
**THE SEVEN STARS, GORES LANE,
BOTTLESFORD, PEWSEY, WILTSHIRE, SN9 6LW**

**LANDSCAPE AND VISUAL APPRAISAL
FOR
EXTENSION AND ALTERATIONS TO PUBLIC HOUSE**

**Prepared by:
WHLandscape**

**On behalf of:
Wiltshire Land Limited**

Project Reference: 26.2129

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APPOINTMENT

WH Landscape Consultancy Ltd (WHLandscape) has been appointed by Wiltshire Land Limited to undertake a Landscape and Visual Appraisal (LVA) for the proposed extension and alterations to The Seven Stars public house at Gores Lane, Bottlesford, Pewsey, Wiltshire, SN9 6LW.

WHLandscape has an established track record of appraising development proposals. The practice has considerable experience in the field of landscape and visual assessment and uses tried and tested techniques developed and recognised by the Landscape Institute, Institute of Environmental Management and Assessment, and Natural England.

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1. INTRODUCTION

1.1 This LVA provides an appraisal of the landscape and visual effects associated with the proposed extensions and alterations to The Seven Stars Public House on Gores Lane, Bottlesford to the west of Pewsey. The site is in the administrative area of Wiltshire Council, specifically Wiltshire Council Eastern Area, and is located within the North Wessex Downs National Landscape. It is located within the Civil Parish of North Newnton. The findings of the appraisal will be used to determine the suitability of the proposals, as well as to suggest appropriate mitigation measures if required.

1.2 The grounds of The Seven Stars are largely unkempt and have in the past been the subject of piecemeal development. The proposals will involve a comprehensive redevelopment of the site coupled with considerable enhancements to the main public house building, with the removal of extraneous extensions and the parking from the front of the building. Parking will be provided by formalisation of the parking area on the opposite side of Gores Lane and to the west and south of the pub. To the rear/north, kitchens, a restaurant, guest accommodation, a cart shed and plant rooms will be located around a courtyard garden. To the north-west a Dutch barn style building will form a yoga barn, separated from the guest rooms by an informal track to the field beyond. The buildings will all be subservient to the main road fronting public house. The building will be of traditional design and materials, being either single or one and a half storeys in height. All development will be located within the pub grounds, much of which was for many years a garden area. The majority of the overgrown, non-native conifers will be removed from the site to allow for the retention of the most significant deciduous tree species and to allow for a comprehensive planting scheme to be undertaken. The power-lines on the eastern boundary of the site will be undergrounded.

1.3 This report is for a “non-EIA project”. The Landscape Institute has advised in relation to Landscape and Visual Appraisals / Statements outside a formal EIA process in its ‘Statement of Clarification 1/13’ that:

In carrying out appraisals, the same principles and process as LVIA may be applied but, in so doing, it is not required to establish whether the effects arising are or are not significant. [...]

The emphasis on likely ‘significant effects’ in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects.

The same principle – focussing on a proportional approach – also applies to appraisals of landscape and visual impacts outside the formal requirements of EIA.

1.4 This report therefore provides an assessment of the levels of the effect without commenting on their “significance”. Furthermore, this appraisal only considers the proposed development as described, and its findings should not be considered prejudicial against any other future land use proposals for the site, which should each be assessed on their own merits.

1.5 For this report, the policy context is taken from the National Planning Policy Framework (NPPF) (2026) and the Wiltshire Core Strategy (2015). The baseline landscape character has been taken from Natural England National Character Area Profile (NCA): 116. Berkshire and Marlborough Downs (2013), the North Wessex Downs Landscape Character Assessment (2025), the Wiltshire Landscape Character Assessment (2005), and the East Wiltshire (formerly Kennet District) Landscape Character Assessment (1998). Also of relevance to this project are the North Wessex Downs National Landscape Management Plan 2025 - 2030 and the Kennet Landscape Conservation Strategy (2005). North Newton parish does not currently have an adopted Neighbourhood Plan.

2. SCOPE AND APPRAISAL METHODOLOGY

2.1 The LVA process is based on the following guidance:

- Guidelines for Landscape and Visual Impact Assessment. 3rd ed. (GLVIA 3).
- TGN 06/19: Visual Representation of development proposals
- An Approach to Landscape Character Assessment.

2.2 The LVA is a tool used to identify and appraise the likely effects of change resulting from development, both on the landscape as an environmental resource in its own right and on people's views and visual amenity. Landscape Effects relate to changes to components of the landscape resource as a result of development. Visual Effects relate to the appearance of development, its effect on specific views and on the general visual amenity experienced by users of the landscape. The study area to be considered includes the site itself and the full extent of the wider landscape with the potential to be influenced by the development.

2.3 BASELINE LANDSCAPE AND VISUAL STUDY

2.3.1 The baseline study reviews the existing landscape and visual resources to determine and describe the conditions against which changes resulting from the development can be measured or predicted and appraised. The process comprises three stages, namely a desk study, field survey and baseline analysis. The baseline study helps identify the landscape and visual receptors which are considered susceptible to change as a result of the development and includes description, classification and evaluation. It forms the basis against which to appraise the Magnitude of Effect and, if necessary, the Significance of Effect of development on landscape and visual resources.

DESK STUDY RESOURCES

2.3.2 The following resources have been used to inform the field survey and the analysis:

Mapping

- Ordnance Survey maps and vertical aerial photography
- Definitive Rights of Way: Public Rights of Way Mapping (Wiltshire Council)
- Geology: Geology of Britain Viewer (British Geological Survey)
- Pedology: Soils Map (Soils)
- Agricultural Land Classification (ALC) Map South West Region (Natural England)
- Designations: Magic Interactive Mapping – Core Strategy Policy Maps (Wiltshire Council)
- Heritage assets: The National Heritage List for England (Historic England)

Planning Policy

- NPPF
- Wiltshire Core Strategy (2015)

Character Assessment

- NCA: 116. Berkshire and Marlborough Downs
- North Wessex Downs Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- East Wiltshire (formerly Kennet District) Landscape Character Assessment (1998).

Additional Documents

- North Wessex Downs National Landscape Management Plan 2025 - 2030
- Kennet Landscape Conservation Strategy (2005).

FIELD SURVEY

2.3.3 The desk study informs the field survey. Of particular relevance are the Ordnance Survey maps, aerial photography and the Landscape Character Assessments. The field survey is then used to gain a full appreciation of the relationship between the site and study area. The field work is supported by mapped viewpoints and photographic records, representative of, and relevant to, the development.

BASELINE ANALYSIS

2.3.4 The findings of the desk study and field survey inform the baseline analysis, which helps in determining the landscape value of the study area through description, classification and evaluation of the landscape and visual resources relevant to the application site and surrounding study area. Determining the value of the landscape as a resource helps in identifying specific landscape and visual receptors that have the potential to be affected by the development.

Landscape value

2.3.5 Landscape value is the relative value that is attached to different landscapes by society; a landscape may be valued by different stakeholders for a variety of reasons, however having specific components of value does not mean an area is a valued landscape. Furthermore, while designations can be an indicator of value, the presence of detracting components may mean the value of a designated area locally varies across its geographic extent. Moreover, as identified in GLVIA 3, “the

fact that an area of landscape is not designated either nationally or locally does not mean that it does not have any value”.

2.3.6 Typically, value is determined against a series of predefined factors, to establish an overall landscape value of either Low, Medium, or High, with the importance of any designations also being taken into account. Additionally, the specific value of the site, as a component of the landscape resource, is also considered.

Landscape Receptors

2.3.7 Landscape receptors will be selected to help ascertain the specific aspects of the landscape resource that have the potential to be affected by the proposed development. Potential receptors include individual elements or features of the study area, both on and off site, as well as the distinct landscape character of the study area as a whole.

Visual Receptors

2.3.8 Visual receptors will initially be identified from where the desk study suggests that the proposed development may be visible, before being verified as part of the field survey. Views will primarily be recorded from Public Rights of Way (PRoW) and other areas with public access, as well as public roads with full public and permissive access. Residential views will be considered, where appropriate, through the use of representative viewpoints. It should be noted views may be recorded from areas which the desk study suggests have no intervisibility with the site, moreover not all potential visual receptors will be recorded during the field survey (e.g. if there is an obvious lack of intervisibility).

2.4 APPRAISAL OF LANDSCAPE AND VISUAL EFFECTS

2.4.1 The landscape appraisal addresses changes in the fabric, character and/or key elements or features of the landscape resource. The visual appraisal addresses changes in visual amenity, and the implication of those changes on specific visual receptors.

2.4.2 The appraisal of effects aims to:

- Estimate the sensitivity of landscape and visual receptors as a function of their value and their susceptibility to change.
- Identify the Magnitude of Effect of the proposed development.
- Provide an appraisal of the effects and, subsequently, the Nature of Effect, in a logical and well-reasoned fashion.

- Indicate suitable mitigation measures.

2.4.3 The appraisal will consider the likely effects of the proposed development in the context of Receptor Sensitivity in order to determine the Level of Effect on landscape and visual receptors, with mitigation measures recommended if required. The overall landscape and visual effects of the development will then be reappraised to determine the effectiveness of the recommended mitigation at both implementation and once established.

2.4.4 To be consistent, the determination of sensitivity and the prediction of magnitude have been guided by pre-defined criteria. However, by its very nature, the LVA process requires a significant amount of interpretation and professional judgement.

2.4.5 Designations which may affect the sensitivity of receptors, or how an effect may be perceived, will be taken into consideration where appropriate. In terms of listed buildings and other designated heritage assets as receptors, this report will only consider the potential effects on the historic landscape settings of these structures/areas. It should be noted that, although a development may be visible from a listed building or other designated historic asset, this does not automatically mean that there is an effect on its historic landscape setting.

NATURE OF EFFECT

2.4.6 Change as a result of development may be Positive or Adverse, to varying degrees, or Neutral. Neutral effects are those where change is considered to have neither a Positive nor Adverse effect on the landscape or visual resource being considered. The calculation of a high Level of Effect does not mean that change is automatically Adverse; Nature of Effect is considered independently to the calculation of Level of Effect. Mitigation can change the Nature of Effect post development, with the aim being to lower the Magnitude of Effect and reduce Adverse effects as far as possible, ideally through mitigation measures that have a Positive effect on landscape and/or visual resources.

3. LANDSCAPE PLANNING CONTEXT

3.1 The following policy has been taken from the planning documents which are pertinent to the development of the site. The following policy extracts and, where applicable, excerpts of explanatory text are considered to be relevant to the application. The policies listed will be used to guide the appraisal of, and the mitigation strategy for, the proposed development.

3.2 NATIONAL PLANNING POLICY FRAMEWORK

3.2.1 Originally published in March 2012, with the most recent revision being in August 2026, the NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced. Of particular relevance to this assessment is Section 19. Conserving and Enhancing the Natural Environment, specifically Policy N2: Improving the Natural Environment, which states that *"To contribute positively to the natural environment, and support nature's recovery, development proposals should"*:

- a) Consider the environmental qualities of land proposed for development, including habitats, landscape character and the natural beauty of the countryside, and identify opportunities for those qualities to be conserved or enhanced (including through requirements for biodiversity net gain where these apply);*

and:

- b) Conserve and enhance existing natural features of visual, historic or nature conservation value (such as established trees and hedgerows) where possible; and use appropriate landscaping to help create a well-designed place and integrate the development into its surroundings;*

3.2.2 Furthermore, in terms of protected landscapes, Policy N4 states:

- 1. Development proposals within Protected Landscapes should be limited in scale and extent and sensitively located and designed to avoid harm to the statutory purposes and special qualities of the Protected Landscape. Substantial weight should be placed on the importance of conserving and enhancing the natural beauty of these areas, and to conserving and enhancing wildlife and cultural heritage in National Parks and the Broads.*

2. Proposals for major development¹ within Protected Landscapes should be refused other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. To inform a decision about whether exceptional circumstances exist, consideration of such proposals should include an assessment of:

- a) The need for the development, including in terms of any national considerations such as maintaining a sufficient supply of minerals, and the impact of permitting it, or refusing it, upon the local economy;***
- b) The cost of, and scope for, developing outside the Protected Landscape, or meeting the need for the development in some other way; and***
- c) Any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which it could be moderated.***

3. Where, exceptionally, proposals for major development are approved within Protected Landscapes, steps should be taken to mitigate potential adverse impacts on their special qualities and statutory purposes², including on features such as tranquillity and dark skies.

4. Development proposals within the setting of Protected Landscapes should be sensitively located and designed to avoid or minimise adverse impacts on the Protected Landscape.

3.2.3 Also of relevance to this project is Section 14. Achieving Well-designed Places, specifically paragraph 1 of Policy DP3: Key Principles for Well-Designed Places, which states:

1. Development proposals should respond to their context (the history, character and features of their site and its setting), so that they integrate with and enhance their surroundings; such as through the arrangement of development plots and buildings, the use of materials and architectural features, and the restoration, reuse and integration of heritage assets. This should not preclude innovation or change where appropriate, especially where an increased scale or density of development is justified in accordance with policies L2 and L3.

3.2.4 While not wholly relevant to the assessment process, it is important to note that Paragraph 2 of Policy DP3 provides a list of principals that should be reflected to create well designed places.

¹ “For the purpose of this policy and policy N5 only, whether a proposal is ‘major development’ is a matter for the decision-maker, taking into account its nature, scale and setting, and whether it could have a significant adverse impact on the statutory purposes for which the area has been designated or defined.”

² “Where significant harm cannot be mitigated, it may be appropriate to consider whether suitable compensation would be acceptable.”

3.3 WILTSHIRE CORE STRATEGY

3.3.1 Adopted by Wiltshire Council in January 2015, the Wiltshire Core Strategy Development Plan Document replaced the four local plans that covered Wiltshire. The Core Strategy provides a positive and flexible overarching planning policy framework for Wiltshire for the period up to 2026, and as of the date of this report has not been superseded by the replacement Wiltshire Local Plan following its withdrawal in March 2026.

CORE POLICY 51: LANDSCAPE

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

- i. The locally distinctive pattern and species composition of natural features such as trees, hedgerows, woodland, field boundaries, watercourses and waterbodies.*
- ii. The locally distinctive character of settlements and their landscape settings.*
- iii. The separate identity of settlements and the transition between man-made and natural landscapes at the urban fringe.*
- iv. Visually sensitive skylines, soils, geological and topographical features.*
- v. Landscape features of cultural, historic and heritage value.*
- vi. Important views and visual amenity.*
- vii. Tranquillity and the need to protect against intrusion from light pollution, noise and motion.*
- viii. Landscape functions including places to live, work, relax and recreate.*
- ix. Special qualities of Areas of Outstanding Natural Beauty (AONBs) and the New Forest National Park, where great weight will be afforded to conserving and enhancing landscapes and scenic beauty.*

Proposals for development within or affecting the Areas of Outstanding Natural Beauty (AONBs), New Forest National Park (NFNP) or Stonehenge and Avebury World Heritage Site (WHS) shall demonstrate that they have taken account of the objectives, policies and actions set out in the relevant Management Plans for these areas. Proposals for development outside of an AONB that is sufficiently prominent (in terms of its siting or scale) to have an impact on the

area's special qualities (as set out in the relevant management plan), must also demonstrate that it would not adversely affect its setting.

CORE POLICY 57: ENSURING HIGH QUALITY DESIGN AND PLACE SHAPING

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

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

attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site.

- ix. Ensuring that the public realm, including new roads and other rights of way, are designed to create places of character which are legible, safe and accessible in accordance with Core Policy 66 (Strategic Transport Network).*
- x. The sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials.*
- xi. Taking account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future.*
- xii. The use of high standards of building materials, finishes and landscaping, including the provision of street furniture and the integration of art and design in the public realm.*
- xiii. The case of major developments, ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.*
- xiv. Meeting the requirements of Core Policy 61 (Transport and New Development).*

4. BASELINE LANDSCAPE AND VISUAL STUDY

4.1.1 The site is located entirely within the grounds of The Seven Stars public house, occupying a slightly elevated position on the northern side of Gores Lane. This road forms the principal axis along which the majority of the small, linear settlement of Bottlesford has developed. Public footpath NNEW5 passes through the eastern edge of the site, providing connections to the village of Woodborough, approximately 600m to the north and Hilcott approximately 1km to the south. In its wider context the site lies approximately 5.5km west of the large village of Pewsey, in the centre of the Vale of Pewsey. The surrounding landform is relatively flat, with gentle undulations. Well hedged agricultural and horticultural land is the predominant landuse to the north and south of The Seven Stars, with residential properties to the east. To the west a dense riparian woodland defines the site's boundary, dropping down a low bank to a tributary of the River Avon which, along with the adjacent wet pasture, forms part of the extensive River Avon System Site of Special Scientific Interest (SSSI), which follows the River to its estuary at Christchurch in Dorset. To the west of the River Avon, Gores Lane continues with dwellings primarily on the northern side of the road, with a patchwork of small agricultural fields crossed by footpaths north of them.

4.1.2 The entire study area falls within the North Wessex Downs National Landscape, which confers a national landscape designation onto the area for the purpose of conserving and enhancing natural beauty including landform, geology, biodiversity, landscape features and human settlement. Of particular relevance to this project are the unique qualities and characteristics of the North Wessex Downs National Landscape as identified in the North Wessex Downs Landscape Character Assessment, and the aims and objectives for the landscape identified in the North Wessex Downs National Landscape Management Plan 2025–2030.

4.2 LANDSCAPE CHARACTER

4.2.1 The following Landscape Character Assessments have been used to establish the baseline character of study area:

- NCA: 116. Berkshire and Marlborough Downs
- North Wessex Downs Landscape Character Assessment
- Wiltshire Landscape Character Assessment
- East Wiltshire Landscape Character Assessment

4.2.2 Only the information pertaining to the Landscape Character Types (LCT) Landscape Character Areas (LCA) and in which the site is located has been listed in order to help establish its unique landscape character as well as to determine the site's contribution to the landscape character, elements, and features which define the wider landscape. It is important to note that, due to the extent of individual Character Areas and Types, some of the listed information may not be wholly relevant to the site and surrounding landscape.

4.2.3 The study area is covered by NCA: 116. Berkshire and Marlborough Downs, however, due to the broad level of assessment, the identified key characteristics are too general to be relevant to the site. For this appraisal, the North Wessex Downs Landscape Character Assessment; Wiltshire Landscape Character Assessment and the East Wiltshire Landscape Character Assessment (the most detailed Landscape Character Assessment) will be used to help establish the site's unique landscape character as well as to determine its contribution to the landscape character and/or elements or features which define the wider landscape.

NORTH WESSEX DOWNS LANDSCAPE CHARACTER ASSESSMENT

4.2.4 In July 2025, the North Wessex Downs Landscape Character Assessment was adopted. The assessment was produced by Land Use Consultants and updated the previous North Wessex Downs AONB Integrated Landscape Character Assessment which dated from 2002. The Landscape Character Assessment also provides detailed information on the key issues and management requirements relevant to the National Landscape's specific LCT and LCA. The site falls within LCT 6: Vales, specifically LCA 6A: Vale of Pewsey.

LCT 6: VALES

Location and Boundaries:

The Vales are defined topographically, and are distinct areas of lowland, almost always below 130m AOD. The transition to these low-lying landscapes is often dramatic, marked by a steep scarp slope. The Vale of Pewsey, including its narrow eastern extension towards Shalbourne, separates the two main chalk upland blocks of the Downs. In addition a number of smaller areas of low lying vale landscape occur along the northern and eastern edge of the North Wessex Downs and relate to the adjacent National Character area 108: Upper Thames Clay Vales.

Key Characteristics:

- *Underlain by Upper Greensand, Lower Greensand and Clays, with Lower Chalk flanking the Vale sides. Soils vary according to geology, with alluvial deposits lining the watercourses.*

- *Distinctive low-lying landform, with a level surface in strong contrast with the adjacent higher downs.*
- *Dominant 'borrowed' landscape of the adjacent high downs.*
- *Threaded by numerous minor streams draining to the headwaters of the River Avon in Pewsey Vale and River Thames along the northern and eastern edge of the National Landscape.*
- *A rich, well watered, agricultural landscape comprising fields under both arable and pastoral production.*
- *Streams, remnant waterside pastures and riparian woodlands provide variety and ecological interest.*
- *A concentration of small compact towns, clustered villages, hamlets and many dispersed residential and farm buildings.*
- *Strong recreational routes including promoted footpaths and cycle routes and the Kennet and Avon canal.*
- *A busy and more settled landscape, with major transport routes, contrasting with the more tranquil downland.*

LCA 6A: VALE OF PEWSEY

Location and Boundaries:

The character area is a clearly defined topographic unit forming a low-lying landscape separating the two chalk upland blocks of Horton Downs (LCA 1C) and Savernake Plateau (LCA 3A) to the north and Salisbury Plain (LCA 4A) to the south. Boundaries are defined topographically and follow contours along the foothills at the base of the steep scarps that rise to the north and south. The western edge is formed by the National Landscape boundary and the eastern boundary at the point where the Vale narrows near Marten forming the separate character area of Shalbourne Vale (6B).

