

## Appendix 1: List of data informing the site selection process

Data informing the Wiltshire 2026 site options (2009):

Data theme	Data	Stage of methodology applied <sup>1</sup>
Environmental considerations	Agricultural land quality	From stage 2
	Ancient woodland, community forest and local woodland	From stage 2
	Amenity value	From stage 2
	Archaeology	From stage 2
	Areas of Outstanding Natural Beauty	From stage 2
	Biodiversity	From stage 2
	Conservation Areas	From stage 2
	Contaminated land	From stage 2
	County wildlife sites	From stage 2
	Flood risk	From stage 2
	Greenfield or brownfield land	From stage 2
	Historic parks and gardens	From stage 2
	Local air quality and noise pollution	From stage 2
	Minerals reserves	From stage 2
	Scheduled Ancient Monuments	From stage 2
	Sites of Special Scientific Interest	From stage 2
	Special Areas of Conservation	From stage 2
Special Protection Areas	From stage 2	
Strategic and local landscape designations	From stage 2	
Transport	Accessibility	From stage 2
	Detailed traffic modelling for Chippenham, Devizes and Trowbridge	From stage 4
	The Wiltshire Strategic Transport Assessment. This includes data on access to essential services and facilities, bus connectivity, rail connectivity, highway capacity and journey to work assessments	From stage 4
Infrastructure	Infrastructure requirements and costs	From stage 5
Deliverability	Availability of land	From stage 2
	Achievability of development on the land	From stage 2

Information from meetings with key stakeholders such as internal landscape and ecology colleagues and statutory consultees. These were held at the end of 2009 and mid 2011. Further information can be found in the Infrastructure Delivery Plan.

Wiltshire Strategic Housing Land Availability Assessment (SHLAA)

Wiltshire Workspace and Employment Land Strategy (2009)

<sup>1</sup> The methodology is summarised in table 1 in section 3 of the topic paper.

Work carried out by the former district councils on the Local Development Framework for the area and the evidence that supported it.

Information on completions and commitments from annual monitoring.

**Further evidence informing the options since the Wiltshire 2026 consultation:**

Responses to the 'Wiltshire 2026' consultation.

Responses to the 'Wiltshire Core Strategy Consultation Document' June 2011

Evidence from the ongoing infrastructure work, comments from key stakeholders and the emerging Infrastructure Delivery Plan - further information can be found in the Infrastructure Delivery Plan.

Information on delivery from the promoters of the sites.

Detailed landscape assessment – see appendix 4.

Traffic modelling for Chippenham and Trowbridge.

## Appendix 2: Alternative Sites

No new realistic alternative strategic sites have been submitted following the consultation held in the summer 2011. A number of sites have been submitted that are either in a town where a strategic site is not being promoted or where the sites are not considered likely to be strategic in nature. These sites are:

- Land at Quemerford, Calne.
- Land adjoining Oxford Road, Calne.
- Land at Wenhill Heights, Calne.
- Land at Silver Street, Calne.
- Land at Hillworth Road, Devizes.
- Land at Coate Bridge, Devizes.
- Land north east of Roundway Park, Devizes.
- Land east of Laywood, Devizes.
- Land at Reeds Farm, Malmesbury.
- Land at Park Road, Malmesbury.
- Land at Charlton Park, Malmesbury.
- Land north of the A3102, Melksham.
- Land south of Melksham.
- Highcroft Farm site, Melksham.
- Potential to enlarge the Local Plan East Melksham Strategic Site to the south.
- Land adjacent to the Ballards Ash sports hub.
- Land at Bore Hill Farm, Warminster.

The sites will be considered as part of a comprehensive site assessment process that will identify sites for non-strategic development through the neighbourhood planning process, site allocations development plan document or through another planning mechanism.

There are two cases where new proposed sites could be considered likely to be strategic in nature but in both cases there is a justification for why they will not be assessed further at this time as follows:

- Development on land in Melksham that would facilitate the delivery of the restoration of the Wilts and Berks canal. There is currently insufficient detailed evidence on how development will achieve this aim. Further work can be carried out through the neighbourhood planning process, a site allocations development plan document or through another planning mechanism.
- Development on land south of Ludgershall that would enable strategic transport solutions to be considered for larger scale greenfield development in the town. Development is currently proposed on brownfield land in Ludgershall and further strategic greenfield development or wider transport strategies are not required at this time. Further work can be carried out through the neighbourhood planning process, a site allocations development plan document or through another planning mechanism.

**List of Alternative Options Identified following the Wiltshire 2026 consultation (2009):**

- Full reappraisal of all sites in Chippenham – this is covered in appendix 3.
- Land at the Moulton Estate, Bradford on Avon.
- Land off Empress Way, south of Ludgershall (site referred to above as land south of Ludgershall).
- Land east of the Deane, Warminster (in combination with part of land north and north west of Warminster).
- Land at the Westbury United Football Club.

**Land off Empress Way, south of Ludgershall**

In Ludgershall the assessment was not completed because the number of homes delivered on an existing previously developed site in Ludgershall increased significantly, enough to warrant the removal of the greenfield part of the option south of Ludgershall (see summary table in section 7).

**Land at the Westbury United Football Club**

In Westbury the assessment was not completed because and at Westbury United Football Club cannot be defined as strategic in its own right.

## Land at the Moulton Estate, Bradford on Avon

Sustainability Appraisal of new option compared to the preferred option

A summary of the results of the SA, that informed the consultation in the Summer 2011, of the land north of Holt Road compared to the preferred option (at the Moulton Estate) is provided below. It should be noted that a SA was previously carried out for the land adjacent to Holt Road (the wider site) as part of the work to identify strategic site options for the Wiltshire 2026 consultation. However, the SA summarised below focuses on the smaller site (land north of Holt Road).

Comparison of options - <b>Bradford-on-Avon</b>																	
SA objective	1 Biodiversity	2 Land and soil	3 Waste	4 Water resources	5 Flood risk	6 Pollution	7 Climate change	8 Historic	9 Landscapes	10 Housing	11 Health	12 Poverty/deprivation	13 Community facilities	14 Education and skills	15 Transport	16 Economy	17 Employment
<b>Wiltshire 2026 preferred option for Bradford-on-Avon</b>	-/?	-	+	0	0	-	++	?	0	++	+	+	+	+/?	+/?	++	++
<b>New option – land north of Holt road</b>	-/?	-	-/?	-/?	+	-	-/?	-/?	-/?	++	+	+	+/?	+/?	-/?	+	++/?

The summary of the SA results indicates that the main areas of difference between the new option (land north of Holt Road) and the previous preferred option (land at Moulton Estate) are as follows:

- **Waste:** The land at the Moulton Estate performs better because it is proposed to be highly sustainable, meeting a high level of the Code for Sustainable Homes. If this includes high recycling and waste management facilities the development could provide improved facilities to the community. The promoters for the land north of Holt Road have not provided any details regarding the sustainability of development at this stage.
- **Water resources:** The land at the Moulton Estate performs better because it is proposed to be highly sustainable (see above). No details are available at this stage as to the level of sustainability proposed at the land north of Holt Road.
- **Climate change:** The land at the Moulton Estate performs better because it is proposed to be highly sustainable (see above) and there are specific opportunities to provide renewable energy on or close to the site. No details are available regarding any potential renewable energy provision at the land north of Holt Road.
- **Historic Environment:** There is not considered to be a significant difference between the performances of the two sites against this objective. The land at the

Moulton Estate scores '?' whilst the land north of Holt Road scores '-/?'. A Grade 1 Listed House and Gardens are adjacent to the land at the Moulton Estate and should be protected from development impacts. Both sites are adjacent to conservation areas: the land north of Holt Road is adjacent to the Woolley Conservation Area, and the land at the Moulton Estate is adjacent to the Bradford on Avon Conservation Area. Any development would need to be sensitive to the setting of the Conservation Area.

- **Landscapes:** The land at the Moulton Estate performs better because development can occur behind an existing tree/hedge line and landscape impacts should be minimal. An area of GI will be maintained on the south of the site. For the land north of Holt Road the SA notes that provision of 150-200 dwellings may have adverse effects on the rural character of the area, and could detract from the distinctiveness and setting of the Conservation Area.
- **Transport:** The land at the Moulton Estate performs better because it is located in proximity to the town centre with good public transport links. There are opportunities to provide safe pedestrian routes to the town centre. The SA notes that the land north of Holt Road is less accessible to the town centre than other options. Concerns are also raised about potential increases in traffic on Cemetery Lane and Woolley Street (which are inappropriate for increases in traffic levels).
- **Economy:** The land at the Moulton Estate performs better. Both options offer scope to provide some employment space alongside residential development. However, there is a specific opportunity at the Moulton Estate for an existing local business (Moulton Cycles) to expand.

At this stage the SA concludes that the Moulton Estate site performs better against the range of sustainability objectives. Further details of any development proposed on land north of Holt Road are required before this assessment can be re-visited.

### Updated SA

The promoters of land north of Holt Road submitted a response to the consultation held in the summer 2011. As a consequence the SA comparing the two sites has been revisited. The results of the revised SA are as follows:

Extract from the SA February 2012:

*"In the Core Strategy consultation document (June 2011) an additional potential strategic housing option was considered for Bradford on Avon at Land north of Holt Rd and subject to sustainability appraisal. The sustainability appraisal concluded that 'the Moulton estate (now Kingston Farm) site performs better against the range of sustainability objectives, and therefore should remain as the preferred strategic option'.*

In light of responses received from stakeholders during the consultation period June-August 2011, a review has been carried out of the sustainability appraisal assessment for both strategic sites under consideration. The full sustainability appraisal assessment, including the review of the original preferred option, is presented in Appendix I. A summary of assessment results and discussion of significant effects is given below:

Sustainability objective																	
Site	1. Biodiversity	2. Land and soil	3. Waste	4. Water	5. Flood risk	6. Air quality	7. Climatic	8. Heritage	9. Landscapes	10. Housing	11. Health	12. Inclusion	13. Community	14. Education	15. Transport	16. Economy	17. Employment
Option 1- Kingston Farm (review)	-/?	-	-	-/?	-/?	-	-	-/?	-	+	+	+	+	+	-/?	+	++
Option 2- Land north of Holt Rd. (review)	-/?	-	-	-	0	-	-	-/?	-	+	+	+	+/?	+	-/?	+	++/ ?

### ***What significant effects are envisaged?***

The review of the Kingston Farm and Land north of Holt Rd. sites has resulted in a number of amendments being made to the assessment scores, most notably in relation to the climate change, housing and economic development assessment for Kingston Farm.

The number of new dwellings proposed (150) is relatively modest and whilst providing benefits for that objective is not considered significant and will not significantly improve the affordability issues in Bradford-on-Avon. It is also considered that development will not have significant benefits against the 'climatic factors' objective – this level of housing and employment growth will result in additional emissions through energy use and travel no matter how sustainable the buildings are or what level of renewables are incorporated on site.

Mixed-use development on either site can provide a significant level of new employment land for Bradford-on-Avon that will help increase self-containment and help retain and attract businesses. However, there are specific traffic and air quality issues in the town which further development is likely to exacerbate and without long-term solutions being found this could damage the local economy.

A number of other specific concerns have been highlighted in the assessment, specifically relating to potential adverse effects on biodiversity, historic environment, landscapes and transport. However these are not considered significant in relation to the level of growth proposed for either site because mitigation measures (as described in Appendix I) are possible.

With regards issues concerning bats and transport it is possible that cumulative effects in conjunction with multiple small scale developments throughout Bradford-on-Avon could pose future problems. However, the development of one large site will allow effective mitigation measures to be put in place to resolve significant issues.

### ***What mitigation measures would prevent, reduce or offset the likely significant adverse effects of these two sites?***

There are no likely significant adverse effects considered with either site. Specific concerns highlighted regarding bats, proximity to heritage designations, landscape, air quality and transport must be resolved prior to any development commencing – the location of new development, design quality and significant investment in sustainable transport solutions as

well as highway/junction improvements to Holt Rd will allow development to go ahead avoiding potential significant effects.

***Have any further options been considered for Bradford on Avon that might be considered 'reasonable alternatives' to the two strategic options?***

In response to the June 2011 Core Strategy consultation a partial allocation of the land north of Holt Road site was suggested for around 50 dwellings, up to 45,000 sq ft of employment, and provision for required community facilities. It was suggested that the identified needs in Bradford on Avon could be appropriately addressed through this partial allocation in conjunction with the Kingston Farm site.

It was suggested that the Kingston Farm site would be unable to accommodate the entire strategic allocation of 150 dwellings and 2-3 hectares of employment at a development density in keeping with the local area, whilst also incorporating appropriate mitigation measures, hence the partial development of land north of Holt Road would allow the strategic housing requirement to be accommodated without significant adverse environmental impacts. It was also suggested that if both sites were allocated it would be likely that a more comprehensive package of transport related benefits could be delivered.

A combined site approach is not considered to be a reasonable alternative to the options already considered for future development sites in Bradford on Avon. This 'combined site' approach would lead to the development of a larger area of land with potentially greater biodiversity, landscape, heritage and transport impacts without providing a corresponding increase in the number of houses and employment delivered. The options for future development in Bradford on Avon are severely limited, with only a defined area of land to the east of the town currently excluded from the Green Belt (an area which includes the Kingston Farm site, the land north of Holt Road site and the Golf Course site).

It is therefore considered appropriate to take a prudent approach to the allocation of land so that options may remain for further development beyond the Core Strategy period. It is not considered that either site would be unable to accommodate 150 dwellings and 2-3 hectares of employment land and appropriate mitigation measures can be identified through the master planning process. Given that the 'combined site' is not considered to be a reasonable alternative and that both sites have been considered through the sustainability appraisal process, this alternative option has not been assessed further through the sustainability appraisal."



Broad area of search/ town: Bradford on Avon	
Outline of option: Land north of Holt Road	
Yield	390 dwellings (at 50 dph). The promoters of the site have suggested that up to 150 dwellings and employment space and community infrastructure could be provided.
Infrastructure comments	<p>The infrastructure comments do not refer specifically to the land north of Holt Road, because this site was not considered as an initial option at the time of the infrastructure consultation. However, a number of comments may nonetheless be relevant, and these include the following key points:</p> <ul style="list-style-type: none"> <li>• Sites north of the river enable access to Melksham, Trowbridge and Bath without needing to travel through the town centre.</li> <li>• Up-sizing of sewers and reinforcement of low pressure mains for gas are likely to be required.</li> <li>• Any landscape impacts on the AONB would need to be considered (though this is located on the other side of town).</li> <li>• There are bat related SSSIs nearby and it is therefore likely that the site would need to be ground-truthed with respect to bat-supporting habitat.</li> <li>• Any development close to the edge of town could cause the loss of green infrastructure for existing residents.</li> <li>• Allotment provision would be needed, as there are currently only 8 allotments for the whole of Bradford on Avon.</li> <li>• Play facilities would also be needed.</li> <li>• Development on land at Holt Road would require a safe cycling/pedestrian route avoiding the B3107.</li> <li>• Financial contributions would be necessary to expand the primary school and put infrastructure into the secondary school.</li> <li>• A contribution to expansion of the cemetery would be sought.</li> </ul>
Site visit comments	Site includes a derelict nursery. Site is adjacent to the existing built form of Bradford on Avon. Potential impact on entrance to the historic town of Bradford on Avon along the Holt Road, though it may be possible to mitigate any impact through screening. Site is gently sloping down to the south east. The site is adjacent to the Woolley Conservation Area to the west, with some properties in the Conservation Area overlooking the site. A quiet residential area to the west could be impacted if employment development were located in close proximity to existing dwellings. The site includes hedgerows, trees and areas of vegetation: removal of these may have implications for wildlife. There are likely to be access constraints. An existing public footpath crosses the site, and there is also an informal path crossing the site.
Availability	The promoters state that the site is readily available, and that its development is technically feasible.
Opportunities	<ul style="list-style-type: none"> <li>• Opportunity to provide 150 dwellings and some employment space and community infrastructure. The site is excluded from the Green Belt and is well-related to the existing built form of Bradford on Avon.</li> <li>• No major constraints to development have been identified, although further information may be required with regards to</li> </ul>

	<p>bat habitat and potential impact on the Woolley Conservation Area and on the entrance to the historic town of Bradford on Avon. There are also concerns around access, and potential increase in traffic on inappropriate roads (Cemetery Lane and Woolley Street).</p> <ul style="list-style-type: none"> <li>• Promoters of the site have indicated that there is potential to provide additional community allotments, enterprise centre and/or additional recreation/leisure facilities to address identified deficiencies (e.g. tennis courts, playground, skateboard park).</li> <li>• Promoters of the site have also indicated that the development could lead to improvements to the local highway network, and that a new bus stop would be provided.</li> <li>• There may be an opportunity to provide a Sustainable Urban Drainage System.</li> <li>• There may be an opportunity to provide a footway/cycle path to the play area and allotments on the northern side of Bradford on Avon.</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>• Likely that the site would need to be ground-truthed with respect to bat-supporting habitat.</li> <li>• Further information/assessment needed regarding potential impact on the Woolley Street Conservation Area.</li> <li>• Mitigation of any impact on the entrance to Bradford on Avon along the Holt Road needed.</li> <li>• Transport assessment required.</li> <li>• Financial contributions would be necessary to expand the primary school and put infrastructure into the secondary school.</li> <li>• A contribution to expansion of the cemetery would be sought.</li> <li>• Allotment provision and play facilities would be needed.</li> <li>• A safe cycling/pedestrian route to the town centre would be needed (avoiding the B3107).</li> </ul>
SA result	There are no likely significant adverse sustainability effects considered with either site.
Recommendation	The Moulton Estate should remain as the preferred option for up to 150 dwellings and mixed use development at Bradford on Avon. Whilst the site at Holt Road is suitable for development and can also offer sustainability benefits there is a specific opportunity on the Moulton Estate site for the provision of employment development (to enable Moulton Cycles to expand). The Moulton Estate is also located in closer proximity to the town centre. The land north of Holt Road may be a suitable location for the provision of further residential and employment development in the future but at this stage it is considered that the Moulton Estate is the preferred location for development.

**Land east of the Deane, Warminster (in combination with part of land north and north west of Warminster).**

**Stage 5: Sustainability Appraisal of new option compared to the preferred option**

A summary of the SA on the new option is outlined in the Wiltshire Core Strategy SA Report and is repeated below. Detail of the assessment is presented in the appendices to the main SA Interim Report.

Land east of The Dene would make a suitable location for housing development but would not be large enough to accommodate all anticipated housing growth in Warminster. It is possible that a combination of this site and the original preferred option to the west of Warminster may result in reduced through traffic travelling through the town centre to Kingdown School, as Land East of The Deane is closer to the school. However this is uncertain and any other traffic from Land East of the Dene, travelling to the north, west or south of Warminster would in fact be likely to increase through town traffic.

**Stage 6: Identification of the preferred option**

Broad area of search/ town: Warminster	
Outline of option: Development to be split between the West and East of Warminster on land identified as preferred in Wiltshire 2026 and Land East of The Dene	
Yield	900
Summary of stage 4 findings	Consultation responses indicate local concern for all development to be located to the west of Warminster and possible traffic flows to Kingdown School. A new option should be considered which splits development to both the east and west of Warminster.
Infrastructure comments	No additional comments received.
Site visit comments	There are no obvious constraints to development and the site could accommodate some growth for Warminster. Access to Boreham Road is considered realistic.
Availability	The site is understood to be available for development in the early part of the plan period.
Opportunities	The site could accommodate some growth for Warminster. It is well located to Kingdown School and Woodcock industrial estate.
Challenges	It is important to consider how allocating a strategic site will assist in meeting the plan objectives for Warminster as a whole and it is considered that a single urban extension will maximise the opportunities to do this. Ensuring that the elevated water phosphate concentrations can be resolved is expected to require onsite treatment. Although this will need to be informed by a Phosphates Management Plan, it is expected that solutions will be costly and so more cost effective on a single site rather than on mixed sites. The site to the west of Warminster is extremely well related to the strategic highway network and although land East of the Dene is well related to Kingdown School, any journeys from this site to the north, west or south of Warminster are likely to increase through town traffic.
SA result	The site is suitable for development but the impacts on traffic flows in Warminster are inconclusive.
Recommendation	For the reasons outlined above, the original option is preferred and Land East of the Dene should not be incorporated into the strategic site. Land East of The Dene may be an appropriate location to accommodate some future housing growth in Warminster, but this

	would not be classed as strategic and would need to be assessed further either through a neighbourhood plan or site allocations development plan document.
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## Appendix 3: Site Selection Update for Chippenham

### Site Selection Update for Chippenham Following Wiltshire Core Strategy Consultation Summer 2011

#### 1. Confirmation of Key Decisions Made Since Wiltshire 2026

1.1 The table below sets out the timeline and details of the key decisions and involvement of the Local Community the formulation of the proposals for Chippenham following the Wiltshire 2026 consultation in 2009 and leading up to the Wiltshire Core Strategy Consultation in Summer 2011.

<b><u>October – December 2009</u></b>	Wiltshire 2026 Consultation
<b><u>April 2010</u></b>	Outcomes from Consultation reported to Cabinet including the Next Steps in Developing the Core Strategy. Taking into account the responses concerning Chippenham including a petition presented at the last Cabinet Meeting, Cabinet resolved that a further public consultation exercise be undertaken on the future development options for Chippenham.
<b><u>September 2010</u></b>	The key objective of the workshop was to seek to build consensus and contribute to the development of a Vision for Chippenham that is responsive to local ambitions and community requirements. Further details are available in the Chippenham Visioning ATLAS Report.
<b><u>October 2010</u></b>	Cabinet agreed that a comprehensive review of Wiltshire's strategic housing requirement be undertaken.
<b><u>January 2011</u></b>	Chippenham Vision carried out additional survey work in early 2011 to inform their work to develop a vision statement for Chippenham.
<b><u>February 2011</u></b>	A Strategic Housing Requirement Technical Paper was presented to Full Council as a supporting paper to the South Wilts Core Strategy, This set out the methodology to determine Wiltshire's housing requirement and as a result of the assessment the Wiltshire wide housing figure was within the range of 35,00 to 43,300 homes.
<b><u>February/March 2011</u></b>	A series of consultation events were hosted by Community Area Boards to enable the community to be informed about the development of the local housing requirement, to provide an update on the Localism Bill and to discuss what an appropriate figure would be .  A Public Meeting hosted by Chippenham Area Board was held in Chippenham.

<p><b><u>March 2011</u></b></p>	<p>A second workshop was held to seek to build consensus regarding future development of Chippenham.</p> <p>The aims of the workshop were:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> to consider the future housing requirement for Chippenham</li> <li><input type="checkbox"/> to consider where growth should be located.</li> </ul>
<p><b><u>May 2011</u></b></p>	<p>A report was presented to Cabinet explaining how the consideration of the response to the 'Wiltshire 2026 - Planning for Wiltshire's Future' consultation, ongoing dialogue with key stakeholders and recent local consultations at the Community Area level, together with other evidence, have informed the development of draft policies proposed for inclusion within the emerging draft Wiltshire Core Strategy.</p> <p>Cabinet approved the format and approach for the Wiltshire Core Strategy Consultation Document ,the overarching Spatial Strategy the Community Area Strategies for the purposes of consultation.</p> <p>In the case of Chippenham, two options for strategic sites were included.</p> <p>Cabinet was asked by the promoters of East Chippenham sites to amend the options for Chippenham in the draft document to include a third option comprising:</p> <p>North Chippenham – 2.5ha employment and 750 dwellings  East Chippenham Area of Search 6-24ha employment land and up to 1500 dwellings.</p> <p>The response was that considerable consultation has already been undertaken regarding the different development options at Chippenham. The evidence, including recent consultation events with the local community, indicates that the options now presented provide the best solution to accommodate sustainable development at the town in light of the proposed reduction in the overall number of homes to be provided during the plan period. This has led to the other options previously consulted in being discounted at this stage. The area to the East has not been ignored and Option 2 allows for development to come forward on a specific site, albeit at a lower level. The proposed alternative only allows 6 hectares of land to be initially delivered to the east (potentially 24 hectares in the longer term, as</p>

	part of a phase 2) This does not meet the immediate requirement to deliver a strategic employment site that is attractive to the market prior to significant housing developments taking place, which is fundamental to the strategy for Chippenham. The draft policy was considered to be reasonable in light of the options proposed. However, as requested by promoters of Rawlings Green, East Chippenham Cabinet agreed that it may be possible to amend Option 2 to include a range of 2.5ha up to 6ha employment land for the purposes of consultation. Officers gave this further consideration and amended Option 2.
<b>June –July 2011</b>	Wiltshire Core Strategy Consultation

## 2. Findings from Wiltshire Core Strategy Consultation Summer 2011

2.1 The responses from the consultation show there is a mix of views about the proposals for Chippenham. There were 550 responses altogether. 17 of the responses specifically supported Option 1 whilst 8 specifically supported Option 2. Some respondents although they gave support to either Option 1 or Option 2, went on to give reasons as to why they didn't support the options outright. The majority of the responses did not support either Option 1 or 2 including the proposed level of development, but some did appear to support specific elements of the proposed strategy, although they didn't acknowledge this.

