

CHICKLADE SERVICE STATION CAR PARK EXTENSION

Landscape and Visual Appraisal

RT01 - June 2026

INTRODUCTION

This Landscape and Visual Appraisal (LVA) considers the potential landscape and visual effects for an extension of the parking for the approved Electric Vehicle Service Station at Chicklade, on land to the west of Chicklade Village in Wiltshire.

The proposed development comprises 42No. additional car parking bays, 12No. of which will contain EV charging facilities. A footpath connection to the Chicklade Service Station building is included, as well as lighting and associated landscaping, including new native trees, hedging and wildflower seeding. Refer to the full suite of planning information, including landscape drawing 25098-LHC-00-XX-DR-L-9410 for details of the layout, surfacing and landscape planting.

The site will be accessed from a junction with the approved entrance road for Chicklade Service Station which exits the A303 trunk road. The site measures approximately 0.64hectares with the car parking area cut into the existing hillside to meet existing road levels at sensible gradients and to minimise visibility from the local area. For this study a 2.5km area has been considered appropriate to the scale of the proposals and their estimated Zone of Theoretical Visibility (ZTV).

Existing Site Description

The site occupies arable land immediately to the north of the A303 transport corridor, adjacent to the new Electric Vehicle Service Station, which is located east of the proposed site. To the north, the landform continues to rise upwards into adjoining agricultural land. To the west lie several residential dwellings and a commercial business unit, somewhat shielded from the site by a buffer of arable land and a surrounding of evergreen trees.

The site lacks any distinctive or unique features and was planted with oilseed rape crop when visited in Spring 2026. The A303 transport corridor is a very busy two-lane road, observed with almost continual heavy traffic on several site visits. The road has no footpaths and was noted as precarious to cross. Verges to each side were smattered with litter and the corridor includes many signs and telecommunications posts alongside.

To the south of the A303 lie arable fields which are bounded by native hedgerows and interspersed with occasional trees, some clumped together in small groupings. Further south, the land continues sloping upwards to a ridge with a public right of way running east-west along it, which connects to a wider footpath network.

Figure 1 (overleaf) shows the site location on OS mapping and the 2.5km study area.

Report No	Written By	Checked By	Issued
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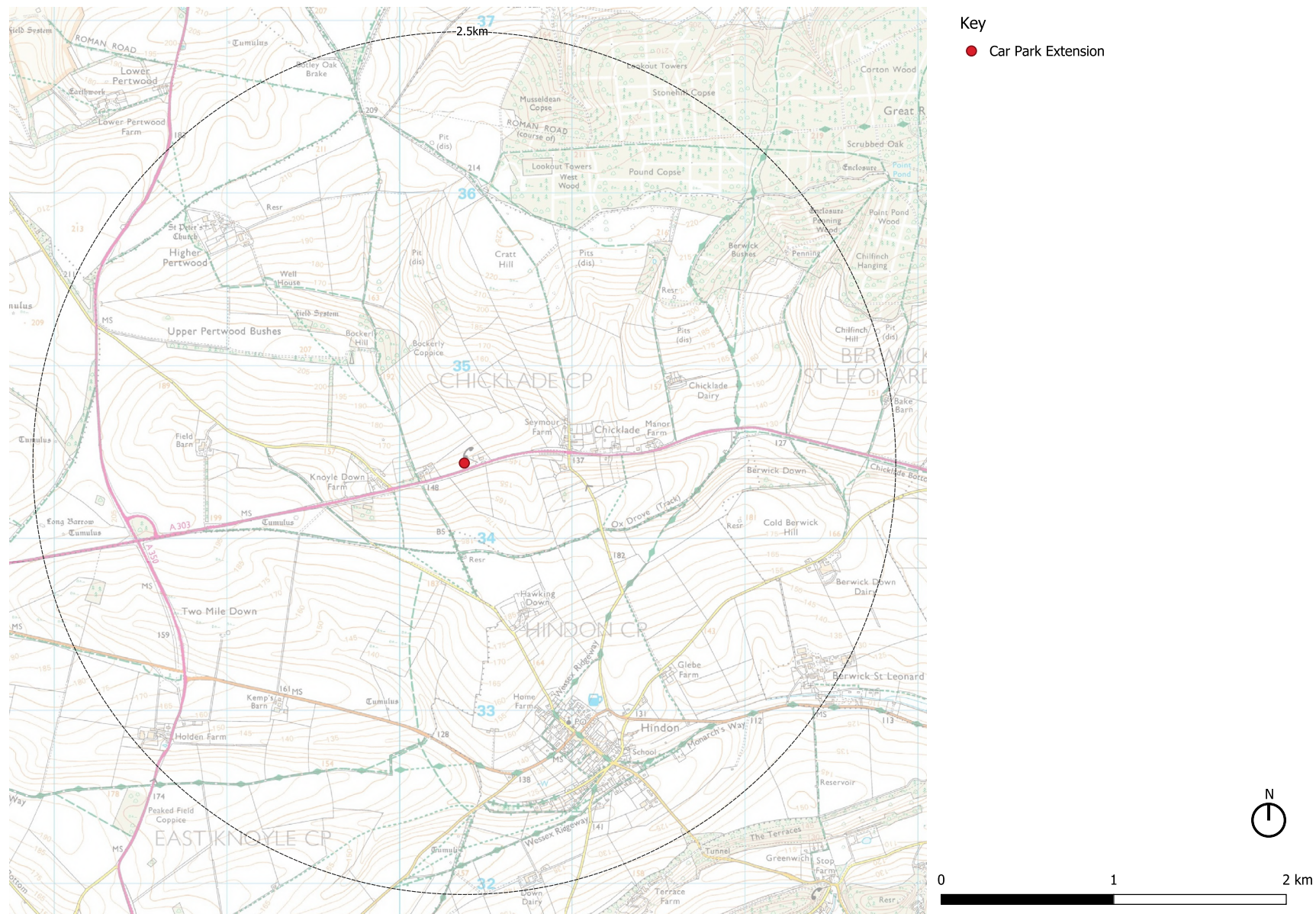


