



Hungerford Neighbourhood Plan

Land west of
Salisbury Road
(HUN12)

May 2021

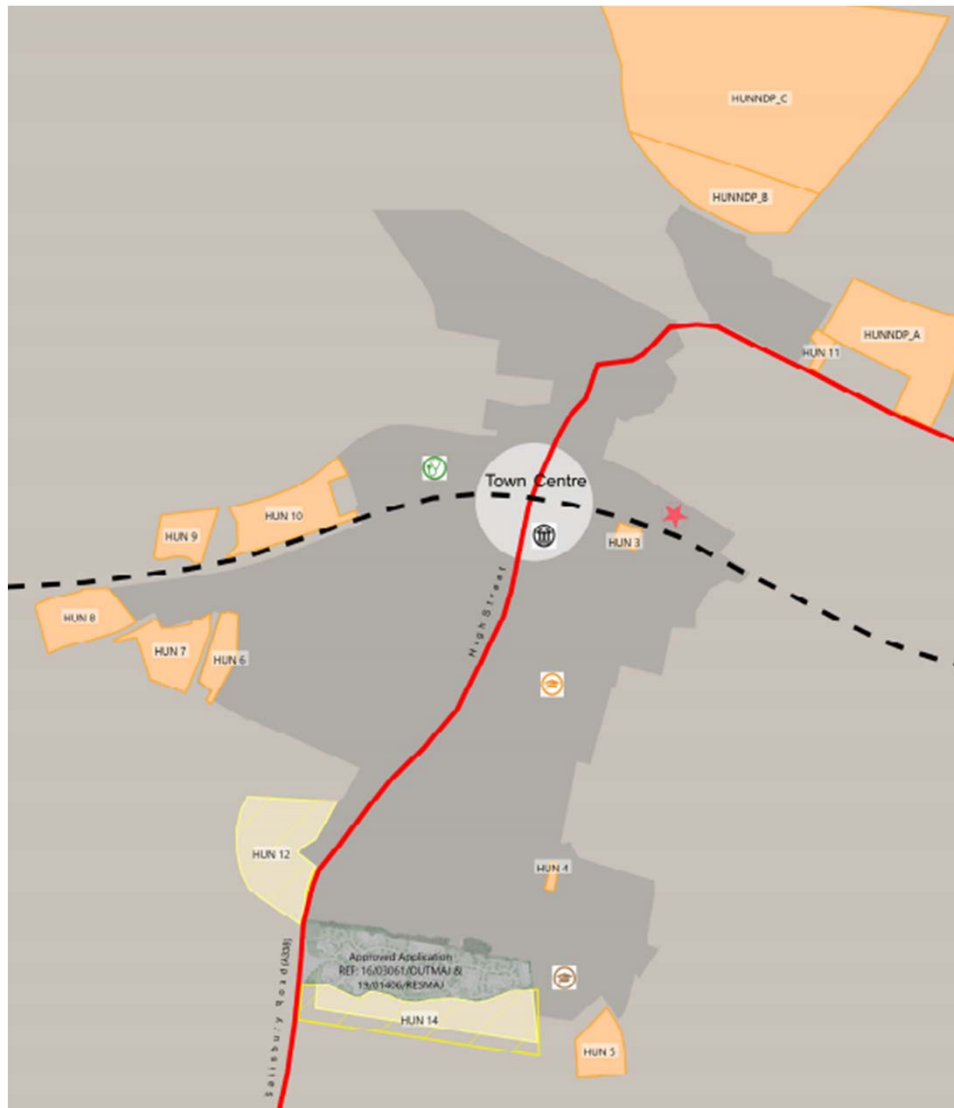
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Site context

