cases screen, views. Where views are of the site are gained, they may be similar to those represented in photoviewpoint EDP 11 (figure 7.19). These dwellings are located within a rural setting and are of very high sensitivity.

Derry Hill

- 7.56 Residential receptors at Derry Hill are not likely to gain views of the site due to screening provided by the woodland block to the north, as well as buildings and vegetation within the settlement area. Receptors at Derry Hill are therefore not considered further.

Stanley Park

- 7.57 Stanley Park lies to the north east of the site, on the opposite side of the A4. It is a sports ground with both outdoor and indoor facilities. A row of trees

between the A4 and the Stanley Park car park filters views of the site. The football pitches are separated from the A4 by the building, car park and a field parcel. The topography between the site and pitches is relatively flat and intervening vegetation and built form curtail views. The site would be glimpsed through gaps in the trees and hedgerows in views from the pitches. Users of Stanley Park are likely to have their focus on their activities, albeit with some limited appreciation of the wider context. The sensitivity of park users is low.

Car dealership

- 7.58 There is a car dealership on the opposite side of the A4 to the south east of the site. It consists of a building, external showrooms and customer parking. There is an area of mature trees between the dealership and the road. The site is visible in filtered views from the dealership, which are broadly represented in photoviewpoint EDP 9 (figure 7.17). Despite the semi-rural location away from the edge of Chippenham, a car dealership is itself suburban in character. Receptors are likely to be focused on car sales, with limited appreciation of the wider surroundings. The sensitivity of receptors within the dealership is low.

Registered parks and gardens

- 7.59 There is no intervisibility between the site and the registered parks and gardens that fall within the study area, the nearest of which is Bowood grade I registered park and garden around 1.5 km to the south east. Registered parks and gardens are therefore not considered further.

Future baseline

- 7.60 In the absence of the proposed development, it is likely that the site would continue in its current agricultural use.

Effects during construction

Landscape effects

Character of the site and its immediate surroundings

- 7.61 Construction activities, movement of site traffic, lighting and noise will be ever-present during the construction process. This is not unusual and will be controlled by a conditioned construction method statement. Recommendations for the protection of retained trees and hedgerows, in accordance with relevant British Standards such as BS 5837, will ensure that the roots of trees and hedgerows are not adversely affected by the construction process. The magnitude of change will, however, be very large on both the site itself and its immediate context. Combined with the medium sensitivity of the site, this will result in a major, significant adverse effect. This will, however, be temporary as it will extend only for the duration of the construction process.

LCA 12B: Avon Open Clay Vale

- 7.62 Construction works will result in the loss of key characteristics of this LCA, including short sections of hedgerow, and a reduction in tranquillity. However,

this will be contained largely within the site and its immediate surroundings. The scale of change to the wider LCA where it falls within the study area will be small, leading to a small magnitude of change. Combined with the medium sensitivity of the receptor, this will lead to a moderate / slight adverse effect that will not be significant.

LCA 7C: Bowood Greensand Hills

- 7.63 Construction works within the site will result in a limited change to the character of this LCA. One feature of the LCA is views to the west, in which the works will be visible. Such views are not, however, defined as undeveloped and the addition of construction works within the site will represent a small alteration to views, rather than a loss of the views altogether. Most of the key features of the LCA will remain intact and the magnitude of change will be very small, leading to a moderate / slight adverse effect that will not be significant.

Visual effects

PROWs within the site

- 7.64 Construction works within the site will create a new focus in views from the PROWs that pass through the site. Users would experience close-ranging views of the works at all levels, including hoarding / fences, partially constructed buildings and movement of machinery and vehicles such as cranes. This change will be experienced along PROWs CHIP 16 and CALW 83 where they pass through the site. Beyond the site boundaries, the experience of the change will be lessened. For example, to the north the dense vegetation along the site boundary will heavily filter views into the site and only high-level works, such as the use of cranes or partially constructed buildings, will be visible in filtered views. To the south of the site, construction works will be visible in the view surrounding the agricultural buildings at Forest Farm. While the works will be clearly visible in the view from this part of the PROW, they will not be in such close proximity to the user.
- 7.65 The overall experience of PROW users along these routes will be a major change to views. What was previously a route passing from the suburban edge of Chippenham into the countryside will become a route through a construction site to the countryside. The magnitude of change to users of CHIP 16 and CALW 83 will be very large, leading to a substantial, significant adverse effect.

PROWs to the south of the site (within 750 m)

- 7.66 Users of the Avon Valley Walk will have views of the construction works within the site. All levels of construction will be visible, mostly in the south western field parcels because much of the wider development will be heavily filtered by vegetation to the east of the path. The construction works will be clearly noticeable along around 500 m of the route, where it passes the site boundary and then heads south. Beyond this stretch, the construction works will be heavily filtered or screened by vegetation along the path, with short stretches where gaps allow brief views to the site. The magnitude of change experienced along the route as a whole will be small, leading to a moderate, significant adverse effect.

- 7.67 Construction works will be heavily filtered in views along much of CHIP 49 by intervening vegetation, but higher-level activities, such as the use of cranes and partially constructed buildings, will be visible above the trees and through gaps in vegetation to the west. The works will be barely noticeable and the magnitude of change will be very small, leading to a moderate / slight adverse effect that will not be significant.
- 7.68 Construction works within the site will be visible in intermittent views through gaps in and over vegetation along CALW 80. All levels of construction activities will be visible, but much of the works will be heavily filtered by vegetation along the site boundaries and only a small portion of the works will be visible. Construction works within the site will form a minor component of views from this route and the magnitude of change will be small, leading to a moderate, significant adverse effect.

PROWs to the south of the site (beyond 750 m)

- 7.69 Users of PROWs along the north-facing slopes to the south of the site currently experience a range of views towards the site, with the most open views on the upper slopes. Users in these locations are likely to experience the most notable change, while along other parts of the PROWs vegetation will provide some filtering and in places the site will be entirely screened. Works such as movement of vehicles and partially constructed buildings will be visible from these PROWs and, although part of a much wider view, the works will be recognisable. The magnitude of change will be medium, leading to a major / moderate, significant adverse effect.

PROWs to the north east

- 7.70 Construction works will be visible within the site beyond the sports ground in views from BREM 47. This will include all levels of works, such as hoarding / fences, movement of vehicles, and partially constructed buildings. The works will be seen in the context of a partially developed landscape and will form a minor component of the view. The magnitude of change will be small, leading to a moderate, significant adverse effect.

A4

- 7.71 The site is most visible from the A4 to the north east, where it abuts the site boundary, and construction works will be clearly visible from this part of the road. Hoarding and fences will be visible along the site boundaries, together with the movement of construction vehicles, use of machinery and partially constructed buildings. The works along the A4 associated with the site access will also be clearly visible. Along this part of the road, the magnitude of change will be very large, leading to a major / moderate, significant adverse effect. However, this effect will be experienced along a short stretch of the road and the effect experienced beyond the extent of the site will be reduced, as set out below.
- 7.72 Further north and west along the A4, construction works will be less visible due to screening from intervening vegetation and built form. Higher level works, such as the use of cranes and partially constructed buildings, will be visible in filtered views. The construction works will be recognisable in views from the A4 to the south, with some filtering of the works by intervening vegetation. The works along the A4 associated with the access will also be

visible from this part of the road. There will be recognisable change along a stretch of the A4 approximately 1.5 km long, beyond which views of the construction works will reduce significantly and will be largely screened. While the level of change will be large when passing the site's eastern boundary, the overall change experienced by those travelling along the A4 (such as between Chippenham and Derry Hill) will be medium. This, combined with the low sensitivity of the receptors, will lead to a moderate / slight adverse effect that will not be significant.

Stanley Lane

- 7.73 Construction work will be visible within the site from Stanley Lane where the road passes over higher ground at Bencroft Hill. The works will appear adjacent to the existing built form of Chippenham and beyond the buildings at Stanley Park. Hoarding / fences, moving vehicles and machinery and partially built houses will be visible within the site. However, the works will be viewed at a distance and will form only a small part of the wider view. Nevertheless, the works will be recognisable in the view and the magnitude of change will be medium, leading to a moderate, significant adverse effect.

Forest Farm

- 7.74 The residents of Forest Farm will experience changes to views in all directions. All levels of construction work will be visible and the magnitude of change will be very large, leading to a very substantial, significant adverse effect.