Vale of Pewsey valued qualities

The key valued qualities identified for LCA 6A Vale of Pewsey are:

- *A distinctive broad, low-lying vale landscape, enclosed by dramatic chalk escarpments to the north and south, which forms a clear sense of place.*
- *The River Avon and its wetland and riparian habitats are internationally and nationally designated and form an important feature within the vale landscape.*
- *The mixture of rich pasture, arable fields, hedgerows and woodlands creates a distinctive land use mosaic.*

- ***Historic settlement pattern and historic villages creates a sense of time depth, with a local vernacular of red brick, flint, timber frame and thatch or clay tile roofs.***
- ***Strong transport links along the Avon and Kennet canal and railway line, set within the Avon valley.***
- ***Recreational access along public rights of way and the canal towpath.***
- ***Often remote character with strong sense of tranquillity and good experience of dark night skies.***

WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.5 In December 2005, Land Use Consultants, on behalf of Wiltshire County Council, published the Wiltshire Landscape Character Assessment. The assessment builds upon and integrates a number of existing landscape character assessments within Wiltshire, including the East Wiltshire Landscape Character Assessment. This information allows reasoned consideration of those issues affecting the landscape, which can be used as a basis for the development of appropriate recommendations for future landscape conservation and management. The site falls within LCT 15: Greensand Vale, which comprises a single LCA 15A: Vale of Pewsey.

Location and Boundaries:

The Greensand Vale Landscape Type consists of a single character area 15A: The Vale of Pewsey which runs east west across the central section of the east of the county separating the two blocks of chalk downland, Salisbury Plain to the south (character areas 3A and 3B) and 1B: Marlborough Downs and 2A: Savernake Plateau to the north. The Greensand Vale is a lowland landscape at generally less than 130m AOD and the boundaries of the type follow contours along the foothills at the base of the steep scarps that rise to north and south. The western edge is defined by contours along the slope marking the transition from Greensand to Gault clay underlying Landscape Type 11: Rolling Clay Vale to the west. The Vale of Pewsey lies largely within the North Wessex Downs AONB apart from the far west of the area round Devizes.

Key Characteristics:

- ***Underlain by Upper Greensand with a series of low undulating foothills of Lower Chalk flanking the vale sides.***
- ***Broad, low lying, level vale, becoming gently undulating as it narrows to the east.***
- ***Contained and enclosed by the dramatic escarpments of chalk upland to either side.***
- ***Varied land cover with pasture along tributaries and arable in medium to large fields enclosed by hedgerows.***
- ***Chalk foothills in arable land use with very open large scale fields.***

- *Weak hedgerow structure with few hedgerow trees and boundaries replaced by fencing.*
- *Threaded by numerous minor streams draining to the headwaters of the River Avon, lined by riparian vegetation with strips of alder and willow and some important wetland habitats - meadow, marsh and wet woodland.*
- *A settled landscape with compact small towns, clustered villages, hamlets and many dispersed residential and farm buildings.*
- *Built form includes soft red brick and flint, often used in decorative styles, limestone, sarsen, cob and timber frame, with roofs of thatch or clay tile.*

Positive Landscape Features of Significance:

- *Views to dramatic scarp slopes of the Chalk Downs.*
- *Network of minor waterways with waterside pastures and riparian woodlands add variety and biodiversity value.*
- *The Salisbury Avon, an ecologically important chalk river.*
- *Continuity in settlement pattern of numerous nucleated villages and scattered farmsteads dating from Saxon and medieval times.*
- *Variety of locally produced building materials such as brick, flint and stone, often combined to decorative effect.*
- *The Kennet and Avon Canal with its traditional structures including bridges and locks.*

Strength of Character:

The Greensand Vale Landscape Type is moderate in strength of character. The vale is highly settled yet still agrarian in character however the effects of intensive arable farming in reducing the variety and richness of the area's vegetation particularly wet woodland and permanent pasture and the loss of hedgerows have weakened its rural character. This has also been affected by urbanisation of lanes through introducing kerbs and signage, the visual influence of pylons and power lines and of unsympathetic modern development on the edges of settlements.

EAST WILTSHIRE LANDSCAPE CHARACTER ASSESSMENT

4.2.6 In 1998, Atlantic Consultants, on behalf of Kennet District Council (now the East Wiltshire region of Wiltshire Council), published the Kennet Landscape Character Assessment (East Wiltshire Landscape Character Assessment). The document was used as a basis for the Wiltshire County Landscape Character Assessment and the North Wessex Downs Landscape Character Assessment. The site falls within LCA 9: Vale of Pewsey, specifically LCT: Open Arable or Mixed Farmland. This LCT, is categorised, in the assessment of LCA 9, under the heading Vale Floor Farmland.

LCA 9: VALE OF PEWSEY

Overview:

The Vale of Pewsey forms a broad, low-lying landscape unit separating the two main chalk upland blocks of the Marlborough Downs and Salisbury Plain to the north and south. It is dominated by intensive agriculture and characterised by a mixed pattern of farmland, woodland and hedgerows. The Vale has for hundreds of years been the economic heart of the Kennet District area, and encompasses the great majority of the settlements in the District. These have developed in the rich and sheltered agricultural land present.

Landscape and Visual Character:

The flanks of the Vale retain the wide open character found on many of the upland chalk areas, where intensive arable farming dominates. These create long views east and west along the Vale, while views north-south, except from more elevated positions, are interrupted by hedgerow trees and small blocks of woodland. The core areas of the Vale are generally better vegetated with more enclosed fields, although many areas remain with very large fields and a weak or declining hedgerow structure. Landscape quality is enhanced in a number of locations by attractive parkland and areas of estate farmland. Areas of pasture on the Vale floor, particularly those associated with the catchment of the Avon, are very attractive where they pass through enclosed farmland, but become less well defined within open arable areas.

Key Landmarks and Landscape Features:

- *The Kennet and Avon canal;*
- *Pylons and power lines along the Vale, and particularly prominent near Pewsey;*
- *High points on the chalk scarp to the north, e.g. Martinsell Hill;*
- *The railway*

VALE FLOOR FARMLAND

Key Characteristics:

- *Typical of the base of the Vale of Pewsey, generally flat and level;*
- *may be associated with areas of riparian character including both watercourses and areas of very flat drained land.*
- *weak structure - mix of permanent and reseeded pasture with weak hedgerow structure, either as a result of hedgerow removal over a period of time, or poorly maintained hedges;*
- *intact structure - mix of permanent and reseeded pasture with a good hedgerow structure, and the presence of mature trees both within hedges and as riparian features, notably willow and alder;*

- *pastoral, intimate character with low intervisibility.*

4.3 THE STUDY AREA

4.3.1 Topographically the area is defined by the low lying vale floor of Pewsey Vale. The more elevated areas of the scarps were formed over various bedrocks of chalk formation, which fall away to the south into Upper Greensand Formation – Sandstone, Glauconitic of the Vale floor. The high point of the study area is 130m Above Ordnance Datum (AOD) to the west of Broad Street, approximately 1km to the west of The Seven Stars. The low point is at 102m AOD approximately 1km south of the site along the River Avon tributary at Hilcott. The site itself is at slightly above 110m AOD.

4.3.2 The soil types present within the study area broadly reflect the bedrock geology of the area, with freely draining slightly acid loamy soils being located on the lower areas of the vale floor. The majority of the study area has been identified as Agricultural Land Classification Grade 1 (Excellent), with an area of ALC Grade 3 (Good to Moderate) on its southern edge.

4.3.3 The prevailing landuse is agricultural, with a mix of medium and small sized arable, horticultural and pastoral fields, interspersed with residential and agricultural development and woodland. Hedgerow structure across the study area is strong, with hedgerows often being complete and well-maintained. Footpath NNEW5 provides a representative example of field boundaries defined by mature trees and complete hedging. The study area has several areas of woodland, the majority of which follow the River Avon tributaries and comprise native riparian species.

4.3.4 Other than the North Wessex Downs National Landscape designation, the study area has no local landscape designations. There are natural environment designations, including the Site of Special Scientific Interest adjacent to the western boundary of the site and which forms part of the River Avon System SSSI. There are County Wildlife sites along the River Avon network running south from Gores Lane, through the study area. There are a small number of Tree Preservation Orders (TPO) within the study area all of which are located a considerable distance to the east of The Seven Stars and will not be affected by the proposed development.

4.3.5 Field patterns in the area generally reflect the Parliamentary Enclosure Acts of the 18th and 19th centuries, however there are some examples of more sinuous and irregular field boundaries which reflect medieval enclosure. The study area contains a number of Grade II Listed structures, primarily within Woodborough and Hilcott to the north and south of the site respectively. There is a single listed

property on Gores Lane, approximately 400m to the south-west of The Seven Stars; however, the proposed development would not affect its the landscape setting of this structure. There are designated Conservation Areas in the historic cores of both Woodborough and Hilcott, the development proposals would not result in any effects on their landscape settings.

4.3.6 Settlement pattern in the study area is quite extensive, following the historic, well-settled character of the Vale of Pewsey. Although the larger settlement of Pewsey to the east is outside the study area, the small settlements of Woodborough, Hilcott and Bottlesford all fall within a very short distance of one another, with a number of individual houses and farms scattered across the study area. Building materials are generally typical of the period in which it was constructed, however dominant building materials include soft red brick, flint, limestone, sarsen, and cob and timber frames, with roofs generally of straw thatch or clay tiles, but modern farm buildings are purely functional and make use of steel framework, concrete and timber elevations and cement or metal profile sheeting roofing.

4.3.7 Access through the study area is provided by a series of minor roads and lanes which connect Pewsey with the villages, hamlets and farmsteads in the area. There are no 'A' or 'B' roads within the study area, although ultimately the minor roads do connect into a more substantial road network at Pewsey to the east and at North Newton to the south. The Berks and Hants railway line crosses through the middle of the study area between the site and the village of Woodborough, providing fast rail links from Pewsey to London and the West Country.

4.3.8 Pedestrian access through the study area is defined by a number of footpaths and minor roads which criss-cross the vale landscape. The most notable of which is the footpath NNEW5 which passes along the eastern boundary of the site enroute from Woodborough in the north to Hilcott in the south.

4.4 BASELINE ANALYSIS

4.4.1 The findings of the desk study and field survey have been used to determine the landscape value of the study area and subsequently identify specific landscape and visual receptors that have the potential to be affected by the development. The effect of the development on these receptors will be calculated, leading to an overall determination of Significance of Effect on both the landscape resource and the visual amenity of the study area.

4.4.2 It should be noted that, while specific receptors have been identified for consideration, this does not necessarily mean that they will be significantly and/or adversely affected by the proposals. Moreover, where there are Significant and/or Adverse effects on specific receptors, this does not mean that there will be Significant Adverse effects on the study area as a whole.

LANDSCAPE VALUE

4.4.3 The study area is a landscape of high scenic quality, something that has been recognised by its inclusion within the North Wessex Downs National Landscape, which confers a national statutory landscape designation onto the landscape. However, there are some detracting features such as the long distance, high-tension powerlines, which run between west/east through farmland between Bottlesford and Hilcott; the route of the Berks and Hants railway which bisects the study area and, the intensive growing of salad crops, associated with Mullens Farm and extending across the fields south of The Seven Stars.

4.4.4 Overall the value of the landscape is *High*.

LANDSCAPE RECEPTORS

4.4.5 The following landscape receptors have been identified as being aspects of the landscape resource that have the potential to be affected by the proposals:

- The established landscape components which define the landscape in which the site is located, including:
 - Local character including the River Avon SSSI.
 - The character of the North Wessex Downs National Landscape.
- Existing on-site and boundary vegetation and its importance in respect of the site itself, as well as part of the wider study area.

VISUAL RECEPTORS

4.4.6 The following visual receptor locations have been identified as having potential intervisibility with the proposals:

- Roads: Gores Lane.
- Footpath: NNEW5.
- Berks and Hants Railway north of the site.
- Residential properties in the vicinity of the site.

LEVEL OF EFFECT

4.4.7 The site is located in a high value landscape and covered by a national landscape designation. As well as there being specific requirements of development in respect of character, an appraisal will be carried out to determine the overall Level of Effect of the development proposals in terms of both the landscape resource and the visual amenity of the study area.

4.4.8 It should be noted that, while specific receptors have been identified for consideration, this does not necessarily mean that they will be adversely affected by the proposals. Moreover, if there are high level adverse effects on specific receptors, this does not automatically mean that there will be high level adverse effects on the study area as a whole.

4.4.9 The Level of Effect can be expressed as a correlation between the Magnitude of Effect and Landscape or Visual Sensitivity in a single matrix to determine the level, as shown in Table 1. However, it must be noted that the matrix is not in itself a substitute for professional judgement, for which allowances must be made. Although mitigation measures are often proposed where the Level of Effect is Minor or None, it is the Major and Major/Moderate categories which provide the highest Level of Effect in terms of effect on the landscape and visual resources.

Table 1: Level of Effect as a Correlation of Sensitivity and Magnitude, Applicable to the Landscape Resource and Visual Amenity

Landscape or Visual Sensitivity	Magnitude of Effect			
	<i>Substantial</i>	<i>Moderate</i>	<i>Slight</i>	<i>Negligible</i>
<i>High</i>	Major	Major/Moderate	Moderate	Moderate/Minor
<i>Medium</i>	Major/Moderate	Moderate	Moderate/Minor	Minor
<i>Low</i>	Moderate	Moderate/Minor	Minor	Minor/None
<i>Negligible</i>	Moderate/Minor	Minor	Minor/None	None

5. LANDSCAPE AND VISUAL APPRAISAL

5.1 LANDSCAPE APPRAISAL

5.1.1 The Landscape Value of the study area as a whole is *High* due to its inclusion within the North Wessex Downs National Landscape, which confers a national statutory landscape designation onto the landscape. The overall Susceptibility to Change of the application site as a component of the landscape is considered *Low*, in respect of the development proposed, as the site forms part of the grounds of The Seven Stars and has in part been previously built on. As such, the Overall Landscape Sensitivity of the development area within the surrounding landscape is *Medium*.

5.1.2 The site comprises a typical public house and relatively extensive grounds which characterise rural pubs throughout the Vale of Pewsey and although not representing a specific feature defined as a key characteristic of the study area in the relevant character assessments, never-the-less is far from atypical in this part of the National Landscape. In terms of the site's contribution to the unique character of the Vale of Pewsey, The Seven Stars has long been a well-renowned feature of the area. Like many other areas of built form in the central Vale of Pewsey, it is contained by dense hedges and mature native trees, which break up views and integrate development into the wider landscape, such that trees, hedges and pastures are dominant to the subservient built form. Despite this there are a number of non-native coniferous trees on the site, which it is recommended should be removed to establish a more traditional setting.

5.1.3 Due to the type of development proposed, post-development the site will be broadly in keeping with the site's established character, despite representing an increase in built form and providing enhanced parking which will have to be carefully landscaped in order to minimise the potential effects on the adjacent SSSI and Gores Lane. However, the general principle of the proposals follows one of the Implementation Principles for the Vale of Pewsey identified in the Kennet Landscape Conservation Strategy, which states that: *"Agricultural development, or development which is essential for the rural economy, must respect the topography of the area and be located in association with existing buildings. It will be landscaped using the planting of indigenous tree and hedge species."*

5.1.4 While the on-site built form will increase, any value the land previously had in respect of the historic landscape would have been prior to previously constructed extensions and outbuildings to the public house and the adjacent Wessex Water sewage pumping station. Furthermore, as previously stated, the proposed development is broadly in keeping with the character of the receiving landscape.

Therefore, the proposals will have a very limited effect on the prevailing character of the historic landscape, in particular the historic field patterns.

5.1.5 There will be no loss of boundary trees or hedges resulting from the proposed development. It is acknowledged that within the site removal of unmanaged, non-native coniferous species will be necessary, along with the removal of over-grown and unmanaged scrub in the garden areas. The retained vegetation will play a key role in creating a setting for the development as well as being an important landscape feature of local area. The current landscaped boundaries are well-established and provide mitigation and a well-defined setting, which is a basis on which to provide containment and mitigation for the proposed development. They tie into the mature tree belt along the western boundary, which forms a distinct landscape feature which is consistent with the character of the Vale of Pewsey and in particular the catchment of the River Avon.

5.1.6 The development proposals will not conflict with the relevant key issues, strategies, objectives and policies identified across the relevant Character Assessments, and the North Wessex Downs Management Plan 2025 - 2030. Policy DE 04 of the Management Plan states: *“Development within the National Landscape and its setting should be of high quality which responds to local context, including; historic settlement pattern, height, massing, roof form, density, materials (inc. colour) and local building vernacular. All development should actively seek to conserve and enhance local distinctiveness, sense of place, tranquillity, biodiversity, the historic environment and dark skies”*. The proposed development is representative of these requirements.

5.1.7 In terms of the Overall Magnitude of Landscape Effect resulting from the proposals, any change has to be considered in terms of the landscape components that will definitely be affected and those that will potentially be affected. The importance of these components as part of the wider landscape is also a consideration. The proposals will not represent a change in landuse at the site, which is an established public house grounds in a landscape setting which, however, will require extensive management. As such there will be little change to the site’s baseline condition, apart from the creation of new parking areas, which will have to be carefully landscaped to minimise the effects on the adjacent SSSI and onto Gores Lane. In terms of the landscape resource as a whole, the Overall Magnitude of Landscape Effect is *Slight - Negligible*. The development proposals have an Overall Level of Landscape Effect of *Moderate/Minor - Minor*.

5.1.8 The development will not be prominent nor significantly detract from the surrounding landscape, with the proposed developments being of a style and layout that is commensurate with the prevailing character of The Seven Stars. As such, the Overall Nature of Landscape Effect of the proposed development pre-mitigation is *Slight Adverse/Neutral*. The current established boundaries to The Seven Stars will help to provide integration of the proposed development within its rural setting. However, the issue of parked cars and the possible winter light intrusion over the SSSI indicates that robust planted screening will be required along the western site boundary and bordering Gores Lane.

5.2 VISUAL APPRAISAL

5.2.1 The recorded viewpoints can be used to predict possible effects from PROWs, roads, publicly accessible areas and residential properties within the study area. Viewpoints have been determined from where the desk study suggested that the development areas may be visible, as well as observations during the field survey. The recorded viewpoints are considered appropriate for the scale of the development and the prevailing topography and land cover. All photographs were taken using a digital equivalent of a 50mm focal length traditional 35mm SLR lens to represent most accurately the views as seen by the human eye.

5.2.2 For the purpose of this appraisal, close views are between 0m – 500m from the proposed development, medium views are between 500m – 1000m, and long views from further than 1000m. Views are representative and not totally exclusive. (See Appendix 2: Viewpoint Photographs for enlarged copies of the selected viewpoints).

5.2.3 The Viewpoints were visited in August 2026 when vegetation was in full leaf. The seasonal differences (seasonality), in respect of potential effects arising from the varying degree of screening/filtering of views by vegetation that will apply in summer and winter, have been considered in the appraisal of all recorded viewpoints; as per the recommendation of GLVIA3. It is important to note that the recording of viewpoints during different seasons is not a prerequisite of the consideration of seasonality, as GLVIA3 states:

The timing of the assessment work and the project programme will also influence the practicality of covering more than one season.

VIEWPOINT 1

Approximate distance from site: 105m

OS map elevation: Between 110-115m AOD



Close distance view north-east from Gores Lane across the SSSI, taken through the existing field access. During the summer months with full leaf cover the site is fully screened. However, as all the intervening vegetation is deciduous, during the winter months there will be filtered views through to the car park, which may result in night-time light spill across the SSSI to receptors using Gores Lane. However, residential receptors are unlikely to be affected.

Hedging the western car park boundary with a native mix and possibly the inclusion of a 1.5m hurdle fence until the hedge matures, is recommended to notably reduce intervisibility with the development and car headlight light spill during the winter months.

VIEWPOINT 2

Approximate distance from site: 15m

OS map elevation: 110-115m AOD



Close distance view north-east from Gores Lane close to the proposed reopened vehicular access, taken through the existing field access. There will be some management and rationalisation of the roadside vegetation and the removal of the short row of conifers along the access. There is a small stand of commemorative trees immediately adjacent to the access, which will be retained, but much

of the over-grown shrub planting to the east will be replaced with a more coherent and attractive planting scheme. The parking in front of the pub will be removed.

VIEWPOINT 3

Approximate distance from site: 30m

OS map elevation: 110-115m AOD



Close distance view north from Footpath NNEW5. During the summer months with full leaf cover the site is totally screened. However, as all the intervening vegetation is deciduous, during the winter months there will be filtered views through to the car park and front elevation of The Seven Stars. The perception and balance of the view won't noticeably change from the current situation.

VIEWPOINT 4

Approximate distance from site: Adjacent

OS map elevation: 110-115m AOD



Close distance view west along Gores Lane. Changes to the view from this viewpoint will involve the removal of the parking from in front of the pub and its location further to the south, in a hedged area; the removal of extraneous detail from the front of the pub front elevation and, the landscaping of the front of the property and its grounds. Apart from the requirement to screen the parking, all planting towards the front of the site will be for enhancement purposes.

VIEWPOINT 5

Approximate distance from site: 45m

OS map elevation: 110-115m AOD



Close distance view, taken from Footpath of Gores Lane heading west. The small parking area to the left will be renovated to provided limited pub parking. Apart from minor changes to the vegetation on the roadside there will be no perceptible changes at this viewpoint.

VIEWPOINT 6

Approximate distance from site: Adjacent

OS map elevation: 110-115m AOD



Adjacent view south-west, taken from Footpath NNEW5 heading towards The Seven Stars within the site. To enable the construction of the guest rooms and plant room to be undertaken the majority of the unmanaged scrub visible in this viewpoint photograph will have to be removed and will be replaced with suitable tree planting to break up and soften views.

The view over a very short distance will change in perception and make up entirely, however there will be benefits, such as the undergrounding of the power lines and the general tidying of the area. Longer views from NNEW5 to the north into the site will be unaffected.

At the time of the appraisal discussions were underway to reduce the height of the proposed buildings in this area to reduce the potential visual effects on the residents of the neighbouring property. Seasonality will have no effect on how the recorded view is perceived.

