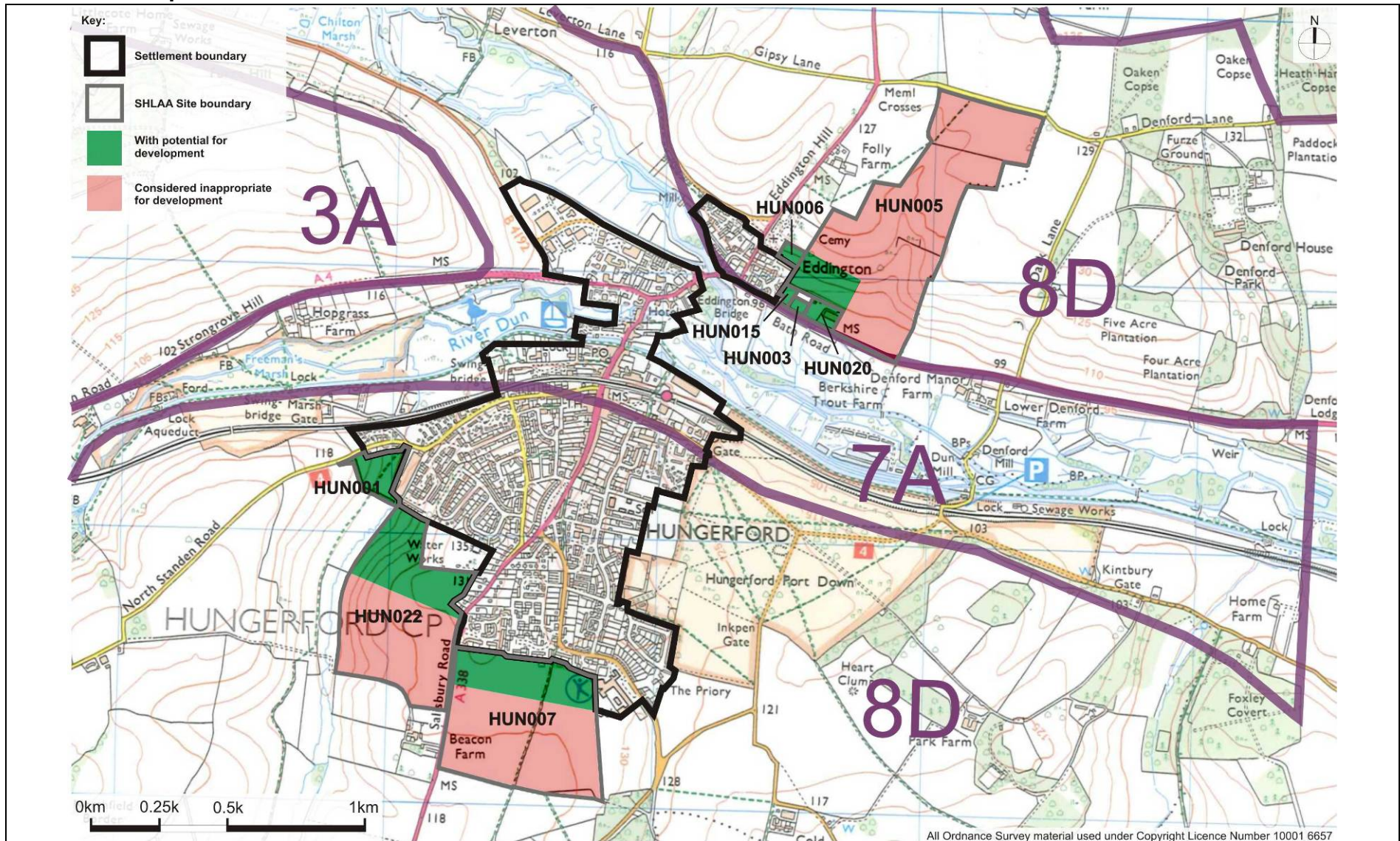


## 2. SITE REPORTS

### 2.1. Rural Service Area: Hungerford – HUN 001, HUN 003, HUN 005, HUN 006, HUN 007, HUN 015, HUN 020, HUN 022

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Settlement map:



## Assessment of Settlement

<b>Settlement</b>	<b>Hungerford</b>
<b>North Wessex Downs AONB Character areas</b> LCA 8D Hungerford Farmland lowland mosaic: all SHLAA sites LCA 7A Kennet Valley river valley (separating Hungerford from Eddington) LCA3A Savanake Plateau Wooded plateau (west of the settlement)	
<b>Date of site survey</b>	16 December 2010
<b>Surveyor</b>	BK

