

APPENDICES



APPENDIX A METHODOLOGY

METHODOLOGY

There are two levels of Landscape and Visual Assessment.

L VIA as part of a standalone Landscape ‘appraisal’ and L VIA as part of an Environmental Impact Assessment (EIA). This methodology has been set out to define the processes involved in the first procedure, as part of a stand-alone appraisal.

Whilst the processes and principles are fundamentally the same, L VIA as part of an ‘appraisal’, is not required to establish the significance of the effects. GLVIA3 Statement of Clarification 1/13 10-06-13 states; *‘The reason is that should a landscape professional apply L VIA principles and processes in carrying out an appraisal and then go on to determine that certain effects would likely be significant, given the term ‘significant’ is enshrined in EIA Regulations, such a judgement could trigger the requirement for a formal EIA.’*

The level of information and assessment should be proportional to the scale of the project that is being assessed and the nature of its likely effects.

The GLVIA3 (table 3.1 - page 27) sets out the components required at this level of assessment and which have been used in the preparation of this document. These are:

Project Description

A description of the proposed development, main features of the proposals and any established parameters and this can include a description of any alternatives considered.

Baseline Studies

Establishing the baseline condition and nature of the landscape and visual components of the study area, including any forces for change or changes likely, independently of the development. Includes information of the condition and value of elements that contribute to the baseline and factors that would affect the sensitivity of receptors. These are described in further detail on the following pages. Landscape sensitivity and susceptibility follow on from the baseline as part of the effects.

The preliminary stages are aimed at building up a thorough understanding of the existing baseline conditions of the landscape and its resources. The latter stages analyse and evaluate the significance of predicted effects of the proposals taking account of the mitigation measures that have incorporated.

A desktop study was undertaken using Ordnance Survey maps, Landscape Character Assessments, topographic surveys, aerial photographs and sometimes, cross sections of the landscape. These sources were examined for existing patterns and scale of landform, land cover and built development, giving guidance on the general landscape character of the application site and its surroundings.

For visual analysis, an approximate extent of visibility (visual envelope) and likely persons (receptors) potentially affected by the proposals are recorded for further analysis in the field.

The GLVIA3 sets out a series of different visual receptor groups that may be considered;

- Public viewpoints, including buildings, open access land and PRoW
- Transport Routes
- Places of work

The guidance sets out that, in some cases, it may be appropriate to consider private view points such as residential properties. The extent and range of receptors should be agreed with the LPA where possible.

For the purposes of this assessment the effects on residential properties is used as a tool to inform the overall landscape and visual impact assessment/ appraisal **not** as part of a residential amenity assessment/appraisal. (Refer to GLVIA3 Statement of Clarification 2/14 28-01-14).

Field and Photographic surveys

A Pre-planning BS5837 Tree Survey is carried out at the beginning of the process to provide an understanding of potential landscape constraints. This is used, along with ecological studies and site visits, to provide a landscape constraint plan and potential opportunities to be developed as part of the strategy.

The extent of the visual envelope identified in the desk study is checked by initially looking out into the landscape from various locations within the application site and walking all footpaths and roads in the vicinity.

It is often the case that views from houses and places of work can only be predicted by looking towards the receptor from the application site and cross checking the view through section analysis. This process can be limited as views towards the receptor are seen from ground level and receptor views may be available from elevated viewpoints such as upper floor windows. In these instances, where sensitive views are being considered, professional experience and judgement are crucial and where doubts exist, are checked by cross sectional analysis.

Representative viewpoints (RVP’S) are selected to represent the range of receptors and distances from which there will be a potential impact by the proposals. The photographs are taken from publicly accessible locations in suitable weather conditions using an SLR camera with the focal lens length set at 50mm (equivalent to a 35mm film camera).

Specific Viewpoints (SVP) are often promoted or particular locations that have particular associations such as areas of landscape designations, recreation value or views with particular cultural or historical landscape associations.

Illustrative Viewpoints (IVP) are included to illustrate a particular effect or issue that impacts upon the views or character, although not necessarily a viewpoint.

The photographs within this document have been produced for context only. A professional judgement has been used to provide an extent of view that represents not only the site and its context but also an understanding of the quality of view and influences within the experiences.

The methodology for annotation Type 1 visualisation photographs¹ suggest two ‘Fields of View’ to provide a comparable ‘in the field’ visual experience²:

- 39.6° x 27° (single landscape photograph with a fixed 50mm lens) - presented at 390mm x 260mm @ A3; and
- 90° x 27° (multiple landscape photographs with a fixed 50mm lens) - presented 820mm x 250mm as a Cylindrical Panoramic image @ A1 width.

These can be reproduced at these dimensions if required.

Photographs are taken following the GLVIA and Landscape Institute Technical Guidance Note 06/19 - Visual Representation of Development Proposals. Locations of the photographs are recorded using a GPS.

Preliminary layout proposals are tested to obtain an initial understanding of what aspects of the proposed development might be seen from sensitive receptors and what influence the landscape elements such as; trees, hedges and woodland, might have in screening or filtering views. This information is then relayed to the architects as key constraints and opportunities plan and used to develop the masterplan.

¹ Photography and photomontage in landscape and visual impact assessment – Landscape Institute Advice Note 01/11;
² To be held at arms length.

Identification and Description of Effects

The assessment clearly and systematically evaluates the potential effects on the existing landscape and visual resources of the area, including whether they are adverse or beneficial. The effects should be considered in relation to their scale and size within the landscape context, the geographical influence and the potential duration and reversibility. The criteria for these are set out within Table Mag01.

Following the identification of these potential receptors, the likely effects of the development and the proposed mitigation are then assessed.

Landscape Impacts

These are concerned with the physical effects of the proposals on the landscape and the changes that might occur to its character and how it is perceived. Landscape effects can be direct or indirect, beneficial or adverse and can be cumulative, permanent or temporary (short, medium or long term).

Examples of changes and effects can include (but not exhaustive):

- Quantifiable removal of features to the landscape, such as the loss of trees, hedgerows or water bodies or conversely, the addition of new landscape elements such as woodland.
- Changes to the perception of the landscape
- Changes in the character of an area/local and wider landscape character areas
- Changes to the experience of being in a particular space or designed landscape
- Changes to the experience of driving or cycling along a road or walking along a footpath

Visual Impacts

Visual effects relate to the changes that might arise to available views as a result of physical changes to the landscape and how people might respond to those changes.

As with landscape impacts, effects may be positive (beneficial), negative (adverse) and arise at different scales (local, regional or national) with different levels of significance. The potential time-scales and mitigation measures should also be considered.

Mitigation

Table 3.1 of the GLVIA3 sets out that mitigation is only a requirement of the EIA process, however, it may be appropriate to consider mitigation of adverse effects to inform and contribute to a holistic design approach.

For the purposes of this assessment this has included investigating measure to avoid, remove or reduce adverse effects. It is considered that avoidance mitigation for any significant effects should be the pre-requisite to any scheme design.

Most development will inevitably result in some landscape or visual impacts which cannot be avoided. It is how these effects are dealt with in the design response that normally determines the acceptability, or not, of the development. These will be identified through the assessment of predicted effects and additional measures recommended.

Offset or compensatory mitigation are the measures to be undertaken in order to compensate for effects that cannot be satisfactorily mitigated by design alone.

Enhancement

Enhancement, whilst often a positive benefit of mitigation measures, is not in itself being proposed to offset a landscape or visual effect. These are measures that are considered to provide a positive benefit to the baseline condition of the receptors.

Enhancement is not a requirement of the EIA regulations but is often included as best practice and to provide a holistic approach to the development framework and landscape setting.

Susceptibility/Sensitivity to development

The GLVIA identifies sensitivity as a combination of the 'susceptibility of the receptor to a specific type of change or development' and the 'value related to that receptor'. The GLVIA sets out that the susceptibility of a Site must relate to the type of development that is being undertaken and not recorded as part of the baseline but form part of the assessment of effects.

The value of the elements that are considered to contribute to the value of the Site will be assessed as part of the baseline.

Technical Assumptions

For the purposes of the assessment the following assumptions have been made:

- For human receptors, views are assessed at 1.8m, assuming adult standing height
- For assessment of planting mitigation measures the following heights (Table 1) have been used. These are based on an average growth rate planted in suitable soils, during the optimum planting season and using good horticultural practices

These estimates are based on experience. So many variables are involved eg species of tree, bare-root or root-balled or container grown, health of planting stock, quality of soil, suitability of plant to soil type, drainage, competing vegetation, ability of operative doing the planting, quality of planting aftercare etc.

Table 01 - Average Planting Heights

Planting Type	Year 1	Year 5	Year 10	Year 15
Feathered Standard Trees	2.5-3m	4.5m	6.5m	8.5m
Selected Heavy Standard Trees	3.5m	4.5m	6.5m	8.5m
Semi-mature Tree	4.5	5.5m	7.5m	9.5m
Native Shrub/scrub	60-90cm	2m	3.5m	5m

ASSESSMENT CRITERIA LANDSCAPE

Landscape Value

The value of a landscape cannot be assessed by a standard approach and can apply to a combination of elements that contribute to the character of the landscape at a national, regional and local level.

The GLVIA3 looks at this technical issue and provides a list of potential criteria that could form part of the consideration of the value of undesignated landscapes (see Box 5.1 of the GLVIA3 - page 84). This is further guided by the Landscape Institutes Technical Guidance Note 02/21 Assessing landscape value outside national designations May 2021. The criteria in the following tables have been drawn from this table, desk top research and site visits. Professional judgement is then used to formulate an overall value that is used in the table.

- Quality, condition and intactness of both individual features and overall Landscape Condition (Table LV1);
- Uniqueness, rarity and contribution to key local features (Table LV1);
- Designation of a landscape or feature(s) (Table LV2);
- Scenic quality and appeal to the receptors senses, including perceptual aspects such as tranquillity (Table LV3);
- Cultural or historical associations and designations (Table LV4);
- Recreational use of the landscape (Table LV5); and
- Functionality (Table LV6).

Functionality is described as *'Landscape which performs a clearly identifiable and valuable function, particularly in the healthy functioning of the landscape'* this includes the landscape contribution to healthy landscape systems, to its character, setting and wider GI, including sustainability.

The value methodology tables form a guidance framework on which to base the appraisal. It may be that certain values are more significant to some receptors or have slightly alternative criteria. A landscape does not always need to fulfil all of the criteria, however, a thorough reasoning and assessment should be given to justify the value. This is where the professional judgement is key to identify and provide a well considered and balanced narrative of the overall value.

"Landscape value – The relative value or importance attached to a landscape (often as a basis for designation or recognition), which expresses national or local consensus, because of its quality, special qualities including perceptual aspects such as scenic beauty, tranquillity or wilderness, cultural associations or other conservation issues" – (source Annex 1 – Glossary of Terms An Approach to Landscape Character Assessment - Natural England October 2014).

