

**Landscape Sensitivity and Capacity Assessment for: Membury Industrial Estate - Site 3: Membury West**

**WEST BERKSHIRE COUNCIL CAPACITY STUDY 2022 RECORD SHEET**

<b>Site</b>	Membury: Industrial Estate - Site 3 Membury West
<b>Date of site survey</b>	16 <sup>th</sup> January 2022
<b>Surveyors</b>	LA
<b>Weather/visibility</b>	slight fog
<b>LCA</b>	North Wessex Downs AONB Integrated Landscape Character Assessment: West Berkshire Landscape Character Assessment 2019

**West Berkshire Landscape Character Assessment 2019:** The site is located within LCA WDI: *Shefford Wooded Downland*

*Key Characteristics*

- Strong rolling landform with scarp and dipslopes, underlain by a chalk plateau
- Mixed farmland, divided into large-scale fields bound by mature hedgerows and broken up by blocks of woodland
- Ridgetop woodlands and calcareous grasslands form important semi-natural habitats
- Visible archaeological remains from various eras of history
- Sparse settlement, comprising hamlets and scattered farms, cottages and stud farms
- Access via a variety of routes, including motorway and major roads contrasting with a network of rural lanes, byways, tracks and footpaths
- Sheltered, wooded character restricts views and creates an enclosed landscape which contrasts with panoramic views experienced from vantage points
- A traditional rural landscape with few modern intrusions

*Valued Features and Qualities*

- Nationally valued landscape which forms part of the North Wessex Downs AONB
- Well-wooded character, including areas of ancient semi-natural woodland
- Nationally and locally designated semi-natural habitats
- Strong rural character due to sparse settlement and limited modern influences
- Frequent archaeological features which create a strong sense of time-depth
- Expansive open views from higher ground
- Sense of enclosure and high levels of tranquillity

*Detractors*

- Over intensification of arable farming practices
- Lack of appropriate woodland management in some areas
- Noise and visual pollution created by the M4

- Ongoing pressure for development
- Increased traffic near Membury motorway service area as well as on the rural lane road network
- Localised modern intrusions on the landscape

#### *Landscape Strategy*

- Conserve and enhance the special qualities of the nationally designated landscape of the North Wessex Downs AONB
- Conserve woodland, trees and hedgerows within the landscape
- Protect and enhance semi-natural habitats including lowland calcareous grassland
- Conserve historic features within the landscape
- Conserve the sparsely settled and rural character of the landscape
- Conserve characteristic winding lanes and extensive public rights of way

**North Wessex Downs AONB Integrated Landscape Character Assessment:** The site is located within *LCA2C: Lambourn Wooded Downs*

#### **Key Characteristics**

- Strongly rolling chalk plateau landform incised by dry valleys with Clay-with-flint deposits capping higher sections of the plateau and softening landform
- A mosaic of woodland/mixed arable and pasture farmland. Large scale fields bounded by hedgerows, thick shelterbelts and distinctive ridge top woodlands. Unimproved chalk grassland retained on steep slopes
- Field patterns reflecting both formal and informal post medieval enclosure, plus many valley side woodlands which show signs of informal intakes by assarting
- High proportion of ancient semi-natural woodlands including ash-hazel coppice, with a rich ground flora
- A distinct landscape pattern around woodland St Mary and Lambourn Woodlands with a regular patterning of rectilinear fields, broad shelterbelts and ridge woodlands
- Isolated individual Bronze Age round barrows on ridgelines and a large prominent Iron Age Hillfort at Membury
- Settlement pattern typical of a wood pasture landscape, characterised by a high density of regularly spaced farmsteads, hamlets and loose collections of buildings along Roman Road, with few villages. Built form includes red brick, flint and render, weatherboard, tile and thatch
- A large number of equestrian centres, stud farms and increasing number of pony paddocks

#### **Key Management Requirements**

The overall management objective is to conserve and enhance the quiet rural character of the Lambourn Wooded Downs. Key features to be conserved and enhanced are the open downland summits and views contrasting with the strong wooded horizons, historic features including archaeological sites, the historic field pattern and road and lane network. The wooded pattern and character of the landscape is a key characteristic and there are opportunities for reintroduction of management (coppicing) to the ancient and semi-natural woodlands, sympathetic management of commercial forestry plantations and restoration of hedgerows. Remnant chalk grassland is a feature along steep slopes and should be conserved with opportunities for habitat restoration to link existing isolated sites. The distinctive pattern of settlements with dispersed farmsteads, hamlets and loose collections of buildings should be maintained.