Figure 1: Study Area Plan

VISUAL APPRAISAL

Zone of Theoretical Visibility (ZTV)

The ZTV was calculated using LiDAR terrain mapping data, based on the location and the tallest points of the proposals. For completeness, multiple points were mapped within the site in order to ensure all potential visibility was mapped.

Areas shown shaded blue on Figure 2, represent areas of potential visibility. As is shown, this potential visibility is largely constrained to an area of around 1km surrounding the site location, except in the north east. Here, potential visibility is shown to extend beyond 1km, further onto the hillsides beneath Great Ridge Wood including Cratt Hill and Chilfinch Hill, and on sloping higher ground above Chicklade Dairy.

Landform and existing vegetation, namely mature trees and hedgerows, are the main constraints which limit potential views from further afield.

Several viewpoint locations were identified within the study area to represent visual receptors and test the real-world visibility of the proposed development through site visit and photography.

Key

● Car Park Extension

Zone of Theoretical Visibility (ZTV)

■ Potential Visibility

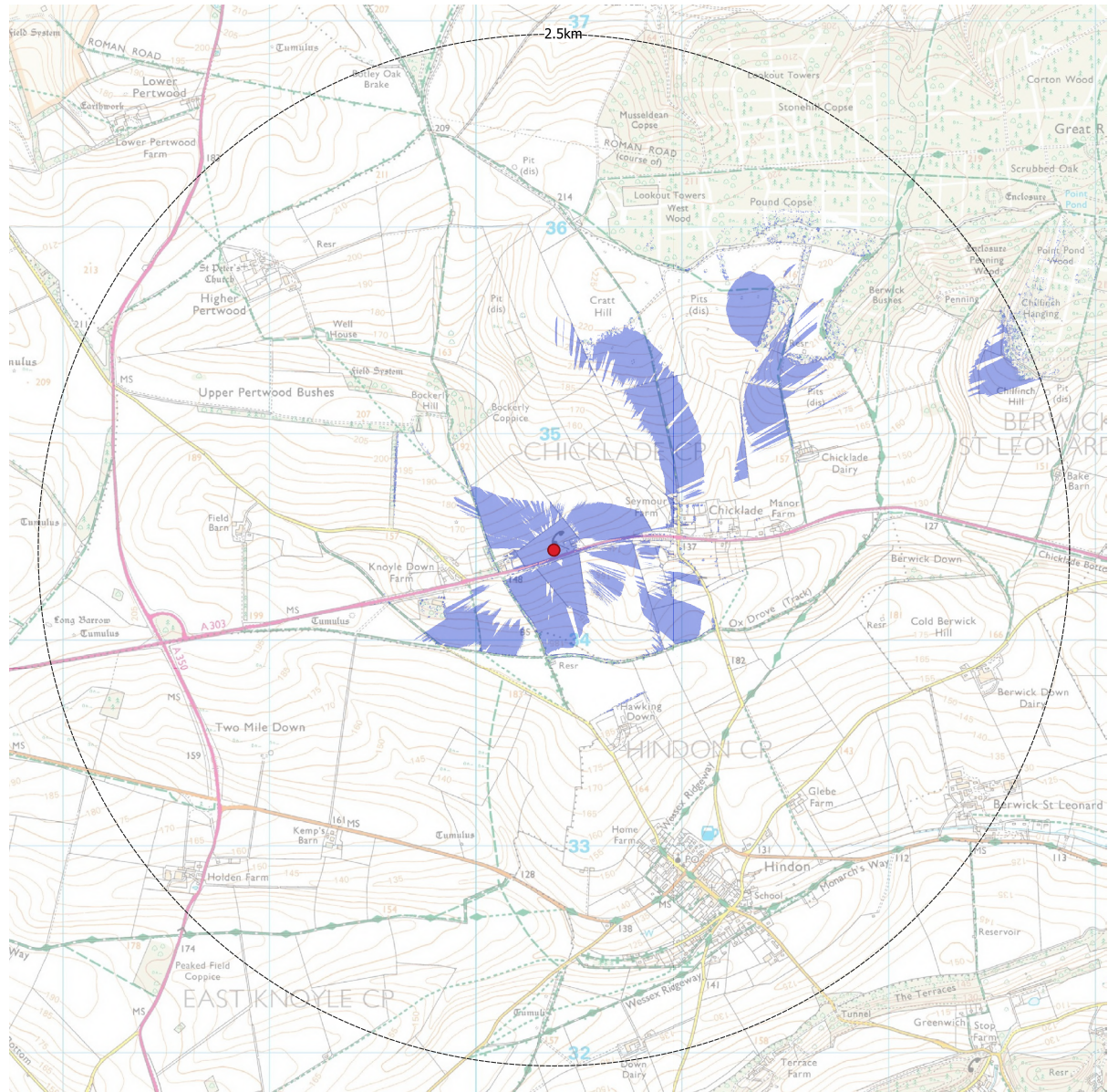
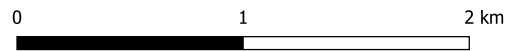


Figure 2: ZTV Diagram

DESIGNATIONS AND LANDSCAPE CHARACTER

Landscape Character

On a national scale the site is located within the Salisbury Plain and West Wiltshire Downs National Character Area (NCA), which is summarised as a “sparsely settled, predominantly agricultural area with a strong sense of remoteness and openness”. Around one third of the NCA (including the site) is also designated as Area of Outstanding Natural Beauty – now called National Landscape. This NCA has a strong sense of history, with prehistoric landscape features including Stonehenge and Avebury within.

