



**Hungerford
Neighbourhood
Plan 2036**

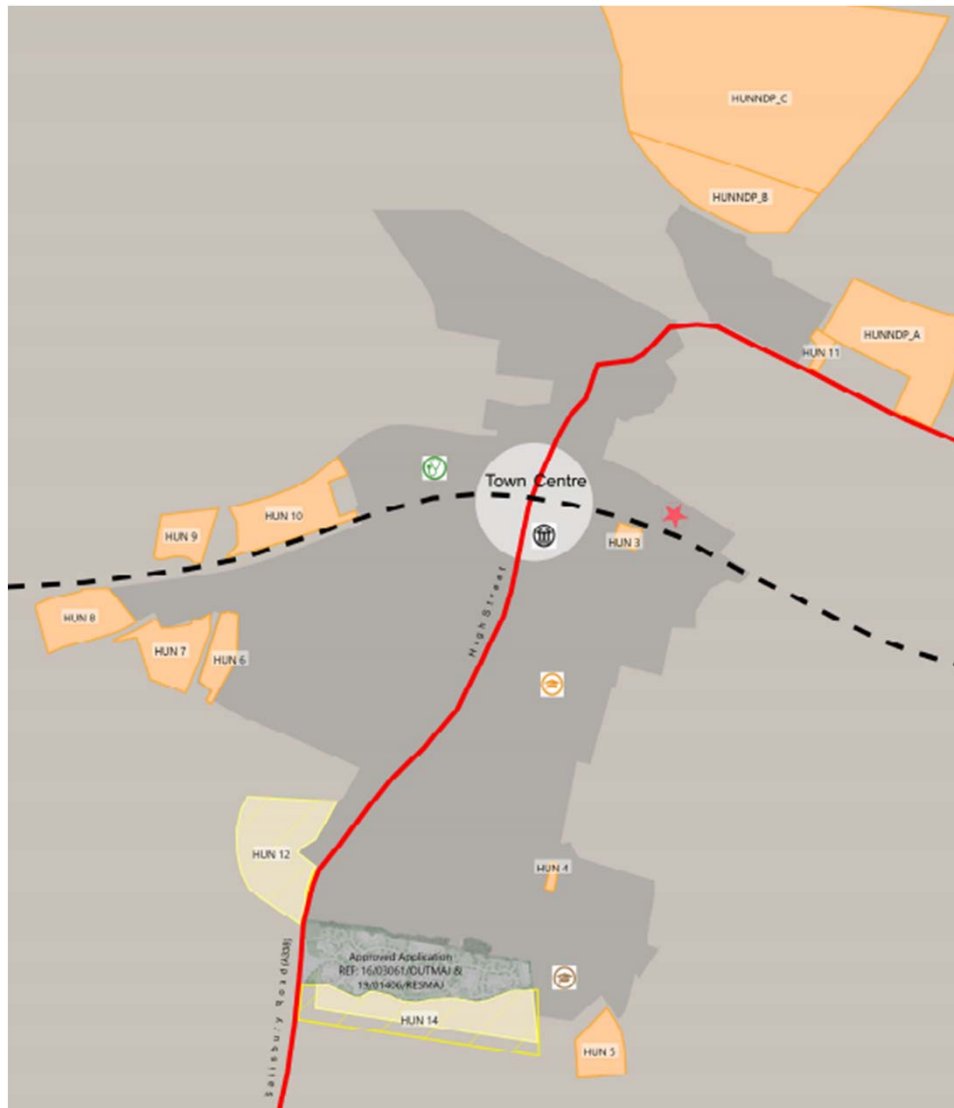
**Land east of
Salisbury
Road (HUN14)**

May 2021

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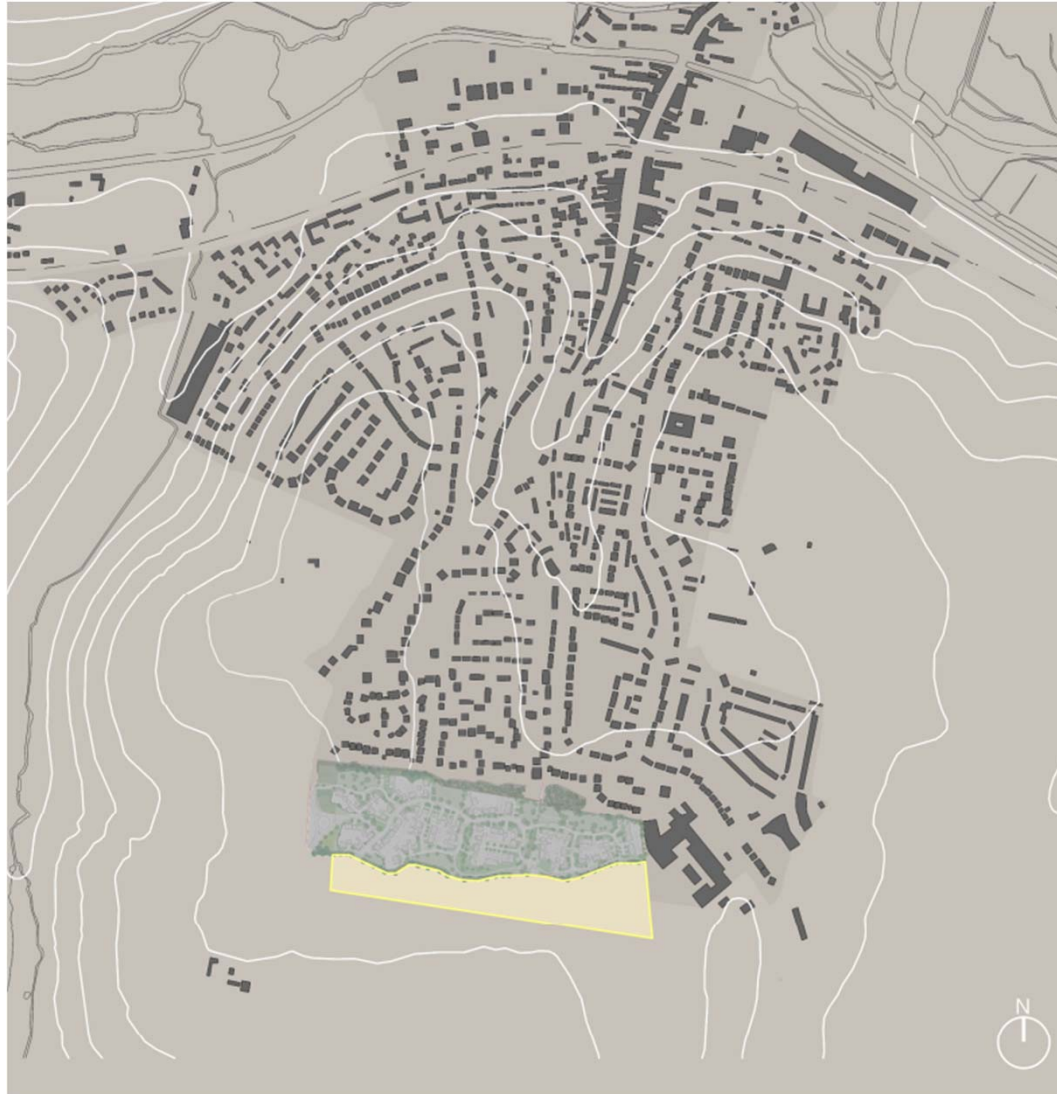
- Introductions
- Site options and local need
- Site boundaries and context
- Managing traffic - access and connections
- Protecting the landscape
- Concept plan
- Reducing carbon/ sustainable design
- Other key opportunities
- Q&A

