

LAND WEST OF WILCOT ROAD, PEWSEY

Landscape and Visual Impact Assessment

DLA.2273.LVIA.RPT.01.V2

MAY 2025

On behalf of

DUNMOORE 

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Document Title:

Land West of Wilcot Road, Pewsey: Landscape and Visual Impact Assessment

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1.0 INTRODUCTION



1 INTRODUCTION

1.1 Site Location and Proposals

1.1.1 This Landscape and Visual Impact Assessment (LVIA) has been prepared by Davies Landscape Architects Ltd (DLA) on behalf of Dunmoore Group. The site has been subject to previous applications for a residential development on land off Wilcot Road, Pewsey, and these will be considered further in section 2. The proposal is for 27 residential dwellings with access off Wilcot Road and all other matters reserved. The local planning authority is Wiltshire Council ('the Council'). An illustrative masterplan based on the findings of the LVIA and other technical studies is shown on **Figure 17**.

1.1.2 The site is located on the western edge of Pewsey, a large village and civil parish at the centre of the Vale of Pewsey in Wiltshire, approximately 14.5km miles south west of Marlborough. It is intersected via the A345 which runs between Marlborough and Amesbury (22km south of Pewsey).

1.1.3 The Ordnance Survey grid reference is SU 15454 60358, and the site extents are shown on Figure 01.

1.1.4 The site lies within the North Wessex Downs National Landscape (NWDNL).

1.1.5 There is currently no public access into the site. The field to the north is used by Pewsey Rugby Football Club and is private.

1.2 Purpose

1.2.1 The structure of the report is set out as follows:

Introduction

- A summary as to the purpose of the document, identification of the site location and study area, and a brief outline of the proposals.
- A description of the methodology and techniques applied throughout the assessment along with other technical resources used within the assessment.
- An overview of the relevant landscape policies and guidance, and their bearing on the proposals.

Landscape Analysis

- Identification of Statutory and Non Statutory Assets within the study area.

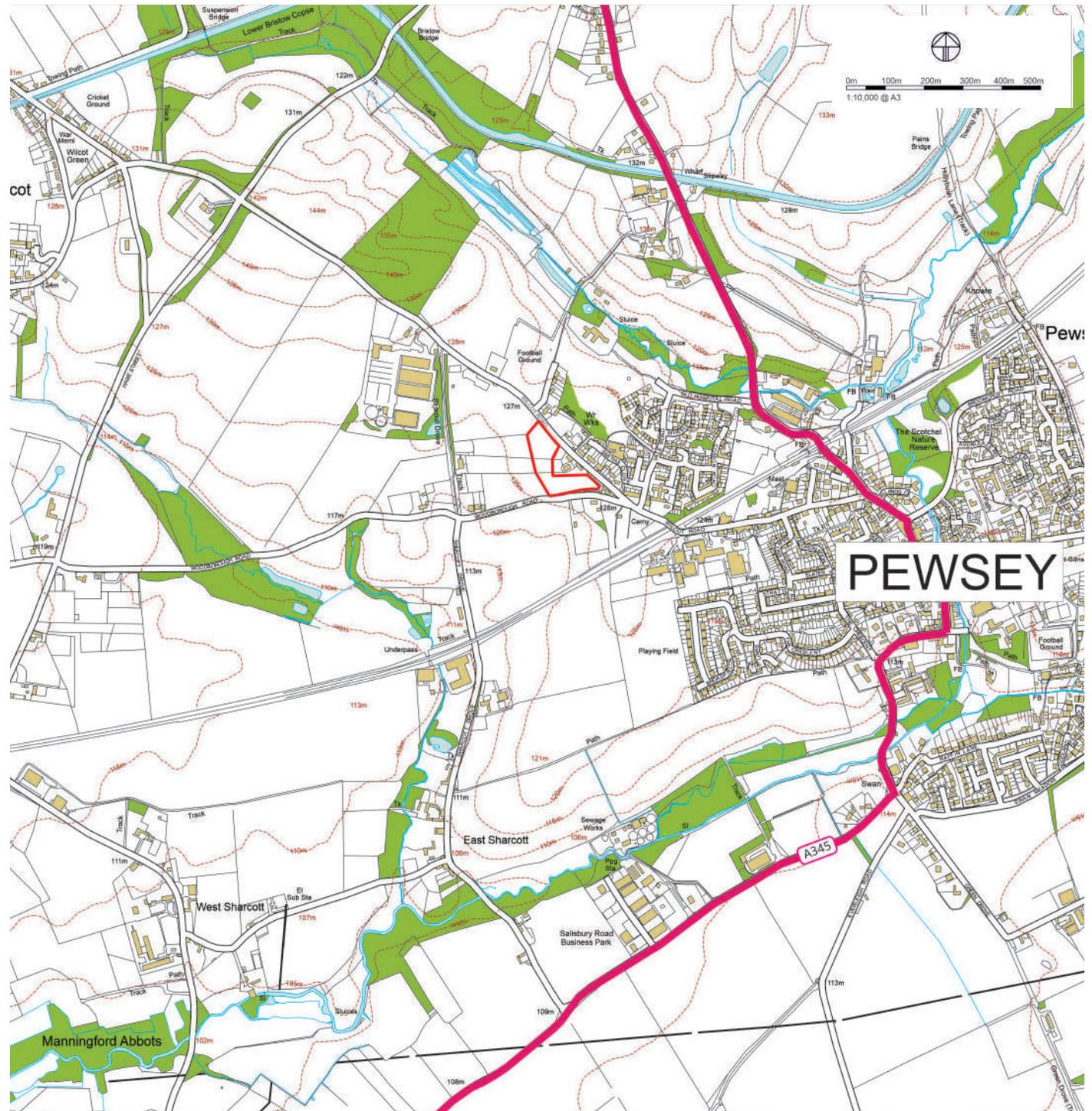


Figure 01 - Site Location

- Summary of main access routes and site context.
- Evaluation of relevant factors that contribute to landscape character and how the site and its surroundings contribute/reflect the key characteristics including:
 - Topography, Hydrology and Geology;
 - Land-use and Features;
 - Site Features; and
 - Historical, Cultural and Settlement Pattern.

Visual and Perceptual Analysis

- Analysis of the site and its contribution towards the visual and perceptual qualities of the LCA.
- Identification of key visual receptors, a description of the views and experiences from these, and an assessment of their visual sensitivity.

Landscape Susceptibility, Value and Sensitivity

- An assessment of the overall landscape value of the site, consideration of initial factors pertaining to susceptibility and landscape sensitivity.

Design Responses

- A summary of the relevant site considerations to inform the proposals.
- Design Strategies and objectives.

Potential Landscape and Visual Effects

1.3 Methodology

- 1.3.1 The methodology and criteria are set out within Appendix A. The assessment has been undertaken by fully qualified, trained and experienced landscape professionals using techniques and best practice guidance in accordance with the following guidelines:
- 'Guidelines for Landscape and Visual Impact Assessment' - Landscape Institute & the Institute of Environmental Management and Assessment, 2013 (Third edition).
 - Assessing landscape value outside national designations - Landscape Institute Advice Note TGN 02-21.

- An Approach to Landscape Character Assessment - Natural England October 2014.
- Visual Representation of Development Proposals – Landscape Institute Technical Guidance Note 06/19.

Photographic Material

1.3.2 Photographs have been taken from within and around the site to demonstrate landscape features, the surrounding context and possible view receptors. These fall into three types:

Representative Viewpoints (RVP)

1.3.3 Chosen to provide a representation of the potential views from different types of receptors where significant effects are likely to differ.

Specific Viewpoints (SVP)

1.3.4 Viewpoints identified on OS mapping, within Conservation Area appraisals, Neighbourhood Plans or local policy.

Illustrative Viewpoints (IVP)

1.3.5 These have been included to illustrate a particular effect or issue that impacts upon the views or character, although not necessarily a viewpoint. This includes photographs which look out of the site towards potential visual receptors.

Other Technical Sources

- 1.3.6 The following technical reports have been produced and used to inform this LVIA and design strategies:
- Arboricultural Assessment - Tim Pursey (February 2025);
 - Preliminary Ecological Appraisal and Biodiversity Net Gain Design Stage Report - All Ecology (February 2025).

1.4 Study Area

1.4.1 The study area has been determined through a combination of desktop study, contour maps, sectional analysis and subsequent field surveys. It identifies the extent upon which the proposals have the potential to affect, either directly or indirectly, the landscape character or visual amenity of the area.

1.4.2 The study area Zone of Theoretical Visibility (ZTV) has been run with a transmitter set at 9m on the highest point of the site to allow for a maximum 2 storey building height parameter. Woodland and existing development within the GIS mapping study area has been set at heights of 10m and 8m, respectively, and their locations checked against aerial mapping and during site visits.

Refined Study Area

1.4.3 The initial ZTV study area identified potential views from within the area shown on Figure 02. Following the site visit, this was adjusted to reflect the screening potential of intervening vegetation and local topography as a refined visual envelope which takes into account how these elements further limit views towards the site. This is discussed further in Section 4: Views and Perceptual Analysis.

1.4.4 The consideration of potential changes to both the baseline visual and perceptual qualities and landscape character as part of any future Landscape and Visual Impact Assessment would be based on this refined area.

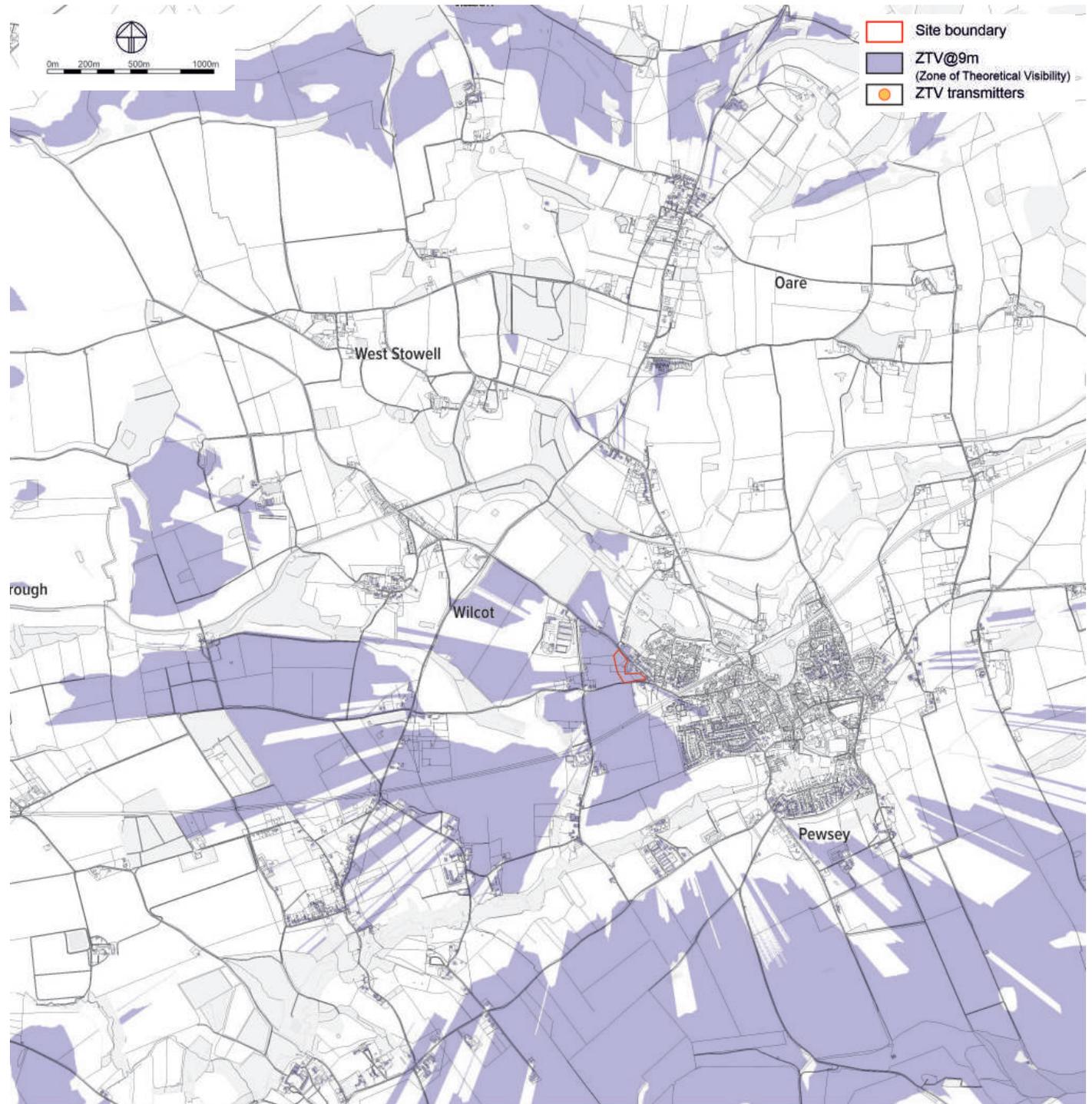


Figure 02 - Initial ZTV Study Area

2.0 OVERVIEW



2 OVERVIEW

2.1 Landscape Planning Background

2.1.1 This section has been structured to provide an overview of national, regional and local landscape policy considered relevant to the location and nature of the proposed development. These will be taken forward as part of the site considerations and will influence the design strategies.

2.1.2 Table 01 sets out the relevant policies alongside a summary of the landscape responses and actions to be considered as part of the development strategy.

2.1.3 The relevant Local plan resources are as follows:

- Wiltshire Core Strategy (2015 - 2026) Development Plan Document Adopted January 2015;
- Kennet District Local Plan 2011 – Saved Policies; and
- Pewsey Neighbourhood Development Plan (NDP) 2006 – 2026.

2.1.4 The Wiltshire Local Plan Review Pre-Submission Draft Regulation 19 Version (September 2023) is at examination stage.

2.1.5 The site also lies within the North Wessex Downs National Landscape (NWDNL, formerly AONB) and reference has been made to the associated policies and objectives from the North Wessex Downs National Landscape Management Plan 2019-2024 (document life extended by NWDNL until late circa 2025).

2.1.6 Relevant extracts from the Local Plan and National Landscape Management Plan are available in Appendix B to the rear of this document. Figure 03 illustrates the relevant landscape planning background.

2.1.7 The following local plan and NWDNL resources are also considered pertinent:

- Pewsey Village Design Statement SPG adopted in November 2002 by KDC (Kennet District Council);
- Kennet Landscape Conservation Strategy SPG (KDC, May 2005); and
- Wiltshire Core Strategy - Topic Paper 5: Natural Environment; Topic Paper 11: Green Infrastructure.

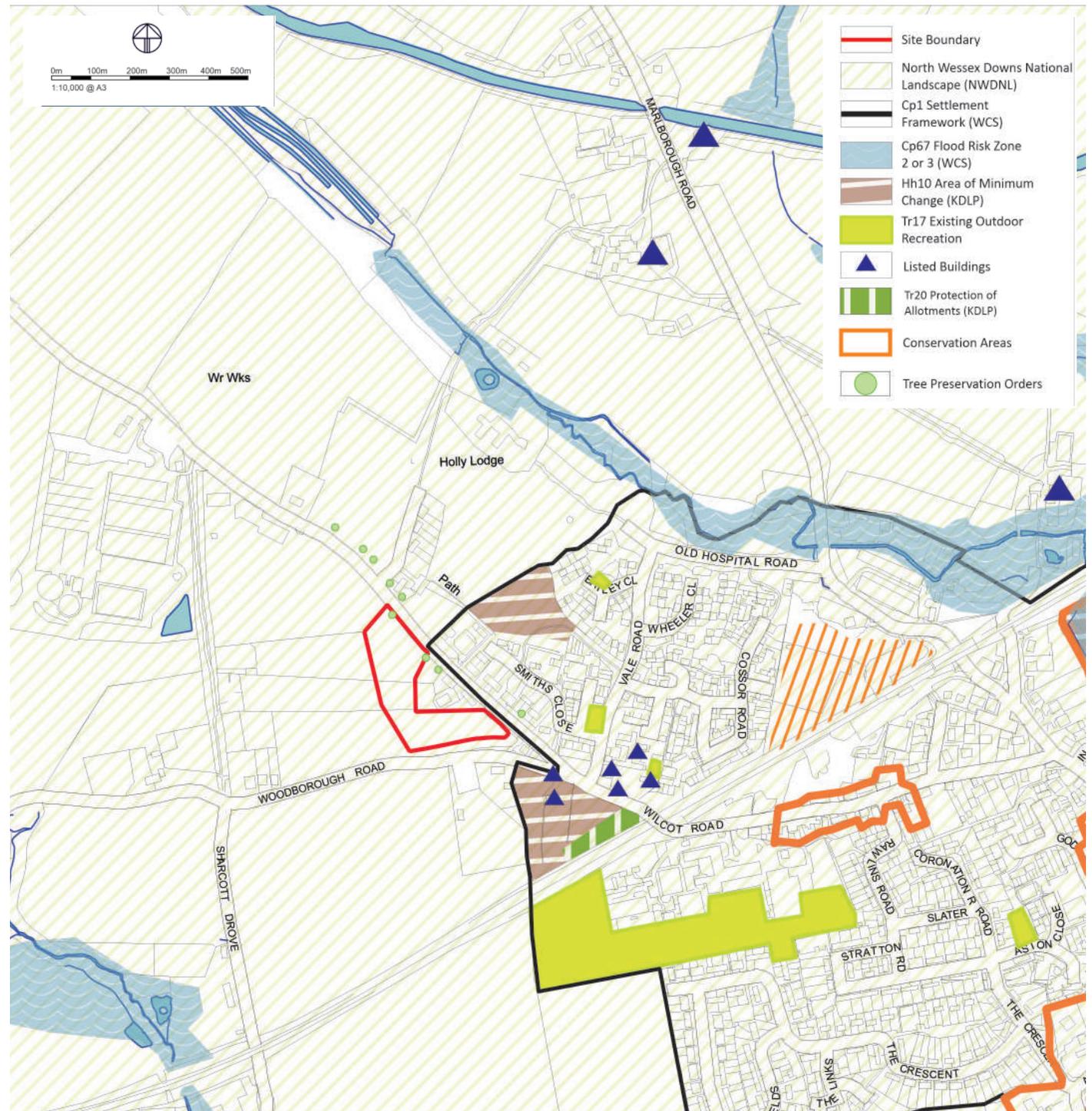


Figure 03 - Landscape Planning Background

Table 01 - Relevant Landscape Policy

	RELEVANT POLICY	LANDSCAPE EMPHASIS AND DESIGN RESPONSES
NATIONAL PLANNING POLICY FRAMEWORK (NPPF) DECEMBER 2024	8 - Promoting Healthy and Safe Communities	Landscape and visual elements that are considered important when creating healthy and inclusive communities are; <ul style="list-style-type: none"> • Positive planning for social interaction through easy accessibility, open space, use of shared spaces and community facilities; • Promote healthy lifestyles, social and cultural well being; • Safe and accessible environments, including clear and legible pedestrian routes and high quality public space which encourage the active and continual use of public spaces; and • Access to high quality open space and opportunities for sport and recreation.
	12 - Achieving Well - Designed and Beautiful Places	Paragraph 135 outlines the importance of good architecture, layout and landscaping in creating visually attractive design. Layouts should positively respond and improve the local character and history of the built environment and landscape. The overriding policy sets out the need to establish a strong sense of place, through good urban design, creating 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. Paragraph 136 sets out the importance of trees within design to create character, quality urban environments and mitigate climate change. Layouts should ensure new streets are tree lined and include opportunities for additional trees within areas such as parks and communities orchards. Existing trees should be retained where possible.
	15 - Conserving And Enhancing The Natural Environment	The policy reflects the requirement to contribute to and enhance the local and natural environment. 'Valued' landscapes and those with biodiversity and geological value should be protected and enhanced, and decisions should be compliant in enhancing the intrinsic positive features that contribute to both the landscape character, natural capital and ecosystems services. Para 037 of the Natural Environment Planning Practice Guidance (NE PPG) identifies LCAs as an important tool within this process. NPPF Para 185 and NE PPG paras 005 & 006 reiterate the importance of Green Infrastructure on ecosystems services and landscape character.
LOCAL PLANNING POLICY Wiltshire Core Strategy (2015 - 2026) Adopted January 2015 & Saved Policies	Core Policy 18: Pewsey Area Strategy	Identifies Pewsey as a local service centre.
	Policy 50: Biodiversity and Geodiversity	There is an expectation that features of nature conservation and geological value shall be retained, buffered, and managed favourably in order to maintain their ecological value, connectivity and functionality in the long-term. Biodiversity Net Gain and GI landscape/strategy addresses this requirement.
	Policy 51: Landscape	Proposals will need to be informed by published Landscape Character Assessments and 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 have evolved in consideration of published landscape character background, and the considerations noted above and the findings of the LVIA which does not consider the proposed development to be inappropriate in terms of the landscape character of the Vale of Pewsey or in terms of visual amenity, and changes on the site itself would remain well contained within the village edge and would not ripple out to the high quality wider landscapes of the vale.
	Policy 52: Green infrastructure inc Open Space	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. The proposals include notable addition of hedgerow and tree planting structure which would extend the existing network, and a pedestrian link to Woodborough Road. OPEN SPACE - Developers will be required to make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards. The Wiltshire Open Space Assessment Update (2020) at table 42 - see Appendix B, indicates the site only reaches one of the rural typology thresholds - Recreation Space - which at a standard of 2ha per 1,000 people equates to 20m per person. The document indicates an average standard of 2.3 per persons per dwelling which equates to 62.1 persons. Therefore the requirement is for 0.124ha Recreation Space The illustrative layout indicates the landscape led scheme for the site would exceed that requirement.
	Policy 57: Ensuring high quality design and place shaping	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. As demonstrated within the DAS the development reflects the context of the adjacent village and its location on the transitional edge of the rural landscape, proving an opportunity to strengthen the village edge in this location.
NEIGHBOURHOOD PP Pewsey NDP 2006 – 2026	Kennet District Local Plan 2011 Saved Policy NR7: Protection of the Landscape	Protecting the distinctive landscape character of the district, supported by a landscape character assessment. The LVIA considers both the published LCA guidance and site survey to ensure the proposals reflect local character.
	Theme 3: Policy 5 - The Natural Environment	Development should seek to maintain and enhance wildlife habitat through suitable landscaping and green infrastructure. Proposals for enhancement of landscape and nature, by incorporating features at the design stage, will be considered favourably. Proposed BNG and SUDS, and tree and hedgerow planting would support this policy.