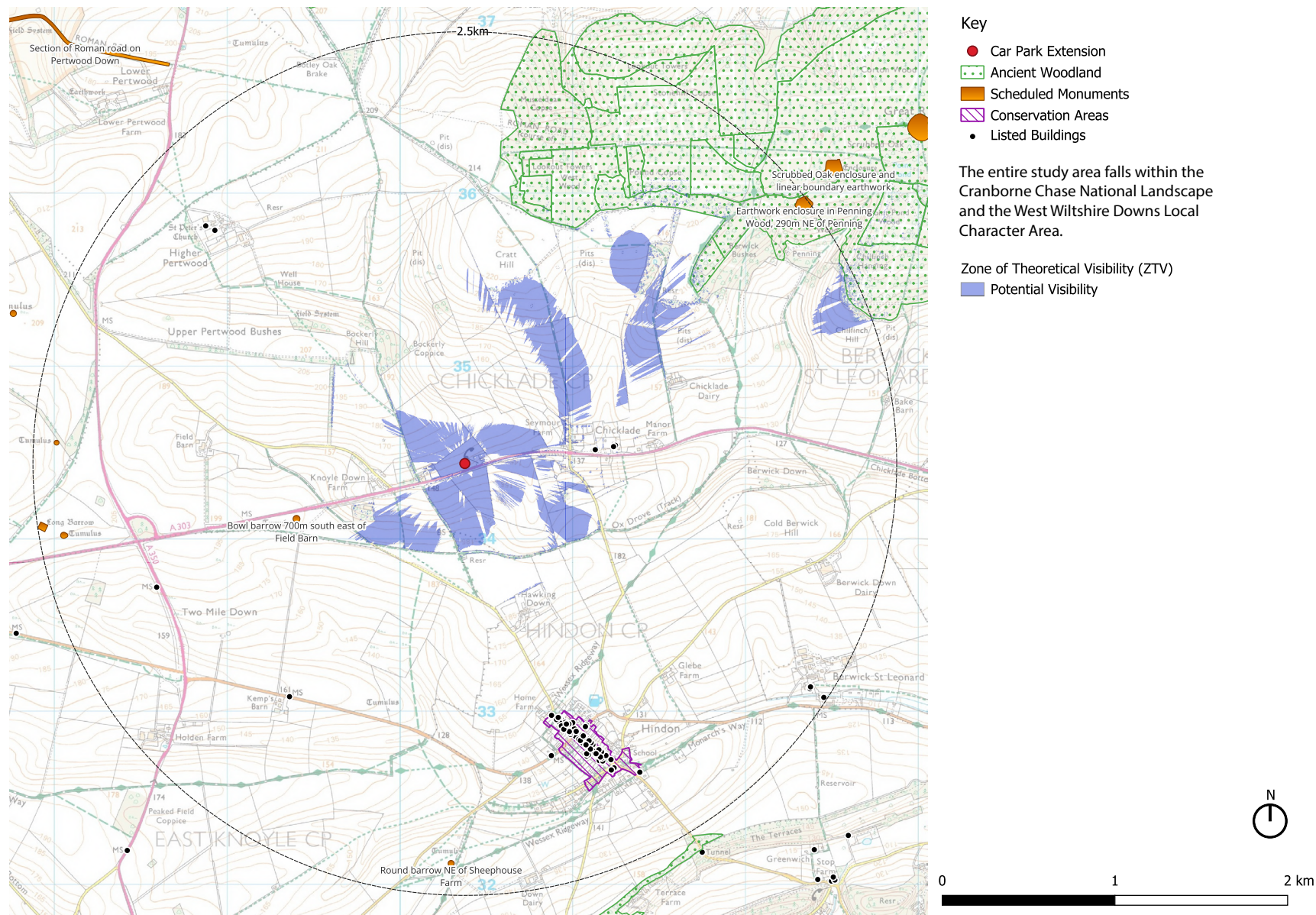
County Landscape Character Areas (LCA)

The 2024 Cranborne Chase National Landscape has identified 14 LCAs, with the proposed development and surrounding ZTV wholly within the West Wiltshire Downs Open Chalk Downland LCA. Characteristics of this LCA which are seen within the study area include; a settlement pattern comprising small villages and isolated farmsteads, wooded hilltops and fast-moving transport corridors.

The management objectives for this LCA include the discouragement of unsympathetic ribbon development and associated unsympathetic planting (such as Leylandii) along transport corridors in order to conserve open views and safeguard the character of the built environment. The proposed car park extension sits alongside an approved architecturally interesting EV service station. The development will not impact open views within the transport corridor (Refer to photographs 3, 4 and 5) and proposed planting consists of native trees, hedges and wildflower meadow seeding which do not conflict with the local landscape character.

Heritage Designations

There are no scheduled monuments within 1 km of the site. The closest listed buildings are located in the village of Chicklade, to the east of the site (Refer to Figure 3). There is no visibility of the site from scheduled monuments shown on this figure, nor from any listed buildings. The proposed car park extension is located in an appropriate location, away from heritage designations, causing no harm to them or to their settings.