Landscape Value Table 02 - Landscape Quality, Condition, Uniqueness, Rarity and Contribution to key features

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International/ National	Exceptional, well managed and unique high quality landscape and features that are fundamental to the character. Considered an outstanding exemplar.
	National, Regional District/Local	High quality landscape containing high quality and sometimes rare examples of key landscape characteristic features. Well managed, although some elements could be improved. Areas that contain High/Moderate quality examples of important features, experiences and views that identify with the expected perception and key characteristic of the surrounding character. Landscape appropriately managed with minimal detractors or threats to the overall condition or integrity. Trees groups or woodlands of particular visual importance as arboricultural and/or landscape features or of significant conservation, historical, commemorative or other value (e.g. veteran trees or wood pasture (Category A2/3 trees). Considered between 'outstanding' and 'everyday' landscape (see Glossary) ¹ .
MODERATE	Regional District/Local	Moderate quality landscape or features. Some management of the whole or significant features evident. Areas that contain Moderate/Low quality examples of important features, experiences and views that can detract from the expected perception and key characteristics of the surrounding character. Some landscape management, however, also some evidence of decline or potential damage to the overall condition or integrity. Trees present in numbers, usually growing as groups or woodlands, such as they attract a higher collective rating than they might as individuals; or trees occurring as collectives but situated so as to make little visual contribution to the wide locality. Trees with material conservation or other cultural value (Category B2/3 trees). Considered an 'everyday' landscape.
	District/Local	An ordinary low quality landscape with features in a degraded or damaged condition. Certain elements may be worthy of conservation and enhancement, currently minimal management. Areas that are devoid or contain minimal examples of important features, experiences and views. Low expected perception with major alteration and detractors to the key elements of the surrounding character. Trees present in groups or woodlands, but without this conferring on the significantly greater collective landscape value; and/or trees offering low or only temporary/transient landscape benefits. Trees with no material conservation or other cultural value (Category C2/3 trees). Considered between 'everyday' and 'degraded' landscape.
VERY LOW/ NEGLECTIBLE	N/A	An ordinary low quality landscape, devoid of any key landscape features, often with minimal management. A 'degraded' landscape.

¹ Terminology taken from Glossary of the Information System of the Council of Europe Landscape Convention Spatial planning and landscape, No. 106 - Refer to Glossary for definitions

Landscape Value Table 03 - Designated Landscape Assets/Features

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International/ National	<p>World Heritage Sites, National Parks, AONB</p> <p>Notable contribution to internationally and / or nationally-designated areas relating to the elements of landscape character - landscape features, biodiversity, archaeology, historic/cultural and/or geological.</p> <p>This can include Registered Historic Parks and Gardens, Scheduled Monuments, Grade I and / or II listed buildings context / setting of heritage asset, contribution to character of settlement or feature of international or national importance, SACs, SSSIs,</p> <p>Contribution to international and nationally important assets identified through heritage and ecological assessment.</p>
HIGH	National, Regional District/Local	<p>Areas of AONB and National Parks that may have been degraded through historic use, inappropriate management or subject to degradation.</p> <p>Notable contribution to designation which have nationally-regional importance relating to the elements of landscape character - landscape features, biodiversity, archaeology, historic/cultural and or geological.</p> <p>This can include Areas of Great Landscape Value (AGLV) , Unregistered Historic Parks and Gardens, Country Parks, TPOs, Ancient Woodlands, Local Wildlife Sites / Local Nature Reserves, Grade II Listed Buildings, Conservation Areas, setting of heritage asset, contribution to character of settlement or feature of national or regional importance</p> <p>Contribution to nationally and regionally important assets identified through heritage and ecological assessment.</p>
MODERATE	Regional District/Local	<p>Un-designated landscapes which have specific policy, strategies and guidance for their protection and enhancement.</p> <p>Notable contribution to locally designated areas relating to the elements of landscape character, setting, landscape features , biodiversity, archaeology, historic/cultural and or geological.</p>
LOW	District/Local	<p>Un-designated landscapes without specific policy, strategies or guidance for their protection and enhancement.</p> <p>Limited contribution to locally designated or undesignated areas relating to the elements of landscape character, setting, landscape features, biodiversity, archaeology, historic, cultural and or geological.</p>
VERY LOW/ NEGLIGIBLE	N/A	Negligible contribution to any landscape feature or function.

Landscape Value Table 04 - Scenic Quality & Perceptual

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International/ National	<p>Representative of the expected views and distinctive scenic quality of an internationally or nationally recognisable landscape or specific view.</p> <p>Lack of human activity providing a sense of total remoteness/wilderness.</p> <p>Emotive landscapes - landscapes that invoke inspiration and awareness of a very natural or culturally important landscape.</p> <p>Areas identified as Dark Sky Areas/Reserves.</p> <p>Tranquil and remote landscape with minimal influence from human activity.</p>
HIGH	National, Regional District/Local	<p>Forms part of the attractive views/scenic quality representative of the designated or highly valued landscape. Contains important or distinctive landscape features, or is important in recognised views.</p> <p>Predominantly free of human activity providing a strong sense of remoteness/wilderness.</p> <p>Emotive landscapes, landscapes that invoke inspiration and awareness of a very natural or culturally important landscape.</p> <p>Areas identified as Dark Sky Areas with some long distance light influences/occasional light from local roads/dwellings.</p> <p>A tranquil or rural landscape with minimal or occasional influence from human activity.</p>
MODERATE	Regional District/Local	<p>Forms part of/or a feature notable within local views. Strong visual links to locally distinctive landscape features such as local monuments and church spires.</p> <p>Landscapes that invoke inspiration and awareness of a perceived attractive landscape, setting or locally culturally important landscape.</p> <p>Areas that are affected by low level light influences/light from local roads/dwellings/close urban boundaries.</p> <p>Background influenced by transport networks or noise pollution, some human activity which can impact upon the potential tranquillity.</p>
LOW	District/Local	<p>The landscape has a limited influence in local views with minimal scenic value. Some visual links to locally identifiable features.</p> <p>Landscapes that are strongly influenced by urban setting, form, scale and massing.</p> <p>Landscape that can invoke a feeling of threat or unease.</p> <p>Areas influenced by lighting, street lighting and lighting along main transport routes.</p> <p>Heavily influenced by major transport networks, noise pollution and moderate or intermittent human activity.</p>
VERY LOW/ NEGLIGIBLE	N/A	<p>The landscape does not form a significant feature in local views or have any scenic value. No visual links to locally valued distinctive features and not representative of the local landscape. Landscape that invokes a feeling of threat or unease.</p> <p>Heavily influenced by major transport networks//industrial/waste management including noise pollution, odour, high level lighting, constant human activity.</p>

Landscape Value Table 05 - Cultural or Historical Associations or Designations

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International/ National	Forms part of the setting for internationally important historical buildings or cultural features. Landscape has strong historical and cultural associations.
HIGH	National, Regional District/Local	Provides a setting for Listed Buildings, Registered Parks and Gardens or nationally important historical/cultural features. The landscape contains elements that have historical and cultural associations.
MODERATE	Regional District/Local	Contains some local historic and cultural associations but not necessarily related to the landscape.
LOW	District/Local	Historical and cultural associations that do not relate to the landscape.
VERY LOW/ NEGLIGIBLE	N/A	No historical or cultural associations.

Landscape Value Table 06 - Recreational Use of the Landscape

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International/ National	Provides a nationally important recreational resource or attraction.
HIGH	National, Regional District/Local	Provides well used recreational facilities and attractions for locals and visitors.
MODERATE	Regional District/Local	Provides a well-used recreational resource or attraction for local residents/community.
LOW	District/Local	Provides some informal recreational use of limited access.
VERY LOW/ NEGLIGIBLE	N/A	No recreational or public access.

Landscape Value Table 07 - Functionality

VALUE	IMPORTANCE	TYPICAL EXAMPLES/FEATURES
VERY HIGH	International	Landscapes and landscape elements which provide a significant contribution to the healthy functioning of an internationally recognised landscape, Green Infrastructure designation or policy (UNESCO, RAMSAR, SAC, SPA). Plays a significant role in the wider landscape / visual function of Green Belt.
HIGH	National, Regional, District	Landscapes and landscape elements with a number of key features which play an important role and function as part of a wider National/Regional/District Green Infrastructure network, designation or policy (e.g National Park, AONB, Floodplain). Plays a role in the wider landscape / visual function of Green Belt, Green Gap and other landscape buffers at a strategic scale.
MODERATE	Regional, District/Local	Landscapes and landscape elements with some key features or functional links with adjacent nationally designated landscapes, their setting or special features. Provides some contribution to the function of Regional/District/Local Green Infrastructure networks, designations or policies (e.g AGLV, Flood plain, Green Gap, BOA). Plays a role in the local landscape protection and visual function of Green Gap and other landscape buffers of settlements.
LOW	District/Local	Contribution to the function of the landscape is weak or limited to a localised level. Examples of poor management, erosion or loss of features, links to wider designations/features are ineffective. Limited or no contribution to the local landscape protection and visual function of Green Gap and other landscape buffers of settlements.
VERY LOW/ NEGLIGIBLE	N/A	Does not contribute to the functioning of any landscape.

Landscape Susceptibility

Potential receptors are identified through the baseline and site visits. Threshold tables are used to assess the sensitivity or importance of receptors, the magnitude of change and the resulting significance. By correlating the magnitude and sensitivity it is possible to identify the level of significance of each impact.

These tables provide guidance only. An impact can sometimes deviate from the set criteria through site specific circumstances and professional judgement, however, this will be justified through sound rational.

Landscape character is inherently affected by the quality or condition of key elements within the site or its surroundings. Assessment of the quality is based on the physical state, visual and habitat intactness of the landscape, individual features or elements which contribute to the overall character including:

- The influence of existing built features and other detracting features
- Appropriate land use and management
- Consistency, strength, quality and intactness of both the landscape and visual components

The susceptibility to change relates to the ability of the Application Site to *'accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategy.'*

Potential landscape receptors include key features/characteristics identified within the various LCAs as well as criteria identified through the site visits and technical assessments.

