

# VINEY'S FARM

## A VISION FOR SOUTH WEST AMESBURY





# Contents

- 1. Executive summary
- 2. Introduction
- 3. The vision
- 4. Contextual analysis
- 5. Delivering the vision

## Appendix A: Wireframe visualisations

Protecting visual amenity and the Outstanding Universal Value of the Stonehenge World Heritage Site.

© Terence O'Rourke Ltd 2022. All rights reserved.  
No part of this document may be reproduced in any form or stored in a retrieval system without the prior written consent of the copyright holder.

All figures (unless otherwise stated) © Terence O'Rourke Ltd 2022.

Based upon the 2022 Ordnance Survey data with the permission of the Ordnance Survey on behalf of Her Majesty's Stationery Office, © Crown copyright. Terence O'Rourke Ltd. Licence No. 100019980.

Aerial imagery © Getmapping plc

# 1. Executive summary

This vision and framework document demonstrates that Viney’s Farm, Amesbury, has the potential to deliver high quality and sustainable growth on an arterial and direct public transport link into Amesbury and is in a unique position to deliver the themes and objectives of the new Wiltshire Local Plan. The site should therefore be identified for residential led-development.

This document demonstrates that the site is suitable, available and deliverable with respect to the provision of a sustainable housing development that has potential to help meet local housing need and also deliver significant improvements to the town and its community.

Specifically, the document demonstrates that the site is located adjacent to the existing urban area, close to facilities, including primary schools, and provides a unique opportunity to deliver a new walkable neighbourhood with a new community heart at its core whilst also preserving the nucleated form of the town.

The framework document demonstrates the development potential of the site and the opportunity to create a high quality, sensitively planned and sustainable new neighbourhood. Specifically, the document also demonstrates that new housing would:

- Be contiguous with the existing settlement edge and benefit from excellent public transport links.
- Have excellent pedestrian and cycle links to nearby shops and community facilities at Amesbury Town Centre and the local King’s Gate and Archer’s Gate primary schools, thereby promoting the concept of a walkable neighbourhood.
- Benefit from attractive leisure and public amenity both within the site and the immediate locality.
- Provide a strong landscape setting based on the site’s landscape features, such as the existing landscape structure.
- Not harm local visual amenity or the setting of nearby heritage assets.
- Achieve significant natural capital gains and diversification of the open space offer in the town.
- Provide an opportunity for further community amenities and retail space.

Based on the initial analysis of the site and its context, some preliminary design principles have been developed. The consultant team’s next step is to engage with local residents and officers at Wiltshire Council to discuss and develop these framework proposals further to ensure the most appropriate design response is achieved.



2. Introduction

Our vision for South West Amesbury is highly aspirational. We are seeking to deliver significant natural capital gains and a residential led scheme that sets new standards for sustainable development in Amesbury. This strategy is underpinned by rigorous and technical assessments following a comprehensive options and testing process.

The town of Amesbury has experienced significant new development over the last 25-30 years, principally comprising the development of the Solstice Park Business Park adjacent to the A303 and the Butterfield Down, Archer's Gate and King's Gate residential developments to the south east and south of the town, which collectively comprise around 2,700 dwellings. All of the development has been planned in accordance with development plan policies stretching back to the 1980s.

To ensure that its development plan remains up to date, Wiltshire Council has embarked upon the production of a new local plan covering the county. Presently, the council needs to identify sufficient land across the county on which around 45,000 new houses can be developed. In January 2021, the council published a suggested spatial strategy which confirmed that Amesbury is a market town which has the potential for significant development that will increase the number of jobs and homes to help sustain/enhance services and facilities and promote self-containment and sustainable communities. Allowing for houses that have been built since 2016 and those already in the pipeline, the residual housing requirement for Amesbury was identified as 350 dwellings.

This vision document has been prepared on behalf of Woodhouse Developments (Amesbury) Ltd., in respect of Land at Viney's Farm, South West Amesbury (hereafter referred to as 'the site') and is submitted to the council in support of representations previously submitted to the local plan consultation in March 2021.

This document provides an initial introduction to the town of Amesbury, its attributes and deficiencies. A further summary environmental analysis of the site and its context, including its contribution to the setting of the Stonehenge World Heritage Site and the local landscape's visual amenity, is also provided.

The document concludes with our vision and conceptual layout for the proposed residential site allocation, with specific emphasis on how the site is well placed to address the environmental and social challenges that the district will experience over the life of the new local plan and beyond.

The vision therefore explores how the themes of the new local plan could be addressed through an appropriate development framework and the highest design standards.

The concept masterplan shown to the right was submitted as part of previous representations on the possible growth strategy in Amesbury in March 2021 and provided a preliminary, high level vision for a residential-led development on the site and defined a broad quantum and extent of development. Since this submission, Terence O'Rourke Ltd. on behalf of Woodhouse Developments, has undertaken detailed technical analysis of the site and its local environs.

The framework masterplan set out in this document has been underpinned by this technical assessment work. It is a strategy that is deliverable and has been tested to make the best and most efficient use of land, deliver significant community benefits and natural capital gains, without resulting in negative and undue environmental effects.

This technical assessment work has been supplemented by detailed analyses of the local townscape and settlement pattern, to ensure that well planned growth can be delivered that maximises connectivity and promotes sustainable patterns of development. These themes are explored further in the document.