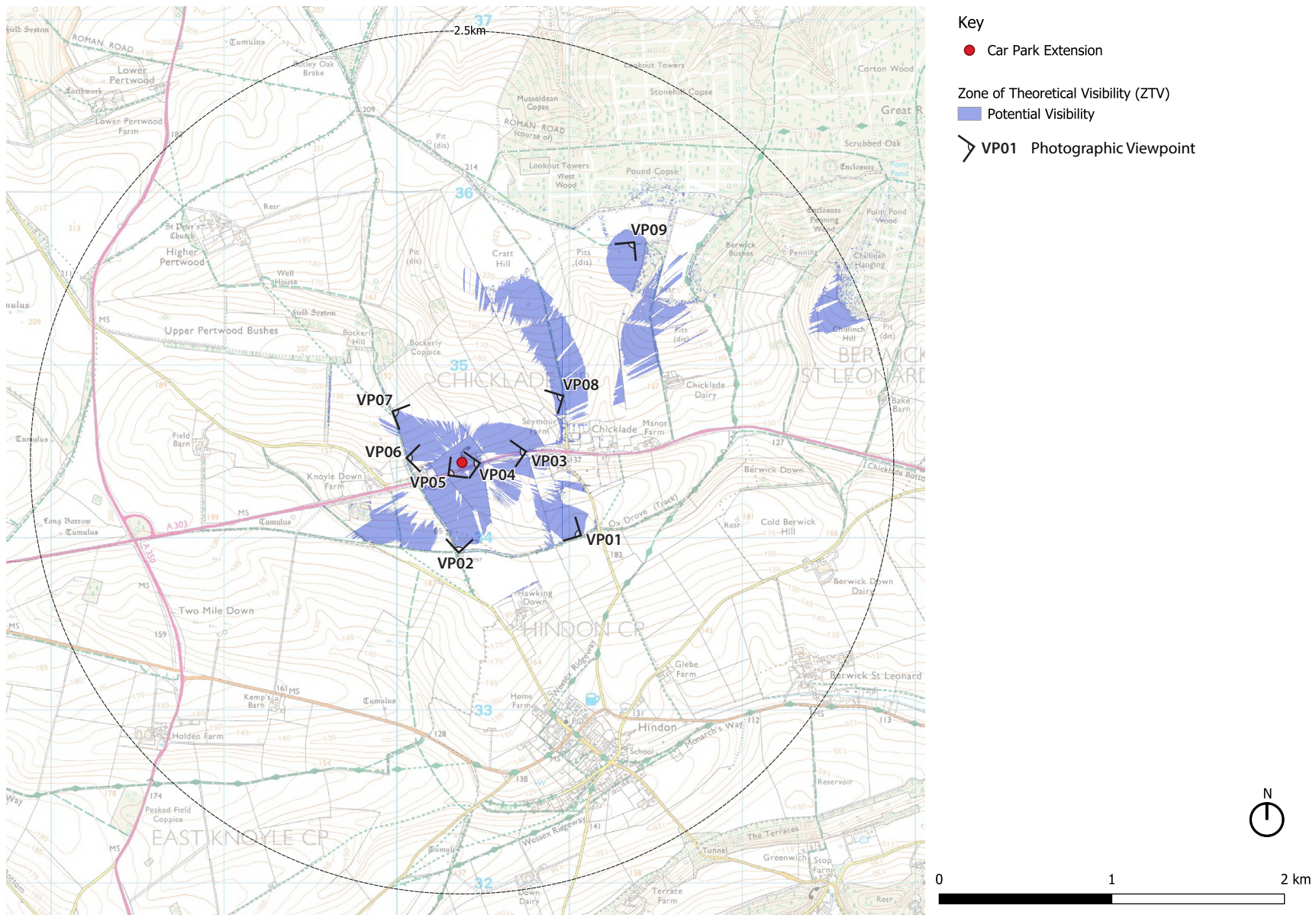


Figure 4: Photographic Viewpoints Plan

Photograph Viewpoints

VP1 - View taken from Ox Grove (restricted byway) south of the site.

Viewpoint 1 has been taken from a field gate along the restricted byway which traverses the ridge to the south of the site. Through this gateway there is a clear view towards Chicklade Service Station (under construction). The proposed car park extension with further EV charging bays is situated left of the current works, cut into the sloping field. Traffic noise from the A303 road (unseen) is a detracting feature that somewhat disrupts the tranquillity for receptors in this location.