- 2.1.8 The special qualities, key issues and strategies outlined within the plan reflect those identified within the NWDNL/AONB LCA.
- 2.1.9 In addition, the Management Plan further promotes policies that will ensure that all development within the NWDNL/ AONB conserves and enhances the character, qualities, patterns and heritage of the North Wessex Downs landscape and its historic settlements¹.
- 2.1.10 New development, where acceptable, must illustrate high quality design, comprehensive landscaping and traditional building styles that respect its setting and context.
- 2.1.11 Development should avoid and reduce light pollution of the darks skies within the Downs.
- 2.1.12 ‘Green Infrastructure’ (including new or enhanced biodiversity assets) must be incorporated within developments.
- 2.1.13 Kennet Landscape Conservation Strategy: Vale of Pewsey
- 2.1.14 The strategy identifies similar characteristics to other studies and SPGs listed in this section.
- 2.1.15 Whilst there are similarities between the local context and that which is described in the strategy, characteristic elements that relate directly to the site include the more complete hedgerow structure in the centre of Pewsey Vale in comparison with the large hedgeless fields of the surrounding scarp slopes (most apparent to the south).
- 2.1.16 No less than thirty settlements lie within this landscape character area. The villages hamlets and farms surrounding Pewsey are of the largest concentration in the district. (This is reflected to a certain extent in the presence of farm buildings to the west of the site and clusters of housing situated along the sites boundary).

Key Recommendations

- Retain, maintain, repair, trees and hedgerows. Replanting and widespread extension of the hedgerow network.
- Establish a strong landscape structure to absorb existing or new development on the fringes of urban areas and settlements.

¹ Summarised from 11. Key Issues, Objectives and Policies (11.1 Landscape, 11.4 Historic Environment and 11.6 Development).

- Encourage less intensive management of playing fields and recreation grounds to provide diversity and improve ecological / landscape value.

Pewsey Neighbourhood Development Plan

- 2.1.17 The village itself reflects local architectural and historic character, which contribute to the creation of a unique sense of place and identity.
- 2.1.18 Pewsey village has a mixed architecture containing many listed buildings and buildings of special local interest.
- 2.1.19 The village has a number of green areas used for both sport and recreation. The Map 5 identifies a series of valued green areas and sporting facilities which whilst providing sporting facilities also as habitat for wildlife. These areas are also described as making important contributions to the landscape and townscape as well as the rural character of Pewsey. The existing rugby and football pitches are not identified within this map, however, as existing facilities they have a significant influence on the setting of the village from Wilcot Road.

Key Recommendations

- Maintain and enhance all green areas and sporting facilities; Policy 5 - The Natural Environment includes the possible enhancement of wildlife habitat within these areas through landscaping and green infrastructure;
- Any development should complement the character and heritage of the AONB (NWDNL), local landscape, village and surrounding area; and
- Maintain and enhance wildlife habitat through suitable landscaping and green infrastructure.

Pewsey Village Design Statement

- 2.1.20 There is a tradition within the village of development “adapting to change” through the ages resulting in a varied legacy of building styles.
- 2.1.21 The statement described Pewsey as an attractive settlement with buildings of similar height and no prominent eyesores.
- 2.1.22 Key Issues are noted as:
- Impact of new buildings on the environment; and
 - Impact of new development on vehicular intrusion and car parking (many houses have no off-road parking).

Key Recommendations

- The design statement requires that no development is to be built outside the village boundary (favouring brownfield sites) and that its rural atmosphere should be preserved. It is considered, however that the sites character is not of a deeply rural nature but of a transitional landscape between the atypical rural fields surrounding Pewsey and the built form of the village which borders its eastern boundary. Elements of both character types can be found within the site as described further in Section 3.
- The built development has been located along the eastern boundary reflecting the adjacent housing to provide the impression of harmonious and organic growth and provide an opportunity to interpolate appropriate place making details and setting to the current moderate quality approach and setting.
- Proposals should provide pedestrian improvements and traffic calming measures along Wilcot Road. Careful thought and design can reduce or mitigate any potential impacts on the character and quality of this section of the village approach.
- Development must have good permeability and pedestrian and cycle access. As described above this will be designed to reflect a suitable village edge character.
- The design process and layout will be led by the findings of the LVIA and other surveys to ensure the impacts upon existing views and receptors are considered and designed out as part of the process. Mitigation for any outstanding potential effects will form part of the landscape strategy.
- New development should contribute to the diversity / individuality of the built environment. Their style and density should reflect the function form and character of the neighbourhood with careful attention to landscaping, mass, scale, appropriate use of design details.
- Proposals should have a strong emphasis on GI and native tree planting. This will form an important part of the proposed layout to provide both setting and an increased biodiversity and recreation value to the site.

Table 01 - Relevant Landscape Policy

	RELEVANT POLICY	LANDSCAPE EMPHASIS AND DESIGN RESPONSES
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">NWDNL PLANNING POLICY North Wessex Downs National Landscape Management Plan 2019-2024</p>	<p>Landscape Policies</p>	<p>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.</p> <p>LA03- Use the North Wessex Downs Integrated Landscape Character Assessment to inform policy and decision making across the AONB and its setting.</p> <p>LA04- Support and promote good practice across all sectors that conserves and enhances the character and qualities of the North Wessex Downs landscape.</p> <p>LA05- Support and encourage efforts to conserve and explain the rich heritage of the North Wessex Downs, including archaeological sites.</p> <p>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.</p> <p>LVIA consider the Special Qualities and key characteristics of the Vale of Pewsey LCA.</p>
	<p>Biodiversity policies</p>	<p>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.</p> <p>B05- Support land managers in restoring, creating and maintaining habitats for key species, including threatened arable plants, invertebrates and farmland birds.</p> <p>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.</p> <p>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.</p> <p>Proposed BNG provision and GI/Landscape Strategy addresses.</p>
	<p>Natural Resources policies</p>	<p>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.</p> <p>NR12- Seek to develop a better understanding of the likely implications of climate change on the environment and economy of the North Wessex Downs.</p> <p>NR17- Promote carbon sequestration as an objective and benefit of habitat creation and management of woodland and permanent grassland.</p> <p>SUDS have been included in the proposed development.</p>
	<p>Development policies</p>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>These policies generally reflect those included in the Local Plans. In addition, it is noted that emphasis is placed on road design and its implications for setting and lighting. A number of stargazing sites have been identified in the NWDNL/AONB, however none are proximate to the site, which lies adjacent to dwellings and lit football/rugby pitches on the edge of the village. Guidance for lighting is provided by the NWDNL on their website: "Use lights only when and where needed; Use only as much light as needed; Consider the colour temperature of lights; Shine lights down, not up."</p>

2.2 Site Planning History

2.2.1 The site has been subject to a previous application for 50 dwellings and for 30 dwellings, The 50 dwelling application (20/06557/OUT) was refused, and the 30 dwelling application (PL/2021/06554) was not determined within the prescribed period. The subsequent Appeal combined both applications which are referred to as Appeal A (Ref: APP/Y3940/W/21/3283427) and Appeal B (Ref: APP/Y3940/W/21/3286726) respectively. The Decision was dated 7th March 2022 and records that Appeal A is dismissed, and Appeal B for 30 dwellings records:

“The appeal is dismissed and planning permission for an outline planning application for up to 30 no. dwellings, with all matters apart from access reserved for future consideration, is refused.”

2.2.2 There is a detailed consideration of landscape and visual matters, and the following conclusions on character and appearance are noted:

“29. In conclusion the proposals would have detrimental effects on the character and appearance of the area, including the landscape character of the AONB. As a result there would be conflict with Core Policy 51 of the Wiltshire Core Strategy (WCS) as the developments would not protect or conserve landscape character and have not demonstrated that they have taken account of the objectives, policies, and actions of the AONB Management Plan. Core Policy 51 could, in my view, be complied with if the level of landscape harm was very limited and sensitive design and landscaping mitigation lead to overall conservation of the landscape. However, that is not the case with these proposals which, when considered in the round, would have a significantly harmful impact on landscape character, notwithstanding the mitigation and the largely localised adverse effects.”



Figure 04 - Previous Application PL/2021/06554 Landscape Masterplan (initial submission from planning portal)

3.0 SITE CONTEXT



3 SITE CONTEXT

3.2.1 This section considers the site in its wider context, local characteristics and the features of the site itself.

3.1 Wider Context

3.1.1 The site is located alongside the north western edge of the village, with rugby and football fields adjacent to the north. The site is part of an area occupied by horsiculture paddocks, along with a small number of dwellings and other built form alongside.

3.2 Access

Roads and Public Transport

3.2.1 The site context in relation to access is shown on Figure 05.

3.2.2 The main access through the area is via the A345 which cuts through the centre of Pewsey and runs from Marlborough to Salisbury.

3.2.3 Vehicular access to the site is available via Wilcot Road.

3.2.4 Woodborough Road runs parallel with the southern boundary of the site and is a designated "Quiet Lane".

3.2.5 There is an access track to One Oak and a stable block to the south west of the site, off Woodborough Road.

3.2.6 The nearest bus stop is located on Vale Road (220m east of the site boundary) and runs service 95 to Marlborough, 618 to Aughton and X5 to Swindon.

3.2.7 The nearest train station is Pewsey Train Station (approximately 1km from the site) which provides access to London Paddington via the London and South West Line.

Public Rights of Way and other Pedestrian Access

3.2.8 For the purposes of this assessment only PROW that would have potential views of the site have been described. Reference numbers have been extrapolated from the Wiltshire online PROW map, as illustrated on Figure 06.

3.2.9 There are several PROW routes which have potential views towards the site:

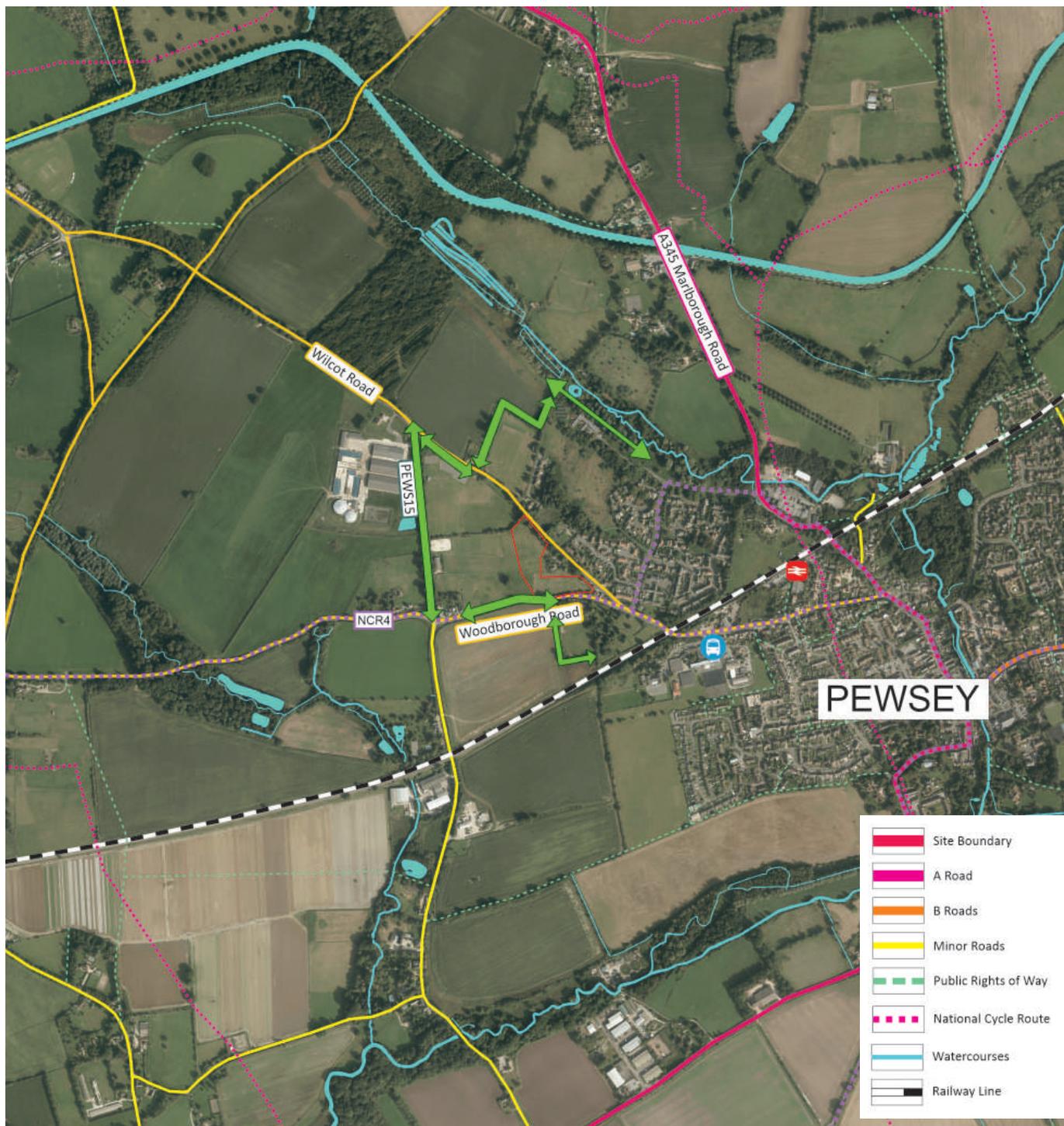


Figure 05 - Site Context

- The Tan Hill Way (BW ALT015 AND WILC44) follows the ridgeline to the north of the site;
- The Mid Wilts Way (BW, no reference no. given, links to FP HUIS8) runs for a short section just south of The White Horse trail (BW HUIS13);
- The White Horse National Trail (REF BW HUIS13, FP PEWS47, FP PEWS48, among others) runs 1.25km to the east, 2.15km to the west, 3.46km to the north and 2.8km to the south of the site; and
- Public Bridleway PEWS15 lies to the west of the site and is bordered by dense vegetation.

Cycle Routes

3.2.10 Sustrans Route 4 runs along Woodborough Road and forms part of the Kennet and Avon Cycle Route from Bath to Reading (135 km).