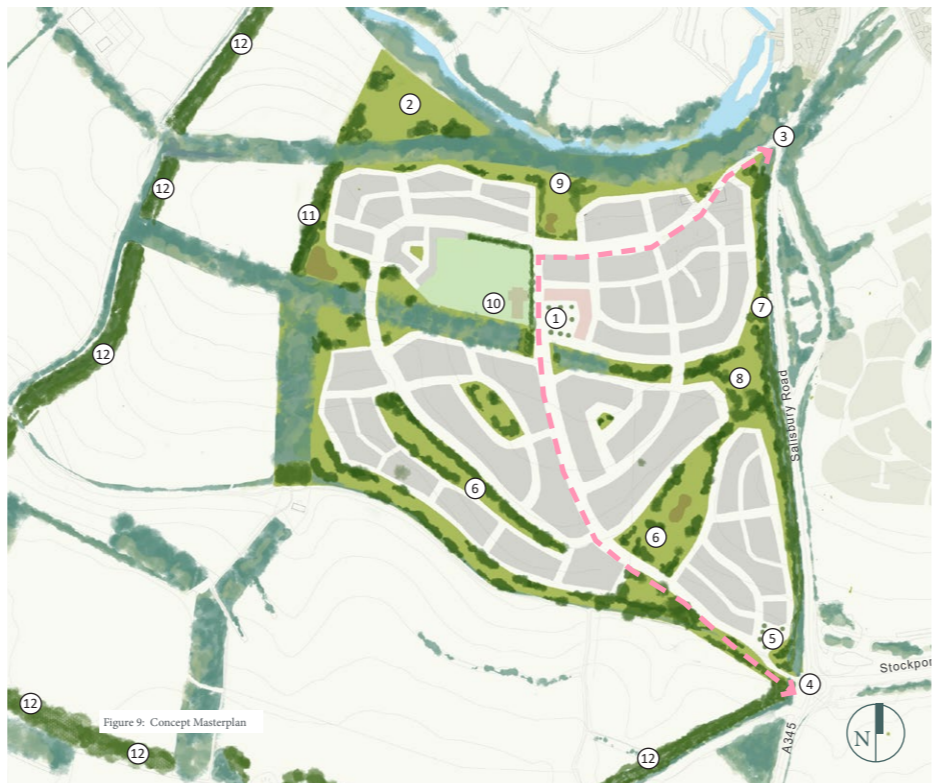


Figure 9: Concept Masterplan



Figure 1: Preliminary concept masterplan included in Shaftesbury International Services Ltd's local plan representation, submitted in March 2021, and now replaced by the present Vision Statement.

## 2. Introduction Planning for a sustainable future

Modernising planning for town and country has an essential role to play in pro-actively addressing the big social, environmental and economic challenges of our time. There is a need to consider the bigger picture in developing a comprehensive, long-term vision for a place.

*“I believe the fundamental objective of the planning profession is to create a balanced system for people, nature and society to co-exist in harmony...to be a global force for good”*

Dr Wei Yang, RTPI President inaugural address, 2021



**Mitigating climate change**  
Promoting green energy and low carbon ways of living



**Ecosystem protection**  
Safeguarding biodiversity and the health of the countryside



**Economy**  
Creating inclusive, liveable spaces that boost growth and recovery



**Education**  
Preparing people to fulfil their potential in a rapidly changing world



**Globalisation**  
Harnessing the opportunities of a more connected world



**Human health and development**  
Shaping healthy environments that support active lifestyles. Addressing local deprivation



**Mobility and connections**  
Creating connections between communities that create genuine mobility choices



**Natural hazards and risk**  
Managing water to adapt to climate change



**Natural resources, food, water and energy**  
Managing the footprint of our consumption



**Technology and communication**  
Using new technologies to positively transform living



**Population, demographics and migration**  
Creating a better balance of homes to support mixed communities



**Urbanisation, housing and infrastructure**  
Designing places for people. Aligning growth with infrastructure provision



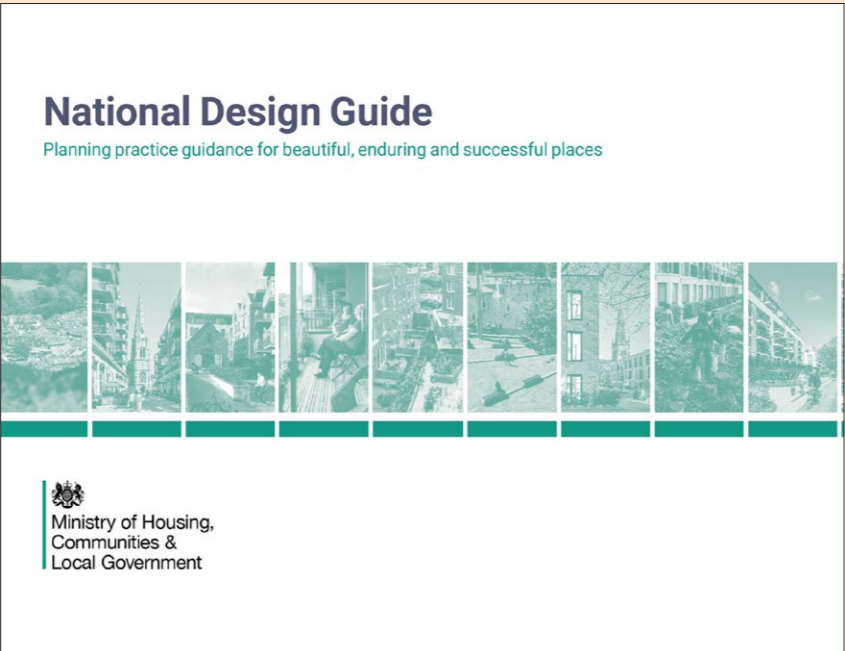
## 2. Introduction Planning policy context

There is a pressing need for the new local plan to balance the opposing forces of delivering growth with climate change and the degradation of our natural environment. This places significant emphasis on the local plan consultation process to identify sites which can deliver demonstrable sustainable and well planned growth.

Preparation of the Wiltshire Local Plan Review is underway and consideration is being given to which sites should be allocated for new development over the period to 2036. As part of this review, sites are being identified for future allocation. In considering the vision for Viney’s Farm, there is also a need to identify the big issues we are all now facing.

Using space efficiently has become an increasingly pertinent design consideration. We explore a vision which makes the most resourceful use of space and so intensifies land use without compromising the very foundation of the area’s distinct character and remains respectful to the site’s edge of town location.

The following documents are considered established national guidance. The content of all these documents relates to the promotion of good design, but they have slight differences in methodology and process. The framework masterplan is founded on this tested and established best practice guidance.



### 1. National Design Guide

Ministry of Housing, Communities & Local Government, 2021

- Substance to the definition of ‘good design’ for use by local planning authorities and developers
- Reinforces the aim of the NPPF to create high quality places and buildings
- 10 characteristics of well-designed places becomes the framework
- Good practice examples