Site options and Local Housing Need

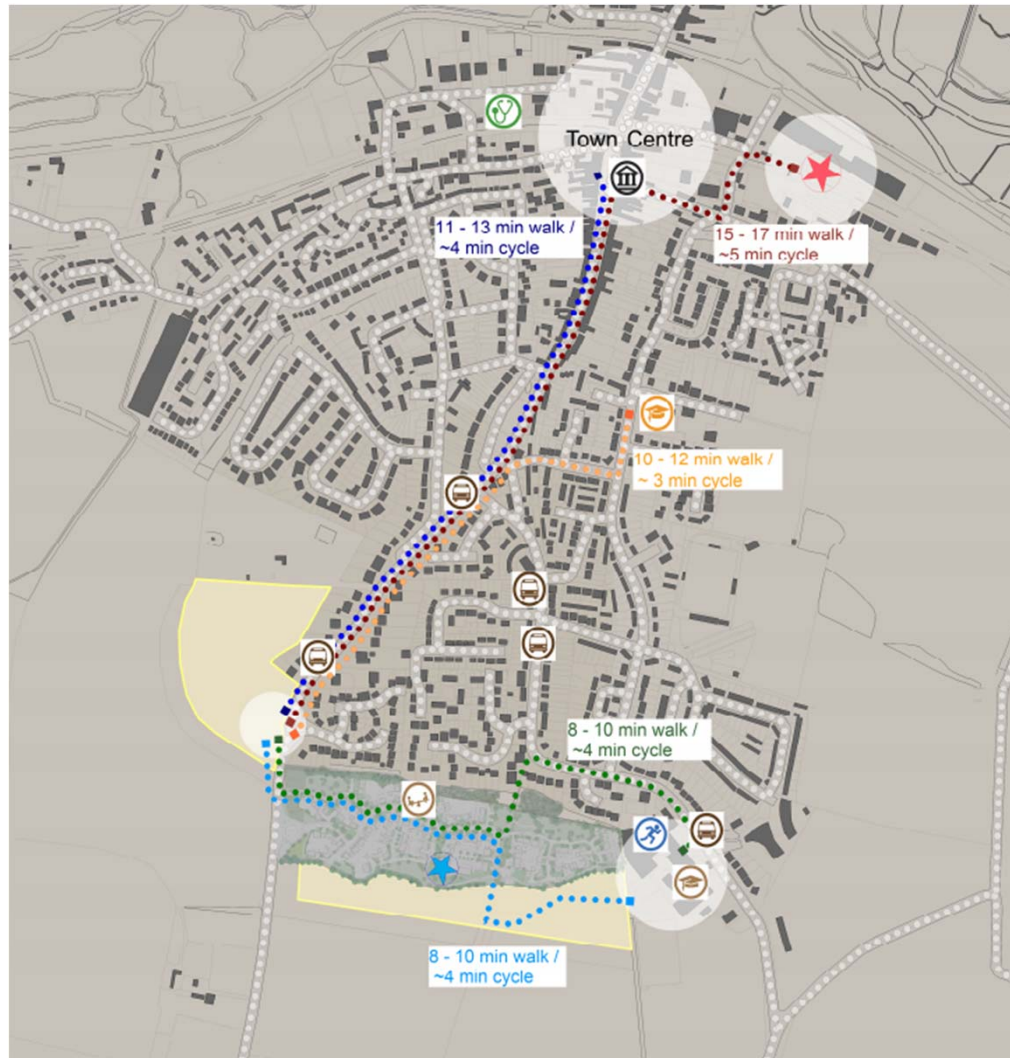


- Limited opportunities within settlement boundary
- “severe lack of suitably affordable housing”
- “Every effort to maximise AH provision...”
- Which sites can generate most affordable housing?