VIEWPOINT 7

Approximate distance from site: 245m

OS map elevation: Between 115-120m AOD



Close distance view south, taken from Footpath NNEW5 at railway crossing. The landform of the area, coupled with dense intervening tree and hedgerow cover, means that views of the development will be obscured throughout the year, regardless of leaf cover.

Mitigation will not be required.

SUMMARY OF VISUAL EFFECTS

5.2.4 The Overall Visual Sensitivity of the study area is considered *Medium*, in respect of the development proposed. The site lies within the established pub grounds presenting as a renovation and addition to the existing run-down nature of the site. The visual character of the receiving landscape is defined by its domestic curtilage, something that the proposals will not conflict with.

5.2.5 The visual envelope of the development is limited to within 250m, with no medium or long-range views of the site. Views of the development will generally be partial, as surrounding vegetation provides containment and restricts visibility. The exception is Viewpoint 6, from Footpath NNEW5 where it crosses the eastern side of the site, from which open, uninterrupted close views are available.

5.2.6 Overall, the proposed development will result in a very limited change to the receiving landscape, with the effect on the visual amenity and visual character of the wider study area being negligible. Where visible, apart from Viewpoint 6, the development can be appropriately mitigated without using visually uncharacteristic planting. As such the Overall Magnitude of Visual Change is *Slight*, resulting in the Overall Level of Visual Effect being *Moderate/Minor*.

5.3 CONSTRUCTION EFFECTS

5.3.1 While only being temporary, the construction of the proposed development, alongside the operation of plant at the site, will have an effect on the landscape resource and views and visual amenity in the short term.

5.3.2 The construction period will see on-site operations that are somewhat contrary to the prevailing character of the receiving landscape, and which will also have some adverse effect on the area's tranquillity. However, noise from the railway, which is a busy line, often with trains accelerating from sidings to the west reduces the tranquillity of the study area considerably.

5.3.3 Machinery working on the site will be visible from the majority of viewpoints that have intervisibility with the proposed built form, with some machinery and infrastructure potentially extending higher than the buildings themselves. However, while this will likely draw attention to the site, it will not result in any additional views beyond those already recorded.

5.3.4 To ensure that the construction of the proposed development does not result in any residual landscape and visual effects over and above those discussed above in sections 5.1 and 5.2 above, the following recommendations have been made:

- Wherever necessary, temporary ground protection should be used to prevent the compaction of soil within the root protection areas of retained trees and hedgerows.
- If any vegetation not identified for removal is damaged during construction, it should be identified and replaced as soon as it is feasible within the agreed work programme.
- Construction materials and equipment should be appropriately stored in designated compounds outside the RPAs of retained trees, shrubs and hedgerows and such that there is no potential contamination of the adjacent SSSI.

5.3.5 While there will be some short-term minor effects during the construction phase, these will be temporary and will gradually reduce as the site is built out. Overall, any effects will be short-term and will have no residual adverse effects on the recorded landscape and visual receptors.

6. RECOMMENDATIONS AND CONCLUSIONS

6.1 The key considerations when determining the acceptability of the potential landscape and visual effects of the proposals are the receptors that will be potentially affected by the development and how far any effects are/can be mitigated. Of particular importance to the consideration of the development's overall effect is whether the proposed development at the site will have a notable effect the character of the study area, in particular the unique character of the Vale of Pewsey, as well as the wider landscape of the North Wessex Downs National Landscape. Key mitigating factors to be considered are the established built form context of the site and its containment by mature planting on the site boundaries and within the site.

6.2 As a result, significant mitigation planting is not considered necessary. The proposed development is considered to have an Overall Level of Effect of *Minor*, with limited landscape and visual change beyond The Seven Stars land ownership.

6.3 MITIGATION STRATEGY

6.3.1 The following recommendations are appropriate to reduce the level of the potential landscape and visual effects of the proposed development, with the aim being to manage and protect the existing vegetation during construction and use. The proposals are only relevant to the landscape works required to mitigate specific effects identified in this report and do not impinge on the recommendations of the Garden Outline Plan produced by Robin Williams and Associates for landscaping and enhancing the garden area as a whole.

6.3.2 Mitigation measures will focus on the retention of exiting trees and hedgerows, alongside a scheme of new indigenous planting where necessary. It is acknowledged that the existing landscape structure around the site plays a key role in setting the development within the landscape, and as such it should be appropriately managed. The existing hedgerows around the site under that applicant's control, should be gapped up as necessary and grown on to provide greater containment.

Management and Enhancement of Existing Planting:

- Any vegetation marked for removal should be cleared prior to development commencing and should avoid the bird nesting season (March to September).
- Existing poor quality/diseased vegetation or invasive species should be removed and replaced if necessary/appropriate.

- Suitable root protection area stand-offs should be applied around all vegetation to be retained where necessary.
- The existing mixed native hedging along the northern edge of the site should be gapped up as necessary using native species and grown and managed at around 2.00m in height.
- In the case of all hedgerows, a dense hedgerow structure should be maintained by not allowing hedgerow species to grow to tree sized proportions.
- Tree and hedgerow management will take place between mid-December and early March. This will avoid the dormice active period and bird-nesting season and allow berries to be used for foraging wildlife.

Proposed Mitigation and Planting:

- The following recommendations should be taken into account in respect of plants being used for mitigation purposes:
 - All new planting, including planting for the purposes of mitigation should comprise appropriate native species characteristic of the area.
 - A range of plant sizes should be used, to create instant impact and structure.
 - Root barriers should be used where appropriate.
- A new mixed native hedge should be planted along the western car park boundary to contain the parking area and prevent light spill across the SSSI to the west. A temporary hurdle fence should initially be installed to provide immediate screening and retained until the hedge has matured sufficiently to provide long-term containment. The hedge should comprise a traditional hawthorn (*Crataegus monogyna*) rich native mix, with a higher than normal proportion of evergreen species to provide year-round screening, and should be grown and maintained at approximately 2.00m in height.

Recommended Mixed Native Hedge Species				
Scientific name	Common name	Specification	Approx. height (cm)	%
<i>Corylus avellana</i>	Hazel	1 + 1 transplants	60-80	10
<i>Crataegus monogyna</i>	Hawthorn	1 + 1 transplants	60-80	65
<i>Euonymus europaeus</i>	Spindle	1 + 1 transplants	60-80	5
<i>Ilex aquifolium</i>	Holly	Pot-grown (3ltr)	40-60	10
<i>Ligustrum vulgare</i>	Wild Privet	1 + 1 transplants	60-80	5
<i>Viburnum lantana</i>	Wayfaring tree	1 + 1 transplants	60-80	5

6.5 CONCLUSIONS

6.5.1 As a result of the appraisal of landscape and visual effects, it has been determined that, due to the high level of containment of the proposed development at The Seven Stars as a whole, the proposed development can be successfully integrated into the rural landscape of the study area. Landscape mitigation measures will ensure that potential effects on landscape and visual receptors is minimal, with any adverse effects having been mitigated as far as possible through appropriate planting of indigenous species.

6.5.2 Taking account of the location and massing of the proposed development within an area which forms the well vegetated garden of The Seven Stars and has to a large extent been previously developed/used in association with the public house, the proposed development can be undertaken in compliance with the relevant guidance and policies in the North Wessex Downs Management Plan, the NPPF and the Wiltshire Core Strategy, specifically Core Policies 51 and 57.

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ADDITIONAL DOCUMENTS

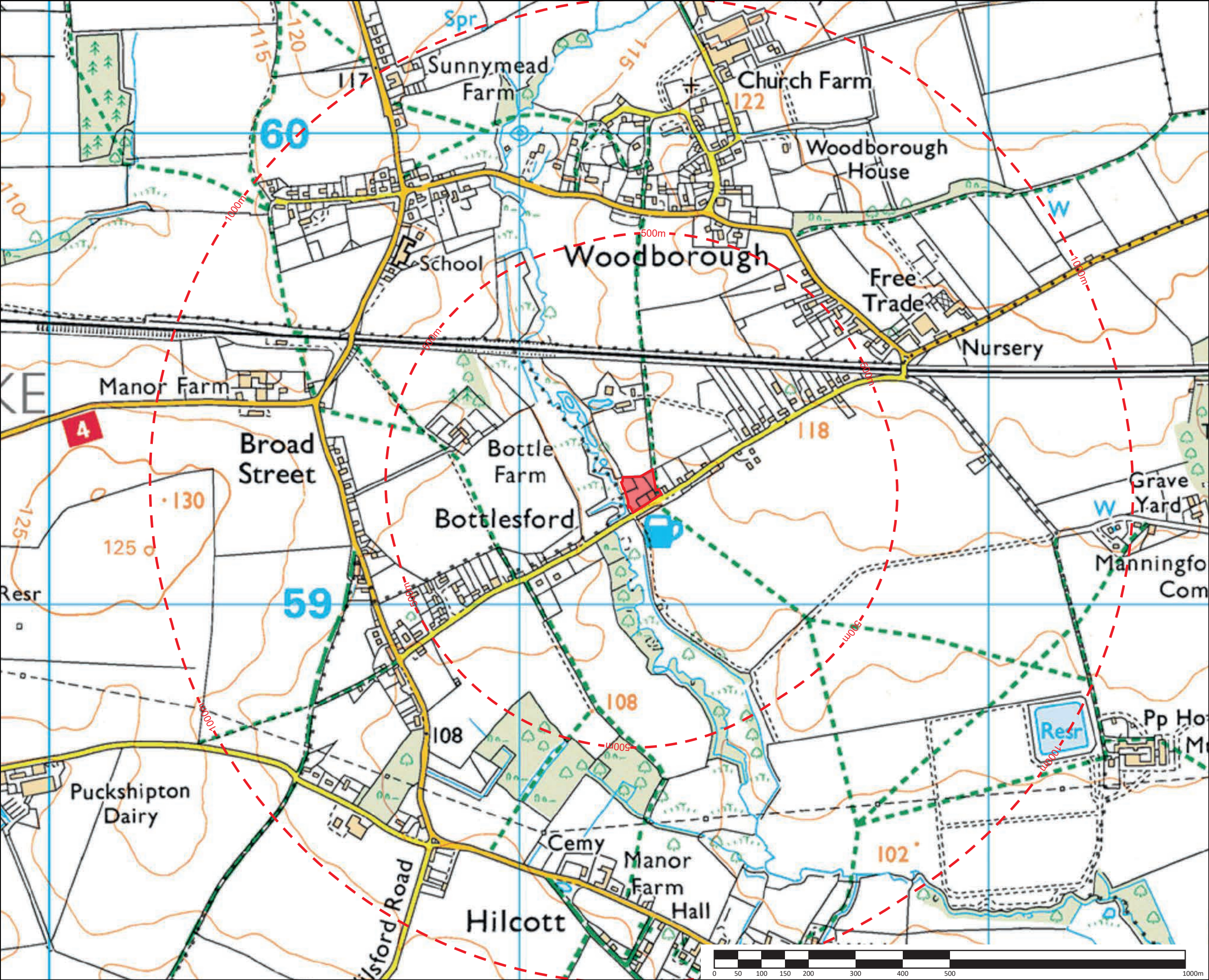
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North Wessex Downs AONB Management Working Group and Council of Partners, 2021. *North Wessex Downs AONB Position Statement Dark Skies and Artificial Light*. Available at: <<https://www.northwessexdowns.org.uk/wp-content/uploads/2021/11/Position-Statement-on-Dark-Skies-and-Artificial-Light-Final.pdf>>

Kennet District Council, 2005. *Kennet District Landscape Conservation Strategy*. Available at:

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/planningpolicyevidencebaseeast.htm#Landscape_character_assessment>

ILLUSTRATIVE MATERIAL



KEY:

- Site

- Off-set from site boundary

Public Rights of Way

- Footpath

- Bridleway

- Byway open to all traffic

Roads

- Road generally more than 4m wide

- Road generally less than 4m wide

- Other road, drive or track

Railway

- Track multiple or single

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Project:
The Seven Stars, Bottlesford

On behalf of:
Wiltshire Land Limited

Drawing title:
Location Plan

Drawing number:
WHL-2129-01

Rev:

Date:
Aug 26

Scale:
1:7500 @ A3

DB:
ES

CB:
WH



KEY:

-  - Site
-  - Viewpoint

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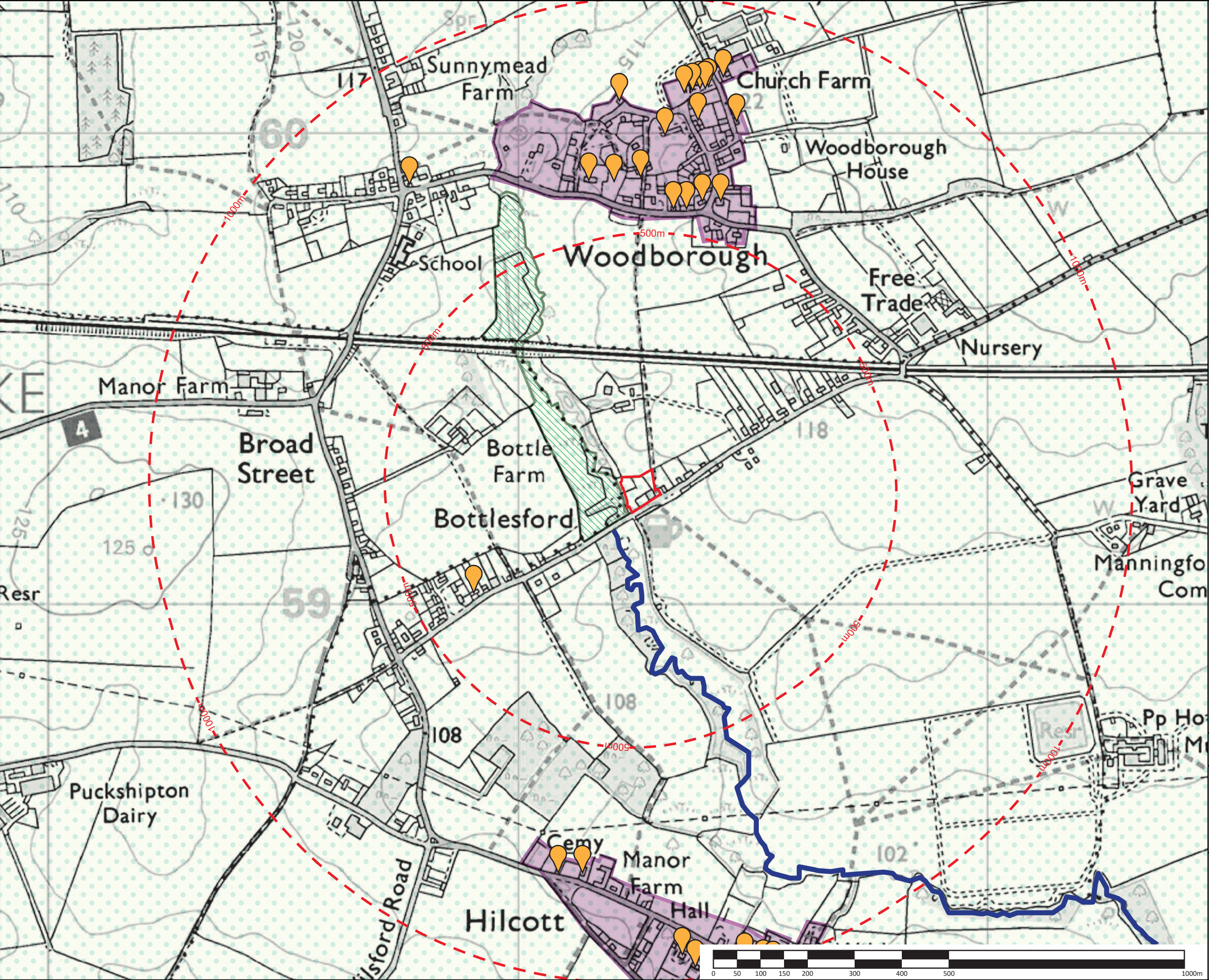
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t: 01380 727539 e: info@whlandscape.co.uk

Project: The Seven Stars, Bottlesford		
On behalf of: Wiltshire Land Limited		
Drawing title: Vertical Aerial and Viewpoint Plan		
Drawing number: WHL-2129-02	Rev: 	Date: Aug 26
Scale: 1:2000 @ A3	DB: ES	CB: WH



KEY:

- Site
- Off-set from site boundary

Statutory Designations

- North Wessex Downs National Landscape

Natural Environment Designations

- SSSI
- County Wildlife Site

Heritage Designations

- Conservation Area
- Grade II listed structure

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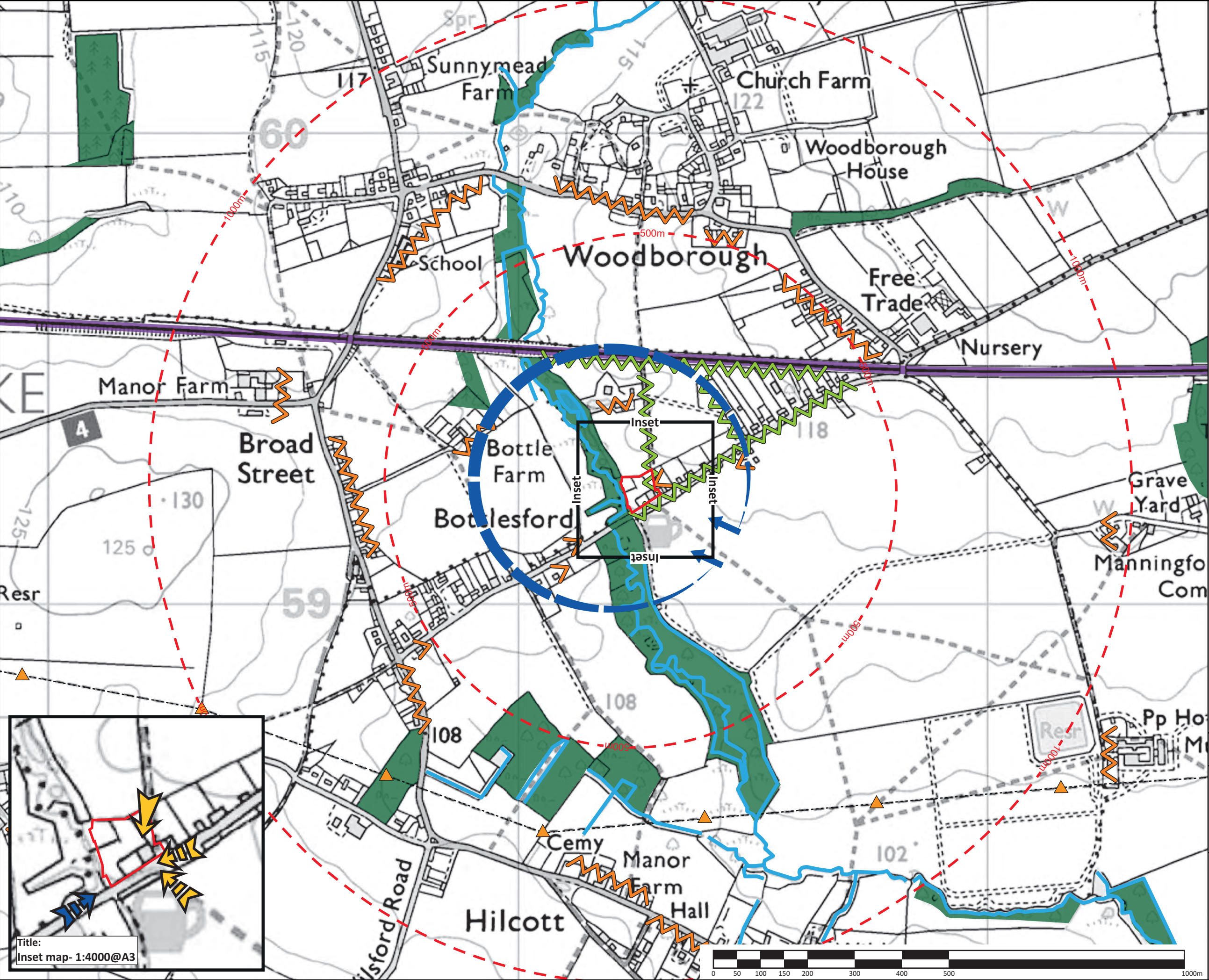
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Project: The Seven Stars, Bottlesford		
On behalf of: Wiltshire Land Limited		
Drawing title: Designations		
Drawing number: WHL-2129-03	Rev: 	Date: Aug 26
Scale: 1:7500 @ A3	DB: ES	CB: WH



KEY:

- Site
- Off-set from site boundary
- Watercourse
- Significant vegetation
- Trees and hedgerows obscuring/filtering views
- Notable development
- Railway
- Pylons and overhead wires
- Open view
- Partial view
- Partial seasonal view
- Views obscured by landform and vegetation

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Project: The Seven Stars, Bottlesford		
On behalf of: Wiltshire Land Limited		
Drawing title: Landscape and Visual Analysis		
Drawing number: WHL-2129-04	Rev: 	Date: Aug 26
Scale: 1:7500 @ A3	DB: ES	CB: WH

APPENDICES

APPENDIX 1: DEVELOPMENT PROPOSALS



Key

1. Main Entrance
2. Pub
3. Kitchens
4. Restaurant
5. Dining Terrace
6. Courtyard Garden
7. Multi-purpose Space
8. Guest Rooms: East
9. Plant Room
10. Guest Rooms: West
11. Housekeeping & Plant
12. Yoga Barn
13. Parking - 30 Spaces
14. Parking - 10 Spaces
15. Deliveries & Refuse
16. Cart Shed
17. Play Area
18. Wessex Water property
19. 10m SSSI Protection Zone
20. Commemorative trees and plaque
21. EV Charger
22. Staff Cycle Parking
23. Guest Cycle Parking
24. Beer Garden
25. Existing Propane Tank
26. Air Source Heat Pump