### 2. National Model Design Code

Ministry of Housing, Communities & Local Government, 2021

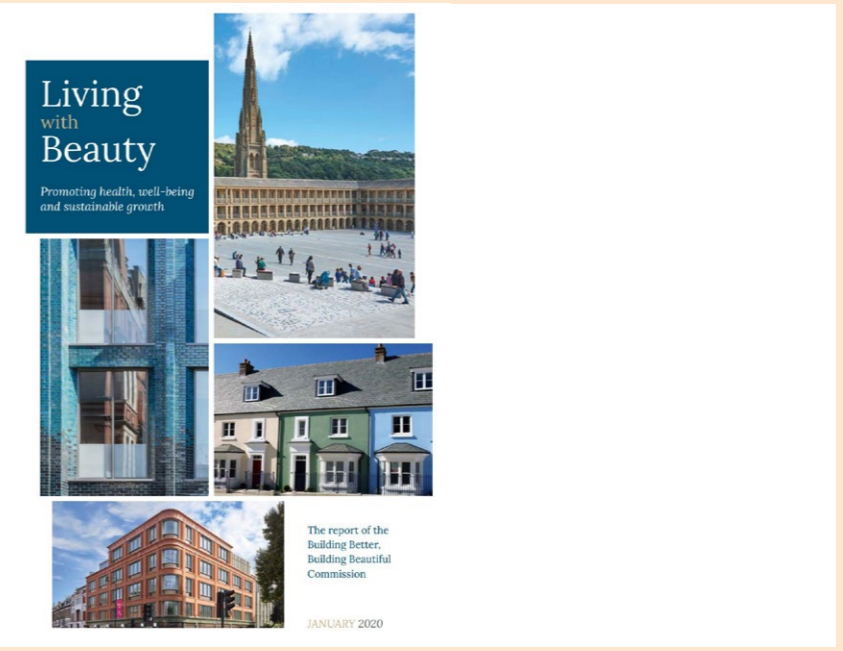
- Detailed guidance on the production of design codes, guides and policies
- Provides a framework for creating high-quality places, with a consistent and high-quality standard of design to inform development proposals
- Suggests the creation of local design codes created by local authorities



### 3. Building for a Healthy Life

Homes England, 2020

- Replaces Buildings for Life 12
- Written in partnership with the NHS
- A design code for new and growing neighbourhoods
- Three main topics: integrated neighbourhoods; distinctive places and streets for all
- Provides a framework for creating high-quality places, with a consistent and high-quality standard of design to inform development proposals



### 4. Living with Beauty

Building Better, Building Beautiful Commission, 2020

- Proposes a new development and planning framework based on: ask for beauty and refuse ugliness; promote stewardship
- Advocates an integrated approach wherein all matters of placemaking are considered from the outset and subject to a democratic or co-design process
- Aims for long term investment in beauty, community, history and landscape

### 3. Vision

Our vision is to create a place that enlivens and enriches the existing town and has a strong emphasis on place-quality, the highest sustainability credentials, community infrastructure and a mixed and balanced demographic.

#### Responding to climate change

Our vision is to contribute to achieving low carbon growth and the mitigation and adaptation measures that should be required through developments.



#### Promoting wellbeing and equality

Our vision is to help spread the benefits of growth, helping to create healthy and inclusive communities.



#### Increasing biodiversity and greenspace

Our vision is to contribute to significant natural capital gains through the improvement of existing green spaces and the creation of new ones.



#### Delivering quality places

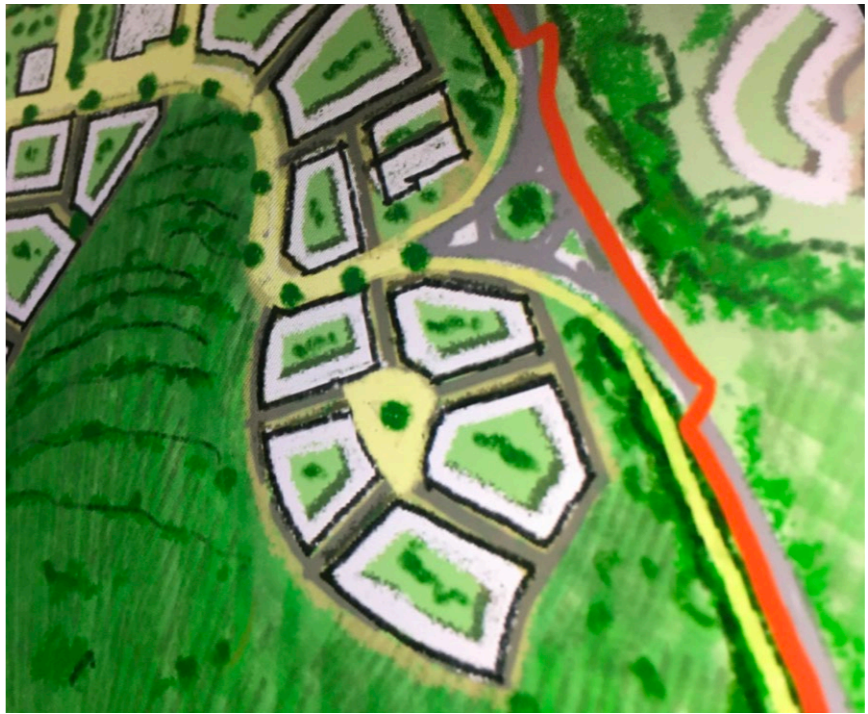
Our vision is to protect what is already great about the area and design new developments that create special places and spaces.



*The scheme should deliver a comprehensively planned expansion to Amesbury which reflects and connects effectively with the urban fabric of the existing town and, importantly, provides a range of facilities and amenities designed to foster the integration of the new and existing communities. The principles of vibrancy and integration are central to the vision.*

*Our vision is to create an attractive place that responds positively to the context of Amesbury, with the community at its heart.*

*Our vision is to create a development of the highest quality, that builds on the identity of Amesbury and enriches the lives of the community whilst contributing to enhancement of the local natural environment.*



*Land at Viney's Farm, South West Amesbury, has the potential to deliver high quality, sustainable development. Proximity to local facilities and shifts in travel culture provide new opportunities to explore low car developments, thereby maximising the site's natural capital potential. This is a key principal of our vision. The result will be new opportunities to re-imagine the street with a much greater emphasis on the community, with active living is at its heart.*

4. Contextual analysis

Viney’s Farm lies to the south west of Amesbury, approximately 1km from the centre of the town. Amesbury is categorised as a *market town* in Wiltshire Council’s Settlement Strategy on the basis that:

*‘...there is an existing concentration of employment and a realistic potential to expand employment opportunities. They also have retail facilities, cultural, faith, educational, health and public services that meet the needs of the settlement and the surrounding area. In this way they have the ability to support sustainable patterns of living in Wiltshire through their current levels of facilities, services and employment opportunities.’*

Amesbury is also a key sustainable transport node with connections to the wider strategic network across Wiltshire, and has the ability to develop and support the wider sustainable transport network.

The site provides a clear and demonstrable opportunity to significantly improve the town’s community facilities whilst also delivering the most sustainable growth.

Specifically, the site is located on a principal transport corridor, the A345, into the town centre (less than 1km from the site boundary). The A345 is one of Wiltshire’s busiest public transport corridors and the principle of the site’s development is supported by Go South Coast and Salisbury Reds, the principal bus operators.