### North Wessex Downs AONB Management Plan 2019-2024

Key development issues with the potential to have significant influence on the special qualities of the AONB

- The loss of rural character through suburbanising influences from new development (new fencing, lighting, signage, parking areas, paved footpaths, loss of native hedgerows and creation of new garden areas)
- Impact on dark skies and tranquillity of high-powered external lighting, especially where poorly directed or in an exposed location (not usually subject to planning control)
- Potential for certain forms of development to intrude on the wider landscape, including masts, pylons, wind turbine developments, photovoltaic schemes, and minerals and waste schemes, threatening the landscape quality, heritage assets, and the sense of remoteness and tranquillity
- Unsuitable development of redundant previously developed and part-developed sites within the North Wessex Downs, especially redundant airfields and military sites (e.g., Wroughton), and the impact upon landscape quality and heritage assets
- New developments at the junction of the M4 and A34 or along their corridors which spread the impact from development yet further into the undeveloped parts of the AONB
- Development that results in a material loss of tranquillity and/ or impact on the dark night skies within the North Wessex Downs or its setting.
- Development that does not provide for or support existing Green Infrastructure

### Lambourn NPD Landscape Character Assessment 2020

This appraisal provides a more detail assessment of the landscape of Lambourn Parish. The site is located within *Membury Airfield (LCA3)* described of comprising the former RAF airfield and Aerial Business Park to the east and medium size solar panels to the west. Recommendations to plan, manage and protect distinctiveness of LCA3 are as follows:

- The complex of industrial buildings at this location is partially enclosed by hedgerows and trees whilst other part are more conspicuous. Additionally, landscaping would help reduce visual impacts where they exist.
- Some of the landscaping has used non-natives to create visual enclosure. Whilst effective, it does not look as appealing as native species and is less beneficial in terms of biodiversity.
- The scale and planning of developments at this location needs much careful considerations of any further growth to help avoid further change in character.
- The tower at Trinity Grain is c.60 metre tall (\*) and is incongruent with the landscape. Tall structures should be avoided and not exceed neighbouring tree height where possible
- HGVs introduce noise and dust which can lead to synergistic adverse effects on character. These matters and the resolution of impact is a planning control matter. However, any proposals to increase and expand development at this location should be mindful of such in-combination effects as well as the direct effect of encroachment.
- It might be useful to prepare a design guide for LCA3 that would help provide guidance on what is appropriate and elements which should be avoided in order to maintain a proportionate level of development which avoids detracting further from landscape character.

*\*NOTE: Within the planning application for Trinity Grain Silos, it states the silos are 18.4m high, not 60m high*

### Landscape Designations

North Wessex Downs AONB

**VISUAL SENSITIVITY**

<b>General visibility</b>	<b>Population</b>	<b>Mitigation potential</b>
<b>Views into the site from:</b> Adjacent private road within Membury Industrial estate Adjacent airstrip Membury Motorway Service Area (MSA)	<b>Types of viewers:</b> Users of industrial estate Users of adjacent air strip Vehicle travellers to Membury Motorway Service Area	<b>Opportunities for mitigation and landscape compatibility of mitigation:</b> An open elevated landscape. Local vegetation pattern includes tree belts and woodlands. The tree belts respond to the layout of the airfield. A similar woodland belt along the NW site boundary would be in keeping with this pattern and screen development within the site from the NW as well as enhancing this area of the AONB
<b>Views out of the site to:</b> Adjacent buildings within PEA To the north adjacent area used for storage To the west, long views across remaining airfield and Membury Services	<b>Magnitude of viewers (level of use and popularity):</b> High, as within AONB	<b>Impacts of mitigation:</b> Woodland planting would enhance this area of the AONB and provide containment to the PEA from the NW and separation from Membury Services
<b>Does the site form part of a skyline?</b> Yes, from the SE within the adjacent PEA	<b>Visual perceptions (activity and expectations of local visual receptors):</b> Within adjacent PEA there will be visual perceptions of Industrial activity From the M4 and MSA, for travellers' expectation will be high of landscape Users of adjacent airstrip also high expectations	
<b>Panoramic views:</b> None		
<b>Landmark features:</b> None		
<b>Sensitivity score:</b> Medium/low	<b>Sensitivity score:</b> Medium/low	<b>Sensitivity score:</b> Low
<b>Visual sensitivity score:</b> Medium/low		
<b>Additional comments:</b> The site is slightly elevated to the adjacent PEA, therefore the onsite double height containers read as the same height as the silo grain towers		