Key to Elements

- 10m SSSI Protection Zone
- Permeable paving - Pedestrian
- Permeable paving - Car Park
- Soft Landscaping
- Proposed trees
- Existing trees retained



0 5 10 M



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Old Stables Court The Parade
Marlborough Wiltshire SN8 1NE
Telephone 01672 514354
Email mail@miltonarchitects.co.uk

milton architects

Project : The Seven Stars
Gores Lane, Bottlesford
Extension and alterations
Contents: PROPOSED - Site/Roof Plan

Date : August 2026
Scale : 1:200
Size : ISO A1

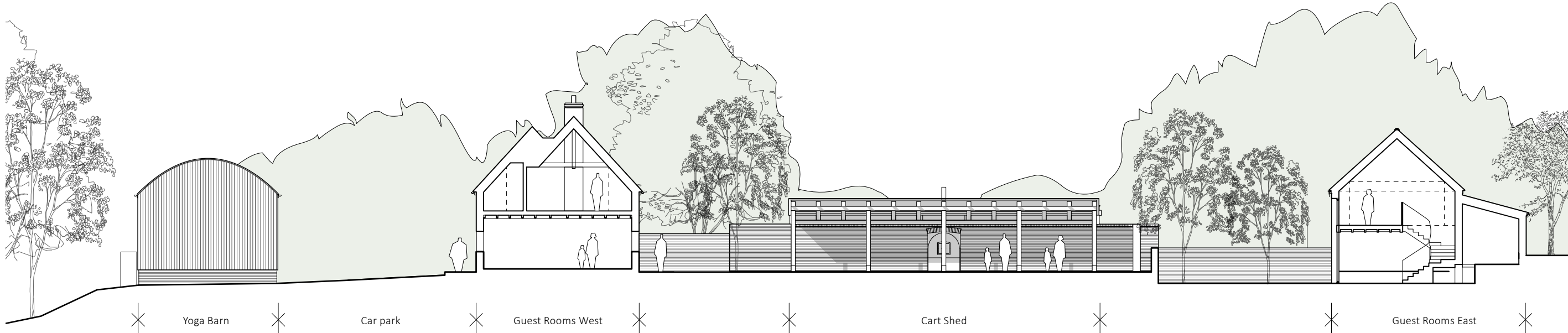
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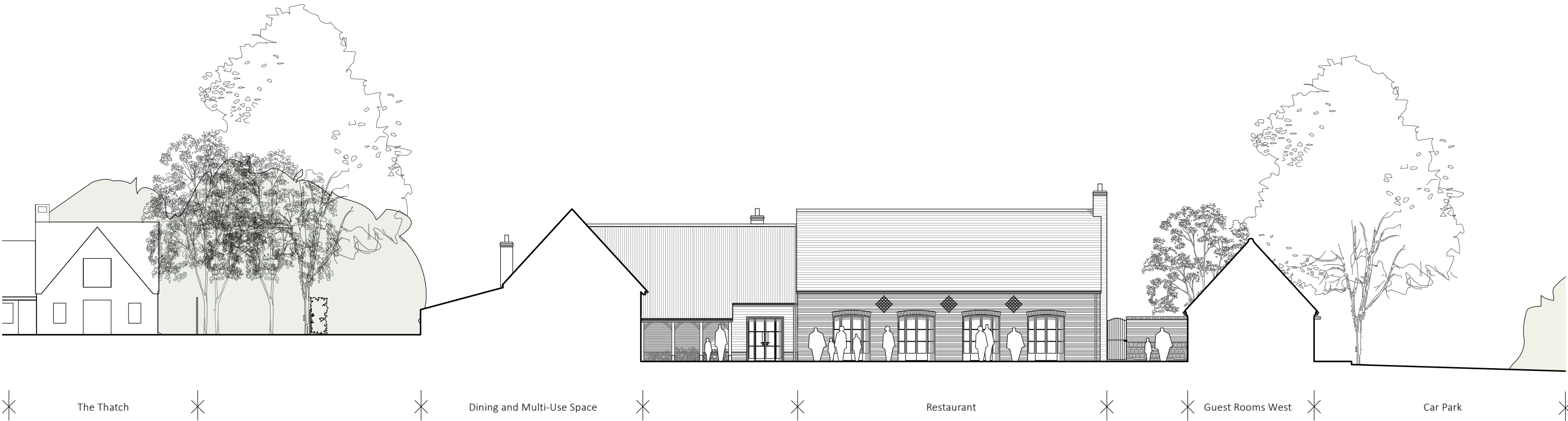
Section AA



Section BB



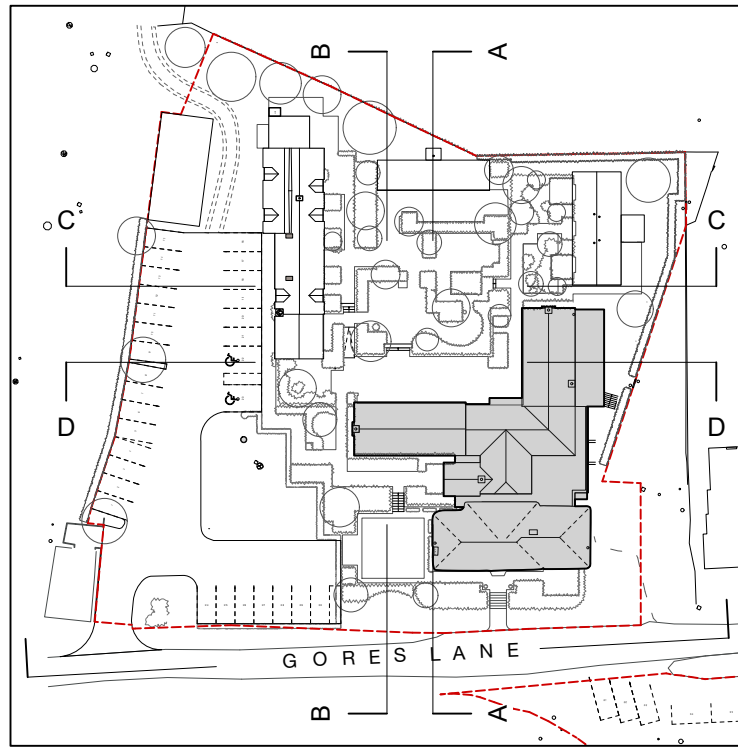
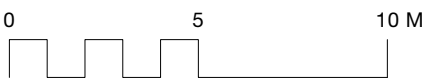
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Section DD



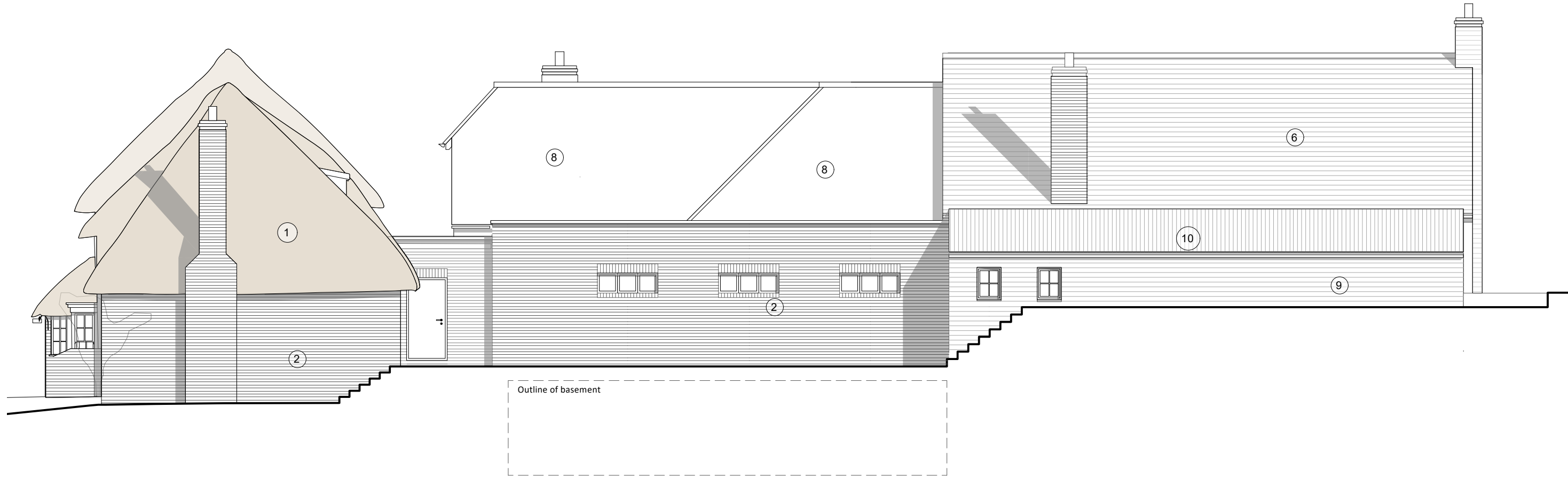
Street Elevation



Key



South Elevation



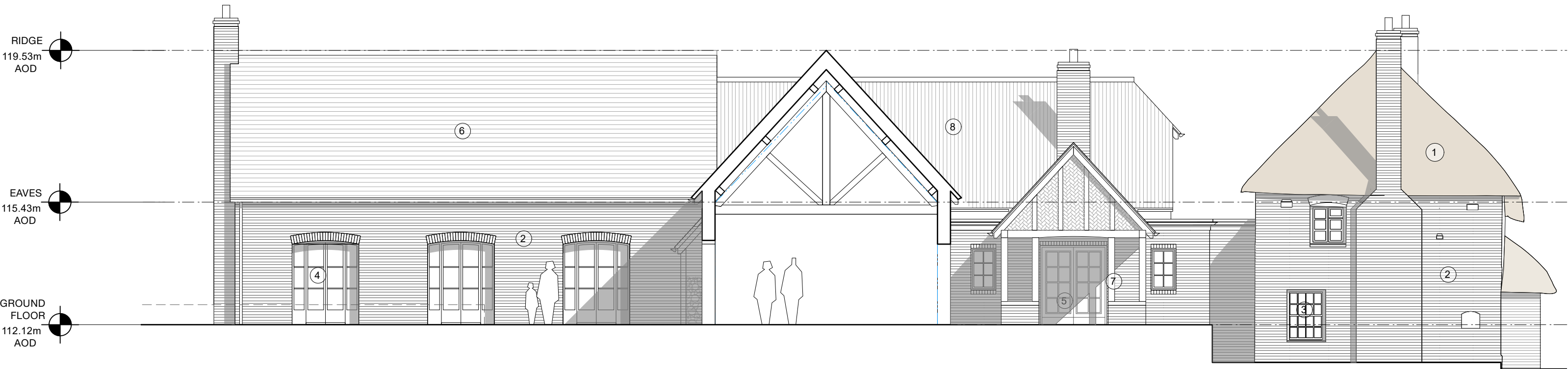
East Elevation



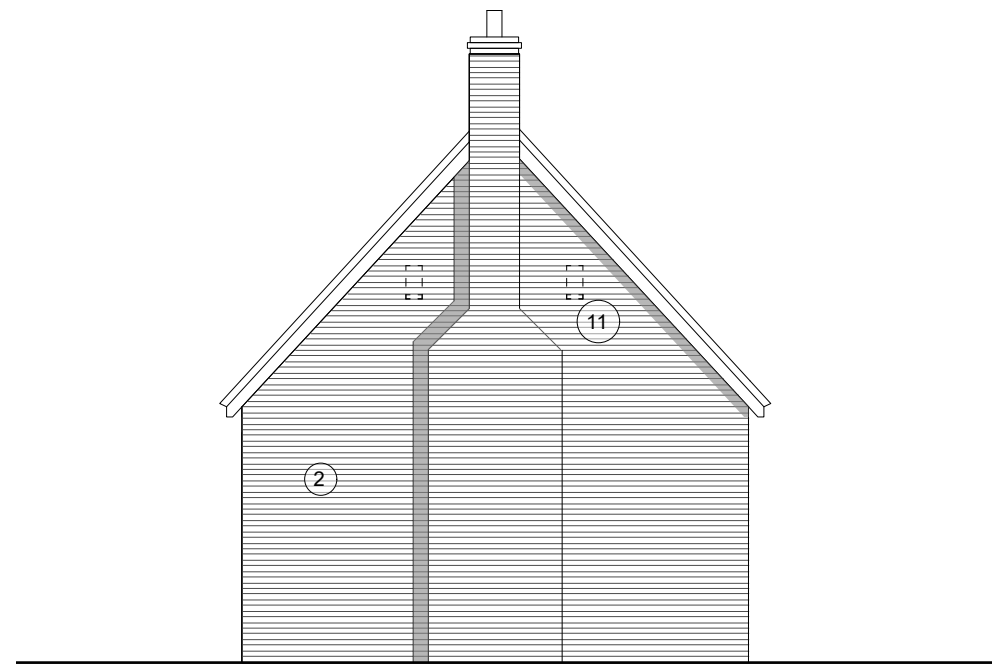
North Elevation & Section A



North End Elevation



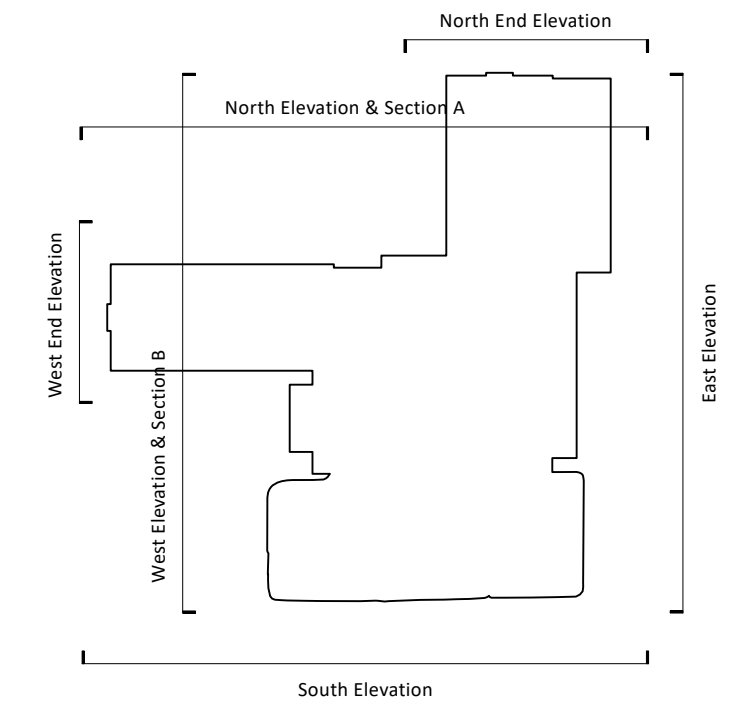
West Elevation & Section B



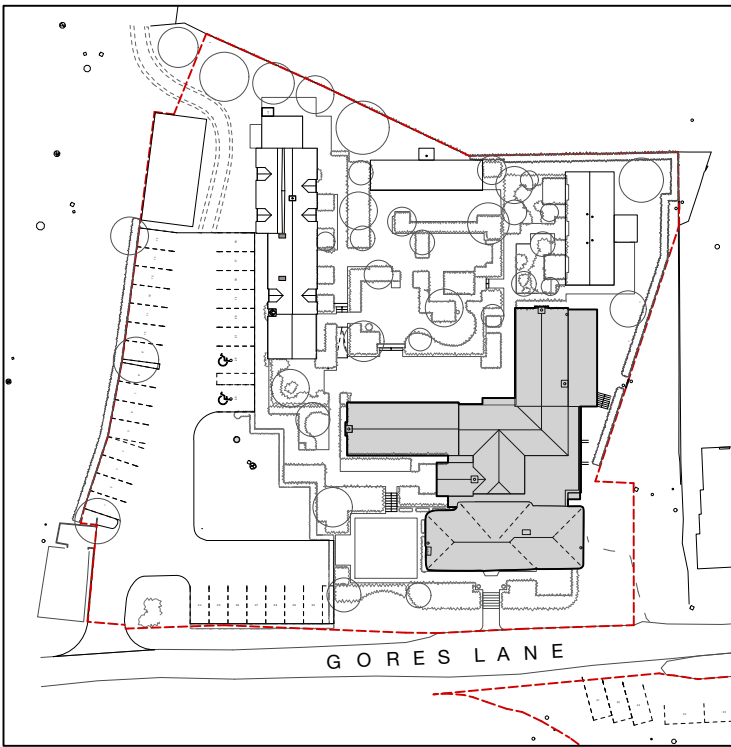
West End Elevation

Material Key

1. Thatch
2. Facing brickwork
3. Timber framed windows
4. Powder coated metal windows & doors
5. Timber entrance door
6. Clay roof tiles
7. Green oak framework
8. Clay pantiles
9. Horizontal timber boards
10. Corrugated tin roof
11. Integrated bat box
12. Integrated bird box



Key Plan



Key



East Elevation



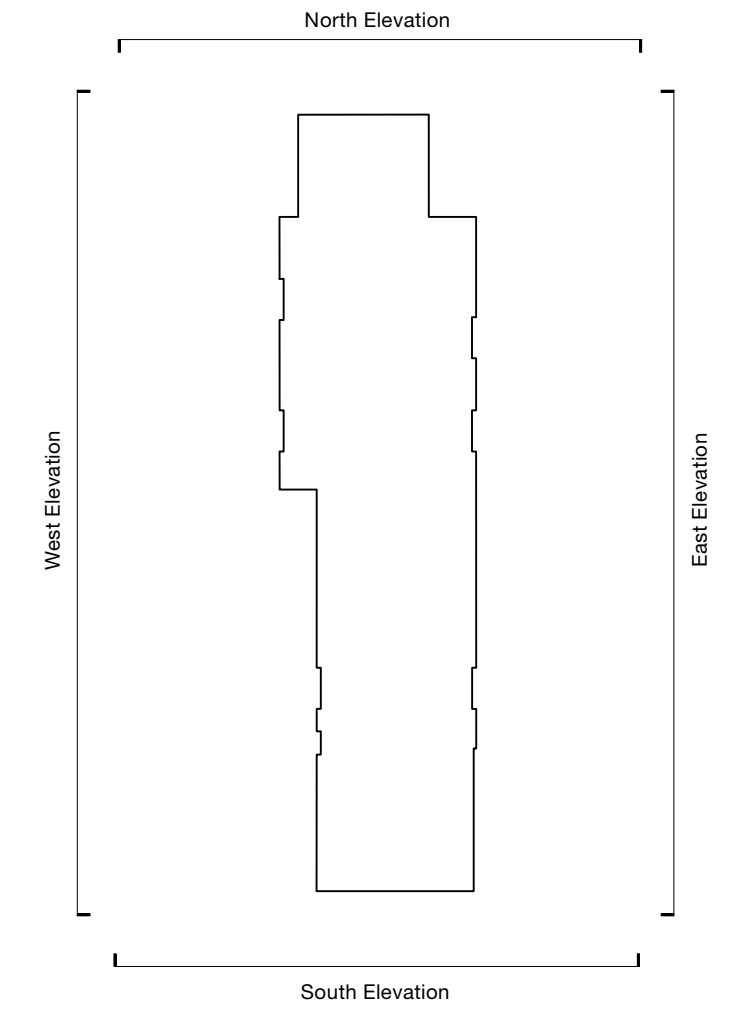
South Elevation



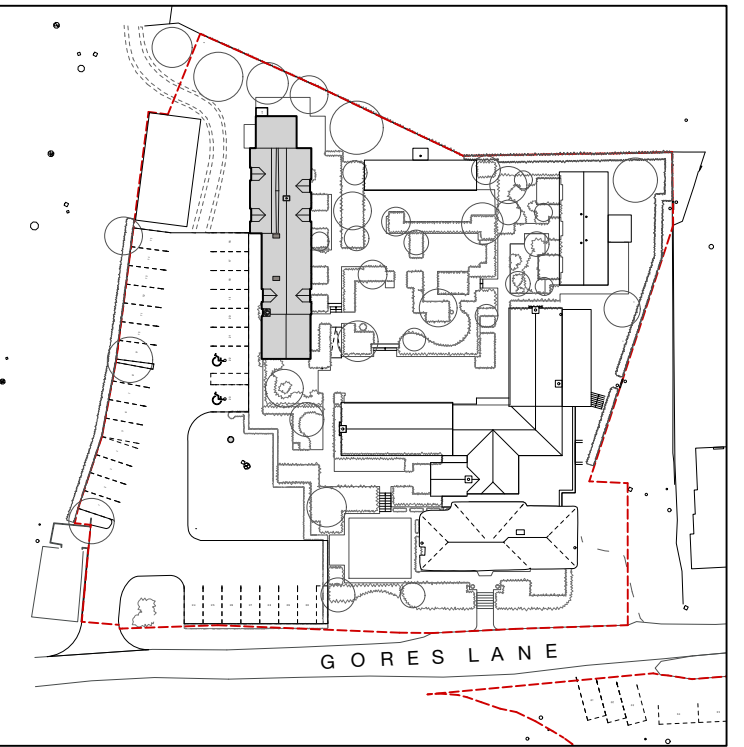
West Elevation



North Elevation



Key Plan



Key

- Material Key**
1. Clay tile
 2. Facing brickwork
 3. Horizontal timber boards
 4. Corrugated tin
 5. Natural stone
 6. Clay pantile
 7. Powder coated metal windows
 8. Timber framed windows
 9. Timber entrance door
 10. Integrated bat box
 11. Integrated bird box
 12. Air source heat pump
 13. Metal Gates