The site is also well connected to the wider pedestrian and cycle network and has the capacity to reach a critical mass of residential development sufficient to support new local community and retail facilities and meet the basic day to day needs of new residents.

Viney’s Farm lies adjacent to a major public transport corridor, with the X4 service from Salisbury to Larkhill, the X5 service from Salisbury to Swindon and the Activ8 service from Salisbury to Andover all stopping close to the site on at least an hourly basis, six days a week. Both Go South Coast and Salisbury Reds are supportive of the site’s potential development and have already indicated this to Wiltshire Council as part of their consultation responses on the Planning for Amesbury consultation paper in March 2021.

The location of Viney’s Farm to the south of Amesbury means that it is on the right side of the town for commuters and others travelling to Salisbury without passing through Amesbury town centre. It’s geographical location close to the Amesbury link road (Stockport Avenue) also makes it easy for future residents to reach Solstice Park, Boscombe Down, the Tesco foodstore on London Road and the schools and community facilities at King’s Gate on foot or by bicycle.

Initial assessment of likely travel patterns associated with the site’s development by Woodhouse Development’s transport consultants

suggest that 40% of traffic movements leaving the site will head south towards Salisbury, with around 35% heading east to the A303 via the Amesbury link road, Porton Road and the Folly Bottom junction. Only 25% of future traffic is expected to head north towards the Countess roundabout through the town centre.

Finally, as at May 2022, Wiltshire Council’s housing register shows that there are 306 households in Amesbury who are considered by Wiltshire Council housing officers as being in need of housing. If the current policy requirement of 30% affordable housing remains in place as part of the local plan review, Wiltshire Council would need to allocate land in Amesbury for the development of 1,020 dwellings to meet local housing need. Clearly, the allocation of land for more than the 350 dwellings identified in the Planning for Amesbury paper dated January 2021 is required if the council is to meet local housing need and the allocation of land at Viney’s Farm can clearly play a significant contribution towards meeting this objective.



Amesbury Town Centre



Current access to Viney’s Farm from A345



White Railings roundabout (also known as Stock Bottom roundabout) with views back to Kings Gate. The site is contained by established woodland planting to the left of the field of view.

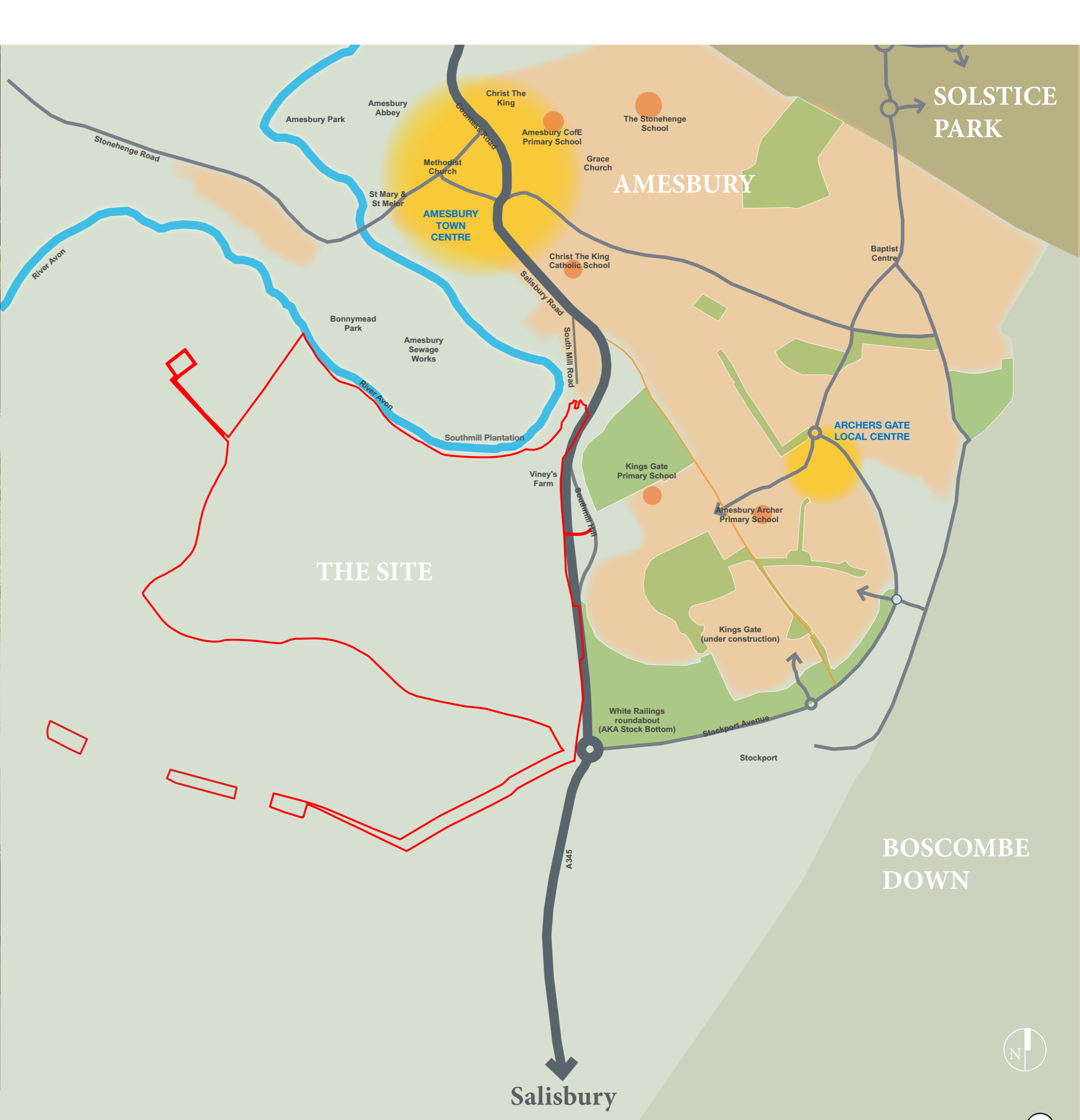


Figure 2: Site location

4. Contextual analysis

To the east, the site is bordered by the A345 Salisbury Road, to the north by the banks of the River Avon and to the south and west by agricultural land. The site is approximately 110 hectares / 270 acres in size and comprises predominately arable fields along with well-established woodland plantations planted approximately 20-25 years ago on its southern and western edges, mature deciduous woodland along its northern boundary and further established woodland and hedgerow strips along its eastern boundary. Gappy hedgerows also delineate the boundaries of internal fields.