**LANDSCAPE SENSITIVITY**

<b>Natural factors</b>	<b>Cultural factors</b>	<b>Perceptual features</b>
<b>Topography and landform:</b> Elevated part of a very gently undulating landform. The location of Membury airfield was chosen due to the flattish elevated landform, the site forms part of this	<b>Boundary features other than vegetation:</b> Grey palisade steel security fencing	<b>Tranquillity – Noise levels:</b> M4 to the north creates background traffic noise
<b>Geological features:</b> None	<b>Historic landscapes:</b> Part of the redundant WWII airfield opened in 1942, it was used by both the Royal Air Force (RAF) and United States Army Air Forces (USAAF). After the war, it was a private airport until the construction of the M4 motorway in the 1960s when it was closed. No features of value remain on the site Located to the west at circa 420m is Membury Camp: Scheduled Monument	<b>Tranquillity – Visual intrusion / detractors:</b> M4 well screened by intervening trees and woodlands Adjacent buildings within PEA visible, provides industrial estate character Existing storage of objects (portalos, containers) visually detract from any rural character
<b>Soil quality:</b> N/A – as site mainly compacted ground	<b>Parkland features:</b> None	<b>Tranquillity – Light pollution/dark skies:</b> As per CPRE England's Light Pollution and Dark Skies map, the site is located between the (8-16 Nanowatts cm <sup>2</sup> /sr) and the slightly darker (2-4). Light pollution in this area is centred on the M4 Membury Services
<b>Water features:</b> None		
<b>Landcover and land use:</b> Compacted ground (mix of hardcore and tarmac) with B8 usage for storage and distribution. Presently double height container and portalos	<b>Conservation Area:</b> None	
<b>Tree belts, individual trees and riverside trees:</b> None	<b>Landscape features of LCA:</b> <ul style="list-style-type: none"> <li>• Forms part of the nationally valued North Wessex Downs AONB landscape</li> <li>• Frequent archaeological features which create a strong sense of time-depth, with important Iron Age hillfort: Membury Camp</li> <li>• Expansive open views from higher ground</li> </ul>	

## Landscape Sensitivity and Capacity Assessment for potential employment areas within West Berkshire

	<ul style="list-style-type: none"> <li>Woodland belt along SE site boundary relates to the wider wooded landscape</li> </ul>	
<b>Hedgerows and hedgerow trees:</b> None	<b>Built form:</b> Although no buildings were evident, the B8 usage including double stacked containers created an area of hard built form	<b>Accessibility by public footpath:</b> None
<b>Woodland and copses:</b> SW site boundary defined by wide woodland belt, which aligns the adjacent ex-runway	<b>Setting of listed buildings:</b> None	<b>Open access areas:</b> None
<b>Wetland and meadow:</b> None	<b>Scheduled Monuments:</b> None on site, but Membury Camp an Iron Age Hillfort (Scheduled Monument) is located circa 400m to the west	<b>Recreational areas:</b> None
<b>Common land:</b> None	<b>Pattern of Protected Employment Area (PEA)</b> A central area, with fragmented areas within surrounding landscape. The site is located adjacent the central area, with one of the fragmented areas located adjacent to site's NW boundary	<b>Aesthetic sensitivity - Elements of openness/enclosure:</b> Dominated by B8 storage, which due to the site's elevated location dominates the skyline
<b>Heathland:</b> None	<b>Contribution of private gardens to landscape character:</b> N/A	<b>Aesthetic sensitivity – landscape pattern:</b> The site forms part of the open elevated landscape associated with the once open airfield now dominated by open air storage and the adjacent PEA
<b>Other significant vegetation cover:</b> None	<b>Cultural associations:</b> Part of the WWII airfield, although within exact area, no features of value remain	

Landscape Sensitivity and Capacity Assessment for potential employment areas within West Berkshire

<p><b>BAP/Phase I records:</b> None</p>	<p><b>Features of cultural importance:</b> Part of the WWII airfield, although within exact area, no features of value remain</p>	
<p><b>Presence of SSSI/SINC/local wildlife designation/Semi-Natural Ancient Woodland:</b> None</p>		
<p><b>Sensitivity score:</b> Medium/low</p>	<p><b>Sensitivity score:</b> Low</p>	<p><b>Sensitivity score:</b> Low</p>
<p><b>Landscape sensitivity score:</b> Low</p>		
<p><b>Additional comments:</b> An important characteristic of this site is that it is elevated to the adjacent main PEA and is potentially very open to the adjacent area of airfield and the AONB to the west, including the Membury Camp an Iron Age Hillfort (Scheduled Monument)</p>		