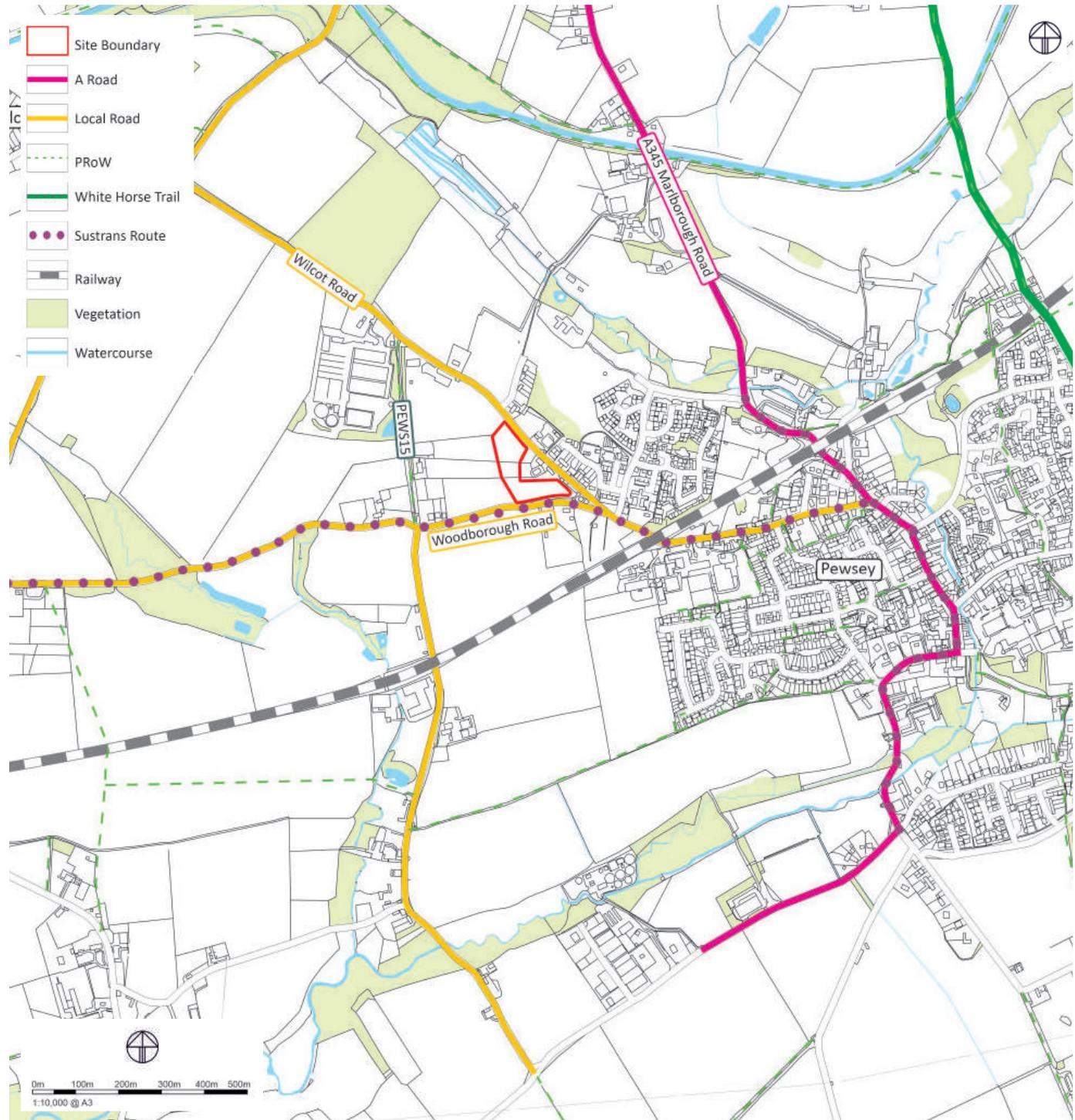
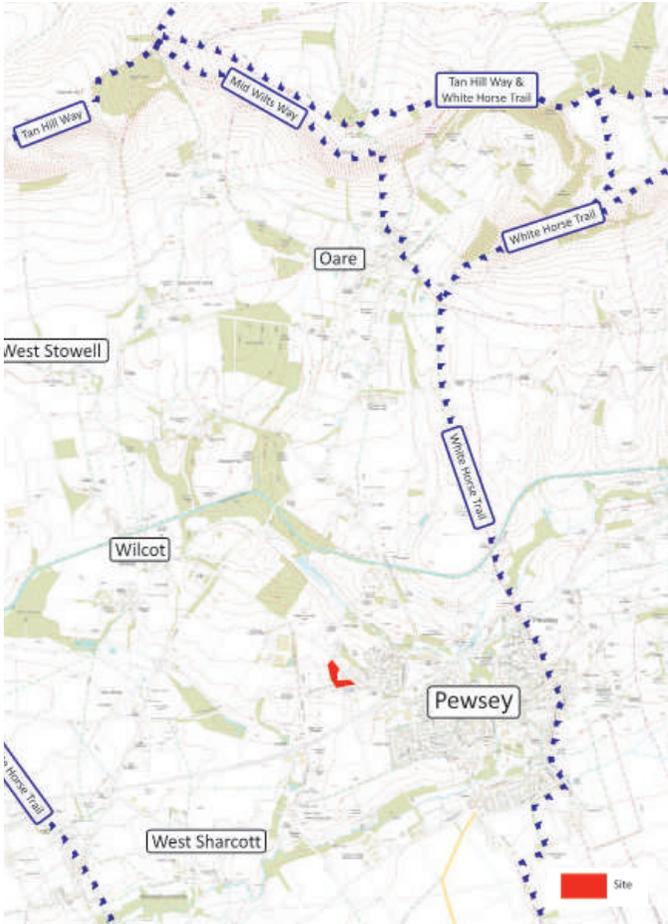


Figure 06 - Access

3.3 Designations/Known Assets

Landscape

- 3.3.1 The site, village and surrounding area lies within the North Wessex Downs National Landscape.
- 3.3.2 There are 2 oak trees (T13 & 14 within the arb survey) covered by Tree Preservation Order (TPO/2025/00001) within the eastern hedgerow boundary along Wilcot Road.
- 3.3.3 The site does not contain any other national, regional or locally designated landscape area or features.

Heritage

- 3.3.4 There are no known physical, visual, historical or cultural links with any designated historic assets.
- 3.3.5 There are Grade II Listed Buildings which lie to the south east of the site, however, there is no visual inter-relationship with these assets.

Ecology

- 3.3.6 The site does not lie within or adjacent to any designated, protected or significant ecological or habitat assets.
- 3.3.7 The Ecological Baseline Habitat Plan notes that hedgerows and trees on the north eastern and north western boundaries, and the southern boundary are species-rich.
- 3.3.8 The nearest designated habitat is 445m to the north of the site (County Wildlife Site which includes the Kennet and Avon Canal).

3.4 Landscape Character

- 3.4.1 Landscape character is defined as the distinct pattern, or combination of elements, that occur consistently in a particular landscape to make it different and unique from one place to another. It is how we perceive the interaction between a number of aspects recognised as the earth sciences, historical and cultural influences, biodiversity, visual and sensory qualities, which all combine to create local distinctiveness and a sense of place.

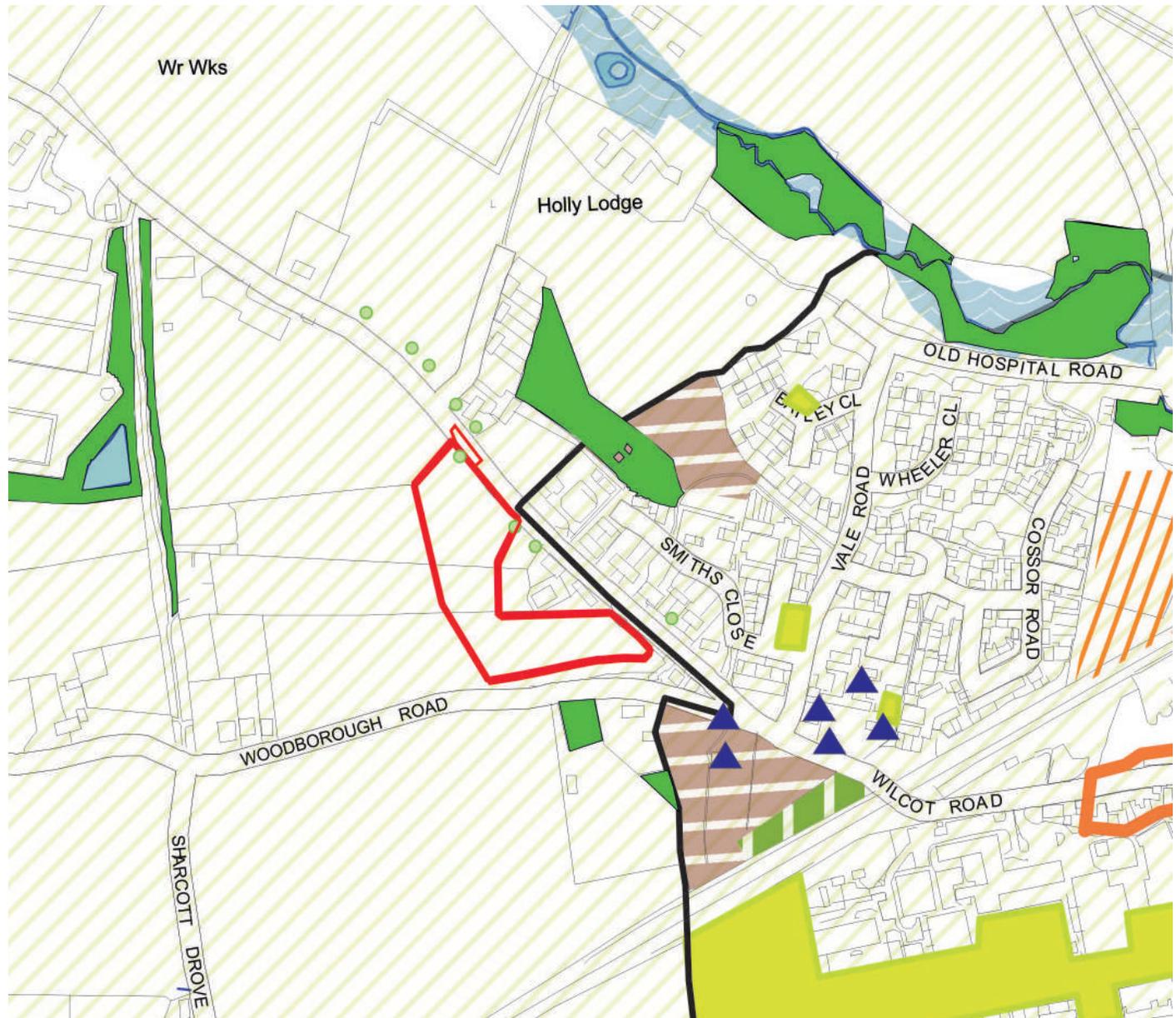
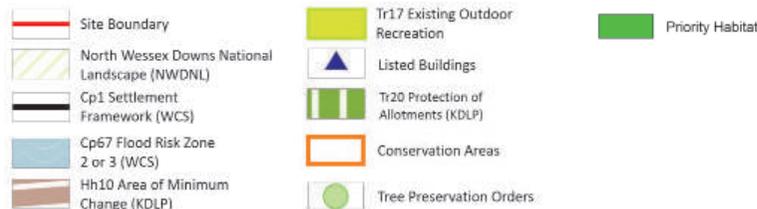


Figure 07 - Designations and Policies



3.4.2 The site lies within NCA 116 Berkshire and Marlborough Downs on the western limit of the London Basin, forming part of a much larger deposit of uplifted Chalk extending from East Anglia to Dorset and to the South Downs. This is a broad-brush character assessment across a wide area, and has been refined as part of the NWDNL Landscape Character Assessment, providing a more locally relevant assessment of the key qualities that contribute to the character.

3.4.3 The landscape within the site and its surroundings falls within the NWDNL's Integrated Landscape Character Assessment 2002 - Landscape Character Area (LCA) 6A: Vale of Pewsey. A summary of the key characteristics is presented in Table 02, with a more detailed analysis of their representation in the colour coded pages that follow.

Table 02 - Landscape Character Assessments Key Characteristics

NCA PROFILE - NCA 116 BERKSHIRE AND MARLBOROUGH DOWNS	DISTRICT LCA - NORTH WESSEX DOWNS AONB (LCA) INTEGRATED LANDSCAPE CHARACTER ASSESSMENT 2002 - Character Area 6A: Vale of Pewsey	SITE CONTRIBUTIONS
TOPOGRAPHY, GEOLOGY AND HYDROLOGY		
<p>Uplifted mass of Chalk dipping south-east into the London Basin and edged by an extensive, complex escarpment. Rolling hills of the dip slope defined by the River Kennet valley and its tributaries, many of which are dry 'combes'.</p> <p>Chalk rivers, wet woodland, reedbed and wet grassland in the major chalk valleys, supported by groundwater. River Lambourn displays exemplary chalk river ecology.</p>	<p>Upper Greensand forms the flat base of the Vale, with small areas of Gault Clay revealed on the western edge. On the flanks of the Vale are a series of low undulating foothills of Lower Chalk</p> <p>Broad low lying almost flat Vale - forming a vast, level open space contained and enclosed by the dramatic stark escarpments of the chalk upland to either side</p>	<p>The prevailing vale landform provides the setting for the site and Pewsey. The contrast in terms of topographical relief is much further away where the vale meets the flanking escarpments.</p> <p>Broadly, the vale appears almost flat as a contrast to the sharply rising escarpment. Locally, variations are recognisable in the form of shallow slopes which reflect the hydrological actions on the underlying geology. The result is that the gently sloping land that underlies Pewsey is at grade with the site.</p>
LANDSCAPE FEATURES		
<p>Woodland and hedgerows concentrated on clay-with-flint soils of the lower dip slope where Savernake Forest is the nucleus of ancient woodland. Isolated beech clumps and shelterbelts stand out on the hills.</p>	<p>Varied land cover, with pasture along tributaries and arable fields enclosed by hedgerows and woodlands. The low undulating foothills are typically under cultivation with very open large scale fields</p>	<p>Hedgerows and woodland feature around field boundaries in the wider agricultural landscape and alongside the River Avon to the north-east. There is no woodland within or adjacent to the site. The land within the site is not arable or in agricultural management.</p>
<p>Mosaic of farmland habitats supports established populations of farmland birds, arable plants, harvest mouse and brown hare.</p>	<p>A network of water channels weave across the flat Vale floor, lined by riparian vegetation with strips of alder and willow</p>	<p>These are not features represented within the site or its immediate context.</p>
<p>Small areas of species-rich chalk grassland scattered on the scarps and steep slopes of dry valleys display colourful and rare plants such as early gentian.</p>		<p>These are not features represented within the site or its immediate context.</p>
	<p>The Salisbury Avon is an important chalk river. The river and its associated wetland habitats are a candidate Special Area of Conservation (SAC);</p>	<p>These are not features represented within the site or its immediate context.</p>
LAND USE AND FIELD PATTERNS		
<p>Huge arable fields managed in very large holdings stretch across the chalk soils of the uplands, bounded by post-and-wire fencing and grass baulks. In the valleys and around Savernake, agriculture is more mixed and boundaries are irregular and hedged, often with oak trees. Savenake farmsteads are small scale.</p>	<p>A weak hedgerow structure through much of the area with few hedgerow trees and boundaries replaced by fencing - opening up some long views</p>	<p>Intensive agricultural management has resulted in hedgerow loss. In the wider agricultural landscape, this is evident. Within the site, the northern and southern hedgerow boundaries are in reasonable condition, but gappy in places. However, the eastern boundary is gappy, over-managed native hedgerow and over-mature conifer hedgerow, which further weakens the hedgerow pattern..</p>
<p>Gallops and stables of large horse-racing establishments, with a nucleus in the Lambourn Valley.</p>		<p>These are not features represented within the site or its immediate context.</p>
HISTORICAL AND CULTURAL CONTEXT		
<p>Sarsen stones are prominent in prehistoric monuments, in historical buildings and in the countryside.</p>		<p>These are not features represented within the site or its immediate context.</p>
<p>High density of monuments, many being prominent landmarks across the arable uplands including stone circles, hill forts, barrows, chalk-cut horse figures and historic routeways. Avebury World Heritage Site is internationally significant.</p>		<p>These are not features represented within the site or its immediate context.</p>
	<p>Historic continuity in settlements with Pewsey being Saxon in origin, Wootton Rivers once being the centre of a Saxon royal estate, and villages such as Coate and All Cannings on a typical medieval layout</p>	<p>There is no intervisibility with the historic core of Pewsey and there are no listed buildings within / immediately adjacent to the site.</p>

Table 02 - Landscape Character Assessments Key Characteristics Continued

NCA PROFILE - NCA 116 BERKSHIRE AND MARLBOROUGH DOWNS	DISTRICT LCA - NORTH WESSEX DOWNS AONB (LCA) INTEGRATED LANDSCAPE CHARACTER ASSESSMENT 2002 - Character Area 6A: Vale of Pewsey	SITE CONTRIBUTIONS
SETTLEMENT, ROAD PATTERNS AND ACCESS		
Traditional building materials include thatch, red brick, flint and sarsens.	Built form includes soft red brick and flint, often used in decorative styles, limestone, sarsen, cob and timber frame, with roofs of straw thatch or clay tile.	A bungalow within the site does not reflect local vernacular. Some older buildings further in the vicinity feature straw thatch, red brick and clay tiles. However the majority of development is a modern interpretation of historic vernacular, predominantly reflected by the red brick with inlay details.
Settlement is sparse on the high Downs, offering experiences of tranquillity, dark skies and far-reaching views. Villages cluster in valley bottoms and near springs, often associated with historical mills, watercress beds and watermeadows, and farmsteads at low densities.		The location of Pewsey village is consistent with this, however, none of these features are evident in the vicinity of the site.
The Vale of Pewsey is a low-lying corridor of Upper Greensand enclosed by chalk escarpments. Villages are densely scattered across high-grade agricultural land supporting mixed agriculture		
Recreation focused on limited areas of open access land, well-known heritage features including Avebury and historic routeways, including the Ridgeway National Trail and Kennet and Avon Canal. Private fishing interests dominate access to chalk streams.	The Kennet and Avon Canal, with its traditional structures including bridges and locks, and the Crofton Pumping Station, plus a diverse range of recreational opportunities	These are not features represented within the site or its immediate context.
	Densely settled with a great variety of settlement including the compact town of Pewsey on the River Avon, numerous small villages and hamlets on the foothills of the downs, plus settlement along the canal and the River Avon	There has been a continuity of settlement expansion along roads extended out from Pewsey, including Wilcot Road.

Table 03 - NWD National Landscape Special Qualities

	SPECIAL QUALITIES	CONTRIBUTION AT SITE SPECIFIC LEVEL
NWD NATIONAL LANDSCAPE: MANAGEMENT PLAN 2023-2024	Open Downland extending from Roundway Down near Devizes to Lardon Chase overlooking the Thames at Streatley is dissected by dry valleys and long steep scarps, with limited tree cover and a sense of remoteness and tranquillity.	Not Applicable
	Downland with Woodland on the dip slope descending to Kennet Valley and south across the Hampshire Downs, offering softer contours, woodland cover and a mix of field patterns.	Not Applicable
	Centred on Savernake Forest and West Woods, the Wooded Plateau consists of extensive tracts of semi-natural ancient woodland, wood pasture with majestic veteran trees, and 18th and 19th century Beech plantations, as well as more recent coniferous plantations	Not Applicable
	At the northernmost tip of Salisbury Plain, the open rolling landform of the High Chalk Plain creates a bleak, spacious landscape under arable production and devoid of settlement, with long views and a strong sense of remoteness and isolation.	Not Applicable
	The distinctive northern Downs Plain and Scarp plunges down from the chalk plain to the Vale of White Horse, creating a dramatic recognisable horizon.	There are distant glimpses of the dramatic horizon from some parts of the site, viewed in the context of existing rooftops and vegetation nearby; small contribution which will need to be reflected in any design
	The Vales of Pewsey and sections of the Thames Valley floor adjoining the Chilterns AONB offer productive loamy and alluvial soils where springs issue from the chalk and compact settlements contrast with scattered farmsteads.	Not Applicable
	The River Valleys of the Kennet, Lambourn, Pang and Bourne form very distinct linear landscapes, characterised by a rich mix of grazed pastures, water meadows, wetland and woodland. Steeply rising slopes create an intimate and enclosed character.	Not Applicable
The Lowland Mosaic, curving around Newbury and the lower Kennet Valley has a varied geology of clays, silts and sands giving rise to a diverse mix of soils and, in turn, a mosaic of ancient semi-natural woodlands, plantations, remnant heathland and more open farmland areas where sunken lanes heighten the sense of seclusion.	Not Applicable	

Contribution to Character Summary

- 3.4.4 The NWDNL's Integrated Landscape Character Assessment is considered to provide the most relevant and localised information, reflecting the 'Special Qualities' and contribution of the site to the National Landscape designation. However, due to the limited evidence of site features and the site's location with residential development on three sides, and some poorly maintained vegetation, the site assessment identified that only a few key LCA characteristics related to the site and its context.
- 3.4.5 The site is located within a well settled, rural landscape.
- 3.4.6 The site's contribution to landscape character is considered to be limited to its well vegetated northern, southern and small parts of the eastern boundary. The gappy hedgerow and trees, although in need of management and some gap filling, make a small positive contribution to the wider vegetation pattern and soften perception of the village edge.
- 3.4.7 The site's contribution to the landscape character is considered to be modest, due to its land use in horsiculture, it reflects very few of the key characteristics identified in the published landscape character background.
- 3.4.8 The key positive characteristics represented on site relate to the vegetated boundaries to the north, south and parts of the eastern which include

mature trees and hedgerow, albeit hedgerow condition appears relatively poor due to lack of management, and the eastern boundary includes non-native conifer species in places. These features contribute to the wider well vegetated landscape character around the settlement edges, providing enclosure to the village.

3.4.9 As noted in Table 02, the site makes a limited contribution to the wider landscape character due to its location on the periphery of the settlement, and its surrounding vegetation which limits perception of the site from further afield.

3.4.10 There is not considered to be any potential for limited intervisibility between the site and other Landscape Character Areas given the relatively small scale of the site, its context and the extent of the Vale of Pewsey Character Area.