2.2 Wiltshire councillors for Chippenham welcomed the work which has gone into the draft and much of its content and gave their support to a strong planning framework for the town, its surrounding areas, and support the Council's timetable for its completion. They also put on record their appreciation for the amount of consultation with local people that has been delivered, although felt that the quality sometimes remains uneven. In particular the councillors support:

- That the future of the town should be employment led, and that housing development should be phased over time.
- The focus on employment, not least to help reduce the high proportion of out-commuting to work, which has reached a level which is unhealthy for the town as well as environmentally damaging.
- The importance of good quality development of the Bath Road/Bridge Centre site for the town.
- The need for economic and social regeneration of the town centre, and associated resistance to further out-of-town retail.
- Improvement of the public transport offer and its interconnectivity.
- Delivery of shared services and shared locations for health and emergency services, as well as for the Council.

2.3 They welcomed the fact that the preferred option to the east of the town as contained in Wiltshire 2026 document in 2009 has not been reinstated. However, they continue to object to the proposed level of development and the use of greenfield land and continue to believe that there are further opportunities for brownfield land to be reused in the town.

2.4 Chippenham Town Council support Option 2, with the caveat that it considers the numbers put forward in that Option for development figures for employment land and housing are too high. The Town Council have said they will only accept that Option if the numbers are reviewed to reflect the views of Chippenham residents as shown by the results of independent consultation. Any reduction should be acceptable to the Planning Inspector.

2.5 Lacock Parish Council objected to the Core Policies that have a potential adverse effect on the village of Lacock and particularly the identification of the SW area of search. In their opinion:

- The Core Strategy is highly deficient in that it fails to make any meaningful reference to Lacock in the context of how the major development proposals for Chippenham, or the proposed expansion of the housing stock in Melksham, might affect the village and its environs. Lacock is already adversely affected by the failure of Wiltshire Council to develop the necessary road infrastructure to accompany new housing and other developments in the Chippenham/Melksham areas.
- People in Lacock Parish weren't involved in the consultation process until exceedingly late in the process i.e. Mid July Paragraph 5.1.17 of the Core Strategy states: "The evidence, including consultation with the local community, indicates that the options now presented provide the best solution to accommodate sustainable development in the town ... " When this statement was drafted the local community had not been consulted. It was therefore a misrepresentation of the position to imply that the local community was in support of the proposals.
- The SW area of search will erode the rural gap separating Chippenham from Lacock. It is an area of open countryside which is visually screened from Chippenham by the railway embankment which makes it quite separate from development within the town. Development at Showell Farm and on land between Methuen Park and the railway embankment at Patterdown would result in a major encroachment into what is at present an attractive landscape.
- Wiltshire Council has not demonstrated the need for the allocation of a further major employment area given the stock of unsold plots, underdeveloped/underutilised sites and brownfield sites.
- Wiltshire Council has not justified the need for such a large new housing stock.
- The road infrastructure is insufficient to deal with the scale of development proposed in the South West Chippenham option.
- Wiltshire Council is erroneous in its assertion that by developing land on both sides of the railway embankment people will be afforded the opportunity to walk and cycle to the town centre as the distance is too great and the necessary safe infrastructure does not and cannot exist.
- The proposed development would have an adverse effect on the setting of the three Grade II Listed buildings at Showell Farm.

2.6 Chippenham Vision comments broadly cover the following:

- The use of the Community Area when addressing the needs to Chippenham as a Principal Settlement is problematic given the geographic definition of the area.
- The importance of town centre brownfield regeneration sites needs to be strengthened – particularly in reference to Langley Park which is strategically very significant for Chippenham.



- A transport mechanism (such as a link road) is urgently required to divert through-traffic to and from the east and thereby relieve congestion and make access to the town centre easier. Future major developments should be required to enable such a link and other means for new residents to access the town centre
- There is a need to make much more explicit links between the identified issues and the Strategy. It is unclear from the Consultation Document how the strategy will address Chippenham's issues.
- Access to Abbeyfield School is currently poor from the majority of the town. Improved sustainable transport links from existing and new development are required.
- The omission of the previously preferred Eastern development option needs a much clearer rationale to illustrate why it is believed to be no longer viable. With the dropping of the originally preferred East Chippenham option, the prospect of a north-east link has been removed. Because of the lack of a transport analysis, the Vision does not believe this was taken into account when this option was dropped.

2.7 One member of the Vision Board subsequently commented that although they endorsed a large proportion of the Vision response there were five important elements of the Vision response which they were unable to support:

- the predominance given to additional road infrastructure.
- Supports the view that the next version of the Core Strategy needs to include detailed traffic implications of any proposed housing numbers and locations. However though this information is at present lacking, does not accept that this shortcoming of itself undermines the Core Strategy process, which has included a substantial consultation with local people. The presentation of Options 1 and 2 has enabled the issues to be considered.
- Fully endorses the Vision's welcome for the reduction in housing numbers, but questions the later statements which appear to encourage an increase in the Chippenham housing numbers and opposes the more explicit encouragement to consider higher housing numbers if the current proposals do not deliver "the infrastructure improvements required". Elsewhere it is made clear that this means higher housing numbers to fund a new and expensive link road / bypass to the south or north/east of the town. View of local councillors, the Town Council, of two local MPs and the vast majority of local residents is that the proposed housing numbers are already too high.
- Agrees that the reasoning for the omission of the previous large scale Eastern option needs to be more clearly stated, however this is not an argument for the reinstatement of that option, which is still widely and strongly opposed by Chippenham residents.
- Has welcomed and supported the Vision's engagement with local residents and prospective developers, but regrets that more emphasis has not been given in the Vision response to the views of local people - for example that they value and wish to enhance its market town character, its surrounding green spaces and its riverside location – and they continue to oppose additional large scale housing.

2.8 In terms of responses from the local community, it remains the case that there continues to be a lot of concern about the proposals for Chippenham in terms of the overall strategy and the specific proposals set out in Options 1 and 2:

- The identification of Chippenham as a principal settlement in the settlement hierarchy and the proposed level of growth. is as a result of policy decisions and is not borne out of any fundamental economic or social need.

- The effect of additional traffic movement in the town generated by additional housing and employment. Some feel that the proposed level of development on the suggested sites will only add to the congestion problems in the town. Some feel that the solution is a new road either to the south or east of the town, whilst others feel that new roads are costly and that instead alternative cheaper transport solutions should be considered.
- The effect of the proposals, particularly from the SW Area of Search, on the A350 and the perception that it will add to the problems of the back roads through Lacock being used in particular being used as a means to get to the A350 and avoid congestion.
- The location of proposed urban extensions:
  - The detrimental effect of NE Chippenham on Birds Marsh Wood.
  - The detrimental effect of South Chippenham area of search and particularly Showell Farm employment site on the village of Lacock, its location within Lacock Parish and Corsham Community Area.
- There is a perception that travelling to Abbeyfield from the Area of Search will be difficult. The impact of more houses to the south of the town will further damage the viability of the town centre and increase Chippenham's reliance on out of town shopping at locations such as Sainsburys. The identification of Showell Farm as a potential employment site, because the physical location of the site is remote from Chippenham – repeated previous inquiries have identified Showell Farm as a location remote from Chippenham that, if developed, would create a 'gross intrusion into the countryside'.
- That alternative sites are more suitable for employment than Showell Farm i.e. J17, M4 and Land West of A350 because they are closer to the M4 and aren't located in the Lacock Parish.
- That not enough consideration has been given to the reuse of brownfield sites in the town.
- The impact of further development on infrastructure including schools and health facilities and that additional development will take place without any improvements or additions to infrastructure.

2.9 Of those statutory consultees who have responded specifically on the Chippenham proposals, none have raised any issues that could be considered to be showstoppers.

2.10 Natural England based on natural environment considerations advise that option 1 may result in better natural environment outcomes than option 2. This is because:

- It will be harder to mitigate the visual impact of the East of Chippenham site, particularly south east of the site. This edge of Chippenham is neatly contained within the topography of the area. The landscape to the south West of Chippenham may be more capable of accommodating development.
- Transport infrastructure requirements will form an expensive element of the infrastructure requirements of East of Chippenham site. This will in turn reduce the resources available for rendering the development sustainable in other regards, including the natural environment.  
In addition, Natural England have also commented specifically about the SW Area of Search:
- They welcome the country park proposals, but the extent of the South West corner of the South West Chippenham park site is unclear.

- In terms of making this park (and the housing development) attractive, options for reducing the odour from the nearby Sewage Treatment Works should be investigated.
- One area of the South West Chippenham site is of more visually prominent than the rest. This is the land within Chippenham Community area. Consideration should be given to this sensitivity, and possibly using this as additional parkland area.

2.11 The Environment Agency has no particular preference for either option 1 or 2. They have welcomed the fact that the River Avon has been recognised and comments regarding the importance of the corridor and development incorporated. They particularly support Core Policy 4 which states the river will be enhanced.

2.12 The Highways Agency acknowledges the position of Chippenham relative to the M4 and the fact that this encourages out commuting due to its distance by road from Bristol and other centres of employment. This is facilitated by the town's location on the main Bristol to London railway line. They support:

- the recognition that employment development is important to the town which will increase self containment.
- proposals for mixed use developments in the town because this should reduce the need to travel.
- the use of Brownfield land wherever possible for development, the phasing of development of the strategic options on Greenfield land, and to amend proposals for their delivery if suitable additional Brownfield land becomes available.
- the Council's recognition that the net flow of commuters out of Chippenham needs to be redressed where possible by future development and that essential infrastructure improvements are required to deliver benefits from improved movement of traffic around Chippenham.

2.13 From the two options proposed they would need more detail of the feasibility work already undertaken before they can comment further, however their general position regarding greenfield development is that it should only take place where suitable brownfield sites are not available.

2.14 Developers promoting sites at Chippenham submitted comments to the Core Strategy. Key Points from their comments are:

- They have objected to the level of housing provision for Wiltshire as a whole and have requested that a higher figure in line with the Regional Spatial Strategy should be considered as appropriate and as a result a higher figure more in line with that proposed in the RSS would be appropriate for Chippenham.
- North Chippenham consortium support the inclusion of their site as part of Phase 1 in both options for Chippenham, subject to the following points:
  - Support the requirements to conserve and enhance the environment at Bird's Marsh Wood; Provide a Buffer Zone between any development and Birds Marsh Wood to limit the impact of development; and Provide for the restoration of the woodland and the development of an education centre to secure long term management, through the establishment of a social enterprise or similar sustainable mechanism. The Consortium is currently discussing Heads of Terms with the Wiltshire Wildlife Trust for the provision of a long term lease to the Trust to manage the woodland and establish a community and educational facility. This transfer and the establishment of a formal management regime would secure physical and environmental improvements to the wood ensuring its long term future as a local Green

- Infrastructure resource.
  - the Consortium are actively considering the early delivery of the proposed employment land at the North Chippenham site, this includes consideration of the establishment of a 'gateway' development at the entrance to the town. Whilst the proposed development will be of high quality and take account of its context (which is covered by other proposed policies within the plan) they do not consider that the proposed reference in this case to 'outstanding design' is necessary or sufficiently precise.
  - The provision of a Link Road between the A350 Malmesbury Road in the west, and the B4068 Maud Heath Causeway at Parsonage Way in the east is a fundamental part of the North Chippenham proposals. Not only does this road provide access to the proposed mixed use development here but it serves a wider strategic function that has benefits for the town, by providing a more direct link between the Parsonage Way industrial area and the A350 (avoiding existing journeys through the town centre), facilitating connectivity with additional development potential to the East of Chippenham, and allowing for road capacity improvements (through the dedication of the land necessary to enhance the A350 roundabout and allow the future duelling of the A350) increasing development capacity elsewhere.
  - it is not necessary to link the delivery of a railway crossing associated with development at the East Chippenham site with the proposed strategic development at North Chippenham. This railway crossing will need to be delivered as part of any development coming forward at East Chippenham.
- Crest and Redcliffe Homes support Option 1 and the provision of 28ha employment land and up to 1500 dwellings SW of Chippenham:
  - As an employment site it is well located to attract economic investment but also to service the local employment market.
  - As a residential site it is a sustainable location which will integrate well with the existing urban area and support regeneration of the town centre.
  - As a community resource it will provide a high quality riverside park.
  - The development area avoids all major environmental constraints including the floodplain, Rowden Conservation area and Grade 1 agricultural land.
  - A comprehensive package of transport measures and new connections could be delivered in phases as development proceeds to further enhance the accessibility of the area, and mitigate any potential impact. Option 1 makes the development and associated infrastructure more viable compared with Option 2. This also enhances the potential for people to live and work in the same area thereby reducing the pressure of the transport network.
  - Assessment of geological and mineral resource has taken place. The sand and gravel resources within the site are not capable of being worked as a viable mineral extraction operation. As part of the proposed development at Option 1, there is the opportunity to extract minerals prior to development for example as part of any flood prevention measures.
- Bloor Homes support the inclusion of Hunters Moon site as part of the SW area of Search in Options 1 and 2, but have said:
  - The Hunters Moon site does not depend on the development of any other land to come forward. The development of Hunters Moon would not prejudice other sites within the area of search coming forward. We fundamentally object to the phasing mechanism proposed and believe it is unnecessary and unreasonable. It conflicts with the objective stated elsewhere of providing appropriate levels of new housing. The plan should remove any reference to phasing in respect of either certain periods of the

plan or completion of the strategic employment site - there is no reasonable justification to either element.

- Barratt Homes support the inclusion of Rawlings Green, East Chippenham in Option 2 but have said:
  - Barratts do not dispute that there is a degree of out-commuting from Chippenham. However, it is important that a more balanced view is taken on the issue of out-commuting from Chippenham relative to the housing need and demand arising at the town and its role in the Wiltshire settlement hierarchy. The ability of the Wiltshire Core Strategy alone to reduce out-commuting from Chippenham and elsewhere is somewhat limited and should not be overstated.
  - Proposals include 6ha employment land to accommodate a major inward investor and suitable workspaces for start up businesses. The shortage of new employment land should not be the principal determinant in selecting future directions of growth at the town.
  - Barratts believe the Showell Farm employment allocation raises significant traffic problems. These should be investigated in more detail. The Showell Farm site is not necessarily suitable for employment use, simply because it is close to the A350 corridor. The SW area of search is poorly located to the rest of the town, including the town centre and the railway station.
  - Rawlings Green proposals utilise the River Avon as a key element of the development. The floodplain is to be protected, the river corridor is to be enhanced for wildlife and as a recreational space. On site pedestrian and cycleway routes will contribute to the provision of off-site sustainable transport enhancements and links to the town centre.
  - The Rawlings Green proposals will deliver significant highway improvements, including the railway bridge, link to Parsonage Way and the link to Monkton Park, adjacent to Darcy Close.
  - The Rawlings Green site is the closest urban extension to Abbeyfield School. It is envisaged that pupils arising from the development would attend Abbeyfield school. The long term secondary education school site should be identified by the Core Strategy, should the need be confirmed for the plan period.
  - Barratts do not accept the justification for the abandonment of the previous Preferred Option. This should be reconsidered in light of the need for increased housing at Chippenham.
  - The proposal to phase development to ensure that jobs are able to come forward before significant new homes have been built is wholly untenable and unrealistic.
  
- Chippenham 2020 are promoting an alternative site to the east of Chippenham (Hardens Farm and Leazes Farm) and have objected to both options and in particular:
  - Challenge the loss of the preferred status and the promotion of both alternative sites because they of the view that the promotion of such alternative sites as being wholly unexplained and not supported by the evidence base which is fundamentally flawed.
  - Considers that a fundamental review of the options and the evidence base which has led to the option selection is absolutely essential.
  - The housing land availability strategy provides for inadequate housing; growth; The numerical modelling and forecast for housing growth are unsound;
  - Land allocated for new and existing employment purposes are

- unreasonably restrained without good purpose;
  - The geographic distribution of new employment land in out of town locations are inappropriate as they will not attract valuable B1 employment investment; The transport and spatial strategies appear to make arbitrary site choices which are not supported by the emerging evidence base and do not withstand scrutiny;
  - The Sustainability Appraisal supporting the evidence base is wholly unsound. It is based on conjecture and guidance, rather than objective evidence produced by experts from relevant disciplines. As such, it is an inappropriate basis upon which to formulate policy;
- Gleeson Homes promoting Forest Farm have objected to the SA assessment for Forest Farm and the omission of their site as part of the options for Chippenham. They of the view that:
  - The Sustainability Appraisal (SA) is so deficient that it cannot reasonably be used to justify the preferred options. If this were a submission document it would accordingly have to be found unsound on that score alone.
  - If the overall housing numbers are to stay the same, the development of Forest Farm can also be considered as a more sustainable alternative to either North East Chippenham and/or the higher figure (up to 1500 as opposed to 800) for South West Chippenham.
  - The Forest Farm site would be more sustainable than North East Chippenham which would exacerbate out commuting, one of the effects that the Core Strategy seeks to reduce.
  - Further detailed work needs to be undertaken to assess its relative merits against the East and South West extension sites.
  - Have concluded the only reason given for not allocating the Forest Farm site is that no employment was proposed in the initial (SHLAA) proposals. The Council, however, has never asked if this is a possible option which indeed it is. This is a very viable option capable of better meeting the Council's wider planning objectives than at least one other option and possibly others. The whole selection process should therefore be re-considered with employment included on this site. The objectors would be very willing to discuss more detailed development possibilities with the Council prior to such a re-appraisal.
- Three landowners have promoted amendments to SW Area of Search. These are:
  - Two parcels of land at Saltersford Lane and Patterdown - The joint owners are of the opinion that the land which forms part of the area designated in Option 1 and the adjacent area not designated in Option 1 is suitable for development in view of its proximity to the existing settlement boundary and relatively good access to the town centre. The joint owners, are prepared to actively promote this land in conjunction with other adjacent land owners for the development, as proposed, to ensure its deliverability.
  - Land north of Patterdown Farmhouse – The landowner is of this opinion that this site is well related to the wider search area and is contained between Patterdown Road and the railway (approx 1.2ha). Permission has previously been granted for employment uses on buildings to the south. A smaller site provides opportunity for choice by potential occupiers, rather than all development at Showell Farm.
  - The paddock on the left hand side of Rowden Lane, to the rear of Rowden Road and the former pig farm on the right hand side of the lane, up to the first cattle grid - These parcels of land are already

committed to future development following an appeal.

## **2. Consideration of Representations**

3.1 The Council has considered the representations for Chippenham.

### Status of Chippenham in the Settlement Strategy

3.2 It is not considered appropriate to change the status of Chippenham to market town within the settlement strategy nor is it appropriate to rename the categories. It remains appropriate that Chippenham is identified as a principal settlement along with Trowbridge and Salisbury. These three centres are the most significant settlements within Wiltshire and will be the primary focus for development. The role and function analysis identifies that these settlements have a number of similarities that indicate their potential to be the focus of development in Wiltshire. These settlements can be considered to have a regional importance, and offer the best potential to improve self-containment and enhance the economic performance of Wiltshire.

### Employment Provision

3.3 Many of the responses argued that not enough was being done to re-use and redevelop existing employment sites and if these sites were used instead, it wouldn't require the allocation of new sites, in particular Showell Farm.

3.4 The strategy for employment includes protecting existing employment sites where appropriate. In Chippenham these are Bumpers Farm Industrial Estate, Langley Park, Metheun Park and Parsonage Way Industrial Estate. The evidence to support this is set out in the Economy Topic Paper and has been re-examined as part of the Workspace and Employment Land Review 2011.

3.5 Evidence suggests that there is a strong demand and a serious shortage of supply of employment land in Chippenham. If this situation is allowed to continue, employers will move elsewhere and Chippenham is in danger of being completely overlooked as a potential business location in the future. A fair proportion of the existing employment land estate is in poor repair (in both private and public ownership) and in some cases the cost of remediating the land and or buildings outweighs the financial return from redeveloping the land. The shortage of employment land at Chippenham has been confirmed in the Workspace and Employment Land Review 2011 which says:

'The shortage of commitments is particularly pronounced in the Principal Settlements of Salisbury, Chippenham and Trowbridge. As these settlements will provide for a significant proportion of the county's new housing to 2026 it is important that new employment allocations are made in order to protect and improve self containment levels. Furthermore, if the land is to be developed for employment purposes it is important that the allocations are attractive to businesses and developers particularly with regard to location and development viability.

3.6 The shortage of readily available land has been raised as a key issue that must be addressed sooner rather than later if existing larger employers are to be retained and new inquiries catered for. Agents and key stakeholders consulted during the course of this study have identified a number of businesses that have either relocated outside Wiltshire or are considering doing so because they cannot find suitable land on which to expand their operations. In Chippenham for example, two larger existing employers are looking to expand but cannot find space. One of these businesses, Herman Miller, requires a new manufacturing and distribution facility of about 14,000 sq m, with associated office space

(1,400 sq m), and parking for 30 HGVs and 120 cars. A development of this nature would require between 4 and 5 ha of land.’ (Paragraphs 4.43 and 4.44)

3.7 In terms of the amount of employment land to be delivered at Chippenham, it is considered that it is reasonable for the allocation to be higher than other towns in Wiltshire reflecting its status as a principal settlement. The Workspace and Employment Land Review 2011 has confirmed that,

‘Proportionally higher shares of employment allocations should be given to the primary settlements in Chippenham and Trowbridge. These urban settlements have more scope for meeting objectives such as the alignment of residents with a choice of jobs, linking businesses with infrastructure to support business growth and economic development through generous land allocations, and attracting unforeseen inward investments.’

3.8 The summer consultation document proposed 30-33ha new employment land at Chippenham. This has been reconsidered as part of the Workspace and Employment Review. The report suggests a future employment land requirement of 13.2ha for Chippenham. This is lower than the amount of land identified in the summer consultation document and the report goes on to say that Chippenham could have a surplus over the calculated requirement if all sites are delivered during the LDF period. However the report also acknowledges that Langley Park is an existing site of 16ha currently in employment use. The planned review of this site may mean that the existing uses are replaced. If these businesses take up planned new allocations, then up to 16ha additional employment land may be required on top of the allocation as replacement demand. It advises that Wiltshire Council will need to carefully consider apparent over supply of land by prioritising the best sites in terms of commercial attractiveness and achievability.

3.9 The following new sites in and around Chippenham have been assessed for commercial viability:

<b>Sites not considered deliverable in the plan period:</b>	<b>Reasons</b>
Hunters Moon (Chippenham)	Hunters Moon, Chippenham, is a 12.5 ha site located close to Methuen Business Park. It is unsuitable because it is currently accessed via narrow roads, is sloping and is relatively detached from the town. Even with significant investment on road links and site levelling it is only likely to be seen as a secondary business location which will not generate sale and rental levels to make development viable for employment uses. The site owner has not demonstrated any intention to develop this site for employment use in the last 10-15 years.
<b>Sites considered deliverable in the short-term</b>	
Showell Farm (18ha)	Accessibility is very good onto the A350, with links to the M4, and to the A4, with links to Bath. Public transport links are not available yet but would be created.