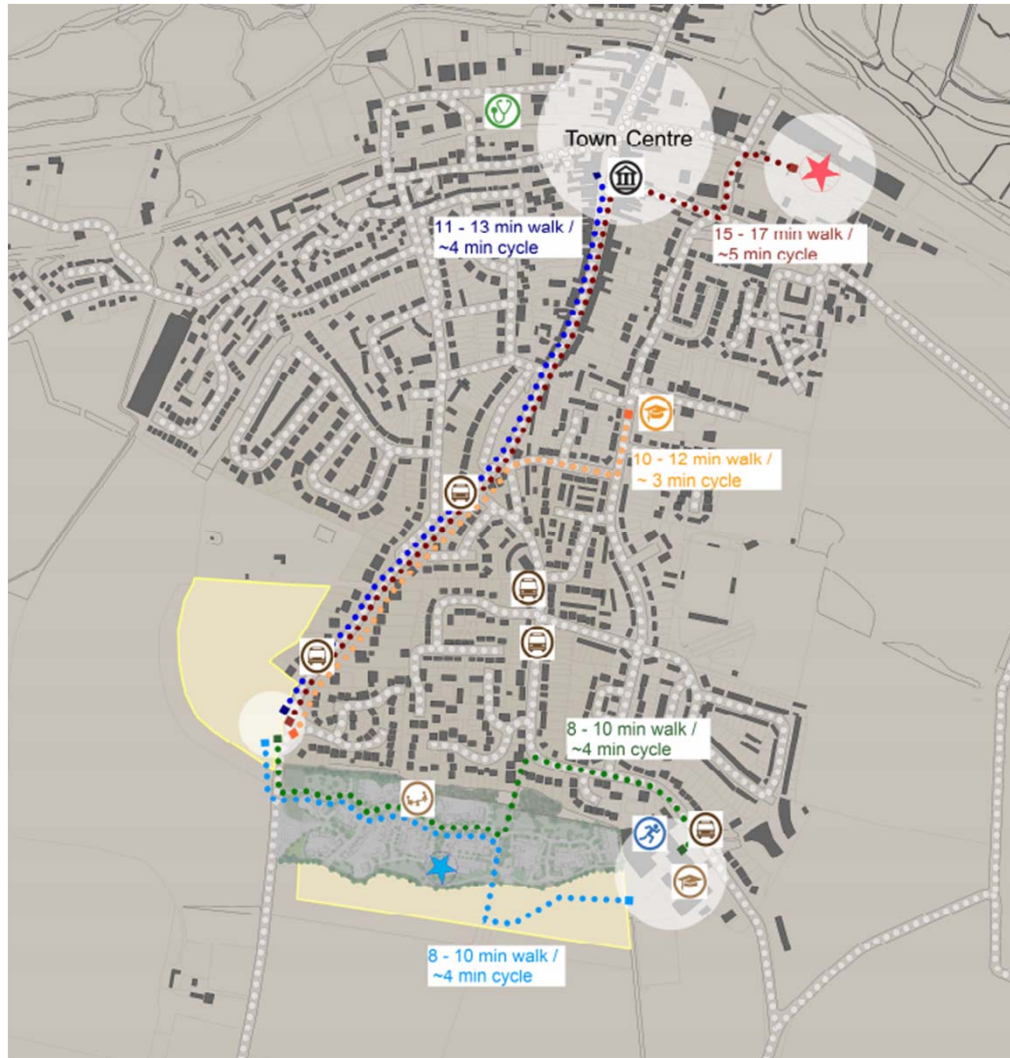


Site options and Local Housing Need

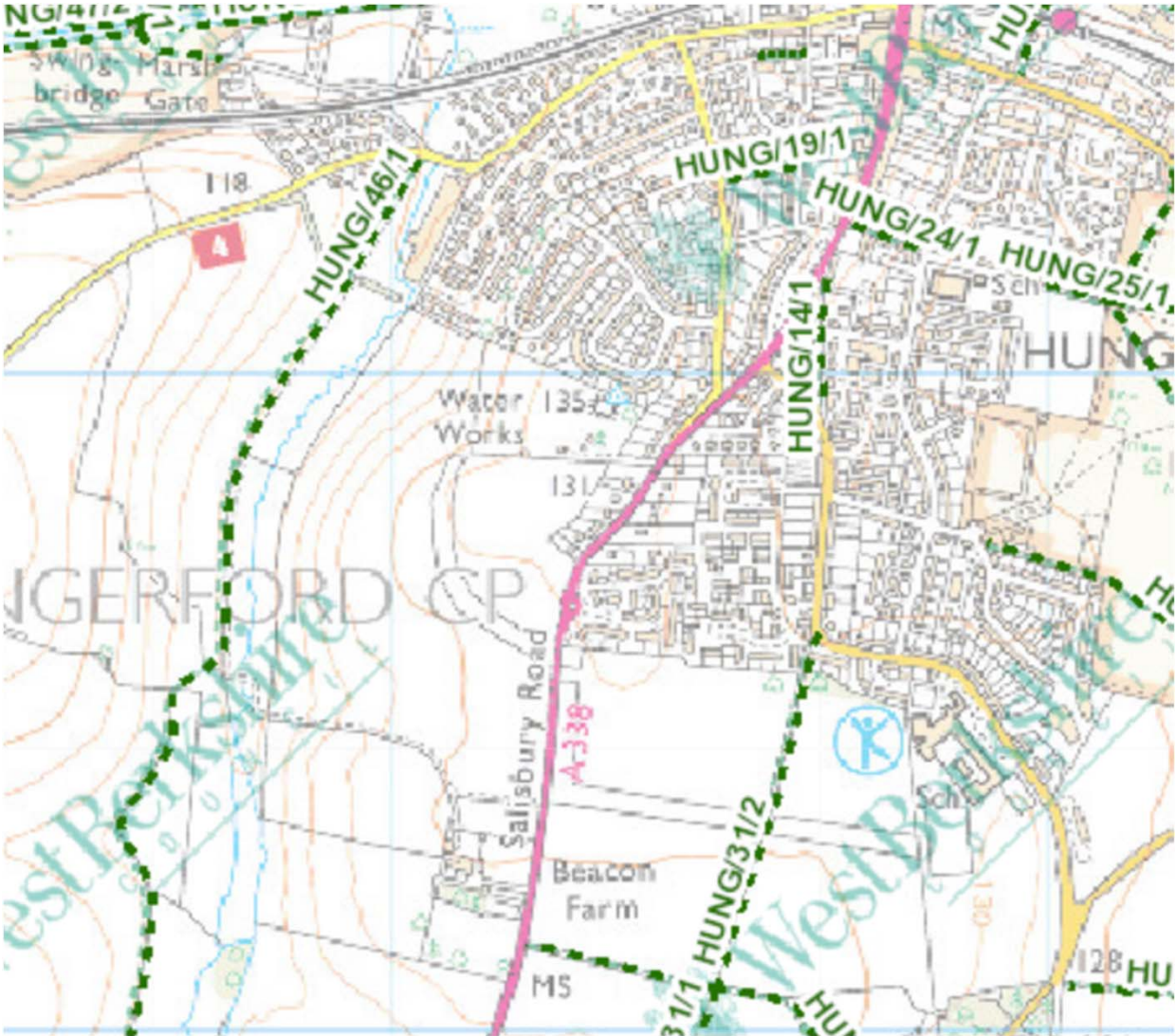


- Limited opportunities within settlement boundary
- “severe lack of suitably affordable housing”
- “Every effort to maximise AH provision...”
- Which sites can generate most affordable housing?

Accessibility and connections



Local footpaths – extract from WBC online mapping



WBC Housing and Economic Land Availability Assessment (HELAA) – HUN12 (West of Salisbury Road)

Highways

Access:

There is a 3-arm roundabout outside the application site. The proposed development could be accessed from a fourth arm subject to any required modifications to the roundabout.

Local Highway Capacity:

This would not be a significant impact on the highway network.

Strategic Road Network:

Highways England have advised that individually the site would unlikely materially impact the operation of the strategic road network.