3.4.11 Overall, although the site itself demonstrates few of key characteristics, the landscape nevertheless lies within the NWD National Landscape designation and therefore LCA6A is considered to have a high value.

Key Management Requirements for Character Area 6A Vale of Pewsey

3.4.12 Key Management Requirements are noted as follows:

“13.26. The overall management objective is to conserve and enhance the rural, agricultural character of the Vale of Pewsey with its vast open spaces enclosed by dramatic scarp slopes to either side. This includes the pattern of hedgerows, streams and remnant waterside pastures, wet meadows and woodlands and the traditional features associated with the Kennet and Avon canal corridor. There are opportunities for creation of new riparian woodlands, hedgerow planting and restoration of waterside pasture. The area is particularly vulnerable to change with significant pressures for new development. The objective should be to maintain the pattern of discrete small villages set within a quiet rural landscape.”

3.4.13 The NWDNL Management Plan 2019-2024 notes a number of **Special Qualities** which are considered to contribute to the unique character of the National Landscape.

3.4.14 These are generic and relate to the wider experience and perceptions and therefore the site and its current immediate setting are limited in its contribution to these. Table 03 identifies which of the qualities have the

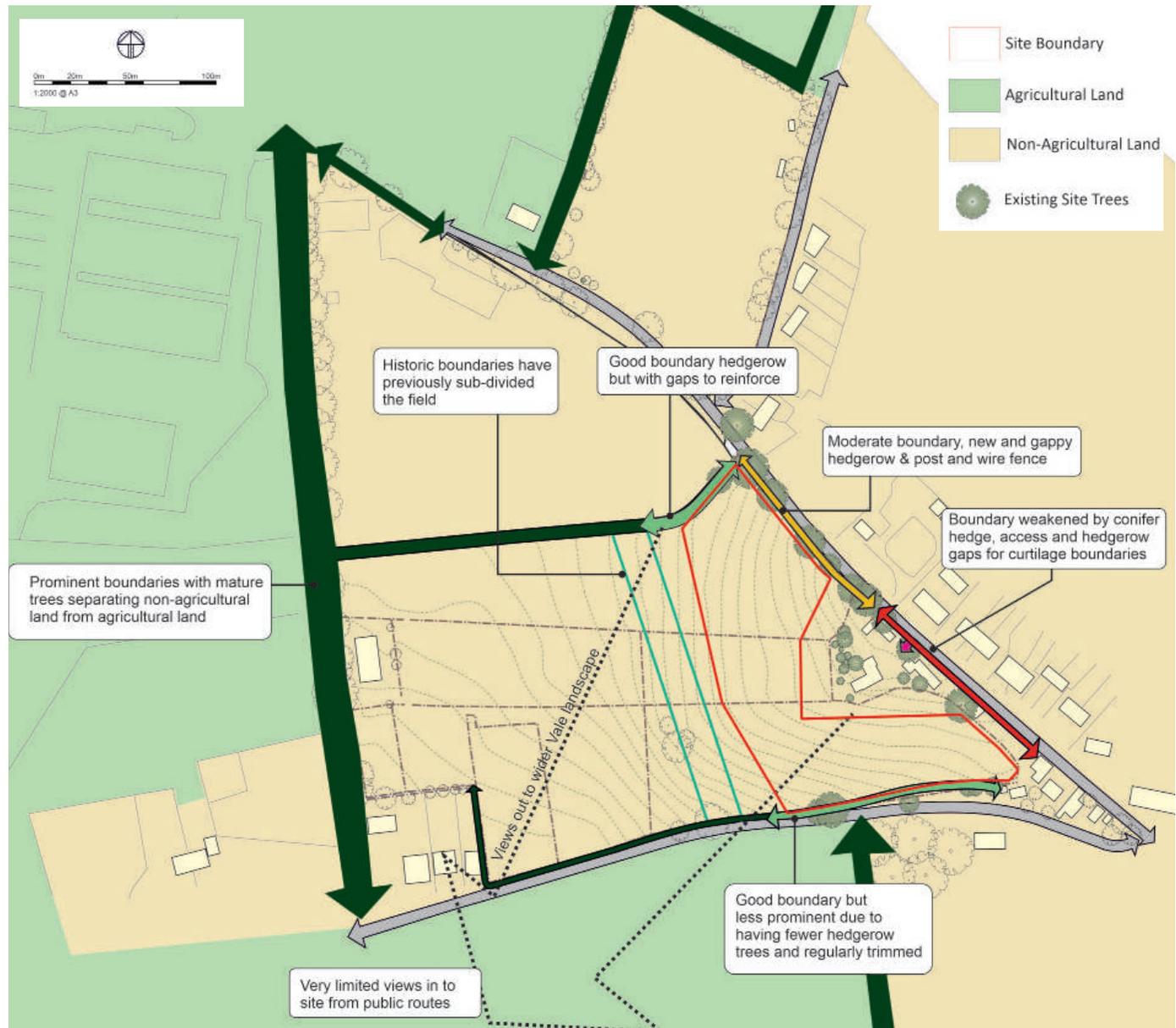


Figure 08 - Landscape Character Context

potential to be affected by change through the development of the site.

3.4.15 Of the qualities listed, the proposed development would need to consider the distant but dramatic horizon which is distantly glimpsed beyond nearby rooftops and tree and hedgerows on the skyline at the village edge, and to ensure no unacceptable intrusion on tranquillity or light intrusion.

3.4.16 Overall, the site is considered to make a very limited contribution to wider landscape character, at a local level only, being closely associated with the edge of the settlement and influenced by adjacent suburban elements. It is well enclosed by vegetation from wider rural landscapes and forms a very small component in the wider perception of views towards the village across the area.

3.4.17 The document also identifies key issues with the potential to have significant influence on the National Landscape’s Special Qualities:

“a) The potential for development beyond the AONB boundary to visually damage or undermine the scale and critical qualities of landscape character areas.

b) Managing the Ridgeway National Trail and other rights of way to maximise enjoyment by responsible users, protect wildlife and cultural heritage, and minimise conflicts.

c) The need to maintain and, where possible, extend chalk grassland habitat.

d) The need to conserve and enhance the remoteness and expansive open scale of the downland landscape.

e) The need for viable agriculture and forestry to continue to contribute to AONB purposes.

f) Availability of sufficient resources for management and understanding of archaeological sites.

g) The need to conserve and enhance the remote, secluded and relatively undeveloped character of more enclosed and intimate landscapes, including the character of the lanes.

h) The need for appropriate woodland management, including the viable use of timber products, particularly for fuel.”

3.4.18 However, is considered that none of these is relevant to the site given its location, current use and condition.

3.5 Topography, Geology and Hydrology

Topography of the Wider Area

3.5.1 Pewsey Vale is a broad valley separating the chalk downland blocks of Salisbury Plain to the south and Pewsey Downs to the north. A review of terrain mapping shows that the dramatic topography associated with the flanking chalk escarpments and the contrast with the adjoining vale landscape is found at some distance from Pewsey and the site. Pewsey and site lie wholly within the broadly flat vale.

3.5.2 The ridgeline 3.8km to the north of the site rises to 262m AOD. PRoW such as the Tan Hill Way, White Horse National Trail and Mid Wilts Way run along parts of the ridgeline. The southern valley slopes rise to approximately 207m AOD by around 2.9km to the south of the site. Shallower valleys fall southward towards the site from the base of the slopes to the north.

Topography of the Site

3.5.3 The site lies just north west of the village on the gently undulating valley floor in between Ford Brook and a land drain that runs from the Kennet and Avon Canal to the River Avon to the south. Locally, the topography underlying Pewsey features a variety of sloping landform, meaning that existing settlement is already at grade with the site, as well as on lower and higher ground.

3.5.4 Within the site, the gently sloping topography drops from 127m AOD in the north-eastern portion to 126m in the south-west. This landform continues to drop away not only to the south-west but also to the south and south-east where other parts of the settlement are well established.

3.5.5 The northern extent of Wilcot Road is sunken below the level of the site with steep banks rising to the site boundary (approximately 1m high in places).

Geology

3.5.6 The vale of Pewsey is bound by chalk hills to the north and south. Within the vale its self the area is predominantly Upper Greensand. Agricultural classification for the local land is Grade 1, although the site itself is not in agricultural use.

Hydrology

3.5.7 The site or immediate surroundings do not have any contextual or physical

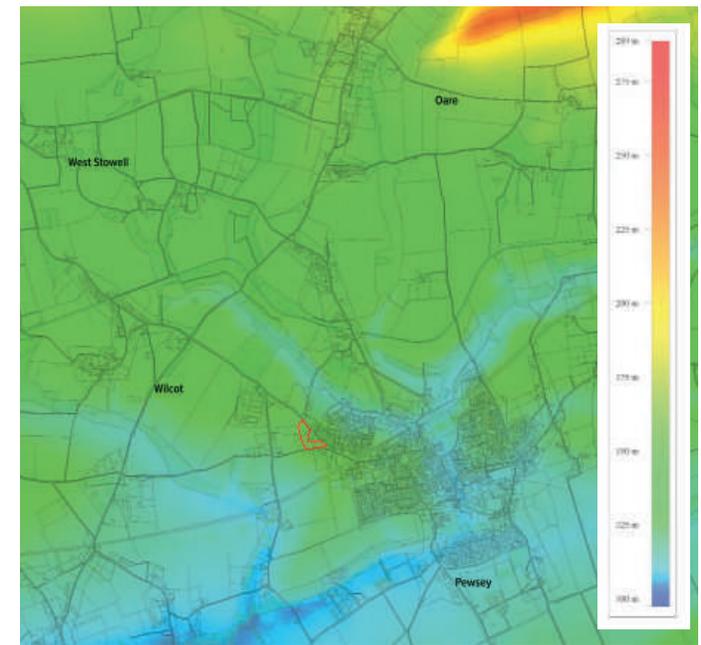


Figure 09 - Topography

links with the river networks and corridors that characterise parts of the vale.

3.5.8 In relation to the site, the closest hydrological feature is Ford Brook 125m to the north east. A land drain that runs from the Kennet and Avon Canal to the Avon River lies 400m to the south west. The EA flood zones map records the site within flood zone 1 which has a low probability of flooding from rivers or the sea. A Flood Risk Assessment (FRA) will be carried out for the site.

3.6 Landscape Features

3.6.1 Figure 10 illustrates the current site features. The quality and value of these are considered within ecological and arboricultural technical assessments.

3.6.2 The site consists of a pastoral field sub-divided into equine paddocks for grazing, and the residential property of Picket Leze.

3.6.3 Outside of the residential curtilage the use of the land for horsiculture has resulted in potential key landscape and biodiversity features being restricted to its perimeter. Horsiculture and its associated stabling and clutter are not considered to reflect the higher value of traditional rural/

Design Considerations

- Ensure appropriate well vegetated setting to the village, reinforce gappy hedgerows and tree groups.
- Ensure appropriate landscape buffer to the wider agricultural landscape.
- Development to integrate in consideration of the surrounding residential dwellings.
- Consider character of local lanes.
- Consideration of special qualities, management policies and strategies associated with the NWDNL.

pastoral landscapes.

3.6.4 Key character features that positively benefit wider character are restricted to the southern boundary hedgerow and trees and the northern hedgerow and tree belt between the site and the rugby grounds, along with trees and hedgerow on Wilcot Road.

3.6.5 Wilcot Road vegetation consists of a mix of some native but also ornamental species along residential curtilages which have varying degrees of connectivity and management. Whilst these provide some privacy and screening for the properties they are not considered high quality landscape features of the rural, undeveloped landscape.

3.6.6 The following tree reference numbers have been interpolated from the Tim Pursey Arboricultural Assessment (February 2025).

3.6.7 The northern boundary with the rugby field is defined by a mixed native hedgerow (thorn, blackthorn, holly and elder with occasional ash). The overall quality of the hedgerow is considered low and the condition gappy but useful in providing a defensible boundary and habitat. The eastern section of the hedgerow provides good visual screening between the two fields, reaching 6-8m in height, whilst the remainder to the west provides a 2m high screen to the rugby ground with occasional maturing ash.

3.6.8 Part of the north eastern boundary with Wilcot Road is formed by a low hedgebank and contains several Category A and B mature oaks (that provide key and significant landscape features along the lane (T7, T11, T12, T13 and T14). The hedgebank has been partially planted with a native hedgerow enhancing this feature and providing longevity to the semi-rural aspect of the lane.

3.6.9 In direct comparison much of the south eastern boundary is open with notably residential dense conifer hedgerow along Wilcot Road at various heights and garden vegetation/bramble at points. A single mature Category A Walnut (T9) is located amongst the conifers behind the site and is of a similar scale and form to the oaks further north and considered a key feature in the street scape.

3.6.10 The southern boundary is defined by a 1.5-2.5m high, native hedgerow located on a low hedgebank (species rich hedgerow). This boundary forms an important aspect of the rural character of the lane. The hedgerow is also important in screening views into the paddocks.

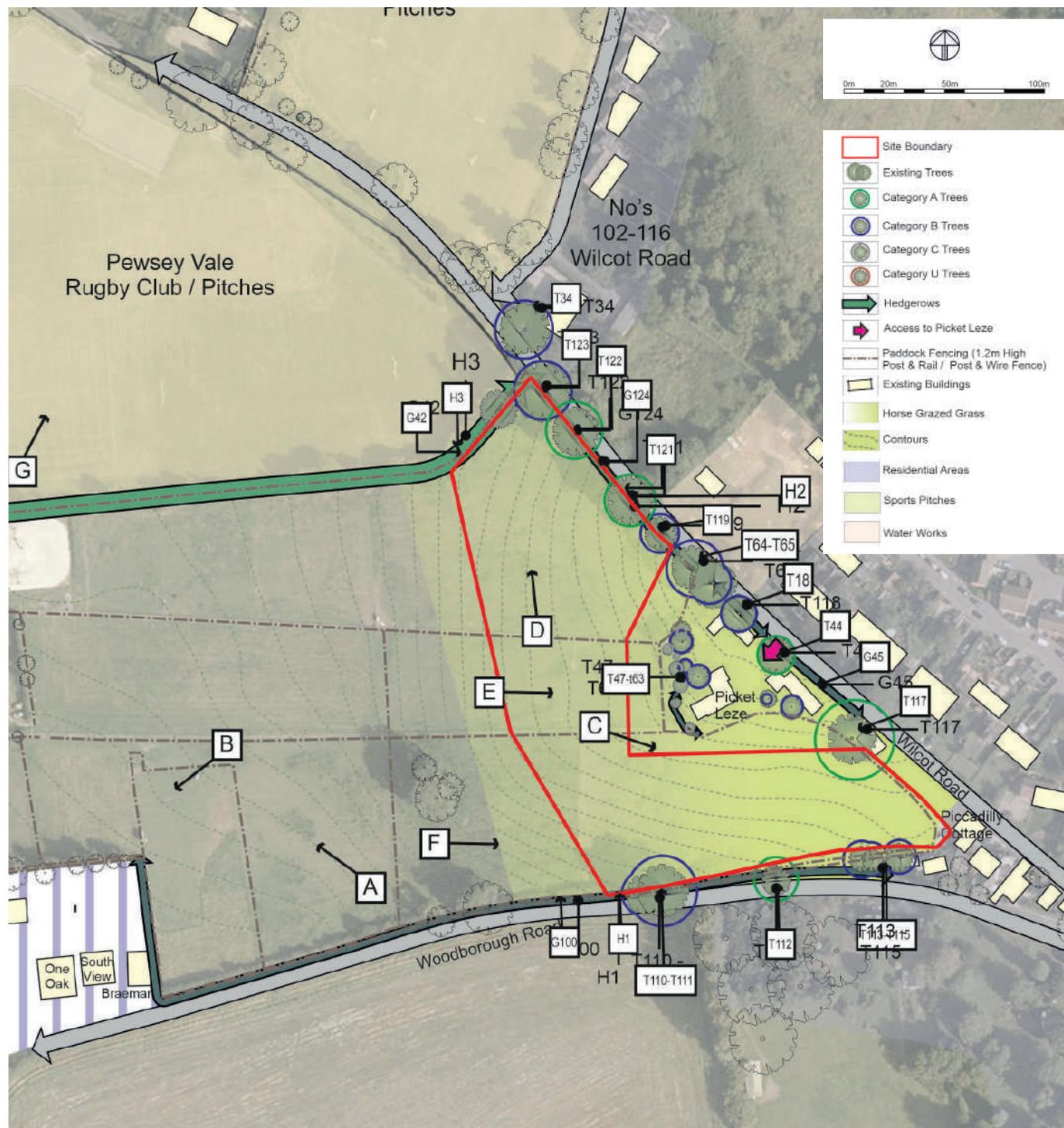


Figure 10 - Site Features

- 3.6.11 Mature trees within the hedgerow are limited to a couple of mature category B which form notable features along the lane (T1 and T6).
- 3.6.12 The connectivity of this hedgerow is broken to the southwest by a linear line of housing on the corner of the parcel (One Oak, South View and Braemar). The residential curtilages are formed by well maintained ornamental shrubs and fencing.
- 3.6.13 Photos A-H illustrate the site and its immediate context during summer months.
- 3.6.14 Within the site and local context, key features are restricted to a small group of trees to the southwest. Of these three are considered high quality (Cat A and B) and notable features, mature 15-16m high hornbeam, ash and beech. The group also contains some thorn however the removal of these would benefit the maturing higher quality trees.
- 3.6.15 The curtilages to residential properties are predominantly ornamental but are useful in providing a defensible boundary and privacy to the residents.
- 3.6.16 There are several ornamental trees within the residential boundary of Stonnington and whilst these are not key features in terms of character there are opportunities for the higher category mature trees to be retained within the layout to provide scale.



Photo A - Northwestern corner of the paddocks that lie to the west of the site, extending the horsiculture to the immediate setting



Photo B - Scrub vegetation to the rear of properties, forming the immediate setting to the west of the site

3.7 Land use and Field Patterns

Land Use

- 3.7.1 The rugby ground to the north, and football pitches to the north-east of Wilcot Road form a distinct and defensible land use separation between the site and the arable fields to the north. The erosion of hedgerow connectivity to the south of Woodborough Road is a negative characteristic that has reduced the contribution the hedgerow makes to the character of the vale.
- 3.7.2 This swathe of land is not representative of the "arable fields enclosed by hedgerows and woodland" in the Pewsey Vale NWDNL landscape. Instead, this area, which includes the site, is distinctly non-agricultural. Therefore, these hedgerows now separate the non-agricultural land



Photo C - Southeastern corner of the paddocks, illustrating invasive scrub and pocked, heavily grazed grass



Photo D - View looking towards the north-eastern boundary from within the site. Horsiculture is defined as a key issue for the NWDNL



Photo E - View towards the paddock's eastern boundary, with domestic and non-native vegetation within Picket Leze



Photo F - Near the centre of the paddocks, there are long views to ridgelines due to the absence of hedgerow trees. Further west, hedgerow trees provide enclosure to the paddocks

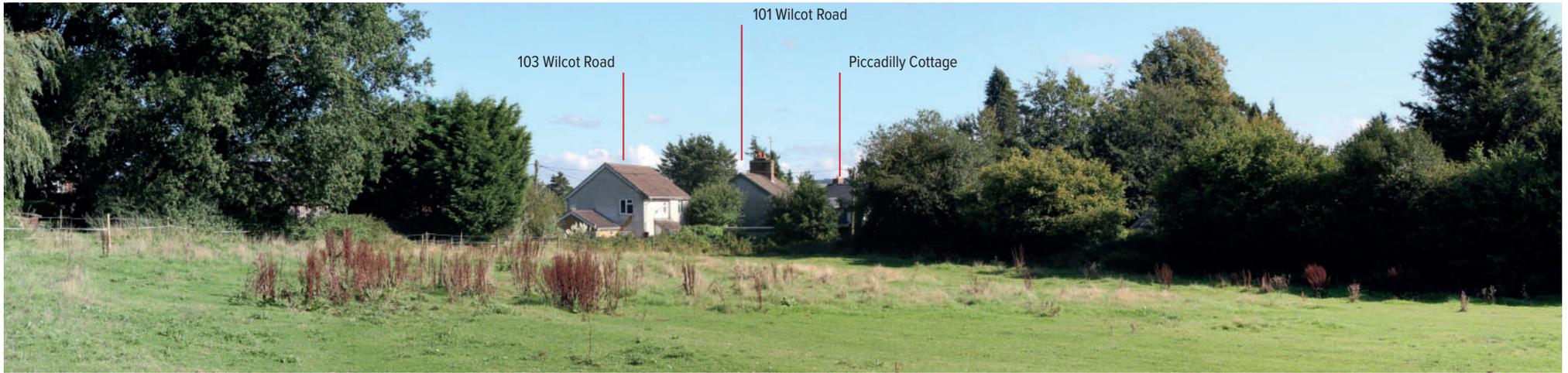


Photo G - Dwellings in southeastern corner of paddocks, prior to complete replacement of hedgerow with closeboard fence around Wilcot Road



Photo H - The rugby club with the floodlights and pitches that form the immediate setting to the north of the site.

and settlement from the agricultural land.

