5.1 Rural Service Area: Hungerford

Observations on the Assessment of Settlement and Key Landscape, Visual and Settlement Characteristics
The assessments include an evaluation of landscape sensitivity drawn from the 2009 Kirkham Report.

Site Assessments

Overleaf
SITE: HUN 001

Photographs

001 - View south from PROW
### Relationship with adjacent settlement
- Agree with observations in Kirkham/Terra Firma report

### Relationship with wider countryside
- Agree with observations in Kirkham/Terra Firma report

### Impact on key landscape characteristics
- Agree with observations in Kirkham/Terra Firma report

### Impact on key visual characteristics
- Agree with observations in Kirkham/Terra Firma report

### Impact on key settlement characteristics
- Agree with observations in Kirkham/Terra Firma report

### Summary of compliance with PPS 7 paragraph 21
- Development would result in the loss of open countryside, albeit on the edge of the urban area.
- There would be an opportunity to conserve and enhance the character of the footpath and the setting of the River Shalbourne on the eastern fringes of the site (see Photograph HUN 001).

### Recommendations
Agree with recommendations of Kirkham/Terra Firma report with the addition of:
- Any development should incorporate proposals to enhance the footpath and the landscape character and biodiversity of the River Shalbourne on the eastern fringes of the site.
| Relationship with adjacent settlement | Agree with observations in Kirkham/Terra Firma report |
| Relationship with wider countryside | Agree with observations in Kirkham/Terra Firma report |
| Impact on key landscape characteristics | Agree with observations in Kirkham/Terra Firma report |
| Impact on key visual characteristics | Agree with observations in Kirkham/Terra Firma report |
| Impact on key settlement characteristics | Agree with observations in Kirkham/Terra Firma report |
| Summary of compliance with PPS 7 paragraph 21 | Agree with observations in Kirkham/Terra Firma report |
| Recommendations | Agree with observations in Kirkham/Terra Firma report |
SITE: HUN 005

Photographs

005a - View looking south east from corner of cemetery

005b – View north from Hungerford Common
**Response to the West Berkshire Landscape Sensitivity Assessment (January 2011)**

### Relationship with adjacent settlement
- Agree with observations in Kirkham/Terra Firma report

### Relationship with wider countryside
Agree with observations in Kirkham/Terra Firma report with the addition of:
- The hedge to the rear of adjacent sites HUN003, HUN015 and HUN020 forms a defined edge to the garden centre and veterinary centre land uses which have a stronger relationship with the settlement than the adjacent open countryside (See Photograph HUN 005 a)

### Impact on key landscape characteristics
- Agree with observations in Kirkham/Terra Firma report

### Impact on key visual characteristics
Agree with observations in Kirkham/Terra Firma report with the addition of:
- The lower slopes of the site are important to the setting of Eddington.
- Existing development on the adjacent sites of HUN003, HUN015 and HUN020 is screened in views from Hungerford Common (see Photograph HUN 005 b)

### Impact on key settlement characteristics
- Agree with observations in Kirkham/Terra Firma report

### Summary of compliance with PPS 7 paragraph 21
Agree with observations in Kirkham/Terra Firma report with the addition of:
- Development of the lower slopes of the site, as recommended in the Kirkham/Terra Firma report would not conserve or enhance the natural beauty of the AONB. Harm would result for the following reasons:
  - This part of the site is prominent in views across the valley from Hungerford Common which are currently of open countryside (see Photograph HUN 005 b). Built development would be visible in these views, even if confined to the lower slopes
  - Any development on this site would extend the settlement into open countryside, identified as being of medium to high sensitivity in the 2009 Landscape Sensitivity Report
  - Development on this site would impact on the setting to the Kennet Valley, identified as a landscape of high sensitivity in the 2009 Kirkham Landscape Sensitivity Report
Recommendations

- The whole of the site is considered inappropriate for development and should not be pursued as a SHLAA Site.
SITE: HUN 006

Photographs

006 – Looking south west from cemetery
<table>
<thead>
<tr>
<th><strong>Relationship with adjacent settlement</strong></th>
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<tbody>
<tr>
<td>▪ Agree with observations in Kirkham/Terra Firma report</td>
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<tr>
<th><strong>Impact on key landscape characteristics</strong></th>
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<tbody>
<tr>
<td>Agree with observations in Kirkham/Terra Firma report with the addition of:</td>
</tr>
<tr>
<td>▪ The site appears to comprise areas of neglected pasture and scrub. This will contribute to local biodiversity interest.</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>Impact on key visual characteristics</strong></th>
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<tbody>
<tr>
<td>Agree with observations in Kirkham/Terra Firma report with the addition of:</td>
</tr>
<tr>
<td>▪ Development of HUN 006 would be prominent in views over the valley from Hungerford Common (see Photograph HUN 005b)</td>
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<td>▪ Development would result in the loss of an area of open countryside, albeit enclosed on three sides by settlement (including the cemetery).</td>
</tr>
<tr>
<td>▪ The site is prominent in views across the valley from Hungerford Common and development would have a significant impact on these views.</td>
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Response to the West Berkshire Landscape Sensitivity Assessment (January 2011)