Table 08 - Landscape Susceptibility

LANDSCAPE SUSCEPTIBILITY	
HIGH	<p>A well-recognised landscape or features afforded protection through international/national, local or regional policy and designation.</p> <p>A landscape that strongly contributes to the distinctive nature and key features/qualities identified within AONB/National Park/LCA/ National/Regional Heritage Assets and criteria identified within any LPA capacity/sensitivity assessments.</p> <p>Landscapes identified within Capacity assessment as contributing to or having Low/Negligible capacity for development.</p> <p>A landscape particularly sensitive to adverse change that would only accept minor and not easily recognisable adverse effects on the physical and perceived qualities of a landscape or townscape character, feature or elements that contribute to its distinctiveness.</p>
MEDIUM	<p>A locally recognised landscape or feature, although not protected, valued as a landscape resource or influential on the local character.</p> <p>A landscape or feature that is identified to detract or negatively effect the distinctive nature and key features/qualities identified within AONB/National Park/LCA/National Heritage Assets criteria. Will require justification and clear clarification of opportunities for improvement.</p> <p>Landscapes associated with heritage or cultural assets but not deemed to contribute to them within Heritage assessments.</p> <p>A landscape that has a moderate contribution to the distinctive nature and key features/qualities identified within local policy/LCA and criteria identified within any LPA capacity/sensitivity assessments.</p> <p>Landscapes identified within Capacity assessment as contributing to or having Moderate capacity for development.</p> <p>A landscape capable of accepting limited change resulting in an easily recognisable new element within the landscape or townscape character, or impact on a feature that would not be perceived as out of context with the overall quality and experience.</p>
LOW	<p>A landscape capable of accommodating considerable proposed change without significant effects on landscape or townscape character, features or elements. A degraded or low quality landscape with poor structure, condition and value.</p> <p>A landscape that has a low/negligible contribution to the distinctive nature and key features/qualities identified within local policy/ LCA and criteria identified within any LPA capacity/sensitivity assessments.</p> <p>Landscapes identified within Capacity assessment as contributing to or having Moderate to High/High capacity for development.</p>

Landscape Sensitivity

The GLVIA identifies sensitivity as a combination of the **'susceptibility of the receptor to a specific type of change or development'** and the **'value related to that receptor'**.

Landscape sensitivity relates to the extent that a landscape feature or area can *'accept change of a particular type and scale without unacceptable adverse effects on its character;* and is based on the matrix in LSS Table 02.

A clear narrative should be given explaining how the sensitivity relates back to the relevant criteria for susceptibility and value. A landscape does not have to be a protected or designated landscape to have a high sensitivity, for example; if it scores highly in other values and susceptible features.

Table 09 - Landscape Sensitivity

LANDSCAPE VALUE (SEE LANDSCAPE VALUE TABLES 1 - 6)	LANDSCAPE SUSCEPTIBILITY - SEE TABLE 1		
	HIGH	MEDIUM	LOW
VERY HIGH	High to Very High	High	High - Moderate
HIGH	High	High - Moderate	Moderate
MODERATE	High - Moderate	Moderate	Moderate - Low
LOW	Moderate	Moderate - Low	Low
VERY LOW	Moderate-Low	Low	Low - Very Low

VISUAL

Visual Sensitivity

Visual sensitivity relates to the susceptibility of the receptor and the value attached to the view. This can include:

- The location and context of the viewpoint
- The amount of use
- The expectations and activity of the receptor
- The importance of the view

In determining the sensitivity there is the potential for a significant difference between well used footpaths, that offer extensive panoramas of attractive countryside, and footpaths that show minimal signs of usage or are heavily influenced by urban form, major detractors or busy transport routes.

Visual Table 10 - Sensitivity

RECEPTOR		VIEW TYPE	SENSITIVITY
PRIVATE DWELLINGS	GARDENS/ OUTDOOR SPACE/ VIEWS FROM DWELLINGS	<p>Susceptibility: Often used for sitting and leisure, where people congregate with opportunity for high quality views over the surrounding landscape.</p> <p>Windows orientated and designed to take advantage of specific views where people may congregate for a prolonged period of time.</p> <p>Balconies orientated and designed to take advantage of high quality views during the day.</p> <p>Value: High Value placed on the view, contributing to the setting and landscape enjoyed by the resident.</p>	High
		<p>Susceptibility: Gardens that are Moderately well screened with opportunities for occasional Moderate quality views towards the surrounding landscape.</p> <p>Windows that are orientated towards moderate or unexceptional quality views and contain urban elements or detracting views.</p> <p>Bedroom windows used for relatively short periods with curtains drawn at night.</p> <p>Value: Elements of the views may contribute to the setting or views experienced by the resident.</p>	Moderate
		<p>Susceptibility: Gardens that are very well screened with no or extremely limited opportunities of low quality views towards the surrounding landscape.</p> <p>Windows that overlook low quality or degraded landscape, or are dominated by large urban structures.</p> <p>Windows illuminating stairs, bathrooms or toilets.</p> <p>Value: Low/Negligible Value, does not impact upon the expectation of views.</p>	Low
		<p>Susceptibility: Outdoor seating areas, used for small periods of time where the view is not the focus of the activity.</p> <p>Value: Negligible Value, does not impact upon the expectation of views.</p>	Low
PLACES OF WORK	EXTERNAL AREAS	<p>Susceptibility: Outdoor seating areas, used for small periods of time where the view is not the focus of the activity.</p> <p>Value: Negligible Value, does not impact upon the expectation of views.</p>	Low
	GROUND & UPPER FLOORS	<p>Susceptibility: Windows overlooking development.</p> <p>Value: Negligible Value, does not impact upon the expectation of views.</p>	Low

RECEPTOR		VIEW TYPE	SENSITIVITY
RECREATIONAL ROUTES	PROW, CROWS& CYCLE ROUTES & WATERWAYS	<p>Susceptibility: Nationally designated/strategic paths/cycle ways with a high expectation of very high quality views and experiences including elevated panoramas.</p> <p>Value: Very high value - internationally or nationally recognised and designated scenic or tourist routes through high quality and exceptional landscape setting. Forming part of a renown scenic destination or visual experience.</p>	Very High
		<p>Susceptibility: Recreational paths/cycle ways with a high expectation of quality views and experiences of the surrounding landscape.</p> <p>Value: High value views and experiences from protected national, regional or local landscapes and protected views. Views from recognised recreational routes that take advantage of key landscapes and views.</p>	High
		<p>Susceptibility: Recreational paths/cycle ways with a Moderate expectation of views and experiences and contain elements that are uncharacteristic or discordant with the overall view.</p> <p>Value: Elements of the views and experiences positively contribute to the expectations of the user. Limited to local value.</p>	Moderate
		<p>Susceptibility: General access routes that are dominated by discordant and low quality aspects of the neighbouring landscape. Includes routes that appear to not be in use.</p> <p>Value: The views do not contribute to the perception or expectations of the user.</p>	Low
OTHERS	PUBLIC OPEN SPACE	<p>Susceptibility: Managed public open space normally found within or adjoining settlements used for formal and informal play/ sporting activities and intermittent use</p> <p>Value: The view may contribute to the activities.</p>	Moderate
		<p>Susceptibility: Managed public open space within urban settings or engaged in activities that do not depend upon the appreciation of the view.</p> <p>Value: Low/Negligible Value, does not impact upon the expectation of views.</p>	Low
	DESIGNATED CULTURAL/ HISTORICAL ASPECTS	<p>Susceptibility: Views from and towards the feature form an integral part of the perceived setting of a designated heritage asset.</p> <p>Value: High value views contributing to the setting and experiences. Protected views associated with the asset.</p>	High
ROADS	RURAL	<p>Susceptibility: Well used recreation routes that allow prolonged high quality views of a designated landscape.</p> <p>Value: High value views and experiences from recognised recreational routes that take advantage of key landscapes and views.</p>	High
		<p>Susceptibility: Lanes or roads that provide local access to isolated settlements or may have occasional opportunities for both high and medium quality views.</p> <p>Value: Elements of the landscape positively contribute to the experience and views from the route</p>	Moderate
		<p>Susceptibility: Busy lanes where there is no expectation of high quality or prolonged views of the landscape or are low quality when available.</p> <p>Value: Views and experiences are not appreciated by or form the focus of the user.</p>	Low
		<p>Susceptibility: Traffic speed likely to limit experience and influence on receptors. Urban locations.</p> <p>Value: Views and experiences are not appreciated by or form the focus of the user.</p>	Low
	MAIN	<p>Susceptibility: Traffic speed likely to limit experience and influence on receptors. Urban locations.</p> <p>Value: Views and experiences are not appreciated by or form the focus of the user.</p>	Low
ALL		<p>Susceptibility: No views are available, usually within the urban environment.</p> <p>Value: No attached value.</p>	Negligible

NATURE OF EFFECT - MAGNITUDE

The nature of the effect is defined as ‘a combination of the scale, extent and duration of an effect,’ The criteria for levels of magnitude of change for both landscape and visual receptors are outlined in the following table. The following descriptions provide guidelines only with professional judgement on the final nature of effects and a justified reasoning provided within the effects description.