3.7.3 Within the non-agricultural land, the hedgerow separating the site from the rugby pitches to the north and the hedgerow along Woodborough Road contains comparatively fewer hedgerow trees and have gaps where reinforcement planting has not been provided.

3.7.4 The eastern boundary with Wilcot Road comprises in part, a narrow native hedge with gaps, chainlink fence, over-mature conifer hedge and timber closeboard fencing. Without a mature native hedgerow, the mature trees

along this boundary do not form as prominent a natural boundary feature as those found between the agricultural and non-agricultural land.

Land Cover

3.7.5 Within the vale the topography has resulted in the escarpment slopes being historically used for livestock, whilst the vale is predominantly intensive arable farming with occasional pockets of pasture.

3.7.6 To the south of the village the intensive arable has resulted in the

Design Considerations

- Building height parameters – respond to topography of site and wider landscape.
- Consideration of drainage, surface water runoff and relationship with local watercourses.
- Consideration of materials – permeable surfaces.
- Retention and enhancement of all high/moderate value landscape features as part of Green Infrastructure. Restore and enhance connectivity between features, around the boundaries and across the site.

removal of hedgerows and woodland blocks, which allow glimpses of development and settlements within the middle distance when travelling through this landscape.

- 3.7.7 To the north of the village there is still a notable network of mature hedgerows and copses (for example along roads, field boundaries and hydrological corridors) providing a degree of enclosure in comparison.
- 3.7.8 The assessment has identified that in comparison to the open, broadly flat character of the wider vale the landscape immediately west of Pewsey was notably enclosed by the mature hedgerows and tree belts to the south, west and north. These localised features form a physical barrier between the smaller paddocks contained within the parcel and the wider open agricultural landscapes to the west and south.
- 3.7.9 In direct comparison the application site benefits from good connectivity of hedgerow and trees around its north and south perimeter, which has been influential in enclosing the site and limiting the experiences between the parcel and the wider landscape.

Field patterns

- 3.7.10 A review of the NWDNL Historic Landscape Character Assessment has found that the site lies within a larger field that forms part of the Pre 18th Century Regular Fields. These are typified as “regularly-shaped, small to medium sized fields with boundaries composed mainly of hedges.”
- 3.7.11 Historic mapping indicates that field boundaries have varied over time, particularly as the settlement expanded along Wilcot Road. There is evidence of north-south and east-west field boundaries within the immediate setting.

Design Considerations (Land Use and Field Patterns)

- Retain development within field pattern and well defined/ boundaries, restore and enhance hedgerow.
- Consider restoration of historic field boundary to the west.
- Key trees and landscape features within field boundaries to be retained and managed for longevity wherever possible.

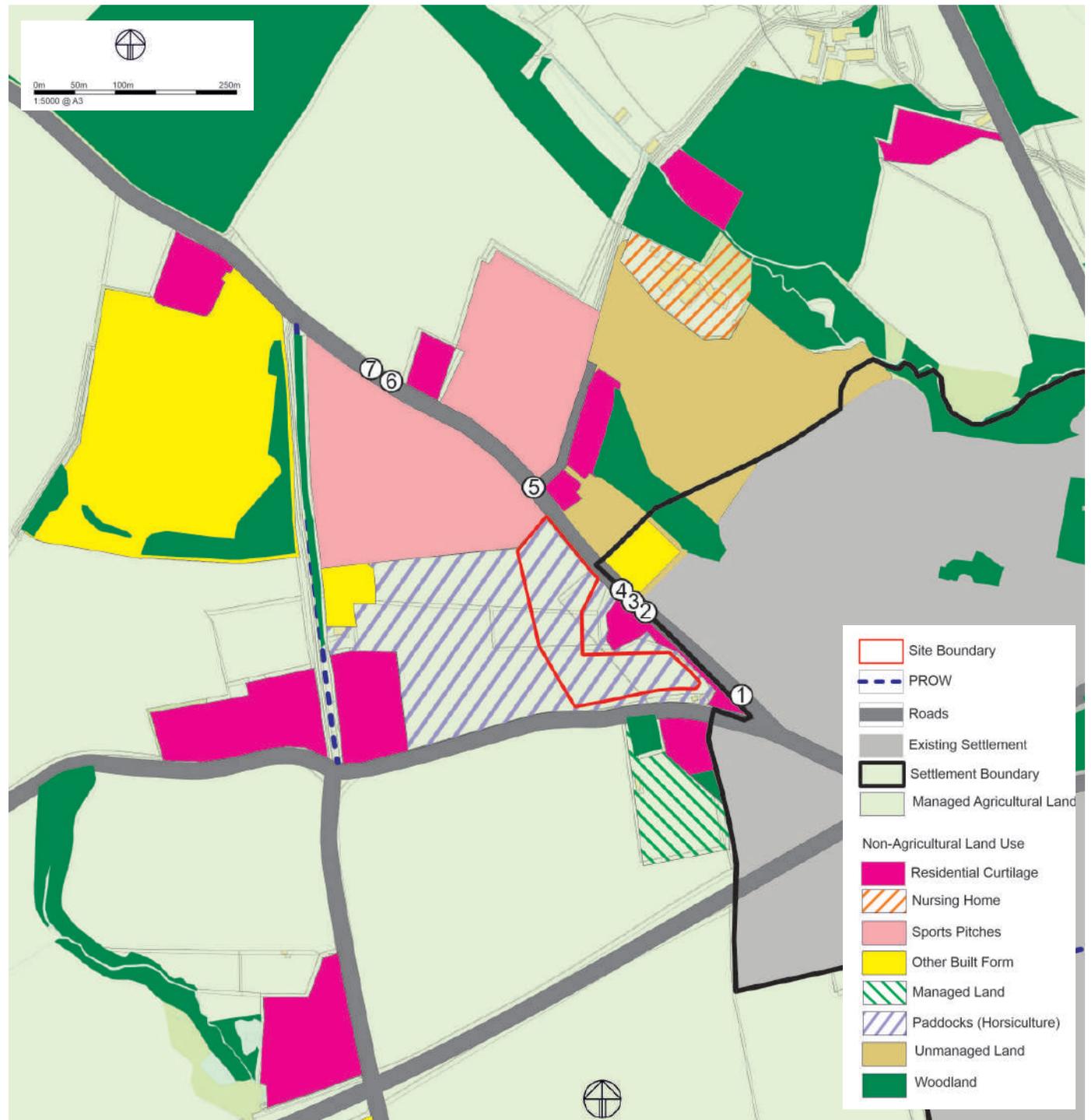
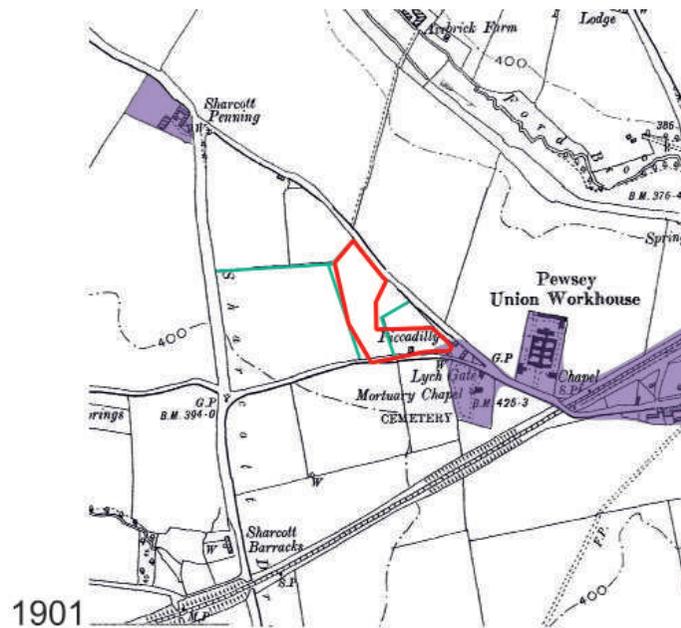


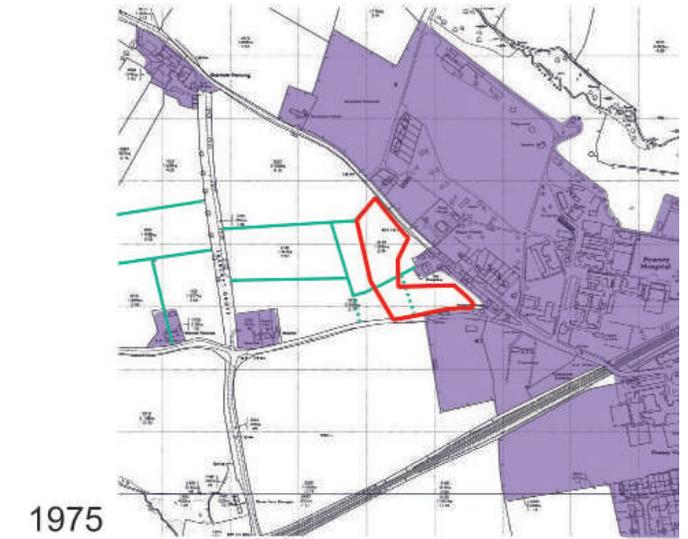
Figure 11 - Land Use and Character Photo Locations

3.8 Settlement Character

- 3.8.1 Within and along the edge of Pewsey the majority of the development along approaches to the village (including Wilcot Road and Woodborough Lane) has resulted from 1930-1990's expansion.
- 3.8.2 The housing reflects the generic styles of the period rather than the local character of the traditional buildings that form attractive settings to other villages within the vale. The exceptions are the approach from Milton Road to the east of Pewsey and Southcott Road to the southeast where historical cottage and farmsteads have been encompassed within the expanding boundaries.
- 3.8.3 The Pewsey Village Design Statement, 2002 identified the following details to be representative of the village character: 'red brick; slate roofs; cottages; thatch; terraces; timber door and window frames; Georgian style farm houses...'
- 3.8.4 The statement outlines that the consideration from residents is that red brick and slate roofing are better suited to the built up area of the village, whilst others such as the cottage style are better for areas away from the village centre. It was also stated that detached houses "predominate in the outer areas."
- 3.8.5 The traditional built key characteristics that form a strong identity within the historic core of Pewsey are not a defining characteristic within the housing abutting the site. Whilst there are some minor elements and features the overriding built vernacular is predominantly modern and not strongly characteristic or positive to the place making of the village.
- 3.8.6 Significant contrasts in textures, colours and scale are restricted to the main transport routes, approaches to the urban settlements boundaries.
- 3.8.7 The effect upon some village settings are notably reduced, in particular where the approaches reflect the expected traditional vernacular, scale and have a clearly defined village boundary, such as at Wilcot village further to the north-west.
- 3.8.8 Where the approaches are not so well defined and modern expansion has created sub-urbanised features upon the approach then the contrast in quality, character and landscape definition becomes weakened and detracts from the traditional historical vernacular.



1901



1975

Figure 12 - Settlement and Field Pattern Development

- 3.8.9 Whilst there are a number of major transport routes through the vale the impact upon the tranquillity of the vale is considerably lessened by intervening vegetation.

Character of Wilcot Road

- 3.8.10 Given the context of the non-agricultural land in which the site lies, and the settlement edge, the character of Wilcot Road varies accordingly:
- Residential dwellings overlooking the road, with a mixture of fencing and walls

and buildings (see also images overleaf);

- Signage indicating that speed limits reduce to 30mph alongside the site; this being typical of the approach to settlements;
- Overbearing, heavily managed conifer hedge;
- Regularly trimmed native hedge planted alongside chainlink fence;
- Verges vary in grass cover and width;



Photo 1: View north west along Wilcot Road



Photo 2: View south east along Wilcot Road, opposite entrance to Picket Leze, illustrating inconsistent mixture of boundary features, non-native sections of hedgerow, narrow verges with short or worn grass, car laybys and dominance of residential character



Photo 3: View south along Wilcot Road opposite entrance to water works, illustrating existing street signage, denuded hedge, kerbed access, chainlink fence, and residential development

- Tarmac pavements and pedestrian railings; managed appearance;
- Engineered accesses with kerbs to dwellings off Wilcot Road and to Pewsey Vale Rugby Club; • Unmanaged, strong native hedges character;
- Floodlighting and chainlink fencing clearly visible from Wilcot Road; • Absent or scattered built form;
- High voltage electricity cables and junction box at entrance to water works; • No tarmac pavements;
- Engineered bund to water works with break in hedgerow; • Infrequent signage;
- • No light glow from sports pitch floodlights;
- 3.8.11 In comparison, rural lanes beyond the settlement – such as along Sharcott Drove further to the south-west, are characterised by: • Field access typically not engineered or kerbed.
- Wide grass verges, often with drainage ditches and longer grass with a less

Design Considerations

- Consider the setting of the village, and built form close to the site.
- Consider introduction of hedgerow as well as single species native hedges as a locally typical boundary treatments to reflect village typologies.
- Reflect high quality local vernacular in new design.
- Retain well vegetated characteristics along roads.
- Introduce key LCA features such as hedgerows with trees as boundary treatments.
- Ensure positive relationship and transition to surrounding properties and the lane to ensure settlement character is reinforced appropriately as noted in the LCA guidance.



Photo 4: View north along Wilcot Road adjacent to water works entrance, illustrating existing signage, electricity junction, engineered embankment and denuded hedgerows with backdrop of floodlit pitches to the left beyond the hedge and chainlink fence and unmanaged vegetation to the right



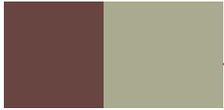
Photo 5: View south west on Wilcot Road to boundary of Pewsey rugby club with engineered pedestrian footway, railings, signage, chainlink fencing and gates on the verge, with backdrop of pitches and floodlighting.



Photo 6: View south from Wilcot Road through the gate of Pewsey rugby club showing bollards and lighting columns which break the skyline



Photo 7: View south on Wilcot Road with kerbed, gated entrance across the verge, signage, chainlink fencing and backdrop of pitches and floodlighting



Earthy, muted tones and muted colours



Modern representation of local vernacular and architectural detailing overlooking a village green



Mixed styles along Woodborough Road with evergreen, manicured hedge domesticating the character of the road on the approach to the site and Pewsey



Modern housing to the north of the site, further along Wilcot Road

VISUAL & PERCEPTUAL QUALITIES



4 VISUAL AND PERCEPTUAL QUALITIES

4.1 Perceptual Qualities

- 4.1.1 The overriding experience of the wider vale is of a well wooded shallow valley floor divided by woodland blocks, in particular along the main transport routes and approaches to the village.
- 4.1.2 Long distance views from within the vale are often truncated by the undulating vegetation and tree belts. Opportunities for open views are generally restricted to public footpaths outside of the village which traverse the open farmland and glimpses through hedgerows bordering the roadside.
- 4.1.3 Within the vale the intervening tree belts and undulating vegetation significantly reduces the impacts of the larger settlements within views from the ridgelines where they appear assimilated into the overall treed framework. The setting to the villages are viewed within the context of the open arable fields, separated from them by mature, well treed hedgerows, which assist in providing a strongly rural perception.
- 4.1.4 The visual and perceptual changes between the open rural arable landscape and the more enclosed riparian and settlement landscapes provide a strong contrast in scale and enclosure that forms a significant part of the positive NWDNL character and experience.

4.2 Visual Context

- 4.2.1 The computer generated Zone of Theoretical Visibility (Figure 02) provides a broad indication of the potential for views towards the proposed development within the site. However, in reality, this area is considerably refined during the site visit as a 'visual envelope' as a result of localised topography, woodland, hedgerows and individual trees, and built form and garden vegetation, in places. This refinement is illustrated within Figure 13.
- 4.2.2 Baseline surveys have found that the undulating topography, small scale enclosed landscape and high frequency of mature trees, woodland and hedgerows has resulted in limited opportunities for views into the site.
- 4.2.3 On the ridgeline to the north, hedgerows, woodland copses and the rolling topography screens the majority of views towards both the site and

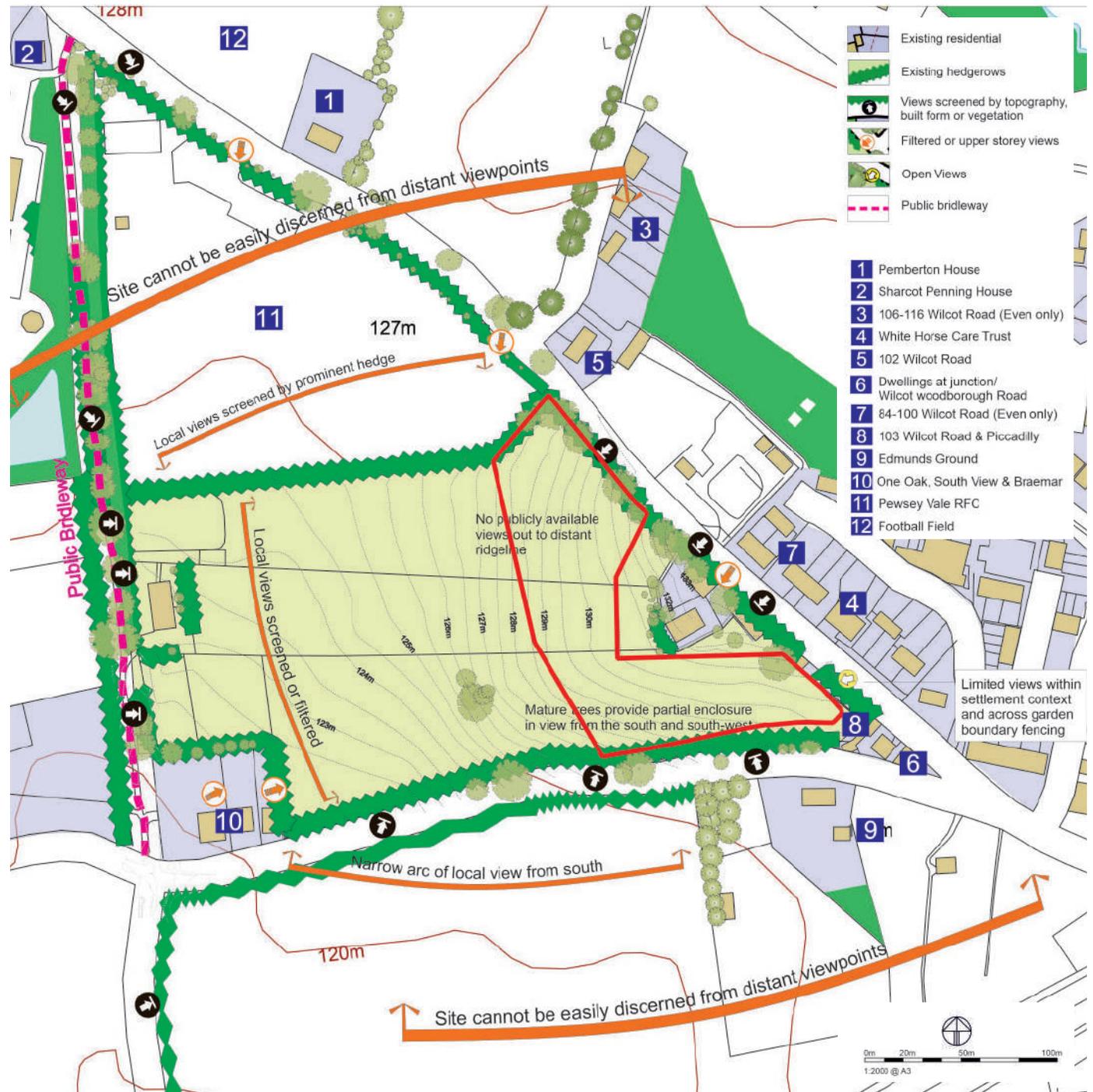


Figure 13 - Visual Analysis

surrounding village. Ridgelines to the south afford filtered views into the site due to the lack of boundary vegetation around fields further south.