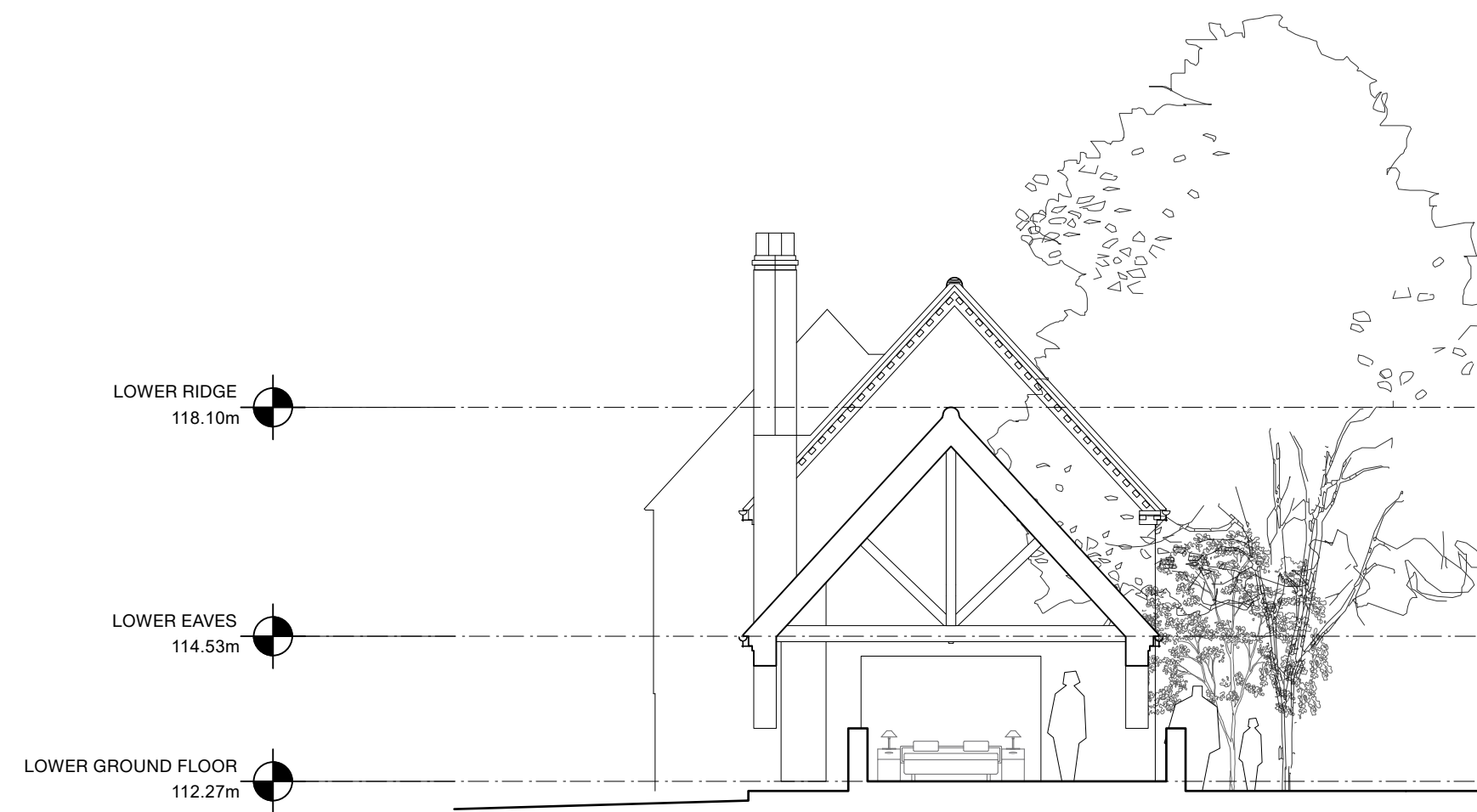


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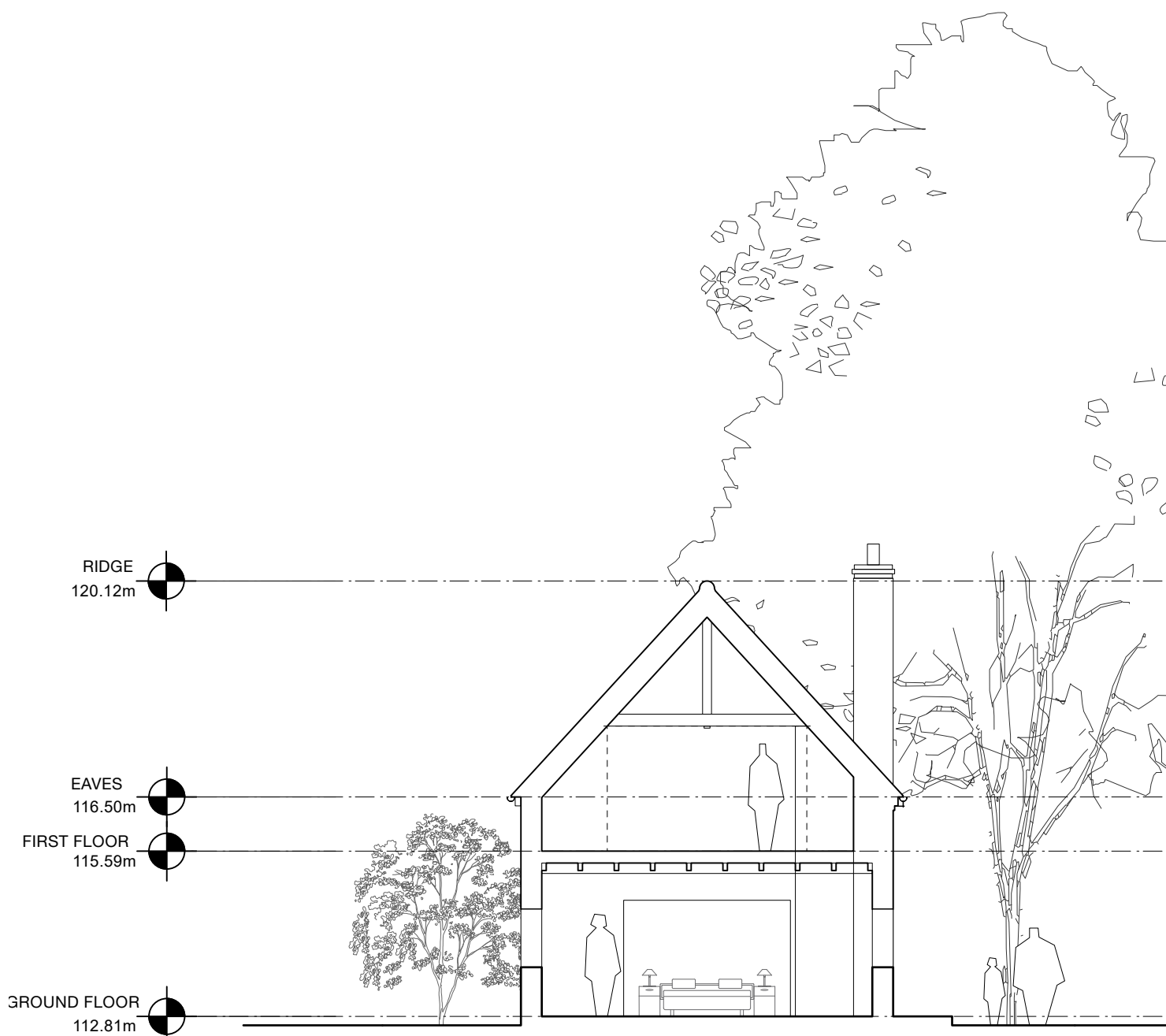
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Gores Lane, Bottlesford
Extension and alterations
Contents: PROPOSED - Guest Rooms West
Elevations

Date : August 2026
Scale : 1:100
Size : ISO A1

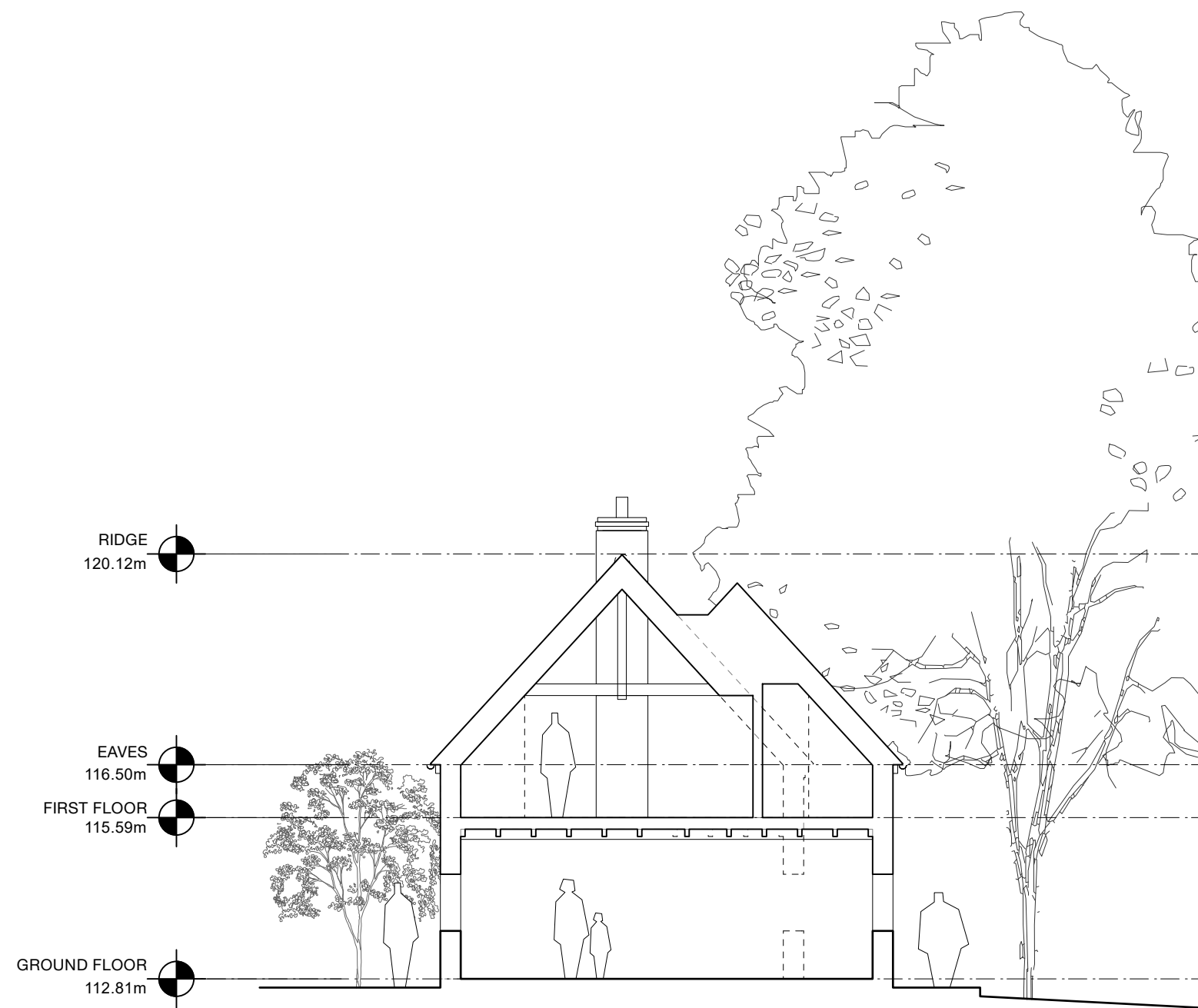
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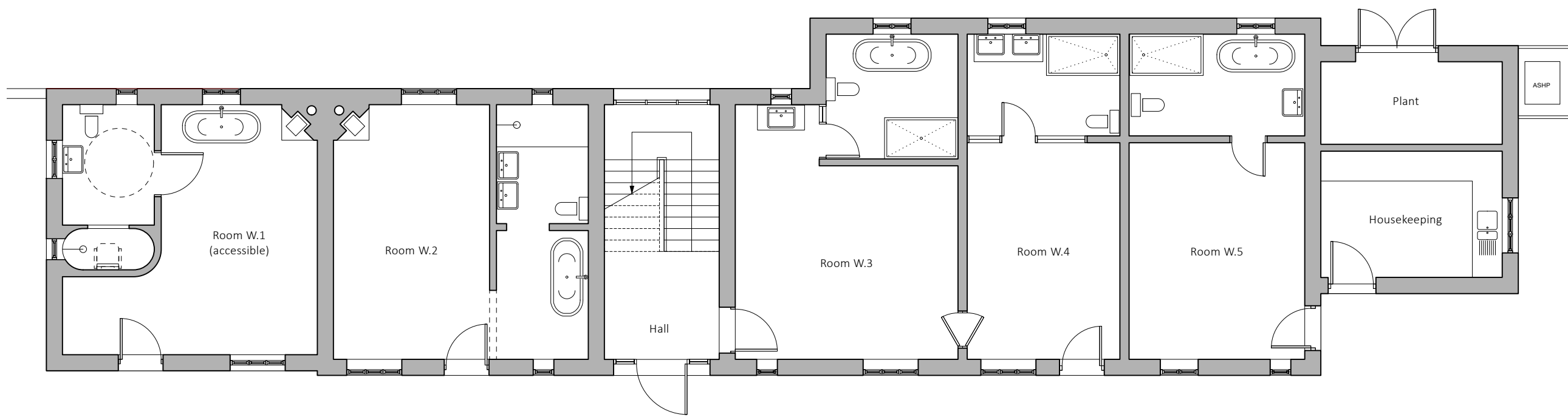
Section AA



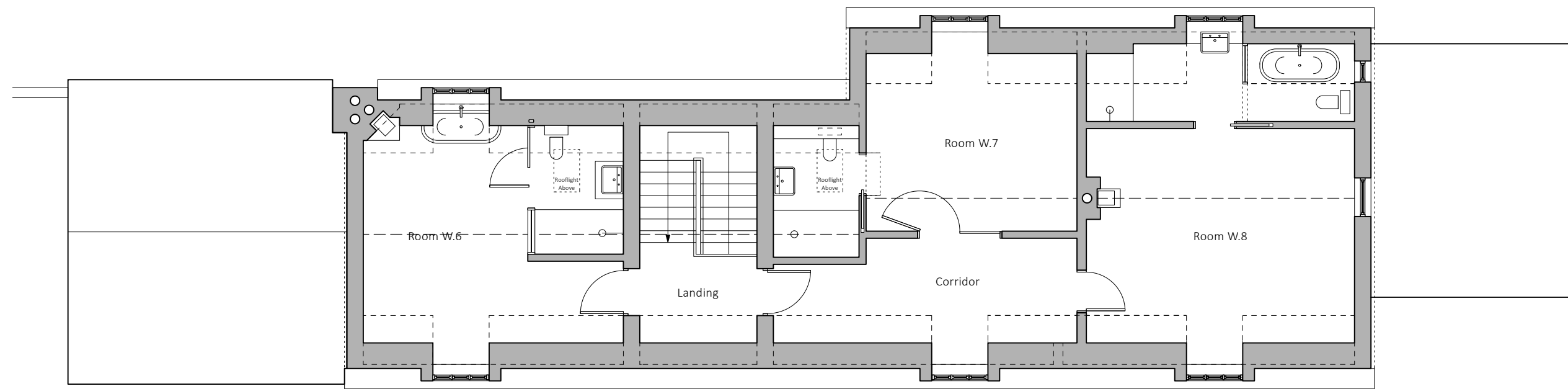
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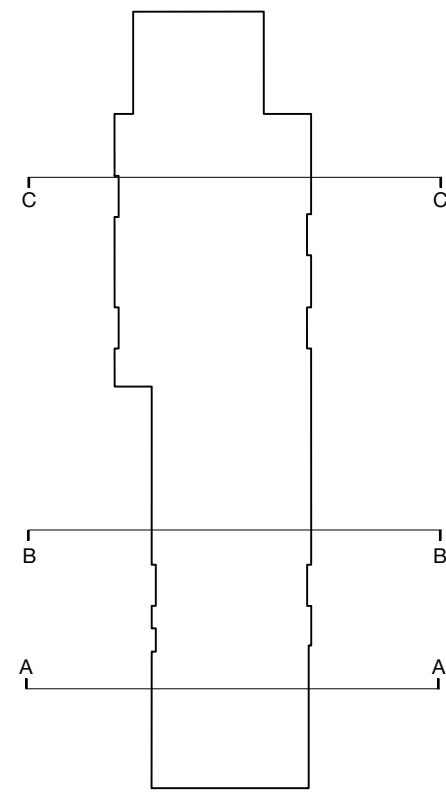
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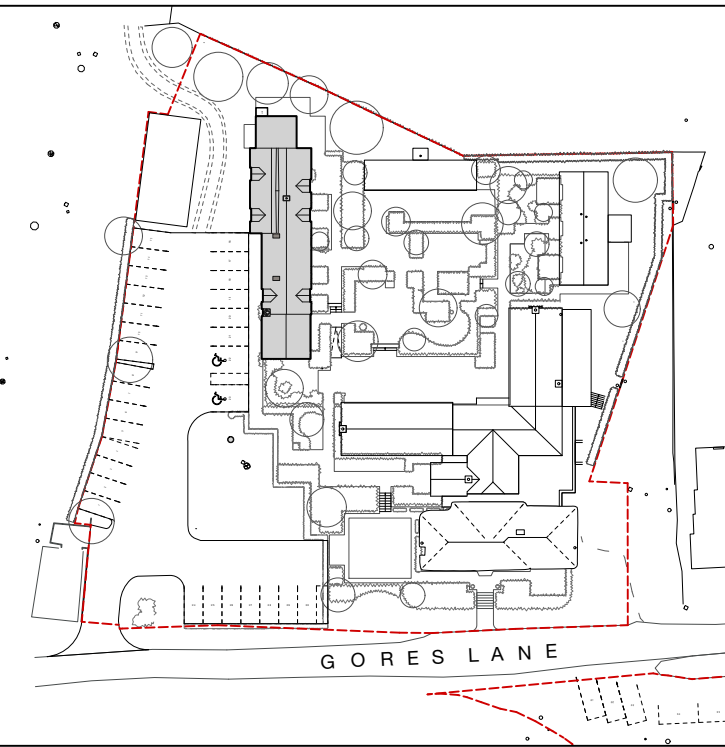
Ground Floor Plan