	Too far from the town centre for office uses but could be attractive to distribution businesses as Bumpers Farm is full. Suitable for B8 uses.
Hill Corner (2.5ha)	Very good location commercially close to A350 and M4, however currently no vehicular access to the site. Some bus routes operate close by on Malmesbury Road, railway station is approx 1.5miles from the site. Potentially attractive site for office uses (extension to Greenways Business Park). Situated 5 minutes from the M4. Deliverable as part of a residential led mixed use scheme. Suitable for B1 uses
<b>Sites Considered Deliverable in the Middle to Later Stages of the Plan Period</b>	
Rawlings Green, East of Chippenham (2.5-6ha)	Accessibility to the site is currently along a single track route between Langley Park and Parsonage Industrial Estate that crosses the railway. Alternative methods of linking to strategic routes are being investigated by Barratt Homes. The site would be attractive to businesses providing a suitable link can be developed with the A350 and M4. Unlikely to come forward in the next 5 years as new access has to be created over railway. This site could be developable towards the end of the plan period as part of a residential led mixed use urban extension, but other sites are better positioned.

### Alternative Employment Sites

Site	Conclusion
Land near Junction 17	Greenfield site located next to Junction 17 of the M4 and approximately 2.5 miles from Chippenham. The land has already been promoted as a potential site for waste through the Waste DPD process. Direct access to the M4 makes the site a very attractive potential location for distribution businesses. There are no major identified constraints to bringing the site forward. However, the location of the site in relation to Chippenham may not help to address improved self-containment aspirations for

	the town.
Land off A350	Greenfield site on the northern fringe of Chippenham close to Bumpers Farm. The land is flat and is well located in relation to the town centre and Junction 17. It would be particularly attractive to distribution businesses as well as existing larger employers in the town that have out grown their existing premises. Part of the site is within a protected archaeological site and, therefore, surveying will be required prior to development and/or the developable area may need to be reduced.

3.10 Some of the responses from the local community during the consultation in the summer suggested that MOD sites should be considered as alternatives to allocating new employment sites at Chippenham. This is not considered appropriate. Whilst re-use of military establishments is considered elsewhere in the core strategy and the potential for the redevelopment of Hullavington MOD site which is located in the Chippenham Community Area is identified as an issue to be addressed, redevelopment of MOD sites will not improve self-containment by helping to redress the existing levels of net out-commuting. and contribute to improving the critical mass of the town thereby supporting improved services and helping to deliver enhanced infrastructure. This includes RAF Lyneham. Until recently it was not clear as to what the MOD's aspirations for the future use of Lyneham were and there was no guarantee it would be available for development during the plan period. However, on 19 July 2011 the Government announced plans to move military technical training to the base, thereby meaning it is not available for redevelopment.

3.11 Therefore it is considered that it is appropriate and necessary to allocate new sites for employment at Chippenham in order to ensure a sustainable distribution and choice of employment sites will be provided at the town and to ensure that the strategy to develop the strategic employment role of the town is achieved. Supported by further housing development, this will help to redress the issue of out-commuting, improve self-containment of the town and achieve two of the key principles of the Vision which are for the town to be a place to live and work and a vibrant business location.

#### Housing Requirement for Chippenham

3.12 The justification for the housing requirements has been set out in the Housing Requirement Topic Paper. In arriving at the figure of 4000 houses for Chippenham regard was had to the additional consultation that was carried out for the town prior to the summer consultation and for which two reports form part of the evidence base. That consultation was informal consultation and in order for the workshops to be as effective as possible, representatives from a wide variety of organisations and views including councillors from Wiltshire Council, members of Chippenham Vision, town and parish councillors, students and teachers from Abbeyfield School and Sheldon School, school governors, local community and residents groups were invited to attend.

3.13 A range of informative figures were presented at the Special Community Area Board Meeting in Chippenham on 14<sup>th</sup> March 2011. These estimated the remaining housing

requirement for the town based on a number of policy assumptions. The figures were discussed by attendees and a consensus opinion of between 770 and 2,570 dwellings was arrived at. When existing completions and commitments (which cannot be influenced by the Core Strategy) are included, this provides a range of 3,100 to 4,900 homes. The proposed housing requirement for the town was determined to be in the middle of this range, namely 4,000 homes.

3.14 There continues to be the view that not enough is being done to realise the potential for the redevelopment of previously developed land rather than allocating greenfield land. The opportunities for brownfield sites have been thoroughly examined as part of the site selection process. As a result, the strategy for Chippenham supports the delivery of suitable brownfield sites and seeks to capitalise on the opportunities they present to enhance the town and to deliver the key principles of the Vision for Chippenham.

In terms of the delivery of homes on brownfield land, as set out in the summer consultation document:

'The brownfield potential of sites in Chippenham has been reviewed in the Strategic Housing Land Availability Assessment. This has identified an indicative number of 385 dwellings that could come forward on the following large sites: Works Site, Cocklebury Road (25 dwellings); Foundary Land (also known as Langley Park – 250 dwellings); Hygrade Factory (55 dwellings); Middlefield Training Centre and Hungerdown Road (55 dwellings). In addition, an allowance can also be made for a further 160 dwellings on small sites within Chippenham. This indicates that it is appropriate to make an allowance for a total brownfield potential of approximately 545 dwellings.'

3.15 This situation hasn't changed and it remains the case that the limited opportunities for the redevelopment of brownfield sites in Chippenham currently means that it is necessary to identify greenfield sites on the edge of the town in order to ensure that the strategy can be delivered.

3.16 Developers promoting the sites at Chippenham, have suggested that the housing figure for Chippenham should be higher and more in line with what was proposed in the SW Regional Spatial Strategy. This has been re-examined as part of the Topic Paper on Housing Requirement for which it is concluded that it is not appropriate to increase the housing requirement figures for Wiltshire.

3.17 Therefore, it is considered that the housing requirement should remain the same i.e. 4000 new homes for Chippenham between 2006 and 2026, of which 2250 are on strategic sites.

#### Infrastructure Delivery Plan

3.18 One view expressed by members of the local community during the summer consultation is that current infrastructure in Chippenham including schools and health services are under strain and the proposed level of development will add to these problems. In line with national planning policy, an infrastructure delivery plan is being developed alongside the Core Strategy. The Council will work in partnership with infrastructure providers and neighbouring authorities to ensure that new or improved infrastructure is delivered prior to, or in conjunction with, new development.

#### Chippenham Traffic Modelling Work

3.19 Further traffic modelling work is taking place for Chippenham, which is being used to inform the site selection process. Consultants were asked to undertake cost and benefits analysis of Options 1 and 2 and also an Option 3 consisting of the sites which made up the

preferred option in the earlier Wiltshire 2026 consultation carried out in 2009. All three options would require major road improvements costing in the region of £20-22million.

3.20 The conclusions from the work are that no particular option comes out as a clear preferred option in transport terms. The key findings of the analysis undertaken show that:

- In terms of accessibility, allocating growth to sites located close to the town centre and the railway station, with good potential for new pedestrian and cycle linkages is to be encouraged. In that respect, Option 3 would be the best option.
- If traffic impact is considered, without mitigations, then options making the most of the strategic road network would be preferred and options locating development away from the strategic road network, having a direct impact on the town centre would be discarded.
- The cost of mitigation and other criteria considered, and it is considered that the impact of Option 1 focused on the A350 could be mitigated at a lower cost than the impact of Options 2 and 3, especially as in addition to key infrastructure requirements, Options 2 and 3 would potentially have to address town centre impacts.
- Finally, in terms of wider benefits, it is likely that spreading intervention across a wider area mitigating the impact of future development while alleviating existing traffic congestion problems should be encouraged. Option 2 would provide this wider degree of intervention.

3.21 Finally, the fact that this analysis shows that no option clearly has the upper hand is probably an indication that:

- Transport is unlikely to be the main determining factor in the decision to be made on what option to pursue. The modelling work undertaken shows that all options have an impact and the cost of mitigating this impact is similar (although some options would lead to slightly lower investment costs).
- The outcome of this analysis can be tailored to meet the Council's agenda, as the focus could be put on one criteria or another (for example accessibility could be put before traffic impact, or the preference could be given to the delivery of new infrastructure).

#### 4. Sustainability Appraisal Update

4.1 The SA/SEA has been reviewed and updated accordingly in light of the comments received during the consultation and transport modelling work. This appraisal has examined four strategic options for development in Chippenham. :

- Options 1 and 2 has been reviewed.
- Option 3 – Sites included as part of the previous Wiltshire 2026 preferred option in 2009;
- Option 4 – Sites to the South of Chippenham.

4.2 All four options include brownfield sites in the town, which are favoured in sustainability terms, and land south-west of Abbeyfield School. However, the vast majority of new development will be required on strategic greenfield sites on the edge of the urban area. There are no absolute constraints to development at any of the sites; the number of significant adverse effects is similar for all four options and relate mainly to the scale of development proposed and the significant loss of greenfield land that would take place, much of which is of a high agricultural value.

4.3 Option 2, which would lead to a more dispersed approach to development with development located at three strategic sites, is considered slightly more favourable in sustainability terms. This approach may result in fewer environmental impacts with three smaller strategic development sites located adjacent to the existing urban area. This could better avoid development in proximity to sensitive environmental receptors such as the River Avon and Rowden and may lead to fewer landscape impacts overall in the rural areas in which development would take place compared with one large urban extension.

4.4 Development adjacent to the urban area is also likely to be able to take advantage of existing services and facilities and be able to contribute more to regeneration of the town centre. It is acknowledged, however, that a dispersed approach may spread impacts over a wider area, particularly traffic impacts, and may not achieve the same level of investment in essential infrastructure provision that could be generated through one large urban extension.

4.5 The sustainability appraisal has stated the importance of resolving existing transport issues and future issues associated with new development. It acknowledges that parts of the eastern development area (particularly land at Rawlings Farm) are more accessible to the town centre and railway station than the south-west area of search. However, transport modelling undertaken suggests that because the eastern side of Chippenham is further from the strategic road network ie A350 this may lead to greater transport impacts as traffic generated from the development would seek to reach the strategic road network with additional cross town movements.

4.6 Mitigation measures in terms of new highway infrastructure and highway improvements are likely to be significant (estimated at £21-22m) whichever option is taken forward and there is concern that this cost will reduce the amount of investment made in other essential social and environmental infrastructure. It is essential that transport mitigation schemes are able to bring wider benefits to the town and it is considered that schemes involving town centre traffic improvements, a new railway crossing and improvements to the A350 are more likely to achieve greater sustainability benefits.

#### 5. Consideration of Strategic Sites for Chippenham for Inclusion In Core Strategy

## **Rationale For Dispersed Strategic Sites**

5.1 The Wiltshire 2026 consultation document in 2009 included an option for the development of 3466 dwellings to the north and east of Chippenham comprising:

- 2666 dwellings and mixed use development on land east of Chippenham
- 800 dwellings on land north east of Chippenham.
- A town centre strategic site

5.2 Based on the evidence available at the time, this option was preferred because it provided one main coherent urban extension to the east and north of Chippenham that would deliver a mix of housing and employment, within close proximity of the town centre and the railway station. It could also enable the development of an eastern distributor road which would help alleviate congestion in the town centre. The town centre strategic site would enable regeneration opportunities in the town centre to be taken forward.

Following Wiltshire 2026 the Council resolved to review the site options for Chippenham taking into account ongoing work to update the evidence base for the Core Strategy, the Strategic Housing Requirement review and additional consultation with the local community in Chippenham for the Core Strategy including the Vision. Three key themes emerged:

- As a result of this work it became apparent that there is support for the delivery of employment land to to redress the imbalance between homes and jobs and to reduce out-commuting.
- Showell Farm was included as an employment site in the Wiltshire 2026 proposals for Chippenham. There was very little opposition from the local community during that consultation to its inclusion. Instead, the opposition from the local community was focussed more on the identification of the North and East Chippenham sites. During the additional consultation for Chippenham, opposition from the local community in the area to this potential employment site grew. However, it was acknowledged by other members of the local community, particularly during the second workshop held in March 2011 that this site is the largest potential employment site at Chippenham, benefitting from its location next to the the A350 and offers the best opportunity to redress the imbalance between homes and jobs and to reduce out-commuting at the town.
- Taking into the opposition to the number of dwellings proposed for Chippenham during Wiltshire 2026 consultation and the decision to review the strategic housing requirement for Wiltshire, a number of housing population projection scenarios were examined to determine what an appropriate housing figure for Chippenham might be. These were also discussed at the workshop in March 2011. The report is available as part of the evidence base. Whilst there was a difference of opinion, there seemed to be some general consensus a figure in the order of 4,000 new homes would be appropriate at Chippenham town, provided that appropriate employment and infrastructure is delivered alongside. This is explained further in Topic Paper x Housing Requirement Technical Paper.
- In terms of site selection, there have been continued calls for previously developed land to be identified and its redevelopment prioritised as an alternative to the identification of greenfield land. During the additional consultation, it was explained that there was very few known opportunities for brownfield land to be redeveloped in the town and where opportunities were available, if developed for housing this would reduce the opportunity for alternative uses and the ability to regenerate the town to achieve the Vision and respond to the concerns raised by some members of the local community that the shops and facilities on offer in the town should be improved.

5.3 The evidence base for the strategic sites analysis was reviewed and updated,. All the sites promoted by landowners and developers at Chippenham were subject to a revised SA/SEA appraisal.. The SA at this stage concluded that the larger urban extension proposals, in the south and east, are very similar in their assessment scores, and further detailed information would be required to be able to differentiate further. There are few specific environmental constraints to development in these areas, apart from the River Avon corridor. Development proposals for options in the south and east propose protection and enhancement measures for the River Avon and its floodplain and the options appear to be large enough to accommodate development without encroaching on areas of flood risk. Proposals for both areas also include significant transport infrastructure, including a new distributor road, the impacts of which will require further analysis. Both options are capable of providing a wide range of infrastructure and community facilities that this size of development would need. Smaller options assessed, on their own, will not result in the same level of environmental, social and economic benefits as the larger options across the wide range of sustainability objectives, unless combined with the larger options. They are unlikely to meet housing and employment land need on their own or generate the level of contributions towards infrastructure, transport, education, healthcare and community/recreational facilities that Chippenham needs. However, the smaller size of these sites could mean there are fewer environmental impacts than the larger options and this assessment has shown that there are no absolute constraints to development at any of the options - other studies of Chippenham's needs will ultimately feed into the decision making process.

5.4 Other studies ultimately informed the identification of strategic sites for Chippenham. including the additional consultation and key themes set out above. This led to the decision that a dispersed option would be the best option for the future development of Chippenham. A dispersed option would ensure that a supply of employment land was provided at the town and would be phased to be delivered early in the plan period, that housing could be provided alongside to ensure that the 5 and 10 year strategic housing requirement would be met. All the sites would be sustainable mixed use urban extensions.

## **6. Review of Options Following Summer Consultation**

6.1 The sites and options for Chippenham have been reviewed, taking into account comments received during the Summer consultation, the additional evidence gathered since then and the updated SA/SEA work.

6.2 The summer consultation document included two options for strategic sites at Chippenham. It has been concluded that an amended Option 2 be carried forward to be included in the Core Strategy submission draft, According to the SA , this option offers the best opportunity for disaggregated development with three smaller strategic development sites potentially having fewer environmental impacts. This may give greater opportunities to avoid development in proximity to sensitive environmental receptors such as the River Avon and lead to fewer landscape impacts. By having a dispersed option of three sites this will give the opportunity to go some way to address the transport connectivity issues at Chippenham, although they won't necessarily resolve them.

6.3 The strategic sites will contribute to improving the self-containment of Chippenham, ensuring it maintains its status as a principal settlement in Wiltshire. They will include employment land to strengthen the employment offer of the town and a mix of dwellings types including starter homes; key worker dwellings and executive style homes, ensuring that people can live and work locally, including young people. These respond to issues which were have been raised during the consultation for the Core Strategy, including the additional consultation work for Chippenham and achieve two key principles of the Vision for Chippenham,

- **A place to live and work**
- **A vibrant business location**

6.4 The strategic sites will deliver employment land for jobs and homes which will improve the critical mass of the town thereby supporting improved services and the regeneration of the town, set out in Core Policy 4. This will respond to issues raised during the consultation including the additional consultation work for Chippenham about the lack of variety of shops and facilities in the town, will help to reduce the outflow of shopping and leisure trips. and contribute to ensuring that another of the key principles of the Vision for Chippenham is achieved namely that Chippenham becomes: :

- A retail destination of choice

The identification of three strategic sites will enable will give the opportunity to go some way to address the transport connectivity issues at Chippenham, although they won't necessarily resolve them. This will contribute to having an

- An accessible town centre.

### North Chippenham

6.5 This site was identified in the summer consultation document. As a result of the site selection process it was identified as being able to provide a sustainable urban extension containing housing and employment land which could be delivered in Phase 1 of the plan period to help meet the 5 and 10 year strategic housing requirement for Chippenham.

6.6 The site was identified as providing an opportunity to improve the transport connectivity in the town. One of the delivery criteria was that for Option 2, delivery of the road link across the railway in conjunction with East Chippenham site would be delivered.

6.7 Further transport modelling work has taken place and it is maintained that this site will provide an opportunity to address the concerns the local community have about transport congestion and improve the transport connectivity in the town by providing a new road for access to the proposed mixed use development and to also serve a wider strategic function that has benefits for the town, by providing a more direct link between the Parsonage Way industrial area and the A350 (avoiding existing journeys through the town centre), facilitating connectivity with additional development potential to the East of Chippenham, and allowing for road capacity improvements. Together with the Rawlings Green, East Chippenham site it will improve transport connectivity to the north of the town and also provide the opportunity to begin to put into place appropriate transport measures should further development be required further to the east of Chippenham beyond this plan period.

6.8 Birds Marsh Wood is located to the north of this site. The local community has expressed concerns about the proximity of this proposed urban extension to Birds Marsh Wood and the impact on the ecological value of the site on a regular basis since 2009 Birds Marsh Wood is and will continue to be recognised as being a significant local landscape feature. However, following advice from ecologists and Wiltshire Wildlife Trust, it is considered that there is potential for significant restoration of the woodland. This was reflected in the summer consultation document which included criteria to be taken into account when masterplanning which is to ensure that the environment at Birds Marsh Wood is conserved and enhanced. A buffer zone between any development and Birds Marsh Wood is required to limit the impact of development on Birds Marsh Wood. Development will provide for the restoration of the woodland and the development of an educational centre to secure its long term



management. Enhancing the wood will also help to maintain and improve the green corridor for wildlife that exists between the wood and the River Avon corridor which is identified as a defining feature of the town and is reflected in one of the key principles for the Vision of Chippenham. It is considered that these delivery criteria will help to address the concerns of the local community.

6.9 The site will be a sustainable urban extension. In line with national planning policy, It will be integrated with the town and will provide an opportunity to establish appropriate high quality public realm and pedestrian and cycle routes to create a a lively visual and social environment linking the site with the town centre and the improvements that will occur in the town as a result of the regeneration of the town centre and the creation of new retail opportunities in the town set out in Core Policy 4, which will help to reduce the outflow of shopping and leisure trips and contributing to ensuring that Chippenham becomes a retail destination of choice.

6.10 Therefore, It is proposed that this site remain as a strategic allocation for 750 dwellings, 2.5hectares employment land and associated community facilities. Delivery of houses on this site will contribute to meeting the strategic housing requirement for Chippenham. The site will also deliver 2.5ha employment land which will contribute to the employment led strategy at Chippenham, helping to ensure it becomes a vibrant business location. Together this will help to improve the self-containment of the town, helping to provide opportunities for a range of people, but most importantly allowing young people to live and work in the town.

#### Rawlings Green, East Chippenham

6.11 This site was identified in the summer consultation document. As a result of the site selection process it was identified to deliver 700 houses and 2.5ha-6ha employment land as part of Option 2. It was identified as benefiting from being in close proximity to Langley Park, the railway station and the town centre.

6.12 The site was identified as providing an opportunity to improve the transport connectivity in the town. One of the delivery criteria was that for Option 2, delivery of the road link across the railway in conjunction with North Chippenham site would be delivered. Further transport modelling work has taken place and it is maintained that this site will provide an opportunity to address the concerns the local community have about transport congestion and improve the transport connectivity in the town by providing an access to the proposed mixed use development here and to also serve a wider strategic function that has benefits for the town. The principal point of access will be via a new railway bridge, scheduled to be put in place towards the end of 2013. A secondary point of access will connect with Cocklebury Road and will include improved junctions. Together with the new road associated with the North Chippenham site it will improve transport connectivity to the north of the town and also provide the opportunity to begin to put into place appropriate transport measures should further development be required further to the east of Chippenham beyond this plan period.

6.13The site will be a sustainable urban extension. In line with national planning policy, It will be integrated with the town and will provide an opportunity to establish appropriate high quality public realm and pedestrian and cycle routes to create a a lively visual and social environment linking the site with the town centre and the improvements that will occur in the town as a result of the regeneration of the town centre and the creation of new retail opportunities in the town set out in Core Policy 4, which will help to reduce the outflow of shopping and leisure trips and contributing to ensuring that Chippenham becomes a retail destination of choice.

6.14 The site selection process has recognised that the site contains some Grade 2 agricultural land. National planning policy says that where significant development of agricultural land is unavoidable, LPAs should seek to use area of poorer quality land grades

3b, 4 and 5 in preference to that of a higher quality, except where this would be inconsistent with other sustainability objectives. The site will provide an opportunity to strengthen the employment offer for the town and to provide a mix of dwelling types, ensuring Chippenham strengthens its role as a business location and that people can live and work locally, both of which are key principles of the Vision for Chippenham. It is considered these reasons justify the loss of Grade 2 agricultural land, in accordance with national policy.

6.15 The site selection process has recognised that the site is adjacent to the River Avon corridor and contains land within the flood zones, that the River Avon is an important wildlife corridor which should be protected and enhanced and that development has the potential to enhance the river corridor and its connectivity to the town centre via sustainable modes of travel. As a result one of the delivery criteria set out in the summer consultation document was that development should secure the enhancement and protection of the River Avon corridor to manage the area's landscape quality and biodiversity and promote recreational uses along with enhanced pedestrian and cycle access to the town centre.

6.16 Comments from statutory consultees have suggested that it will be harder to mitigate the visual impact of the East of Chippenham site,. This matter has been considered, but it is felt this issue should not prevent this site being part of an option for Chippenham and instead mitigation measures are will be included as part of the delivery criteria to ensure the landscape setting is maintained and enhanced as much as possible.

6.17 Therefore, it is proposed that the Rawlings Green, East Chippenham site remain as a strategic site providing 6ha employment land and 700 houses. The site will be a sustainable urban extension. In line with national planning policy, It will be integrated with the town and will provide an opportunity to establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment linking the site with the town centre and the improvements that will occur in the town as a result of the regeneration of the town centre and the creation of new retail opportunities in the town set out in Core Policy 4

6.18 Delivery of houses on this site will contribute to meeting the strategic housing requirement for Chippenham. The site will also deliver 6ha employment land which will contribute to the employment led strategy at Chippenham, helping to ensure it becomes a vibrant business location. Together this will help to improve the self-containment of the town, helping to provide opportunities for a range of people, but most importantly allowing young people to live and work in the town.

#### SW Area of Search

6.19 This Area of Search was identified in the summer consultation document to deliver either 1500 houses and 28ha employment land as part of Option 1 or 800 houses and 28ha employment land as part of Option 2. The site selection process and consultation document acknowledged that part of the area is within Corsham Community Area rather than Chippenham Community Area.

6.20 The area of search is greenfield land, but is not designated Green Belt land and it isn't located within or adjacent to the designated Lacock Conservation Area. The SW Area of Search includes land in the Rowden and Patterdown area (i.e. west of the River Avon), but does not include Land South of Pewsham (East of the River Avon). This land has been promoted and considered as part of the site selection process but was discounted because the reduced housing requirement for Chippenham means that the entire site is not now required.

6.21 Evidence collected so far has not suggested the proposals for Chippenham will have a detrimental effect on the village of Lacock's natural surroundings. Lacock Village is recognised in the Core Strategy as having buildings of architectural merit and being an

important tourist destination in the Corsham Community Area. It is felt that although the proposal for an area of search south west of Chippenham includes land within the administrative boundary of Lacock Parish, it will not have a detrimental impact on those factors.