4.2.4 Visual receptors (people who would be likely to experience changes to views) would include residents within the village and within individual dwellings, walkers, cyclists and horse riders on the local lane network and PRoW, and passing motorists.

4.3 Representative Viewpoint Photographs

4.3.1 The following RVPs have been selected to represent the type of views towards the site that are available to visual receptors within the study area. The RVP locations are shown on Figures 14 and 15. RVPs as set out to the single frame LVIA methodology are set out in Appendix C.

4.3.2 Consultation was undertaken with the Landscape Officer at the Council to agree views for the assessment during previous applications on the site. The consultation was based on earlier RVPs taken in April and July 2016. The consultation information included baseline analysis that was used to demonstrate the extent to which the mature trees in particular reduced the scope for intervisibility with locations to the north. The Landscape Officer agreed that the original RVP03 and 04 could be scoped out of further assessment. These are nonetheless included in this report for reference to baseline character and an understanding of the visual context. An additional viewpoint was requested and is included in the assessment as RVP 11. The numebtrs have been kept for consistency.

4.3.3 Some additional photographs have been included to provide further information; for example, where the viewpoints are not publicly accessible, photographs taken within the site can identify the potential extent of views or indicate how topography or vegetation screen important receptors.

4.4 Views from the North

4.4.1 Views from the north are restricted to local receptors along Wilcot Road and users of the rugby field. Views further north are heavily filtered/screened by topography, native hedgerows and mature trees.

4.4.2 These visual receptors are considered Moderate in sensitivity due to the limited range and the detracting suburban features within the close distance local views.

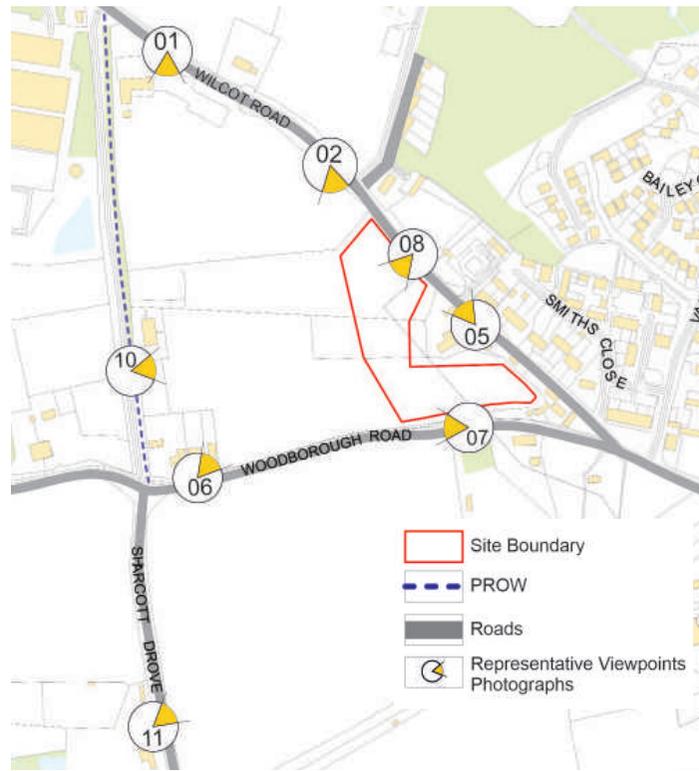


Figure 14 - Representative Viewpoint Photographs (RVP) Location Plan (Local)

4.4.3 In comparison, the elevated part of the North Wessex Downs, approximately 3.7km north, provides opportunities for long distance panoramic views over the vale towards the Salisbury Plains and the village. These views are synonymous with the expectations and experiences of visitors to the NWDNL and users of the National Trails along this ridgeline and are therefore afforded a Very High sensitivity. However, the site is difficult to discern with the naked eye, given the level of vegetation within this part of the village, even during winter months, and these RVPs have been scoped out (see paragraph 4.3.2).

4.4.4 The visual analysis and ZTV identified the following potential receptors:

- Pemberton House, 180m north;
- Users of the rugby club (RVP01)
- Wilcot Road north (RVP02);
- No 102 Wilcot Road; and

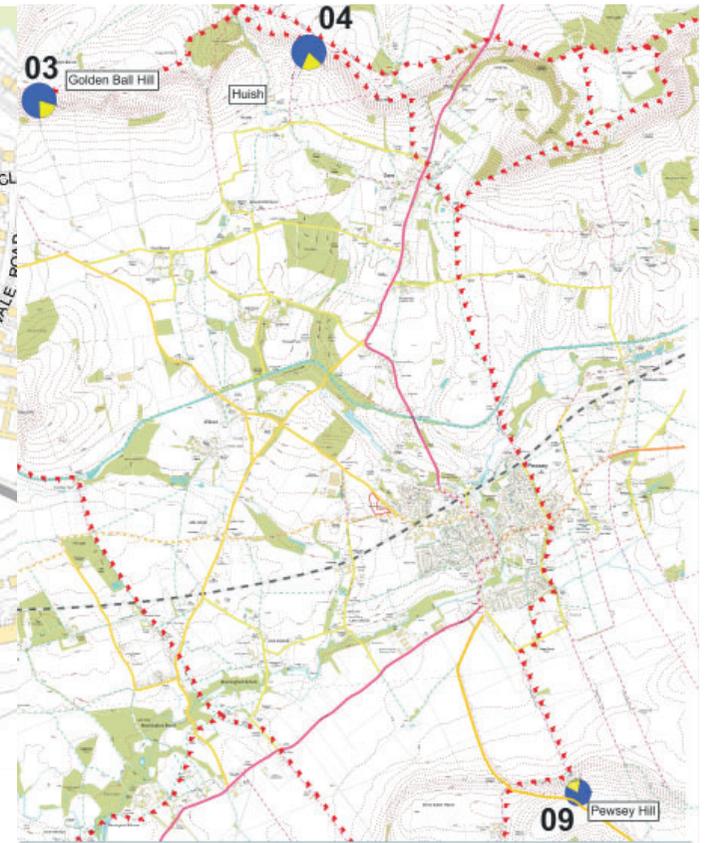


Figure 15 - Representative Viewpoint Photographs (RVP) Location Plan (Wider)

- Views from the elevated North Wessex Downs NL (RVP 03 and 04).
- 4.4.5 Views from Sharcott Penning Farmhouse to the west of the rugby field are directed away from the site.
- 4.4.6 Existing mature trees along Wilcot Road filter views into the site from adjacent properties.



01 - View from rugby field entrance off Wilcot Road

Distance From Site:	178m North	Direction of View:	165°
OS Grid Reference	SU 15249 60603	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Clear
Camera:	Canon EOS 5D	Elevation AOD:	128m AOD



02 - View from gated entrance to rugby pitch off Wilcot Road

Distance From Site:	50m North	Direction of View:	175°
OS Grid Reference	SU 15387 60500	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	133m AOD



03 - View looking towards the site from Tan Hill Way National Trail (ALT015) (Scoped out from Assessment)

Distance From Site:	4.3km North	Direction of View:	137°
OS Grid Reference	SU 12537 63764	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	259m AOD



04 - View from Huish Hill along the Mid Wilts Way (just south of the Whitehorse National Trail (runs parallel) (Scoped out from Assessment)

Distance From Site:	3.7km North	Direction of View:	160°
OS Grid Reference	SU 14907 64176	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	237m AOD

4.5 Views from the East

4.5.1 Views from the east are restricted to the adjacent road and properties. The housing along Wilcot Road screens views from further east.

4.5.2 Potential receptors are limited to:

- Dwellings alongside the site including No 103 Wilcot Road and Piccadilly Cottage;
- Users of Wilcot Road (RVPs 05); and
- Housing on the eastern side of Wilcot Road.

4.5.3 Mixed boundaries along Wilcot Road screens ground floor views from the properties to the east of the road, restricting potential views to upperstoreys.



05: View north-west along Wilcot Road

Distance From Site:	5m East	Direction of View:	313°
OS Grid Reference	SU 15646 60259	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	134m AOD

4.6 Views from the South

- 4.6.1 Views northwards to the site are limited to local receptors, due to an intervening ridgeline and the valley containing the River Avon. A gap in field boundary vegetation alongside Sharcott Drove (RVP11) allows a brief view towards the site from the road. However the visual receptors would typically be moving and so the view would be transient and glimpsed.
- 4.6.2 Middle distance views are screened by intervening mature hedgerows and trees. Seasonal growth of crops also contributes to variations in intervisibility from PRow immediately south of the railway line.
- 4.6.3 There are opportunities for distant wide panoramic views towards the village from the elevated Salisbury Downs, approximately 3km south.
- 4.6.4 Potential local receptors are limited to:
- Housing at the southeast corner of the site (Piccadilly Cottage, No103, 101 and 97 Wilcot Road and Edmunds Ground);
 - Housing along the southern boundary/Woodborough Road; One Oak, South

View and Braemar;

- Manor Farm Cottages, Sharcott Drove;
 - Elevated section of the railway line to the south
 - Users of Woodborough Road (RVPs 06 & 07); and
 - Elevated receptors along the Salisbury Plain ridgeline (RVP 09).
- 4.6.5 One Oak, South View and Braemar to the southwest of the site are accessed from Woodborough Road. All three are single storey and orientated to the north. Views from the housing are filtered by a tall hedgerow between Braemar and the site. There are potential open views through gaps in the garden boundary of Braemar. Views from One Oak and South View remain screened by intervening garden boundary planting.
- 4.6.6 The boundaries around Piccadilly Cottage and No 103 Wilcot Road have some opportunities for open views into the eastern section of the development site. The houses and intervening boundaries screen views from the two houses further south (101 and 97 Wilcot Road). There is an

opportunity for an upper storey view over Wilcot Road and the intervening gardens.

- 4.6.7 Views from the housing to the east of Wilcot Road are restricted to parking areas and upperfloor views. These are further screened in part by the existing large degraded sheds and overgrown scrub area to the south of Martinborough (formerly Stonnington).
- 4.6.8 Manor Farm Cottages lie approximately 343m southwest of the southern boundary. Ground floor views are screened by dense hedgerows either side of Sharcott Drove but there would be oblique upperstorey views toward the eastern section of the site.
- 4.6.9 There would be open transient views across the site from the elevated train line approximately 200m south. The site is viewed as the approach to the village. The train line truncates views from the lower vale further south.
- 4.6.10 In distant views from Pewsey Downs approximately 3km to the south east, the site is difficult to discern with the naked eye, given the level of screening from vegetation, even during winter months, and receptors in this area have been scoped out.



Approximate extent of site (much of which is screened by boundary vegetation)

06: View east along Woodborough Road

Distance From Site:	140m West	Direction of View:	72°
OS Grid Reference	SU 15226 60222	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	121m AOD



Southern boundary of site

07: View west along Woodborough Road

Distance From Site:	5m South	Direction of View:	275°
OS Grid Reference	SU 15480 60274	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	132m AOD



Approximate location of site

09 - View towards the village from Everleigh Road - North Wessex Downs National Landscape

Distance From Site:	3km South-East	Direction of View:	323°
OS Grid Reference	SU 17149 57933	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	204m AOD

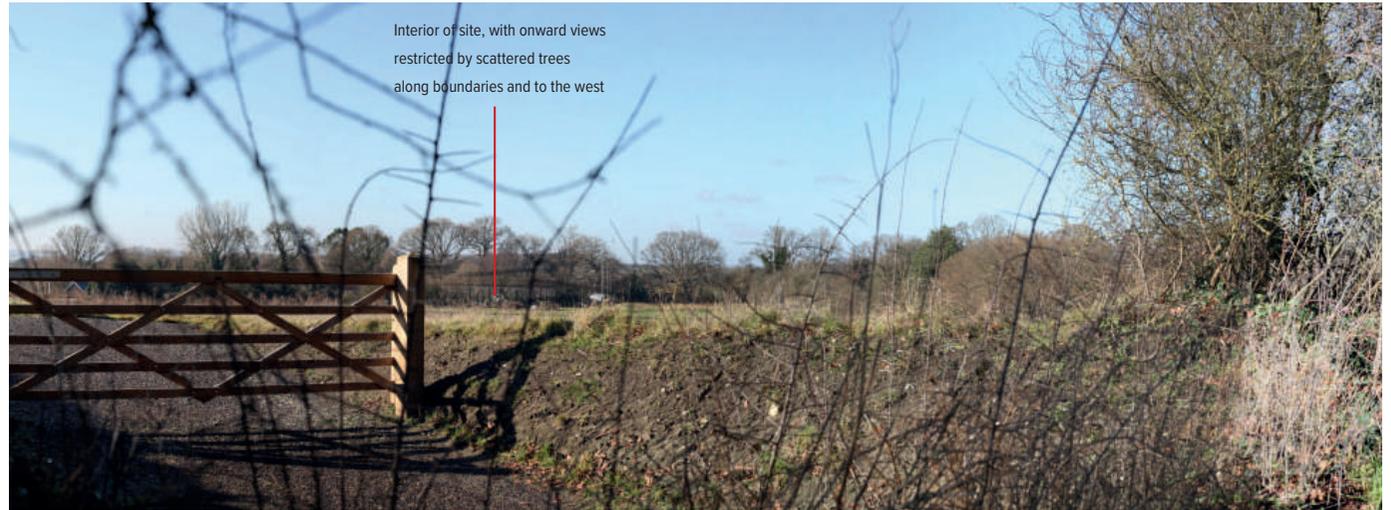


11 - View from Sharcott Drove (road)

Distance From Site:	292m South-West	Direction of View:	27°
OS Grid Reference	SU 15220 60004	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	115m AOD

4.7 Views from the West

- 4.7.1 Views from potential receptors to the west are restricted to Public Bridleway PEWS15 which lies to the west of the site (RVP 10).
- 4.7.2 The bridleway runs along a narrow informal track bordered both sides by mature tree planting and hedgerows which restricts views even during the winter months. Views are restricted to occasional gaps in the boundary hedgerow and a gateway into the paddocks.



08: View from Wilcot Road at the site entrance

0m West	260°
SU 15464 60421	
06.02.2025 AM	Dry, clear
	136m AOD



10 - View into site from bridleway PE WS15

Distance From Site:	161m West	Direction of View:	89°
OS Grid Reference	SU 15193 60332	Camera Focal Length:	50mm fixed lens
Date & Time:	06.02.2025 AM	Weather Conditions:	Dry, clear
Camera:	Canon EOS 5D	Elevation AOD:	125m aOD

4.8 Summary of Visual Analysis

4.8.1 The range of views in which there could be a notable change in visual amenity, is limited to the immediate locality. In such views, boundary vegetation heavily filters much of the site, with the exception of the western boundary where it is currently undefined. The visual analysis is illustrated on Figure 13. The visual analysis found that the well wooded context and variation in topography are the key factors which constrain the extent of intervisibility between the site and the surrounding visual receptors.

4.8.2 A number of dwellings within the study area have also been identified with potential for impacts on their view. Whilst there is no right to a view in planning terms, the general amenity of residential visual receptors is recognised through best practice guidance. The following tables provides a summary of these visual receptors within the visual envelope and their baseline views towards the site.

Design Considerations

- Consider location and disposition of development in relation to topography/adjacent properties.
- Maintain, enhance and extend boundary vegetation, and introduce new trees to ensure visual integration of built form into the village edge.
- Consider boundary treatments to screen adjacent discordant features.
- Consider colour of materials to ensure visual continuity within the village.

4.9 Sensitivity of Visual Receptors

4.9.1 The following tables show the sensitivity of visual receptors based on the visual analysis.

Table 03 - Visual Receptor Sensitivities

Ref No	Distance from site	RVP	Receptor Location	Description	Potential View	Sensitivity
Roads						
	Eastern Boundary	RVPs 01, 05	Wilcot Road	The lane is located at approximately 0.5-1m lower than the adjoining land to the west. Views are restricted to the section of land abutting the development area. These views are currently screened by the boundary along Martinborough (previously Stonnington) and two dilapidated large sheds and overgrown scrub. These will be removed as part of the development creating open views into the site, without suitable mitigation.	✓	Moderate
	Southern Boundary	RVPs 06 & 07	Woodborough Road	The lane is sunken with tall hedgerows either side. Potential views are restricted to gaps and over the garden boundary of Piccadilly Cottage. Views are restricted to the southern section of the site. Martinborough (previously Stonnington), the dilapidated sheds and the housing along Wilcot Road currently form part of the views of the development area.	✓	Moderate
PRoW (Distances represent nearest point to site)						
	West of site	RVP 10	Public Bridleway PEWS15	Views restricted to occasional glimpses through gaps in the hedgerow and a gateway into the southern paddock area. Within this view the stable block/agricultural barn is a dominant feature and the housing along Wilcot Road is partially visible in the background.	✓	Moderate
	3.7km North	RVP03 & RVP04	National Trails and PRoW on the Downs (North Wessex Downs NL)	Within the available views from the elevated ridgeline the site forms a negligible component within a wide panorama across the intervening vale. The mature tree planting around the village and its surrounding field boundaries is heavily influential in filtering views of the village, and even in winter months the village is largely hidden within this structure of vegetation.	✓	Very High
	3km SE	RVP09	National Trails and PRoW on the Downs (North Wessex Downs NL)			Very High
Others						
11	Northern boundary	RVP 01, 02	Users of the Rugby Club	Views towards the paddocks are filtered by mature tree planting and hedgerow along the southern boundary of the rugby field.	✓	Moderate
12	50m N	RVP 02	Users of the football fields	Views towards the paddocks are heavily filtered by mature tree planting and hedgerow along the southern boundary of the rugby field.	✓	Moderate
	200m S		Train users	Transient open views towards the site, framed to the east and west by residential development.	✓	Moderate

Ref No	Distance from site	RVP	Receptor Location	Description	Potential View	Sensitivity
Residential						
1	180m N of site		Pemberton House	Views restricted to oblique upperstorey views towards the site which are heavily filtered by intervening trees.	✓	Moderate
2	380m NW	RVP 01	Sharcott Penning Farmhouse	Views from the farmhouse are limited to upperstorey glimpses through vegetation directed towards the northern boundary of the rugby field.	X	Moderate
3	80m NE	-	Nos 106-116 Wilcot Road	Orientation of dwellings means views overlook the football pitches to NW, woodland to SW.	X	Moderate
4	60m E	RVP 05	White Horse Care Trust, Wilcot Road	The current views are heavily screened by the boundary planting along the curtilage of Martinborough (previously Stonnington) with glimpses of the house and the paddocks beyond.	✓	Moderate
5	NE Boundary Wilcot Road	RVP 02	No. 102 Wilcot Road	Potential upperstorey views towards the paddocks are heavily filtered by intervening tree canopies but glimpses through NE site corner are possible.	✓	Moderate
6	SE Boundary		Dwellings at junction Wilcot/Woodborough Road	Potential opportunities for open views into the development area. Martinborough (previously Stonnington) and the dilapidated sheds currently form part of the view. Views from Nos. 101 and 97 Wilcot Road benefit from screening by the intervening houses.	✓	Moderate
7	NE Boundary		Nos. 84-100 (even nos only) Wilcot Road	Views are restricted to open views from some parking areas and upperstoreys by intervening garden boundary treatments. Views are directed over an overgrown area with dilapidated large sheds towards the paddocks.	✓	Moderate
8	SE Boundary		No.103 Wilcot Road and Piccadilly Cottage	Opportunities for open views into the development area. Martinborough (previously Stonnington) and the dilapidated sheds currently form part of the view.	✓	Moderate
9	20m S	RVP08	Edmunds Ground	Oblique upperstorey views directed towards the eastern perimeter of the development area. Views are directed over Woodborough Road and the intervening gardens of Piccadilly Cottage. Martinborough (previously Stonnington), the dilapidated sheds and the housing along Wilcot Road currently form part of the view.	✓	Moderate
10	175m SW	RVP 08	One Oak, South View and Braemar	Views from these single storey properties are heavily filtered by a tall boundary hedgerow between the site and Braemar. There are some open views from the garden of Braemar towards the paddocks and development area. Martinborough (previously Stonnington), the dilapidated sheds and the housing along Wilcot Road currently form the backdrop to the view.	✓	Moderate
	400m SW		Manor Cottages, Sharcott Drove	Potential views for open oblique upperstorey views towards the site. Framed to the east and west by residential development	✓	Moderate

LANDSCAPE VALUE, SUSCEPTIBILITY & SENSITIVITY



5 LANDSCAPE VALUE, SUSCEPTIBILITY AND SENSITIVITY

5.1 Definition of Landscape Value

5.1.1 Natural England defines landscape value as “*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).

5.1.2 The Landscape Institute GLVIA3 further describes landscape value as “*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.*” – (Source GLVIA3).