Effects Table 11 - Magnitude

TYPE	MAGNITUDE	CRITERIA
ADVERSE	Major	<p>Size or scale: Total loss of or major alteration to key elements/features/characteristics of the baseline i.e. pre-development landscape and/or introduction of elements considered to be totally uncharacteristic when set up within the attributes of the receiving landscape. Major changes in views where the development would form a major and immediately apparent part of the scene that affects and changes its overall character and would be experienced on a regular or permanent basis.</p> <p>Geographical extent: The proposals will affect a large number of Landscape Character Types (LCT) or Landscape Character Areas (LCA) or significance change to the site and its immediate setting. Direct views from high sensitivity receptors, at a close distance to the proposed development. Potential wide ranging visual effects from very high sensitivity receptors.</p> <p>Duration/Reversibility: Long term (more than 10 years) or permanent negative changes to the landscape that are difficult or impossible to mitigate or replace. Irreversible, a permanent change that can not be returned to the original character.</p>
	Moderate	<p>Size or scale: Partial loss of or alteration to key elements/features/characteristics of the baseline i.e. pre-development landscape or view and/or introduction of elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic when set within the attributes of the receiving landscape. Moderate changes in views where the development may form a visible and recognisable new element within the scene and may be readily noticed by the observer and would be experienced on an occasional basis.</p> <p>Geographical extent: Negative effects noted over a moderate proportion of the identified study area or LCA/LCT. Indirect views from high sensitivity receptors within the wider landscape, or filtered/partially screened views from moderate sensitivity receptors within the local landscape.</p> <p>Duration/Reversibility: Medium term (5-10 years) or permanent negative changes to the landscape that are difficult or impossible to mitigate or replace. Partially reversible, a potential to reinstate the landscape to contain elements of its original appearance or reduced operational timescale with potential to be removed.</p>
	Minor	<p>Size or scale: Minimum loss of or alteration to key elements/features/characteristics of the baseline i.e. pre-development landscape and/or introduction of elements that may be prominent but may not be uncharacteristic when set within the attributes of the receiving landscape. Minor changes in view, few receptors affected, where development would be a minor component of the wider view and may be missed by the casual observer. Awareness of the proposals would not have a marked effect on the scene.</p> <p>Geographical extent: Negative effects limited to a localised area, forms a small part of the identified study area or LCA/LCT. Forms a potential minor feature within long/middle distance views of close distance/local heavily filtered winter views.</p> <p>Duration/Reversibility: Short term adverse changes that can be mitigated or reinstated within 5 years. Fully reversible, ability to return to its original condition or character or very limited operational/temporary timescale.</p>
NEGLECTIBLE	Negligible	<p>Size or scale: Very Minimum loss of or alteration to key elements/features/characteristics of the baseline i.e. pre-development landscape and/or introduction of elements that are not uncharacteristic with the surrounding landscape - no change. No perceived change in views or where the development would be scarcely appreciated and, on balance, would have little effect on the scene.</p> <p>Geographical extent: Effects are limited to a small part of the identified study area or LCA/LCT and limited to slight/subtle changes to the immediate setting.</p> <p>Duration/Reversibility: Changes are not appreciated.</p>
BENEFICIAL	Minor	<p>Size or scale: Minor improvement or removal of elements/features/characteristics that slightly detracts from the baseline character of the landscape and/or introduction of new elements, which relate to and provide minor enhancement to the baseline character of the landscape. Where enhancement or mitigation would be a minor component of the wider view, few receptors affected and may be missed by the casual observer. Awareness of the proposals would have a minor improvement on the scene.</p> <p>Geographical extent: Positive effects limited to a localised area, forms a small part of the identified study area or LCA/LCT. Improvement to direct views from receptors at a close distance to the proposed development. Potential improvements to wide ranging visual effects from long distance receptors.</p> <p>Duration/Reversibility: Long term (more than 10 years) or permanent positive changes to the landscape but do not fully mitigate the total effects of the proposals.</p>
	Moderate	<p>Size or scale: Moderate improvement or removal of elements/features/characteristics that currently detract from the baseline character of the landscape and/or introduction of new elements, which fit into the baseline landscape/townscape and moderately enhance the baseline character of the landscape/townscape. Moderate enhancement of views and/or many receptors affected where the development may form a visible and recognisable new element within the scene and may be readily noticed and appreciated by the observer.</p> <p>Geographical extent: Positive effects noted over a moderate proportion of the identified study area or LCA/LCT. Potential partial mitigation of proposals within long/middle distance views. Some benefits to indirect views from high sensitivity receptors within the wider landscape, or filtered/partially screened views from moderate sensitivity receptors within the local landscape.</p> <p>Duration/Reversibility: Medium term (5-10 years) or permanent positive changes to the landscape that will increase over time affording partial mitigation.</p>
	Major	<p>Size or scale: Major improvement or removal of several notable elements/features/characteristics that significantly detract from the baseline character of the landscape and/or introduction of new elements, which fit into the baseline landscape and substantially enhance the baseline character of the landscape. Major enhancement of views and or large numbers of receptors affected. Where the development may form a visible and recognisable new element within the scene and may be readily noticed and appreciated by the observer.</p> <p>Geographical extent: The proposals will have a positive contribution to immediate and wider Landscape Character Types (LCT) or Landscape Character Areas (LCA) or significant positive change to the site and its immediate setting and close range receptors. Successfully mitigates and assimilates close distance/local views.</p> <p>Duration/Reversibility: Short term and positive changes that provide successful mitigation and enhancement within 5 years. Fully reversible, ability to return to its original condition or character or very limited operational/temporary time-scale.(e.g restoration of landscape/re-mediation of derelict/poor quality landscape.)</p>

DETERMINING THE LEVEL OF EFFECT

Once the sensitivity to the type of development proposed, and the magnitude of the effect has been established, the matrix in Table 02 Effects is applied. The results are then compared and tested, and professional judgement applied in order to determine the fine grain of the assessment and ensure that the results are consistent and logical, and determine a final level of effect.

Effects Table 02- Effects Matrix

		Sensitivity of Receptor				
		Very High	High	Moderate	Low	Negligible
Magnitude of Change	Major	Major	Major	Major to Moderate	Moderate	Moderate to Minor
	Moderate	Major to Moderate	Major to Moderate	Moderate	Moderate to Minor	Minor
	Minor	Major to Moderate	Moderate to Minor	Moderate to Minor	Minor	Minor to Negligible
	Negligible	Moderate to Minor	Minor	Minor to Negligible	Minor to Negligible	Negligible
	None	None	None	None	None	None

GLOSSARY

Taken from the GLVIA3 the following provide definitions to terminology used within the LVIA process.

Access land - Land where the public have access either by legal right or by informal agreement.

Baseline studies - Work done to determine and describe the environmental conditions against which any future changes can be measured or predicted and assessed.

Characterisation - The process of identifying areas of similar landscape character, classifying and mapping them and describing their character.

Characteristics - Elements, or combinations of elements, which make a contribution to distinctive landscape character.

Compensation Measures - devised to offset or compensate for residual adverse effects which cannot be prevented/avoided or further reduced.

Degraded landscapes - Degraded landscapes are those to which the population no longer assigns positive values, and which therefore no longer have a role to play. This is why they are usually the subject of planning at the most appropriate level (national, regional or local).

Degradation of a landscape may be caused by its “loss of usefulness” or abandonment.

When we speak of loss of usefulness, we refer to a landscape which no longer has the role that it previously played for the population, leading people to take a negative view of the landscape which forms their surroundings.

In the event of abandonment, the landscape becomes an industrial, commercial, tourist, urban or agricultural wasteland or consists of infrastructure no longer in use.

Degradation of a landscape may be a result of simplification, namely, the loss of the character and values of the landscape concerned, which had underpinned the population’s identity. Then the population no longer has a clear perception of that landscape.

Degradation of a landscape may be due to a loss of consistency. This may be referred to as fragmentation. Such a degraded landscape is no longer perceived as a set of interacting features, but as the sum of a number of fragments of land without social, cultural or natural links between them.

Degradation of a landscape may also be a consequence of a natural or technological disaster (pollution, fires, flooding, landslides, etc.). The extent of the disaster may radically alter the natural and/or human factors which shaped a landscape and leave a “desolation landscape” which may take a very long time, or even be impossible, to restore.

It should nevertheless be pointed out that some degraded landscapes may be significant evidence of a territory's history, and therefore correspond to “particular values assigned to them by the interested parties and the population concerned”. This is why, for example, several mining, industrial and war related sites are now included on the World Heritage List. - Terminology taken from Glossary of the Information System of the Council of Europe Landscape Convention Spatial planning and landscape, No. 106

Designated landscape - Areas of landscape identified as being of importance at international, national or local levels, either defined by statute or identified in development plans or other documents.

Development - Any proposal that results in a change to the landscape and/or visual environment.

Direct effect - An effect that is directly attributable to the proposed development.

Elements - Individual parts which make up the landscape, such as, for example, trees, hedges and buildings.

Enhancement - Proposals that seek to improve the landscape resource and the visual amenity of the proposed development site and its wider setting, over and above its baseline condition.

Environmental Impact Assessment (EIA) - The process of gathering environmental information; describing a development; identifying and describing the likely significant environmental effects of the project; defining ways of preventing/avoiding, reducing, or offsetting or compensating for any adverse effects; consulting the general public and specific bodies with responsibilities for the environment; and presenting the results to the competent authority to inform the decision on whether the project should proceed.

Environmental Statement - A statement that includes the information that is reasonably required to assess the environmental effects of the development and which the applicant can, having regard in particular to current knowledge and methods of assessment, reasonably be required to compile, but that includes at least the information referred to in the EIA, Regulations.

Everyday landscapes - Everyday landscapes are usually those corresponding to most surroundings where people live. They change constantly as a result of the effects of social, economic and environmental developments. The values assigned to them by the population are linked primarily to individual and social well-being. This is why they are usually the subject of management at the most appropriate level (national, regional or local) - Terminology taken from Glossary of the Information System of the Council of Europe Landscape Convention Spatial planning and landscape, No. 106

Feature - Particularly prominent or eye-catching elements in the landscape, such as tree clumps, church towers or wooded skylines OR a particular aspect of the project proposal.

Geographical Information System (GIS) - A system that captures, stores, analyses, manages and presents data linked to location. It links spatial information to a digital database.

Green Infrastructure (GI) - Networks of green spaces and watercourses and water bodies that connect rural areas, villages, towns and cities.

Heritage - The historic environment and especially valued assets and qualities such as historic buildings and cultural traditions.

Historic Landscape Characterisation (HLC) and Historic Land-use Assessment (HLA) - Historic characterisation is the identification and interpretation of the historic dimension of the present-day landscape or townscape within a given area. HLC is the term used in England and Wales, HLA is the term used in Scotland.

Indirect effects - Effects that result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of interrelationships or a complex pathway. They may be separated by distance or in time from the source of the effects.

Iterative design process - The process by which project design is amended and improved by successive stages of refinement which respond to growing understanding of environmental issues.

Key characteristics - Those combinations of elements which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.

Land cover - The surface cover of the land, usually expressed in terms of vegetation cover or lack of it. Related to but not the same as land use .

Land use - What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.

Landform - The shape and form of the land surface which has resulted from combinations of geology, geomorphology, slope, elevation and physical processes ..

Landscape - An area, as perceived by people, the character of which is the result of . the action and interaction of natural and/or human factors .

Landscape and Visual Impact Assessment (LVIA) - A tool used to identify and assess the likely significance of the 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 Character - A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.

Landscape Character Areas (LCAs) These are single unique areas which are the discrete geographical areas of a particular landscape type.

Landscape Character Assessment (LCA) - The process of identifying and describing variation in the character of the landscape, and using this information to assist in managing change in the landscape. It seeks to identify and explain the unique combination of elements and features that make landscapes distinctive. The process results in the production of a Landscape Character Assessment.

Landscape Character Types (LCTs) - These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.

Landscape classification - A process of sorting the landscape into different types using selected criteria but without attaching relative values to different sorts of landscape.

Landscape effects - Effects on the landscape as a resource in its own right.

Landscape quality (condition) - A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.

Landscape receptors - Defined aspects of the landscape resource that have the potential to be affected by a proposal.

Landscape strategy - The overall vision and objectives for what the landscape should be like in the future, and what is thought to be desirable for a particular landscape type or area as a whole, usually expressed in formally adopted plans and programmes or related documents.

Landscape value - The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons.

Magnitude (of effect) - A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration.

Outstanding landscapes - Outstanding landscapes are those to which the population has assigned a heritage value. This is why they are usually the subject of protection at the most appropriate level (national, regional or local). Such protection does not have the effect of preserving these landscapes in a given state, for every landscape changes. - Terminology taken from Glossary of the Information

System of the Council of Europe Landscape Convention Spatial planning and landscape, No. 106

Parameters - A limit or boundary which defines the scope of a particular process or activity.

Perception - Combines the sensory (that we receive through our senses) with the cognitive (our knowledge and understanding gained from many sources and experiences).