Vehicular access to the site is currently gained from the A345 via an asphalt driveway to the Viney’s Farm buildings in the north eastern corner of the site. In addition, there are two points of farm vehicular access from the A345 via field gates and farm access from an un-named road (locally know as the referred to as the Durnford road) in the south east corner of the site, via a field gate.

The topography of the site is a defining feature. The 3D model (figure 3) illustrates the undulating/twisting nature of the surrounding landform, and the location of the site on a broad and level ridgeline.

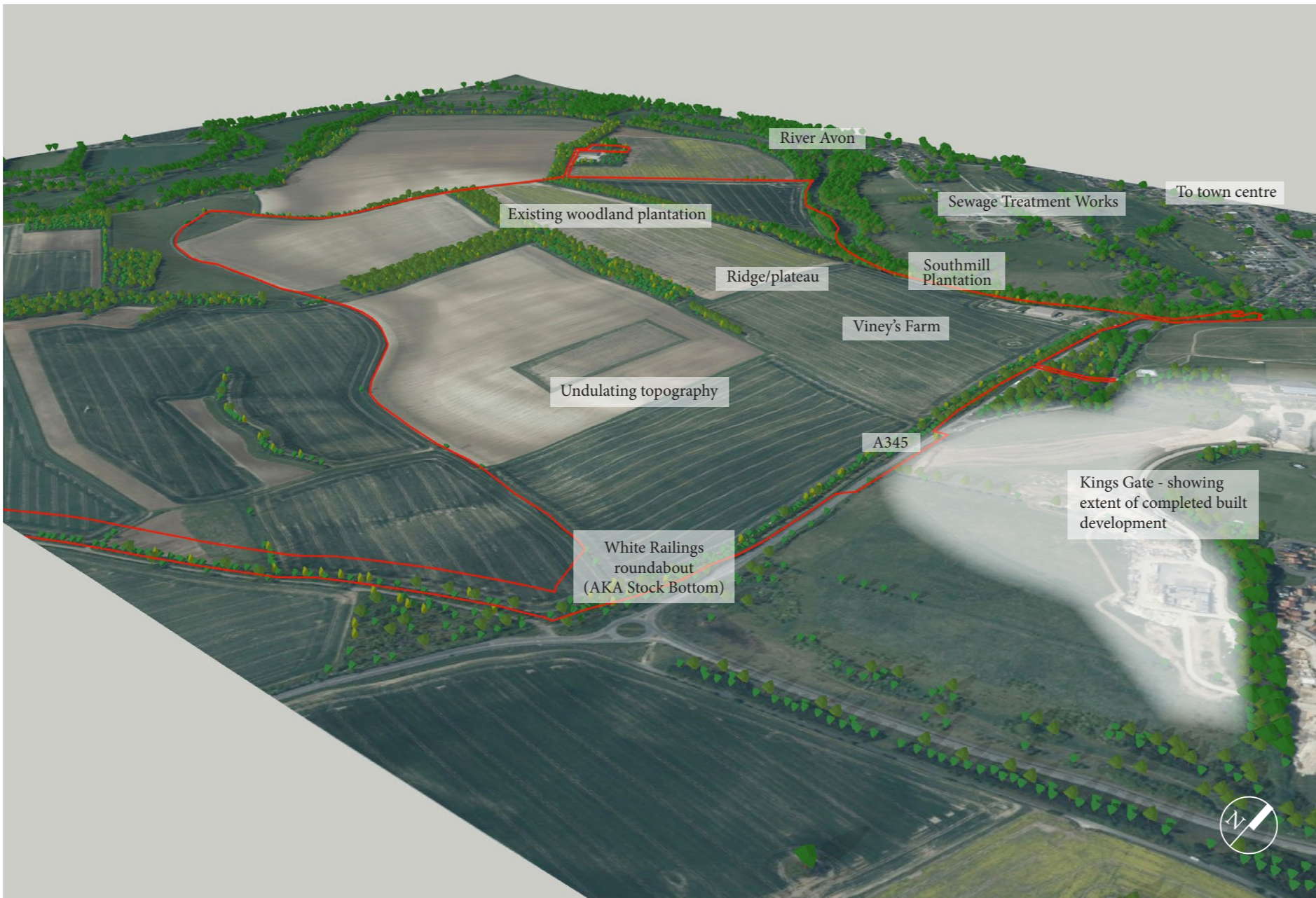


Figure 3: Three Dimensional model of the site

As can be seen on figure 4, Viney’s Farm is located within a Special Landscape Area (SLA), but is otherwise unconstrained in terms of planning and environmental designations. The SLA, which previously extended eastwards onto the King’s Gate development site, is a non-statutory landscape designation and is currently being reviewed by Wiltshire Council.

The River Avon, which borders the site to the north, is an internationally protected river and is a designated as a Special Area of Conservation and Site of Special Scientific Interest. Several scheduled monuments lie outside but close to the site. To the west of the River Avon lies the Stonehenge & Avebury World Heritage Site and several conservation areas.

The outer buffer zone of a Ministry of Defence armaments store located at the southern end of Boscombe Down airfield passes across the south eastern part of the site (not shown). Whilst this is not an absolute constraint to development at the site, the materials used in any public buildings will need careful consideration.

In ecological terms, surveys have shown that the arable land and woodland within the site support ground nesting birds and provide foraging opportunities for bats. Hedgerows around the site’s periphery provide habitat for the Hairstreak butterfly and also provide opportunities for birds and foraging bats. Apart from this, the site is devoid of significant ecology.