WBC Landscape Sensitivity Assessment

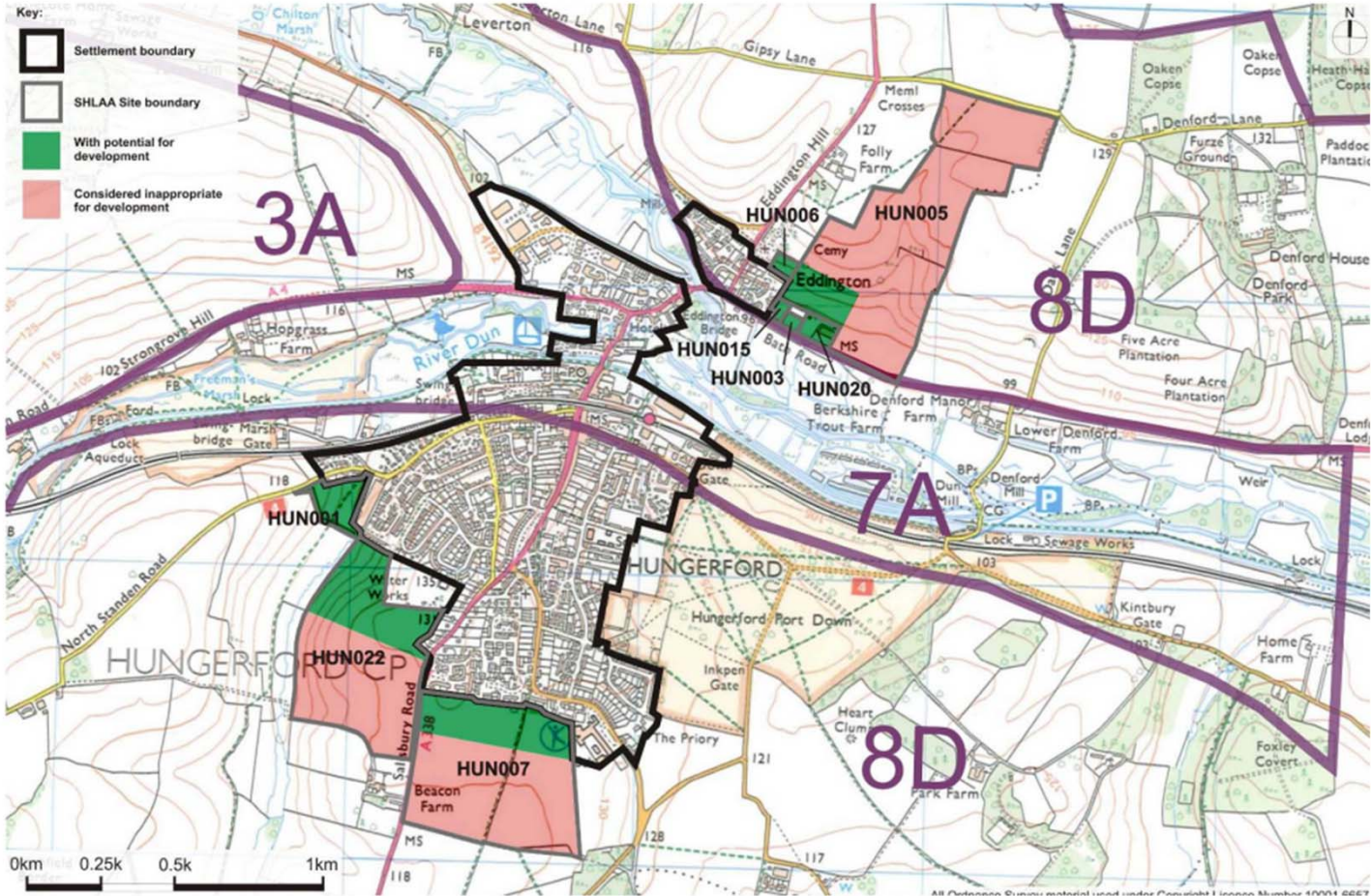


Figure C - Landscape Sensitivity Assessment 2011 (Kirkham Landscape Planning Ltd and The Terra Firma Consultancy Ltd for West Berkshire)