SITE: HUN 007

Photographs

007a – Looking north west from shelter belt

007b – View north from footpath near Sanham Green
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Agree with observations in Kirkham/Terra Firma report with the addition of:</td>
</tr>
<tr>
<td>▪ The established tree belt provides a defined edge to large parts of the southern limits of the settlement (see Photograph HUN 007a).</td>
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<td>Agree with observations in Kirkham/Terra Firma report with the exception of:</td>
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<td>▪ The statement that it will ‘in time screen this site’ presupposes the requirement for a screen and implies that development would be harmful.</td>
</tr>
<tr>
<td>▪ The whole of the site is currently open countryside under arable farming, in keeping with the surrounding countryside and contributes to the character of the AONB.</td>
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<td>Agree with observations in Kirkham/Terra Firma report with the addition of:</td>
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<tr>
<td>▪ There are important outward views from the footpath south towards Tidcombe Downs and Haydown Hill, which would be lost if any part of the site were to be developed (see Photograph HUN 007b).</td>
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<td>Agree with observations in Kirkham/Terra Firma report with the addition of:</td>
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<td>▪ Any development of this site would extend the current settlement boundary into open countryside.</td>
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<td>▪ Development would not conserve or enhance the natural beauty of the AONB. The existing tree belt forms a relatively defined edge to the existing settlement (although this is weaker at the western end) and development is currently not prominent in views back to the settlement from Salisbury Road, Inkpen Road and the network of footpaths south of Hungerford.</td>
</tr>
<tr>
<td>▪ Although some benefit might be obtained in further ‘softening the southern edge of Hungerford’ this would not outweigh the harm caused by development of open countryside within the AONB.</td>
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<td>- Agree with observations in Kirkham/Terra Firma report</td>
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SITE: HUN 020

Photographs

020 – View to garden centre occupying site 020
<table>
<thead>
<tr>
<th>Section</th>
<th>Summary</th>
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</thead>
<tbody>
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<tr>
<td>Relationship with wider countryside</td>
<td>Agree with observations in Kirkham/Terra Firma report</td>
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<tr>
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<td>Recommendations</td>
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</table>
SITE: HUN 022

Photographs

022 – Looking south east from North Standen Road
### Relationship with adjacent settlement
- Agree with observations in Kirkham/Terra Firma report.

### Relationship with wider countryside
Agree with observations in Kirkham/Terra Firma report with exception of:
- The site is a significant rural element of the River Shalbourne Valley. The rolling valley landscape is typical of the continuation of the valley to the south.
- Photograph HUN 022 illustrates that residential development is not a strong feature in views over the valley.
- As such the land forms an important part of the valley character and should not be assessed as having 'little of landscape interest'.

### Impact on key landscape characteristics
Agree with observations in Kirkham/Terra Firma report.

### Impact on key visual characteristics
Agree with observations in Kirkham/Terra Firma report with the addition of:
- The Kirkham Terra Form report emphasises the need to maintain visual separation between HUN 007 and HUN 022. Access to HUN 022 would almost certainly need to be provided from the existing roundabout on the A338 Salisbury Road. This would extend development further south than currently shown on the Hungerford Settlement Map.

### Impact on key settlement characteristics
- Agree with observations in Kirkham/Terra Firma report

### Summary of compliance with PPS 7 paragraph 21
- Development of this site would not conserve or enhance the natural beauty of the AONB. Development would result in the loss of an attractive area of open countryside which forms part of the setting to the River Shalbourne. Development would be highly visible in views from the northern side of the valley.

### Recommendations
- The whole of the site is considered inappropriate for development and should not be pursued as a SHLAA Site.
Conclusions and Observations on Cumulative Impacts

The Hungerford assessment is the only one which benefits from an evaluation of the landscape sensitivity of the open countryside surrounding the settlement. No sites located within areas identified of high sensitivity were assessed as part of the 2011 Kirkham/Terra Firma report. A number of sites HUN 003, HUN 015, HUN 020 and part of HUN 005 are located within an area identified as of medium to high sensitivity. The findings of the 2009 landscape sensitivity assessment are not referred to in the conclusions and recommendations to the 2011 assessment.

The conclusions to the 2011 Kirkham/Terra Firma assessment includes the following statement:

‘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 site’

We fully agree with this statement and would argue that:

a) this should apply to all settlements in the 2011 assessment
b) this assessment should have been carried out prior to the identification of any potential housing sites in the SHLAA

There is some consideration of the cumulative impacts in the conclusions to the 2011 assessment and we would agree that any development should take the form of ‘well landscaped sites which are discrete and distinct’. In our view the proposed development on HUN 007 and HUN 022 would not meet these criteria and we have recommended they are not taken forward as part of the SHLAA.
A comparison of our recommendations on sites to be taken forward as part of the SHLAA (LMS) and the anticipated numbers of dwellings with those put forward in the 2011 Kirkham/Terra Firma (KTF) report are summarised below:

<table>
<thead>
<tr>
<th>Site</th>
<th>KTF</th>
<th>LMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUN 001</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>HUN 003</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>HUN 005</td>
<td>76</td>
<td>0</td>
</tr>
<tr>
<td>HUN 006</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>HUN 007</td>
<td>250</td>
<td>0</td>
</tr>
<tr>
<td>HUN 015</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>HUN 020</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>HUN 022</td>
<td>80</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total net dwellings</strong></td>
<td><strong>509</strong></td>
<td><strong>90</strong></td>
</tr>
</tbody>
</table>