**Relationship with the wider landscape/Protected Employment Area****Adjacent Protected Employment Area (PEA)**

The main area of the existing PEA is located adjacent east and south of the site at a slightly lower level. Beyond this main part of the PEA there are three other fragmented parts of the PEA south of the M4. The first is a small area located beyond Jacquet Engineering and across an open field which contains Ady Godwin Car Repairs. Then further beyond this across a woodland belt and newly planted woodland is the Walkers Logistics site containing four large buildings. The third part is located adjacent the west of the site and overlooking the adjacent remaining airfield.

**Character of the Protected Employment Area (PEA)**

This main PEA is compact, contains tall structures/buildings with the tallest structures the silo towers at a height of 17m. The site aligns adjacent to the main PEA, however at a slightly higher level.

The wooded landscape character of the area helps to integrate the smaller PEAs into the landscape and screen their buildings/structures from wider views.

**Presence in a floodplain:**

No

**Relationship with adjacent wider countryside:**

The site, has a strong physical relationship with the adjacent PEA, however its elevated character relates more to the wider open landscape to the west. The woodland belt along the western site boundary also continues to the south reinforcing and restoring/enhancing the wooded character of this area. The woodland belts contribute positively to the wooded character of this area.

**Character of adjacent village(s)/towns:**

The site is separate from any villages or towns, with Lambourn located circa 3.5km to the north from the site. The B4000 (located circa 600m to the north) is characterised by a number of intermittent residential properties and farmsteads, with a more concentrated collection of properties at the junction of the B4000 and Hilldrop Lane known as Lyedowns, circa 850m from the site boundary.

**Historic links with the wider area if known:**

Originally part of the WWII airfield  
Setting of Membury Camp an Iron Age Hillfort (Scheduled Monument)