5.1.3 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 national, regional and local level.

5.2 Landscape Value of the Site

5.2.1 As the site lies within the NWD National Landscape, the GLVIA3 Draft Technical Guidance Note 05/3 states that ‘landscape value within nationally designated landscapes should be at the highest level (e.g. expressed as high/ very high/ of national value)’ (<https://www.landscapeinstitute.org/wp-content/uploads/2023/07/GLVIA3-Notes-and-Clarifications.pdf>).

5.2.2 However, for the purposes of this appraisal the site has also been tested against the GLVIA3 and the Landscape Institute Technical Guidance Note 02/21 ‘Assessing landscape value outside national designations May 2021’ criteria to help identify any key attributes, at a site-specific level, that may influence the overall value contribution.

5.2.3 The GLVIA3 and the Landscape Institute Technical Guidance Note 02/21 ‘Assessing landscape value outside national designations May 2021’ provides a list of potential criteria that could form part of the consideration of the value of un-designated landscapes. Desktop research, site visits and other technical reports have been used, alongside professional judgement, to formulate an overall value.

5.2.4 Value relates to a series of elements that are considered to influence and contribute to the perceived character of the site. To gain an understanding of these the site has been tested against a series of criteria (Table 3 Appendix A). Professional judgement has been used to consider the significance of each element within the overall assessment.

Designated Landscapes/Features

5.2.5 The site lies within the North Wessex Downs National Landscape and is therefore automatically afforded a Very High value within the Tables in Appendix A. However this value does not take into consideration local factors that detract from the expected qualities and experiences of the NWDNL such as suburban edges, large industrial areas and historic village expansions. When assessing the effects of proposed development on this aspect consideration needs to be given to the quality and condition of the receiving NWDNL landscape.

5.2.6 There are no protected or locally significant landscape features within the site.

Quality and Condition

5.2.7 Features of landscape value and condition are limited to the perimeter hedgerows and trees as described above.

5.2.8 The use of the site for equestrian use has resulted in the loss of key quality grassland and boundary features within the site.

5.2.9 The quality of the boundaries along Wilcot Road, both in rural character and visual terms, is degraded in part by the presence of discordant features and boundaries to residential properties.

5.2.10 The overall landscape quality and condition is considered to be Low / Moderate.

Scenic Value

5.2.11 Though there are visual links towards the elevated ridgelines to the south, these are common in views from the wider vale. These are not available to the public.

5.2.12 Within views from the elevated ridgelines the site forms a negligible component of the wider context, as illustrated by RVP 03 and 04.

5.2.13 Locally, views are influenced by existing housing along boundary roads.

5.2.14 In terms of the approach and setting to the village the southern boundary of the site strongly influences the rural character of Woodborough Lane, however the current hedgerow screens the majority of experiences of the site.

5.2.15 The housing to the southwest and south east of the site currently form the threshold developments but are not considered to represent the historic and traditional character of the village.

5.2.16 The scenic value is considered Low/Moderate given that due to its enclosed nature the landscape has limited influence on local views and is influenced by several suburban/urban features.

Tranquillity

5.2.17 The tranquillity described above is disturbed by a combination of land use / human activity which varies according to time of day and movement generated by nearby roads.

5.2.18 Within the site, the activity associated with the livery and paddocks, the nearby sports pitches and the two adjacent roads with traffic slowing down on the arrival at the settlement, means the tranquillity of the immediate context is lowered compared to the more remote areas of the NWDNL, where the general activity is reduced to agricultural management and occasional passing traffic.

Historical or Cultural Associations

5.2.19 Neither parcel has any known historical or cultural associations resulting in a Negligible value.

Table 08 - Landscape Value Summary

Consideration	Importance/Influence	Value
Designations	National	Very High
Quality and Condition	Local	Low/Moderate
Scenic Value	Local	Low/Moderate
Tranquillity	Local	Low/Moderate
Historic or Cultural Associations	Negligible	Negligible
Recreational use	Local	Negligible

Recreational Value

5.2.20 The site currently has no recreation value or public access, and makes no discernible contribution to functionality, with the exception of its perimeter hedgerows and trees.

5.3 Sensitivity

5.3.1 The most notable consideration with regards to the sites value are its NWDNL designation. As discussed this national designation status provides an assumption of Very High value, however, the baseline site appraisal considers this value to be Moderate due to the lack of key features and experiences associated with the NWDNL that are present, and the low/moderate quality of the features and setting. It is therefore considered that overall the value of the site is Moderate to Low, with opportunities for improvements to the current low values identified within Table 08.

5.3.2 The current aesthetic, experiences and the character of the site are not considered to positively contribute to its key qualities and features. Its influence is restricted to its immediate surroundings and is negatively impacted by the condition, and resulting value of the site.

5.3.3 Since sensitivity relates to both value and susceptibility (the extent that a landscape feature or area can 'accept change of a particular type and scale without unacceptable adverse effects on its character'), it is considered that a high quality, appropriately designed residential development on the site would not be out of character or expectation in this setting, and as a result susceptibility would be considered Medium

5.3.4 Overall, given the low quality and condition of the site, a Moderate value combined with a Medium susceptibility would result in a **Moderate sensitivity**. It is considered that there are opportunities for improvements to the site's features and contribution to local character, and the following paragraphs discuss the key issues.

Key Issues

5.3.5 Key issues that are relevant to the site are listed below.

5.3.6 Protecting and enhancing the green gap that exists along the north south axis of the site, therefore protecting existing filtered views towards the ridgelines.

5.3.7 The quality and longevity of hedgerows is a key issue, with signs of hedgerow removal and poor management and interplanting of non-native evergreen species along its eastern perimeter. The opportunity exists to enhance and reintroduce these features as part of the development strategy.

5.3.8 The issues identify the pressures for new housing on the edges of villages and their potential impact on their character. This will also potentially include the introduction of urbanising features such as kerbs and signage. This will need to be carefully considered to assimilate any new development into both the village and the landscape.

5.3.9 The site provides an opportunity to locate the development within an existing enclosed framework and away from the more vulnerable 'borrowed' landscape along the sides of the Vale, another identified key issue.

5.3.10 The assessment identifies the small-scale intimate character of the LCA would be potentially sensitive to any new development. Maintaining the distinctive settlement pattern and scale is considered a key aspect.

DESIGN RESPONSES



6 DESIGN RESPONSES

6.3.1 This report has identified the baseline considerations that form part of the development and GI parameters to preserve the valued landscape characteristics of the site, its contribution to the wider setting and successful assimilation into the existing landscape and village settlement.

6.1 Constraints and Opportunities

6.1.1 The following are the key constraints in relation to the site:

- Potential impacts upon the character and key features of the NWDNL designation;
- Visual amenity of local residents and users of PROW PEWS15 (bridleway);
- Existing features that provide value (such as trees and hedgerows) and;
- Impacts upon the setting and approach to the village.

6.1.2 The following are the opportunities identified as part of the baseline studies:

- New settlement approach that reflects the high quality and architectural characteristics of the historic village;
- Provide housing within the NWDNL that is successfully assimilated into the current setting;
- Create strong, legible and defensible naturalistic settlement edge boundary with native trees and hedgerow;
- Provide an integrated drainage and SUDS strategy, increasing biodiversity opportunities;
- Restore lost historic hedgerow and provide an increase in habitat potential; and
- Provide opportunities for views out to the ridgelines to the north and south.

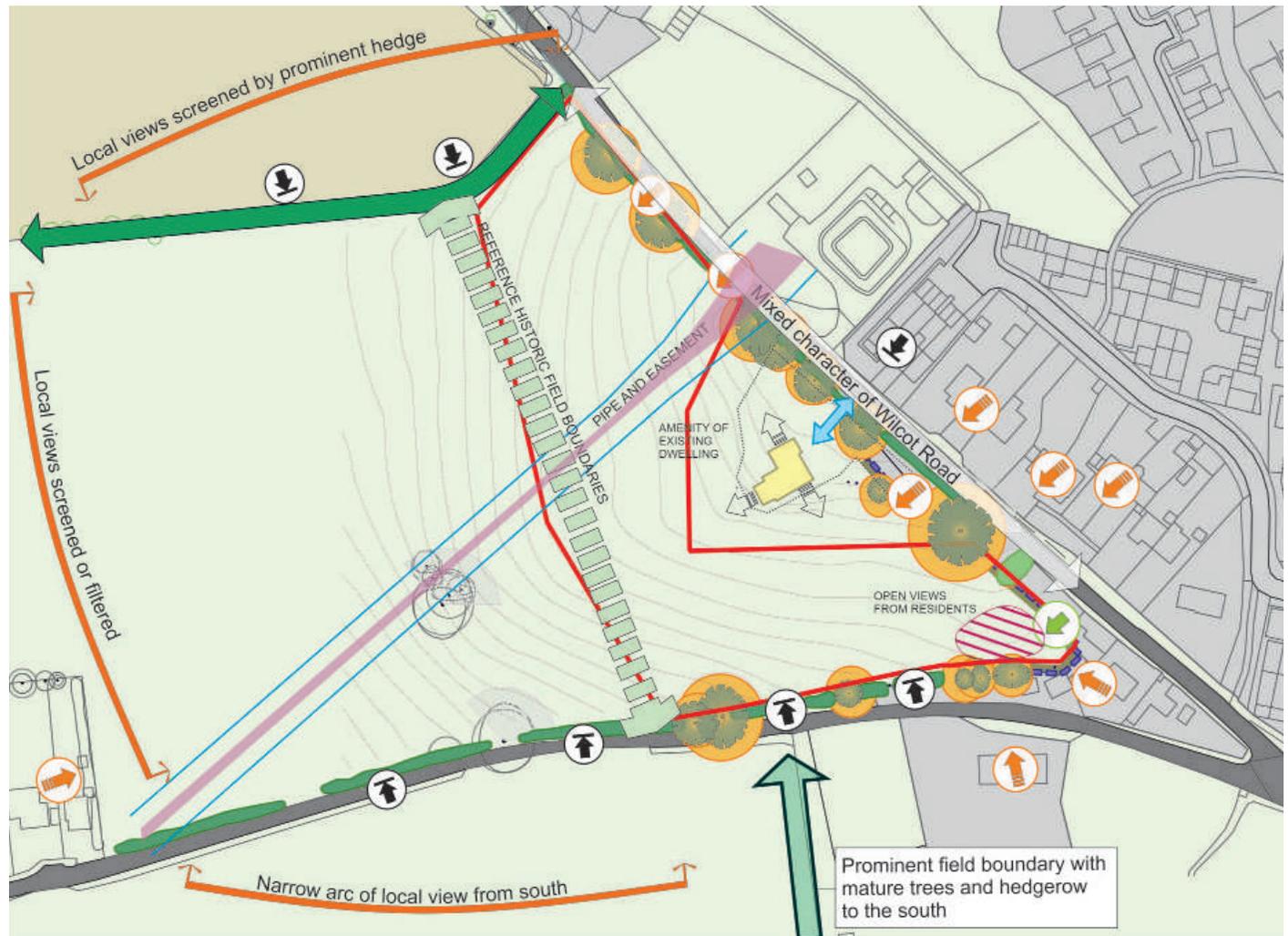
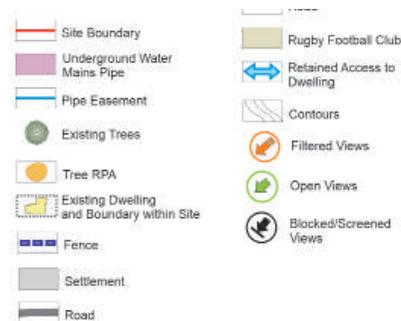


Figure 15 - Site Considerations



6.2 Landscape Strategy

6.2.1 The 'Key Management Requirements' for the Vale of Pewsey character area are to "conserve and enhance the rural, agricultural character". The following objectives have been designed to incorporate the cited opportunities, as well as provide mitigation for predicted adverse impacts arising from the proposed development.

Objective 1

- Retain, protect and enhance the 'Special Qualities' of the NWDNL and the Vale of Pewsey.
- Where possible the existing trees and hedgerows within the site will be retained, enhanced and incorporated into the design. New hedgerows and tree planting will be proposed where they would not interfere with existing views towards ridgelines to the north and south from public routes;
- Provide an appropriate character and settlement boundary to the village respecting the historic characteristics and qualities of the traditional villages and towns within the vale;
- Retain opportunities for views towards the southern ridgelines; and
- Limit the impact of light spill through careful design. The impacts and mitigation measures of potential lighting will be assessed and discussed in a separate report.

Objective 2

- To provide high quality design that reflects both the character, quality, pattern and heritage of the NWDNL and Pewsey village's distinct 'Varied legacy of building styles'. Assimilate the proposed development into the existing settlement;
- Constrain development to the eastern portion of the site, adjacent to the existing settlement boundary. Provide a strongly defined, treed edge boundary to the new settlement edge that will reflect the key characteristics of the landscape character, including along the lanes;
- Establish a strong landscape structure to absorb existing or new development on the fringes of urban areas and settlements (from the Kennet Landscape Conservation Strategy: Vale of Pewsey). This will be achieved through additional tree and hedge planting as described in objective 1;
- Retain the rural aspect of Woodborough Road, set development back, where



Figure 16 - Landscape Strategy



there are views directed towards 'traditional' rural architecture and reinforce the hedgerow and trees along this frontage;

- Housing to the periphery will consist of a low density broken edge of settlement to allow views to permeate into the development. This will reflect the pattern and density of housing that is appropriate for this settlement edge semi-rural location.
- Housing in general will reflect typical examples of the highest quality examples within Pewsey village. Housing will use a variety of styles, materials and historic vernacular in response to the varied mix of house styles in the area;
- Sympathetic new entrance created off Wilcot Road.
- All open spaces to be overlooked; and
- Create framed views through the site with feature buildings providing key foci.

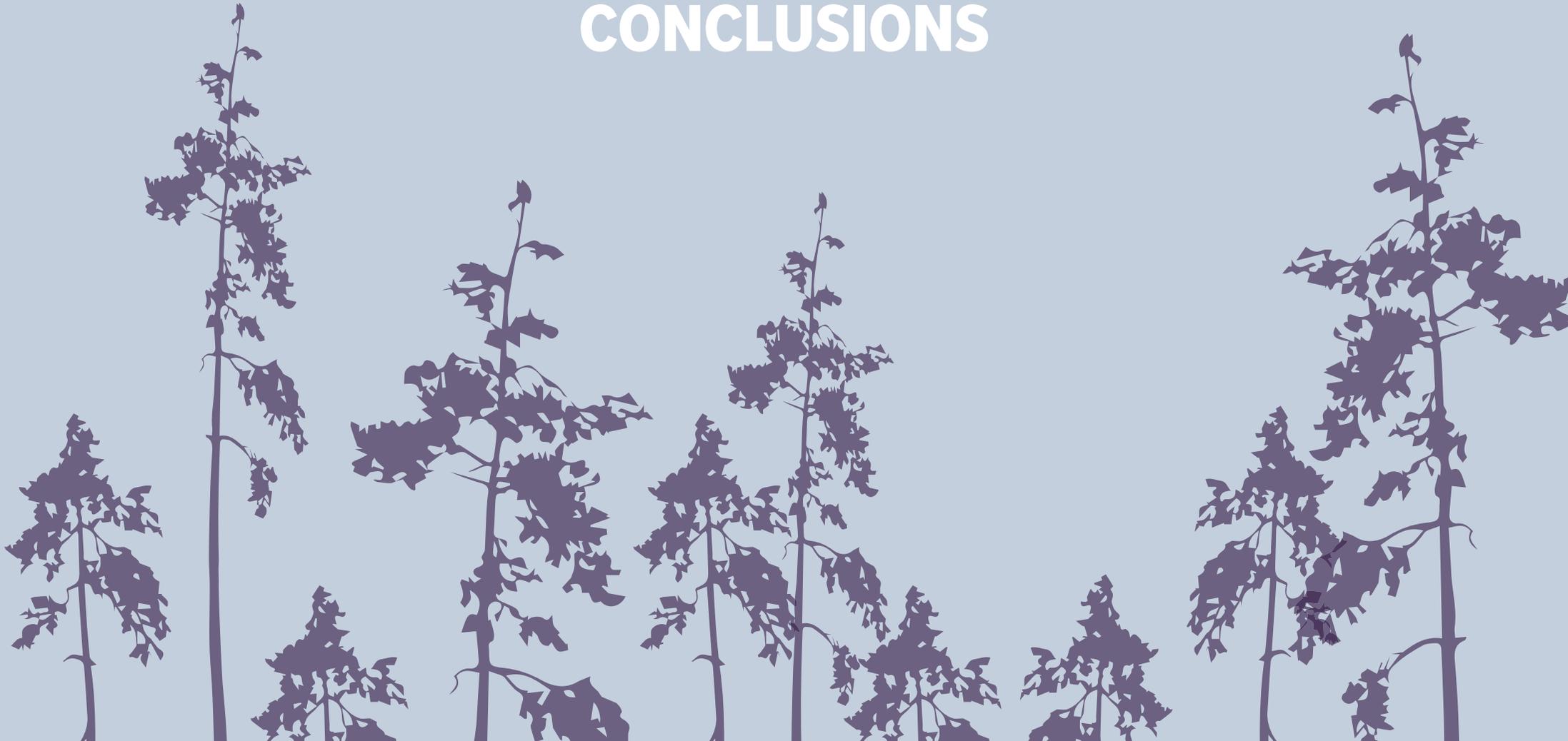
Objective 3

- Provide landscape and habitat connectivity in and around the site. Provide opportunities for biodiversity and strong green infrastructure
- Increase the connectivity and enhancement of the existing site boundaries by replanting and improving the native hedgerows;
- Additional planting providing green infrastructure links through the development;
- Provide an integrated SUDS system; and
- Provision of habitat areas and linear habitat borders to open space to provide diversity and improve ecological / landscape value (Kennet Landscape Conservation Strategy: Vale of Pewsey).