**Key landscape characteristics (SHLAA sites)****AONB LCA 8D Hungerford Farmland** (unless source noted otherwise)

- Medium landscape sensitivity (LSS LLCAs 2C and 2D)
- Exposed plateau (LSS LLCA 2C)
- Good sense of tranquillity (LSS LLCA 2C)
- Strong boundary features (LSS LLCA 2C)
- Open undulating landform rising above the Kennet valley
- Mainly arable land use
- Transitional lowland landscape between the higher chalk downland and lower valley bottoms
- Large rectangular fields with lack of good hedge boundaries
- Woodland blocks, with narrow coniferous shelterbelts south of the settlement
- Strips of arable fields between river valleys and upland chalk (NDLCA LCT 2)
- Banks and grass verges to roads (NDLCA LCT 2)
- Some shallowly incised dry valleys (NDLCA LCT 2)
- Significant common grazing land and important earthworks crossed by roads lined with avenues of trees at Hungerford Common – Port Down, with parkland character (NDLCA LCT 2 and HECZ Hungerford Common – Port Down)
- Grander residences with parkland on gentle spurs taking advantage of views over the valley, as at Denford Park (BLCA G3)
- Linear shelter belts north of the valley (BLCA G1)
- Little settlement growth and historic character largely intact (HECZ Kennet Valley North-West)
- Some relatively unaltered areas of early enclosure fields between Hungerford Newtown and Avington (HECZ Kennet Valley North-West)
- Areas of relatively unaltered historic fields south of Standen Manor and Farm (HECZ Kennet Valley South-West)
- Earthworks of watermeadow channel system survive in pasture fields of Dun valley sides (HECZ Kennet Valley South-West)
- Quiet open rural character

**Key landscape characteristics cont:****AONB LCA 7A Kennet Valley** (unless source noted otherwise)

- Medium to high landscape sensitivity (LSS LLCAs 2C, 8A, and 8B)
- Narrow valley floor with a strong sense of enclosure, widening east of Hungerford
- Dominated by pasture, with some arable use east of Hungerford
- Diverse vegetation including lush pasture, marsh, reedbeds, lines of pollarded willow and poplars
- Varied field pattern with hedgerow boundaries
- Historic parkland
- Sinuous belts of woodland and blocks on the valley floor
- Important chalk river and several streams (often braided); numerous ditches
- Kennet and Avon canal
- Freeman's Marsh is an area of common grazing and only surviving area of common meadow in the district. (HECZ Hungerford Common – Freeman's Marsh)
- An intimate, small-scale and tranquil pastoral rural valley
- Series of roads cross the valley (NDLCA LCT 8)
- Transport corridor (NDLCA LCT 8)
- Contrast with the adjoining built up areas (NDLCA LCT 8)
- East of Hungerford the area is part of the designed parkland to Hungerford Park (to the south). A mixed area of parkland, recent and historic fields and small areas of ancient and other old woodlands. Ornamental woodlands are surviving parkland features. (HECZ Kennet Valley South-Western Parklands)
- Intimate and tranquil landscape (LSS LLCA 8A)
- River Shalbourne floodplain (LSS LLCA 2D)

**AONB LCA 3A Savanake Plateau** (unless source noted otherwise)

- Medium landscape sensitivity (LSS LLCA 2A)
- Good relationship with adjacent open landscapes (LSS 2A)
- Lack of internal sub-divisions (LSS 2A)
- Important to the setting of the river Dun and Kennet (LSS 2A)
- Semi-natural woodland blocks
- Area of open arable farmland
- Remnant chalk grassland confined to scarp slopes
- Kennet and Avon canal
- Quiet rural secluded area generally

**Key visual characteristics****AONB LCA 8D Hungerford Farmland** (unless source noted otherwise)

- Blocks of woodland form visual enclosure and frame views (NDLCA LCT 2)
- Hedgerows with some trees form the skyline (NDLCA LCT 2)
- Open farmland giving extensive views over valley, particularly from ridgelines (NDLCA Map 61)
- High level of inter-visibility between each side of the valley

**AONB LCA 7A Kennet Valley** (unless source noted otherwise)

- Views from A4 over unspoiled parts of the valley (NDLCA LCT 8)
- Visually rich valley floor landscape (NDLCA Map 61)
- High level of intervisibility with surrounding hillsides (LSS LLCA 8A)

**AONB LCA 3A Savanake Plateau** (unless source noted otherwise)

- Open landscape
- Visually exposed (LSS 2A)