Photomontage - A visualisation which superimposes an image of a proposed development upon a photograph or series of photographs.

Receptors- See Landscape receptors and Visual receptors.

Sensitivity - A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor.

Significance - A measure , the importance or gravity of the environmental effect, defined by significance criteria specific to the environmental topic.

Stakeholders - The whole constituency of individuals and groups who have an interest in a subject or place.

Susceptibility - The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences.

Townscape - The character and composition of the built environment including the buildings and the relationships between them, the different types of urban open space, including green spaces, and the relationship between buildings and open spaces.

Tranquillity - A state of calm and quietude associated with peace, considered to be a significant asset of landscape.

Visual amenity - The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area.

Visual effects - Effects on specific views and on the general visual amenity experienced by people.

Visual receptors - Individuals and/or defined groups of people who have the potential to be affected by a proposal.

Visualisation - A computer simulation, photomontage or other technique illustrating the predicted appearance of a development.

Zone of Theoretical Visibility (ZTV; sometimes Zone of Visual Influence) - A map usually digitally produced, showing areas of land within which a development is theoretically visible.

APPENDIX B
RELEVANT POLICY EXTRACTS

National Planning Policy Framework December 2024 (NPPF)

The NPPF places emphasis on the fostering of “well designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs” as part of the overarching social objective (section 2. para 8b). It also emphasises an environmental objective (section 2. para 8c) “to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy”. The following paragraphs consider other extracts of pertinence to this chapter.

The NPPF (section 2. Achieving Sustainable Development para 9) states:

“Planning policies and decisions should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area.”

and continues (section 3. para 20):

“Strategic policies should set out an overall strategy for the pattern, scale and design quality of places, and make sufficient provision for:

d) Conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.”

The NPPF Section 12: Achieving Well Designed Places (para 135) states that:

“Planning policies and decisions should ensure that developments:

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

b) Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

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

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

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

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

Paragraph 136 also notes that trees make an important contribution to the character and quality, and can also help mitigate and adapt to climate change. It promotes retention of trees wherever possible and the introduction of tree lined streets, parkland tree planting, woodlands and community orchards.

The NPPF section 14: Meeting the Challenge of Climate Change (para 164) states that:

“New development should be planned for in ways that:

a) avoid increased vulnerability to the range of impacts arising from climate change. When new development is brought forward in areas which are vulnerable, care should be taken to ensure that risks can be managed through suitable adaptation measures, including through incorporating green infrastructure and sustainable drainage systems;”

The NPPF section 15: Conserving and Enhancing the Natural Environment states that:

“Planning policies and decisions should contribute to and enhance the natural and local environment by:

a) Protecting and enhancing valued landscapes, Sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

b) Recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services - including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;

c) Maintaining the character of the undeveloped coast, while improving public access to it where appropriate;

d) Minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures; and incorporating features which support priority or threatened species, “ (para 187)

In relation to the Cotswold National Landscape, paragraph 189 states:

“Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes, which have the highest status of protection in relation to these issues./development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas.”

Wiltshire Core Strategy (2015-2026) Adopted January 2015 & Saved Policies

Core Policy 18: Spatial Strategy for the Pewsey Community Area

Development in the Pewsey Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1.

Local Service Centres: Pewsey

Large Villages: Burbage, Great Bedwyn, Shalbourne and Upavon.

Small Villages: Alton Priors / Alton Barnes, Charlton St Peter, Chirton, East Grafton, Easton Royal, Ham, Hilcott, Little Bedwyn, Manningford Bruce, Marden, Milton Lilbourne, Oare, Rushall, Stanton St Bernard, Wilcot, Woodborough and Wootton Rivers.

The following locally important rural employment sites will be supported in accordance with Core Policy 35: Salisbury Road Business Park, Marlborough Road and Broomcroft Road, Pewsey; Manor Farm, Manningford Bohune; Hirata site, Burbage.

Over the plan period (2006 to 2026), 2 ha of new employment land (in addition to that delivered or committed at April 2011) will be provided including: Land at Marlborough Saved Kennet Local 1.66 ha Road, Pewsey Plan Allocation

Approximately 600 new homes will be provided in the Community Area. Growth in the Pewsey Community Area over the plan period may consist of a range of sites in accordance with Core Policies 1 and 2. Development proposals in the Pewsey Community Area will need to demonstrate how the relevant issues and considerations listed in paragraph 5.95 will be addressed.

Core Policy 50: Biodiversity and Geodiversity

Protection

Development proposals must demonstrate how they protect features of nature conservation and geological value as part of the design rationale. There is an expectation that such features shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Where it has been demonstrated that such features cannot be retained, removal or damage shall only be acceptable in circumstances where the anticipated ecological impacts have been mitigated as far as possible and appropriate compensatory measures can be secured to ensure no net loss of the local biodiversity resource, and secure the integrity

of local ecological networks and provision of ecosystem services. All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

Any development potentially affecting a Natura 2000 site must provide avoidance measures in accordance with the strategic plans or guidance set out in paragraphs 6.75-6.77 above where possible, otherwise bespoke measures must be provided to demonstrate that the proposals would have no adverse effect upon the Natura 2000 network. Any development that would have an adverse effect on the integrity of a European nature conservation site will not be in accordance with the Core Strategy.

Biodiversity enhancement All development should seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services. Such enhancement measures will contribute to the objectives and targets of the Biodiversity Action Plan (BAP) or River Basin/ Catchment Management Plan, particularly through landscape scale projects, and be relevant to the local landscape character.

Local sites

Sustainable development will avoid direct and indirect impacts upon local sites through sensitive site location and layout, and by maintaining sufficient buffers and ecological connectivity with the wider environment. Damage or disturbance to local sites will generally be unacceptable, other than in exceptional circumstances where it has been demonstrated that such impacts:

- i. cannot reasonably be avoided
- ii. are reduced as far as possible
- iii. are outweighed by other planning considerations in the public interest
- iv. where appropriate compensation measures can be secured through planning obligations or agreements.

Development proposals affecting local sites must make a reasonable contribution to their favourable management in the long-term.

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 52: Green Infrastructure

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

- i. retain and enhance existing on site green infrastructure
- ii. make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards
- iii. put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development
- iv. provide appropriate contributions towards the delivery of the Wiltshire Green Infrastructure Strategy
- v. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire.

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

Proposals for major development should be accompanied by an audit of the existing green infrastructure within and around the site and a statement demonstrating how this will be retained and enhanced through the development process.

Development will not adversely affect the integrity and value of the green infrastructure network, prejudice the delivery of the Wiltshire Green Infrastructure Strategy, or provide inadequate green infrastructure mitigation.

Green infrastructure projects and initiatives that contribute to the delivery of a high quality and highly valued multi-functional green infrastructure network in accordance with the Wiltshire Green Infrastructure Strategy will be supported. Contributions (financial or other) to support such projects and initiatives will be required where appropriate from developers.

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).

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Policy 4: Addressing Climate Change

Development proposals must support a move to carbon neutrality and adaptation to climate change in the following ways:

- A. Minimising carbon emissions, including by:
- i. being located to reduce the need to travel and optimise the opportunities to access services and make trips by sustainable and active modes of transport (in accordance with Policies 70 and 71- Sustainable transport, and Transport and new development);
 - ii. delivering a density of development that makes the most efficient use of accessible sites (in accordance with Policy 98 - Ensuring high quality design and place-shaping);
 - iii. contributing to increasing use of active travel in between neighbourhoods that reduces demand for private vehicle use (in accordance with Policies 70 and 71- Sustainable transport, and Transport and new development);
 - iv. protecting and making opportunities for the sustainable movement of freight (in accordance with Policy 74 - Movement of goods);
 - v. adopting the principles of the energy hierarchy as well as delivering energy efficient buildings and developments that are fit for purpose and adaptable over time thereby reducing the need for redevelopment and unnecessary waste (in accordance with Policies 85 and 98- Sustainable construction, and Ensuring high quality design and

place shaping);

- vi. taking opportunities to generate, incorporate and connect to renewable and low carbon energy infrastructure wherever feasible (in accordance with Policy 86- Renewable energy);
- vii . adopting the principles of the circular economy to reduce consumption of finite resources, reduce waste and maximise recycling; and
- viii . in the case of existing buildings, retrofitting them with measures to reduce energy consumption firstly, and secondly to have a source of renewable and/or low carbon energy, in a manner consistent with their heritage interest (in accordance with Policy 85 and Policy 86 - Sustainable construction and low carbon energy, and Renewable energy).

B. Maximising carbon storage and sequestration, including by:

- i. providing, conserving, enhancing and restoring habitats and the connectivity of the green and blue infrastructure, in order to provide a carbon storage function (in accordance with the council's Green and Blue Infrastructure Strategy and Climate Strategy and Policy 93 - Green and blue infrastructure);
- ii. incorporating green and blue infrastructure, such as trees and woodland, to help to sequester carbon from the atmosphere (in accordance with Policies 90 and 93 - Woodlands, hedgerows and trees, and Green and blue infrastructure); and
- iii. minimising the loss, degradation and erosion of soils and enhancing soil structure wherever possible (in accordance with Policy 91 - Conserving and enhancing Wiltshire's landscapes).

C. Mitigating and adapting to the impacts of climate change, including by:

- i. managing flood risk from all sources associated with higher peak river flows, groundwater fluctuations and surface water associated with more extreme weather events (in accordance with Policy 95 - Flood risk);
- ii. relocating vulnerable uses to less critical flood zones where it is appropriate to do so;
- iii. ensuring infrastructure is resilient to the impacts of climate change such as overheating, flooding, drought, storms;
- iv. providing comprehensive and multi-functional sustainable drainage systems (i.e. incorporating the four pillars of SuDS design) to serve all new development, including grey water harvesting and use (in accordance with Policy 95 - Flood risk);
- v. providing shade and green and blue infrastructure to reduce overheating of urban areas during warmer summers (in accordance with Policies 90, 93 and 98 - Woodlands, hedgerows and trees, Green and blue infrastructure, and Ensuring high quality design and place shaping);
- vi. creating places that positively promote social inclusion, interaction and well-being to help ensure that communities are more resilient to challenges such as climate change (in accordance with Policy 98 - Ensuring high quality design and place shaping);
- vii . delivering biodiversity net gain that meaningfully contributes towards buffering and tackling the effects associated with a changing climate (in accordance with Policy 89 - Biodiversity net gain);
- viii . incorporating appropriate water efficiency and water recycling measures to help reduce energy demand, reduce abstraction and contribute towards reducing the impact of nutrients on the catchment of the River Avon SAC (in accordance with Policy 96 - Water resources); and
- ix. minimising and mitigating air pollution (in accordance with Policy 101 - Air quality).