WBC Landscape Sensitivity Assessment

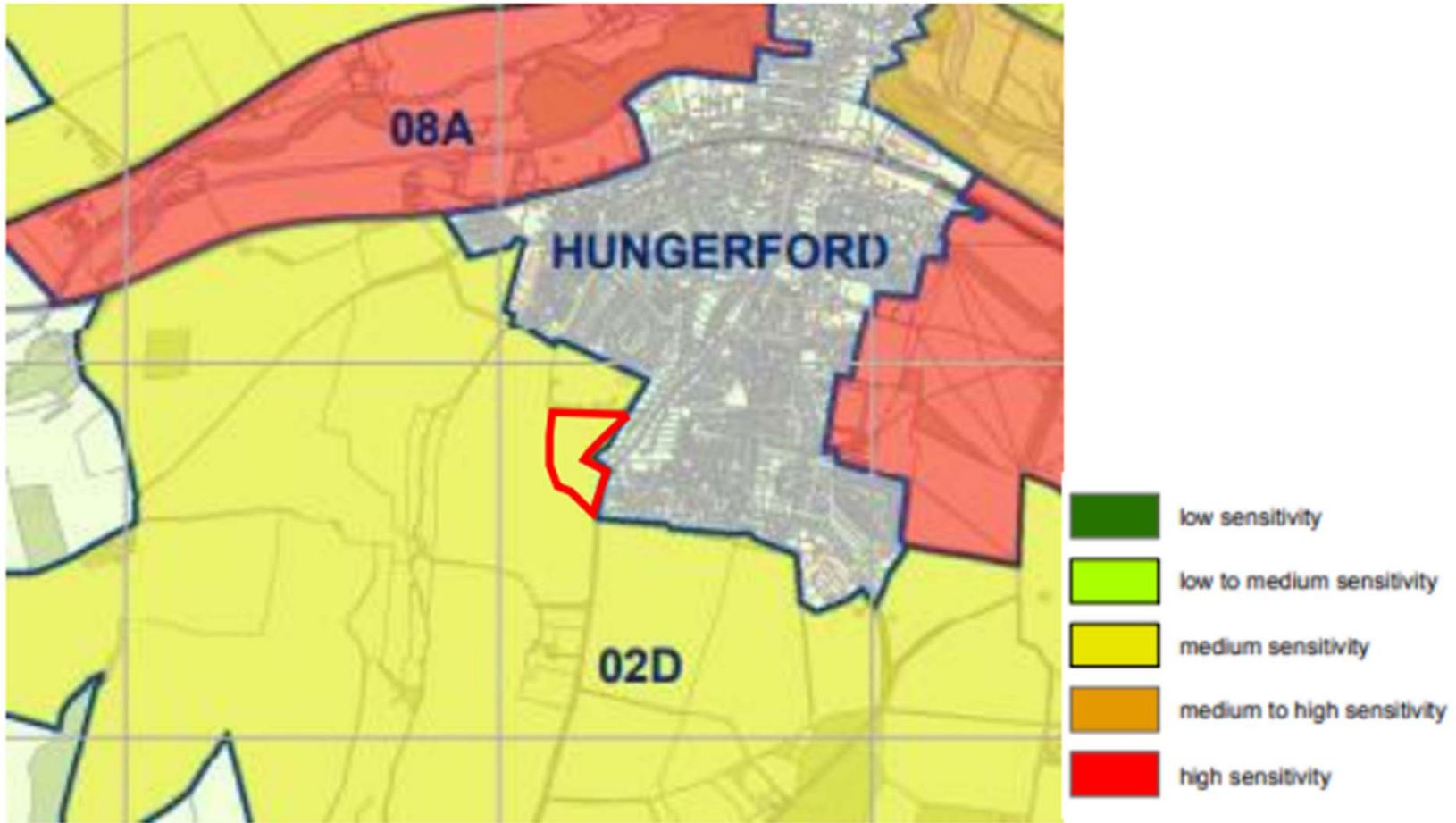


Image EDP 3.2: Extract from 'West Berkshire Landscape Sensitivity Study'. Approximate location of the site outlined in red.

WBC Housing and Economic Land Availability Assessment (HELAA) – HUN12 (West of Salisbury Road)