**Key settlement characteristics****AONB LCA 8D Hungerford Farmland** (unless source noted otherwise)

- Medieval origins to historic Hungerford
- Sparsely settled but including expanded areas of Hungerford
- Settlement strongly influenced by topography with settlement in the valleys (NDLCA LCT2)
- Soft boundary between the town and its rural surroundings (Hungerford 2010 +)
- Compact settlement (Hungerford 2010 +)
- Southern area: Complex mix of older housing in Conservation Area. Much larger estates from Post War onwards with a group of Semi-rural housing on Salisbury Road (Quality Design SPD)
- Some large open areas around the southern edge of Hungerford, mostly comprising playing fields and recreational areas (HECZ Hungerford Suburban Area – South)
- North of A4: Small scale housing areas, mostly historic (Vernacular to Georgian/Regency) within Conservation Area with Semi Rural, Victorian Small scale housing areas, mostly historic (Vernacular to Georgian/Regency) within Conservation Area and late 20th century/post 2000 on the fringes (Quality Design SPD)
- Prior to development the area around the hamlet of Eddington was a mix of irregularly-shaped early enclosure field and meadows. 1980s business development in some of these areas, followed by small housing developments since 1990s (HECZ Eddington)
- Hungerford Common is an important gateway to Hungerford (LSS LLCA 2C)

**AONB LCA 7A Kennet Valley** (unless source noted otherwise)

- Attractive nucleated valley settlements at regular intervals, typically on the south side of the valley as at Hungerford
- Historic features reflecting long period of settlement
- Small scale housing areas, mostly historic (Vernacular to Georgian/Regency) within Conservation Area and late 20th century/post 2000 on the fringes (Quality Design SPD)
- Settlement sparse away from main centres and sited on upper river terraces (LSS LLCA 8A)
- River Dun valley is an important gateway into the town (LSS LLCA 8A)

**AONB LCA 3A Savanake Plateau** (unless source noted otherwise)

- Distinct settlement pattern with uninhabited plateau with villages concentrated in the east and in the river Dun valley

### Summary of the key characteristics of the settlement and landscape constraints on the extent and location of development

The hinterland of Hungerford was divided into seven local landscape character areas in the LSS. The landscape sensitivity of these areas covered several themes such as visual, bio-diversity, cultural aspects but did not have regard to the AONB. The two areas of high sensitivity included LLCA2C Hungerford Common and Park and LLCA8A River Dun Valley. LLCA 8B Upper Kennet Valley and LLCA18G Leverton and Chilton Estates are medium to high sensitivity and the remaining areas medium sensitivity. All of the SHLAA sites examined fall within the areas of medium sensitivity.

The town of Hungerford and its hinterland lie in two main landscape character areas LCA 7A Kennet Valley and LCA 8D Hungerford Farmlands (which includes Hungerford Common). These are closely linked both visually and historically, and through the merging of Hungerford and Eddington, but are very different in character. A third character area LCA3A lies to the west and is part of a large area extending westwards to beyond Marlborough, although the area nearest to Hungerford is not typical. Hungerford is a town with a strong distinctive character, with a historic core, and extensive 20th century expansion to the south. The form of the settlement has been heavily influenced by the river valley of the river Kennet, river Dun and their floodplains and of the river Shalbourne; the surrounding topography; common land to the west and east; and parkland to the east. Development is typically on the lower slopes, above the valley floor, or spreading up the north-west to north-east facing slopes up to the top of the ridgeline which extends southwards to Beacon Farm at 130m AOD. The southernmost part of Hungerford just reaches the highest point of this ridgeline.

Hungerford is noted for its still relatively compact nature with key landscape features comprising the unspoilt diverse character of the Kennet valley; the rising valley sides of open countryside which contain the town, where the slopes facing the town remain predominantly unsettled; and the high level of intervisibility between different parts of the surrounding countryside and to and from the town. Eddington, north of the river valley, has a different settlement character to the main town and is distinguished by its existing small scale pattern and of its lack of modern expansion over the open sided slopes.

The area is also noted for the historic and cultural importance of Freeman's Marsh, Hungerford Common, Hungerford Park and more minor parkland such as Denford Park and Chilton Lodge which should be protected from any inappropriate and intrusive development. The character of the gateways into Hungerford and Eddington are a key feature of the settlement and in many cases a single feature will mark the settlement edge or reinforce the rural character of the hinterland.