Residential properties between the northern site boundary and the A4

- 7.75 Construction works within the site will create a new focus in views from upper floor rooms of properties to the south of the A4 that are adjacent to the site. The magnitude of change will be very large, leading to a substantial, significant adverse effect.

Residential properties at 7 and 8 Ailesbury Close

- 7.76 Partially constructed buildings and the use of cranes are likely to be visible in filtered views from upper floor, south-facing rooms at these properties. The construction works will be clearly noticeable in these views and the magnitude of change will be large, leading to a major, significant adverse effect.

Bencroft Hill Farm Cottage and Holly House

- 7.77 Construction works on site will be visible adjacent to the existing built form of Chippenham in views from properties on Bencroft Hill. Hoarding / fences, moving vehicles and machinery and partially built houses will be recognisable within the view and, although they will be viewed at a distance, the magnitude of change will be medium. This will lead to a major, significant adverse effect.

Nocketts Hill

- 7.78 Construction works on site will be visible in views from properties at Nocketts Hill. Partially constructed buildings and movement of vehicles and machinery will be visible adjacent to the existing agricultural buildings at Forest Farm. The works will appear somewhat congruous with the edge of Chippenham

and at a medium distance from the receptors. The works will be recognisable and the magnitude of change will be medium, leading to a major, significant adverse effect.

Stanley Park

- 7.79 Construction works on site will be visible from the car park at Stanley Park. Site hoardings / fences, partially constructed buildings and cranes will be visible within the site, albeit filtered by intervening trees and hedgerows, and the works will be clearly noticeable. Across the wider sports facility, the works will be less visible due to screening and filtering provided by intervening vegetation and built form. Overall, the change to views experienced by users of Stanley Park will be medium, leading to a moderate / slight adverse effect that will not be significant.

Car dealership

- 7.80 Construction works, including partially constructed buildings, movement of vehicles and machinery, hoarding / fences and works on the site access, will be visible from the car dealership off the A4. The works will be partially filtered by intervening trees, but will be recognisable in the views, and will be most visible from the entrance to the dealership. The magnitude of change will be medium, leading to a moderate / slight adverse effect that will not be significant.

Effects post-construction

Primary mitigation

- 7.81 Measures to mitigate potential adverse landscape and visual effects have been integrated into the design throughout the master planning process. The Landscape Institute and Institute of Environmental Management and Assessment's (2013) *Guidelines for Landscape and Visual Impact Assessment 3rd Edition* states that primary mitigation should respond to potential effects identified early in the assessment process, including "*siting, access, layout, buildings, structures, ground modelling and planting.*" They go on to state that it can be expected that primary mitigation "*will definitely be implemented, as they are to be an integral part of the scheme. They could therefore be secured by conditions on a consent.*" As such, the paragraphs below set out the mitigation measures that have been embedded into the design and are discussed here, within the design and access statement, and illustrated on the landscape strategy (technical appendix E). These mitigation measures can be secured with a planning condition for detailed design and an accompanying management plan.
- 7.82 The primary (embedded) mitigation measures are as follows:
- Set out the built form in a manner that is sensitive to the existing landform and settlement pattern, with lower densities towards the new settlement edge and lower-lying land proposed as public open space along the south eastern boundary that is informal in character to soften the development edge and maintain the separation between Chippenham and Derry Hill
 - Building heights have been sensitively planned, with lower building heights adjacent to the existing properties

- Proposed development parcels have been located following the existing field pattern to avoid removal of existing vegetation where possible and allow these features to be retained
- Where loss of parts of existing hedgerows is required for access, these will be compensated for with the provision of new hedgerows
- A 5 m wide buffer zone will be retained to all existing hedgerows, a 10 m wide buffer zone will be retained to all woodland and a 10 m buffer zone will be retained either side of the watercourse. The only exception is in the north of the site where the existing properties back onto the site, where development may be brought closer to the site boundary to provide an active interface
- The existing PROWs will be retained along their existing alignments
- Large trees are proposed throughout the development to break up and soften the roofscape in views
- Trees and hedgerow planting will be provided along the pedestrian / cycleway to filter views of the built form from the south and south east
- Tree planting along the edge of development parcels and proposed woodland within the public open space will filter views of the proposed built form in views from the south and south east
- Street trees and tree planting along green corridors will break up the roofscape of the proposed development, softening its appearance in views

7.83 In addition, the following enhancement measures are embedded within the design of the proposed public open space along the south eastern edge of the site:

- It will provide a mosaic of habitats, including woodland, scrub, hedgerows, scattered trees, species-rich grassland and ponds with marginal and aquatic planting
- Retained existing vegetation will be enhanced through 'gapping up' and widening with native infill planting
- It will provide a transitional space between the suburban public open space to the north and the wider countryside beyond the site boundary. This will provide public access to a previously inaccessible part of the countryside, creating amenity and recreational value
- It will provide a future opportunity for the reconstruction of the Wilts & Berks Canal
- Creation of a multifunctional green infrastructure that links across the site and to the wider landscape
- Creation of new routes within the site that connect to the existing PROW network, including a mix of formal surfaced routes and informal routes that are more rural in character, such as mown paths

Introduction

7.84 This section assesses the potential landscape and visual effects of the proposed development at completion (year 1) of the development. At this stage, the proposed trees and woodland would not have matured and would not yet provide mitigation.

Landscape effects

Character of the site and its immediate surroundings

- 7.85 Groundworks, including site levelling, construction of foundations and excavation of attenuation basins, swales and ponds will change the site's topography and hydrology. While the existing falls of the site will be broadly maintained, the groundworks will introduce a notable change to the site's physical landscape. The existing watercourse will be retained within a 10 m wide buffer zone, although it would need to be culverted where it would pass beneath the potential southern distributor link road if this comes forward in future. The topography and hydrology of the site's immediate surroundings will be unaltered, apart from the limited levelling required for the access works along the A4.
- 7.86 The introduction of built form within the site will create enclosure and curtail views from the site within the development parcels. The proposed woodland and tree planting within the public open space will result in a much more enclosed character and the addition of built form will render the character of the site and its immediate surroundings intrinsically suburban.
- 7.87 While the proposed development will retain existing vegetation wherever possible, approximately 250 m of hedgerows within the site will be lost. While this loss will be compensated for, the proposed replacement planting will not be mature in year 1. Along with the compensatory planting, a mosaic of new habitat is proposed, which will mature over time. There will be no change to vegetation in the landscape immediately surrounding the site. The proposed development will change the historic land use within the site. The route of the historic Wilts & Berks Canal will not be developed and will be kept free from structural planting to provide the opportunity for future reconstruction of the canal.
- 7.88 Overall, the proposed development will result in a major alteration to the key characteristics of the site and its immediate surroundings. The magnitude of change will be very large in year 1, leading to a major, significant adverse effect. While the effect will be adverse, it should be noted that there will also be beneficial effects through the provision of accessible public open space on land that was previously private.

LCA 12B: Avon Open Clay Vale

- 7.89 The proposed development will cause a reduction in tranquillity across the site and its immediate surroundings and will extend the urban influence of Chippenham further south into this LCA. This change will affect a small part of the LCA and will result in only a minor loss of key characteristics, including short sections of hedgerow, and a slight, localised reduction in tranquillity. Furthermore, the proposed development will be congruent with the existing settlement of Chippenham. The magnitude of change will be small at year 1, leading to a moderate / slight adverse effect that will not be significant.

LCA 7C: Bowood Greensand Hills

- 7.90 The proposed development will result in a limited change to the character of this LCA. The main feature that would be altered is views from the west in which the proposed development will be visible. However, these views are

not defined as undeveloped and the proposed development will represent a small alteration to the view. It will also appear congruent with the settlement edge of Chippenham. Most of the key features of the LCA will remain intact and the magnitude of change in year 1 will be very small, leading to a moderate / slight adverse effect that will not be significant.

Visual effects

PROWs within the site

- 7.91 Users of PROWs CHIP 16 and CALW 83 through the site will experience clear views of the proposed development. The proposed buildings and roads will be visible adjacent to the PROWs where they pass through the site. To the north of the site, the proposed development will be less visible as the vegetation along the site boundary will heavily filter views. The proposed development will be less prominent to the south of the site, although still visible, because of the increased distance from the receptor. The overall magnitude of change in year 1 will be very large, leading to a substantial, significant adverse effect.