6.22 A principal reason for including the SW Area of Search as part of the options was due to the strategically important employment site at Showell Farm being located within this area. This site was recognised by participants during the additional consultation for Chippenham as being the largest potential employment site at Chippenham and one which if developed could meet the employment needs of the town. This site offers the best potential to provide for significant job and business growth (i.e. it would help to retain existing local businesses seeking to expand) at the town due to its location and easy access points adjacent to the A350. However, it has been previously been recognised as part of the site selection process, that on its own it is divorced from the town centre and therefore should form part of a high quality, sustainable urban extension to Chippenham, which needs to be fully integrated to the town and town centre, including via the River Avon corridor.

6.23 Since the consultation questions have been asked about the deliverability of Showell Farm. Members of the local community fear the site will be an example similar to Hunters Moon, whereby the site won't be marketed on an equitable basis and eventually the developer will seek to change the allocation to an alternative use such as housing or retail.

6.24 It is necessary to be able to demonstrate that all the strategic allocations in the Core Strategy are deliverable. Officers have been in contact with the developers who are promoting Showell Farm. The developer has now confirmed in writing that they are fully committed to delivering employment land at Chippenham. In addition, funding has recently been secured by Wiltshire Council to enable the delivery of Showell Farm.

6.25 Showell Farm was identified as a potential site of 28ha in the summer consultation document. Community groups have questioned the validity of this site area.

6.26 The developers have confirmed that their freehold ownership is approximately 18ha. It has always been recognised that the site contains listed buildings and a lower site area with appropriate landscaping will ensure the setting of the listed buildings is not affected by development

6.27 Therefore, it is proposed that Showell Farm remains as a strategically important employment site for Chippenham which once developed will help to redress the issue of out-commuting at the town and help to ensure Chippenham becomes a vibrant business location. The site area will be 18ha. This is lower than what was included in the summer consultation document, but higher than the amount of land recommended to be allocated at Chippenham in the Workspace and Employment land Review 2011. However, it is considered that this can be addressed through appropriate phasing. In order to expedite the delivery of development the Council will work closely with the developers and landowners to facilitate phased delivery of this important site, which will help to ensure that the key Vision principle i.e. Chippenham becomes a vibrant business location is achieved

6.28 Concerns have been raised during the consultation that the location of Abbeyfield School in relation to the SW area of search means that any potential journeys for young people will be difficult and would significantly add to the traffic congestion. This is not an issue which participants raised during the additional consultation events, which included students from Abbeyfield School. Appropriate transport measures will be put in place to ensure that travelling to school from all the strategic sites is as safe as possible for students. In addition, it remains the case that further modelling work is required to ascertain whether there is a need for a new secondary school. Education have requested that a reserve site be put aside for a secondary school. There is a need for at least a 1FE primary school in this

area. Education have suggested that one combined school may be appropriate. However, further modelling work is required.

6.29 Concerns have been raised during the consultation that the area of search site is divorced from the town and that it will be easier for people to travel to use out-of-town retail and leisure facilities, particularly those located along Bath Road. It is considered that the improvements to transport connectivity and improved pedestrian and cycle routes combined with the regeneration of the town centre set out in Core Policy 4 will address these concerns and will ensure that the Vision principles of the town becoming a retail destination of choice and an accessible town centre is achieved.

6.30 The area also includes the Rowden Conservation Area, the River Avon and its floodplain. It was stated in the summer consultation document that development will need to respect the open landscape of the Rowden Conservation Area and avoid the flood plain.

6.31 During the site selection process in recognition that the area contains the Rowden conservation area and the Bristol River Avon County Wildlife Site, a Country Park was included on the proposals map as it was felt that this will provide an opportunity to manage the area's landscape quality, biodiversity and to promote recreational uses along with enhanced pedestrian and cycle access to the Town Centre. This could be delivered through a management plan for the area, with the agreement of the landowners and in collaboration with Wiltshire Wildlife Trust. The exact its uses and the role it will play in the future will be addressed as part of the masterplanning process for the site.

6.32 The site is adjacent to the River Avon corridor and development will provide an opportunity to contribute to the River Corridor being an attractive and defining feature of the town, which is one of the key principles of the Vision. The Bristol River Avon County Wildlife Site is an important wildlife corridor. There is the opportunity for this to be maintained and enhanced as part of any green infrastructure proposals. Any improvements to the river will link in with the improvements sought for the riverside environment in the town centre to ensure the river corridor becomes an asset for Chippenham.

6.33 The level of development proposed will not deliver a southern distributor road for Chippenham. Further transport modelling work has taken place and it is maintained that this site will provide an opportunity to address the concerns the local community have about transport congestion and improve the transport connectivity in the town south of the town and will also provide the opportunity to begin to put into place appropriate measures should further development be required to the south-east of Chippenham beyond this plan period.

6.34 Hunters Moon and Land off Saltersford Lane are also located within the Area of Search to the west of the railway line. The developer promoting Hunters Moon has indicated the site could provide 650 dwellings and combined with the adjacent Saltersford Lane this would result in a total of 900 dwellings. They have indicated it is a standalone site.

6.35 Concerns expressed during the consultation have been about how this area is separated from the remainder of the area of search and that connectivity with the town centre is poor.

6.36 It has already been recognised as part of the site selection process that the site is a relatively small area, physically detached from the wider rural landscape because it is enclosed by A350 and to the west by railway embankment. The site selection process leading up to the summer consultation concluded that the proposals do not include strategic employment provision. However, Showell Farm is located nearby and it was felt that that this site could be included as part of the sustainable urban extension linking Showell Farm and Patterdown with the town centre and would help to round off development to the west of Chippenham.

6.37 Further consideration has been given to this issue. Hunters Moon site topography in particular is very challenging as it contains a hill which presents a physical, visual and perceived barrier from the western side. Access to the site is currently poor and it is felt that the railway line and road to the east create barriers to the connectivity of Hunters Moon and Saltersford Lane sites with Showell Farm/Patterdown/Rowden and the Methuen park employment site and A4 to the north create barriers to connectivity with Cepen Park and the town centre. Therefore, it is now agreed that the site is separated from the remainder of the area of search by the railway line and therefore should be treated as a standalone site. Comments from Council officers have suggested that improvements could be made to the site layout through having a lower amount of housing and with the hill as focal point.

6.38 Although this site would provide an opportunity to round off development to the west of Chippenham and help to meet the strategic housing requirement for Chippenham, it is unclear as to what further benefits this site will have for the town and to meet the strategy set out in the Core Strategy. In particular it is felt that this site on its own will not contribute to achieving the key Vision principles i.e That Chippenham becomes a vibrant business location; that the town centre is accessible and it becomes a retail destination of choice. Therefore, it is considered that the site should not be taken forward as part of the SW Area of Search at present.

6.39 Consequently it is proposed that the Patterdown, Rowden and Showell part of the Area of Search site remain as a strategic site providing 18ha employment land and 800 houses. This site will deliver 18ha employment land on the strategically important Showell Farm which will contribute to the overall strategy of an employment led strategy at Chippenham. 800 houses and community facilities will be provided alongside which will contribute to meeting the strategic housing requirement for Chippenham, helping to ensure the town becomes a vibrant business location and a place to live and work. The site will be a sustainable urban extension. In line with national planning policy, it will be integrated with the town and will provide an opportunity to establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment linking the site with the town centre and the improvements that will occur in the town as a result of the regeneration of the town centre and the creation of new retail opportunities in the town set out in Core Policy 4.

### East Chippenham

6.40 This land which includes Hardens Farm and Leazes Farm was included as part of the previous preferred option presented in the Core Strategy consultation document in 2009. There was opposition to this site as part of the preferred option promoted in Wiltshire 2026 during 2009. One of the outcomes from the 2009 consultation was that further consideration should be given to a dispersed option for Chippenham. The site selection process including the SA/SEA for Chippenham took this into account and all the sites at Chippenham were re-examined on an equal basis. The evidence, including consultation with the local community indicated that the options presented in the summer consultation provided the best solutions to accommodate sustainable development at the town in light of the emphasis on the delivery of employment land to develop the strategic employment role of Chippenham and the proposed reduction in the overall number of homes to be provided during the plan period.

6.41 Opposition to the eastern option continued during the additional consultation work for Chippenham and was evident during the recent summer consultation, although at that stage there was also some support for the previous 2009 eastern option.

6.42 This site has been reconsidered as part of an eastern option for future development at Chippenham as an alternative to the area of search..

6.43 In 2009 the preferred option to the east of the town included proposals for a distributor road. Some of the comments during the recent summer consultation stated that a road to the east was the solution to the traffic congestion problems of Chippenham. The further transport modelling that has now taken place has concluded that this option is no better than Option 1 or 2. Further transport modelling has confirmed that the Rawlings Green site will provide an opportunity to address the concerns the local community have about transport congestion and improve the transport connectivity in the town by providing an access to the proposed mixed use development here and to also serve a wider strategic function that has benefits for the town. The principal point of access will be via a new railway bridge, scheduled to be put in place towards the end of 2013. A secondary point of access will connect with Cocklebury Road and will include improved junctions.

6.44 An urban extension including this site would be integrated with the town and will provide an opportunity to establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment linking the site with the town centre and the improvements that will occur in the town as a result of the regeneration of the town centre to ensuring that Chippenham becomes a retail destination of choice. However, the promoters of Leazes Farm and Hardens Farm have suggested that the delivery of housing on this site could begin early in the plan period and it is considered that the transport improvements necessary mean that this is not achievable early in the plan period.

6.45 The promoters suggested that their site is nearer to the town centre than the SW Area of Search and that this suggested their site should be allocated instead of the SW Area of Search. The SA/SEA has confirmed that the Rawlings Green area is nearer to the town than the SW area of search, however it goes on to say that the Hardens Farm and Leazes Farm areas are no nearer than the SW area of search. Therefore, the identification of Rawlings Green only is justified.

6.46 However, more importantly as a result of evidence set out in the Workspace and Employment Land Review 2011 Showell Farm has been confirmed as the strategically important employment site for Chippenham. It has been recognised during the site selection process that on its own this site is divorced from the town. Therefore, in order to ensure it is integrated with the town, it is appropriate for housing and community uses to be located alongside it. Prior to the summer consultation the promoters of Leazes Farm, East Chippenham suggested that their site could deliver up to 24ha employment land. The Cabinet response was that this does not meet the immediate requirement to deliver a strategic employment site that is attractive to the market prior to significant housing developments taking place, which is fundamental to the strategy for Chippenham. This position is still unclear as the promoters of the site then proposed an alternative new employment site (Land West of A350) during the summer consultation. Therefore, it remains the case that there is only certainly that 6ha employment land will be delivered as part of the Rawlings Green. This will not include the strategically important Showell Farm site and thus will not ensure that the Vision Principle that Chippenham becomes a vibrant business location is achieved.

6.47 Therefore, It is considered that there are no reasons why this site at East Chippenham should be reinstated as part of a preferred option for Chippenham and therefore it is not considered appropriate or necessary to reinstate this site as a strategic site for Chippenham in the Core Strategy process.

#### Land West of A350

6.48 The promoters of Land East of Chippenham have suggested this site as an alternative to identified employment sites in Options 1 and 2 and particularly as an alternative to Showell Farm employment site in the SW area of search. This site has been assessed as part of Workspace and Employment Land Review 2011 where it is deemed to be

commercially attractive and deliverable. However, this site is located on the western side of the bypass. Although this provides easy access onto the A350 and north towards the M4, other sites in this area provide better opportunities to be integrated with the town and to ensure that all the Vision principles are achieved, not solely that it becomes a vibrant business location. As explained earlier, as a result of evidence set out in the Workspace and Employment Land Review 2011 Showell Farm has been confirmed as the strategically important employment site for Chippenham. Work has also taken place to ensure that Showell Farm employment site is deliverable. Therefore, it is not considered appropriate or necessary to allocate a new site for employment at this stage in the Core Strategy process.

#### Junction 17, M4

6.49 This site has been suggested as an alternative to identified employment sites in Options 1 and 2 and as an alternative to Showell Farm employment site in the SW area of search.

6.50 This site was not presented as a potential site during the additional consultation for Chippenham. This was because the site would entail journeys from Chippenham, all of which could be avoided by siting such a development close to the town. The delivery of a new employment site at J17 would not take away the need to provide employment land at Chippenham itself.

6.51 This site has been assessed as part of the Workspace and Employment Land Review 2011 where it is deemed to be commercially attractive. However, it is acknowledged that this site is approximately 2.5 miles from Chippenham and therefore it could not form part of a sustainable extension to the town. More importantly, it would not provide an opportunity to achieve any of the Vision principles.

6.52 It is considered not appropriate or necessary to allocate this site as a strategic site for Chippenham in the Core Strategy process. The strategy is that the provision of new employment land is required in order to redress the existing imbalance between homes and jobs at the town. As explained earlier, as a result of evidence set out in the Workspace and Employment Land Review 2011 Showell Farm has been confirmed as the strategically important employment site for Chippenham. Work has also taken place to ensure that Showell Farm employment site is deliverable. Therefore, it is not considered appropriate or necessary to allocate a new site for employment at this stage in the Core Strategy process.

#### Forest Farm

6.53 This site has been suggested as an alternative to other site identified in Options 1 and 2, particularly NE Chippenham site. It is considered that the north Chippenham offers a better opportunity to improve the traffic connectivity to the north of the town and the opportunity to complete development to the north of the town. Whilst it is recognised that this site could include some land for employment, as a result of evidence set out in the Workspace and Employment Land Review 2011 Showell Farm has been confirmed as the strategically important employment site for Chippenham. Work has also taken place to ensure that Showell Farm employment site is deliverable. Therefore, it is not considered appropriate or necessary to allocate a new site for employment at this stage in the Core Strategy process.

6.54 Therefore, it is not considered appropriate to allocate this site at this stage in the Core Strategy process.

#### Land SW Abbeyfield School

6.55 Land SW Abbeyfield School (Landers Field) was included as a non-strategic site in the summer consultation document. As a result of the site selection process it was identified as a small greenfield infill opportunity to provide between 100-150 homes and approximately 1

hectare employment land. It was included because Abbeyfield School is a business and enterprise school with close links with the local Chambers of Commerce. Views were expressed during that the additional consultation that these links should be developed and that there more needed to be done to ensure young people stay within Wiltshire following education. As a result, it was felt that a small business enterprise zone, linked to the school, would facilitate dynamic and reciprocal links with local businesses to ensure direct pathways from education through to training through to employment.

6.56 During the recent summer consultation, it was commented that this site is not strategic and therefore should not be allocated in the Core Strategy. This matter has been considered and although it is acknowledged that this is a non-strategic allocation due it being a small infill opportunity, , more importantly it will contribute to meeting the strategic housing land requirement for Chippenham early in the plan period and will provide an opportunity to develop employment land and facilitate links between business and Abbeyfield School helping to ensure that young people can remain in Wiltshire. Therefore this site will remain identified in the Core Strategy.

## 7. Conclusion - Strategic Sites for Chippenham to Be Included in the Core Strategy

7.1 Over the plan period (2006 to 2026) 26.5 ha of new employment land and 2250 new homes will be provided on the following strategic sites

North Chippenham	2.5 ha employment	750 dwellings
Rawlings Green, East Chippenham	6 ha employment	700 dwellings
SW Chippenham	18 ha employment	800 dwellings



# **Landscape Assessment**

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**Appraisal of strategic site options capacity to accommodate landscape and visual change**

**AUTUMN 2011**

## CONTENTS

		PAGE NUMBER
Introduction		3
Assessment Methodology		3
Summary of Results		3
<hr/>		
Bradford on Avon	Bradford on Avon Golf Course	6
	Land at Kingston Farm	8
	Land to the north of Holt Road	10
<hr/>		
Chippenham	East Chippenham	12
	North east Chippenham	14
	South of Pewsham	16
	South west Chippenham	18
<hr/>		
Devizes	Land between A361 and Horton Road (Employment)	20
	Land east of Devizes	22
	Land north east of Devizes	24
	Land north west of Devizes	26
	Land south of Devizes	28
<hr/>		
Tidworth and Ludgershall	Land in centre of Tidworth	30
	Area 19 South Tidworth	31
	Land to south and south west of Tidworth	32
	Corona Barracks and Vehicle Depot	33
	Drummond Park	34
	Land at Empress Way	36
	South of Ludgershall	37
	West and east of Perham Down	38
<hr/>		
Trowbridge	Ashton Park urban extension	39
	Hilperton Gap	41
	Land adjacent to Church Lane	43
	Land north of White Horse Business Park	45
	Land south of Green Lane	47
	South west of Trowbridge	49
<hr/>		
Warminster	Bore Hill Farm	51
	Land at Warminster Common	53
	Land east of Warminster	55
	Land south of Folly Lane	56
	Land to the rear of Bishopstrow Court	57
	West Warminster urban extension	58
<hr/>		
Westbury	East of West Wilts Trading Estate (Employment)	60
	Hawkeridge Farm (Employment)	62
	Matravers School	64
	North of Westbury	65
	Redland Lane	67
	Station Road	68
	West of West Wilts Trading Estate (Employment)	69
	Westbury Football Club	71
<hr/>		
Marlborough	Land east of Marlborough	
	Salisbury Road	

## INTRODUCTION

The consultation on the Core Strategy Consultation Document held in summer 2011 identified a need for further landscape assessment to inform the identification of the Strategic Sites. It was also recognised that sites lying in proximity to Areas of Outstanding Natural Beauty should be assessed with regard to potential impacts upon these nationally important protected landscapes.

The following report provides a context for each site and an initial sift based upon the professional judgement of Wiltshire Council's Landscape Officer as to whether the site options can accommodate landscape and visual change. It should be emphasised that the assessment has been undertaken to inform a decision making process and is of insufficient detail to realise the full impacts of a potential development at this stage.

## ASSESSMENT METHODOLOGY

The landscape assessment was undertaken in three phases

- Phase 1: Desk top study - review of aerial photography, Ordnance Survey maps (1:50,000 & 1:25,000), designated landscape boundaries and District Landscape Character Assessments to assess the site context and identify landscape sensitivities.
- Phase 2: Field work - rapid site survey from main roads and vantage points to confirm site context and identify sensitive views.
- Phase 3: Reporting – analysis of findings from Phases 1 & 2 and form an initial professional judgement on whether the site has the capacity to accommodate landscape and visual change.

## SUMMARY OF RESULTS

Community Area	Strategic Site Option	Capacity to accommodate landscape change
Bradford on Avon	Bradford on Avon Golf Course	Yes – with appropriate landscape mitigation
	Land at Kingston Farm	Yes – with appropriate landscape mitigation
	Land to the north of Holt Road	Difficult – development should be confined to the south of Cemetery Road

<b>Community Area</b>	<b>Strategic Site Option</b>	<b>Capacity to accommodate landscape change</b>
Chippenham	East Chippenham	Yes – with appropriate landscape mitigation
	North east Chippenham	Yes – with appropriate landscape mitigation
	South of Pewsham	Yes – with appropriate landscape mitigation
	South west Chippenham	Yes – with appropriate landscape mitigation
Devizes	Land between A361 and Horton Road (Employment)	Yes – with appropriate landscape mitigation
	Land east of Devizes	Difficult
	Land north east of Devizes	Difficult on green field parts of the site Yes on brown field with appropriate landscape mitigation
	Land north west of Devizes	No
	Land south of Devizes	Difficult
Tidworth and Ludgershall	Land in centre of Tidworth	Yes – with appropriate landscape mitigation
	Area 19 South Tidworth	Yes – with appropriate landscape mitigation
	Land to south and south west of Tidworth	No
	Corona Barracks and Vehicle Depot	Yes – with appropriate landscape mitigation
	Drummond Park	Yes – with appropriate landscape mitigation
	Land at Empress Way	Yes – with appropriate landscape mitigation
	South of Ludgershall	No
	West and east of Perham Down	Yes – with appropriate landscape mitigation
Trowbridge	Ashton Park urban extension	Yes – with appropriate landscape mitigation
	Hilperton Gap	No
	Land adjacent to Church Lane	No
	Land north of White Horse Business Park	Yes – with appropriate landscape mitigation
	Land south of Green Lane	Yes – with appropriate landscape mitigation
	South west of Trowbridge	No

Community Area	Strategic Site Option	Capacity to accommodate landscape change
Warminster	Bore Hill Farm	Yes – with appropriate landscape mitigation
	Land at Warminster Common	Yes – with appropriate landscape mitigation
	Land east of Warminster	Yes – with appropriate landscape mitigation
	Land south of Folly Lane	No
	Land to the rear of Bishopstrow Court	Difficult
	West Warminster urban extension	Yes – with appropriate landscape mitigation
Westbury	East of West Wilts Trading Estate (Employment)	Difficult
	Hawkeridge Farm (Employment)	Yes – with appropriate landscape mitigation
	Matravers School	Yes – with appropriate landscape mitigation
	North of Westbury	Yes – with appropriate landscape mitigation
	Redland Lane	Yes – with appropriate landscape mitigation
	Station Road	Yes – with appropriate landscape mitigation
	West of West Wilts Trading Estate (Employment)	No
	Westbury Football Club	Yes – with appropriate landscape mitigation
Marlborough	Land east of Marlborough	<i>To be confirmed</i>
	Salisbury Road	<i>To be confirmed</i>

## BRADFORD ON AVON – LAND AT BRADFORD ON AVON GOLF COURSE

CONTEXT	
Location	The site is located on the eastern edge of Bradford on Avon immediately south of the River Avon. It is currently managed as a 9 hole golf course.
Access	The site is accessed from Avon Close There are is a PRow along the south of the site.
Landscape designations	There is no inter-visibility between the site and the designated Cotswolds AONB landscape. The West Wilts Green Belt adjoins the eastern boundary of the site.
Land cover	The eastern side of Bradford on Avon is surrounded by a rural mixed agricultural landscape. Notable features include the ancient woodland Great Bradford Wood to the east, the railway corridor & meandering River Avon to the north of the site and the Kennet and Avon Canal that passes around the south side of the town. Fields in the wider landscape are bounded by largely intact hedgerows with hedgerow trees. The urban fabric of the town surrounds the site to the west and south. A new solar PV farm and cemetery lie to the north.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in Landscape Character Area B2: Avon Floodplain. Key characteristics include: Meandering River Avon and its adjacent low-lying, flat floodplain. Intimate river corridor, lined with riverside trees. Patchwork of rough grassland and arable fields within the floodplain, along both sides of the river channel. Away from the settlements, a strong sense of tranquillity. River corridor is generally inaccessible via road, although a comprehensive network of footpaths leads to, and along the river corridor.
Relevant management objectives	The overall strategy for the area is to conserve the overall peaceful rural character of the area, including the pattern of mature vegetation along the river corridor and scattered/ isolated settlement pattern. Conserve mature vegetation lining the banks of the River Avon. Seek to conserve and maintain the overall rural character of the area and generally strong sense of tranquillity away from major settlements. Conserve the relatively isolated settlement pattern along the river corridor.
Brief description of local character	The site has the typical character of a golf course with linear areas of mown grass, individual and clumps of trees. The site is a narrow linear site that slopes down to the River Avon that forms the northern boundary of the site. To the south and west lie the residential properties of Mythern Meadow, Greenland View and Greenland Mills. To the west the landscape opens up to a rural mixed agricultural landscape that separates the town from Trowbridge. The site is bounded by a mixture of hedgerows, trees and riparian vegetation. Trees and scrub line the fairways. Views along the site are open, views into the site are intermittent and filtered due to surrounding vegetation.