D. Responding to the economic and policy changes that are likely to accompany climate change, including by:

- i. wherever possible reducing the reliance on the private car and road freight (in accordance with Policies 70, 71 and 73 - Sustainable transport, Transport and new development, and Transport: demand management);
- ii. protecting high grade agricultural land for future use and to help support food security.

E. Proposals for new development will be required to demonstrate through a Sustainable Energy Statement:

- i. how it will take account of embodied carbon, contribute to mitigating and adapting to climate change and to meeting targets to reduce carbon dioxide emissions having regard to the above criteria (in accordance with Policy 87 - Embodied carbon).

Policy 84 Public open space and play facilities

All major new development must make provision for public open space and, where appropriate, play facilities. In addition, all development must protect and improve the quantity, quality, and accessibility of and to public open space. All major new development which will have an adverse impact upon the existing quantity, quality and accessibility of and to public open space will need to submit an open space assessment with the planning application. This must be produced according to: the latest standards set out in the Wiltshire Open Space Assessment; other council strategies/ studies covering different types of public open space including green and blue infrastructure and play areas; and relevant supplementary planning documents (or successor documents). The open space assessment must ensure development will:

- a. provide new, replace or improve existing open space;
- b. identify and quantify the effects of development on the quantity, quality and accessibility of open space affected within Wiltshire and any neighbouring local authority's area if the public open space also serves it. Include impact on the amenity, character of the area and current and future needs;
- c. include how the developer will secure the management and maintenance of any new and/ or improved public open space. This will be secured by planning condition or legal agreement;
- d. provide new or replacement public open space on-site. If this is not possible, then provide off-site;
- e. show how locating new public open space or improving the quality of existing provides multifunctional benefits to help meet other relevant policies within the Plan e.g. relating to biodiversity, green and blue infrastructure, climate change, cultural heritage etc.

Policy 88: Biodiversity and geodiversity

Protection Development proposals will need to clearly demonstrate how the mitigation hierarchy has been sequentially applied. Development proposals must demonstrate how they protect features of nature conservation value, both terrestrial and aquatic, and geological value as part of the design rationale. There is an expectation that such features shall be retained, sufficiently buffered, and managed favourably to maintain their ecological value, connectivity and functionality in perpetuity. Furthermore, development proposals must secure and implement measures, including appropriate compensatory measures where necessary, to ensure no net loss of biodiversity and the local biodiversity resource, and to secure the integrity of local ecological networks and provision of ecosystem services. All development proposals shall incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development.

Any development potentially affecting a UK National Site Network site must provide avoidance measures in accordance with the strategic plans or guidance where possible, otherwise bespoke measures must be provided to demonstrate that the proposals would have no adverse effect upon the UK National Site Network.

Any development that would have an adverse effect on the integrity of a European nature conservation site and where the impacts cannot be satisfactorily mitigated, will not be supported. Local sites, priority habitat and habitats of principal importance⁵² and local ecological networks.

Development will avoid direct and indirect impacts upon local sites by maintaining sufficient buffers and ecological connectivity with the wider environment. Damage or disturbance to local sites will be unacceptable, other than in exceptional circumstances where it has been demonstrated that such impacts:

1. cannot reasonably be avoided;
2. are reduced as far as possible;
3. are outweighed by other planning considerations of overriding public interest;
4. where appropriate compensation measures can be secured through planning obligations or agreements. Development proposals affecting local sites must make a reasonable contribution to their favourable management in the long-term

Development proposals should avoid negative impacts upon priority habitat, habitats of principal importance, ecological networks, and wildlife corridors, instead promoting their conservation, restoration, and enhancement alongside the recovery of priority species.

Policy 89: Biodiversity net gain

Development must achieve a minimum of 20% biodiversity net gain, or higher as stipulated in national legislation and/or policy or supplementary guidance, over the pre-development biodiversity value as measured by the latest Biodiversity Metric⁵⁷. Exempted development⁵⁸ must achieve no net loss of biodiversity and should achieve appropriate net gains, aspiring to deliver at least 20% biodiversity net gain. Biodiversity net gain must be delivered in the following hierarchical manner:

1. Onsite delivery: where delivered on site habitats should be functionally linked to the wider habitat network creating coherent ecological networks.
2. Offsite delivery: should prioritise contributing to nearby habitat recovery and creation strategies as identified within adopted mitigation strategies, strategic wildlife corridors, Local Nature Recovery Strategy and, Green and Blue Infrastructure Strategy.
3. Offsite delivery: on an alternative suitable site, prioritising strategic delivery in the Local Nature Recovery Strategy area.
4. Credits: as a last resort, and where it is agreed by the local planning authority no suitable alternatives exist, through the purchase of an appropriate amount of national biodiversity units/ credits. Planning applications subject to mandatory biodiversity net gain must submit a Biodiversity Gain Plan⁶⁰ at the application stage that should include: how the mitigation hierarchy has been adhered to; justification for the baseline date and assessed value of the site prior to development, including a brief synopsis of the site's historic biodiversity value and appointing strategic significance in metric; pre and post-development biodiversity value of onsite habitats

and created off site habitats; demonstrate how net gains are achieved through onsite, offsite or purchased credits, clarifying and explaining the predicted biodiversity outcomes both qualitatively and quantitatively; how a positive proportionate contribution has been made to the ecological networks and priorities as outlined within the Local Nature Recovery Strategy and regional Nature Recovery Networks and for maintaining or creating local ecological networks through habitat creation, protection, enhancement, restoration and management.

The assessments underpinning, and the Biodiversity Gain Plan itself, must be undertaken by a suitably qualified and/or experienced ecologist and be submitted together with baseline and proposed habitat mapping in a digital format with the application. Sites where net gain is provided (on or off site) must be managed and monitored by the applicant or an appropriate body funded by the applicant for a minimum period of 30 years.

Annual monitoring reports detailing the sites condition must be submitted to the council each year over this period. A management plan must be provided at the application stage detailing how the post development biodiversity values of the site and any supporting off-site provision will be secured, managed, and monitored in perpetuity.

Where there is evidence of neglect or damage to any of the habitats on development sites reducing their biodiversity value their deteriorated condition will not be taken into consideration and steps will be taken to establish the previous ecological baseline of the site in order to decide the acceptability of any development proposals.

Development proposals where the principal objective is to conserve or enhance biodiversity and geodiversity interests will be supported in principle

Policy 90: Woodland, hedgerows and trees

Proposals for major development shall make provision for the retention and enhancement of Wiltshire's woodlands, hedgerows, and trees, and shall incorporate these assets into development design as part of the wider Green and Blue Infrastructure (GBI) Network, by:

1. contributing to the tree planting targets of Wiltshire Council's Climate Strategy and woodland, hedgerow and tree strategy, following the principles of 'Right Tree, Right Place; Wiltshire Local Plan Pre-Submission draft 2020-2038 (Regulation 19) September 2023 252
2. supporting the economic benefits of woodland and tree planting from agroforestry, leisure, tourism as well as wider ecosystem services such as natural flood management and climate resilience;
3. where applicable, supporting the aims and objectives of the Great Western Community Forest;
4. where applicable and acceptable in highway terms, ensuring on major developments that tree lined streets, community orchards and garden tree planting, are fully integrated into proposals;
5. seeking, where applicable, to increase woodland and street tree cover in existing urban areas in Wiltshire to create shade, mitigate storm water runoff, improve air quality, sequester carbon, and improve the health and well-being of local communities;
6. ensuring the long-term sustainability of woodland, hedgerow, and tree planting, through the appropriate specification of plants, planting accessories, soil volumes, and long-term management to ensure the establishment to maturity of planting schemes in Wiltshire and minimise wastage.

Policy 91- Development will conserve and where possible enhance Wiltshire's landscapes by:

1. being located and designed to respect landscape character and maintain an area's distinctive sense of place and reinforce local distinctiveness as set out in the Wiltshire Landscape Character Assessment⁶³ and landscape strategy;
2. conserving, enhancing, and restoring the characteristics and views of landscapes along with valued attributes and existing site features such as trees, hedgerows, dry stone walls and waterbodies that contribute to the character and quality of the area;

3. conserving and enhancing the locally distinctive character of settlements and their landscape settings;
4. conserving and enhancing the transition between man-made and natural landscapes at the urban fringe;
5. being of high-quality design appropriate to its townscape and landscape context in accordance with the National Design Guidance and Wiltshire Design Guide, that incorporates green and blue infrastructure, supports climate resilience, biodiversity enhancement, and health and wellbeing of the local community;
6. be located and designed to prevent erosion of relative tranquillity (light pollution and noise) and intrinsically dark landscapes, and use opportunities to enhance areas in which tranquillity have been eroded;
7. where necessary, being supported by a proportionate Landscape and Visual Impact Assessment, Landscape and Visual Appraisal, or Townscape Appraisal that shows how, through an iterative process that has considered the site context, this has helped integrate and enhance the proposed development;
8. protecting geology and soils that underpin the landscape character of Wiltshire enhancing healthy 'living' soils as the foundation for successful plant growth, natural carbon sequestration, groundwater storage and filtration, as well as all eco-system services. Wiltshire's designated landscapes Great weight will be given to conserving and enhancing the landscape and scenic beauty of Wiltshire's designated landscapes, Areas of Outstanding Natural Beauty and the New Forest National Park. Development within, and influencing the setting of, these designated areas should be limited in scale and extent and are expected to contribute towards conserving and enhancing their natural beauty. Proposals for development within or affecting designated landscapes must 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 Area

Policy 92- Conserving and enhancing dark skies

Within an International Dark Sky Reserve and/or an Area of Outstanding Natural Beauty, development will only be supported where it conserves or enhances the intrinsic quality of dark skies. Development proposals must ensure that all opportunities to reduce light pollution are taken.

Policy 93- Green and Blue Infrastructure

Development shall make provision for the retention and enhancement of Wiltshire's green and blue infrastructure network and shall ensure that suitable links to the network are provided and maintained. Proposals for major development will be required to:

1. retain and enhance the integrity, quantity, quality and connectivity of existing on site green and blue infrastructure;
2. identify and incorporate opportunities for the creation and extension of the green and blue infrastructure network, ensuring new and existing green and blue infrastructure is well integrated, enhancing strategic connectivity whilst maximising wildlife and ecosystem services;
3. put measures in place to ensure appropriate long-term management, maintenance and funding of any green and blue infrastructure directly related to the development;
4. identify and provide opportunities to enhance and improve linkages between the natural and historic landscapes of Wiltshire;
5. retain and enhance existing public rights of way, maximising accessibility and opportunities for new connections. Existing and new routes shall be integrated into the wider GBI network providing convenient and attractive links throughout the development and surrounding area.