Although Hungerford has seen modern expansion up the hillsides to the south of the town centre, further major expansion, particularly on the north side of the river, would detract from the special qualities of the AONB and of the settlement. Where some development may be recommended, great care will still be needed to minimise the impact on the landscape character of the surrounding AONB, through limitations on development and generous provision of Green Infrastructure. In some cases, in order to mitigate the existing harm to the AONB landscape from existing built form such as modern housing on the edge of the town, some new development may be advantageous. The sensitivity of the river valley landscapes and those at Hungerford Common and surrounding parkland however preclude any development in these areas. Due to the high level of intervisibility, the potential cumulative impact of development on several sites is potentially considerable. Even where the landscape is slightly less sensitive, as on the south side of the town, an accumulation of sites under development would have a significant adverse impact on the AONB.

#### Sources:

North Wessex Downs AONB Integrated Landscape Character Assessment 2002;

Additional information from:

- Berkshire Landscape Character Assessment 2003 (BLCA)



- 
- Newbury District Landscape Character Assessment 1993 (NDLCA)
  - An Integrated Landscape Sensitivity Approach to Settlement Expansion within West Berkshire 2009 (LSS)
  - Historic Landscape Characterisation (HLC)
  - Historic Environment Character Zoning (HECZ)
  - Quality Design SPD- Part 3
  - Hungerford 2010+

**SITE HUN 001**

**Photographs:**



*View from settlement edge up the hillside to tree skyline*

**Relationship with adjacent settlement**

- The site is flanked by housing and commercial development on two sides
- Back garden vegetation and scrub along the northern boundary separates the site from the houses and North Standen Road. The site is fairly open to the commercial site
- Site sits on slopes (up to 115m AOD) falling towards the town along a shallow stream side valley
- New housing has extended up North Standen Road with building opposite the site, moving the boundary to Hungerford slightly westwards

**Relationship with adjacent wider countryside**

- It is separated from the wider landscape by a thick hedgerow which encloses the site and forms the skyline
- The site forms the far north-east triangle of a pattern of open arable fields on hillsides between North Standen Road and Salisbury Road, an area of reorganised fields, previously parliamentary enclosure, which continue to the west; however the orientation of the site, its use as pasture rather than arable, and its boundary planting distinguish this site from the wider landscape
- The site lies in the transition from a very rural landscape to settlement

**Impact on key landscape characteristics**

- The site is not on an exposed plateau and slopes inwards towards the town
- The site has strong boundary features
- Site is typical of the transitional landscapes between the chalk downland and valley bottoms
- The site includes a bank and hedgerow to the road
- Other key characteristics of the area are not affected

**Impact on key visual characteristics**

- The site is well screened
- The hedgerow along the western skyline is an important feature
- Site is not widely visible but rooftops above the hedgeline would be intrusive

**Impact on key settlement characteristics**

- The site is on the valley sides
- The site forms part of the soft boundary to Hungerford

**Summary of compliance with PPS7 paragraph 21**

- Development on this site, subject to the recommendations below, would result in little harm to the natural beauty of the AONB

**Recommendations**

- Development on this site should be subject to the following conditions and protection and enhancement of the following features:
- Hedgerow along the western boundary and the bank and hedgerow along North Standen Road
- Views from the west through ensuring that no roof tops are visible over the hedgerow. New tree planting to mitigate any impact would not be sufficient mitigation.
- Access from the north-east corner of the site

**SITE HUN 003**

**Photographs:**



*View from the A4 into site with open frontage to the left*

<p><b>Relationship with adjacent settlement</b></p> <ul style="list-style-type: none"> <li>• A small site in keeping with the local scale of development and linked to the settlement at Eddington by HUN 015</li> <li>• Frontage open space with a hedgerow along the A4 which forms part of the suburban frontage east of Eddington</li> <li>• Part of a varied open built form frontage to the A4, and flanked by garden centre to east and well vegetated large grounds to the west</li> <li>• The site is located along the valley side, as at Eddington</li> <li>• Part of gateway along the A4 into Hungerford</li> </ul>
<p><b>Relationship with adjacent wider countryside</b></p> <ul style="list-style-type: none"> <li>• The site forms an important part of the setting of the Kennet valley floor (LSS High Sensitivity). Its semi-open character helps the latter to maintain its rural character</li> <li>• The site is separated from the wider landscape by a house to the north and the adjacent garden centre</li> </ul>
<p><b>Impact on key landscape characteristics</b></p> <ul style="list-style-type: none"> <li>• There could be a risk of further sub-urbanising this stretch of the Kennet Valley</li> <li>• The site is well located topographically, avoiding the exposed rural areas</li> <li>• Development would not impact on key landscape features of the area</li> </ul>
<p><b>Impact on key visual characteristics</b></p> <ul style="list-style-type: none"> <li>• The site is visible from Hungerford Common but appears as part of the built form on the valley lower slopes</li> </ul>
<p><b>Impact on key settlement characteristics</b></p> <ul style="list-style-type: none"> <li>• The site retains the pattern of development in the valleys</li> <li>• Development on this small site would retain the pattern of small scale development at Eddington</li> <li>• The site is part of the gateway along the A4 into Hungerford and would require sensitive treatment</li> </ul>
<p><b>Summary of compliance with PPS7 paragraph 21</b></p> <ul style="list-style-type: none"> <li>• Development on this site, subject to the recommendations below, would result in little harm to the natural beauty of the AONB</li> </ul>
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Development on this site should be subject to the protection and enhancement of the following features:</li> <li>• Soft frontage to the A4</li> <li>• Careful design to respect the site's semi-rural location opposite the Kennet Valley and role as apart of the gateway to the settlement</li> </ul>