PROWs to the south of the site (within 750 m)

- 7.92 The proposed development will be clearly noticeable from approximately 500 m of the Avon Valley Walk at year 1. However, the proposed development will be heavily filtered or entirely screened by intervening vegetation along much of the rest of the route. Where visible, new homes will be present in views of the south west parts of the site. Overall, the magnitude of change experienced by users of the route will be small, leading to a moderate, significant adverse effect.
- 7.93 The proposed development will be heavily filtered in views along much of CHIP 49 at year 1 by intervening vegetation along the site boundary. There may be glimpses of the new homes through gaps in the vegetation, but these will be barely noticeable. The magnitude of change will be very small, leading to a moderate / slight adverse effect that will not be significant.
- 7.94 The proposed dwellings in the south west parts of the site will be visible in intermittent views through gaps in and over vegetation along CALW 80 at year 1. The proposed development will form only a minor constituent of the views. The magnitude of change will be small, leading to a moderate, significant adverse effect.

PROWs to the south of the site (beyond 750 m)

- 7.95 The proposed development will be visible in the foreground of Chippenham in views from PROWs to the south of the site, including CALW 79, CALW 82 and CALW 85. While congruous with Chippenham, the building materials will not yet have weathered at year 1 and will be recognisable as new development within the views. The magnitude of change will be medium and the effect will be major / moderate adverse and significant.

PROWs to the north east of the site

- 7.96 The proposed development will be visible in views from BREM 47 in year 1. The new dwellings will appear beyond the sports ground, with a wide corridor

following the line of the pylons. The proposed development will form a minor constituent of the view. The magnitude of change will be small, leading to a moderate, significant adverse effect.

A4

- 7.97 Users of the A4 will experience the greatest change when passing the site's eastern boundary. The proposed development will be clearly visible from the road, including new dwellings and the new site access roundabout on the A4. Along this part of the road the magnitude of change will be very large at year 1, leading to a major / moderate, significant adverse effect. The proposed development will become less visible as road users move away from the site, with views filtered or partially screened. The proposed development will be visible for an approximately 1.5 km long stretch of the A4, beyond which it will be almost entirely screened. The magnitude of change experienced by users of the A4 between Chippenham and Derry Hill will be medium, leading to a moderate / slight adverse effect that will not be significant.

Stanley Lane

- 7.98 The proposed development will be visible in views from Stanley Lane where it passes over higher ground at Bencroft Hill. It will appear adjacent to Chippenham and beyond the buildings at Stanley Park. The proposed development will be viewed at a distance and will form only a small part of the wider view, but it will be recognisable at year 1. The magnitude of change will be medium, leading to a moderate, significant adverse effect.

Forest Farm

- 7.99 Due to its proximity, the proposed development will form a new focus in views from Forest Farm. The magnitude of change will be very large, leading to a very substantial, significant adverse effect in year 1.

Residential properties between the northern site boundary and the A4

- 7.100 The proposed development will create a new focus in views from the upper floor rooms of properties to the south of the A4 that border the site. The magnitude of change will be very large, leading to a substantial, significant adverse effect in year 1.

Residential properties at 7 and 8 Ailesbury Close

- 7.101 The proposed buildings are likely to be visible in filtered views from upper floor, south-facing rooms at these properties and will form a recognisable element of the view. The magnitude of change at year 1 will be medium, leading to a major / moderate, significant adverse effect.

Bencroft Hill Farm Cottage and Holly House

- 7.102 The proposed development will be visible adjacent to Chippenham and will appear somewhat congruous with the existing settlement in views from properties on Bencroft Hill. Nevertheless, the proposed development will form a recognisable new element in the view. The magnitude of change at year 1 will be medium, leading to a major, significant adverse effect.

Nocketts Hill

- 7.103 The proposed development will be visible in the foreground of Chippenham in views from properties near Nocketts Hill. New dwellings will be visible adjacent to the existing agricultural buildings at Forest Farm. The proposed development will appear somewhat congruous with the edge of Chippenham and at a medium distance from the receptor, but it will be recognisable at year 1. The magnitude of change will be medium, leading to a major, significant adverse effect.

Stanley Park

- 7.104 The proposed development will be visible from Stanley Park and will be most prominent in views from the car park. The new dwellings will be visible along the opposite side of the A4, although filtered by trees and hedgerows, and the proposed development will be clearly noticeable at year 1. It will be less visible in views from the wider sports facility due to the screening provided by intervening vegetation and built form. Overall, the magnitude of change will be medium, leading to a moderate / slight adverse effect that will not be significant.

Car dealership

- 7.105 The proposed development will be visible from the car dealership on the opposite side of the A4, with greatest visibility at the entrance. The new dwellings will be partially filtered by intervening trees, but will be recognisable in views. The magnitude of change will be medium, leading to a moderate / slight adverse effect that will not be significant.

Mitigation

- 7.106 At all stages of the master planning process, the objective was to avoid or reduce potential adverse effects as far as possible through primary mitigation, as set out in paragraphs 7.82 and 7.83 above. No further secondary mitigation is therefore proposed.

Residual effects

- 7.107 The potential effects have also been considered at year 15 post-completion, to assess the effects taking account of the proposed planting having matured.

Landscape effects

- 7.108 The proposed replacement and new planting will have matured by year 15 and will provide diversity and complexity to the landscape resource within the south eastern field parcel of the site. The existing watercourse will have been enhanced with riparian planting, which will add value to the feature once established. However, the scale of the changes will remain very large and the effect will remain major adverse and significant, although it should be noted that the mature planting will provide increased tree canopy cover and biodiversity net gain, as well as amenity value.
- 7.109 The maturing of the proposed woodland and tree planting by year 15 will reduce the extent of intervisibility between the site and the wider LCA 12B. This will reduce the extent of the impact on perceptual characteristics such as

tranquillity. The woodland and tree planting along the south eastern edge of the site will create a more defined separation between urban and rural areas. The magnitude of change will reduce to very small, leading to a slight adverse effect that will not be significant.

- 7.110 After 15 years, the proposed woodland and tree planting within the site will soften the proposed development and break up the built development. The overall change to LCA 7C after 15 years will be imperceptible and the resulting effect will be negligible and not significant.

Visual effects

PROWs

- 7.111 By year 15, the proposed tree planting will have matured and this, along with the weathering of building materials, will soften the appearance of the development in views from the PROWs where they pass through the development parcels. Tree and woodland planting will also filter views of the proposed development from the PROW where it exits the site to the south. The overall magnitude of change will reduce to large by year 15, leading to a major, significant adverse effect.
- 7.112 The mature vegetation and weathering of building materials by year 15 will soften the proposed development in views from the Avon Valley Walk and CALW 80 to the south of the site. The magnitude of change experienced across the routes as a whole will reduce to very small and the resulting effects will reduce to moderate / slight adverse and not significant. The maturing of the proposed woodland and tree planting will bolster the filtering effect of the existing vegetation on views from CHIP 49 by year 15. The magnitude of change will reduce to imperceptible and the effect will reduce to negligible and not significant.
- 7.113 By year 15, mature street trees will break up the roofscape in views from PROWs CALW 79, CALW 82 and CALW 85, and trees along the southern edge of the development parcels will filter views of the houses. This, together with the trees and woodland within the public open space, will soften the development and be consistent with the existing wooded character of Chippenham. The weathered building materials will further support the softening of the proposed development. The magnitude of change will reduce to small and the effect will reduce to moderate adverse, but will remain significant.
- 7.114 The mature trees will filter the proposed development in views from BREM 47 in year 15 and will break up the roofscape. The appearance of the buildings will also have softened due to weathering of the building materials. The magnitude of change will reduce to very small and the effect will reduce to moderate / slight adverse and not significant.

Roads

- 7.115 By year 15, the maturing of tree planting and weathering of building materials will have softened the proposed development. In views from the stretch of the A4 alongside the site, the magnitude of change will reduce to large and the effect will reduce to moderate adverse and significant. In views from the remainder of the A4 between Chippenham and Derry Hill, the magnitude of

change will reduce to small and the effect will reduce to slight adverse and not significant. In views from Stanley Lane, the magnitude of change will reduce to small and the effect will reduce to moderate / slight adverse and not significant.