The proposed car park extension will increase the scale of the service station as viewed from this location, due to the introduction of earth works, hard surfacing, EV charging equipment and new lighting columns. This will result in an adverse visual effect, however proposed landscape planting, including native trees and a mixed native hedge will help to settle the new development into its landscape once established. Of note, this field gate is the sole clear viewpoint long this byway, to the east of the site with a clear view as the rest of the path is enclosed by dense vegetation.

VP2 - View taken from Ox Grove (restricted byway) south of the site.

Viewpoint 2 has been taken looking north towards the site from a field entrance on the restricted byway. Rolling fields located north of the site are a strong feature within the view. A hedged field boundary which sits just north of the proposed site can be seen, however the site itself lies beyond existing landform, therefore byway receptors will not experience any visual change.

VP3 - View taken the A303 road east of the site.

This photograph has been taken from a grass verge beside the A303 trunk road, looking west towards the site. The road was observed with almost continual traffic, including many HGVs, leading to noise and a great loss of tranquillity. The view road users experience is heavily impacted by road signs and other roadside paraphernalia. The site is located across the road, beyond an existing native hedgerow and does not align with the main angle of view for drivers. The development proposals will introduce a small level of change to this view, due to earthworks, hedge planting, tree planting and lighting columns visible, however the quality of the visual experience for road users would remain similar to the current baseline. Visual changes resulting from the proposals would not be experienced along this whole stretch of road, instead being limited to areas within close proximity to the site.

VP4 - View taken the A303 road east of the site.

This viewpoint has been taken from a grass verge beside the A303 road opposite the entrance to Chicklade Service Station looking west. The service station construction fencing and temporary cabins can be seen from here, with the proposed car park extension located just beyond this on sloping farmland. Trees visible in the distance surround a couple of houses and two business units. In the same way as viewpoint 3, the character of this view is shaped by the busy roadway and associated infrastructure and signage, with wider views constrained by topography and planting. The proposals will result in some degree

of change experienced by users, however these will be minor, some positive as well as negative and given the focus of road users not being directed straight towards the site, will not result in a large degree of change.

VP5 - View taken the A303 road west of the site.

Viewpoint 5 has been taken from a grass verge beside the A303 road looking east towards the site and the service station. The site is visible beyond a cut back hedgerow on arable land beside the road. Looking back to 2024 on Google Street View, the hedge appears as a bushy mature screen running alongside this road. The approved planning drawings for the new service station show a new mixed native hedge planted slightly further back from the road, to improve road safety for the junction. Once established, this new hedge will screen the proposed car park extension from view for most road users in a similar fashion to the 2024 view.

The current situation shows two separate lines of overhead cables – one running alongside the road and another one field back. Large road signs are visible, and the general characteristics of the overall view indicates a fairly busy transport corridor passing through the countryside. The introduction of the new car park, associated lighting and landscape planting is not judged to account for a large change in character to the view.

VP6 - View taken from a public bridleway west of the site.

This viewpoint has been taken from a public bridleway leading north from the A303 road, approximately 260m west of the site.

Once leaving the busy road and walking along the footpath, the path slopes upwards and vegetation (trees and hedges) begins to enclose views and the noise from the road quiets. Looking towards the site from a gap in the vegetation bordering the path, the ridge of an agricultural building is visible nearby, as are overhead wires heading in the direction towards the village of Chicklade. Farmland bounded by hedges can be seen on the southern side of the A303 road. Neither the service station or car park extension site are visible from here. Due to the scale and location of the proposals, there will be no visual or landscape impact for users of this path.

VP7 - View taken from a public bridleway north west of the site.

Further north along the public bridleway at the corner of a field north of the proposed car park extension, viewpoint 7 is located. Looking south across fields towards the site, the photograph shows that there is no visibility. There are however, views of existing posts, electrical structures and signage alongside the road, as well as large HGV vehicles passing. The character of this view is shaped by the surrounding rolling farmed fields, despite the intrusions from road and service station infrastructure. The proposed car park will not be visible from this location, however, as predicted by the ZTV, lamp posts visible - seen in the distance. These will form a very small part of the view, be very hard to individually discern, and will sit amongst existing infrastructure, therefore the character for path users remains unchanged after development.

VP8 - View taken from public bridleway north of Chicklade looking west.