Where damage or loss of existing green or blue infrastructure is unavoidable, only the minimum necessary shall be removed. Any loss must be mitigated through the creation of new or replacement green and/or blue infrastructure equal to or above its current value and quality, that maintains the integrity and functionality of the green and blue infrastructure network.

Green and blue infrastructure projects and initiatives that contribute to the delivery of a high quality

and highly valued multi-functional green and blue infrastructure network in accordance with the Wiltshire Green and Blue Infrastructure Strategy and GBI Settlement Frameworks will be supported. Developer contributions to support such initiatives will be required where appropriate.

Policy 98- 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. This will be achieved 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 in terms of the distinctive local characteristics of the built form (i.e. the layout of blocks, streets, plots and buildings' scale, mass, height, build-line), and appearance (i.e. elevational composition, articulation, detailing and materials) and where a distinct change in character is proposed this must be explained and justified in the Design and Access Statement;

iv. being sympathetic to and conserving historic buildings and historic landscapes;

v. taking all opportunities for incorporating sustainable building design by following the energy hierarchy i.e. reducing the need for energy (e.g. for home heating or cooling), being more efficient with energy, and maximising the use of renewable energy (e.g. installing photovoltaics, and orienting facades, roofs and amenity spaces to receive optimal benefit from sunlight and solar gain) in accordance with the Wiltshire Climate Strategy;

vi. making efficient use of land whilst taking account of the local context (including, where applicable, density standards in local design guidance and local transport infrastructure and strategies) and of any distinctive characteristics, constraints and opportunities of the site itself;

vii. the inclusion of tree-lined streets and taking the opportunities to include trees elsewhere in developments i.e., parks, orchards, integrated with sustainable drainage systems;

viii. having regard to the compatibility of existing land and building uses in the vicinity of the proposed development, the impact of the development on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of vehicle parking, access and movement, internal and external space standards, private outdoor space, waste storage and collection, privacy, overshadowing, mass and height (overbearing), vibration, and pollution (e.g. light intrusion, noise (including vibration), smoke, odour, fumes, effluent, waste or litter);

ix. incorporating design features to reduce actual or perceived opportunities for crime and antisocial behaviour on the site and in the surrounding area through the design of the new streets, buildings and spaces including the use of building frontages with windows and doors located to assist in the informal surveillance of public and shared areas;

x. ensuring that the public realm, including new streets, public open spaces and other rights of way, are designed to create places of character which are legible, safe and accessible, with the integration of art and design in the public realm;

xi. the sensitive design of shop frontages, advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials, having regard to local design guidance, where applicable;

xii. taking account of the needs of potential users, with regard to accessibility and inclusivity, and considering how space and buildings will be used in the immediate and long-term future;

xiii. the use of high standards of materials and finishes for: buildings (e.g. appropriate form, colour and characteristic weathering); external spaces and hard landscaping (e.g. boundaries, paths,

street materials and retaining structures), and all street furniture (e.g. seating and signage); and having regard to any local design guidance, where applicable.

Pewsey Neighbourhood Development Plan (NDP) 2006-2016 (June 2015)

Theme 3: Policy 5 - The Natural Environment

1. Where appropriate, development should seek to maintain and if possible enhance wildlife habitat through suitable landscaping and green infrastructure. This may involve off-site and on-site works. Local Priorities include: Improvement works to The Scotchel, The Grove and The River Avon, such as: • New southern boundary fence to the Scotchel. • Resurfacing the Scotchel footpath. • Clearing and rebuilding banks of the River Avon where it passes through the village.

2. Proposals for enhancement of landscape and nature, by incorporating features at the design stage, will be considered favourably. Specific priorities in Pewsey include: • River Avon including the head waters. • Jones's Mill (SSSI) • The Scotchel • All Tree Preservation Orders (TPOs) • The Kennet and Avon Canal and Wharf • The Rectory Grove • Two Allotment sites • The Sports fields • Pewsey Hill and the White Horse • Martinsell Hill and its Bronze Age fort

North Wessex Downs Area Of Outstanding Natural Beauty: Management Plan 2019-2024

Landscape Policies

LA 02- Seek to identify and address the main factors that threaten the special qualities of the AONB landscape, e.g. water abstraction, agricultural practices including diffuse pollution of watercourses, lack of woodland management, damage to historic sites, and built development.

LA03- Use the North Wessex Downs Integrated Landscape Character Assessment to inform policy and decision making across the AONB and its setting.

LA04- Support and promote good practice across all sectors that conserves and enhances the character and qualities of the North Wessex Downs landscape.

LA05- Support and encourage efforts to conserve and explain the rich heritage of the North Wessex Downs, including archaeological sites.

LA06- Ensure that all development in or affecting the setting of the AONB conserves and enhances the character, qualities and heritage of the North Wessex Downs landscape.

Biodiversity Policies

B04- Support and encourage work to conserve and enhance the biodiversity of the North Wessex Downs through support for landscape-scale projects for habitat management, restoration and creation, particularly where they deliver identified priorities within areas identified as offering the best opportunities for investment in biodiversity, including through management of existing wildlife sites and valuable habitat to the highest standards.

B05- Support land managers in restoring, creating and maintaining habitats for key species, including threatened arable plants, invertebrates and farmland birds.

B12- Encourage and support efforts to identify the extent of spread and damage caused by invasive non-native species, to eradicate or contain their spread, and to restore habitats and wildlife populations damaged by them.

B16- Support and encourage implementation measures to deliver net gain to nature to minimise the effects of development and to address key issues affecting biodiversity resources in the AONB and its setting.

Natural Resources Policies

NR10- Promote Sustainable Drainage Systems (SuDS) and natural flood management initiatives to maximise benefits, for example through restoration of traditional water meadow systems or shallow winter flooding in the floodplain to benefit people and wildlife.

NR12- Seek to develop a better understanding of the likely implications of climate change on the

environment and economy of the North Wessex Downs.

NR17- Promote carbon sequestration as an objective and benefit of habitat creation and management of woodland and permanent grassland.

Development Policies

DE01- Encourage all proposals for new development, redevelopment and re-use to conserve and enhance the natural beauty of the North Wessex Downs. Oppose forms of development that fail to conserve and enhance the character and quality of the AONB and its setting and to make reference to the AONB's published guidance.

DE02- Encourage high standards of design, comprehensive landscaping where required, traditional building styles, energy conservation and innovation that respect historic settlement patterns and the distinctive character of the North Wessex Downs.

DE03- Encourage Local Plans, Supplementary Planning Documents and other policies to take account of the statutory protection of the AONB, in terms of location of development affecting the AONB and its setting, and specific AONB policy.

DE04- Support the need for Local Plans, Supplementary Planning Documents and other policies to address issues such as landscape impact, local character, materials, and historic structure and scale of settlements.

DE05- Encourage the consideration of landscape, including historic landscape, impacts at the earliest opportunity in the planning process through preparation of Landscape and Visual Impact Assessment, Landscape and Visual Appraisal and Environmental Impact Assessment reports as appropriate to the location.

DE06- Encourage, support and promote the expansion of 'net gain' principles developed for biodiversity, to apply to wider natural capital assets, including in particular to landscape and natural beauty.

DE07- Resist noise-generating developments and activities within both the AONB and its setting.

DE08- Avoid and reduce light pollution, including control of lighting schemes or other developments that threaten the integrity of dark night skies over the North Wessex Downs.

DE09- Encourage, support and promote good practice in the design and management of roads in the AONB and its setting that conserves and enhances the character of the landscape and settlements

DE12- Encourage the retention of existing and provision of new 'Green Infrastructure'. Ensure that Green Infrastructure (including new or enhanced biodiversity assets) is incorporated within the area of all 'major developments', both within and in the setting of the AONB.

Table 42 Summary of rural analysis area standards

Typology	Quantity standard (ha/1000 population) For analysing Existing Provision	Recommended Parish size threshold for analysing Existing Provision	Quantity standard (ha/1000) for New Provision	Access standard	Recommended thresholds for on-site provision	Masterplan requirement
Allotments	0.25	1000	0.25	480 metres straight line or 10 minutes' walk time	50+ dwellings	Not Required
Recreation Space*	2.0	300	2.0 (20m per person)	600 metres straight line or 12-13 minutes' walk time	20+ dwellings	based on 27 houses x 2.3 = 62.1 persons 621m2 therefore 1242m²
Play Space (Children)	0.25	500	0.55 (combined standard for children and youth play space).	480 metres straight line or 10 minutes' walk time	50+ dwellings	Not Required
Play Space (Youth)	0.30	1000	See combined standard above for new provision.	600 metres straight line or 12-13 minutes' walk time	50+ dwellings	Not Required
Natural Green Space	N/A – use access standards to identify key gaps.	N/A	1.8 (including SuDs)	720 metres straight line or 15 minutes' walk time (for sites above 0.2ha) Natural England ANGSt	50+ dwellings	Not Required

APPENDIX C

**REPRESENTATIVE VIEWPOINT
PHOTOGRAPHS (RVP)**

Methodology

The following text and tables have been interpolated from the Landscape Institute Technical Guidance Note 06/19 - 17th September 2019 - Visual Representation of Development Proposals LI TGN 06/19 and sets out a proportional approach to various scale, purposes, sensitivity and magnitude of changes. These are summarised in the adjacent tables.

A full description and technical guidance can be found at <https://www.landscapeinstitute.org/visualisation/>.