Residential properties

- 7.116 By year 15, the maturing of tree planting and weathering of building materials will also have softened the proposed development in views from residential properties. The magnitude of change to views from Forest Farm will reduce to large and the effect will reduce to substantial adverse and significant. The magnitude of change to views from properties between the northern site boundary and the A4 will reduce to large and the effect will reduce to major adverse and significant. The magnitude of change to views from 7 and 8 Ailesbury Close will reduce to small and the effect will reduce to moderate adverse and significant. The magnitude of change to views from Bencroft Hill Farm Cottage and Holly House will reduce to small and the effect will reduce to major / moderate adverse and significant.
- 7.117 At year 15, the proposed tree and woodland planting will have matured. Street trees will break up the roofscape in views from residential properties on Nocketts Hill and the trees along the southern edge of the development parcels will filter the dwellings. This, together with the trees and woodland within the public open space, will soften the development and will be consistent with the existing wooded character of Chippenham. The magnitude of change will reduce to small and the effect will reduce to major / moderate adverse and significant.

Other receptors

- 7.118 By year 15, the maturing of tree planting and weathering of building materials will also have softened the proposed development in views from other receptors. The magnitude of change to views from Stanley Park and the car dealership will reduce to small and the effects will reduce to slight adverse and not significant.

Summary of residual effects and monitoring

- 7.119 Following the assessment of the landscape and visual effects with primary and secondary mitigation, and allowing for 15 years' growth of vegetation, the effects will remain as set out above and therefore will not require future monitoring. The greatest effects will generally be contained within and adjacent to the site and along the north-facing slopes to the south between approximately 500 m and 2 km from the site. The visibility of the proposed development will reduce over time with the growth of the proposed tree planting within the site. The significant residual effects are summarised in table 7.2.

Topic	Significant residual effect	Receptor sensitivity	Impact magnitude	Nature	Duration	Degree of effect	Level of certainty
Landscape and visual effects	Change to landscape character of the site and its immediate surroundings during construction and at year 15	Medium	Very large	Adverse	Long term	Major	Reasonable
	Change to views from PROWs CHIP 16 and CALW 83	High	Very large (construction) Large (year 15)	Adverse	Short to medium term Long term	Substantial (construction) Major (year 15)	Reasonable
	Change to views from the Avon Valley Walk during construction	High	Small	Adverse	Short to medium term	Moderate	Reasonable
	Change to views from PROW CALW 80 during construction	High	Small	Adverse	Short to medium term	Moderate	Reasonable
	Change to views from PROW BREM 47 during construction	High	Small	Adverse	Short to medium term	Moderate	Reasonable
	Change to views from PROWs CALW 79, CALW 82 and CALW 85	High	Medium (construction) Small (year 15)	Adverse	Short to medium term Long term	Major / moderate (construction) Moderate (year 15)	Reasonable
	Change to views from the A4 (passing the site boundary)	Low	Very large (construction) Large (year 15)	Adverse	Short to medium term Long term	Major / moderate (construction) Moderate (year 15)	Reasonable
	Change to views from Stanley Lane during construction	Medium	Medium	Adverse	Short to medium term	Moderate	Reasonable
	Change to views from Forest Farm	Very high	Very large (construction) Large (year 15)	Adverse	Short to medium term Long term	Very substantial (construction) Substantial (year 15)	Reasonable
	Change to views from properties south of the A4	High	Very large (construction) Large (year 15)	Adverse	Short to medium term Long term	Substantial (construction) Major (year 15)	Reasonable
	Change to views from 7 and 8 Ailesbury Close	High	Large (construction) Small (year 15)	Adverse	Short to medium term Long term	Major (construction) Moderate (year 15)	Reasonable
	Change to views from Bencroft Hill Farm Cottage and Holly House	Very high	Medium (construction) Small (year 15)	Adverse	Short to medium term Long term	Major (construction) Major / moderate (year 15)	Reasonable
	Change to views from Nocketts Hill	Very high	Medium (construction) Small (year 15)	Adverse	Short to medium term Long term	Major (construction) Major / moderate (year 15)	Reasonable

Table 7.2: Significant residual effects

Landscape Character Area Value				
Very Low	Low	Medium	High	Very High
Undesignated countryside and landscape features; absence of distinctive landscape characteristics; despoiled/-degraded by the presence of many landscape detractors.	Undesignated countryside and landscape features; few distinctive landscape characteristics; presence of landscape detractors.	Undesignated countryside and landscape features; some distinctive landscape characteristics; few landscape detractors.	Locally designated/valued countryside (e.g. Areas of High Landscape Value, Regional Scenic Areas) and landscape features; many distinctive landscape characteristics; very few landscape detractors.	Nationally/internationally designated/valued countryside and landscape features; strong/distinctive landscape characteristics; absence of landscape detractors.
Consideration of Other Value Criteria				
Condition/Quality				
A landscape with no or few areas intact and/or in poor condition.	A landscape with few areas that are intact and/or in a reasonable condition.	A landscape with some areas that are intact and/or in reasonable condition.	A landscape with many areas that are intact and/or in a reasonable condition.	A landscape with most areas intact and/or in good condition.
Scenic Quality				
A landscape of little or no aesthetic appeal.	A landscape of low aesthetic appeal.	A landscape of some aesthetic appeal.	A landscape of high aesthetic appeal.	A landscape of very high aesthetic appeal.
Rarity and Representativeness				
A landscape that does not contain rare landscape types or features.	A landscape that contains few distinct landscape types or features.	A landscape that contains distinct but not rare landscape types or features.	A landscape that contains one or more rare landscape types or features.	A landscape that is abundant in rare landscape types or features.

Landscape Character Area Value				
Conservation Interests				
A landscape with no or very limited cultural, geological and/or nature conservation content.	A landscape with limited cultural, geological and/or nature conservation content.	A landscape with some cultural, geological and/or nature conservation content.	A landscape with rich cultural, geological and/or nature conservation content.	A landscape with abundant cultural, geological and/or nature conservation content.
Recreation Value				
A landscape with no or very limited contribution to recreational experience.	A landscape with no or limited contribution to recreational experience.	A landscape that provides some contribution to recreational experience.	A landscape that provides a good contribution to recreational experience.	A distinct landscape that forms a strong contribution to recreational experience.
Perceptual Aspects				
A landscape with prominent detractors, probably part of the key characteristics.	A landscape with landscape detractors, and is not particularly wild, tranquil or unspoilt.	A landscape with few detractors that also retains some perceptual values.	A landscape with very few detractors that has a relatively wild, tranquil or unspoilt landscape.	A wild, tranquil or unspoilt landscape without noticeable detractors.
Cultural Associations				
A landscape without recorded associations.	A landscape with few recorded associations.	A landscape with some and/or moderately valued associations.	A landscape with numerous and/or highly valued associations.	A landscape of rich and/or very highly valued associations.
Overall Judgement of Landscape Value				
Very Low value – receptor largely reflects very low value criteria above.	Low value – receptor largely reflects low value criteria above.	Medium value – receptor largely reflects medium value criteria above.	High value – receptor largely reflects high value criteria above.	Very High value – receptor largely reflects very high value criteria above.

Very Low Susceptibility to Change	Low Susceptibility to Change	Medium Susceptibility to Change	High Susceptibility to Change	Very High Susceptibility to Change
Pattern, Complexity and Physical Susceptibility to Change to the Proposed Development				
A simple, monotonous and/or degraded landscape with common/indistinct features and minimal variation in landscape pattern.	A landscape with an occasionally intact pattern and/or with a low degree of complexity and with few features in reasonable condition.	A landscape with some intact pattern and/or with a degree of complexity and with features mostly in reasonable condition.	A landscape with mostly patterned/textured or a simple but distinctive landscape and/or with high value features and essentially intact.	A strongly patterned/-textured or a simple but distinctive landscape and/or with high value features intact.
Visual Susceptibility to Change to the Proposed Development				
A very enclosed landscape that contains or strongly filters views, with an absence of visual landmarks and a lack of intervisibility with designated landscapes.	A predominantly enclosed landscape that contains or filters most views, with very few views of visual landmarks or intervisibility with designated landscapes.	A partially enclosed landscape with some visual containment and filtering, possible limited intervisibility with visual landmarks and designated landscapes.	An open landscape with intervisibility and limited visual filtering or enclosure. Prominent visual landmarks may be present, and/or intervisibility with designated landscapes may occur.	An open or exposed landscape with extensive intervisibility and no or very limited visual filtering or enclosure. Prominent visual landmarks are present, and/or intervisibility with designated landscapes occurs.