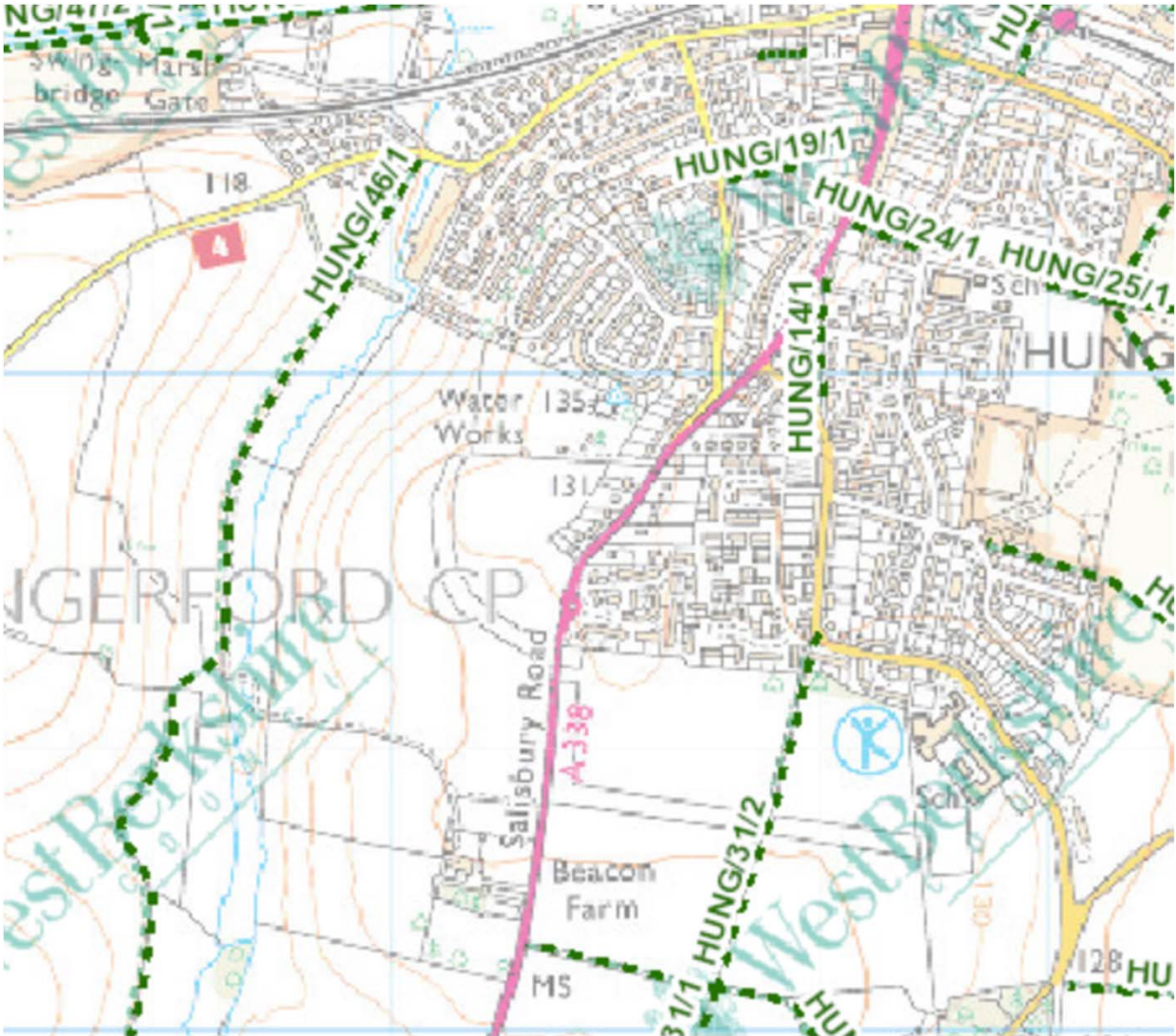
Site context



Accessibility and connections



Local footpaths – extract from WBC online mapping



WBC Housing and Economic Land Availability Assessment (HELAA) – HUN14 (East of Salisbury Road)

Highways

“From traffic modelling for the consented development to the north, the only junction in Hungerford was the A4 Charnham Street mini roundabout by The Bear, but traffic does have an alternative route via Charnham Industrial Estate. Otherwise, the Council's Highways Team would not expect the development to have a severe impact.