Beside Seymour Farm, a rural no-through-road becomes a public bridleway leading north up Cratt Hill. Beyond a smattering of farm buildings, the view westwards is of farmland bordered with hedgerows and leading to clumps of woodland in the distance. The A303 can be seen running east-west through the valley between rising farmland, with the Chicklade service station development visible, approximately ½ a kilometre away. The proposed development site can just be discerned, however it forms a very small part of the overall view. There will not be a significant change to the landscape or visual character experienced by this receptor.

VP9 - View taken from a public bridleway on Cratt Hill north east of the site.

Viewpoint 9 has been taken on Cratt Hill looking towards the site from approximately 1.3km away. The ZTV predicted there may be visibility of the site from here, however visits revealed that the site currently cannot be seen. Large vehicles travelling along the A303 are visible as are old Chicklade service station buildings, however, the sense of tranquillity is strong, with much less road noise present than from other viewpoints. Due to several lighting columns proposed as part of the car park development, there may be visibility from here. Due to the distance and small scale of change the effects on receptors from this viewpoint will likely be barely perceptible..



Viewpoint 1 - View taken from Ox Grove (restricted byway) south of the site.



Viewpoint 2 - View taken from Ox Grove (restricted byway) south of the site.



Viewpoint 3 - View taken from the A303 road east of the site.



Viewpoint 4 - View taken from the A303 road east of the site.



Viewpoint 5 - View taken from the A303 road west of the site.



Viewpoint 6 - View taken from a public bridleway west of the site.



Viewpoint 7 - View taken from a public bridleway north west of the site.



Viewpoint 8 - View taken from a public bridleway north of Chicklade looking west.



Viewpoint 9 - View taken from a public bridleway on Cratt Hill north east of the site.

LANDSCAPE AND VISUAL APPRAISAL

Summary and Conclusion

The proposed extension to the Chicklade EV Service Station car park has been assessed in relation to its potential landscape and visual effects within a 2.5km area. The proposals comprise additional EV charging and parking alongside associated landscaping, lighting and pedestrian connections. The development is located adjacent to an existing busy transport corridor and the approved Electric Vehicle Service Station, within a landscape already influenced by movement infrastructure and associated roadside features.

The site itself is of limited landscape sensitivity, comprising intensively managed arable farmland with no distinctive landscape features or notable visual qualities. The surrounding landscape is characterised by rolling chalk downland, agricultural land use, hedgerows, woodland blocks, residential and commercial buildings and the prominent presence of the A303 corridor.

Existing landform and vegetation substantially limit wider visibility of the proposals. The Zone of Theoretical Visibility demonstrates that potential visibility is generally confined to areas close to the site, with only limited theoretical visibility from elevated land to the north-east. Site assessment and viewpoint analysis has confirmed that actual visibility is more restricted than predicted by the ZTV due to intervening vegetation.

Visual effects experienced by receptors are generally limited and localised. Views from the A303 already contain substantial influence from road infrastructure, signage, traffic movement and the adjacent service station development. The proposed extension would introduce only a small-scale and proportionate

change within this existing context. For users of nearby public rights of way and elevated viewpoints, the development would either not be visible or would form a very small and inconspicuous element within wider panoramic views, resulting in barely perceptible changes.

The proposals are considered consistent with the character of the West Wiltshire Downs Open Chalk Downland Landscape Character Area and would not conflict with the management objectives of the Cranborne Chase National Landscape. The use of native planting and careful siting adjacent to existing infrastructure ensures the scheme responds to local landscape character. No adverse effects on heritage assets or their settings have been identified.

The proposed Chicklade EV Service Station car park extension is considered to represent an appropriate and sensitively designed form of development within the existing roadside context of the A303 corridor. The location of the proposals minimise landscape and visual effects through the use of landform, limited scale, and integrated native planting.

The National Planning Policy Framework (NPPF) says “great weight should be given to conserving and enhancing landscape beauty in National Parks, the Broads and National Landscapes which have the highest status of protection in relation to these issues” and “the scale and extent of development within all these designated areas should be limited”. The assessment concludes that landscape effects would be localised and not significant. Visual effects would similarly be limited in extent and magnitude, with the greatest changes experienced only in close proximity to the site and primarily within views already influenced by transport infrastructure and ongoing service station development. More

distant views would experience negligible or no perceptible change.

As planting establishes and mitigation matures, the development would become increasingly integrated into the surrounding landscape.



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