Very Low Susceptibility to Change	Low Susceptibility to Change	Medium Susceptibility to Change	High Susceptibility to Change	Very High Susceptibility to Change
Experiential Susceptibility to Change to the Proposed Development				
A landscape with prominent visual and/or aural intrusion and close relationship with large-scale built development/infrastructure. A landscape that contains many light sources and essentially suffers from widespread light pollution.	A busy landscape with frequent visual and/or aural intrusion and nearby relationship with large-scale built development/- infrastructure. A landscape that contains frequent light sources and suffers from light pollution.	A partially tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/ infrastructure may be present. A landscape that contains some light sources.	A tranquil landscape with limited visual and/or aural intrusion, some relationship with built development/- infrastructure may be present. A landscape that contains few light sources.	A very tranquil, wild or remote landscape with little or no sense of visual or aural intrusion. A landscape that contains very few light sources and provides dark skies.
Overall Judgement of Susceptibility to Change to the Proposed Development				
Very Low susceptibility – receptor largely reflects very low criteria above.	Low susceptibility – receptor largely reflects low criteria above.	Medium susceptibility – receptor largely reflects medium criteria above.	High susceptibility – receptor largely reflects high criteria above.	Very High susceptibility – receptor largely reflects very high criteria above.

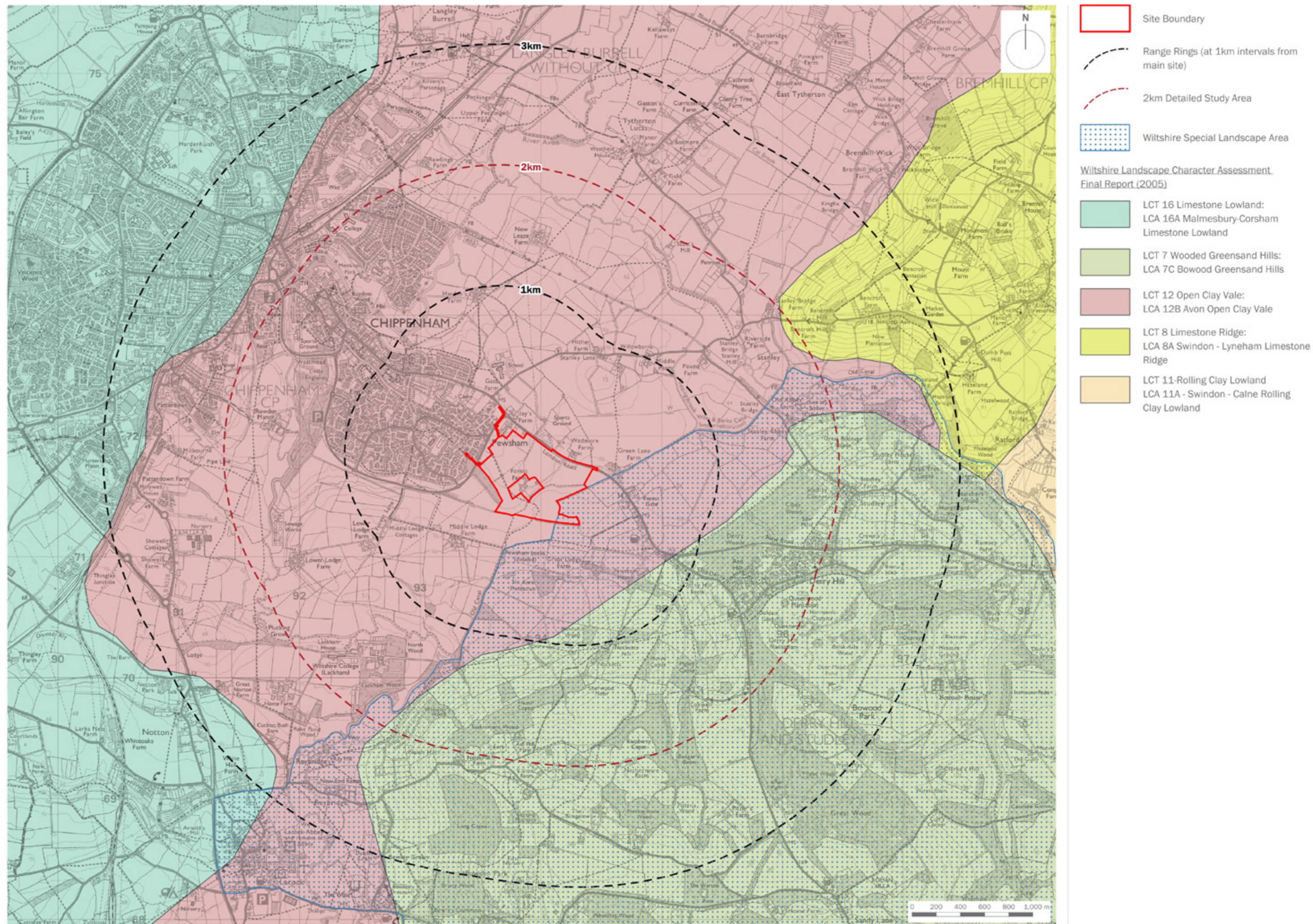
		Susceptibility of Landscape Receptor				
		Very High	High	Medium	Low	Very Low
Receptor Value	Very High	Very High	Very High/ High	High	High/ Medium	Medium
	High	Very High / High	High	High/ Medium	Medium	Medium/Small
	Medium	High	High/ Medium	Medium	Medium/Low	Low
	Low	High/ Medium	Medium	Medium/Low	Low	Low/Very Low
	Very Low	Medium	Medium/Low	Low	Low/Very Low	Very Low

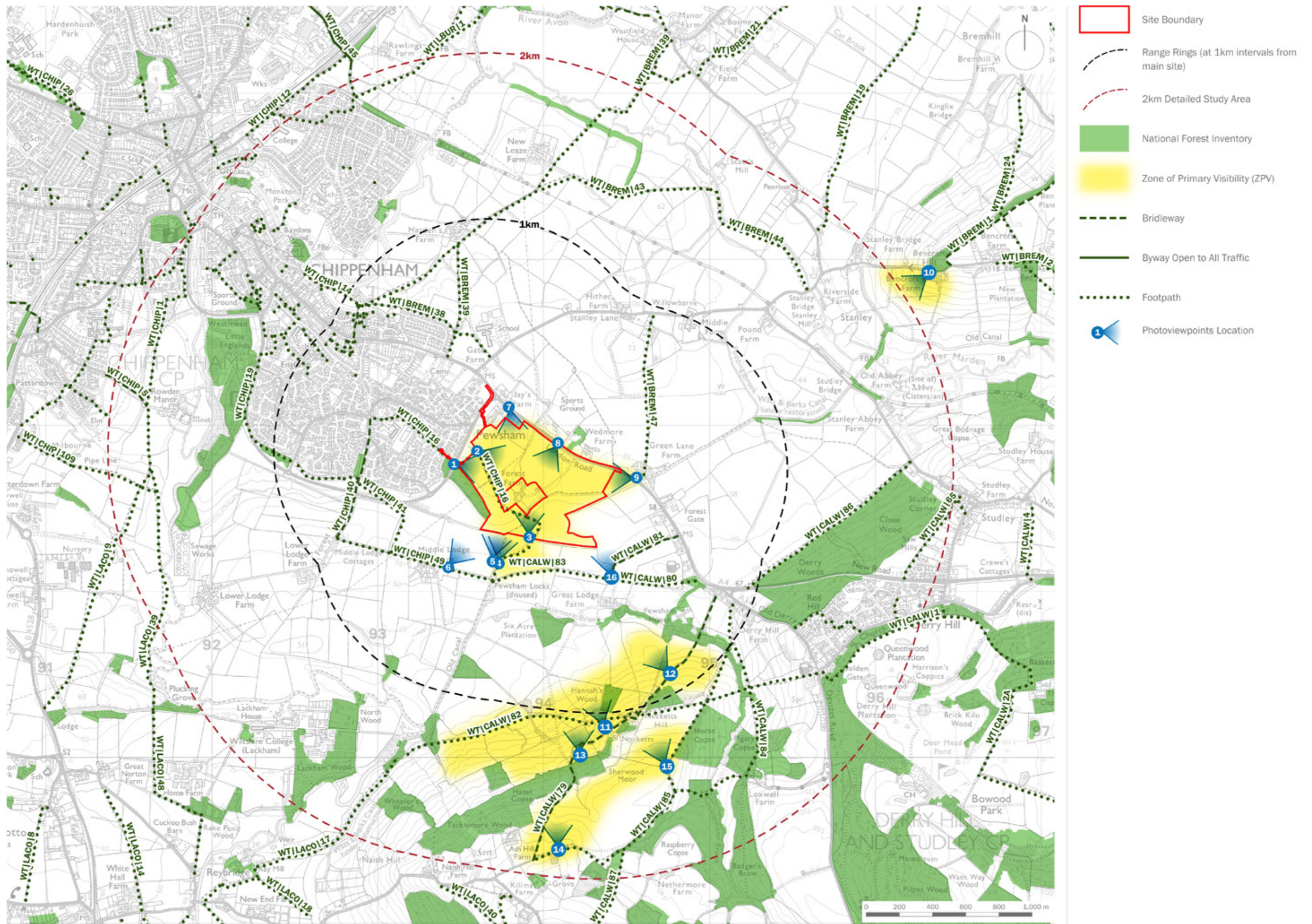
Category	Visual Receptor Criteria
Very High	Designed view (which may be to or from a recognised heritage asset or other important viewpoint), or where views of the surroundings are an important contributor to the experience. Key promoted viewpoint, e.g., interpretative signs. References in literature and art and/or guidebooks tourist maps. Protected view recognised in planning policy designation. Visual receptors with a very high susceptibility to change may include those with views from residential properties, especially from rooms normally occupied in waking or daylight hours; national public rights of way, e.g., National Trails and nationally designated countryside/landscape features with public access, which people might visit purely to experience the view; and visitors to heritage assets of national importance.
High	View of clear value but may not be formally recognised, e.g. framed view of high scenic value, or destination hill summits. It may also be inferred that the view is likely to have value, e.g. to local residents. Visual receptors with a high susceptibility to change are considered to be those whose attention or interest is focussed on their surroundings and may include those with views from recreational receptors where there is some appreciation of the landscape, e.g., golf and fishing; local public rights of way, access land and National Trust land, also panoramic viewpoints marked on maps; road routes promoted in tourist guides for their scenic value.
Medium	View is not promoted or recorded in any published sources and may be typical of the views experienced from a given receptor. Visual receptors with a medium susceptibility to change may include people engaged in outdoor sport other than appreciation of the landscape, e.g. football and rugby, or road users on minor routes passing through rural or scenic areas.
Low	View of clearly lesser value than similar views experienced from nearby visual receptors that may be more accessible. Visual receptors with a low susceptibility to change may include road users on main road routes (motorways/A roads) and users of rail routes or people at their place of work (where the place of work may be in a sensitive location). Also views from commercial buildings where views of the surrounding landscape may have some limited importance.
Very Low	View affected by many landscape detractors and unlikely to be valued. Visual receptors with a very low susceptibility to change may include people at their place of work, indoor recreational or leisure facilities or other locations where views of the wider landscape have little or no importance.