First Floor Plan

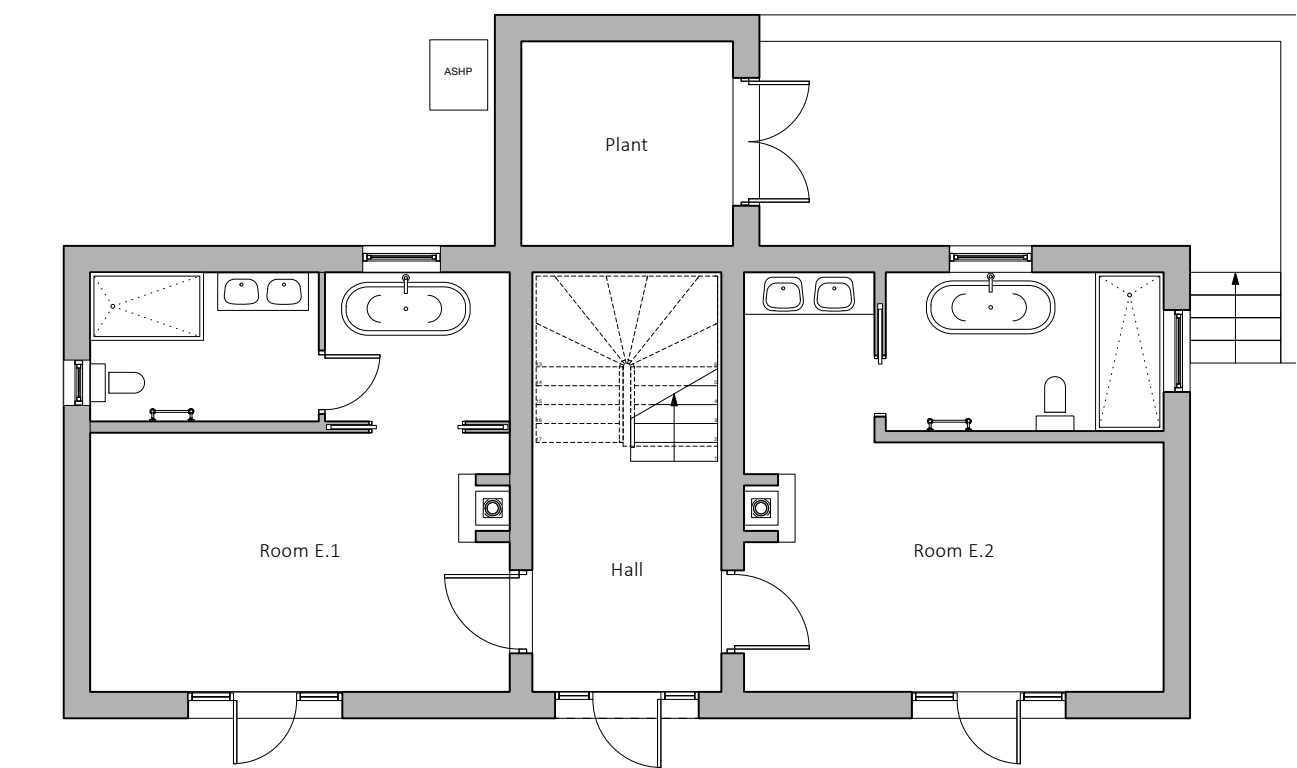


Key Plan

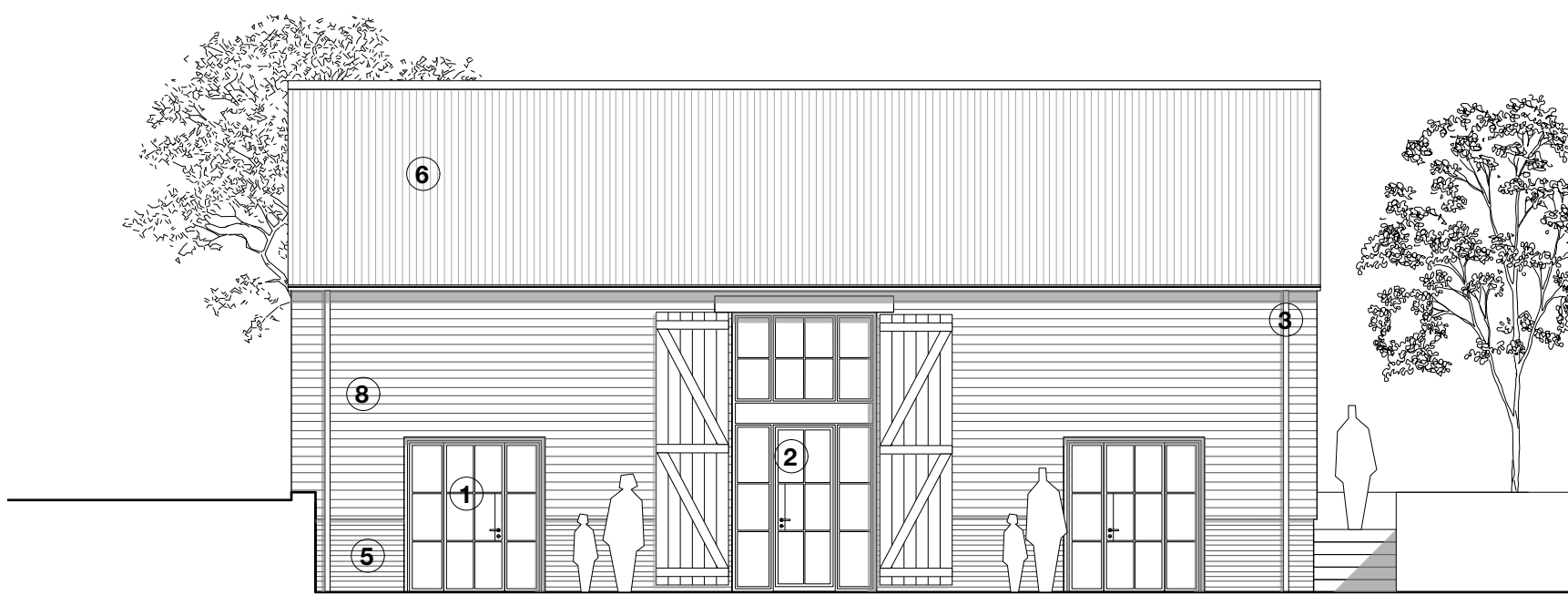


Key

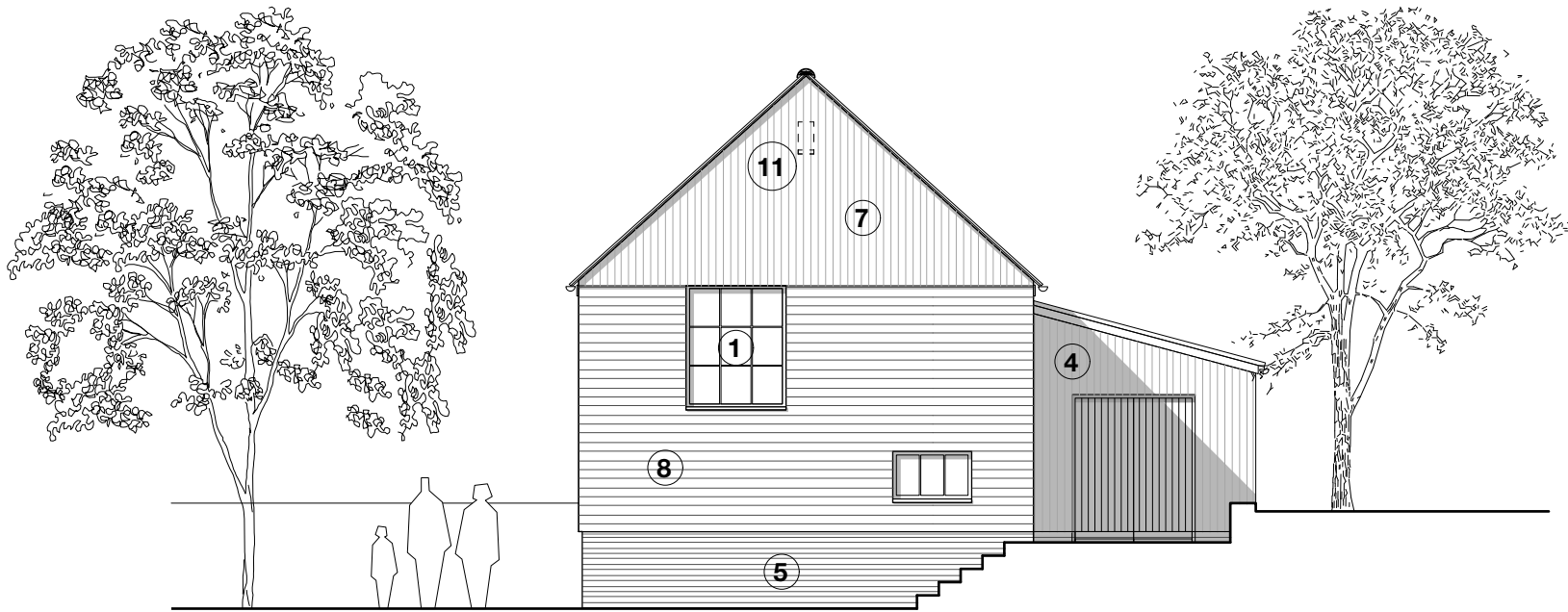




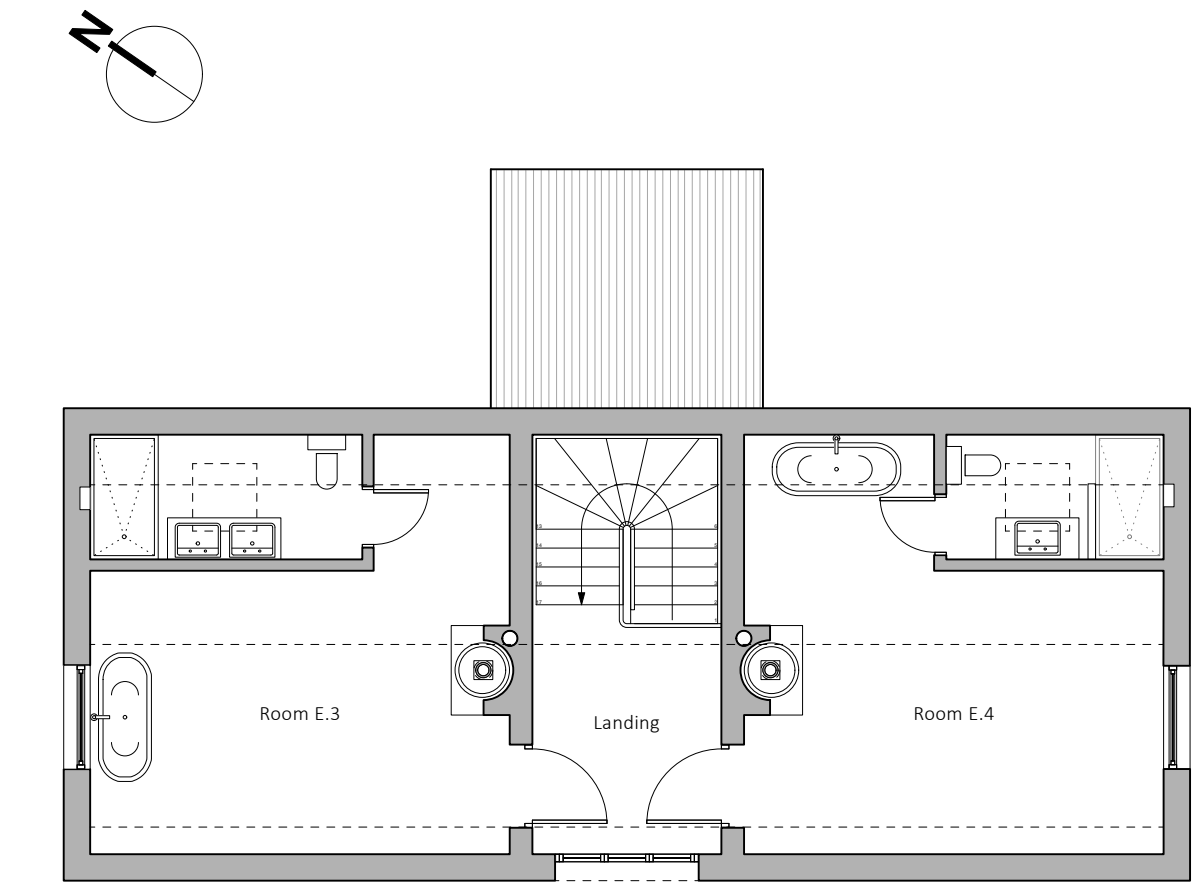
Ground Floor Plan



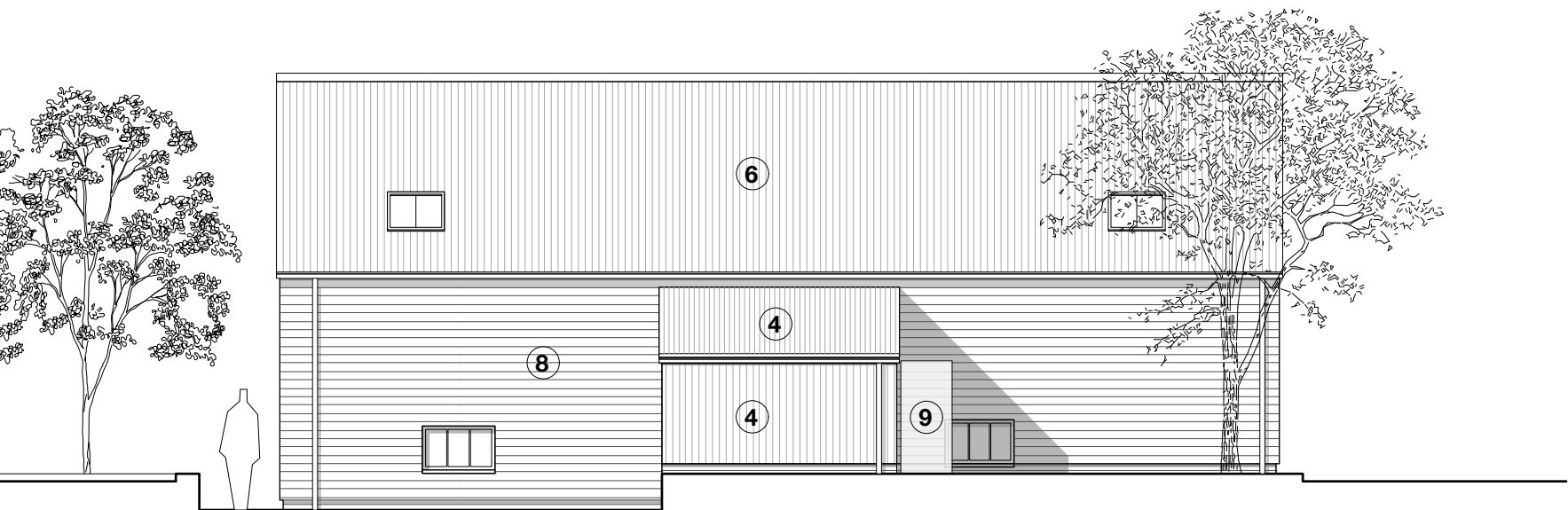
West Elevation



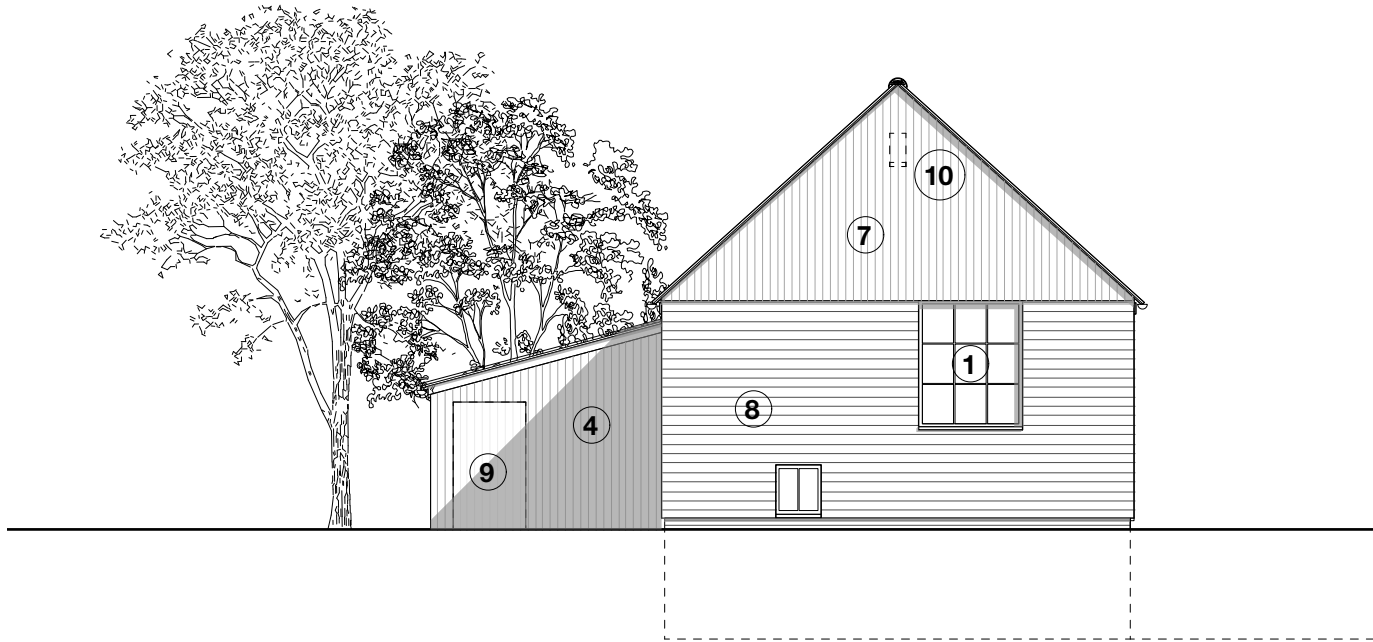
South Elevation



First Floor Plan



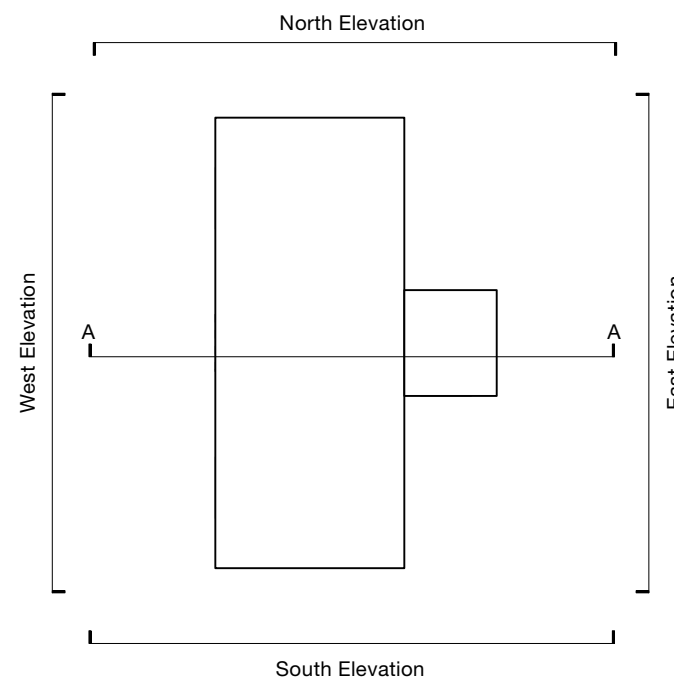
East Elevation



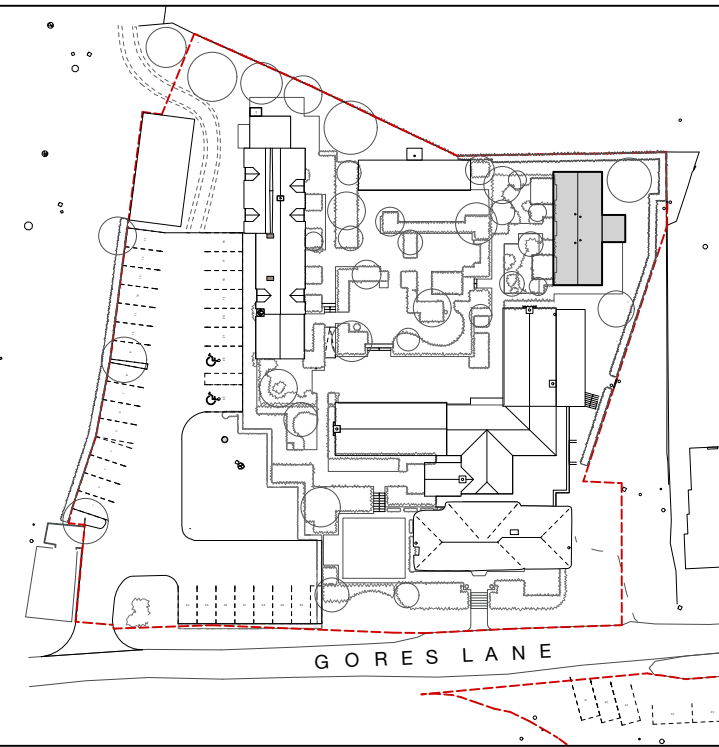
North Elevation

Material Key

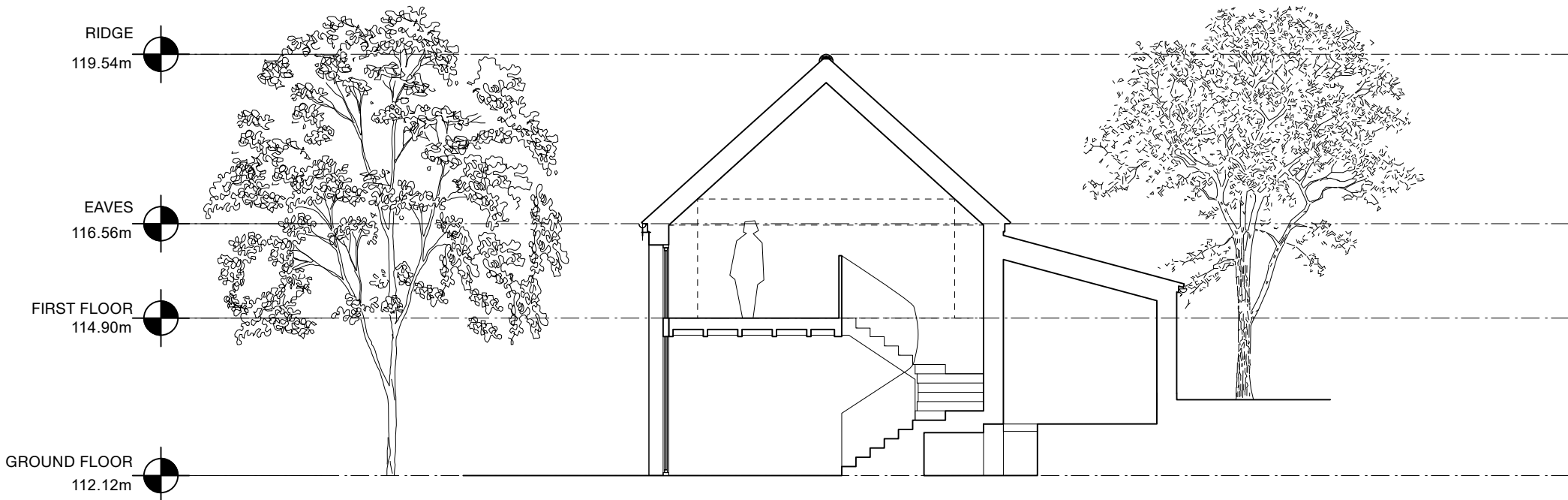
1. Powder Coated Metal Windows & Doors
2. Powder Coated Metal Windows & Doors with Timber Shutters
3. Metal Rainwater Goods
4. Corrugated Tin
5. Clay Facing Brickwork
6. Clay pantiles
7. Timber Vertical Cladding
8. Timber Weatherboard
9. Air source heat pump
10. Integrated bird box
11. Integrated bat box