**Ecological links with the wider area if known:**

None known











**Recreational links with the wider area:**

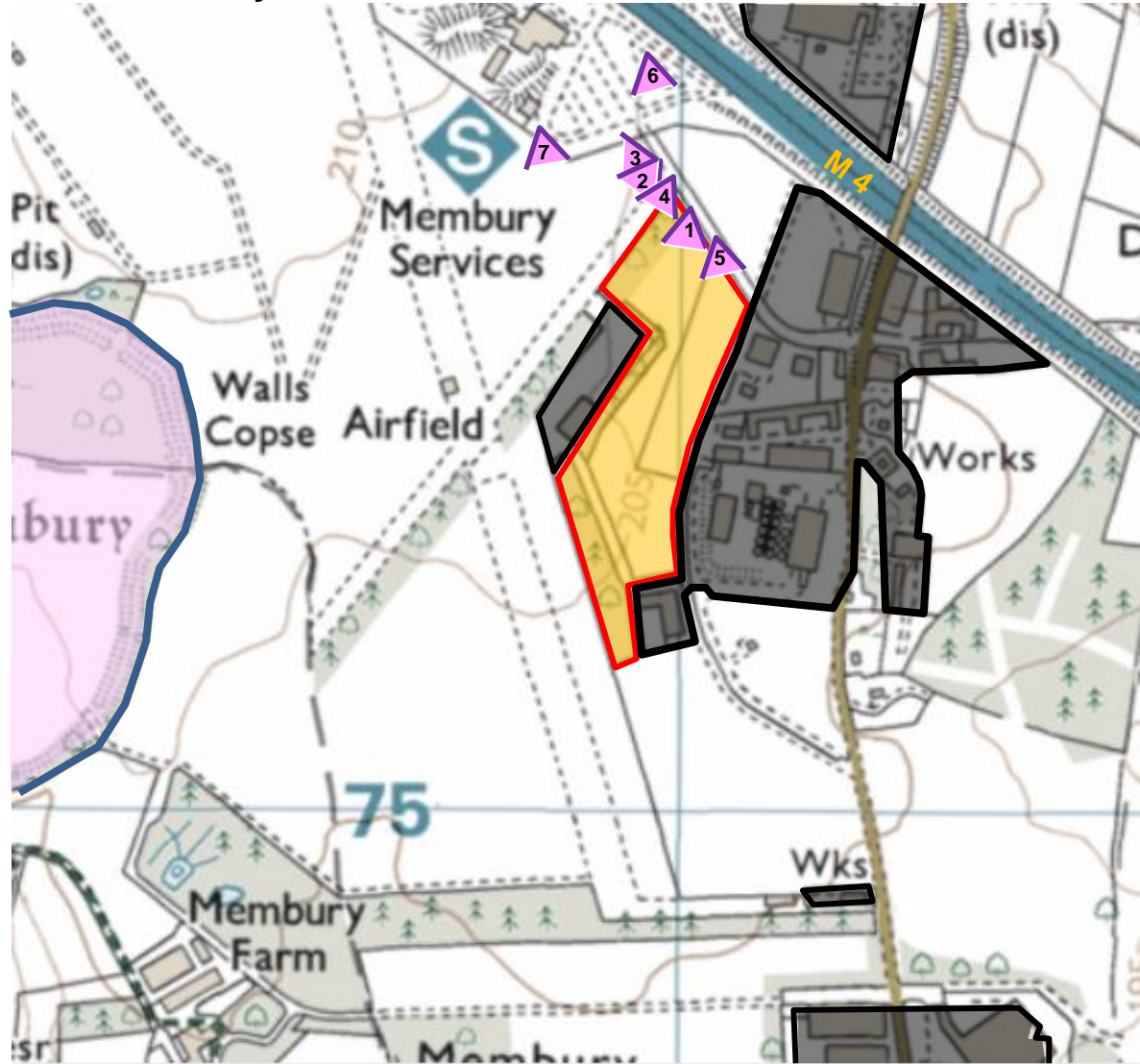
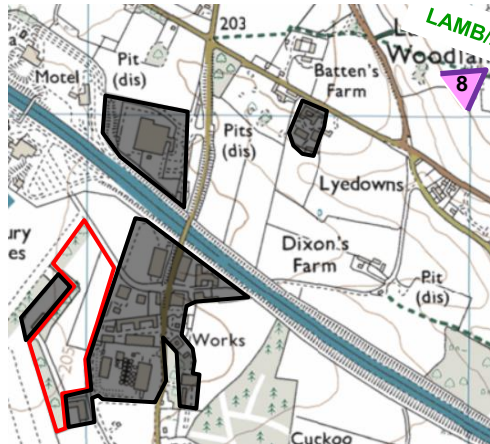
None

**VDS/Parish Plan – relevant extracts:**

Lambourn Parish is currently preparing their NDP

**Figure 1: Membury Industrial Estate - Site 3: Membury West**

-  Site boundary
  -  Protected Employment Area
  -  Scheduled Monument
  -  North Wessex Downs AONB – complete area
  -  Viewpoint photo
- Landscape capacity**
-  High capacity
  -  Medium/high capacity
  -  Medium capacity
  -  Medium/low capacity
  -  Low capacity



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### **West Berkshire Landscape Character Assessment 2019**

The site lies within the following *LCA WDI: Shefford Wooded Downland* for which the key requirements are set out below:

*Landscape Strategy:*

- Conserve and enhance the special qualities of the nationally designated landscape of the North Wessex Downs AONB
- Conserve woodland, trees and hedgerows within the landscape
- Protect and enhance semi-natural habitats including lowland calcareous grassland
- Conserve historic features within the landscape
- Conserve the sparsely settled and rural character of the landscape
- Conserve characteristic winding lanes and extensive public rights of way

### **North Wessex Downs AONB Integrated Character Assessment 2002**

The site lies within the North Wessex Downs AONB: Character Area: *2C Lambourn Wooded Downs*

*Key Management Requirements:*

The overall management objective is to conserve and enhance the quiet rural character of the Lambourn Wooded Downs. Key features to be conserved and enhanced are the open downland summits and views contrasting with the strong wooded horizons, historic features including archaeological sites, the historic field pattern and road and lane network. The wooded pattern and character of the landscape is a key characteristic and there are opportunities for reintroduction of management (coppicing) to the ancient and semi-natural woodlands, sympathetic management of commercial forestry plantations and restoration of hedgerows. Remnant chalk grassland is a feature along steep slopes and should be conserved with opportunities for habitat restoration to link existing isolated sites. The distinctive pattern of settlements with dispersed farmsteads, hamlets and loose collections of buildings should be maintained.