Category	Receptor Criteria
Very Large	Total loss of, or major alteration to key elements/features/characteristics of the baseline condition. Addition of elements which strongly conflict with the key characteristics of the existing landscape. The proposed development would create a new focus and have a defining influence on the view. Landscape and visual effects are typically large in scale, resulting in a permanent and irreversible change, influencing several landscape types or character areas. Visual changes would be experienced in direct, close ranging views with changes over a wide horizontal and vertical extent.
Large	Notable loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that are prominent and may conflict with the key characteristics of the existing landscape. The proposed development would be clearly noticeable, and the view would be fundamentally altered by its presence. Direct or oblique views at close range with changes over a notable horizontal and/or vertical extent. Notable landscape and visual effects may be experienced in the medium to long-term, with possible conversion to original state, at the scale of the landscape type or character area/s within which the proposal lies.
Medium	Partial loss or alteration to one or more key elements/features/characteristics of the baseline condition. Addition of elements that may be evident but do not necessarily conflict with the key characteristics of the existing landscape within the immediate setting of the site. The proposed development would form a new and recognisable element within the view which is likely to be recognised by the receptor. Visual change would be experienced in direct or oblique views at medium range with a moderate horizontal and/or vertical extent of the view affected. Effects may be partially reversible to a different state, being experienced in the medium term.
Small	Minor loss or alteration to one or more key elements/features/characteristics of the baseline landscape. Addition of elements, largely at the site level, that may not be uncharacteristic within the existing landscape. The proposed development would form a minor constituent of an oblique view, being partially visible or at sufficient distance to be a small component at medium or long range and with a small horizontal/vertical extent of the view affected. The duration of the change may be short-term, being reversible to a similar original state.
Very Small	Barely discernible loss or alteration to key elements/features/characteristics of the baseline landscape. Addition of elements, experienced on parts of the site at a very localised level, not uncharacteristic within the existing landscape. The proposed development would form a barely noticeable component of the view, often being seen as a small component in a long-range view where, although slightly altered, the change would be similar to the baseline situation. Effects may be temporary and quickly reversible to the original state of the baseline context.

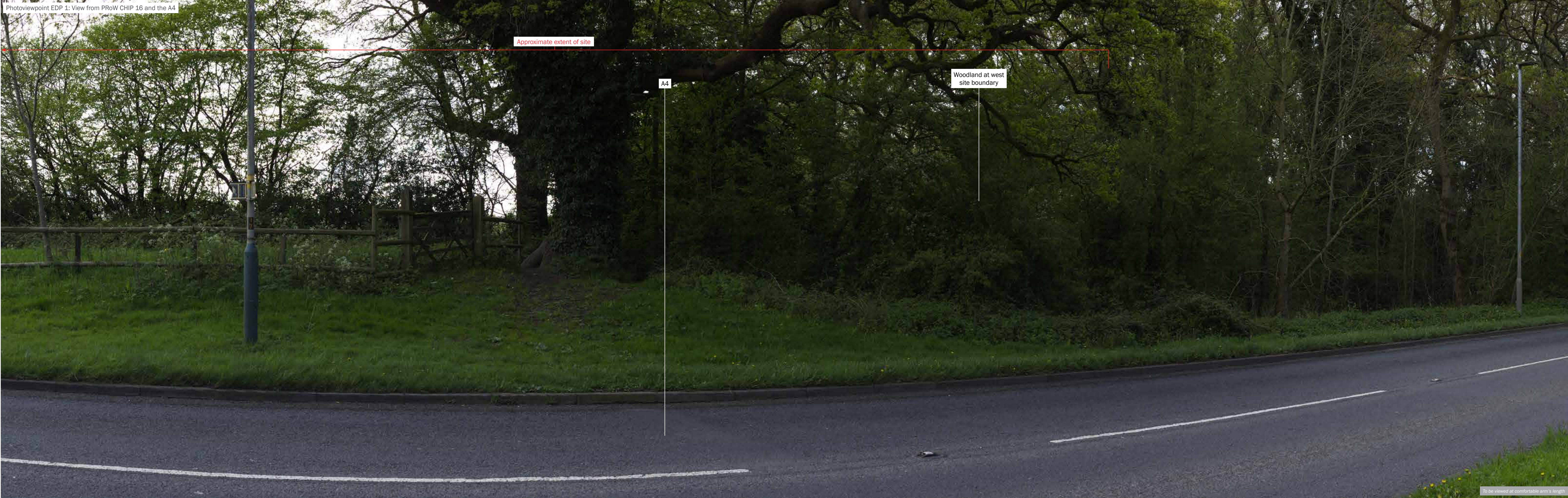
Overall Sensitivity	Overall Magnitude of Change				
	Very Large	Large	Medium	Small	Very Small
Very High	Very Substantial	Substantial	Major	Major/- Moderate	Moderate
High	Substantial	Major	Major/- Moderate	Moderate	Moderate/- Slight
Medium	Major	Major/- Moderate	Moderate	Moderate/- Slight	Slight
Low	Major/- Moderate	Moderate	Moderate/- Slight	Slight	Slight/- Negligible
Very Low	Moderate	Moderate/- Slight	Slight	Slight/- Negligible	Negligible