**SITE HUN 005****Photographs:**

*View from A4 at Eddington looking north-west up the hillside*



*View from A4 at Eddington looking north up the hillside*

**Relationship with adjacent settlement**

- This is a very large site extending northwards from the A4 east of the settlement boundary up to Denford Lane
- The size of the site is several times the size of the settlement at Eddington
- The site has a tenuous link with the settlement with the boundary between the two being mainly open land (cemetery and a field HUN 006)
- The site extends much higher above the settlement (max. 115m AOD) to 130m AOD
- The site extends eastwards from the current entrance to Eddington/Hungerford created by the garden centre and the house opposite

**Relationship with adjacent wider countryside**

- The site is part of the stretch of open arable fields which extend over the south facing slopes of the Kennet Valley
- It is visually exposed to views from both the valley bottom and the north facing valley sides including Hungerford Common and North Standen Road
- The landscape interest on the site is low except for tree groups and the boundary planting
- It forms a part of the open hillsides around Hungerford which make an important contribution to the character of the settlement
- The site is subdivided in a north-south direction, although new planting has been introduced to section off the most southerly slopes
- The western boundary is defined by a hedgerow with a wall alongside the cemetery; and the northern by tree cover along Denford Lane
- The southern boundary is open to the A4 with a gappy hedge, being replanted
- The site forms an important part of the setting of the Kennet valley floor (LSS High Sensitivity), helping the latter to maintain its rural character
- Site stretches up onto higher plateau

**Impact on key landscape characteristics**

- Development would extend over an exposed plateau and open undulating slopes above the Kennet Valley
- Development would impact on an important part of the setting of the Kennet valley floor (LSS High Sensitivity)
- Linear tree belts could be protected within the development
- Loss of quiet rural area

**Impact on key visual characteristics**

- The development would be highly visible from Hungerford Common and other elevated slopes around the town , for example North Standen Road
- Views to an open tree lined skyline would be lost
- The site would be highly visible in views from the eastern approach to Hungerford/Eddington

**Impact on key settlement characteristics**

- The development would detract from the compactness of Hungerford/Eddington
- Development would extend above the settlement boundaries within the valley
- Development would be out of scale with the settlement pattern

**Summary of compliance with PPS7 paragraph 21**

- Development on this site, with the exception of a very small area, would result in significant harm to the natural beauty of the AONB

**Recommendations**

- The site as a whole should not be pursued as a SHLAA site. It may be that a very small area in the bottom south-west corner could be developed together with one or more of HUN 006, HUN 015, HUN003 and HUN 020. It is important that the scale of the development is in keeping with the existing pattern at Eddington and that any development is well broken up by internal tree planting and provision of soft edge on the eastern boundary