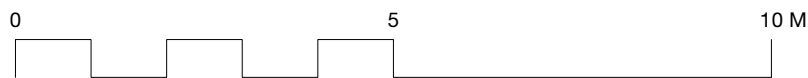
Key Plan

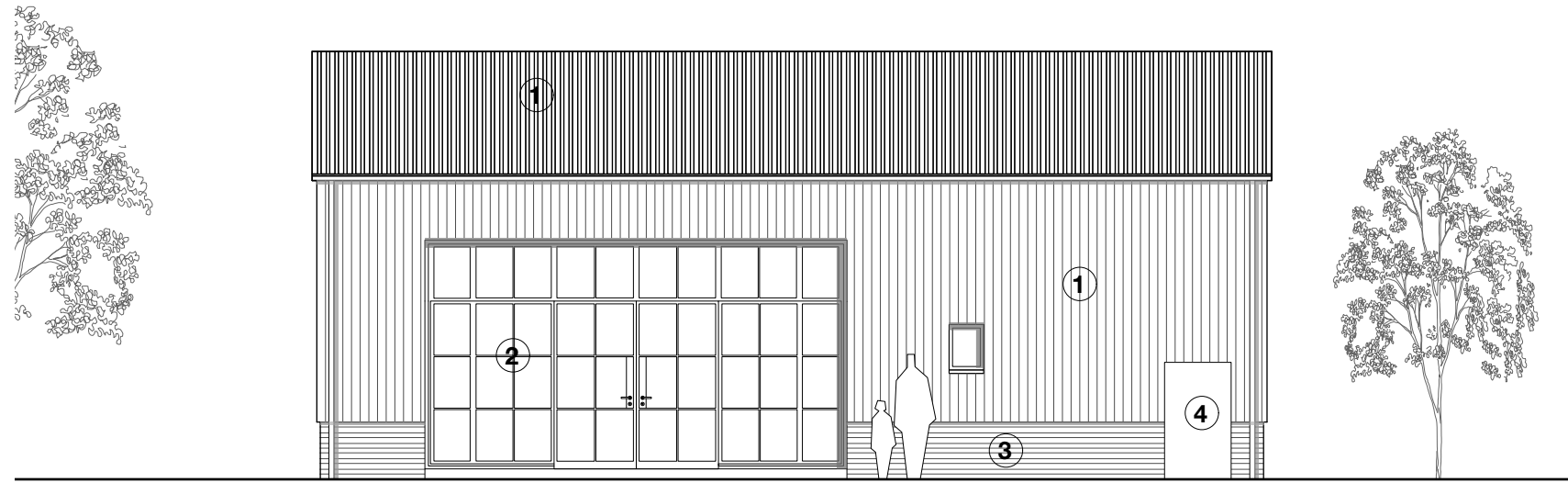


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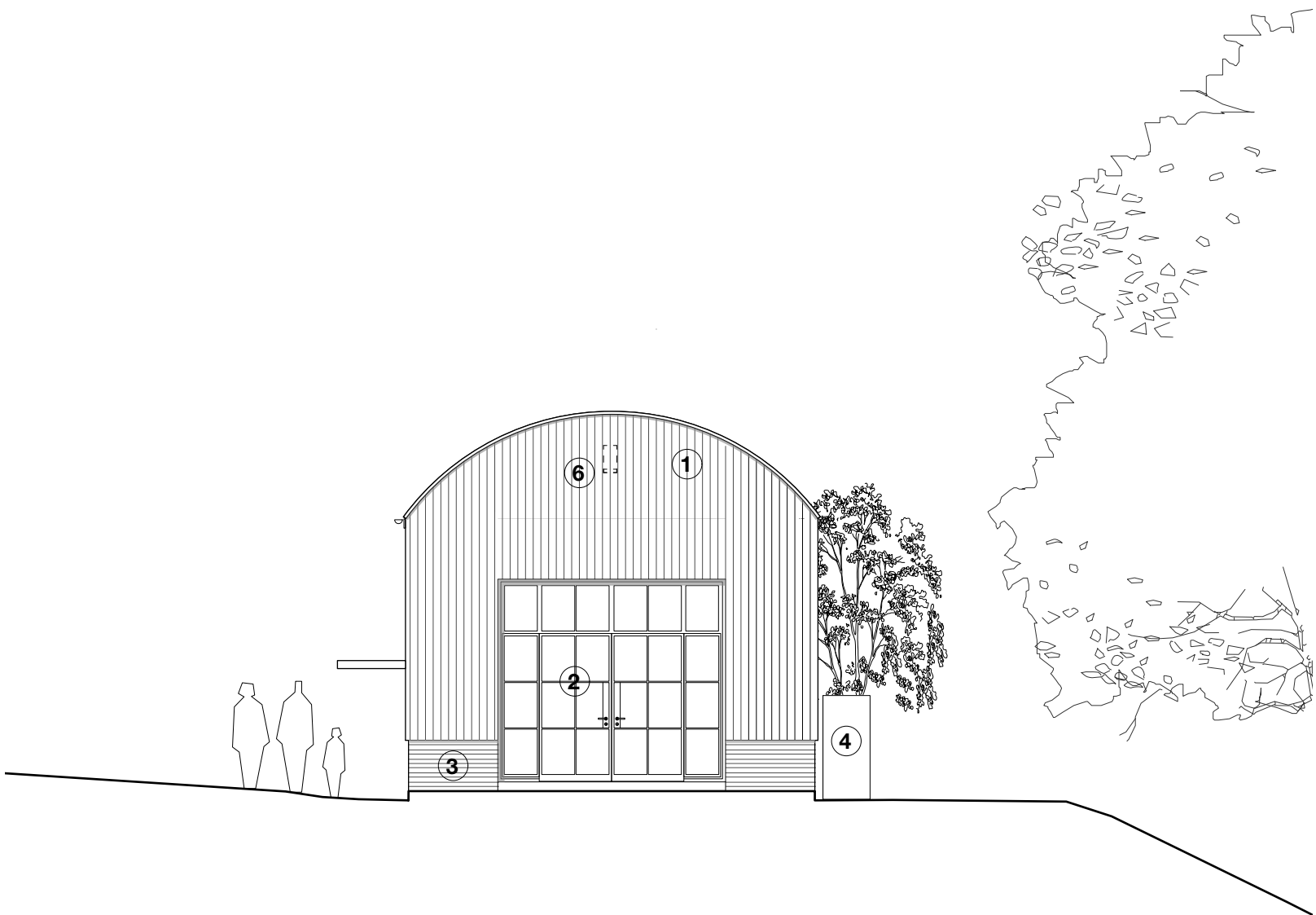


Section AA

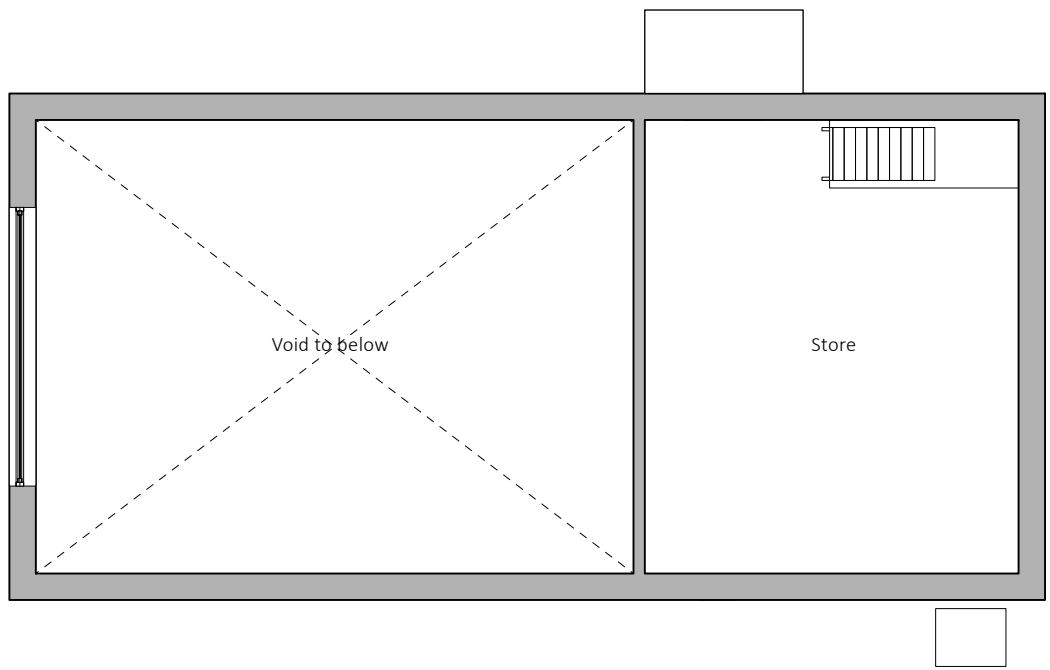




West Elevation



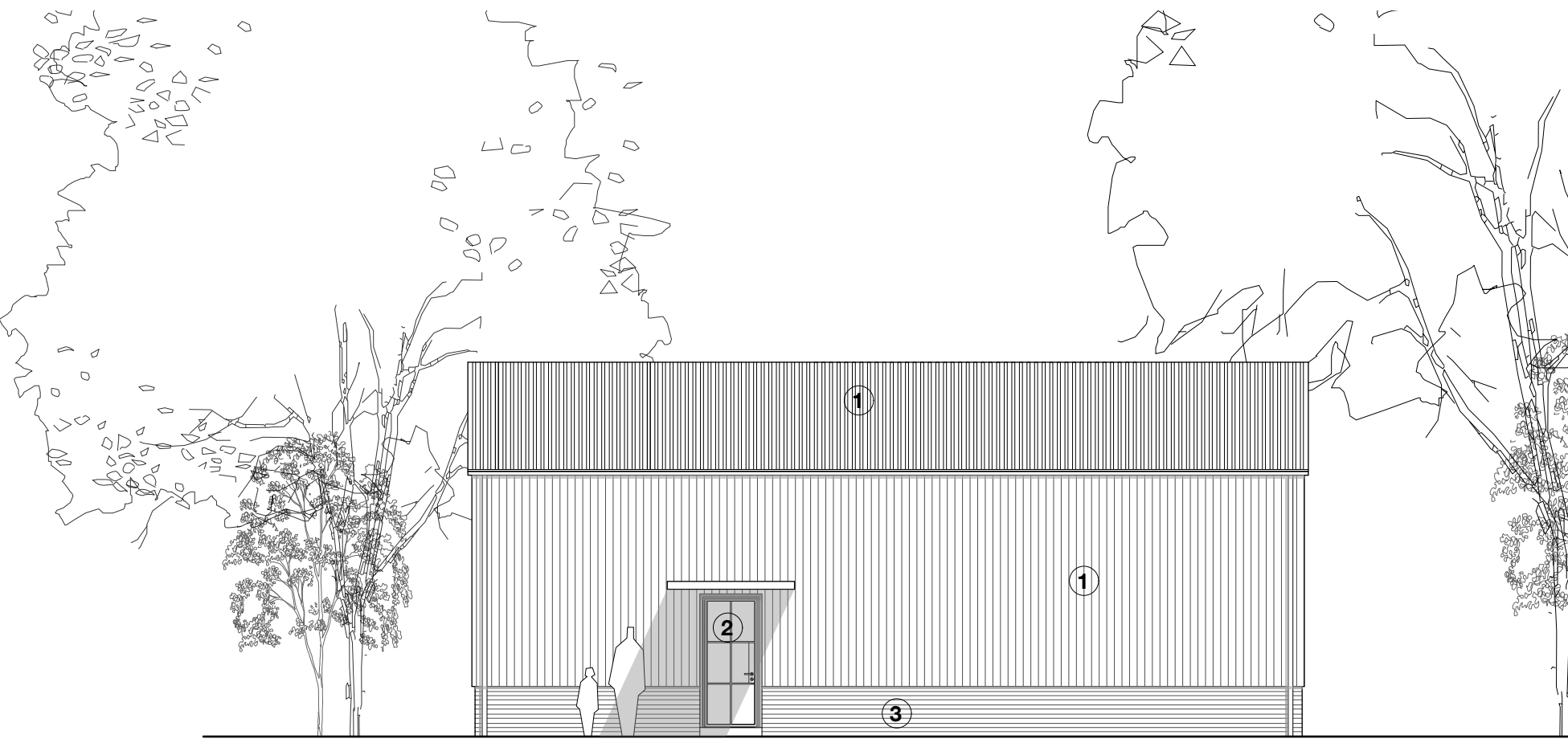
North Elevation



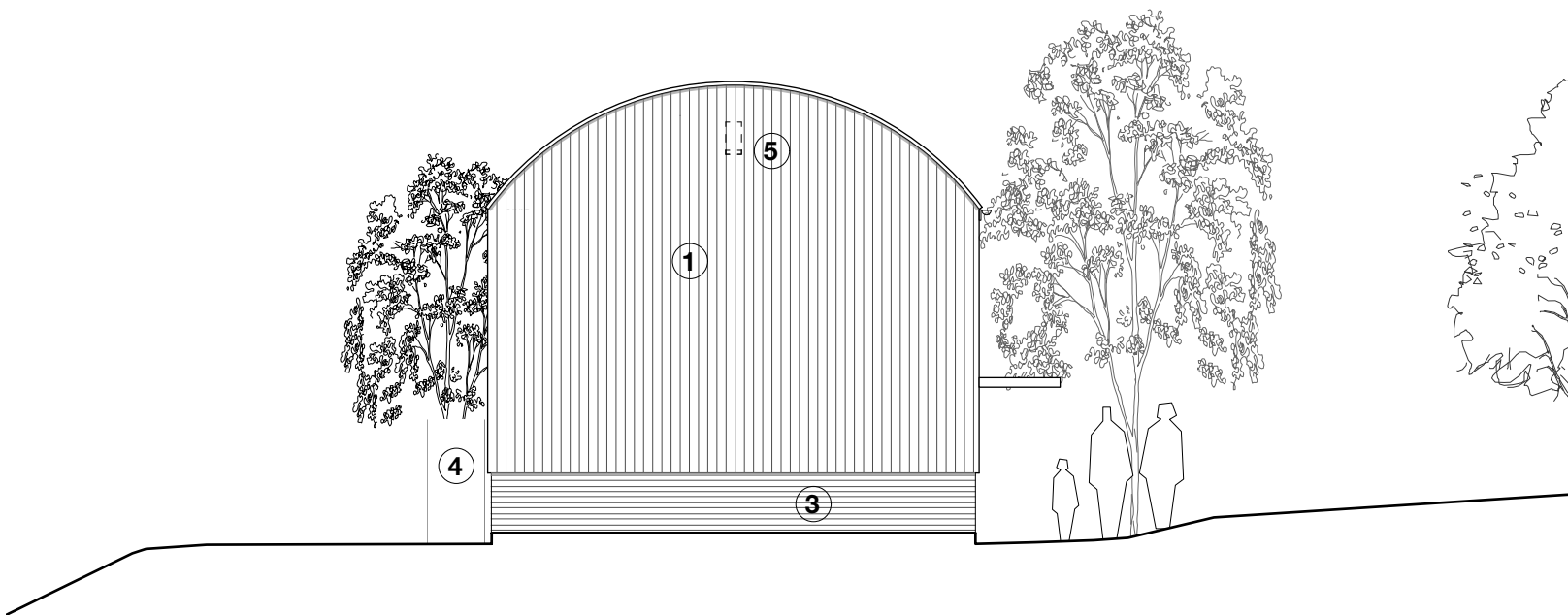
Mezzanine Floor Plan

Material Key

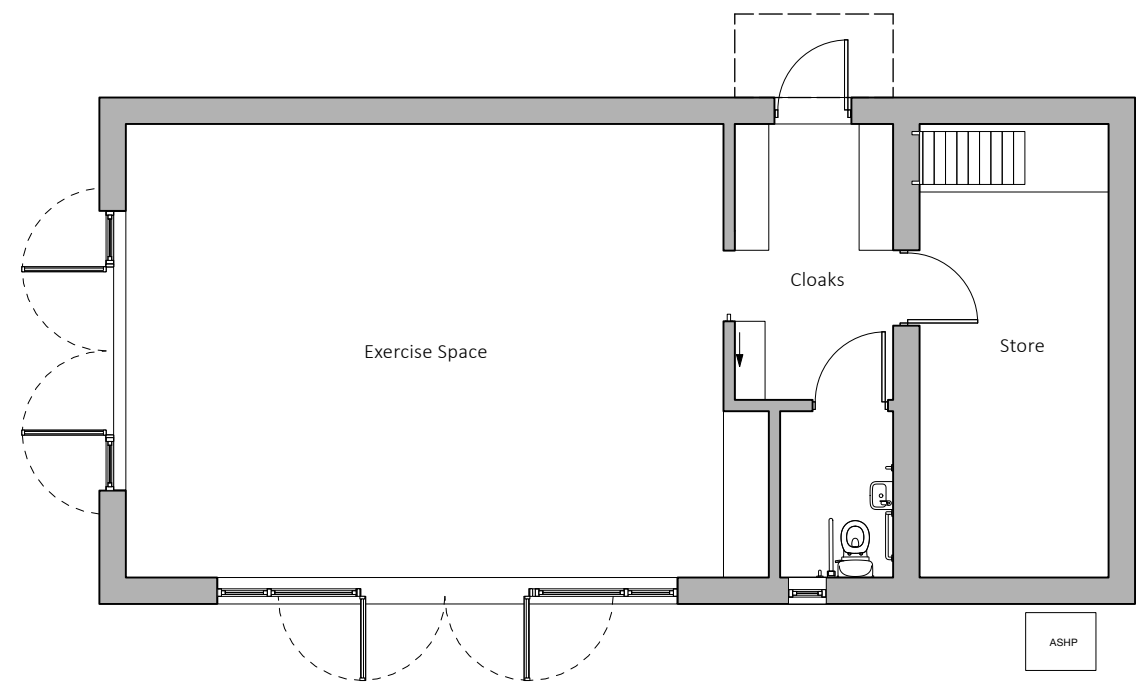
1. Corrugated tin
2. Powder coated metal windows & doors
3. Facing brickwork
4. Air source heat pump
5. Integrated bat box
6. Integrated bird box