### **North Wessex Downs AONB Management Plan 2019-2024**

Key development issues with the potential to have significant influence on the special qualities of the AONB

- The loss of rural character through suburbanising influences from new development (new fencing, lighting, signage, parking areas, paved footpaths, loss of native hedgerows and creation of new garden areas)
- Impact on dark skies and tranquillity of high-powered external lighting, especially where poorly directed or in an exposed location (not usually subject to planning control)
- Potential for certain forms of development to intrude on the wider landscape, including masts, pylons, wind turbine developments, photovoltaic schemes, and minerals and waste schemes, threatening the landscape quality, heritage assets, and the sense of remoteness and tranquillity

- Unsuitable development of redundant previously developed and part-developed sites within the North Wessex Downs, especially redundant airfields and military sites (e.g., Wroughton), and the impact upon landscape quality and heritage assets
- New developments at the junction of the M4 and A34 or along their corridors which spread the impact from development yet further into the undeveloped parts of the AONB
- Development that results in a material loss of tranquillity and/ or impact on the dark night skies within the North Wessex Downs or its setting.
- Development that does not provide for or support existing Green Infrastructure

**Lambourn NPD Landscape Character Assessment 2020:** The site is located within Membury Airfield (LCA3)

Recommendations to plan, manage and protect distinctiveness of LCA3 are as follows:

- The complex of industrial buildings at this location is partially enclosed by hedgerows and trees whilst other part are more conspicuous. Additionally, landscaping would help reduce visual impacts where they exist.
  - Some of the landscaping has used non-natives to create visual enclosure. Whilst effective, it does not look as appealing as native species and is less beneficial in terms of biodiversity.
  - The scale and planning of developments at this location needs much careful considerations of any further growth to help avoid further change in character.
  - The tower at Trinity Grain is c.60 metre tall (\*) and is incongruent with the landscape. Tall structures should be avoided and not exceed neighbouring tree height where possible
  - HGVs introduce noise and dust which can lead to synergistic adverse effects on character. These matters and the resolution of impact is a planning control matter. However, any proposals to increase and expand development at this location should be mindful of such in-combination effects as well as the direct effect of encroachment.
  - It might be useful to prepare a design guide for LCA3 that would help provide guidance on what is appropriate and elements which should be avoided in order to maintain a proportionate level of development which avoids detracting further from landscape character.
- \*NOTE: Within the planning application for Trinity Grain Silos, it states the silos are 18.4m high, not 60m high*

**Site description:**

The overall site is located to the west and is slightly elevated to the adjacent main PEA at Membury. Consisting of an area used for storage (B8 usage) presently including containers, building materials, including aggregates and vehicles. There is also approved permission for some small single storey buildings. A woodland belt partly aligns the western site boundary. The site also aligns a smaller part of the PEA on the western site boundary. Grey palisade fencing marks the internal site boundary to the adjacent main PEA. The site is open at the top on its NW site boundary to the adjacent airfield including the runways and internal open areas of grassland.

**Key landscape planning factors:**

The site is located as follows:

- Set within the North Wessex Downs AONB
- The site is set adjacent the main area of the Protected Employment Area (PEA) at Membury



**Viewpoints:**



**Photo 1:** Looking towards the site from the internal PEA road which links with Membury Services. The site is elevated to the adjacent PEA, with buildings beyond within the PEA shown to be located at a lower level



**Photo 2:** Looking across to the NW site boundary, with the airstrip and the woodland which aligns visible beyond. The existing B8 usage creates a hard edge against the open character of the airfield



**Photo 3:** The open character of the adjacent airfield, with woodlands on the horizon contrasts with the high-density land uses of the site. The solar farm is just visible at a lower level in front of the Scheduled Monument: Membury Camp (Iron Age Hillfort)



**Photo 4:** Looking into the site, the elevated character is shown with the storage containers visible at a higher level of the grain silos located on the horizon





**Photo 5:** View of northern edge of the site, with adjacent PEA at end of road



**Photo 6:** View from Membury Services, with containers visible within site and silo towers on skyline





**Photo 7:** View from Membury Services towards site. The woodland belt which partly aligns the southern part of the site, screens the site at this location



**Photo 8:** Long view from PRoW: LAMB/20/3 across to Membury PEA. The grain silo towers are just visible breaking the treeline, while other buildings are visible partly through breaks within the trees. Another smaller PEA area (originally a WWII camp) is visible in the foreground, accessed off the B4000