**SITE HUN 006**

**Photographs:**



*View to the site looking south over a wall along the edge of the cemetery*

<p><b>Relationship with adjacent settlement</b></p> <ul style="list-style-type: none"> <li>• A small site enclosed by settlement to the south, a house in large grounds to the west; and the cemetery grounds to the north (separated by a wall)</li> <li>• Mature tree cover to the northern and western boundary with patchy hedge along the southern boundary</li> <li>• Site at 105m AOD does not extend above the existing settlement</li> <li>• Small estate of new housing to the south (lacking in internal tree cover)</li> </ul>
<p><b>Relationship with adjacent wider countryside</b></p> <ul style="list-style-type: none"> <li>• The site is in pasture but is open to the open countryside of HUN 005 to the east</li> <li>• Otherwise site is enclosed by settlement land uses and strong boundaries</li> </ul>
<p><b>Impact on key landscape characteristics</b></p> <ul style="list-style-type: none"> <li>• The site is on the lower slopes and is not typical of the open rural landscape</li> <li>• It has strong boundary features</li> </ul>
<p><b>Impact on key visual characteristics</b></p> <ul style="list-style-type: none"> <li>• The site is enclosed visually except for views from Hungerford Common where development would be seen above the existing new housing</li> <li>• The tree backcloth must remain dominant in the view</li> </ul>
<p><b>Impact on key settlement characteristics</b></p> <ul style="list-style-type: none"> <li>• Development would be sited on the lower slopes and contained by the existing settlement</li> <li>• The site is in scale with the settlement pattern</li> </ul>
<p><b>Summary of compliance with PPS7 paragraph 21</b></p> <ul style="list-style-type: none"> <li>• Development on this site would result in some harm to the natural beauty of the AONB as a result of the impact on views from Hungerford Common. However, on balance, this could be mitigated as recommended below</li> </ul>
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Development on this site should be subject to the protection and enhancement of the following features:</li> <li>• Retention of the mature planting around the site and provision for tree planting internally</li> <li>• Provision of soft edge on the eastern boundary if the small recommended part of HUN 005 is not developed</li> <li>• Careful design to respect the site's semi-rural location</li> </ul>

**SITE HUN 007****Photographs:**

*View over the site looking south from footpath off Priory Road*



*View over site looking north-east from Salisbury Road*

**Relationship with adjacent settlement**

- This is a large site immediately south of an area of three estates from post war to post 2000
- The southern boundary to these estates is defined by tree cover, softening the settlement edge and screening houses in part
- The sites extends over the top of the ridgeline and starts to descend southwards away from the Kennet valley rising to between 125 and 120m AOD opposite Beacon Farm
- The site lies on a main approach road into Hungerford and forms the rural gateway with HUN 022

**Relationship with adjacent wider countryside**

- The site forms a part of the open arable landscape on the undulating hills to the south of the settlement
- A weak hedge forms the southern boundary between the site with the wider landscape. A slightly more substantial hedge separates the site from playing fields to the east (although these are still visible)
- The eastern half comprises reorganised fields derived from pre 18th century irregular field; the western half is amalgamated fields derived from parliamentary enclosure. This is marked by a hedgerow boundary
- It has little of landscape interest on the site
- Beacon Farm and its grounds are a local landmark

**Impact on key landscape characteristics**

- Sited on an exposed ridgeline above the Kennet Valley
- Part of the wider landscape of open arable fields lacking in boundaries
- The site has new planting which in time will screen this site
- Development up and around Beacon Farm would detract from the openness of the area and the role of the farm as a landmark

**Impact on key visual characteristics**

- Development would be highly visible from Salisbury Road, Sanham Green and its footpath network
- Houses close to Salisbury Road would be visible from North Standen Road on the skyline and in the distance from paths on Strongrove Hill

**Impact on key settlement characteristics**

- If developed the settlement would spread over the hillside away from the valley slopes
- Development of the whole site would erode the compactness of Hungerford
- Development on a larger scale could be in keeping with the estate pattern in this part of Hungerford

**Summary of compliance with PPS7 paragraph 21**

- Development over the whole of this site would result in significant harm to the natural beauty of the AONB. However, a smaller area between Salisbury Road and the school might be possible as recommended below. This may have a beneficial effect in softening the southern edge of Hungerford. It is important that development on this site does not link visually and physically with any development on HUN 022 as the cumulative effect would result in greater harm to the AONB

**Recommendations**

- Development on a smaller part of this site should be subject to the following conditions and protection and enhancement of the following features.
- Creation of a woodland buffer to define the new edge of the settlement
- Careful design of the gateway approach
- Retention of views through the site to the wider landscape
- Retention of existing mature tree cover
- Careful design to respect the site's semi-rural location