Category	Definition of Adverse Effects	Definition of Beneficial Effects
Very Substantial	Typically, the landscape or visual receptor is very highly sensitive with the proposals representing a very large adverse magnitude of change. The changes would be at complete variance with the landscape character and would permanently diminish the integrity of a valued landscape or view.	The removal of substantial existing incongruous landscape or visual elements and the introduction or restoration of highly valued landscape elements or built form which would reinforce local landscape character and substantially improve landscape condition and visual amenity.
Substantial	Typically, the landscape or visual receptor has a very high to high sensitivity with the proposals representing a very large to large adverse magnitude of change to the view or landscape resource. Changes would result in a fundamental change to the landscape resource or visual amenity.	The removal of existing incongruous landscape/visual elements and the introduction or restoration of some valued landscape or visual elements would complement landscape character and improve landscape condition and improve the local visual amenity.
Major	Typically, the landscape or visual receptor has a high to medium sensitivity with the proposals representing a large to medium magnitude of change. The proposals would represent a material but non-fundamental change to the landscape resource or visual amenity.	The removal of some existing incongruous landscape elements and/or the introduction or restoration of some potentially valued landscape elements which reflect landscape character and result in some improvements to landscape condition and/or visual amenity.
Moderate	Typically, the landscape or visual receptor has a medium sensitivity with the proposals representing a medium magnitude of change. The proposals would result in a slight but non-material change to the landscape resource or visual amenity.	Some potential removal of incongruous landscape features or visual amenity, although more likely the existing landscape and/or resource is complemented by new landscape features or built features compliant with the local landscape and published landscape character assessments.
Slight	Typically, the landscape or visual receptor has a low sensitivity with the proposals representing a low magnitude of change. There would be a detectable but non-material change to the landscape resource or visual amenity.	The proposals would result in minimal positive change to the landscape or visual resource, either through perceptual or physical change, and any change would not be readily apparent but would be coherent with ongoing change and process, and coherent with published landscape character assessments.
Negligible	Typically, the landscape receptor has a very low sensitivity with the proposals resulting in very limited loss or alteration to the landscape resource or change to the view. There would be a barely perceptible change to the landscape resource or visual amenity.	There would be a barely perceptible positive or negative change to the landscape resource or visual amenity.