Category	Purpose and Users	Appropriate Visualisation Types
A	Evidence submitted to Public Inquiry, most planning applications accompanied by LVIA (as part of formal EIA), some non-EIA (LVA) development which is contrary to policy or likely to be contentious. Visualisations in public domain.	2 - 4
B	Planning applications for most non-EIA development accompanied by LVA, where there are concerns about landscape and visual effects and effective mitigation is required. Some LVIA's for EIA development. Visualisations in public domain.	1 - 4
C	Planning applications where the character and appearance of the development is a material consideration. LVIA / LVA is not required but supporting statements (such as Planning Statements and Design and Access Statements) describe how the proposal responds to landscape context and policies. Visualisations in public domain.	1 - 3
D	To inform the iterative process of assessment and design with client, and / or pre-application consultations with the competent authority. Visualisations mainly confidential.	1 - 2

Table 2 Visualisation Types 1-4		Type 1	Type 2	Type 3	Type 4
		Annotated Viewpoint Photograph	3D Wireline / Model (non-photographic)	Photomontage / Photowire	Photomontage / Photowire Survey / Scale Verifiable
Aim of the Visualisation		To represent context and outline or extent of development and of key features	To represent 3D form of development / context	To represent appearance, context, form and extent of development	To represent scale, appearance, context, form, and extent of development
Photographic Equipment	Tripod	Recommended but discretionary	Not relevant	Recommended	Necessary
	Panoramic head	Not relevant		Recommended for panoramas	Necessary for panoramas
	Minimum Camera / Lens	Cropped frame or FFS + 50mm	Not relevant	Cropped frame or FFS + 50mm	Full Frame Sensor (FFS) + 50mm FL lens ¹
Locational Accuracy	Source of camera/viewpoint location data	GPS, OS Maps, geo-referenced aerial photography	Varies according to technology	Use good quality data: GPS, OS Maps, geo-referenced aerial photography, LIDAR	Use best available data: High resolution commercial data, LIDAR, GNSS, or measured / topographic surveys
	Survey-verified ²	Not relevant			When appropriate
Data & Presentation	Verifiable (SNH) ³	Not relevant			Required
	3D model	Not required	Required		
	Image Enlargement ⁴	Typically 100%	Not relevant	Typically 100%	100% - 150%
	Form of Visualisation	sketch / outline / arrows	massing / wireline / textured	wireline / massing / rendered / textured to agreed AVR level ⁵	
	Viewpoint mapping	Dedicated viewpoint location plan			
Reporting of methodology and data sources	Outline description of sources and methodology recommended		Data, sources and methodology recommended		Dedicated viewpoint location plan, + individual inset maps recommended
		Outline description of sources and methodology recommended		Data, sources and methodology recommended	Verifiable data, sources and methodology required

Camera / lens	FFS + 50mm lens	Cropped frame + 28 or 35mm lens
Presented Field of View (H x V)	39.6° x 27°	Either 35mm = slightly narrower than FFS+50mm, or crop 28mm image to match FFS+50mm
Sheet size	A3	
Image size (mm)	390 x 260	
Enlargement relative to FFS / 50mm	100%	100 - 120%
Sheet size	Cylindrical Panoramic image @ A1 width	
	90° x 27° (VfOV as appropriate)	
Enlargement relative to FFS / 50mm	96%	
Image size (mm)	820 x 250 minimum (height as appropriate)	

Camera / lens	FFS + 50mm lens	Cropped frame + 28 or 35mm lens
Sheet size	A3	
Image size (mm)	390 x 260	
Presented Field of View (H x V)	39.6° x 27°	Either 35mm = slightly narrower than FFS+50mm, or crop 28mm image to match FFS+50mm
Sheet size	Cylindrical Panoramic image @ A1 width	
Presented Field of View (H x V)	90° x 27° (VfOV as appropriate)	
Image size (mm)	820 x 250 minimum (height as appropriate)	

Type 1 Summary

Type 1 visualisations are simple, annotated photographic illustrations which often accompany LVAs.

- Use a Full Frame Sensor camera with 50mm lens, or cropped-frame sensor camera with 35mm or 28mm fixed lens. See Appendix 1.
- Images will typically be presented with a single frame on an A3 sheet.



Figure 14 - Representative Viewpoint Photographs (RVP) Location Plan (Local)

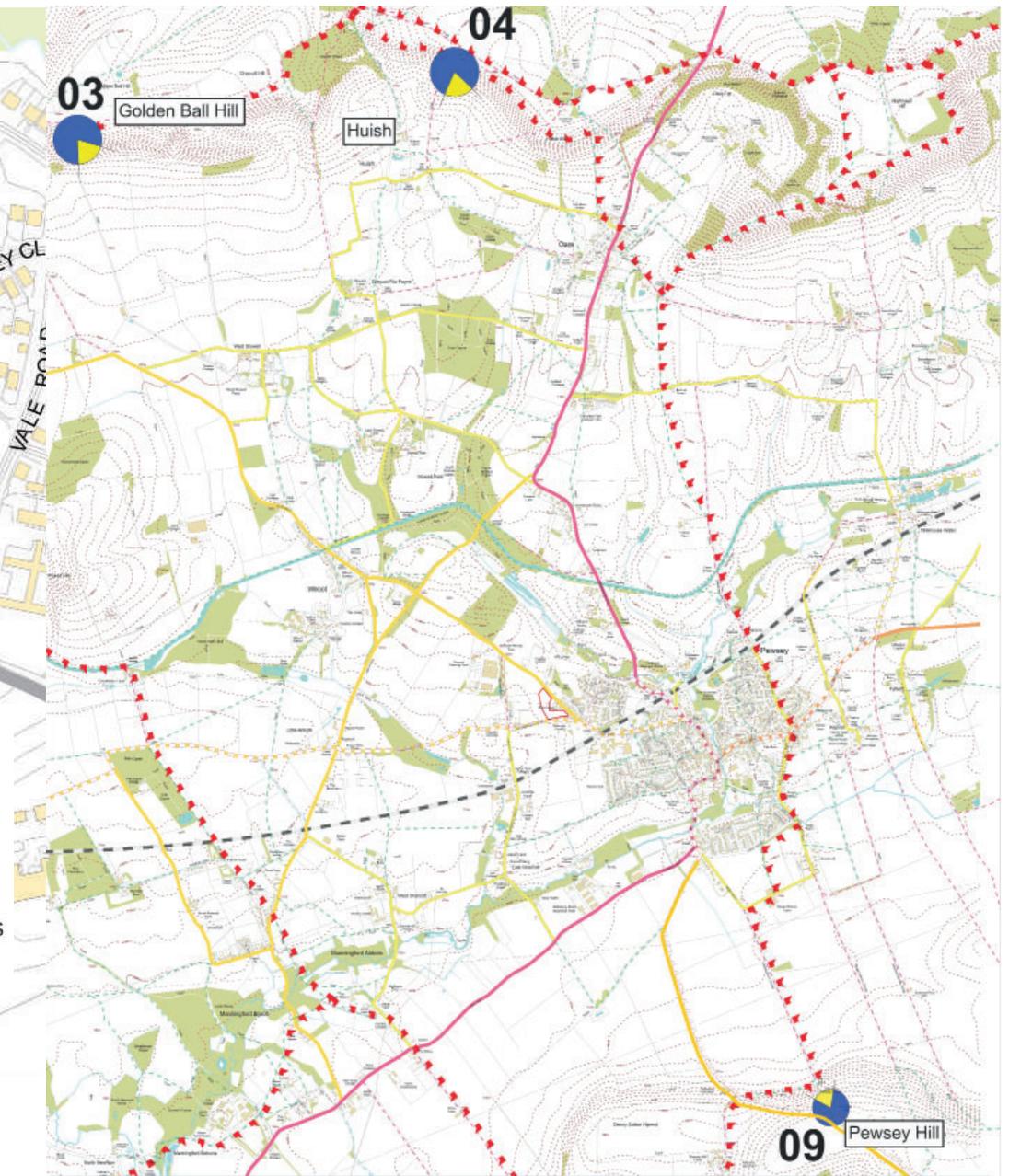


Figure 15 - Representative Viewpoint Photographs (RVP) Location Plan (Wider)



RVP: 01 - View from rugby field entrance off Wilcot Road

Approx View Distance:	178m North	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	128m AOD
OS Grid Reference:	SU 15249 60603	Bearing at Image Centre:	165°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear

Client:	Dunmoore Group
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Project:	Proposed Development: Land adjacent to Wilcot Road, Pewsey
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DAVIESLANDSCAPE ARCHITECTS



RVP: 02 - View from gated entrance to rugby pitch off Wilcot Road						Client: Dunmoore Group		Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey		DAVIESLANDSCAPE A R C H I T E C T S
Approx View Distance:	50m North	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	133m AOD			
OS Grid Reference:	SU 15387 60500	Bearing at Image Centre:	175°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear			

PRINT AT A3



RVP: 03 - View looking towards the site from Tan Hill Way National Trail (ALT015) (Scoped out from Assessment)						Client:	Project:	DAVIESLANDSCAPE A R C H I T E C T S
Approx View Distance:	4.3km North	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Dunmoore Group	Proposed Development: Land adjacent to Wilcot Road, Pewsey	
OS Grid Reference:	SU 12537 63764	Bearing at Image Centre:	137°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear	

PRINT AT A3



RVP: 04 - View from Huish Hill along the Mid Wilts Way (just south of the Whitehorse National Trail - runs parallel) (Scoped out from Assessment)						Client: Dunmoore Group		Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey		
Approx View Distance:	3.7km North	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	237m AOD			
OS Grid Reference:	SU 14859 64187	Bearing at Image Centre:	160°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear			



RVP: 05: View north-west along Wilcot Road						Client: Dunmoore Group		Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey		DAVIESLANDSCAPE ARCHITECTS	
Approx View Distance:	5m East	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	134m AOD				
OS Grid Reference:	SU 15646 60259	Bearing at Image Centre:	313°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear				



RVP: 06: View east along Woodborough Road								Client: Dunmoore Group	Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey	DAVIESLANDSCAPE ARCHITECTS
Approx View Distance:	140m West	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	12m AOD			
OS Grid Reference:	SU 15226 60222	Bearing at Image Centre:	72°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear			



RVP: 07: View west along Woodborough Road							Client:	Project:	DAVIESLANDSCAPE ARCHITECTS	
Approx View Distance:	5m South	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	132m AOD	Dunmoore Group		Proposed Development: Land adjacent to Wilcot Road, Pewsey
OS Grid Reference:	SU 15480 60274	Bearing at Image Centre:	275°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear			

PRINT AT A3



RVP: 08: View from Wilcot Road at the site entrance						Client: Dunmoore Group		Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey		DAVIESLANDSCAPE ARCHITECTS	
Approx View Distance:	0m West	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	136m AOD				
OS Grid Reference:	SU 15464 60421	Bearing at Image Centre:	260°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear				

PRINT AT A3



RVP: 09 - View towards the village from Everleigh Road - North Wessex Downs National Landscape								Client:	Project:	DAVIESLANDSCAPE ARCHITECTS
Approx View Distance:	3km South-East	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	204m AOD	Dunmoore Group	Proposed Development: Land adjacent to Wilcot Road, Pewsey	
OS Grid Reference:	SU 17149 57933	Bearing at Image Centre:	323°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear			

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DLA\2273 Wilcot Road, Pewsey\RVP.RPT.02



RVP: 10 - View into site from brideway PE WS15							Client: Dunmoore Group	Project: Proposed Development: Land adjacent to Wilcot Road, Pewsey	DAVIESLANDSCAPE ARCHITECTS
Approx View Distance:	161m West	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	125m AOD		
OS Grid Reference:	SU 15193 60332	Bearing at Image Centre:	89°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear		



RVP: 11 - View from Sharcott Drove (road)

Approx View Distance:	292m North-East	Horizontal Fields Of View:	39.6° x 27°	Camera Focal Length:	50mm	Camera Height (m AOD):	115m AOD
OS Grid Reference:	SU 15220 60004	Bearing at Image Centre:	27°	Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear

Client:
Dunmoore Group

Project:
Proposed Development:
Land adjacent to Wilcot
Road, Pewsey

DAVIESLANDSCAPE
ARCHITECTS

PRINT AT A3