Key sensitive views	Residential properties to the north and west PROW to south Bradford on Avon Golf Course Views from the open countryside
CAPACITY TO ACCOMMODATE CHANGE	
<p>With appropriate landscape mitigation the golf course site could accommodate some development. There would have to be a substantial buffer between development and the River Avon and the eastern boundary to the open countryside to maintain rural landscape character. This would reduce the amount of available land. Views onto the site will need to be fully assessed to develop a robust landscape mitigation strategy, design and layout. Enhancing existing hedgerows and trees on site will also help to visually contain development.</p> <p>Development should avoid intrusive urban edges through planting new woodland. Development should deliver sustainable access to the town centre and links to the wider PROW network.</p>	

## BRADFORD ON AVON – LAND AT KINGSTON FARM

CONTEXT	
Location	The site is located on the eastern edge of Bradford on Avon south of the B3107 Holt Road
Access	There is no direct access from Holt Road. The site is part of the Moulton Estate and is accessed from adjoining fields. There are no PRoWs crossing the site.
Landscape designations	To the west of the site is The Hall Registered Historic Park and Garden. The Cotswolds AONB lies to the west of Bradford on Avon. There is no inter-visibility between the site and the designated Cotswolds AONB landscape. The West Wilts Green Belt adjoins the eastern boundary of the site.
Land cover	The eastern side of Bradford on Avon is surrounded by a rural mixed agricultural landscape. Notable features include the ancient woodland Great Bradford Wood to the east, the railway corridor & meandering River Avon to the south of the site and the Kennet and Avon Canal that passes around the south side of the town. Fields are bounded by largely intact hedgerows with hedgerow trees. The urban fabric of the town surrounds the site to the north, west and south. A new solar PV farm and cemetery lie to the east.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in Landscape Character Area C2: Semington Open Clay Vale. Key characteristics include: Predominantly flat landscape Water courses lined by riparian Distinctive corridor features A mixture of arable and pasture fields Several interconnecting main road corridors cross the area Strong sense of openness
Relevant management objectives	Conserve views across the vale to the chalk downland Restore gappy hedges Encourage new development to fit with the local vernacular Screen intrusive large developments
Brief description of local character	The site has a rural agricultural character and comprises 3 pasture fields that slope southwards to the railway and the River Avon and an industrial unit to the west. The fields are bounded by intact hedgerows with hedgerow trees, belts of woodland planting and stone walls. There is a line of mature trees to the north west boundary that are protected by a Tree Preservation Order. There are distant views to chalk downland of Salisbury Plain the site from the northern boundary with Holt Road. Local views on to the site are from residential properties to the north and south, a single property adjoining the site on Holt Road and Bradford on Avon Golf Course to the south.
Key sensitive views	Residential properties to the north and south PROW to south Bradford on Avon Golf Course B3107 Holt Road



## CAPACITY TO ACCOMMODATE CHANGE

The site could accommodate development because there is relationship to the town by proximity and views from the open countryside limited. Design and layout should be developed within the framework of a robust landscape mitigation strategy. The existing belt of woodland to the east provides strong visual enclosure to the site and if extended south will ensure that there will be no harsh urban edges. Enhancing existing hedgerows and trees on site will also help to visually contain development. There are views onto the site from the north, south, from the golf course, and footpath which need to be fully assessed and mitigation designed accordingly.

Development should avoid intrusive urban edges through planting new woodland.

The setting of the registered park and gardens of The Hall should be protected.

Development should avoid skyline intrusion particularly along Holt Road where roof height may need to be limited

Development should deliver sustainable access to the town centre and links to the wider PROW network.

Development should retain or reuse characteristic landscape features such as stone walls

Development should consider conserving long distant views to Salisbury Plain where possible

## BRADFORD ON AVON – LAND TO THE NORTH OF HOLT ROAD

CONTEXT	
Location	The site is located on the eastern edge of Bradford on Avon north of the B3107 Holt Road and adjacent to the hamlet Woolley that adjoins the town. The site comprises two pasture fields separated by Cemetery Road
Access	The northern field is accessed through a field gate on Woolley Street and the southern field through a gate on Holt Road. There are is a PRowWs crossing the northern boundary of the northern field.
Landscape designations	There is no inter-visibility between the site and the designated Cotswolds AONB landscape. The West Wilts Green Belt adjoins the eastern boundary of the site. Woolley is part of the adopted Conservation Area of Bradford on Avon
Land cover	The eastern side of Bradford on Avon is surrounded by a rural mixed agricultural landscape. Notable features include the ancient woodland Great Bradford Wood to the south east, the railway corridor & meandering River Avon to the south and the Kennet and Avon Canal that passes around the south side of the town. Fields are bounded by largely intact hedgerows with hedgerow trees. The urban fabric of the town and Woolley lie to the west, Woolley Green lies to the north east. A new solar PV farm and cemetery lie to the south east.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is within the Landscape Character Area A3: Broughton Gifford Limestone Lowland. Key characteristics include: Gently undulating limestone lowland. Predominantly rural character with several linear villages and scattered farm buildings connected by a dense network of rural roads and footpaths. Distinct pattern of small sized mainly irregular fields enclosed by in places by fragmentary hedgerows with mature trees. Generally extensive views. Pylons as a conspicuous vertical element.
Relevant management objectives	The management strategy for this area is to maintain and conserve the peaceful rural nature of the area with the small villages set in their surroundings of arable and pastoral farmland, including the hedgerows enclosing the fields, the coppices, the network of footpaths and rural roads connecting the villages and the scattering of farms in the area. Specific management objectives are to: Conserve and maintain the traditional pattern of hedgerows enclosing arable and pastoral fields by encouraging planting to restore any gaps in the hedges and by promoting ecological management. Encourage new developments in and around the villages to be in line with the traditional vernacular character of the villages Conserve the extensive views by avoiding any planting or developments that would have an adverse affect on those. Conserve the remaining areas of ecological value

Brief description of local character	The site is located on the gently rolling limestone lowland that slopes downwards to the River Avon floodplain offering long distant views to Salisbury Plain. There is a strong rural pastoral character with hedgerows with trees and dry stone walls to the northern part of the site which provides the setting for Woolley Conservation Area. There are views on to the site from Woolly Lane, the PRow that crosses the northern boundary of the site and residential properties. The southern part of the site for the most part enclosed with hedgerows and trees becoming more open to views along Holt Road closer to the town. Due to its enclosed character there are no views from Cemetery Lane
Key sensitive views	The setting of Woolley Conservation Area Residential properties including Woolley, Woolley Green and Bradford on Avon PROW to the north B3107 Holt Road Cemetery Lane Woolley Lane
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>The part of the site north of Cemetery Road is within the setting of the Conservation Area designated to preserve the historic and cultural features of the hamlet. Key to this designation is the relationship that Woolley has with the rural landscape, especially the way it runs up to the houses and the long uninterrupted views across it. It is unlikely that development could be accommodated on this part of the site as any mitigation proposed would alter the setting and character of the Conservation Area. The area to the south of Cemetery Road could accommodate development if designed within a robust landscape mitigation strategy.</p> <p>Development should have regard to the setting of the Conservation Area  Development should avoid intrusive urban edges through planting new woodland.  Development should avoid skyline intrusion  Development should deliver sustainable access to the town centre and links to the wider PROW network.  Development should retain or reuse characteristic landscape features such as stone walls  Development should consider conserving long distant views to Salisbury Plain where possible</p>	

## CHIPPENHAM – EAST CHIPPENHAM

CONTEXT	
Location	The site lies on the eastern urban fringe of Chippenham. It is bounded by the railway corridor to the west, the urban fringe to the south and Stanley Lane and the River Marden to the east. The River Avon divides the site in to two parcels one to the west, the other to the east.
Access	Several well used PRowS cross the sites
Landscape designations	There are no nationally important landscapes in proximity to the site. Spye Park Special Landscape Area and the Bowood Estate lie to the south east
Land cover	Land use is predominantly pasture fields with isolated farmsteads. Small to medium fields are bounded by generally intact hedges in the north west. To the south east field are larger and where hedgerows have been removed or have declined they have not been replaced. Rich riparian vegetation line the banks of both rivers
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
North Wilts District LCA (June 2004)	The site lies within Landscape character Area 11: Avon Valley Lowland. Key characteristics include: Low lying river landscape with rich riparian vegetation Damp meadow pasture along valley floor Intact well managed hedgerows with hedgerow trees Poplar shelterbelts create dominant vertical features, pylons are significant detractors Scattered settlements and a strong rural sense of place which breaks down around Chippenham and transport corridors Broad skyline frequently unbroken by development
Relevant management objectives	Conserve rural character and ensure the development of the urban fringe and transport corridors does not compromise the nature of the area. Conserve and enhance cultural and landscape elements e.g. ditches and hedges Conserve and enhance biodiversity of watercourses and adjacent habitats Minimise the landscape and visual effects of the expansion of Chippenham
Brief description of local character	The most significant landscape elements that define the local landscape character are the River Avon and River Marden. Predominantly pastoral flat riverside landscape enclosed by hedgerows of declining condition. The site has urban fringe characteristics to the south & west but increases in rural landscape character, quality and tranquillity to the north east. The elevated topography of the site provides views across the valley floor from the east & north to the outlying settlements and hinterlands. The disused railway with mature trees forms an important visual screen to the edge of Chippenham at Riverside Drive and Monkton Park. Electricity pylons cross the site and are detrimental to the local and wider visual amenity

Key sensitive views	<p>PRoWs Higher ground to the west from the Laycock to Lyneham limestone ridge, Spye Park Special Landscape Area and the Bowood Estate Local road network and surrounding open countryside Sensitive views to land west of the River Avon: All of the land at Rawlings Farm is considered to have high visual significance within the wider river corridor, the only exception being the extreme western corner of the site (west of Cocklebury Lane below the rolling ridgeline in north west direction). Sensitive views to land east of the River Avon: Land north of the disused Railway line (cycleway) at New Leaze Farm is considered to be the most visually significant within the site.</p>
CAPACITY TO ACCOMMODATE CHANGE	
<p>Development will require considerable landscape enhancement to strengthen hedgerows, hedgerow trees and riparian vegetation to accommodate housing and employment and retain rural characteristics. New woodland planting will be required to screen development on higher ground. Development should secure the enhancement and protection of the landscape quality and biodiversity and promote recreational uses. Development should deliver enhanced pedestrian and cycle access to the town centre with links to Sustrans Route 4. The development of a country park along the river corridors should be considered and will require a funding mechanism to implement a long term management plan.</p>	

## CHIPPENHAM – NORTH EAST CHIPPENHAM

CONTEXT	
Location	The site is located on the north eastern tip of Chippenham. The site is linear in shape, located south of Barrow Farm between the A350 to the west & Maud Heaths Causeway (B4069) to the east. The southern boundary of this site follows Hill Corner Rd. This road in combination with Malmesbury Road (B4158) currently encloses the existing northern edge of Chippenham urban settlement boundary.
Access	Several well used PRowS cross the site
Landscape designations	There are no nationally designed landscapes in proximity to the site
Land cover	Existing land use comprises mixed agricultural (predominantly arable to the east and improved pasture to the west). A significant area around Barrow Farm is of archaeological interest. Birds Marsh Wood to the north of the site is a significant local landscape feature valued for both its visual and informal recreational function. Tall hedgerows with mature & veteran hedgerow trees (predominantly Oak) are a strong element within the site. To the south of the site is the settlement edge of the town and the industrial site at Parsonage Way.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
North Wilts District LCA (June 2004)	The site lies within Landscape Character Area 8: Hullavington Rolling Lowland. Key characteristics include: Rolling or lowland hills Patchwork of irregular, medium sized fields, mainly pasture, and larger more recent enclosures used for arable, especially in on the richer soils. Continuous hedges with many mature oaks. Medium sized woodlands and deciduous copses. Fine stone villages with muted colours and dispersed farms. Historic Corsham Park. Use of limestone for walls and architectural details Detractors of the M4, the edge of Chippenham and Hullavington
Relevant management objectives	The overall objectives for the area are to conserve and enhance its pastoral character, and to ensure that any new development respects the grain of the dispersed settlement in the area and the vernacular building materials. The continuity of hedgerows is important in shaping the character of the area, and should encourage through appropriate land management programmes. River valleys should be enhanced by encouraging habitat creation and planting of riverside trees. The use of limestone in buildings and free standing walls should be supported, both in helping conserve existing features, and in the appropriate use of materials in new construction. Protect the setting and intrinsic character of Corsham Park. Minimise the landscape and visual effects of the expansion of Chippenham.

Brief description of local character	Birds Marsh Wood and rising pasture forms a significant skyline feature locally and from within the town and provides an important visual barrier to the north of Chippenham. Tall gappy hedgerows with mature and veteran trees within the site break up and filter views of the urban edge creating rural intimate pockets of tranquillity. Noise generated from the A350 to the north is audible but local landform and the thick woodland help attenuate this. Visual seasonal interest within the woodland includes areas of flowering Bluebells and Rhododendrons. Overall there is a high diversity of landscape elements including cultural features, field hedges and trees and wildlife assets.
Key sensitive views	Views into the site from the town and Hardenhuish areas to the higher rising topography are sensitive to significant change More distant views are sensitive from elevated viewpoints on higher topography from the south of Chippenham The existing public visual amenity afforded to the many existing local and historic PRow within and around Bird's Marsh Wood is considered to be of the greatest local visual significance at this site Visual significance is considered to be slightly lower away from sloping land & at the sites eastern side.
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>Visual sensitivity of the site is highest to the north west and reduces towards the east. Development should strengthen the existing landscape infrastructure to reduce views onto the site from the town and retain rural characteristics. Development should incorporate veteran oaks trees into landscape infrastructure where possible and seek opportunities to plant succession oak trees for future generations. The site is highly valued locally for its footpath network which should be retained and enhanced to maintain the character and visual amenity of the area. Development should ensure that GI and green space is linked by landscape infrastructure to ensure connectivity for wildlife.</p> <p>The west of the site has good access to main roads and M4 and would be ideally suited to employment land. This site also offers an exciting opportunity for the developers architect to make a dramatic and innovative gateway statement to mark the entrance to Chippenham.</p>	

## CHIPPENHAM – SOUTH OF PEWSHAM

CONTEXT	
Location	The site is located to the south extent of Chippenham. It is bounded to the north by the A4 (Pewsham Way) and recent highly visually prominent developments. To the west and south the site is edged by the meandering course of the River Avon. To the east the ground rises to the Laycock to Lyneham ridge.
Access	There are several access points to the sites from main roads Several well used PRowS cross the sites
Landscape designations	There are no nationally important landscapes in proximity to the site. Spye Park Special Landscape Area and the Bowood Estate lie to the west
Land cover	Rich riparian vegetation encloses the site along the banks of the River Avon. Much of the land is wet pasture with some arable. The ridge to the south east is a mosaic of farmland with woodland and the parkland setting of Bowood House. Intact tall hedgerows divide the enclosure field pattern. Mature Oak trees are a distinctive landscape element across the site, both as mature hedgerow trees and as individual field trees & small clusters of trees within fields the condition of some of the field trees is declining nearer the Pewsham Way.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
North Wilts District LCA (June 2004)	The site lies within Landscape character Area 11: Avon Valley Lowland. Key characteristics include: Low lying river landscape with rich riparian vegetation Damp meadow pasture along valley floor Intact well managed hedgerows with hedgerow trees Poplar shelterbelts create dominant vertical features, pylons are significant detractors Scattered settlements and a strong rural sense of place which breaks down around Chippenham and transport corridors Broad skyline frequently unbroken by development
Relevant management objectives	Conserve rural character and ensure the development of the urban fringe and transport corridors does not compromise the nature of the area. Conserve and enhance cultural and landscape elements e.g. ditches and hedges Conserve and enhance biodiversity of watercourses and adjacent habitats Minimise the landscape and visual effects of the expansion of Chippenham



Brief description of local character	The site has a rural pastoral character with a high diversity of landscape elements including watercourses, cultural features, field hedges and trees and wildlife assets. There is strong visual connectivity to the adjacent character areas especially the wooded ridge to the south east and Rowden Conservation Area to the west. Condition is considered to be medium due to overgrown hedgerows and willow pollards; canal and derelict structures being restored; derelict agricultural buildings; dead standing Oak trees within fields & hedgerows; single age range diversity of field & hedgerow and trees may result in their collective decline or loss as landscape features.
Key sensitive views	<p>PRoWs</p> <p>Higher ground to the east from the Laycock to Lyneham limestone ridge, Spye Park Special Landscape Area and the Bowood Estate Rowden Conservation Area</p> <p>Local road network and surrounding open countryside</p> <p>The most visually significant areas of the site are to be found on the south &amp; west facing slopes between Lower Lodge Farm &amp; Middle Lodge Farm rolling down to the River Avon.</p>
CAPACITY TO ACCOMMODATE CHANGE	
<p>Development should consider opportunities to improve the landscape condition by:</p> <p>Reducing the cumulative change effects evident from existing expansion of Chippenham</p> <p>Avoiding non reversible impacts to Avon Valley -river corridor; and reduction / loss of rural tranquillity and landscape character</p> <p>Invest in new tree planting to replace the future losses of mature &amp; veteran Oak trees</p> <p>Avoid damage to landscape context &amp; setting for heritage assets</p> <p>Protect and enhance public visual amenity to PRoW especially from within river corridor.</p>	

## CHIPPENHAM – SOUTH WEST CHIPPENHAM

CONTEXT	
Location	The site is located between the south west fringe of Chippenham and the A350 that bypasses the town to the west. It is divided by the railway corridor and Melksham Road (old A350) creating 3 separate parcels of land known as Hunters Moon (west), Showell Farm (south) and Patterdown and Rowden (east).
Access	There are several access points to the sites from main roads Several well used PRowWs cross the sites
Landscape designations	There are no nationally important landscapes in proximity to the site. North Corsham Special Landscape Area lies approximately 3 km to the west of the site
Land cover	The north of the site is dominated by large industrial units and the urban fringe. The land is managed as pasture with medium to small irregular shaped fields with fairly intact hedgerows with hedgerow trees and individual field oaks. To the south and east arable dominates and the hedgerows are in poorer condition. The River Avon and its tributaries are attractive features rich with riparian vegetation. Transport corridors cut through the area disturbing the rural tranquillity. The railway line is heavily vegetated which reduces its landscape impact.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
North Wilts District LCA (June 2004)	The site lies within Landscape character Area 11: Avon Valley Lowland. Key characteristics include: Low lying river landscape with rich riparian vegetation Damp meadow pasture along valley floor Intact well managed hedgerows with hedgerow trees Poplar shelterbelts create dominant vertical features, pylons are significant detractors Scattered settlements and a strong rural sense of place which breaks down around Chippenham and transport corridors Broad skyline frequently unbroken by development
Relevant management objectives	Conserve rural character and ensure the development of the urban fringe and transport corridors does not compromise the nature of the area. Conserve and enhance cultural and landscape elements e.g. ditches and hedges Conserve and enhance biodiversity of watercourses and adjacent habitats Minimise the landscape and visual effects of the expansion of Chippenham
Brief description of local character	Hunter's Moon: The site is visually isolated and detached from the wider landscape by the A350 to the west and railway to the east. Landscape character is pastoral with strong hedgerows; mature hedgerow and field oak trees are important landscape and visual features. Tranquillity is low due to the constant traffic noise from A350.

<p>Brief description of local character <i>continued...</i></p>	<p>Showell: There are views into the edges of this site from the surrounding roads largely due to gaps in the hedgerows and lack of tree planting. Where the hedges are intact longer views are diminished suggesting that the site could be well screened with native tree and shrub planting. At Lackham Roundabout the landscape has a very open rural character that will need to be respected in the design of any commercial development – perhaps something more of an agricultural style/scale rather than gateway feature. Bunds should be avoided to create screening as it would be too urbanising and landscape features such as the stone walling on Showell Road should be retained.</p> <p>Patterdown and Rowden: Views onto this area are quite extensive due to the open nature of the landscape. Locally there are views from Queensbridge junction, Hollywell Guest House, Saltersford Lane junction and from the east of Chippenham at Pewsham Way and Avenue La Fleche. Rowden provides an important buffer between the south and east of the town as well as providing a green wedge that will be important for biodiversity, green infrastructure and flood control. The area is currently designated as Rowden Conservation Area because of unique, important and rare cultural assets and the landscape character should be protected and conserved. Landscape features include rural pastoral setting, meandering floodplain with riparian vegetation, hedgerows and trees.</p>
<p>Key sensitive views</p>	<p>PRoWs Higher ground to the east from the Laycock to Lyneham limestone ridge Rowden Conservation Area North Corsham Special Landscape Area Local road network and surrounding open countryside</p>
<p>CAPACITY TO ACCOMMODATE CHANGE</p>	
<ul style="list-style-type: none"> <li>• Hunters Moon: Views onto the site are distant and filtered, although development should be sensitive to and protect views from the south west from Easton and Corsham Park and from the higher open countryside to the south east. Housing development should be confined to lower ground and the higher visually sensitive ground be reserved for green space. Development should strengthen existing planting and incorporate links to existing wildlife corridors e.g. the railway which will help to contain views and improve connectivity for biodiversity</li> <li>• Showell Farm: Development should consider the views from PROW and the high visual sensitivity of the Laycock to Lyneham limestone ridge. Development should maintain the visual integrity, open views and characteristics to the east and avoid urban edges fronting open countryside.</li> <li>• Patterdown and Rowden: Development should retain the Rowden Conservation Area which will play an important part in providing a visual and landscape buffer between the south and east of Chippenham. Development should avoid harsh urban edges by providing a landscape infrastructure to reduce local and longer views, conserve rural landscape qualities and the sensitive association with the river. Development should consider establishing a country park with a long term management plan and funding mechanism to enhance landscape quality and biodiversity and promote recreational uses. Development opportunities should include fragmenting the urban edges of Rowden Hill and improvements to the PROW network. Cumulative visitor pressure due to proposed development should be carefully considered.</li> </ul>	

## DEVIZES – EMPLOYMENT LAND BETWEEN A361 AND HORTON ROAD

CONTEXT	
Location	The site lies to the north eastern edge of Devizes to the east of the A361 and north of Horton Road. It is bounded to the north by large arable fields, to the west by Hopton Park Industrial Estate, to the east by residential properties on Wellington Drive and to the south by Northfields housing estate, Cannings Hill Garage and Wiltshire Council highways depot
Access	The site can be accessed from the A361 There are PRowS that runs along the northern and western boundaries
Landscape designations	North Wessex Downs AONB lies approximately 500m to the north and eastern boundaries of the site. The site is located within the landscape setting of Devizes
Land cover	To the south west of the site lies the townscape of Devizes that is overlooked by the Devizes White Horse on Roundway Hill. To the north Horton Down is dominated by large fields of intensive arable farming. To the south of Devizes the high chalk downland is surrounded by large arable fields which give way to the open unimproved grassland of Salisbury Plain. To the east of Devizes lies the broad Vale of Pewsey that separates the chalk downlands. Moving east from Devizes small patchwork pasture fields give way to an intensive arable landscape with poor hedgerow network. There are scattered blocks of woodland on the chalk scarps becoming more prevalent towards Pewsey. Key landscape features include the Kennet and Avon Canal that curves around the north of Devizes and the main line railway corridor that curves to the south of the town.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is within the Landscape Character Area 9: Vale of Pewsey. Key characteristics include: Views across the vale floor to the scarp slopes of adjacent chalk uplands Remnant pastures and meadows along the vale floor Waterways and wetlands of high ecological value Settlement pattern of nucleated villages with a variety of vernacular building materials
Relevant management objectives	Retain rural agricultural character Avoid coalescence of spring line villages and integrate acceptable development using strong landscape buffers to contain intrusion Agricultural development should respect local topography and be sited adjacent to existing buildings where possible Maintain the ecologically sensitive areas of River Avon catchment and the parkland landscapes of the Vale Protect visually sensitive skylines

Brief description of local character	The site occupies a triangular piece of rough grassland that is currently used as a motor cycle training centre. It is relatively flat at the bottom of Cannings Hill that rises to the north. Large industrial units on the Hopton Park Industrial Estate line the A361; it is the key approach into Devizes from the north. The site has a disjointed and derelict character unrelated to the industrial estate, the housing at Wellington Drive or the wider arable landscape beyond. Views from Cannings Hill are far reaching to the north and south. The landscape is open rural agricultural becoming industrial on the edge of the town. Hedgerows in the area are in decline due to farming intensification and poor management. The site is partial enclosed by vegetation although it is gappy in places.
Key sensitive views	Inter visibility between the site and AONB Key views from chalk uplands and the open countryside PRoWs Views from residential properties and gardens Views from key approach road
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>The site is located in a sensitive landscape - it is on a key entrance to the Devizes and interfaces with the open countryside and the North Wessex Downs AONB. It is also overlooked by properties on Wellington Drive and is visible from surrounding elevated chalk downland and the A361.</p> <p>With an appropriate strategy for landscape mitigation the site could accommodate development and create an enhanced entrance to the town. When viewing Devizes from the White Horse it is clear that restricting the height of buildings and planting large trees within the urban fabric dramatically reduces the visual impact of development. Development should have regard to the views to and from the protected AONB landscape and the amenity of local residents. Visually intrusive buildings should be avoided and development should provide an integrated landscape infrastructure to reduce landscape and visual impacts.</p>	

## DEVIZES – LAND EAST OF DEVIZES

CONTEXT	
Location	The site lies to the eastern edge of Devizes to the east of Windsor Drive. It is bounded to the north by Coate Lane and to the south by Brickley Lane. Included in the site is a small triangular field north of Coate land that is bounded by the Kennet and Avon Canal.
Access	The main site can be accessed by field gates from Windsor Drive, Coate Lane. There is no formal road access to northern field. Several PRowS cross the site including the Wessex Ridgeway Path
Landscape designations	North Wessex Downs AONB lies approximately 200m to the east and 1km to the north of the site
Land cover	To the west of the site lies the townscape of Devizes that is overlooked by the Devizes White Horse on Roundway Hill. To the north Horton Down is dominated by large fields of intensive arable farming. To the south the high chalk downland is surrounded by large arable fields which give way to the open unimproved grassland of Salisbury Plain. To the east the lies the broad Vale of Pewsey that separates the chalk downlands. Moving east from Devizes small patchwork pasture fields give way to an intensive arable landscape with poor hedgerow network. There are scattered blocks of woodland on the chalk scarps becoming more prevalent towards Pewsey. Key landscape features include the Kennet and Avon Canal that curves around the north of Devizes and the main line railway corridor that curves to the south of the town.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is within the Landscape Character Area 9: Vale of Pewsey. Key characteristics include: Views across the vale floor to the scarp slopes of adjacent chalk uplands Remnant pastures and meadows along the vale floor Waterways and wetlands of high ecological value Settlement pattern of nucleated villages with a variety of vernacular building materials
Relevant management objectives	Retain rural agricultural character Avoid coalescence of spring line villages and integrate acceptable development using strong landscape buffers to contain intrusion Agricultural development should respect local topography and be sited adjacent to existing buildings where possible Maintain the ecologically sensitive areas of River Avon catchment and the parkland landscapes of the Vale Protect visually sensitive skylines

Brief description of local character	The site forms part of a wider rural agricultural landscape that forms the setting for Devizes. The site sits on a ridge overlooking Devizes that slopes downwards to the north and south. The main site comprises large arable fields with pasture on the smaller site. The south eastern corner of the site is used for allotments. The fields are enclosed by generally intact hedgerows the some large individual trees. Residential properties on Windsor Road adjoin the site along the western length. Local views onto the site are mostly filtered by existing planting to screen the urban edge.
Key sensitive views	Inter visibility between the site and AONB Keys views from chalk uplands and the open countryside PRoWs and Wessex Ridgeway Path Views from the town and residential properties Views from the Kennet & Avon Canal
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
The site sits high above the townscape providing a backdrop to Devizes and a visual connection to the wider landscape beyond. There are many elevated views onto the site from surrounding downland within the AONB and the urbanisation of this landscape would be inappropriate. The elevated position of the site means any development above the 145m contour cannot be easily accommodated without landscape and visual impacts. When viewed from Etchilhampton Hill the site is in the visual foreground of the open countryside of the AONB; it is a part of the landscape that overlooks Devizes. Similarly from PROW No. POTT45 the site reads as part of the wider countryside that sits above the tree canopies that envelopes the townscape.	