To be viewed at comfortable arm's length





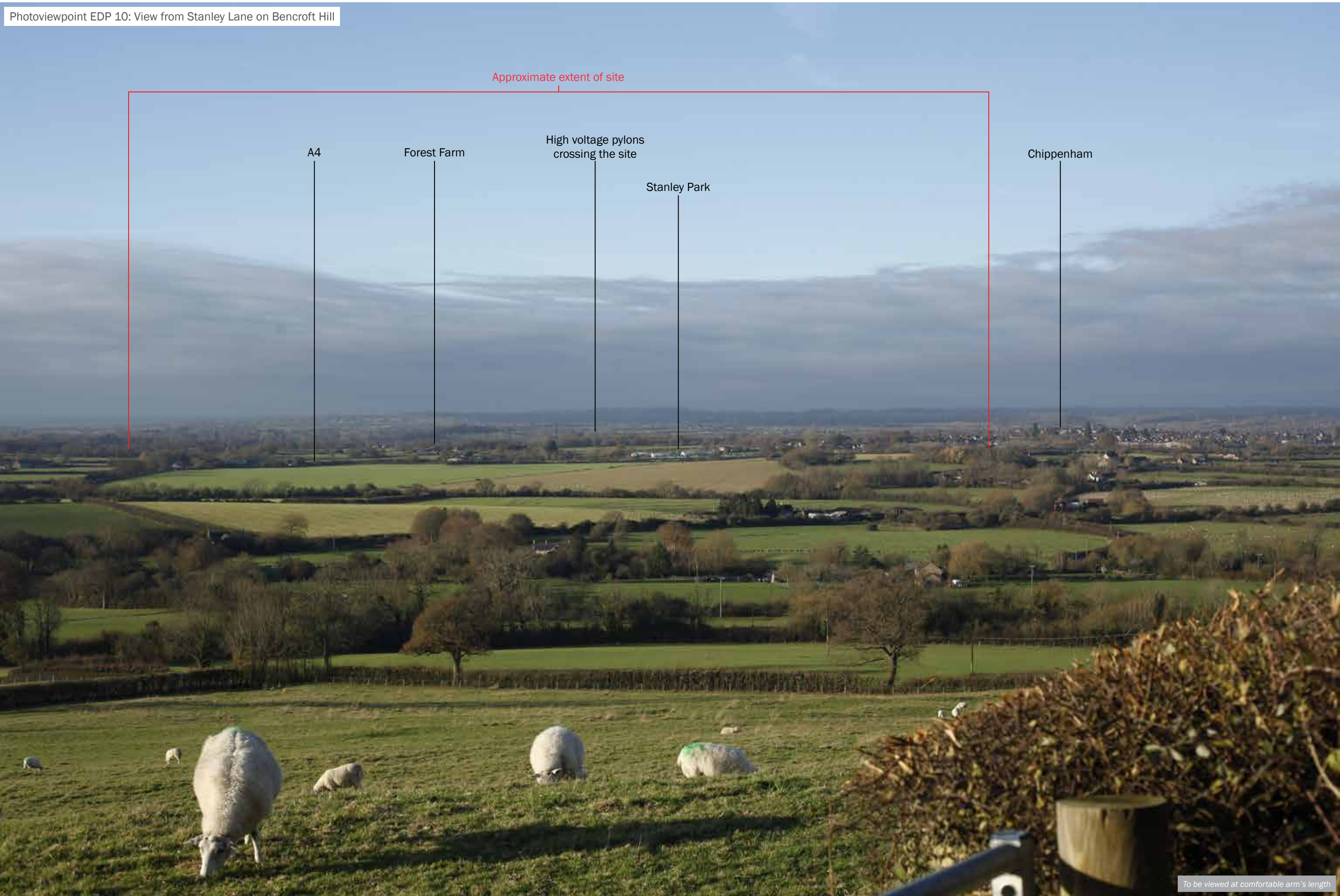






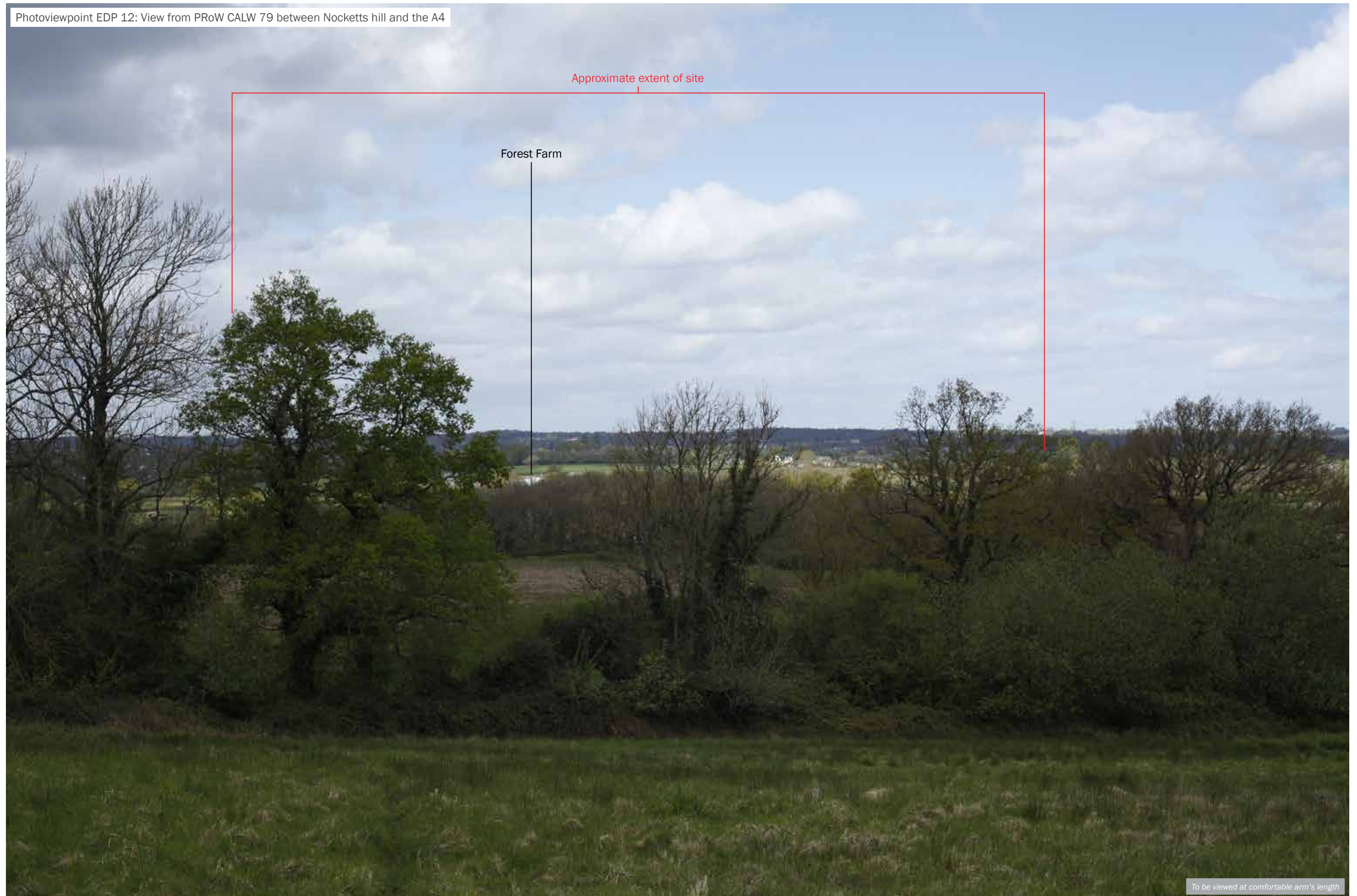




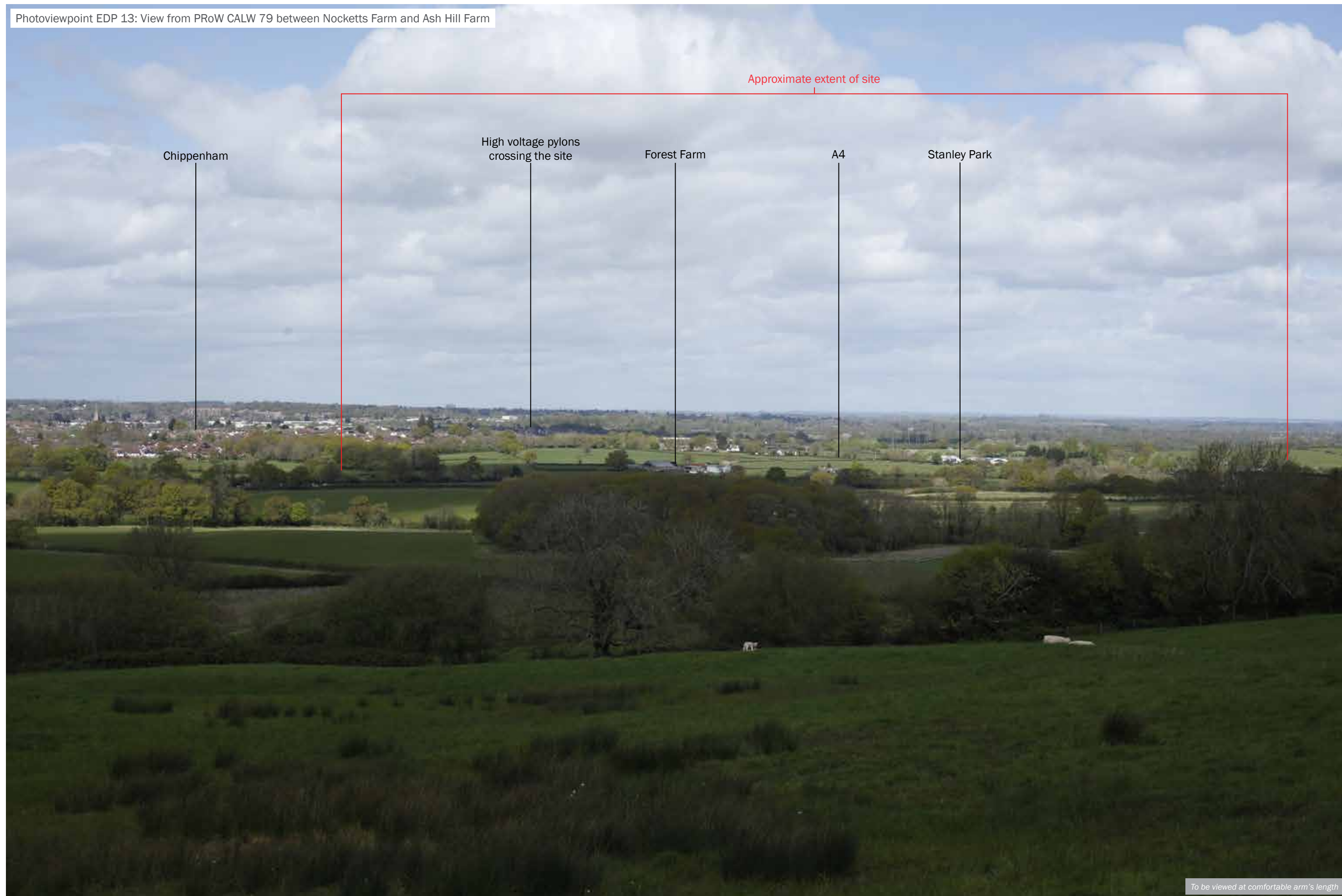


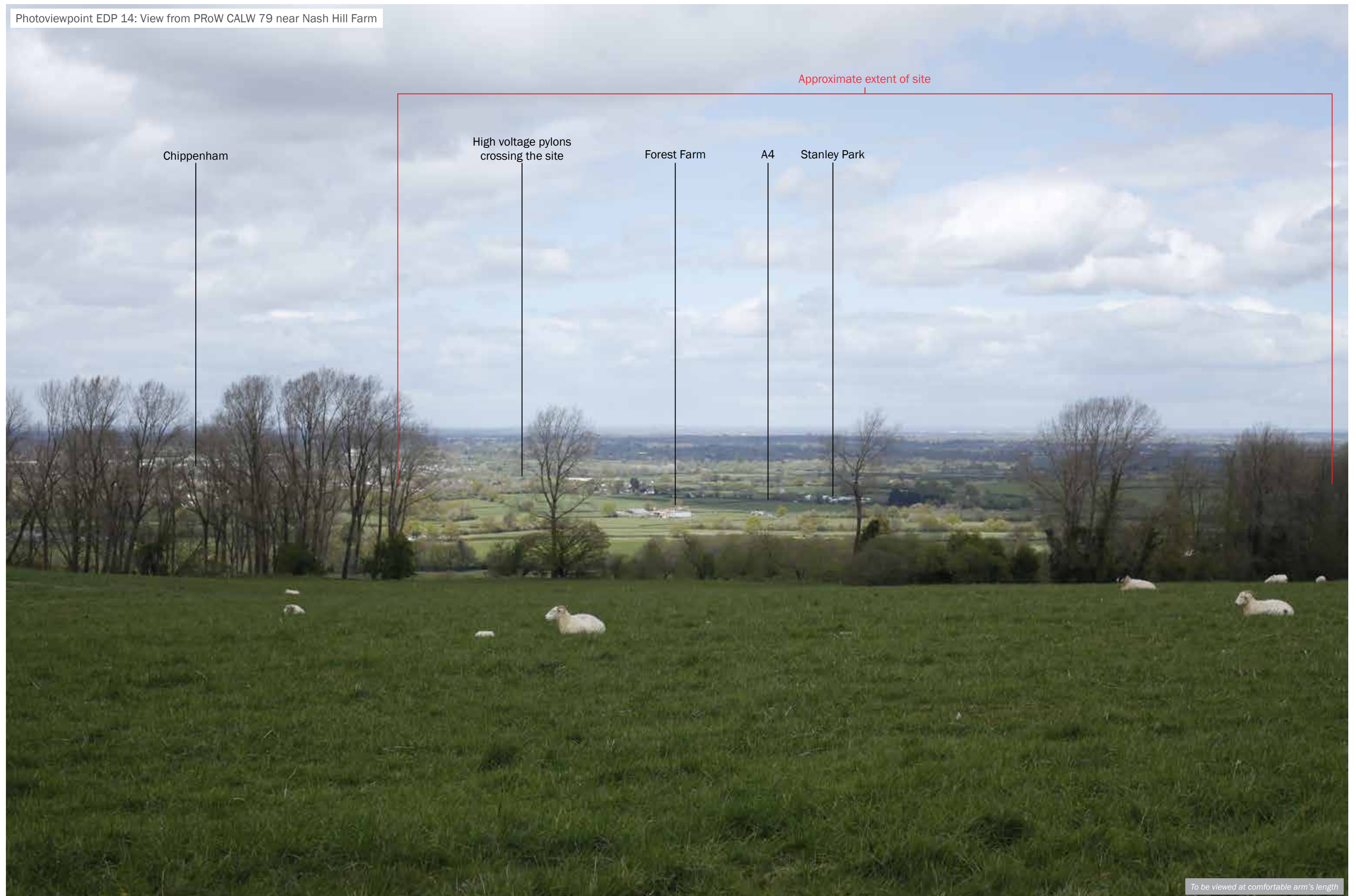
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To be viewed at comfortable arm's length