**Please refer to section 3 methodology of the assessment process**

**1. Visual Sensitivity: Medium/low**

- The site is elevated to the adjacent PEA and can be viewed in context with the PEA buildings
- Visible from adjacent private roads within the adjacent PEA
- Northern end of site is visible from Membury Services
- Potential long view from LAMB/82/1, although seen over and in context of solar farm cells
- Visible in context of Membury Camp a Scheduled Monument, circa 410m from the site to the west
- There are filtered views from Membury Services through the narrow periphery belt of trees
- The wide tree belt along the SW site boundary, which also aligns one of the runways, would also screen any views from the wider landscape to the west
- The woodland belt is part of the recent tree planting which aligns the runways. There are opportunities to maintain this and extend its character to enclose the site further to the north

**2. Landscape Sensitivity: Low**

- Located within the North Wessex Downs AONB
- Located adjacent the main PEA at Membury, and one of the smaller fragmented parts of the PEA
- Due to the close proximity of the, M4, there is a constant traffic noise
- Located on a slightly more elevated level than the adjacent main part of the PEA

**3. Landscape Character Sensitivity: Low (combines 1 and 2)**

**4. Wider Landscape Sensitivity: Medium/low**

- The site is heavily influenced by the adjacent PEAs, however its elevated landform and woodland belt relates to the wider landscape of the airfield further to the west

**5. Overall Landscape Sensitivity: Medium/ low (combines 3 and 4)**

**6. Landscape Value: Medium/high**

- Set within the North Wessex Downs AONB

**1. Landscape Capacity: Medium (combines 5 and 6)**

**Relationship of site to Membury Protected Employment Area**

- Membury Protected Employment Area (PEA) is made up of a central area and a number of fragmented outlying areas. The site is located adjacent the main PEA and one of the fragmented areas

**Relationship with adjacent wider countryside**

- The existing semi-industrial land use of the site, relates to the adjacent PEA in character. However, it is slightly elevated to the adjacent PEA, at a height which is more in line with the adjacent airfield. The wide tree belt which is located along the western site boundary also aligns one of the runways separating the site from the wider countryside
- The northern end of the site is seen in context with the Iron Age Hillfort: Membury Camp, a Scheduled Monument

**Potential impact on key landscape characteristics**

- Loss of restricted height presently controlled by B8 usage, impacting on skyline
- Loss of woodland along western site boundary will open site up and adjacent PEA to the wider landscape and the setting of the Scheduled Monument: Iron Age Hillfort: Membury Camp

**Potential impact on key visual characteristics**

- Increased large scale development on the site would be visible from Membury Services, impacting on its semi-rural location
- Visual impact on the setting of the Iron Age Hillfort: Membury Camp, a Scheduled Monument
- Potential increase in modern visual intrusions as viewed from longer views north of the M4

**Potential Impact on Existing Protected Employment Area**

- The fragmented character of the PEA allows some of the undeveloped areas in-between to retain characteristic landscape features of the AONB, therefore mitigating and reducing the overall effect of the PEA on this area of the AONB. However, the site connects one of the fragmented PEAs, with the main PEA. This site is an area already with planning approvals for B8 usage, therefore retains very little of the characteristics features of the AONB.
- The impact will extend the PEA on to higher ground increasing its overall visibility within the wider landscape

**Potential impact on the North Wessex Downs AONB**

- Loss of open land within the North Wessex Downs AONB
- Increased traffic on access route from M4
- Loss of the woodland belt which presently creates a landscape buffer to the wider AONB landscape to the west, the loss of this will allow modern intrusions including large scale buildings, noise and lighting into a wider area
- If developed, new mitigation measures along the western edge could reduce the overall visibility of the existing PEA within the landscape

**Landscape mitigation and contribution to green infrastructure**

- Extend the tree belt along the runway, which would relate to the pattern of the wider landscape, while further reducing the visibility of the existing PEA on the adjacent area of the AONB