“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

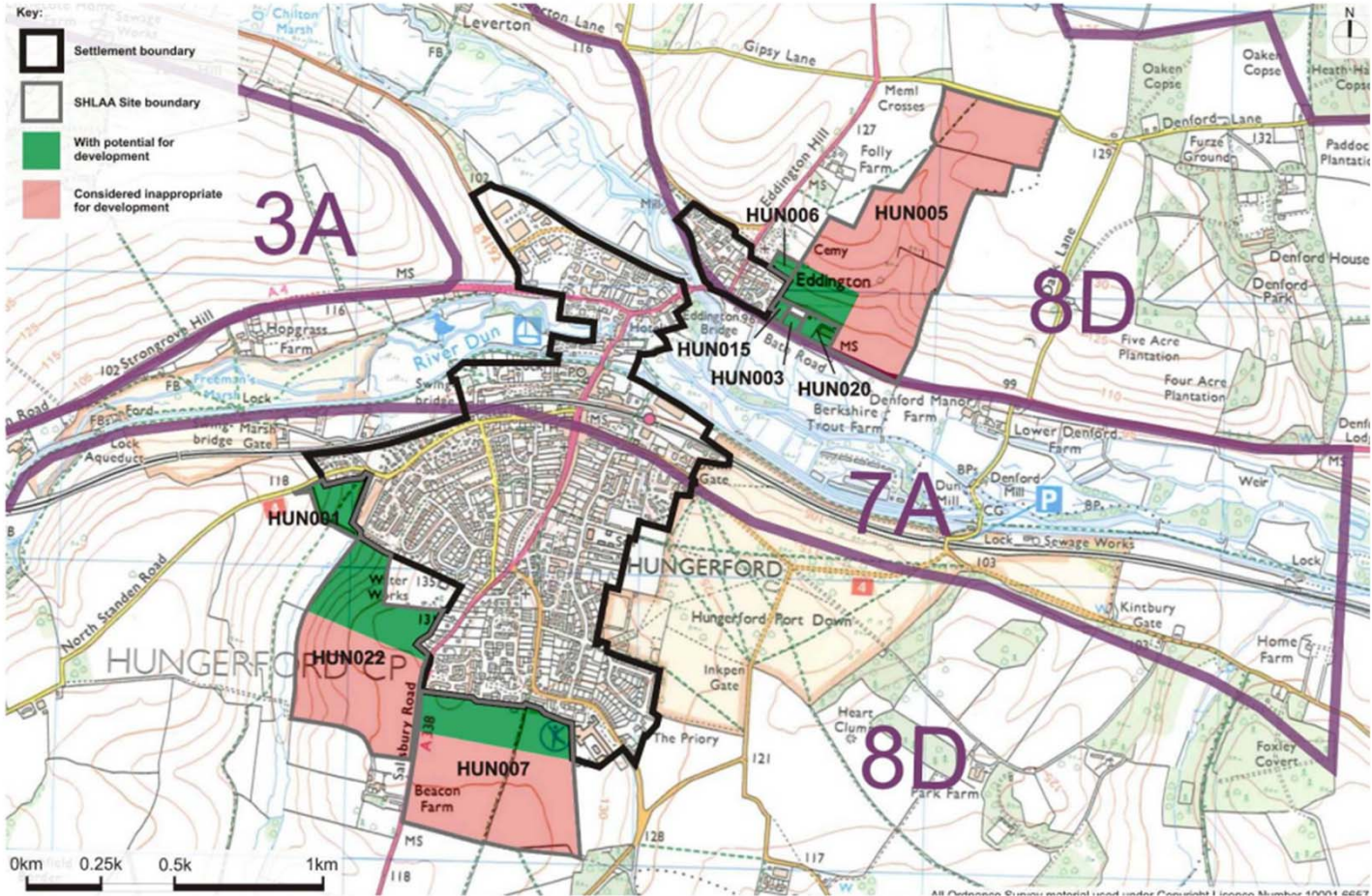


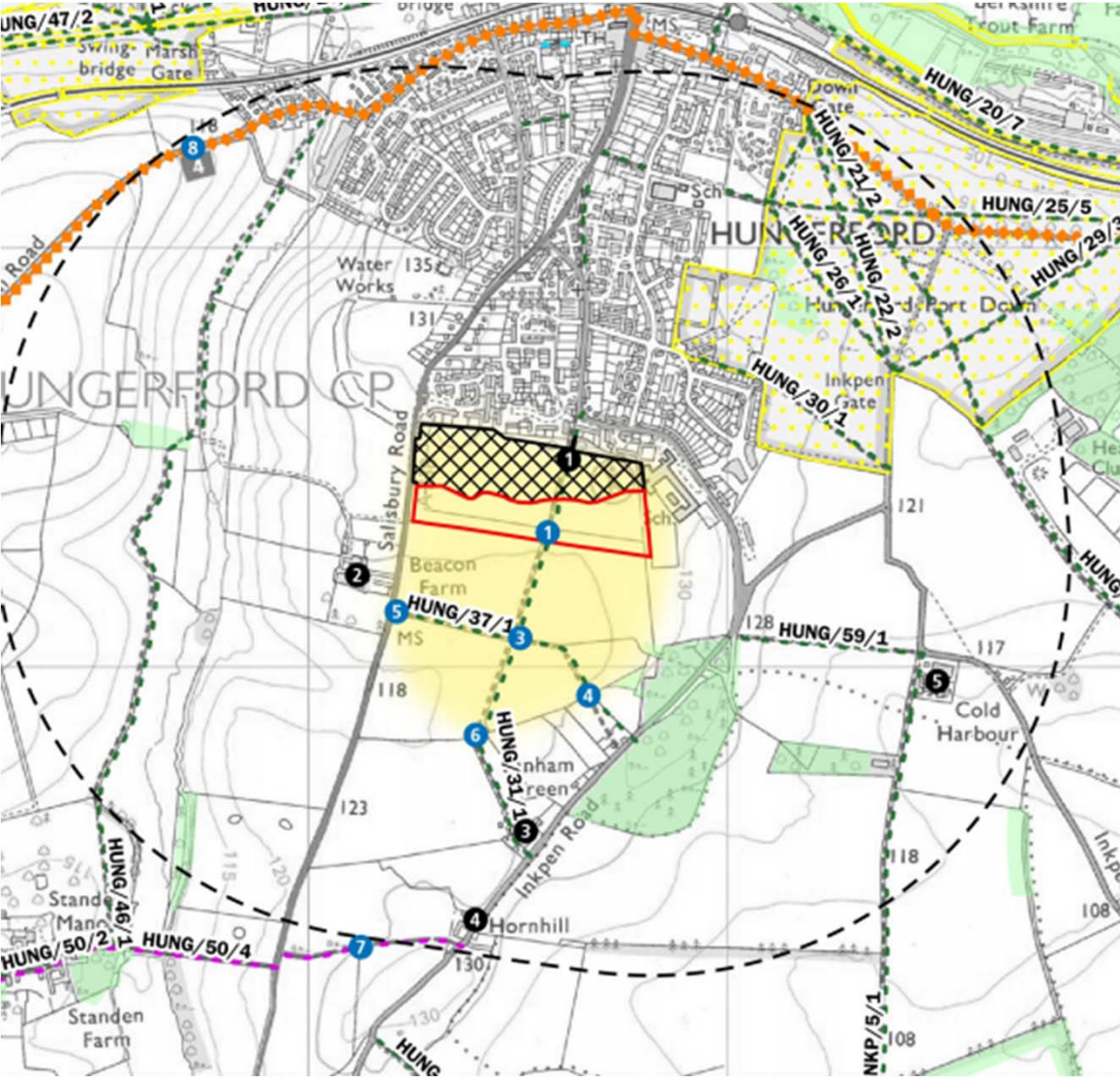
Figure C - Landscape Sensitivity Assessment 2011 (Kirkham Landscape Planning Ltd and The Terra Firma Consultancy Ltd for West Berkshire)

WBC Housing and Economic Land Availability Assessment (HELAA) – HUN14 (East of Salisbury Road)

Landscape

“A landscape capacity assessment 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”.