## DEVIZES – LAND NORTH EAST OF DEVIZES

<b>CONTEXT</b>	
Location	The site lies to the north eastern edge of Devizes to the south side of Horton Road. It is bounded to the north by the motor cycle training centre and to the west by Northfields housing estate. The southern boundary is marked by the Kennet and Avon Canal and to the east by a line of small paddocks. There is a residential property and gardens adjacent to the paddocks north east of the site.
Access	The main site can be accessed from Horton Road There is a PRow that runs along the eastern boundary and the Wessex Ridgeway Path follows the Kennet and Avon Canal to the south
Landscape designations	North Wessex Downs AONB lies just beyond the grazing paddocks to the east and touches the north western boundary of the site.
Land cover	To the south west of the site lies the townscape of Devizes that is overlooked by the Devizes White Horse on Roundway Hill. To the north Horton Down is dominated by large fields of intensive arable farming. To the south of Devizes the high chalk downland is surrounded by large arable fields which give way to the open unimproved grassland of Salisbury Plain. To the east of Devizes lies the broad Vale of Pewsey that separates the chalk downlands. Moving east from Devizes small patchwork pasture fields give way to an intensive arable landscape with poor hedgerow network. There are scattered blocks of woodland on the chalk scarps becoming more prevalent towards Pewsey. Key landscape features include the Kennet and Avon Canal that curves around the north of Devizes and the main line railway corridor that curves to the south of the town.
<b>LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS</b>	
Kennet Landscape Conservation Strategy (May 2005)	The site is within the Landscape Character Area 9: Vale of Pewsey. Key characteristics include: Views across the vale floor to the scarp slopes of adjacent chalk uplands Remnant pastures and meadows along the vale floor Waterways and wetlands of high ecological value Settlement pattern of nucleated villages with a variety of vernacular building materials
Relevant management objectives	Retain rural agricultural character Avoid coalescence of spring line villages and integrate acceptable development using strong landscape buffers to contain intrusion Agricultural development should respect local topography and be sited adjacent to existing buildings where possible Maintain the ecologically sensitive areas of River Avon catchment and the parkland landscapes of the Vale Protect visually sensitive skylines



Brief description of local character	Despite its proximity to Northfields housing and Hopton Industrial Estate to the west, the site is part of the wider rural agricultural landscape. The ground slopes upwards to a ridge south of the site beyond which there are distant views to Salisbury Plain. There are weak hedgerows surrounding the fields allowing further views across the open landscape that rises to Horton Down to the north. A key landscape feature is Lay Wood which encloses and visually separates a third arable field that adjoins the Kennet and Avon Canal to the south. There is a brown field site to the north west part of which is a Wiltshire Council highways depot. The existing boundary is well screened with tree and shrub planting apart from the eastern boundary of the depot which is visually intrusive in the open landscape.
Key sensitive views	Inter visibility between the site and AONB Keys views from chalk uplands and the open countryside PRoWs and Wessex Ridgeway Path Views from residential properties and gardens Views from the Kennet & Avon Canal
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>The field adjoining the canal surrounded by Lay Wood is designated an area of minimal change in the Kennet Local plan (Policy HH10) because it makes an important contribution to the appearance and character of Devizes. Development of this field would alter the landscape character and this could be difficult to mitigate effectively.</p> <p>The brown field site could be redeveloped for housing because of its proximity to Northfields and with additional planting to strengthen the eastern boundary it would be less visually intrusive than existing.</p> <p>When viewed from the east Lay Wood and the trees within Devizes introduce a change of character that defines the settlement edge. Therefore it would be difficult to accommodate development in the arable fields to the east. In terms of their character they relate to the open countryside and are part of the AONB landscape beyond.</p>	

## DEVIZES – LAND NORTH WEST OF DEVIZES

CONTEXT	
Location	The site a large irregular shaped arable field that lies to the north western edge of Devizes. It is bounded by Roundway Park road to the west and Folly Road to the east. The residential properties and gardens of Roundway village (north), White Horse Way and Roundway Park (south & west) border the site. Immediately north west of the site is an arable field that is over looked by Grade II properties Roundway House and Home Farm
Access	The site can be accessed from a field gate on Folly Road Quakers Walk meets Roundway Park Road at the eastern corner of the site The Wessex Ridgeway Path follows the north east boundary of the site towards Roundway Hill
Landscape designations	North Wessex Downs AONB lies just beyond the gardens of Roundway village to the north. There is a strong inter visibility between the site and the designated landscape.
Land cover	To the south west of the site lies the townscape of Devizes that is overlooked by the Devizes White Horse on Roundway Hill just to the north of the site. The wider landscape of Horton Down is dominated by large fields of intensive arable farming. To the south of Devizes the high chalk downland is surrounded by large arable fields which give way to the open unimproved grassland of Salisbury Plain. To the east of Devizes lies the broad Vale of Pewsey that separates the chalk downlands. Moving east from Devizes small patchwork pasture fields give way to an intensive arable landscape with poor hedgerow network. Key landscape features include the Kennet and Avon Canal that curves around the north of Devizes, Quakers Walk connecting the canal to Roundway Park, and the wooded landscape of Roundway Hill Covert, Home Covert and Roundway Parkland.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is within the Landscape Character Area 9: Vale of Pewsey. Key characteristics include: Views across the vale floor to the scarp slopes of adjacent chalk uplands Remnant pastures and meadows along the vale floor Waterways and wetlands of high ecological value Settlement pattern of nucleated villages with a variety of vernacular building materials
Relevant management objectives	Retain rural agricultural character Avoid coalescence of spring line villages and integrate acceptable development using strong landscape buffers to contain intrusion Agricultural development should respect local topography and be sited adjacent to existing buildings where possible Maintain the ecologically sensitive areas of River Avon catchment and the parkland landscapes of the Vale Protect visually sensitive skylines

Brief description of local character	The local landscape surrounding the site is a mosaic of farming with woodland, estate parkland, rural lanes & intimate village of Roundway against the backdrop of rising chalk downland. It is a complete contrast to the scale of the Hopton Park Industrial Estate to the east and Devizes urban mass to the south. The site and its surrounds are important setting to the town when viewed from Roundway Hill and the White Horse. There are glimpses of the urban edge around the site through trees. Elsewhere the site has the typical open character of upland arable with remnant hedgerows and few trees to interrupt views of the chalk uplands.
Key sensitive views	<p>Inter visibility between the site and AONB</p> <p>Keys views from chalk uplands and the open countryside</p> <p>Roundway Hill and Devizes White Horse</p> <p>PRoWs and Wessex Ridgeway Path &amp; Mid Wilts Way</p> <p>Views from residential properties and gardens in Roundway and Devizes</p> <p>Views from and the setting of Home Farm &amp; Roundway House and Parkland</p> <p>Views from Folly Road</p>
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>This landscape, with its parkland and rural village character cannot accommodate the degree of change proposed. To develop the field would have harmful landscape and visual effects to the setting of the AONB, listed properties, estate parkland, scheduled monuments, national trails, Devizes and Roundway village. It would cause the coalescence of Roundway and Devizes which is contrary to the management objectives of the adopted Kennet Landscape Conservation Strategy and result in an unacceptable loss of landscape character. One possible way forward would be to consider a triangular corner on eastern edge of the site between White Horse Way and Hopton Park Industrial Estate. This would require a substantial belt of woodland planting to ensure there would be no adverse views from the north.</p>	

## DEVIZES – LAND SOUTH OF DEVIZES

CONTEXT	
Location	The site is a linear irregular shaped strip of land that lies right across the southern edge of Devizes within the setting of the town. It stretches from the A350 just north of Potterne to the A342 Nursteed Road. It is bounded to the north by Green Lane Hospital and Drew's Pond Wood, both part of the parkland setting for Roundway House (now residential properties), which screens the urban edge of Devizes. To the south of the site arable fields rise to the south west to a wooded ridge and a dome shaped hill called Potterne Field below which lies Potterne.
Access	The main site can be accessed by field gates from Nursteed Road and Sleight Lane. There is no formal road access from the A350. Several well used PRoWs cross the site
Landscape designations	North Wessex Downs AONB lies approximately 1km to the east
Land cover	To the north of the site lies the townscape of Devizes that is overlooked by the Devizes White Horse on Roundway Hill. To the south the high chalk downland is surrounded by large arable fields which give way to the open unimproved grassland of Salisbury Plain. To the east the lies the broad Vale of Pewsey that separates the chalk downlands. To the west small patchwork pasture fields with intact hedgerows and trees provide a strong contrast to intensive arable landscape with poor hedgerow network on the site and the surrounding chalk upland. Key landscape features include the wooded edge of Devizes, the Caen Locks on the Kennet and Avon Canal that curves around the north of Devizes and the main line railway corridor that curves to the south of the town.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is within the Landscape Character Area 9: Vale of Pewsey. Key characteristics include: Views across the vale floor to the scarp slopes of adjacent chalk uplands Remnant pastures and meadows along the vale floor Waterways and wetlands of high ecological value Settlement pattern of nucleated villages with a variety of vernacular building materials
Relevant management objectives	Retain rural agricultural character Avoid coalescence of spring line villages and integrate acceptable development using strong landscape buffers to contain intrusion Agricultural development should respect local topography and be sited adjacent to existing buildings where possible Maintain the ecologically sensitive areas of River Avon catchment and the parkland landscapes of the Vale Protect visually sensitive skylines

Brief description of local character	The site has the open rural character of an arable chalk downland landscape with broad views that are curtailed by Potterne Wood to the south and Drew's Pond Woods to the north and the dome shaped Potterne Field. There are a few remnant hedgerows on site with few trees. There are several listed properties surrounding the site including the former Roundway Hospital.
Key sensitive views	Possible views from the AONB Keys views from Potterne Field and the wooded ridge PRowS Setting of Roundway Hospital

**CAPACITY TO ACCOMMODATE CHANGE**

The site had a very rural character despite being so close to Devizes. This is largely due to the strong woodland buffer that surrounds and filters into the town screening the urban edge. The higher ground of Potterne Field and the character of the wooded urban edge and setting to the Grade II Roundway Hospital make appropriate development to the west and centre of the site extremely difficult. Subject to the findings of a Landscape and Visual Impact Assessment it may be possible to accommodate a small development to the far eastern edge of the site between Green Lane Hospital and Nursteed Road. Access could be provided from Marshall Road and with strong wooded buffer impact upon the open countryside character could be minimised.

## TIDWORTH AND LUDGERSHALL – LAND IN THE CENTRE OF TIDWORTH

CONTEXT	
Location	The sites are located in the centre of Tidworth opposite the pub on the west side of the main road A338.
Access	The site is accessed from the A338 via a field gate PRoW crosses the site
Landscape designations	Salisbury Plain Special Landscape Area lies to the north of Tidworth
Land cover	The site is roughly rectangular and slopes steeply rising away from the road to the west. It is overlooked by residential properties on all sides and the pub to the east. It is currently in an unmanaged condition. There are some trees to the rear of the site that provide visual enclosure.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The site is within the urban townscape of Tidworth and therefore does not reflect any of the characteristics of the broader landscape.
Key sensitive views	Views from residential properties and gardens Views from commercial properties Views from the main road
CAPACITY TO ACCOMMODATE CHANGE	
The site presents an opportunity for infill development within the urban fabric of the town that has the potential to greatly enhance the street scene.	

## TIDWORTH AND LUDGERSHALL – AREA 19 SOUTH TIDWORTH

CONTEXT	
Location	The site is located on the southern extremities of Tidworth just outside the town to the west side of the main road A338.
Access	There is no formal access from the A338
Landscape designations	Salisbury Plain Special Landscape Area lies to the north of Tidworth
Land cover	The site is bounded to the west by a band of mature woodland and the A338. To the north there is an area of woodland that separates the site from the residential properties on Bishops Close. To the east the ground rises to the wooded scarp slopes of Ashdown Copse. To the south is the residential property Underhill House and the Tidworth Cricket Ground.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The southern approach to Tidworth is wooded, typical of the Chute Forest landscape character area. The site is surrounded by woodland and rising topography to the west creating an enclosed and intimate landscape.
Key sensitive views	Views from residential properties Views from the main road Views from higher ground in the east
CAPACITY TO ACCOMMODATE CHANGE	
The enclosed nature of the site suggests that provided the existing woodland cover is retained there would not be any far reaching landscape and visual effects from development.	

## TIDWORTH AND LUDGERSHALL – LAND TO THE S & SW OF TIDWORTH

CONTEXT	
Location	The sites are located on the southern extremities of Tidworth just outside the town to the east side of the main road A338.
Access	The South Site is accessed from the A338 via South Drive and the Avenue The South West Site is accessed from Bulford Road
Landscape designations	Salisbury Plain Special Landscape Area lies to the north of Tidworth
Land cover	The South Site comprises the grounds and parkland setting of Tidworth House a Grade II* listed building and the Church of St Mary Grade I The South West Site is made up of 3 linear strips of land that run along the edge of the military settlement. They lie in proximity to the setting of Tidworth House and parkland. Much of the land is planted with woodland which provides a screen to the residential properties on the edge of Tidworth.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The southern approach to Tidworth is wooded, typical of the Chute Forest landscape character area. The South Site comprises the grounds and parkland setting of Tidworth House a Grade II* listed building and the Church of St Mary Grade I. The South West Site is planted with woodlands and encloses the settlement of Tidworth containing views from the open countryside.
Key sensitive views	The setting of Tidworth House Grade II* and the Church of St Mary Grade I Views from the open countryside south west of Tidworth
CAPACITY TO ACCOMMODATE CHANGE	
<p>The South Site comprises the grounds and parkland setting of Tidworth House a Grade II* listed building and the Church of St Mary Grade I, it is therefore an unacceptable option for consideration for development.</p> <p>The South West Site is part of the setting of Tidworth and Tidworth House. A full Visual and Landscape Impact Assessment is required to understand the full effects before this option can be given further consideration.</p>	



## TIDWORTH AND LUDGERSHALL – CORONA WORKS & VEHICLE DEPOT

CONTEXT	
Location	The site is located on the south western edge of the town off the A3026 Tidworth Road opposite the Wellington Academy.
Access	The site can be accessed from the A3026 and possibly military roads. There are no PRowS crossing the site
Landscape designations	There are no designated landscapes in proximity to the site
Land cover	The urban fabric of Ludgershall lies to the north and east. To the south and east the landscape is a mosaic of arable and woodland with some areas of pasture. The tree cover creates pockets of intimacy e.g. the recreation ground on Somme Road south of the site. The depot is securely fenced and covered in large military sheds. To the north is the newly constructed Welling Academy and boarding houses, a landmark building that creates an impressive entrance to Ludgershall.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The site is a brown field containing military sheds and other paraphernalia secured behind chain link topped with coils of barbed wire. It has an unkempt and unwelcoming character in contrast to the Wellington Academy Campus which is a modern, high design 21 <sup>st</sup> century building. Views onto the site from the south are contained by stands of woodland and single mature trees which creates a tranquil and almost parkland setting typical of the Chute Forest character area.
Key sensitive views	Views from key approach roads The setting of Wellington Academy and Ludgershall
CAPACITY TO ACCOMMODATE CHANGE	
<p>The landscape surrounding Ludgershall is not of high sensitivity, but is important in defining the setting and limits of the settlement. Wellington Academy has created a landmark entrance to Ludgershall and the Corona site is at odds with this (although military enclosures are not uncommon to the locality). As a brown field site this would make an excellent opportunity for redevelopment for housing or a mixed use site that would complement the new school and enhance the setting of Ludgershall. If the site is not developed as an option it would benefit from a landscaped frontage and lick of paint to improve the approach into the town.</p>	

## TIDWORTH AND LUDGERSHALL – DRUMMOND PARK

CONTEXT	
Location	This site is located to the north of the Ludgershall rail head and Castledown Business Park.
Access	The site can be accessed via the former military road from the A3026 to the west and from the A342 to the east. There are no PRoWs crossing the site although a bridle way to the west has views onto the site.
Landscape designations	North Wessex Downs AONB lies to the north of Ludgershall
Land cover	The urban fabric of Ludgershall lies to the south and east. To the north and west the landscape opens out to the chalk downland of Salisbury Plain and to the east is the more enclosed upland of Chute Forest. The site is bordered on the southern and eastern sides by the railway and a belt of immature trees; to the north by the A342. To the north west there are copses of mixed trees and the ground rises to the open landscape of Windmill Down. A linear former military road bisects the site. A small triangle of arable land to the north of the A342 is also included in the site.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The site is predominantly brown field with a mixture of residential and industrial buildings, the residential areas being to the north of the site and the industrial areas to the south, bordering the railway. It contains many mature trees which give the site a strong level of containment and maturity. To the west of the developed area an open field is located between the railway and the military road. This part of the site is open to Windmill Down, with no trees or other vegetation along its northern boundary. It has connections with the Wellington Academy through a belt of semi-mature deciduous trees to the south west. The small triangle of land to the north of the A342 is an anomaly and relates badly to the town and the rest of the site.
Key sensitive views	Views from key approach roads Views from Wellington Academy Views from PRoWs off site Views from the AONB

## CAPACITY TO ACCOMMODATE CHANGE

The development of this site, apart from the area to the north of the A342, will have no significant detrimental impacts on the character of the landscape or the setting of Ludgershall. Visually, the site reads as part of Town and will have no significant detrimental impacts. The site is not sensitive in landscape terms, and is able to accommodate both residential and/or employment land. Ideally, if employment land is required it should be located on the existing warehouse areas.

## TIDWORTH AND LUDGERSHALL – EMPRESS WAY LUDGERSHALL

CONTEXT	
Location	This site is located on arable land to the south and east of the existing Empress Way residential development and to the east of the Garden Centre.
Access	Access to the site is via a field gate from Empress Way There are PRoW links along the western (existing garden centre) boundary of the site, and across the centre of the site along the eastern boundary of the garden centre.
Landscape designations	North Wessex Downs AONB lies to the north of Ludgershall
Land cover	The urban fabric of Ludgershall lies to the north and west. To the south and east the landscape is a mosaic of arable and woodland with some areas of pasture. The tree cover creates pockets of intimacy e.g. the recreation ground on Somme Road SW of the site
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The Empress Way site benefits from a north facing aspect which contains views from the south. The topography and existing built form to the west and beyond the railway to the north means that there is a direct relationship between the site and the built form. However, on the eastern and southern sides there is no existing planted boundary meaning that, without a substantial landscaped belt of trees and shrubs, the hard edge of development of the site will be open to the countryside.
Key sensitive views	Views from key approach roads Views from residential properties Views from PRoWs Views from the wider countryside and the AONB
CAPACITY TO ACCOMMODATE CHANGE	
Due to the topography and visual connection to the town the site has the capacity to accommodate development. There will however be a need for considerable strategic screen planting to avoid hard urban edges to the open countryside. This has already proved successful on Empress Way where it can be seen that tree cover grows rapidly on the nutrient rich soils of the area. Development should be predominantly residential as employment units would doubtless increase the prominence of the site from the south, and may affect the amenities of residents to the north.	

## TIDWORTH AND LUDGERSHALL – LAND SOUTH OF LUDGERSHALL

CONTEXT	
Location	The site is located immediately to the south of Ludgershall Garden Centre
Access	The site can be accessed via a field gate off New Drove. The site is bordered on the southern, eastern and western sides by well used PRowS
Landscape designations	North Wessex Downs AONB lies to the north of Ludgershall
Land cover	The urban fabric of Ludgershall lies to the north and west. To the south and east the landscape is a mosaic of arable and woodland with some areas of pasture. The tree cover creates pockets of intimacy e.g. the recreation ground on Somme Road SW of the site
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value. Maintain roadside hedgerows and tree and replace where missing or neglected. Strengthen landscape structure and boundaries around military areas. Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The site is located on green field military land which is currently an arable field bounded by trees and hedgerows which forms a strong visual break between the site and the existing development at the Ludgershall Business Park, Simmonds Road, and the military test track, set in woodland to the south. There is also a strong hedgerow with trees between the site and the Garden Centre allocation which will be reinforced as part of the development of that site. The field has a gentle slope to the east and away from the Town. The sloping landform provides a wide visual envelope to the east, connecting the site to the countryside rather than to the existing town development..
Key sensitive views	Views from key approach roads Views from residential properties Views from PRowS Views from the wider countryside and AONB
CAPACITY TO ACCOMMODATE CHANGE	
The landscape surrounding Ludgershall is not of high sensitivity, but is important in defining the setting and limits of the settlement. If developed this site will appear disconnected from the developed area of Ludgershall and will form an incongruous and currently unnecessary urban intrusion into the countryside to the south of the Town that could be difficult to mitigate effectively. Therefore, it is considered that the intrusion of this site into the countryside, and its poor relationship with the existing built form of the town, mean that it is recommended that the site should not be included as a preferred option. However the site may warrant further consideration following the development of the garden centre.	