Figure 17 - Landscape Masterplan

PREDICTED EFFECTS & CONCLUSIONS



7 PREDICTED EFFECTS AND CONCLUSIONS

7.1 General

- 7.1.1 Effects normally arise through changes in character, including changes to the baseline features, quality and value (landscape), or by affecting the way in which we perceive the landscape with our senses (visual and sensory).
- 7.1.2 The following descriptions provide a narrative as to the effects which are likely to occur. Definitions of the sensitivity and magnitude can be found in Appendix A.
- 7.1.3 The assessment is based on the mitigation measures identified within the landscape strategy and illustrative masterplan. Elements within the layout that will give rise to potential effects include:
- Residential development within the site;
 - Increased native tree planting in and around the site;
 - Native hedgerow/shrub planting to provide additional habitat connectivity;
 - Provision of public open space, incorporating SuDS.
- 7.1.4 The baseline studies indicated that impacts would be primarily limited to the local character of the area and very localised views, given the enclosed nature of the development.

7.2 Policy and Designations

- 7.2.1 The illustrative masterplan and strategy have been developed to reflect the relevant landscape policy and guidelines, in particular in relation to the character and scenic quality of the NWDNL.
- 7.2.2 The proposals would provide a holistic green infrastructure strategy that increases connectivity with the surrounding trees and hedgerows structure, and strengthens the interface between urban and rural at the village edge.
- 7.2.3 Materials and boundary species have been chosen to reflect local character in this village edge location, and to mitigate impacts on the views of visual receptors.
- 7.2.4 No works would be required to the oaks just outside the eastern site boundary covered by TPO/2025/00001.

7.3 Predicted Landscape Effects

- 7.3.1 Many adverse landscape impacts occur during the construction period with potential beneficial aspects usually becoming evident as new planting matures over time (residual effects). This is generally considered to be by year 15 after the completion of the works.

7.4 Effects on the NWDNL and the Vale of Pewsey Character Area 6A

- 7.4.1 In terms of quality, character and experience, the site has been influenced by the suburban features of the existing settlement to the south and east, rugby and football pitches to the north, and horsiculture on the site itself and to the west. This land use has had a degrading impact upon the key features and perception of a 'rural' landscape, reducing the quality with related paraphernalia. The landscape is not characteristic of the unspoilt, high quality landscapes synonymous with the wider NWDNL or the wider rural landscapes found to the north, west and south west of the site.
- 7.4.2 The site's edge of village location and horsicultural use at present with lit sports pitches to the north have a notable influence on tranquillity and the perceptual qualities of the NWDNL, including lighting at night. The result is that the site has levels of tranquillity more typical of those found elsewhere within the village.
- 7.4.3 In addition, residential development and sports pitches on both sides of Wilcot Road define the character of Wilcot Road in the vicinity of the site as within the settlement.
- 7.4.4 The introduction of the proposed development would result in a notable change to the interior of the site, however, given its context of existing dwellings along much of the lanes, and the paddocks to the west which would be retained, these changes would not be widely perceptible.
- 7.4.5 In terms of changes to site features, no tree removals are required to facilitate the works, with a small gap only required through hedgerow to allow pedestrian/cycle access to Woodborough Road, and new buildings and access points have respected root protection areas. Therefore, there is no adverse impact on the most valued landscape features within the site.
- 7.4.6 In terms of beneficial impacts the proposed development would provide

approximately 175m of new hedgerow with hedgerow trees along the western boundary broadly following the historic hedgerow location, as well as gap filling and enhancements to the existing hedgerow boundaries, and tree planting which would reinforce the tree and hedgerow structure of the Pewsey Vale LCA in accordance with the NWDNL guidelines.

- 7.4.7 The proposed development would also provide new public open space, and opportunities to experience characteristic long views out to the wider NWDNL.
- 7.4.8 SuDS would manage surface water and have potential to contribute to biodiversity.
- 7.4.9 The development represents an extension to the built edge of the village but will be designed to reflect the high quality characteristics and features that are representative of the historic village core and settlement providing an improved quality, well landscaped approach and sense of place at the village entrance.
- 7.4.10 The development will reflect the existing low densities, street frontage and block development that is present at the other village approaches.
- 7.4.11 In terms of potential light pollution affecting the NWDNL, the site is already influenced by the adjacent suburban edge and the lights on the rugby pitch. The proposed development will introduce new lighting, restricted to that which is emitted from the domestic curtilage of dwellings, and would follow the NWDNL guidelines. The proposals to restock and reinforce existing hedgerows, as well as to establish a new hedgerow boundary and comprehensive tree planting, is intended to limit the potential for light glow to be harmful to the surrounding rural landscape.
- 7.4.12 Taking these mitigation measures into account, and that the change in character would be limited to the loss of settlement edge horsiculture land (and not the higher value farm land that is characteristic of the Pewsey Vale) and the introduction of a modest housing layout, with associated modest increase in activity on the site. This would be considered to result in a Moderate magnitude of change to this less sensitive part of the NWDNL landscape. A Moderate sensitivity combined with a Moderate magnitude of change would be judged to result in a **Moderate adverse effect initially** on a small a relatively well contained area alongside the settlement edge. However, in the medium to longer term, the magnitude of change will

lessen as the landscape strategy matures and the development becomes increasingly assimilated into its setting within Pewsey, as a result by year 15 a **Minor adverse effect** would be anticipated.

7.4.13 In conclusion, the minor adverse effect recorded by the findings of this LVIA demonstrates a very low level of landscape harm, and that the proposed development has taken account of the objectives, policies, and actions of the NWDNL Management Plan in line with Wiltshire Core strategy Core Policy 51. The Inspector noted in the previous Appeal for the site regarding Core Policy 51 that development on the site; *'could, in my view, be complied with if the level of landscape harm was very limited and sensitive design and landscaping mitigation lead to overall conservation of the landscape'*. (See section 2.2.2 of this report for the full text).

7.5 Effects on Site Features

Topography and Geology

7.5.1 Changes in topography will be restricted to minor re-grading to create level plateaus for development. This will not result in any changes to the existing important local features such as the sunken lanes or wider prominent topographical features.

Land Use

7.5.2 The proposals will result in a change from horsiculture paddocks to residential. Whilst this is a loss of a small area of Grade 1 agricultural land, its current use does not contribute towards best use of this land for agricultural production.

Landscape Features

7.5.3 The proposals will create a new well vegetated boundary to the west of the development, to reinforce the pattern of field boundaries in the area. By using locally appropriate species, the character and diversity of these boundaries is maintained and enhanced for longevity.

7.5.4 There will be a loss of an approximately 3m wide section of hedgerow to facilitate the new entrance and pedestrian/cycle route on Woodborough Road, and some cutting back of vegetation, and levelling of banks may be required to allow the vehicular access on Wilcot Road. However the landscape proposals will provide a substantial increase in tree numbers

and hedgerow across the site. The proposals will include larger form specimens such as extra heavy standard oaks at key locations to provide immediate scale markers. These proposed large form trees will break up the perceived continuity of housing frontage in the short term.

7.5.5 The southern and eastern boundaries will be heavily reinforced to strengthen the wooded character of Woodborough Road and Wilcot Road. New tree planting along the northern boundary will reinforce the hedgerow along the rugby fields. Tree planting within the hedgerows will consist of native species that are reflective of the character and location and will provide successional stock. A species mix has been considered through discussions with the ecologist to provide a site specific habitat resource.

7.5.6 In addition, oaks and field maples will be planted as hedgerow trees within the buffer mixes and hedgerows. Within the development appropriate cultivators of native species will be chosen to compliment the edge planting.

7.5.7 The grass margins to hedgerows will benefit from the complete removal of grazing, and combined with light, and target management, will soften the transition between the perimeter hedgerow and the more formal, managed parts of the development.

7.5.8 This mitigation would be judged to result in a moderate, beneficial change to the landscape features, and considered against the losses would, on balance, result in a **Minor adverse magnitude of change**. Combined with a moderate sensitivity this would be considered to result in a **Minor adverse effect initially**, which would become a **Minor beneficial effect by year 15** as vegetation matures to its design intentions.

Aesthetics and Perceptual

7.5.9 Notable experiences of the site are restricted to users of Wilcot Road and Woodborough Road, along with the adjoining dwellings.

7.5.10 The development will result in the loss of openness of the southeast corner of the site, experienced from a short stretch of Wilcot Road alongside. However the development in this location would be experienced beyond the back gardens of dwellings along the lane, and would not be perceived as replacing the open rural landscape surrounding Pewsey. The site benefits from enclosure by existing mature trees which limit views further afield.

Summary of Effects on Landscape Character and Features

7.5.11 The site and its immediate context within NWDNL Character Area 6A: Vale of Pewsey is considered to have a Moderate sensitivity to the type of change proposed. In regard to character, given the modest loss of vegetation, and the introduction of a new, carefully considered, housing layout in place of the horsiculture paddocks, balanced against new hedgerow and tree planting which would offer some beneficial impacts. Overall, this would be judged to result in a **Moderate adverse effect on this small part of the LCA initially**, which would reduce over time as vegetation matures, to a **Minor adverse effect on this part of the LCA by year 15**. It should be noted that these effects would not be anticipated to ripple out to the wider landscape and would be well contained alongside the village edge.

7.5.12 In regard to site features, initial **Minor adverse effects would reduce to Minor beneficial effects in the long term as planting matures** to form a notable increase in trees and hedgerow across the site.

7.6 Predicted Visual Effects

7.6.1 The following assessment has been informed by visual baseline and supporting RVPs.

Residential Receptors

7.6.2 For residential receptors, those located off Woodborough Road and Wilcot Road will have views that are affected to varying extents by intervening mature vegetation and garden boundaries. Those nearest the development would experience a major adverse change, but mitigation measures are to set development back from these existing dwellings to limit immediate visual impact

7.6.3 The sensitivity of these residential receptors is considered Moderate. Receptor nos. 4 and 5, and would experience the greatest Magnitude of Change (Major adverse), resulting in a **Major adverse effect initially**. This represents a very small portion of the overall receptor group and impacts would reduce by year 15 as the new native trees mature in size to a **Moderate adverse effect**.

Roads

7.6.4 For users of Woodborough Road and Wilcot Road (moderate sensitivity),

views towards the site are experienced on the approach into Pewsey, and due to the increase in dwellings, there is an expectation of the approaching village. These views are only available from short stretches of these routes close to the site. The proposed development will be clearly noticeable at points on these routes, although generally partially seen above hedgerow or through entrance route gaps, resulting in a Moderate adverse magnitude of change, and therefore a **Moderate adverse effect initially**. As new planting matures this is anticipated to reduce to a **Minor adverse effect by year 15** as the development assimilates within the settlement.

7.6.5 For users of Sharcott Drove (moderate sensitivity) to the south, views would be glimpsed at the field access, and junction with Woodborough Road, with views from other locations predominantly screened by intervening hedgerow. This would be considered to result in a Moderate adverse magnitude of change initially, and therefore a **Moderate adverse effect**. As the proposed strong boundary vegetation matures, becoming larger and more legible, effects would be anticipated to reduce to a **Minor adverse effect by year 15**.

Public Rights of Way

7.6.6 For users of PRoW bridleway PEWS15 (moderate sensitivity), the development will introduce a new built form into oblique views to the side of the direction of travel. These views would be glimpsed between the trees alongside the bridleway, and the development would not form the focus of views, particularly given dwellings are already visible to the east. There are no long distance views out across the vale. Due to the sunken character of the bridleway, the intervening paddocks and group of trees west of the development, views will be partial only. Views that do arise would result in a Moderate adverse magnitude of change at year 1 and therefore a **Moderate adverse effect initially**. However, as the western boundary vegetation matures, this change would reduce and would be considered **Minor adverse by year 15**, with the new planting forming an attractive backdrop to views across the paddocks, with glimpses of dwellings above (as are visible at present).

7.6.7 No other adverse effects on PRoW users are anticipated as the relatively small and enclosed site is not perceptible with the naked eye from distant viewpoints on the various long distance trails on the Downs, as illustrated by the RVPs. Both ridgelines provide wide panoramic views over the

intervening vale against a backdrop of elevated downs landscapes. Small field parcels, paddocks and their mature tree hedgerows in and around the settlement boundary provide a transition between the built form and open countryside, however, given the scale of the site, and its enclosure, it is not considered to form a perceptible part of this transition.

Rugby Club

7.6.8 Rugby Club users (moderate sensitivity) would be anticipated to be intent on their activities and not focussed on the view, however to minimise changes to views, the northern boundary of the site which adjoins the rugby fields would be strengthened with native tree and understorey planting.

7.6.9 On completion of the construction, dwellings and the layout would be partially visible through the existing trees. As a result, a **Minor adverse magnitude of change** would be anticipated, resulting in a **Minor adverse effect initially**. Over time as planting matures only the upper storeys of dwellings would be visible, glimpsed through and above vegetation in places, and would be anticipated to reduce further to **Minor to negligible adverse effect by year 15**.

Train Occupants

7.6.10 Views of the site from train passengers (moderate sensitivity) are limited to glimpses only as the train briefly passes the site to the south. These views towards the site already include residential development to the east and west. Views are the site are also filtered by intervening tree planting. The proposed dwellings and new layout would be partially glimpsed initially as travellers pass by resulting in a minor magnitude of change and a **Minor adverse effect initially**, this would further reduce as vegetation matures and the dwellings become assimilated into the view to a **Minor to negligible adverse effect by year 15**.

Lighting

7.6.11 The existing site is subject to light pollution from the adjacent flood lighting and lighting within dwellings to the east and west and is not a dark rural landscape. Proposed lighting would follow NWDNL guidance on lighting and minimise external light sources.

7.7 Conclusions

7.7.1 Detailed landscape and visual analysis has demonstrated that the site forms part of a band of non-agricultural land alongside the settlement, which is separated from the distinctive Pewsey Vale landscapes beyond by prominent hedgerows and tree belts.

7.7.2 The use and character of this non-agricultural land has already impacted the character of the Pewsey Vale in this part of the NWDNL. The site does not reflect the wider rural landscape that might reasonably be considered to make the greatest contribution to the scenic beauty of the NWDNL.

7.7.3 The site’s current use as horiculture, which is noted as a key issue for the NWDNL due to the associated paraphernalia including electric fencing, and other equipment. In combination with formal recreation on sports fields in the immediate setting of the site, these uses considerably influence the tranquillity and rural qualities of the Pewsey Vale on the site and its immediate surroundings.

7.7.4 The analysis found that the gently sloping landform within the site underlies existing development in Pewsey and it is not unusual for development on land at grade with the site or on lower landform. Importantly, the site and its immediate setting do not lie on the more sensitive steeply sloping flanking escarpments or alongside the river tributaries with their riparian pastures and associated character.

7.7.5 In the analysis and character studies of Wilcot Road it is evident that the lane has been suburbanised both beside and beyond the site due to existing dwellings and formal sports facilities and horiculture, to the extent that it does not reflect the character of rural lanes found further away from the settlement.

7.7.6 A consequence of the uses of the non-agricultural land within the site and its immediate setting, which includes dwellings, sports pitches and floodlighting and activities associated with horiculture, has eroded the tranquillity of this part of the NWDNL. In addition, existing lighting would have a notable influence at night when compared to the more rural character of the Pewsey Vale further away from the settlement.

7.7.7 The baseline analysis has found that historical expansion in Pewsey has occurred along its main road routes, in all directions. New development

along Wilcot Road is not unusual and the time-depth of development is reflected in the mix of architectural styles adjacent to, and overlooking the site.

7.7.8 In response to the baseline findings the layout demonstrates that the comments from the Inspector in the previous Appeals on the site, in respect of landscape, can be achieved. The lower density layout responds to village character, and long views out over the Pewsey Vale would be experienced as a result of the gently sloping topography.

7.7.9 The provision of new native hedgerow to the west, with trees and infill hedgerow planting incorporated into all boundaries would strengthen the hedgerow character of the Pewsey Vale and enhance the NWDNL. The new western boundary will be managed in accordance with a suitable landscape and ecology management plan (agreed as part of Reserved Matters) to form a strong and naturalistic edge that links to the existing vegetation structure within and around the settlement.

7.7.10 The proposed development will result in an extension of the built form within the setting to the village that has already evolved into a sub-urban character along Wilcot Road. The landscape assessment established that although there would be some moderate adverse effects initially on landscape character these would reduce as planting matures to minor. In addition, minor adverse effects on landscape features would become minor beneficial in the long term as native trees and hedgerows mature.

7.7.11 The position of new buildings tie in with the existing adjacent buildings to ensure that the layout is not detached from the settlement or from Wilcot Road. As a consequence of the establishment of the new western boundary features, the low density village edge and the public open space, the integrity of the settlement edge will be maintained. In time, the filtered views of the development would reflect settlement edges to villages experienced elsewhere in the Pewsey Vale.

7.7.12 The visual assessment established that effects on visual receptors would be restricted to the immediate locality around the site, within which there are existing glimpses of the settlement. In addition to the disposition of the development and styles and materials used, the use of trees and hedges are a key factor in ensuring the built form does not appear prominent or discordant feature in views. As would be anticipated, views available to

residents in dwellings surrounding the site would experience some major adverse effects initially. Although these would only be available to a small number of dwellings and would reduce as vegetation matures to moderate adverse. In terms of public views, users of Woodborough and Wilcot Road and Sharcott Drove would experience moderate adverse effects at points along the routes, however, these would reduce over time to minor adverse, as planting helps to assimilate the new features into the village. PRoW PEWS15 users to the west would experience similar intermittent moderate adverse effects initially which would reduce to minor as planting matures. Effects on rugby club and train users would be minor reducing to minor to negligible as planting assimilates the new dwellings.

7.7.13 No notable effects on views further afield would be anticipated.

7.7.14 The development by its very nature will represent a permanent change in the character of Wilcot Road and the approach to the village from Woodborough Road. However the character of these routes will be supported by proposed native hedgerow and trees, and high value boundary trees will be protected and brought into management to conserve the treed character of the road in the long term.

7.7.15 Overall, the proposed development would protect and conserve high value hedgerows and trees and enhance the character through provision of new planting appropriate for the scale of the development, and its context.

7.7.16 As a result, the proposals incorporate the aims and aspirations of the relevant landscape policy and guidance including open space, protection of key NWDNL characteristics and experiences, enhancement of key landscape features and character of the existing settlement.

7.7.17 A holistic green infrastructure strategy would integrate the proposed development into the surrounding wider landscape framework. The multi-functional strategy would provide benefits to wildlife and landscape character as well as a new pedestrian route onto Woodborough Road.

7.7.18 High quality dwellings and layouts incorporating the characteristics and features that are representative of the historical village core and settlement will provide a well-landscaped approach that provides a sense of place to the village edge.

7.7.19 The carefully designed landscape strategy specifically addresses the need to conserve and enhance the character of the Vale of Pewsey, without harming the Special Qualities of the NWDNL.

7.7.20 Taking these matters into account, the proposed development would not be considered inappropriate in terms of the landscape character of the Vale of Pewsey or in terms of visual amenity, and changes on the site itself would remain well contained within the village edge and would not ripple out to the high quality wider landscapes of the vale.