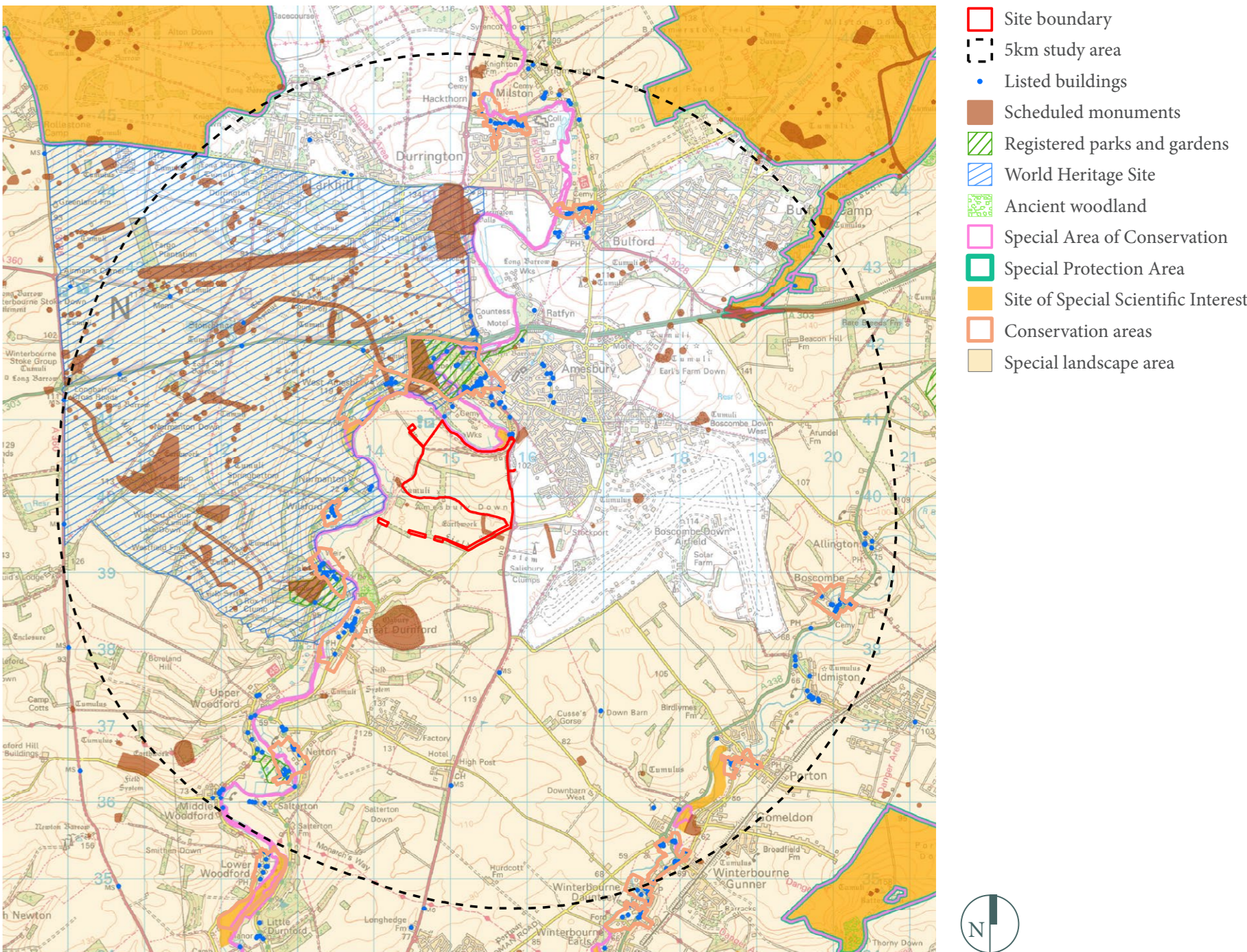


Figure 4: Designations

# 4. Contextual analysis Setting of the Stonehenge World Heritage Site



Figure 5: Site context: World Heritage Site

Stonehenge and Avebury World Heritage Site

The boundary of the Stonehenge and Avebury World Heritage Site (WHS) is approximately 0.5km to the north west of the site, at its closest point. Stonehenge and Avebury gained their place on the WHS list for their outstanding prehistoric monuments dating back over 5000 years to the Neolithic and Bronze Age. Stonehenge itself is approximately 3km to the north west of the site.

Various scheduled monuments dot the landscape around the site, including a linear boundary earthwork on Amesbury Down west of Stock Bottom, on the southern edge of the site.

The site is not within the WHS but is contained within the surrounding landscape so a preliminary heritage study has considered the contribution it makes to the asset’s setting. The setting of an asset is not therefore a heritage asset or a designation in itself, and its importance lies in what it contributes to the significance of the heritage asset.

The portion of the WHS of relevance to the site is located to the west extending down the east facing slope of the Avon valley. Topographically, the WHS area is only visible to/from the site from the east facing valley slope, above which is a ridge of higher ground extending to 120m Above Ordnance Datum from West Amesbury to Wilsford. This topography acts to obstruct views east across/towards Amesbury Down from the main monument groups that lie to the west.

A comprehensive review of all available recent assessment data, as described above, has shown that the WHS does not rely upon or borrow any contributory elements from the site on Amesbury Down. The site does not provide and is not part of the recognised visual significance to any of the carefully placed or aligned prehistoric sites within the WHS.

## Structuring principles

Throughout this assessment and as part of the design iteration process, careful consideration has been given regarding the form of any proposed built development to minimise visual impacts on the Stonehenge and Avebury World Heritage Site and its setting.

As part of the overall masterplanning for the site, it is proposed that an open green landscape buffer be provided in perpetuity from the western edge of the site to the eastern limit of the WHS zone at the River Avon (1). This provides an additional landscape buffer to the eastern limit of the

WHS and is a significant offer of these proposals that provides substantial long-term benefits in perpetuity.

Following initial heritage analysis, the area to the east of the existing shelter belt (2), due to its limited inter-visibility with the World Heritage Site, was identified for further testing. This analysis (set out on following pages) sought to identify the area of the site with the greatest capacity for built development. As part of this iterative design process, the potential visual effects were then verified through Zone of Theoretical Visibility

(ZTV) analysis, on site studies and verified wireframe visualisations. The framework masterplan is the culmination of this design process and utilises only the area of the site with the highest capacity for development. In appendix A, at the end of this document, we have provided this technical analysis for the submitted framework masterplan to demonstrate the extent to which the existing shelterbelt vegetation, augmented with additional structural planting, serves to minimise and screen built development.