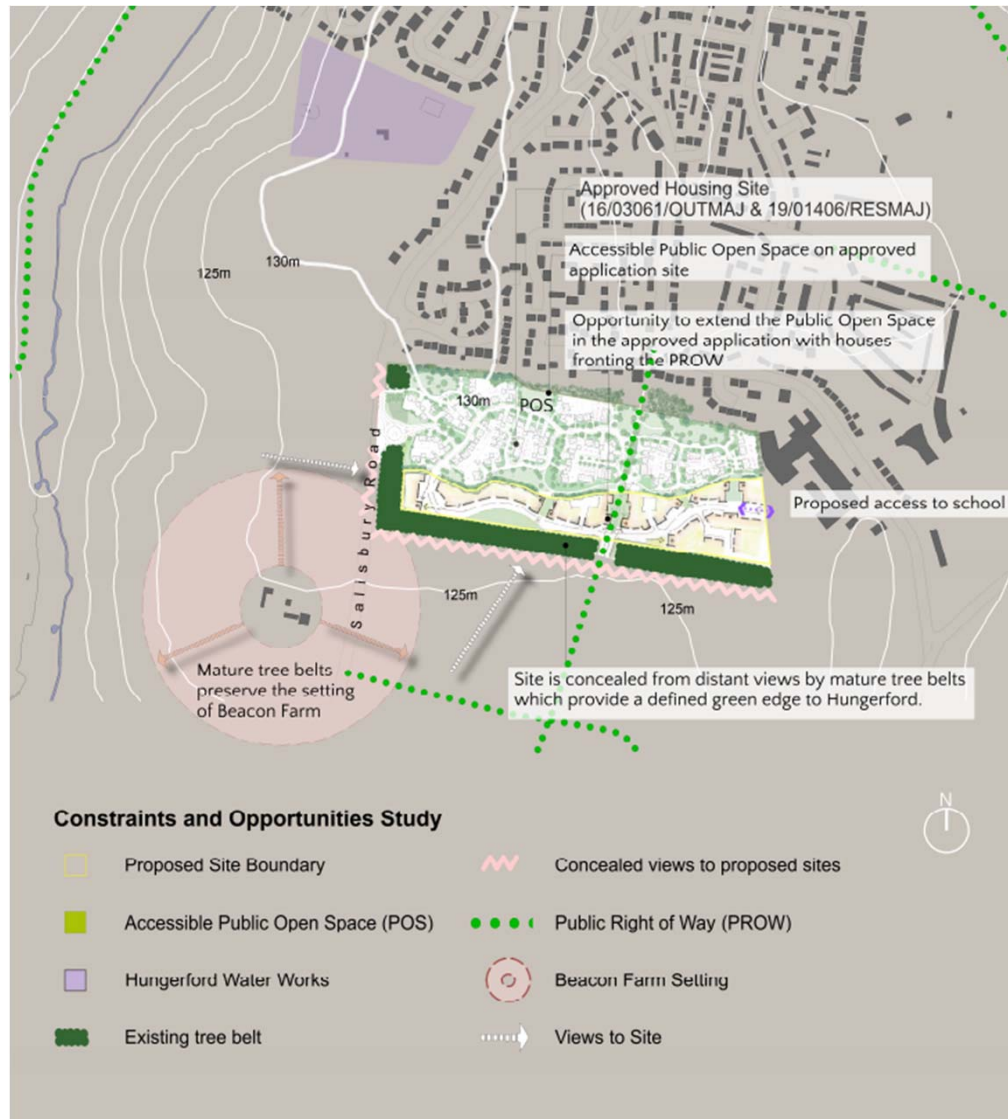
Visual impact assessment



Delivering HTC aspirations

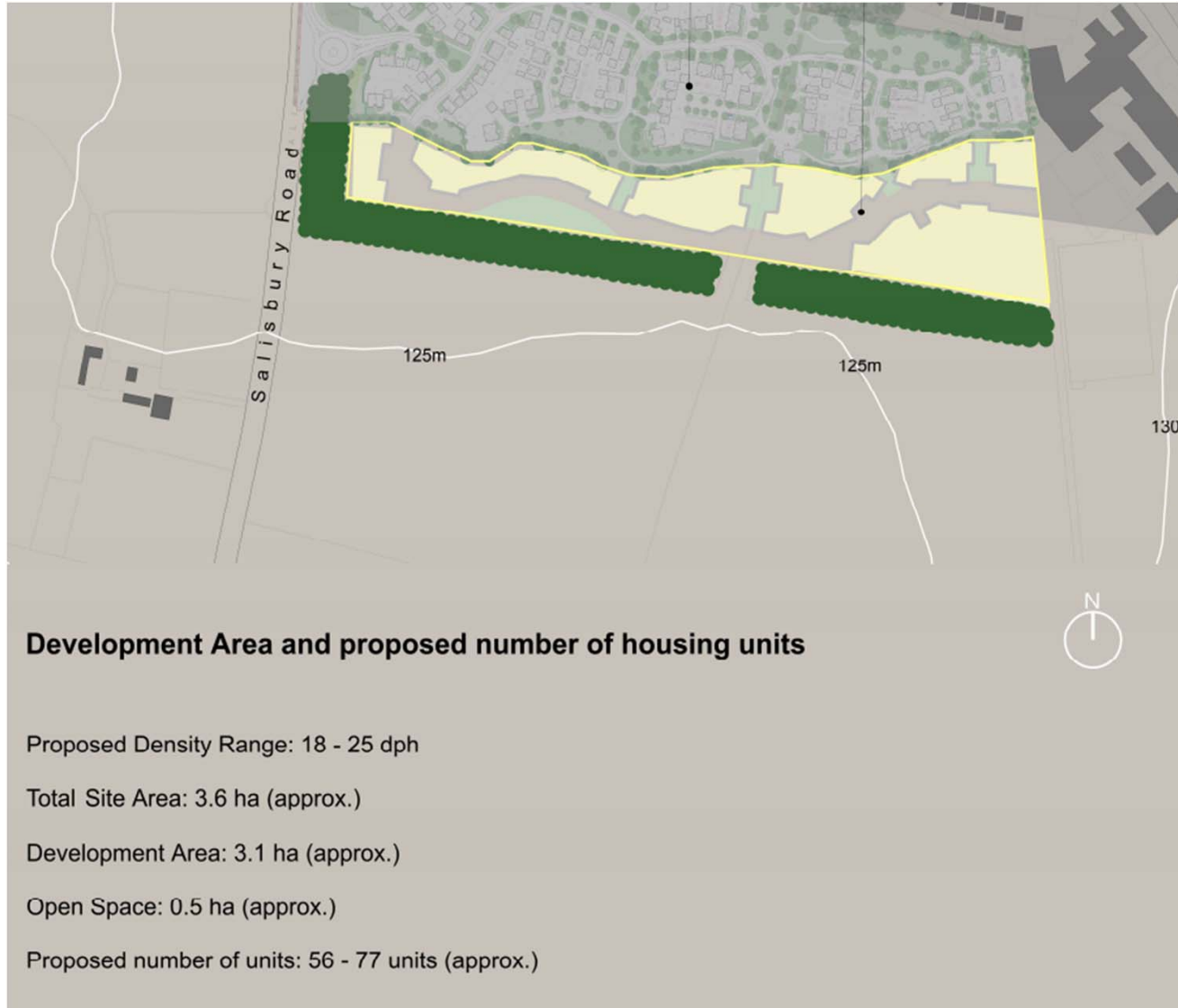
- Reduce traffic through high street
- Reduce carbon emissions
- Enhancement of existing tree belt including an effective range of grassland, shrubs and trees to improve screening and create increased environmental and wildlife benefit. Community woodland initiative?
- Setting aside green space a children's playground with public seating/tables and a minimum 20 allotments
- Potential for self-build homes or including a community housing scheme
- All weather surface for the public footpath through site.

Constraints and Opportunities



- AONB
- Relatively level site
- Low flood risk area
- No heritage assets
- Low ecological interest
- No trees within site
- Beacon Farm
- PROW through the site
- Proximity to JOG school
- Established access form A338

Development opportunity



Concept master plans





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 60+ new homes
- Meet policy requirements (40%) for affordable housing – addressing the “severe” shortage
- Utilise new access to Lancaster Park
- Avoid more school traffic through high street
- Potential for improved connection to the school
- Allotments to serve the residents south of the town
- Space for public open space and biodiversity gain
- Reducing carbon – south facing development and CALA Sustainability Strategy.

Q&A