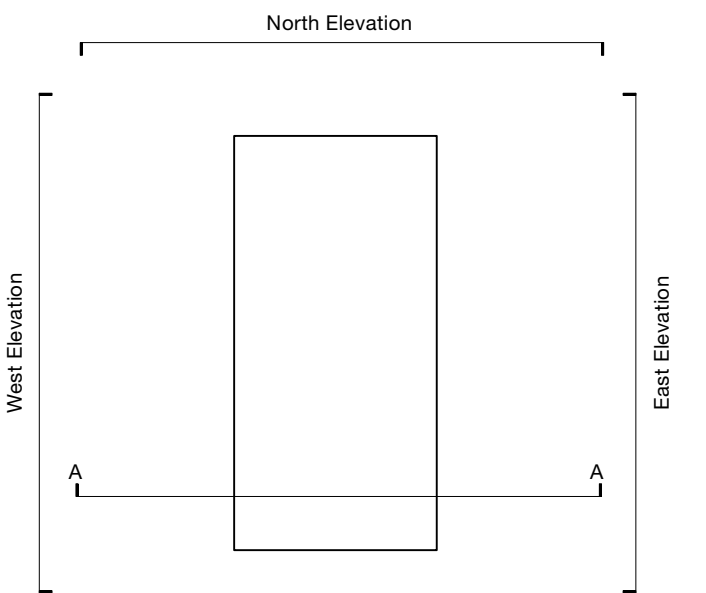
East Elevation



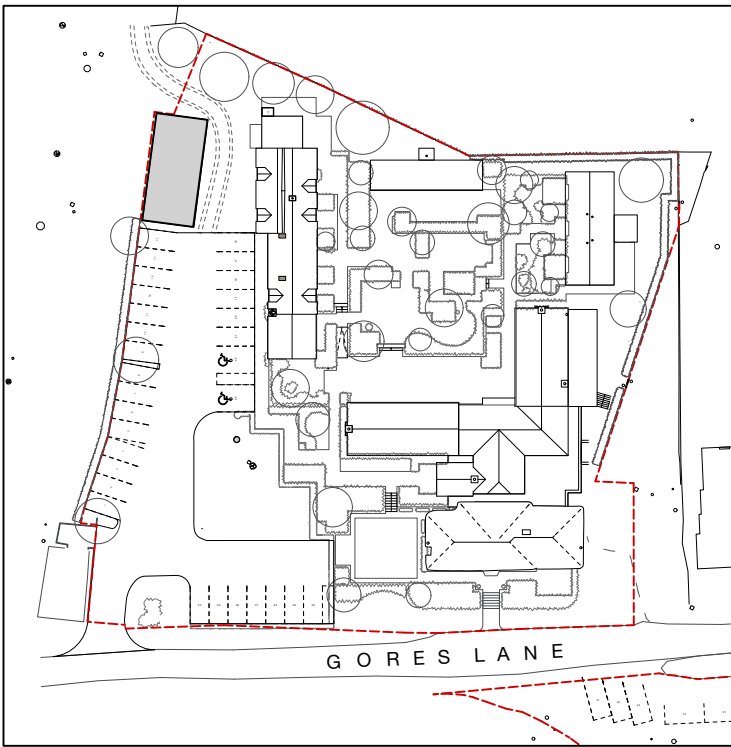
South Elevation



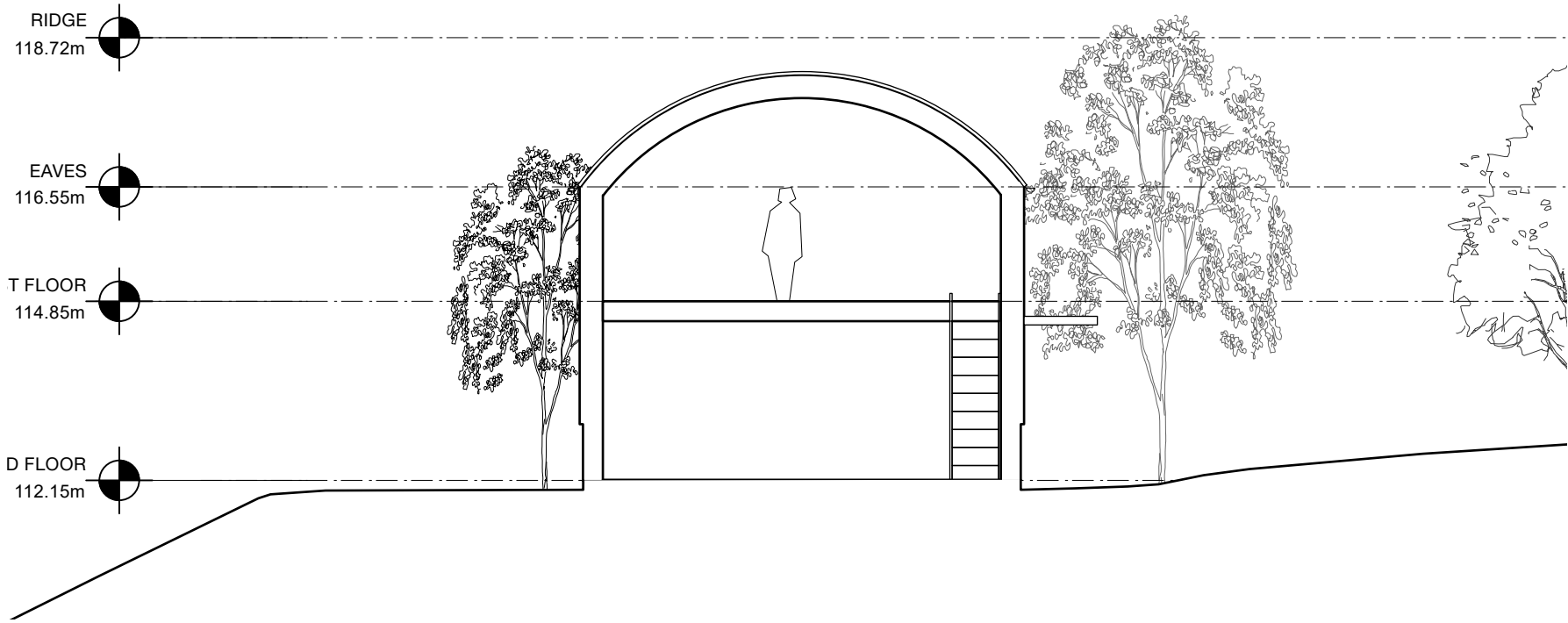
Ground Floor Plan



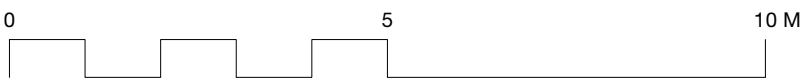
Key Plan



Key

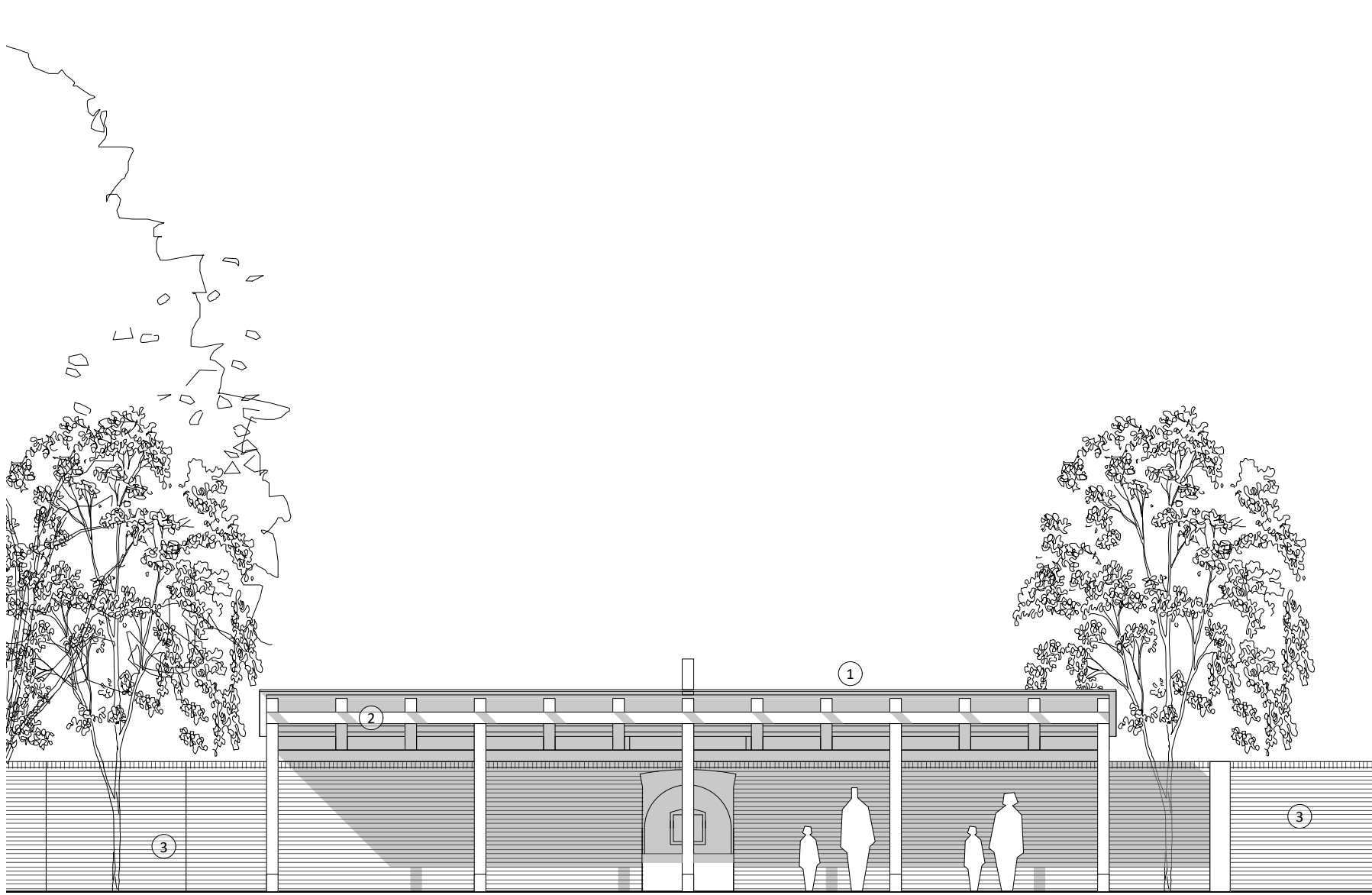


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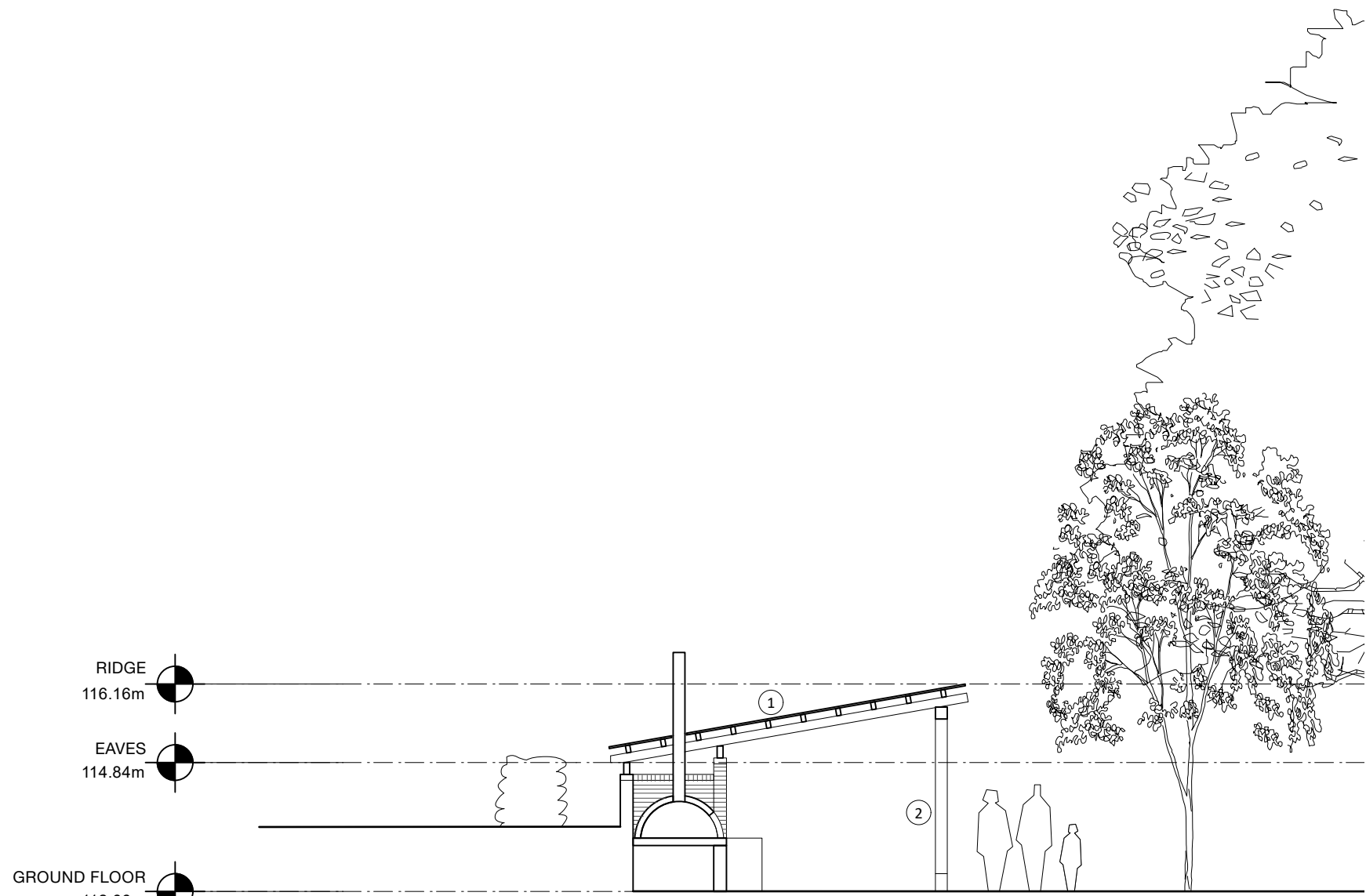




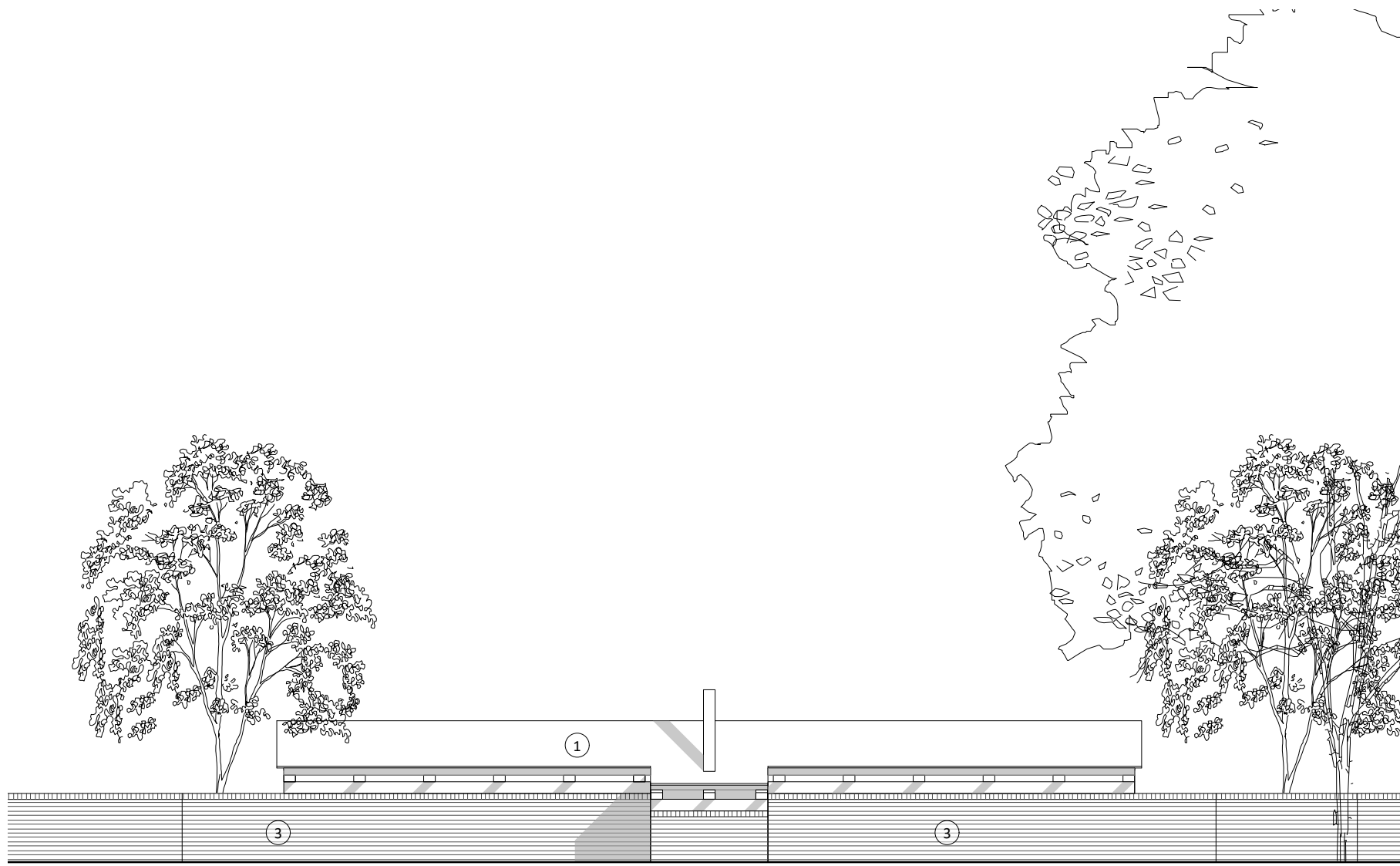
Flank Elevation



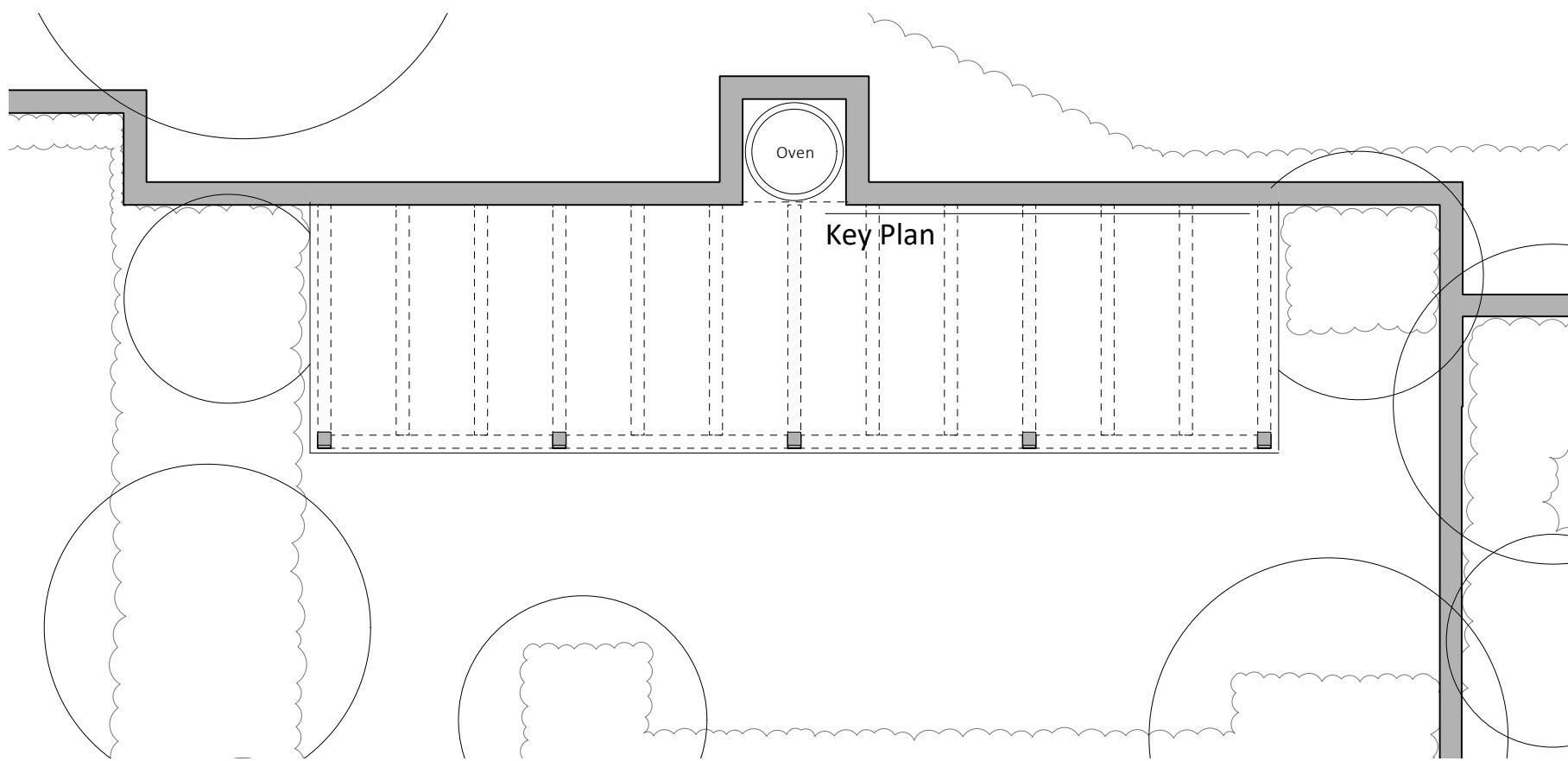
South Elevation



Section AA



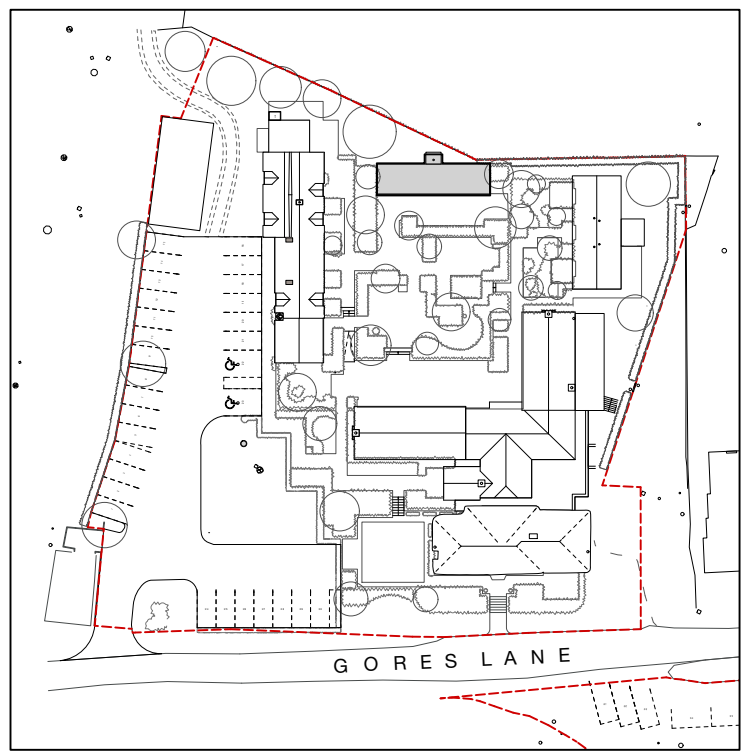
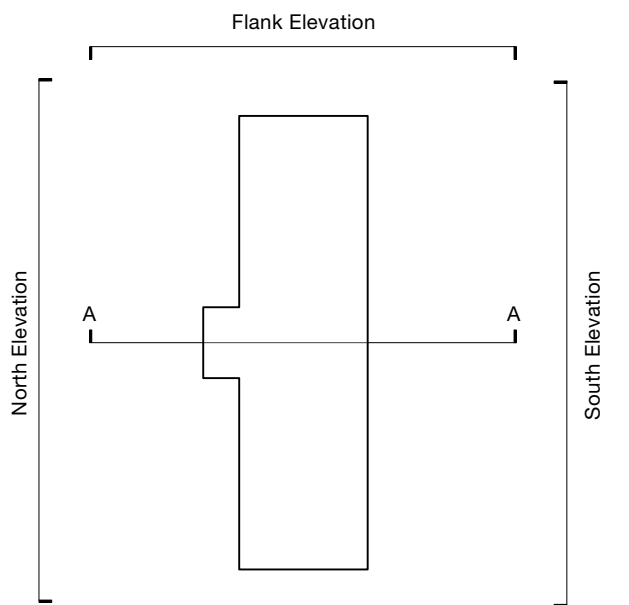
North Elevation



Ground Floor Plan

Material Key

1. Corrugated tin roof
2. Green oak timber frame
3. Brickwork wall



Key



APPENDIX 2: VIEWPOINT PHOTOGRAPHS



VP: 1	Viewpoint direction: North-east	Approximate distance from site: 105m
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 2	Viewpoint direction: North-east	Approximate distance from site: 15m
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 3	Viewpoint direction: North	Approximate distance from site: 30m
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 4	Viewpoint direction: West	Approximate distance from site: Adjacent
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 5	Viewpoint direction: West	Approximate distance from site: 45m
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 6	Viewpoint direction: South-west	Approximate distance from site: Adjacent
Taken by: WH	Photograph date: August 2026	OS map elevation: Between 110-115m AOD



VP: 7

Viewpoint direction: South

Approximate distance from site: 245m

Taken by: WH

Photograph date: August 2026

OS map elevation: Between 115-120m AOD