## TIDWORTH AND LUDGERSHALL –WEST & EAST OF PERHAM DOWN

CONTEXT	
Location	Perham Down is a small military settlement south of Ludgershall and east of Tidworth. The sites are located at the western and eastern edges of the village.
Access	The sites can be accessed from Ludgershall on Somme Road and an unnamed road from Tidworth which connects to the A342 Andover Road.
Landscape designations	There are no designated landscapes in immediate vicinity
Land cover	The western site is on open ground that rises to the north and is currently divided into horse paddocks. It is overlooked by residential properties on Lambdown Terrace It is surrounded by a belt of woodland with a large arable field to the north & south, military buildings to the east and woodland to the west that separates the village from Tidworth. The eastern site wraps around military residential homes and is currently unmanaged. There is a sewerage works to the east of the site and surrounding land use is a typical mosaic of arable and woodland.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
Kennet Landscape Conservation Strategy (May 2005)	The site is located in the Chute Forest Landscape Character Area and is characterised by rolling wooded downland dissected by dry valleys that combine to create an intimate landscape compared to the vast openness of Salisbury Plain.
Relevant enhancement priorities	Encourage management of existing woodland for landscape and biodiversity value Maintain roadside hedgerows and tree and replace where missing or neglected Strengthen landscape structure and boundaries around military areas Establish strong landscape structure to accommodate existing or new development on the fringes of urban areas and settlements.
Brief description of local character	The landscape surrounding Perham very experiential, it is a downland mosaic of contrasts: enclosed mixed woodland which opens up to arable fields and wide skies. In places the hedgerows are intact with hedgerow trees and where they have been removed single mature trees define the field boundaries. There is a strong sense of tranquillity.
Key sensitive views	Views from residential properties Possible views from open downland in the wider landscape
CAPACITY TO ACCOMMODATE CHANGE	
The enclosed nature of the landscape would allow development to slot in without any far reaching landscape impacts subject to the findings of a Landscape and Visual Impact Assessment. Sensitivities include the higher ground at Lambdown Terrace and the interface with the open countryside for the eastern site.	

## TROWBRIDGE – ASHTON PARK URBAN EXTENSION

CONTEXT	
Location	The site is located to the south east edge of Trowbridge in gently sloping open clay landscape. It is bounded to the west by the railway, to the north by Trowbridge, to the north west by a tributary of the River Biss and Biss Wood and to the south by the A350. The site is divided by West Ashton Road that connects the A350 to the centre of Trowbridge.
Access	The site can be accessed from West Ashton Road There are several well used PRowWs that cross the site
Landscape designations	There are no landscape designations in proximity to the site Green Lane and Biss Woods are County Wildlife sites providing important habitat for bat maternity roosts.
Land cover	Predominantly flat rural landscape of arable and pasture with scattered farmsteads contained by the urban centres of Trowbridge to the north and Westbury to the south. There are several large blocks of woodland (Green Lane, Biss, Picket and Clanger Woods) and mature riparian vegetation along the River Biss. The field pattern is generally regular with intact hedgerows with few trees.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site overlaps two landscape character areas E4: Green Lane Rolling Clay Lowland and B2: Biss Clay River Floodplain. The north of the area is characterised by flat to gently sloping patchwork of mixed farmland with open views to the visually harsh urban edge of Trowbridge. Field boundaries are generally intact, low and clipped to the SW and fuller to NE. Two large woodlands, Green Lane and Biss Wood, provide a strong sense of enclosure. The south of the area is characterised by the flat landscape encompassing the narrow corridor of the River Biss lined with rough grassland, pasture and rich riparian vegetation. Several roads converge at Yarnbrook creating noise and visual intrusion. Field boundaries are low to medium height with some mature trees.
Relevant management objectives	Conserve and manage the traditional hedgerow pattern and network, repair and replace where lost Conserve and manage woodland for ecological, historic and landscape value Conserve the open views across adjacent open clay vales to the north Screen the urban edge of Trowbridge and enhance its setting Screen the visually intrusive warehouses Seek ways to mitigate the visual impact of the A350 & A363 road corridors Conserve riparian vegetation and isolated settlement pattern along the river corridor

Brief description of local character	The site rises gently to a small ridge at West Ashton where there are commanding views onto the site from the A350 and West Ashton Road. The landscape has a strong rural character dominated by mixed farmland and blocks deciduous woodland. Rural tranquillity is shattered by busy transport corridors and landscape character is denuded by harsh views to the urban edge of Trowbridge. The hedgerows are generally well maintained and intact but lacking substantial hedgerow trees due to the loss of elm trees in the 1970's. Biss Wood contributes to the locally distinctive landscape pattern and provides some enclosure to the open landscape. Electricity pylons are a visual detractor.
Key sensitive views	Transport corridors PRoWs Residential properties and farmsteads
<b>CAPACITY TO ACCOMMODATE CHANGE</b>	
<p>The flat clay vale landscape can accommodate change well because views are generally contained by hedges and riparian vegetation and. However the ridge to the south at West Aston provides extensive views across the site. A robust landscape mitigation strategy defined by LVIA will be required to deliver development and meet the management objectives of the Landscape Character assessment.</p> <p>Development should conserve and enhance the landscape setting of Trowbridge by screening visually intrusive urban edges. Development should be contained on lower ground and upper slopes used for open space. Substantial landscape infrastructure using native species will be required to lessen the impact of development. Existing hedgerows should be retained and repaired as necessary and new hedgerow trees of large native species e.g. oak, should be planted to restore the clay vale landscape character. Existing woodland should be conserved and managed to maximise ecological, historic and landscape value.</p>	



## TROWBRIDGE – HILPERTON GAP

CONTEXT	
Location	Hilperton is a village located to the north east of Trowbridge separated by an area of countryside known as the Hilperton Gap. Hilperton Gap is surrounded by the adjoining settlements of Hilperton and Hilperton Marsh to the north and east, Trowbridge to the south and Staverton and the Canal Road Industrial Estate to the west. In addition to the Gap a large area of land to the north of Marsh Lane (B3105) extending to the Kennet and Avon Canal is also under consideration.
Access	There are several well used PRoWs that cross Hilperton Gap. Both the north and Gap site can be accessed by field gates.
Landscape designations	The West Wilts Green Belt lies approximately 500m to the west of Hilperton Gap bounded by the railway corridor.
Land cover	Hilperton is part of the urban mass of Trowbridge which opens to a rural mixed agricultural landscape to the north of the village. Surrounding settlements include Holt, Semington, Waddon and the larger towns of Bradford on Avon and Melksham, all linked by busy minor roads. Notable landscape features include Great Bradford Wood to the west, the Kennet and Avon Canal, River Avon and the railway corridor. There are several watercourses and ponds within the locality.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character areas C2: Semington Open Clay Lowland. The area is characterised by predominantly open flat mixed agricultural landscape that slopes gently upward to the north east. Semington Brook meanders across the area lined in places by mature vegetation. The Kennet and Avon Canal, railway and connecting main roads are distinctive corridor features. Negative urban fringe character at Trowbridge, Bowerhill and Melksham. Settlement pattern comprises Semington and a number of isolated farmsteads. Tranquillity is disturbed by proximity to major road network.
Relevant management objectives	<p>Conserve and manage the traditional hedgerow pattern and network, repair and replace where lost</p> <p>Conserve the open views across adjacent open clay vales to distant downland ridges</p> <p>Remediate and soften the harsh urban edges of Trowbridge Bowerhill and Melksham</p> <p>Screen the visually intrusive large developments like Hampton Park and the Police HQ</p> <p>Seek ways to mitigate the visual impact of the A350 &amp; A365 road corridors</p> <p>Encourage new development within settlements to fit with the local vernacular character</p>
Brief description of local character	A gently sloping rural open landscape with long views. Medium to large arable and pasture fields are enclosed by poor hedgerows with few trees and no woodland blocks other than a small copse on Waddon Lane.

Key sensitive views	The setting of Hilperton PRoWs Local road network Kennet and Avon Canal Views from the open countryside
CAPACITY TO ACCOMMODATE CHANGE	
<p>Hilperton Gap has little capacity to accommodate change; it is vital to the rural village character and setting of Hilperton. Development within the Gap will cause further coalescence between Trowbridge and Hilperton and this would cause irreversible harm to the landscape setting of the village. Development would also impinge on landscape that is locally valued for recreation in the countryside.</p> <p>The scale of the proposed northern site is so large it would more than double the current size of Hilperton. This would disconnect the village from its rural context and cause coalescence with Waddon Village. It would result in harmful landscape and visual effects to the village character of Hilperton that would be extremely difficult to mitigate. Other factors to consider are the change in character and setting to the Kennet and Avon Canal and increased visitor pressure.</p>	

## TROWBRIDGE – LAND ADJACENT TO CHURCH LANE

CONTEXT	
Location	The site is located off Church Lane to the west of Trowbridge adjacent to the Frome Road entrance to the town. The site is over looked by residential properties on Frome Road, Church Lane and Acorn Meadow
Access	Access to the site is via field gates from Church Lane
Landscape designations	The West Wiltshire Green Belt lies approximately 500m to the north of the site
Land cover	The local area is dominated by Trowbridge to the north, and the outlying villages of Southwick and Wingfield to the south west. It is a strongly pastoral landscape of rolling clay, vegetated watercourses and small patchwork fields. There are significantly large blocks of woodland to the west at Vagg's Hill Farm. Scattered farmsteads are frequent and connected by a good network of PRowWs. There are few main roads in the area emphasising the rural character, a strong contrast to the south of Trowbridge and north of Westbury which are dominated by transport corridors.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E1: Wingfield Rolling Clay Lowland. The area is characterised by gently rolling mixed rural farmland with extensive views. There is a distinct pattern of medium sized fields fairly enclosed by intact hedgerows with mature trees. Small scattered village settlements and farmsteads are linked by a dense network of PRowWs. Pylons are strong vertical elements in the landscape.
Relevant management objectives	Conserve and manage the traditional hedgerow pattern and network, repair and replace where lost Maintain the rural, open character of the area by resisting development that would adversely affect extensive views
Brief description of local character	The site is on the gently sloping valley side of the Lambrok Stream (a tributary of the River Biss) overlooking Southwick Country Park. The area is characterised by small to medium sized fields enclosed with intact hedges with mature trees especially along the water course. Patches of young woodland in the Country Park filter views to the wider landscape and the chalk scarp to the south west. The site is visually connected to the countryside and has a strong rural character; it does not relate to the suburban development that surrounds it.
Key sensitive views	Residential properties on Church Lane Southwick Country Park PRowWs

## CAPACITY TO ACCOMMODATE CHANGE

The site is located in an intimate valley with long views to the open countryside. It provides a setting to and separation between Southwick and Trowbridge. The site overlooks Southwick Country Park, a valuable recreation resource for the town. In order to accommodate development there would have to be extensive planting to screen new housing which would be difficult to achieve due to the raised topography of the site. Development would create a harsh urban edge and detract from the rural character and quality of the local area.

## TROWBRIDGE – LAND TO THE NORTH OF WHITE HORSE BUSINESS PARK

CONTEXT	
Location	The site is a linear strip of fields located to the south east edge of Trowbridge between the Trowbridge Retail Park on Bradley Road and White Horse Business Park. It is overlooked by residential properties on Lydiard Way and Everleigh Close and farm cottages on Drynham Lane.
Access	The site can be accessed via field gates from Drynham Lane which joins Bradley Road to the south and links up to County Way in the north following the railway line.
Landscape designations	There are no designated landscapes in proximity to the site.
Land cover	The landscape is dominated by two urban centres of Trowbridge and Westbury and scattered outlying villages and farmsteads. It is predominantly mixed agriculture with several blocks of woodland lying from the south west to north east of the area. The railway corridor and main roads converge from all directions at Yarnbrook disrupting the landscape pattern. Tranquillity increases to the south west.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E3: North Bradley Rolling Clay Lowland. The area is characterised by gently rolling farmland with extensive views to the chalk downland to the east and south. There is a distinct field pattern of predominantly pasture enclosed by intact hedgerows, mature trees and scattered ancient woodland blocks. Settlements and farmsteads are linked by a dense network of PRowS and lanes. Pylons are strong vertical elements in the landscape.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Protect and manage the ancient woodland Ensure major development respects the scale of the landscape character area and does not adversely affect the open views
Brief description of local character	The site comprises a mixture of regularly shaped arable and pasture fields on gently sloping land. The hedgerows are generally intact with a scattering of mature trees. Within the site hedges are more intensively flailed allowing open views across the fields. Despite the proximity to the Business Park and the housing on the edge of town there is a very rural and peaceful character. The railway embankment to the north and the tall hedges to the edge of the site provide a strong sense of enclosure and good visual screen to the large units on White Horse Business Park.
Key sensitive views	Residential properties A363 Bradley Road Drynham Road PRowS

## CAPACITY TO ACCOMMODATE CHANGE

This site provides an important rural setting to the edge of Trowbridge with good access to the countryside for local residents via Drynham Road. The site also strengthens the gap between North Bradley and Trowbridge. Due to the visual enclosure of the site a change in character could be accommodated however there would need to be a buffer provided to the south and strong green links retained to the open countryside. Development of this site should be considered against the cumulative impacts of other developments proposed for this area.

## TROWBRIDGE – LAND SOUTH OF GREEN LANE

CONTEXT	
Location	The site is located to the east edge of Trowbridge in gently sloping open clay landscape. It is bounded to the west by Green Lane Farm and open fields that are to be developed for housing on the edge of Trowbridge. To the north lie Green Lane and the housing development at Paxcroft Mead, to the east Green Lane Wood and to the south open fields which will become a Country Park in association with proposed development.
Access	The site can be accessed from Green Lane bridle path
Landscape designations	There are no landscape designations in proximity to the site Green Lane and Biss Woods are County Wildlife sites providing important habitat for bat maternity roosts.
Land cover	Predominantly flat rural landscape of arable and pasture with scattered farmsteads contained by the urban centres of Trowbridge to the north and Westbury to the south. There are several large blocks of woodland (Green Lane, Biss, Picket and Clanger Woods) and mature riparian vegetation along the River Biss. The field pattern is generally regular with intact hedgerows with few trees.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E4: Green Lane Rolling Clay Lowland. The area is characterised by flat to gently sloping patchwork of mixed farmland with open views to the visually harsh urban edge of Trowbridge. Field boundaries are generally intact, low and clipped to the SW and fuller to NE. Two large woodlands, Green Lane and Biss Wood, provide a strong sense of enclosure.
Relevant management objectives	Conserve and manage the traditional hedgerow pattern and network, repair and replace where lost Conserve and manage woodland for ecological, historic and landscape value conserve the open views across adjacent open clay vales to the north Screen the urban edge of Trowbridge and enhance its setting Seek ways to mitigate the visual impact of the A350
Brief description of local character	The landscape has a strong rural character dominated by mixed farmland and blocks deciduous woodland. Rural character is denuded by harsh views to the urban edge of Trowbridge although the site remains tranquil. The hedgerows are generally well maintained and intact. Biss Wood contributes to the locally distinctive landscape pattern and provides significant enclosure to the otherwise open landscape. Large mature trees are scattered over the site, remnants of the former extent of the woodland. Electricity pylons are a visual detractor.

Key sensitive views	PRowS Residential properties and farmsteads
CAPACITY TO ACCOMMODATE CHANGE	
<p>The site could accommodate change in terms of the natural enclosure gained by the proximity of existing woodland. However there are already large developments planned for the area that will put a strain on the existing natural landscape features. The site would make an ideal continuation of the proposed country park and provide an additional buffer for Green Lane Wood.</p>	



## TROWBRIDGE – LAND TO THE SOUTH WEST OF TROWBRIDGE

CONTEXT	
Location	The site is a small group of fields between North Bradley and White Horse Business Park. It is ringed by the A363 Bradley Road, Woodmarsh Road and Westbury Road.
Access	Access to the site is gained from Little Common which leads to Willow Grove house and by field gates from Bradley Road and Westbury Road.
Landscape designations	There are no designated landscapes in proximity to the site.
Land cover	The landscape is dominated by two urban centres of Trowbridge and Westbury and scattered outlying villages. It is predominantly mixed agriculture with several blocks of woodland lying from the south west to north east of the area. Main roads converge from all directions at Yarnbrook disrupting the landscape pattern. Tranquillity increases to the south west.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E3: North Bradley Rolling Clay Lowland. The area is characterised by gently rolling farmland with extensive views to the chalk downland to the east and south. There is a distinct field pattern of predominantly pasture enclosed by intact hedgerows, mature trees and scattered ancient woodland blocks. Settlements and farmsteads are linked by a dense network of PRowS and lanes. Pylons are strong vertical elements in the landscape.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Protect and manage the ancient woodland Ensure major development respects the scale of the landscape character area and does not adversely affect the open views
Brief description of local character	The site comprises a mixture of regularly shaped arable and pasture fields on gently sloping land. The hedgerows are generally intact with a scattering of mature trees. The landscaping associated with the White Horse Business Park and Bradley Road roundabout has matured and provides an effective screen to these intrusions and strengthens the sense of enclosure on site. Residential properties overlook the site from the west and south, and other views in can be obtained from the north west and south east close to roundabouts. There is a lot of noise and movement associated with the main roads which converge at Yarnbrook.

Key sensitive views	Residential properties A363 Bradley Road, Woodmarsh Road and Westbury Road.
CAPACITY TO ACCOMMODATE CHANGE	
<p>The successful planting around the White Horse Business Park demonstrates how effectively landscape planting works to screen development in this low lying vale. However this parcel of land is an important buffer that keeps North Bradley village from being consumed by Trowbridge. The Landscape Character Assessment identifies a key sensitivity of Character Area E3 to be ‘the scale and setting of Southwick and North Bradley’. It should not be developed as a strategic site; it should be maintained as the rural setting for North Bradley and Trowbridge.</p>	

## WARMINSTER - BORE HILL FARM

CONTEXT	
Location	Southern fringe of Warminster immediately north of the A36(T)/A350/Deverill Road roundabout
Access	The main site access is from Deverill Road. There is a well used PRoW that runs across the north of the site connecting Deverill Road to Bradley Road.
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies 1km to the south beyond the A36. Views of the site are contained by a wooded ridge to the south therefore impact on the AONB is negligible.
Land cover	Remnant hedgerows and trees in groups surround the site. The north of the site is improved pasture used for grazing cattle/horses and is overlooked by the residential properties in Ludlow Close. The southern part of the site is under development as a biogas plant with 9 commercial units utilising the former farm buildings. The surrounding landscape to the south is managed estate forestry.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area F5: Longleat Greensand Hills. The Longleat estate woodland provides a strong unifying feature in contrast to the open character of the adjacent farmed landscape to the north-west of Warminster. Current condition of the landscape is perceived to be good largely influenced by the well managed estate.
Relevant management objectives	Ensure that new development does not affect the character of hamlets and villages and does not impinge upon the setting of Longleat
Brief description of local character	The site is hilly with grazing fields, remnant hedgerows and mature trees. The north of the site is highest and looks out and feels connected to the wooded hills of the Longleat Estate. The south of the site is visually contained within a natural hollow. Bore Hill farm and associated out buildings are located centrally adjacent to Deverill road. Although the A36 is not visible it is evident due to the constant traffic noise.
Key sensitive views	Residential properties and gardens in Ludlow Close PRoW to the north of the site Views from Deverill Road Views of site are local, long distant views and from the AONB are considered negligible

## CAPACITY TO ACCOMMODATE CHANGE

As a response to the rural characteristics of site the proposal for the biogas development includes agricultural appearance and earth modelling with extensive planting to enhance its enclosure within the local topography and screen views from Ludlow Close. The remainder of the site currently provides an important rural setting to the edge of Warminster. A small scale development could be accommodated either to the north of the site which would read as an extension to Ludlow Close or one associated with the commercial units. Either way there would have to be a careful mitigation strategy to avoid a hard urban edge to the town and accommodate the PRow to allow continued access to the countryside.

## WARMINSTER – LAND AT WARMINSTER COMMON

CONTEXT	
Location	South west fringe of Warminster lying adjacent to Warminster Common and immediately north of the A36(T)
Access	The site has no footpaths crossing it but there is a bridleway running along the north west boundary (Cannimore Road) and a Byway Open to All Traffic (BOAT) between the site and Warminster Common connecting South Street to Bradley Road. There is also a field gate from Martin Crest.
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies 1km to the south beyond the A36. Views of the site are contained by planting along the A36 and a wooded ridge to the south therefore impact on the AONB is negligible.
Land cover	Remnant hedgerows and trees surround the site. The site is improved pasture used for grazing horses and much of the ground is divided into paddocks with horse tape. The site is overlooked by small residential clusters that lead off South Street e.g. Martin Crest. The surrounding landscape to the south is predominantly managed estate forestry.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area F5: Longleat Greensand Hills. The Longleat estate woodland provides a strong unifying feature in contrast to the open character of the adjacent farmed landscape to the north-west of Warminster. Current condition of the landscape is perceived to be good largely influenced by the well managed estate.
Relevant management objectives	Ensure that new development does not affect the character of hamlets and villages and does not impinge upon the setting of Longleat
Brief description of local character	The site is largely situated on a crest and with an open feel and dips down to a valley towards Warminster Common. Trees enclose the site but there are glimpses to Clay Hill and the wooded hills of Longleat. The taped paddocks, jumps and feed buckets give the area a 'horsiculture' character. Although the A36 is not visible it is evident due to the constant traffic noise.
Key sensitive views	Residential properties and gardens in Martin Crest, Wren Close and Swallow Close BOAT to the south of the site Glimpses through vegetation from Cannimore Road Views of site are local, long distant views and from the AONB and Cley Hill are considered negligible

## CAPACITY TO ACCOMMODATE CHANGE

The site is well contained in the landscape with no far reaching views however it must be noted that the full effects of the development will only be known by undertaking a Landscape and Visual Impact Assessment. Access to this site is likely to make it unfavourable for development as a strategic option

## WARMINSTER – LAND EAST OF WARMINSTER

CONTEXT	
Location	The site is MOD land located on the eastern fringe of Warminster
Access	The site is accessed from Woodcock Road which leads off Boreham Road B3414. Access to site is restricted to MOD personnel and related business.
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies to the south of the town. Views of the site are contained within the town therefore impact on the AONB is considered negligible. Salisbury Plain Special Landscape Area lies to the north of the site
Land cover	The site is an MOD property, fenced with chain link and coiled barb. There are a variety of land uses on site including playing fields, accommodation and storage. There are some large trees on site notably to the north east corner. The north of the site is bounded by the railway corridor and beyond the ground rises to the chalk uplands of Battlesbury Hill and Salisbury Plain. To the south lies mainly residential properties and gardens.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located adjacent to landscape character area G6: Warminster Greensand and Chalk Terrace.
Relevant management objectives	Resist any development that would affect views to the chalk uplands Conserve and enhance the features of the area as part of the landscape setting of Warminster Screen visually intrusive developments along the railway corridor extending eastwards from Warminster
Brief description of local character	The site is relatively flat and sits against the backdrop of the rising chalk downland and visible prehistoric earthworks. The railway corridor, large industrial units and the MOD land disturb the rural character of the surrounding landscape by introducing a harsh urban edge.
Key sensitive views	Views from residential properties and gardens PRoW on higher ground to the north and east of the site Views of site are local and contained, views from the AONB are considered negligible
CAPACITY TO ACCOMMODATE CHANGE	
<p>This brown field site has the capacity to accommodate change as it is already within the fabric of the town. Exchanging military style fencing, buildings and sheds for mixed use development at a smaller scale would be more appropriate for the town. It would also provide opportunities to enhance the urban edge through woodland planting especially along the railway corridor.</p>	

## WARMINSTER – LAND SOUTH OF FOLLY LANE

CONTEXT	
Location	A narrow triangular site to the south west of Warminster bound by Folly Lane, the A36 and Cannimore Road.
Access	The main site access is from Folly Lane which narrows to a single carriageway. There is a well used PRoW that runs across the site connecting Folly Lane to Cannimore Road.
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies approximately 1km to the south west beyond the A36. Views of the site are contained by existing planting along the A36 therefore impact on the AONB is negligible.
Land cover	Remnant banked hedgerows and small trees in surround the site. There are few large mature trees. The site is managed for grazing horses. Folly Lane serves Folly Farm, Warminster Rugby Club and a few local residential properties.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area F5: Longleat Greensand Hills. The Longleat estate woodland provides a strong unifying feature in contrast to the open character of the adjacent farmed landscape to the north-west of Warminster. Current condition of the landscape is perceived to be good largely influenced by the well managed estate.
Relevant management objectives	Ensure that new development does not affect the character of hamlets and villages and does not impinge upon the setting of Longleat
Brief description of local character	The site is relatively flat to the west and falls steeply towards the town to the east. Grazing fields are enclosed by remnant hedgerows, scrubby growth and few mature trees. Views of the site are restricted by existing planting especially to the south along the A36 creating an enclosed and isolated feeling disconnected to the surrounding landscape. Although the A36 is not visible it is evident due to the constant traffic noise.
Key sensitive views	Residential properties and gardens on Folly Lane, the Homelands and the rear of St Andrew's Road PRoW crossing the site Views of site are local and contained, views from the AONB are considered negligible
CAPACITY TO ACCOMMODATE CHANGE	
<p>This site has an important function in providing a small green wedge at the edge of the town with good footpath links that lead to the open countryside and Longleat Estate. While development could be visually contained the site has a far greater value as a Green Infrastructure asset. Development would also be extremely limited by the site constraints such as access, topography and spring lines and therefore is not able to deliver the housing numbers required for a strategic option.</p>	