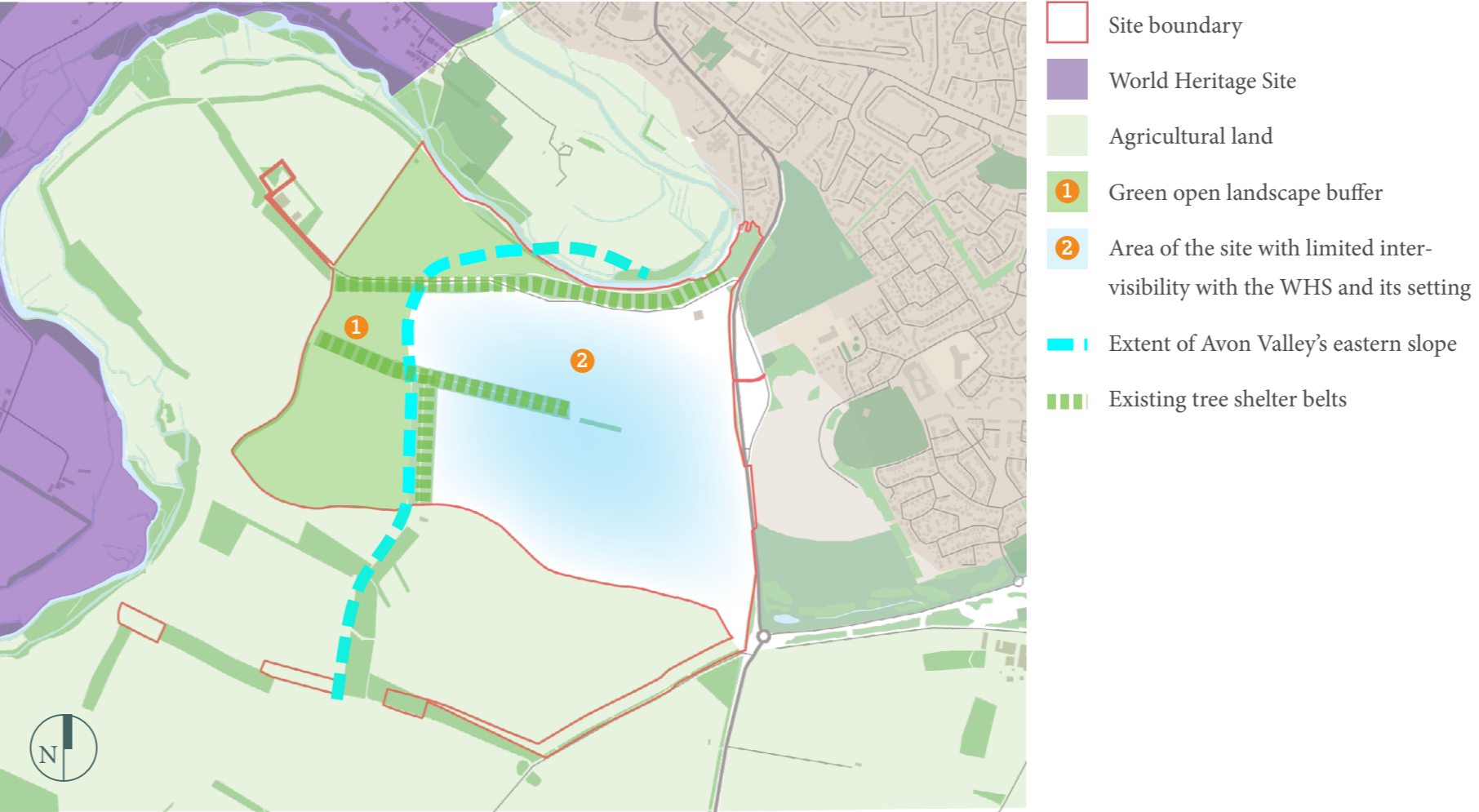


Figure 6: Structuring principles: WHS landscape buffer



4. Contextual analysis Topography and settlement pattern

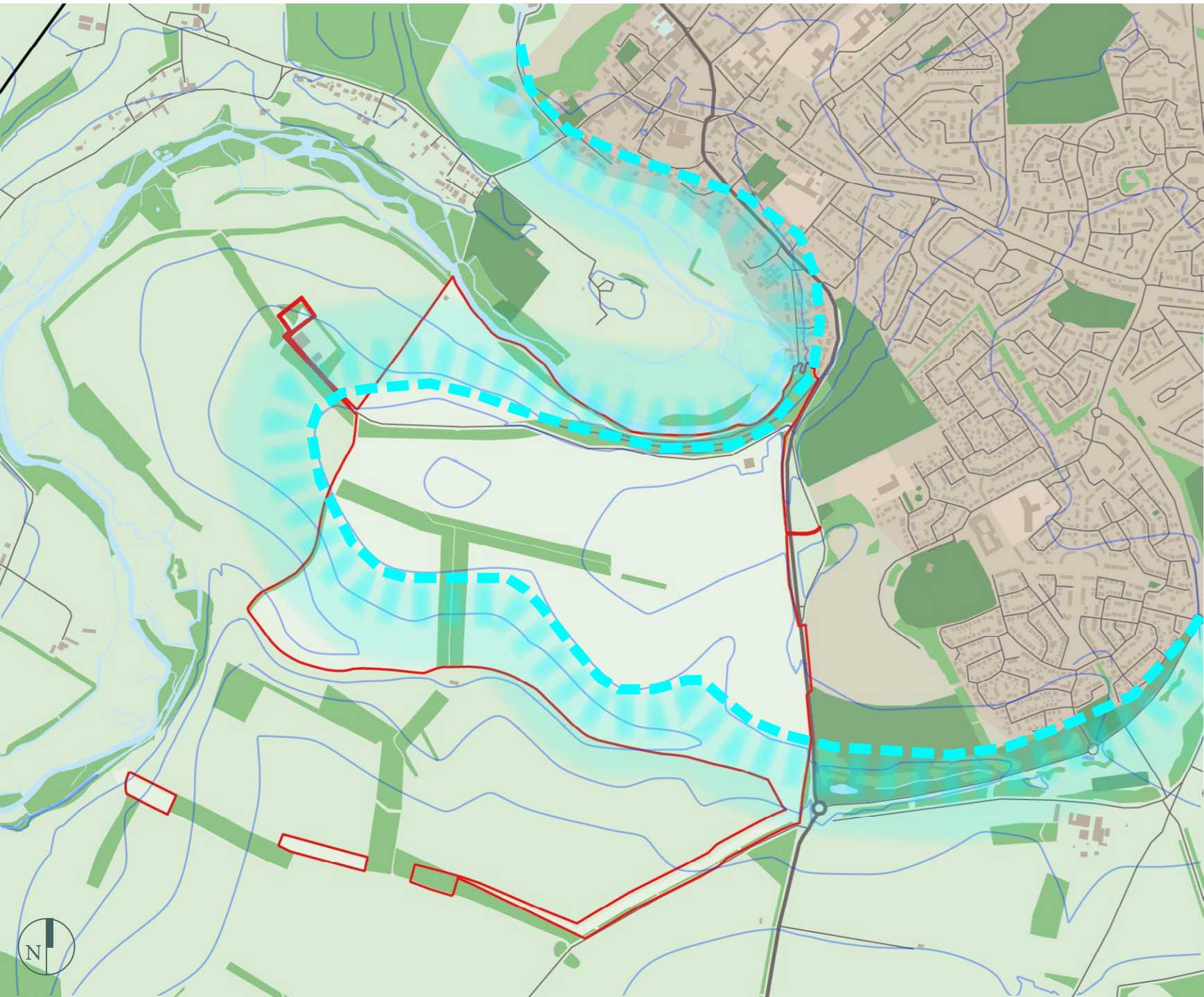


Figure 7: Site context: Topography and settlement pattern

A topographic analysis of the site has been carried out, derived from Intermap NEXTmap data. This data provides detailed survey information of the elevation and landform of the site and can be used to analyse the degree of slope across the site and to interpolate the settlement pattern and its relationship with the underlying landform.