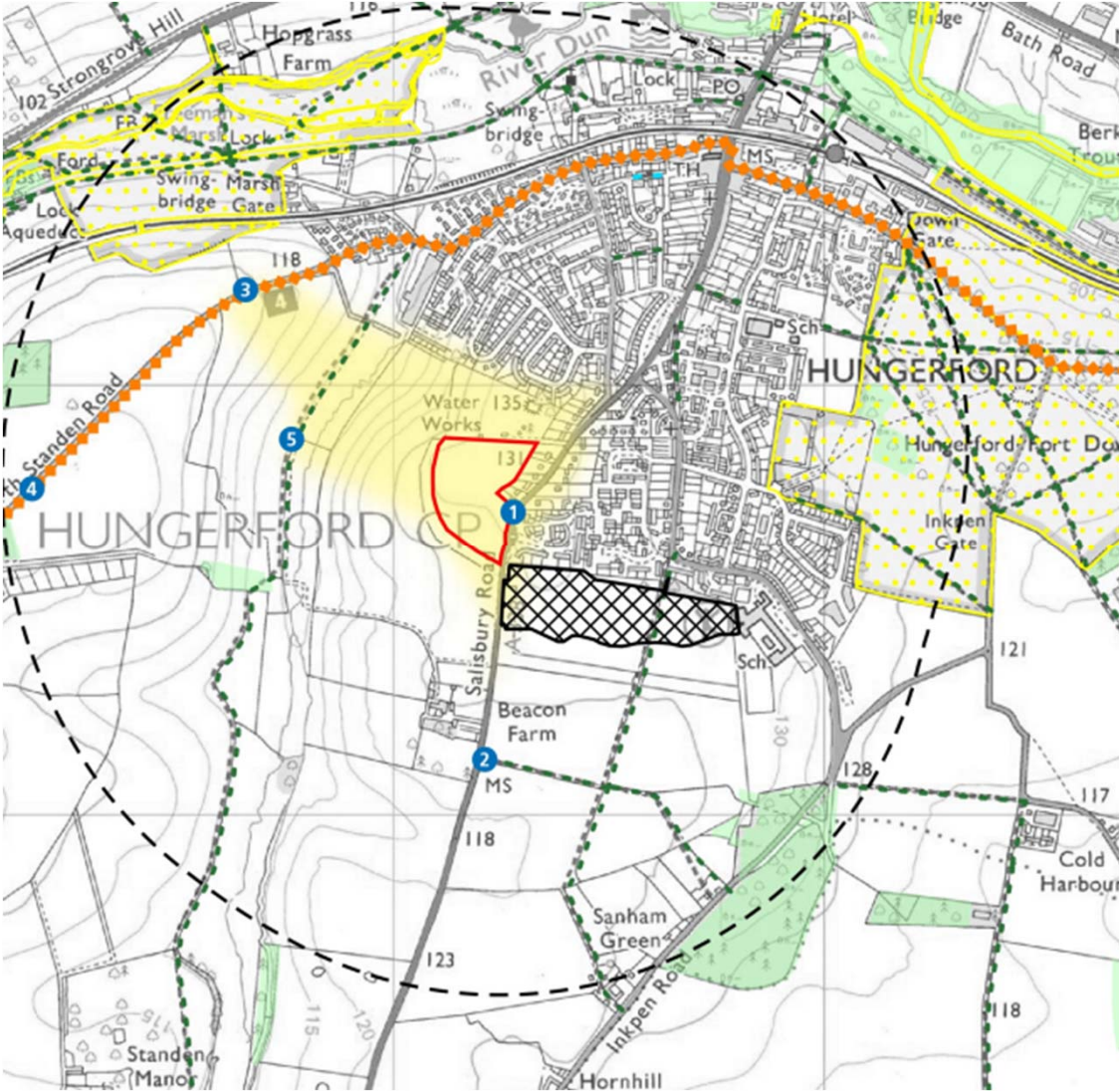
Landscape

“Further assessment in conjunction with the AONB and Natural England would be required to see if concerns that development on the site would result in significant harm to the natural beauty and special qualities of the AONB could be overcome. Further ecological surveys also required. Allocation on part of the site only would be dependent on a review of the settlement boundary for Hungerford in the Local Plan Review and the outcome of further landscape capacity work”.