**SITE HUN 015**

**Photographs:**



*View from A4 at Eddington*

<p><b>Relationship with adjacent settlement</b></p> <ul style="list-style-type: none"> <li>• A small site immediately adjacent to the settlement at Eddington</li> <li>• A low hedge separates the two</li> <li>• Part of a varied largely open built form frontage to the A4</li> <li>• The site is along the valley edge as found at Eddington</li> <li>• Strong contrast between the character of this site and the adjacent new housing</li> <li>• Site forms setting of older thatched property</li> </ul>
<p><b>Relationship with adjacent wider countryside</b></p> <ul style="list-style-type: none"> <li>• The site forms an important part of the setting of the Kennet valley floor. Its semi-open character helps the latter to maintain its rural character</li> <li>• The site is separated from the wider landscape by adjacent built form</li> <li>• A neat hedgerow separates the site from the open landscape of HUN 005 to the north</li> </ul>
<p><b>Impact on key landscape characteristics</b></p> <ul style="list-style-type: none"> <li>• There would be a risk of further sub-urbanising this stretch of the Kennet Valley</li> <li>• The site is well located topographically, avoiding the exposed rural areas</li> <li>• Development would not impact on key landscape features of the area</li> </ul>
<p><b>Impact on key visual characteristics</b></p> <ul style="list-style-type: none"> <li>• The site is visible from Hungerford Common but appears as part of the built form on the valley lower slopes</li> </ul>
<p><b>Impact on key settlement characteristics</b></p> <ul style="list-style-type: none"> <li>• The site retains the pattern of development in the valleys</li> <li>• Development on this small site would retain the pattern of small scale development at Eddington</li> <li>• The site is part of the gateway along the A4 into Hungerford and would require sensitive treatment</li> </ul>
<p><b>Summary of compliance with PPS7 paragraph 21</b></p> <ul style="list-style-type: none"> <li>• Development on this site, subject to the recommendations below, would result in little harm to the natural beauty of the AONB</li> </ul>
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Development on this site should be subject to the protection and enhancement of the following features:</li> <li>• Soft frontage to the A4</li> <li>• Careful design to respect the site's semi-rural location opposite the Kennet Valley and role as a part of the gateway to the settlement</li> <li>• Careful design to avoid detracting from the thatched property and to improve the entrance to Cotterell Close</li> </ul>

**SITE HUN 020**

**Photographs:**



*View over site car park and garden centre from A4 at Eddington*



<p><b>Relationship with adjacent settlement</b></p> <ul style="list-style-type: none"> <li>• The site is separated from the settlement by HUN 003 and HUN 015</li> <li>• These three areas have a suburban semi-open character which characterise this part of the A4 on the eastern edge of Eddington</li> <li>• The site is already developed but has large open areas, covered by hard standing</li> <li>• The site is along the valley edge as found at Eddington</li> </ul>
<p><b>Relationship with adjacent wider countryside</b></p> <ul style="list-style-type: none"> <li>• The site is the last of three along the A4 and forms an important, albeit not that attractive, gateway to the Hungerford/Eddington</li> <li>• The site abuts the open countryside of HUN 005, separated by a neat hedgerow with trees</li> </ul>
<p><b>Impact on key landscape characteristics</b></p> <ul style="list-style-type: none"> <li>• There could be a risk of further sub-urbanising this stretch of the Kennet Valley</li> <li>• The site is well located topographically, avoiding the exposed rural areas</li> <li>• Development would not impact on key landscape features of the area</li> </ul>
<p><b>Impact on key visual characteristics</b></p> <ul style="list-style-type: none"> <li>• The site is very visible from Hungerford Common but appears as part of the built form on the valley lower slopes.</li> <li>• Redevelopment with more sympathetic building materials and internal tree planting may reduce the current visual impact</li> </ul>
<p><b>Impact on key settlement characteristics</b></p> <ul style="list-style-type: none"> <li>• The site retains the pattern of development in the valleys</li> <li>• Development on this small site would retain the pattern of small scale development at Eddington</li> <li>• The site is a prominent part of the gateway along the A4 into Hungerford and would require sensitive treatment</li> </ul>
<p><b>Summary of compliance with PPS7 paragraph 21</b></p> <ul style="list-style-type: none"> <li>• Development on this site, subject to the recommendations below, would result in little harm to the natural beauty of the AONB</li> </ul>
<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Development on this site should be subject to the protection and enhancement of the following features:</li> <li>• Soft frontage to the A4</li> <li>• Inclusion of significant tree planting along the eastern boundary</li> <li>• Careful design to respect the site's semi-rural location opposite the Kennet Valley and role as a part of the gateway to the settlement</li> </ul>

**SITE HUN 022****Photographs:**

*View over to the site on the hillside opposite River Shalbourne valley from North Standen Road*



*View of the site west from Salisbury Road with Beacon Farm behind*

**Relationship with adjacent settlement**

- The site has two short common boundaries with the settlement which is characterised by post war suburban estates to the north and semi-rural housing to the east
- A weak line of back garden vegetation separates the site from these areas
- To the north lies the open grassland area of the water works, separated by a low hedge
- The site extends along the valley sides of the River Shalbourne to the west up to 130m AOD, to meet the existing settlement on Salisbury Road
- Settlement in the river Shalbourne valley, as well as the Kennet and Dun, is characteristic