**Conclusion and recommendations**

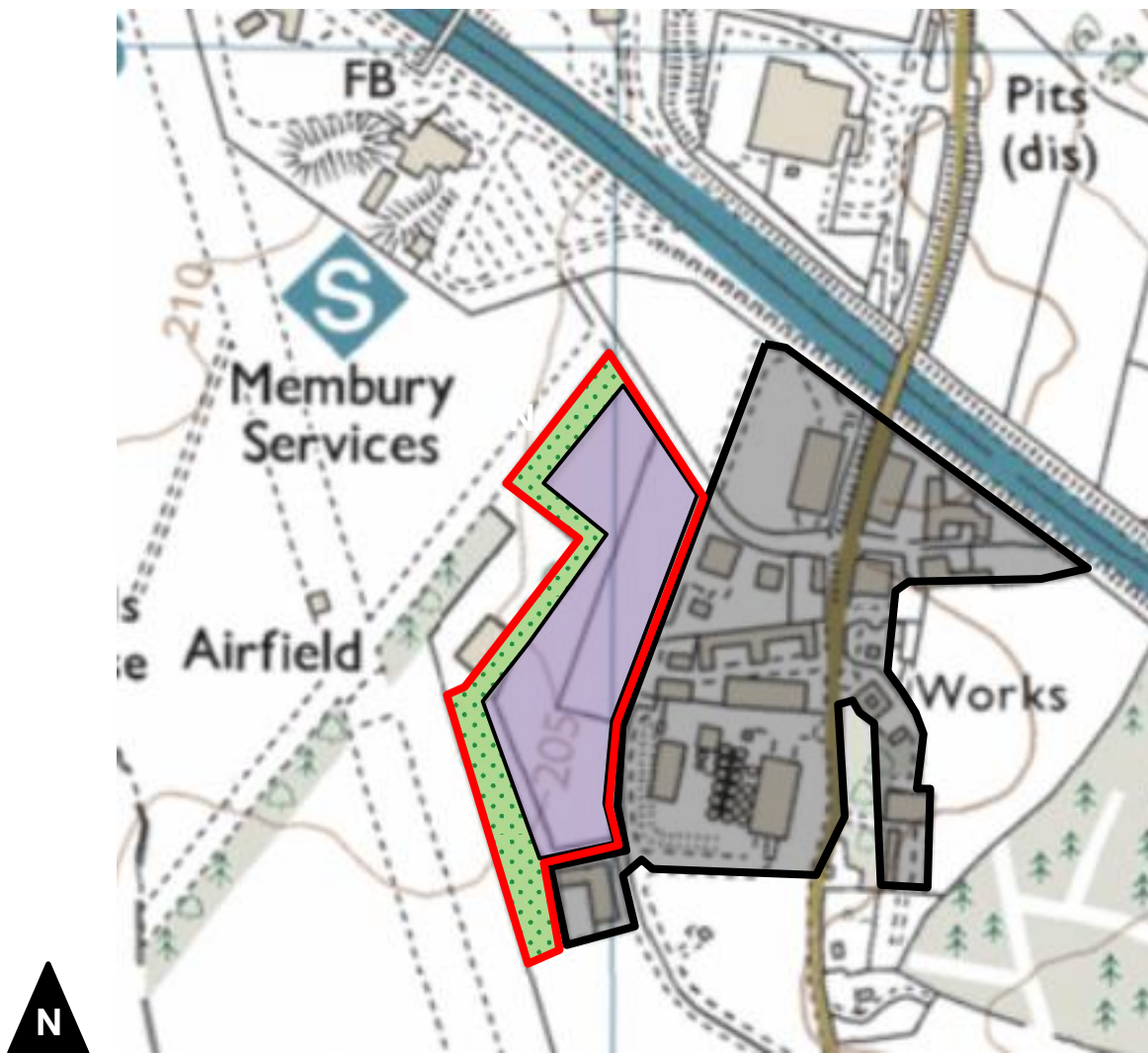
Development across the site could be accommodated as follows:

- Development across the southern part of the site should be limited to 12.5m in height to the roof line and include curved roofs
- Development across the northern part of the site should be limited in height to 10m to the roof line and include curved roofs
- The western woodland belt should be retained, protected and enhanced and also continued along the NW site boundary at the same width to the northern corner of the site
- The setting of Membury Camp an Iron Age Hillfort (Scheduled Monument) should be conserved and protected
- The colour used for the building facades should be sympathetic to the surroundings of the AONB, avoid overdominance of buildings against the skyline and should be mitigated from a range of viewpoints, including from Membury Services and elevated locations to the north of the M4. The North Wessex Downs AONB: Guidance on the selection and use of colour in development should be used as guidance
- External lighting should be restricted and avoided on periphery site locations. The North Wessex Downs AONB: A guide to good external lighting should be used to inform any proposed development



**Figure 2: Membury Industrial Estate – Site 3: Membury West**

-  The site
-  Protected Employment Area (PEA)
-  With potential for development
-  Landscape buffer



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