Landscape appraisal



Visual Impact Assessment

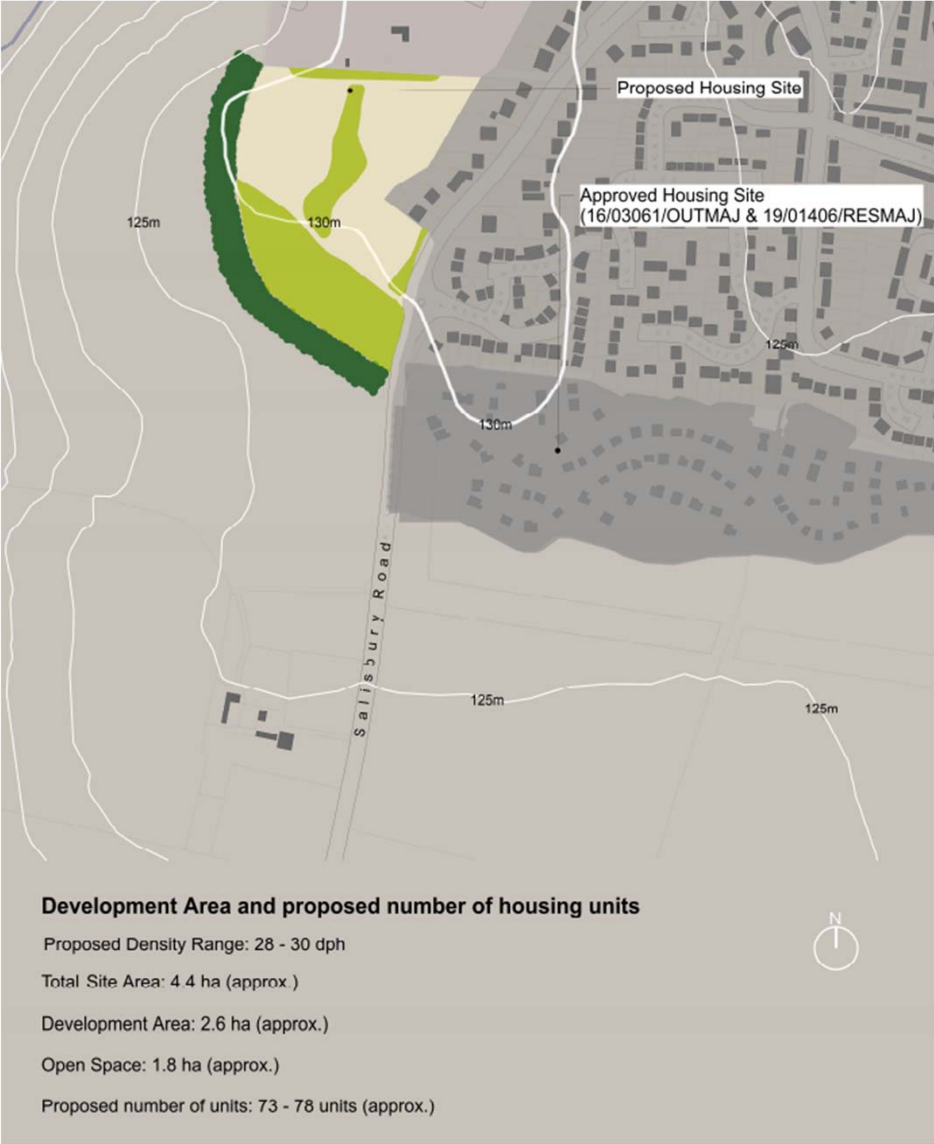


Constraints and opportunities



- AONB
- Relatively level site
- 130m contour.
- Low flood risk area
- Low ecological interest
- No trees within site
- Beacon Farm
- Proximity to JOG school
- Access available from Kennedy Meadow roundabout.

Development opportunity



Delivering HTC aspirations

- Protect the landscape
- Reduce traffic through High Street
- Reduce carbon emissions
- Enhancement of the gateway into the Town by roadside landscaping including a grassed tree area to soften the hard edge of the settlement
- Setting aside green space for leisure a children's play ground with public seating/tables and minimum of 20 allotments
- Potential for self-build homes or including a community housing scheme
- Permitted footpath connection to Smitham Bridge Road – Standen FP (FP HUNG/46/1).

Insert text



Insert text



CALA Commits to Sustainable Future

15 Apr 21



CALA Group is pleased to announce the launch of a Sustainability Strategy to help the business achieve its targets of building housing which is operationally net zero carbon from 2030, and reaching net zero greenhouse gas emissions in line with the Scottish Government's 2045 target and ahead of the UK Government's 2050 target.

Renewable energy technologies



Green space and net gain





Summary and conclusions

- Opportunity for around 70 new homes
- Reinforce boundary planting – natural screening
- Meet policy requirements (40%) for affordable housing – addressing the “severe” shortage
- Minimal highways works
- Avoids more school traffic through high street
- Potential for new footpath to Smitham Bridge Road
- Allotments to serve the residents south of the town
- Space for public open space and biodiversity gain
- Reducing carbon – largely south facing development and CALA Sustainability Strategy.

Q&A