**Relationship with adjacent wider countryside**

- Part of a stretch of amalgamated fields derived from parliamentary enclosure which extend southwards to Standen Manor
- The site is a part of the wider open arable landscape which extends southwards from Hungerford
- It has little of landscape interest on the site
- The site sits on the lower slopes above the River Shalbourne valley floor
- No internal subdivision (although some fences and planting has been recently completed)

**Impact on key landscape characteristics**

- Development would extend onto an exposed ridgeline
- Loss of part of a wide stretch of arable farmland
- Development would extend onto the slopes falling away from Hungerford
- Development will affect the setting of the river Shalbourne

**Impact on key visual characteristics**

- Development would be very visible, especially on the higher ground, in views from North Standen Road, Salisbury road, paths on Strongrove Hill, sections of the path along the River Shalbourne
- Existing views of open fields and trees on the skyline would be lost

**Impact on key settlement characteristics**

- Development over the whole site would considerably expand Hungerford southwards and undermine the compactness of the settlement
- The scale of the site is not in keeping with the settlement pattern, even allowing for the presence of larger estates in south Hungerford
- Part of the site continues the pattern of settlement in a river valley
- There is no existing vegetation to soften the outer edge of any development

**Summary of compliance with PPS7 paragraph 21**

- Development over the whole site would result in significant harm to the natural beauty of the AONB. However, the site can be divided into two halves defined by a line from the river Shalbourne (where the belt of pasture along the valley starts) up the slope to meet the 130m AOD contour and continuing to follow this to Salisbury Road. The northern half has the merit of continuing the settlement pattern and avoiding development on open rural slopes falling away from Hungerford but development would still impact on the Shalbourne valley and be very visible from the north-west. The impact on the skyline can be reduced by confining development to the new roundabout, and no further south, and by new tree planting at this might be possible as recommended below. This may have a beneficial effect in softening the southern edge of Hungerford

**Recommendations**

- Development on a smaller part of this site should be subject to the following conditions and protection and enhancement of the following features.
- Creation of a woodland buffer to define the new edge of the settlement
- Careful design of the gateway approach
- Retention of views through the site to the wider landscape
- Careful design to respect the site's semi-rural location
- Retention of open landscape corridor to the river Shalbourne
- Extensive internal native tree planting to soften views from North Standen Road

**Conclusion**

It is recommended that careful consideration is given to the desired overall settlement form as a result of expansion of Hungerford as part of the review of SHLAA sites. With the exception of HUN 001, HUN 003, Hun 015, and HUN 020 where the impact on the special qualities of the AONB can be avoided by way of careful design and siting and the retention of boundary planting, all of the sites will have an impact to a greater or lesser degree. The scale of sites HUN 005, HUN 007 and HUN 022 which all extend over large areas of open and exposed countryside will not only harm the special qualities of the landscape but also are wholly out of keeping with the settlement pattern, extending well beyond the valley sides and creating very large estates (with the attendant risk of homogenous form and design) out of keeping with the settlement pattern, particularly near Eddington.

It is recommended that any expansion is achieved through a greater number of well landscaped smaller sites which are discrete and distinct, rather than a few larger ones, and a balance of lower valley slopes and rounding off on upper ridgelines and plateaux would avoid significant erosion of the special qualities and avoid excessive visual intrusion. On this basis, in addition to HUN 001, HUN 003, Hun 015, and HUN 020, a very small part of HUN 005 on the lowest slopes behind existing development; the northern approx.200m wide part of HUN 007 to round off with the school; and the northern 40% of HUN 022 (from the existing roundabout north) would be possible, provided the latter two included a landscape buffer to the open countryside and careful design in the approach to Hungerford.

Beacon Farm, set within its rural setting, is a key feature of the southern gateway to the town and the open fields are a key feature of this part of the AONB. The existing development extends to 130m i.e. the top of the hill but the farm sits on the slopes away from Hungerford at 125m AOD. Some of this development is visually prominent on the skyline and further development up to Salisbury Road would exacerbate this adverse impact on the AONB. For these reasons any settlement expansion should not extend further south than that recommended above.

If all 5 sites north of the A4 at Eddington come forward together it is important that the whole area is not developed to one homogeneous layout and form. The appearance of incremental growth in small areas and respect for street frontage and views from Hungerford is key to minimising the impact on this part of the AONB.