## WARMINSTER – LAND TO THE REAR OF BISHOPSTROW COURT

CONTEXT	
Location	The site is a green field site lying between Grange Lane (to the west) and Bishopstrow Court (to the east)
Access	The site is accessed from the Home Farm/ Bishopstrow Court private drive off Boreham Road B3414.
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies to the south of the town. The Wylde Valley to the south and the chalk down land to the north of the site are within the Salisbury Plain Special Landscape Area.
Land cover	The site is on the eastern edge of town and is currently used for grazing. The boundaries are defined by mainly intact hedgerows with trees and individual trees.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located adjacent to landscape character area G6: Warminster Greensand and Chalk Terrace.
Relevant management objectives	Resist any development that would affect views to the chalk uplands Conserve and enhance the features of the area as part of the landscape setting of Warminster Screen visually intrusive developments along the railway corridor extending eastwards from Warminster
Brief description of local character	The pastoral landscape slopes down gently from higher ground in the north to the River Wylde in the south. Boreham Road acts as a divide between the rich riparian landscape of the Wylde and the rising chalk uplands. From the site entrance there are views to Battlesbury Hill. The edge of Warminster is well screened at this point with trees and vegetation creating a pleasing entrance to the town. Stone walls are an interesting feature that lines Boreham Road.
Key sensitive views	Views from residential properties and gardens PRoW on higher ground
CAPACITY TO ACCOMMODATE CHANGE	
<p>This green space gives a strong visual setting to the edge of Warminster with views the Wylde and the chalk downland. Small parts of the site could cope with minor changes if there was substantial mitigation e.g. to the east of Grange Lane and to the north of The Dene. However to develop the entire site would dramatically alter the character of this approach to Warminster and obstruct views to the chalk land. There are other options proposed for the town that would be more appropriate for a strategic site before this is considered. A Landscape and Visual Impact Assessment will be essential to demonstrate there a no landscape effects to the setting of Warminster and Bishopstrow House and gardens.</p>	

## WARMINSTER – WEST WARMINSTER URBAN EXTENSION

CONTEXT	
Location	The site is located on the western fringe of Warminster. It is bounded by the A36 to the west and south, Bath Road B3414 and Warminster Business Park to the north and Warminster town to the east.
Access	The main site accesses are from Bath Road and Victoria Road There are several well used PRoWs that cross the site
Landscape designations	Cranborne Chase and West Wiltshire Downs AONB lies within 2km beyond the A36. Extensive views of the site are obtained from Cley Hill to the west which is in the AONB.
Land cover	The landscape is covered in a patchwork of medium to large arable fields with small grazing paddocks to the south. Hedgerows with trees are evident but many have been removed with the intensification of farming. Cley Hill, Norridge Wood and Longleat Estate forestry are dominant landscape features.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The southern part of the site is located in landscape character area F5: Longleat Greensand Hills. The Longleat estate woodland provides a strong unifying feature in contrast to the open character of the adjacent farmed landscape to the north-west of Warminster. Current condition of the landscape is perceived to be good largely influenced by the well managed estate. The majority of the site is located in landscape character area G4: Cley Hill Greensand and Chalk Terrace. The landscape is characterised by gently undulating wooded farmland, with large regular fields enclosed by hedgerows and views to the dominant landscape feature of Cley Hill chalk knoll. The condition of the landscape is considered to be good although the A36 disturbs the landscape pattern.
Relevant management objectives	Ensure that new development does not affect the character of hamlets and villages and does not impinge upon the setting of Longleat Conserve views across the terrace to the greensand hill and chalk upland Conserve and enhance current field pattern Discourage major development that would cause visual intrusion
Brief description of local character	The site is a sweeping stretch of farmland that provides the rural setting for the western edge of Warminster. From Cley Hill there are extensive panoramic views over the site and surrounding landscape. The site is largely gently undulating open farmland of medium to large fields with mainly intact hedgerows and hedgerow trees. Significant blocks of woodland at Norridge Wood and Longleat Estate form a backdrop to the area. There is a strong sense of tranquillity away from the busy roads.
Key sensitive views	Residential properties and gardens PRoWs crossing and edging the site Views from A36 and local roads Views of site from the AONB especially Cley Hill

## CAPACITY TO ACCOMMODATE CHANGE

A key management objective of the Wilts LCA for this area is to discourage major development that would cause visual intrusion. Development should also have regard to the protected AONB landscape to the west and south. It is therefore proposed to include a large buffer of green space to the boundary of the A36 to avoid a hard urban edge and reduce harm to the landscape. The buffer should also be extended into the southern end of the site to Folly Farm.

However it must be noted that the full effects of the development will only be known by undertaking a Landscape and Visual Impact Assessment.

In addition the current field pattern should be conserved and enhanced by repairing gaps in hedges and planting new hedgerow trees of large native species e.g. oak to provide a foil for the development. Open views across the landscape to the chalk downland and wooded greensand hills should be maintained and ensure that built form does not assume an unacceptable visual prominence. There is an opportunity to create gateway features that reflect the character of the town along Bath Road and Victoria Road.

## WESTBURY – EAST OF WEST WILTS TRADING ESTATE EMPLOYMENT SITE

CONTEXT	
Location	The site lies to the north of Westbury and The Ham and to the east of the West Wilts Trading Estate. The site includes the property Glenmore Farm, its surrounding horse paddocks and three arable fields adjacent to the estate.
Access	Access to the site is gained through the entrance gates to Glenmore Farm from Hawkeridge Road. There are no PRowS crossing the site. An access could be gained from the trading estate from a hammerhead.
Landscape designations	There are no designated landscapes in proximity to the site although there is inter visibility between the site and the Special Landscape Area of Salisbury Plain.
Land cover	The site is located on slightly higher ground that falls gently towards Westbury. There are wide open views to the scarp and the town below. The trading estate lies to the north and west of the site and The Ham to the south. The field surrounding Glenmore Farm is divided with tape and post & rail fences into grazing paddocks for horses. The out buildings, caravan storage and manege are highly visible. The fields to the north have been in arable cultivation in the past though may now be improved pasture. Hedgerows are in variable condition with gaps in places allowing glimpses into the trading estate.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	The site is on a small ridge that falls gently south towards Westbury and north towards the trading estate. The dominant 'horsiculture' characteristics of Glenmore Farm and the close proximity of the residential properties at Hawkeridge Park and Ham Road combined with visual connection to Westbury give the site a peri-urban character rather than rural. Although there are native trees and hedgerows along the boundaries of the trading estate the ornamental trees at Glenmore Farm are visually prominent.
Key sensitive views	Views from residential properties at Hawkeridge Park and Ham Road Views from Hawkeridge Road Views from Westbury Views from Salisbury Plain including Westbury White Horse and Wessex Ridgeway Path

## CAPACITY TO ACCOMMODATE CHANGE

The site is situated on a visually prominent ridge and where the hedgerows have been replaced with post and rail fence there are open views over the town and the chalk uplands. Development of the site for employment would dramatically alter the open character because of the need to provide sufficient screening. Large sheds would be inappropriate along the ridge skyline and would dominate the residential properties at the Ham. The fields immediately adjacent to the estate could accommodate some small scale units with substantial buffer planting. The fields immediately north of The Ham and the paddocks of Glenmore should be retained free of development to preserve the separation between the trading estate and residential area.

## WESTBURY – HAWKERIDGE FARM EMPLOYMENT SITE

CONTEXT	
Location	The site lies to the north of Westbury opposite to the entrance to West Wilts Trading Estate on Hawkeridge Road.
Access	Access to the site is gained through field gates from Hawkeridge Road. There are also three PRowWs that join up to cross the site from north to south and provide a link to Westbury and the surrounding hamlets. Hawkeridge Farm and out buildings lie in the centre of the site.
Landscape designations	There are no designated landscape in proximity to the site
Land cover	The site is located on slightly higher ground that falls gently towards Westbury and comprises four small arable fields that are divided by low intact hedgerows with few hedgerow trees. Beyond the site hedges are taller, thicker and with hedgerow trees providing a good vegetative boundary overall. To the north and east are the hamlets of Hawkeridge and Heywood. Opposite the site to the west is the trading estate with its large sheds that are well screened from this vantage point. A significant local landscape feature is the amount of woodland cover e.g. Picket and Clanger Woods. The railway corridor passes to the east of the site and a dismantled section lies to the south.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	Despite its proximity to the trading estate to the west and the railway line to the east the site retains a strong rural character. The slightly raised ground and low hedges on site allow good open views south west to the chalk downland and the Westbury White Horse. Elsewhere the site has a more enclosed character due to surrounding hedges, woodland, rich riparian vegetation along Bitham Brook and the embankment of the dismantled railway.
Key sensitive views	Possible views from residential properties at Hawkeridge, Dursley, Norleaze, Haywood and Hawkeridge Farm PRowWs that cross the site Views from the railway corridor and Hawkeridge Road Views from Salisbury Plain including Westbury White Horse and Wessex Ridgeway Path

## CAPACITY TO ACCOMMODATE CHANGE

The existing landscape elements of woodland, hedgerows and riparian vegetation give rise to a semi enclosed landscape which could with additional measures accommodate development within field pockets. Views from the south side of the site are especially restricted by the dismantled railway embankment although there are views from the chalk upland. Planting hedgerow trees and allowing existing hedgerows to grow taller and wider will reduce the visual impact from higher ground. Careful consideration should be given to the scale and massing of any proposals and the avoidance of highly reflective surface finishes.

## WESTBURY – MATRAVERS SCHOOL

CONTEXT	
Location	The site is located within the centre of Westbury town. It is bounded by residential properties and gardens and commercial premises on all sides.
Access	Access to the site is via the main gates on Springfield Road
Landscape designations	There are no nationally designated landscapes in proximity to the site
Land cover	A large site in the centre of the town with associated school buildings and infrastructure, playing fields and green spaces. There are some mature trees on site though most of the grounds are given over to mown grass. Boundaries vary around the school from wooden fence, metal railings, brick walls and hedges.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	<p>Conserve and manage the medieval hedgerow pattern, network and replace where lost</p> <p>Seek to minimise the visual impact of the railway corridor</p> <p>Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate</p> <p>Screen visual detractors</p> <p>Seek landscape enhancements from Trading Estate developments</p>
Brief description of local character	The site is within the urban townscape of Westbury and therefore does not reflect any of the characteristics of the broader landscape.
Key sensitive views	Views from residential properties and gardens and commercial premises
CAPACITY TO ACCOMMODATE CHANGE	
<p>The size of site presents an exciting opportunity to deliver sustainable development within the urban fabric of the town including SUDS, green transport, linked up pocket parks and open spaces.</p>	



## WESTBURY – NORTH OF WESTBURY

CONTEXT	
Location	The site extends north of Westbury from the residential areas of The Mead and Bitham Park. It is bound by Bitham Brook to the west, the railway to the north and Coach Road to the east. The site is bisected by Trowbridge Road (A350).
Access	Access to the site is limited to field gates from the surrounding roads. There are no PRowWs crossing the site although there is a small section of footpath along the Bitham Brook to the west of the site that links to Hawkeridge Farm and Heywood.
Landscape designations	There are no nationally designated landscape in proximity to the site Salisbury Plain Special Landscape Area lies approximately 2 km south
Land cover	The site is fairly flat in contrast to the steeply rising chalk scarp of Salisbury Plain to the south east. The site comprises small fields of improved pasture that are bounded by intact hedgerows with trees and forms part of the rural mixed use agricultural landscape that extends to the north and east. The scarred landscape of the former cement works is a dominant feature to the north east of the site. A conservation area incorporating Bitham Brook with ponds and wet woodland lie to the west. The site is overlooked by residential properties to the south and the railway corridor to the north.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	The site has a strong rural character typical of the rolling clay lowland that follows the steep scarps of the chalk uplands from Westbury to Swindon. Small to medium rectangular fields are bounded by largely intact thick hedgerows with mature trees. The Bitham Brook and other wet ditches support rich riparian vegetation which partially encloses the landscape allowing intermittent views of the dominant scarp of Salisbury Plain and the Westbury White Horse. Landscape detractors include the cement works chimney, the railway corridor and the noisy A350.
Key sensitive views	Residential properties and gardens off The Mead and Bitham Park PRowW at the western corner of the site Views from the railway corridor and the A350 Views from Salisbury Plain including Westbury White Horse and Wessex Ridgeway Path

## CAPACITY TO ACCOMMODATE CHANGE

The existing landscape elements of hedgerows and riparian vegetation give rise to a semi enclosed landscape which could with additional measures accommodate development within field pockets. Views of the western side of the site are especially restricted by the railway embankment and existing vegetation along Bitham Brook. The site is easily located in views from the adjacent chalk upland because of its proximity to the cement works. Strengthening existing hedgerows and new woodland planting will be essential create a soft urban edge and reduce the visual impact from higher ground.

## WESTBURY – REDLAND LANE

CONTEXT	
Location	The site is located within the western part of Westbury town. It is bounded by residential properties and gardens on all but the northern boundary which adjoins public open space. The site is the home of Westbury Youth Football Club.
Access	Access to the site is via Redland Lane The site is used for informal recreation as well as organised sport
Landscape designations	There are no nationally designated landscapes in proximity to the site
Land cover	The site is within the urban fabric of Westbury. The site is linear and laid to amenity grass and marked for football pitches. There are some larger trees around the perimeter of the site. The site is overlooked by residential properties and gardens.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	The site is within the urban townscape of Westbury and therefore does not reflect any of the characteristics of the broader landscape.
Key sensitive views	Views from residential properties and gardens
CAPACITY TO ACCOMMODATE CHANGE	
The site presents an opportunity for infill development within the urban fabric of the town. A fully integrated landscape and ecology plan will be essential to ensure that green corridors, SUDS and pocket parks remain connected to the open countryside	

## WESTBURY – STATION ROAD

CONTEXT	
Location	A parcel of land between the north west fringe of the town and the railway station
Access	There is a poor access from Station Road adjacent to the railway bridge. The OS map shows there is a PRow that crosses the site however there is a sign stating 'private property'.
Landscape designations	There are no designated landscapes in proximity to the site
Land cover	To the north of the site is a large lake which is one of many left over from open cast mining in the mid 1800s when premium iron ore was discovered during the construction of the railway. The site is flat and open with rough grassland becoming more enclosed and scrubby towards the lakes. The site is bound by rail tracks and associated security fencing. There are some larger trees around the perimeter. Surrounding land use is dominated by the local industrial estates to the north and residential properties to the south.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, road and rail networks.
Relevant management objectives	Conserve and manage the hedgerow network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	The site has an abandoned and unkempt appearance which is at odds with the local landscape pattern. Tranquillity is disturbed by the busy road and rail network. There are views towards the trading estate and the urban edge of Oldfield Road. Landscape features include the lakes and a few larger that trees frame the northern boundary.
Key sensitive views	Residential properties and gardens in Oldfield Road PRow that crosses the site Views from the railway corridor Views of site are local
CAPACITY TO ACCOMMODATE CHANGE	
Sensitive development of the site would offer an opportunity to enhance this urban edge of Westbury. Introducing new landscape features such as hedgerows with trees would provide enclosure and woodland belts could be introduced to screen the railway corridors. There is also an opportunity to enhance the lakes as Green Infrastructure assets. Residential development would be preferable in terms of character and scale extending the built fabric of the town north rather than the large sheds associated with the trading estates extending south.	

## WESTBURY – WEST OF WEST WILTS TRADING ESTATE EMPLOYMENT SITE

CONTEXT	
Location	The site lies to the west of the West Wilts Trading Estate within the open countryside. The site includes five medium to large sized fields situated around a small woodland called Ox's Leaze. The site is separated from the estate by three linear fields.
Access	There is no formal access from the trading estate. Access to the site appears to be gained via Storridge Farm. There is one PRow running parallel to the site in the fields that separate it from the estate. The footpath is part of a wider network that links up the local farms.
Landscape designations	There are no designated landscapes in proximity to the site.
Land cover	The site forms part of a rural agricultural landscape with arable fields and improved pasture. A small woodland lies in the centre of the site which is slightly raised and slopes gently towards the estate in the east and down to Biss Brook in the west. Surrounding fields are bounded by fairly intact hedgerows with hedgerow trees and scattered mature oaks. Small farmsteads are scattered throughout the landscape. Brokerswood Country Park is a significant landscape feature to the west.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	Conserve and manage the medieval hedgerow pattern, network and replace where lost Seek to minimise the visual impact of the railway corridor Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate Screen visual detractors Seek landscape enhancements from Trading Estate developments
Brief description of local character	An attractive undulating clay vale landscape with rich riparian vegetation along Biss Brook, intact hedgerows with hedgerow trees and significant mature oaks. A rural agricultural landscape managed by the scattered farmsteads. There are long views towards the chalk upland and the White Horse. Local views are marred by the taller industrial buildings on the trading estate and pylons.
Key sensitive views	Views from local farms e.g. Cutteridge, Dairy and Brook Farms Views from Fairwood House Views from Brokerswood Country Park Views from footpath network especially on higher ground to the west Views from Salisbury Plain

## CAPACITY TO ACCOMMODATE CHANGE

The site is part of a wider rural agricultural landscape that provides a setting for Westbury and the West Wilts Trading Estate. It is visually prominent from lanes and footpaths and overlooked by higher ground to the west. Development of this site for employment would be harmful to the landscape character and contrary to the management objectives of the West Wiltshire Landscape Character Assessment.

## WESTBURY – WESTBURY FOOTBALL CLUB

CONTEXT	
Location	The site is located within the northern part of Westbury town. It is bounded by residential properties and gardens on all sides. The site is the home of Westbury United Football Club.
Access	Access to the site is via the main gates on Meadow Lane
Landscape designations	There are no nationally designated landscapes in proximity to the site
Land cover	The site is within the urban fabric of Westbury. The site is laid out with a turf football pitch, associated changing rooms, shelters, floodlights and access road. There are a few large trees around the perimeter of the pitch. The site is overlooked by residential properties and gardens.
LANDSCAPE CHARACTER AND VISUAL CONSIDERATIONS	
West Wilts District LCA (March 2007)	The site is located in landscape character area E8: Heywood Rolling Clay Lowland. The area is characterised by gently rolling topography sloping downward towards the town. Rural character is disturbed by noise and visual intrusion of the trading estates, the former cement works chimney, road and rail networks.
Relevant management objectives	<p>Conserve and manage the medieval hedgerow pattern, network and replace where lost</p> <p>Seek to minimise the visual impact of the railway corridor</p> <p>Conserve and enhance the landscape setting of Westbury and West Wilts Trading Estate</p> <p>Screen visual detractors</p> <p>Seek landscape enhancements from Trading Estate developments</p>
Brief description of local character	The site is within the urban townscape of Westbury and therefore does not reflect any of the characteristics of the broader landscape.
Key sensitive views	Views from residential properties and gardens
CAPACITY TO ACCOMMODATE CHANGE	
The site presents an opportunity for infill development within the urban fabric of the town.	

## Appendix 5: Strategic Employment Sites

The draft Core Strategy identifies sufficient employment land to support the creation, retention and relocation of new jobs in Wiltshire. Information on the quantity of employment land to be provided over the plan period can be found in the core strategy topic paper 7: economy.

This employment land is proposed either through saved local plan allocations, mixed use strategic sites (as identified in section 8 of this topic paper) or through new strategic employment allocations. The table below provides a summary of the proposed employment land.

Table<sup>2</sup> showing proposed employment land provision in the draft Core Strategy:

<b>Community Area</b>	<b>New Employment Site</b>	<b>Saved Employment site</b>	<b>Total to be allocated</b>
<b>Bradford-on-Avon</b>	Land at Kingston Farm – 2 – 3 ha (mixed use)		2-3
<b>Calne</b>		Lane east of Beaversbrook Farm and Portemarsh Industrial Estate 3.2 ha (saved local plan allocation)	3.2
<b>Chippenham</b>	Land North East Chippenham 2.5 ha Land at Showell Farm 18 ha Land SW of Abbeyfield School 1 ha Land East of Chippenham 6 ha		26.5
<b>Corsham</b>	No allocation in WCS		0
<b>Devizes</b>	Land between A361 and Horton Road 8.4 ha	Nursted Road Allocation 1.5 ha (saved local plan allocation)	9.9
<b>Malmesbury</b>		Land north of Tetbury Hill 1 ha (saved local plan allocation) Land at Garden Centre, Malmesbury 5 ha (saved local plan allocation)	5
<b>Marlborough</b>	No allocation in WCS		0
<b>Melksham</b>		Land at Hampton Park 4 ha (saved local plan allocation)	6
<b>Pewsey</b>	No allocation in WCS		0
<b>Trowbridge</b>	South Eastern Expansion, including saved Local Plan Allocation – Land at West Ashton total area is 24 ha		24
<b>Warminster</b>	Land west of Bath Road / South of Cold Harbour 6 ha		6
<b>Westbury</b>	Land at Mill Lane Hawkeridge 14ha (possibility to phase this)	Northacre / Brock Lane Trading Estate 3.8 ha (saved local plan allocation)	18.5
<b>Royal Wootton Bassett</b>		Land to the west of Templars Way 3.7 ha (saved local plan allocation)	3.7
<b>Tidworth</b>		North of Tidworth Road, Lagershall 12 ha (saved local plan allocation)	12

<sup>2</sup> Taken from topic paper 7: economy.



<b>Total</b>			<b>119</b>
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The sites new identified as part of mixed use strategic sites are:

- Land at Abbeyfield School (1hectare).
- Land north east of Chippenham (2.5 hectares).
- Land south west of Chippenham (18 hectares).
- Land east of Chippenham (6 hectares).
- Ashton Park Urban Extension (30 hectares).
- Land at Kingston Farm (2 hectares).
- West Warminster Urban Extension (6 hectares).

These sites have been indentified using the process outlined in this topic paper.

Two new employment sites have been proposed for allocation:

- Land between A361 and Horton Road (8.4 hectares).
- Land at Hawkeridge (14.7 hectares).

These two sites have not been identified using the process identified in this paper. Instead they have been identified using evidence in the DTZ Workspace and Employment Land Strategy<sup>3</sup>. A sustainability appraisal was then carried out for these sites.

The sites have been subject to consultation with key stakeholders and infrastructure providers – see the Infrastructure Delivery Plan and topic paper 8: infrastructure and planning obligations.

Further landscape assessment, as summarised in appendix 4 of this topic paper, has also been carried out for the sites.

The following alternative sites for employment use were also identified and have been tested through the sustainability appraisal process. For further information see the Sustainability Appraisal.

- Land at Hill Corner, Chippenham.
- Land at Hunters Moon, Chippenham.
- Land at Bradford Road, Trowbridge.
- Land north of Yarnbrook, Trowbridge.
- Land west of White Horse Business Park, Trowbridge.
- Land at the rear of Fiveways Corsham.
- Land west of Hopton Park, Devizes
- Land at Berryfield, Melksham.
- Land south of the A365 and north of Bowerhill, Melksham.
- Area C of Warminster Business Park.
- MoD land south of the railway, Warminster.
- Land west of West Wiltshire Trading Estate, Westbury.

The two proposed new employment sites will be taken forward in the same manner as the strategic housing and mixed use sites by being brought forward through a site masterplan in line with the strategic site development template set out in the core strategy.

<sup>3</sup> DTZ (2009) Wiltshire Workspace and Employment Land Study:  
<http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies/workspacestrategy.htm>