This is important to understand for two reasons. Firstly, land that is excessively steep would render development difficult to achieve without considerable and highly engineered earthworks. In this edge of town location and considering the local character of the landscape, we have considered this approach unsuitable as it also undermines our aim to create a highly accessible and connected development.

And, secondly, because well planned growth should seek to follow the existing settlement pattern, maintaining a tight nucleated form wherever possible and integrating key green landform features, such as the River Avon corridors.

The analysis of the site area shows the areas of least slope are found along the ridgeline/plateau through the centre of the site. The rest of the site features rolling and twisting topography and the steepest areas may not be suitable for development, with heights ranging from around +70m Above Ordnance Datum (AOD) to +100m AOD, a 30m level change.

As a comparison, a slope analysis was also carried out for King’s Gate and Archer’s Gate (right) to the immediate east of the site area. There is a clear pattern of development extending along the broad and flat ridgeline on flatter land, outside of the relatively steep valley of the River Avon. Indeed, much of Amesbury has developed at comparable elevations, albeit closely associated, historically, with this important watercourse.

Structuring principles

There is a recent pattern of development sweeping around Amesbury to the south and east, delivered though the masterplans for Archer’s Gate and King’s Gate. This pattern of development has seen Amesbury expand to the south and south east along a broad ridgeline, preserving the relatively steep southern slopes as open space and providing a strong green setting and containment to the town’s southern edge.

This pattern of growth has been successful, creating a soft interface between urban fringe and open land use. Built development has assimilated well in

the wider landscape and continues to do so as structural planting within the southern linear park matures.

The site is ideally placed to continue this pattern of well planned growth, following the ridgeline further to the west. This area of the landscape, due to its level landform and surrounding shelter belts and woodland groups, has a high capacity for low density, low rise development and importantly, can maintain the relatively tight nucleated form of the town.

The northern and southern slopes are preserved as open space, extending the linear park north of Stockport Avenue across the A345 and augmenting the strong settlement edge and interface with agricultural land to the south.

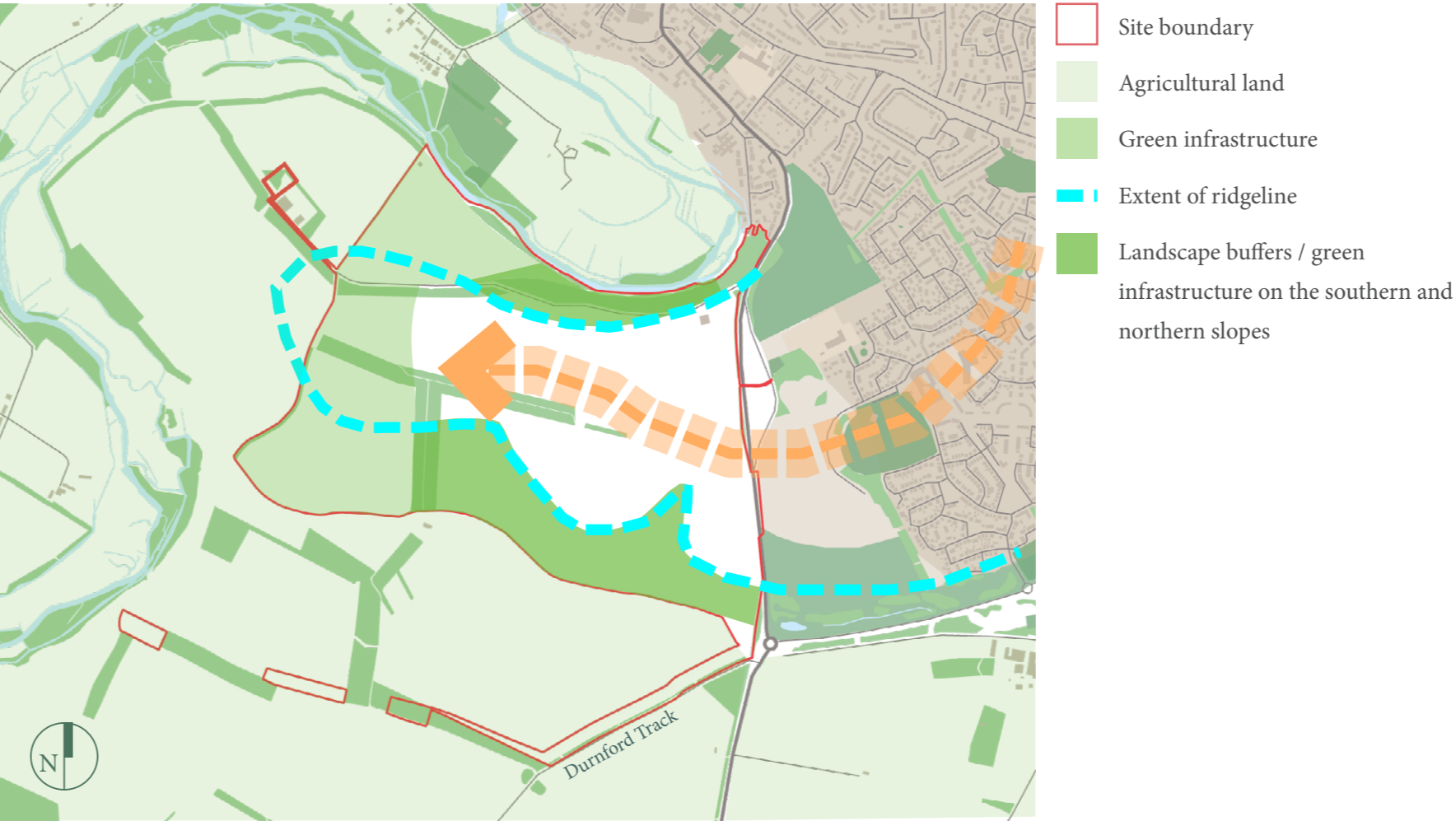


Figure 8: Structuring Principles: Preserving settlement pattern



View from the Durnford track, to the south of the site, looking north east towards Amesbury

4. Contextual analysis On site archaeology

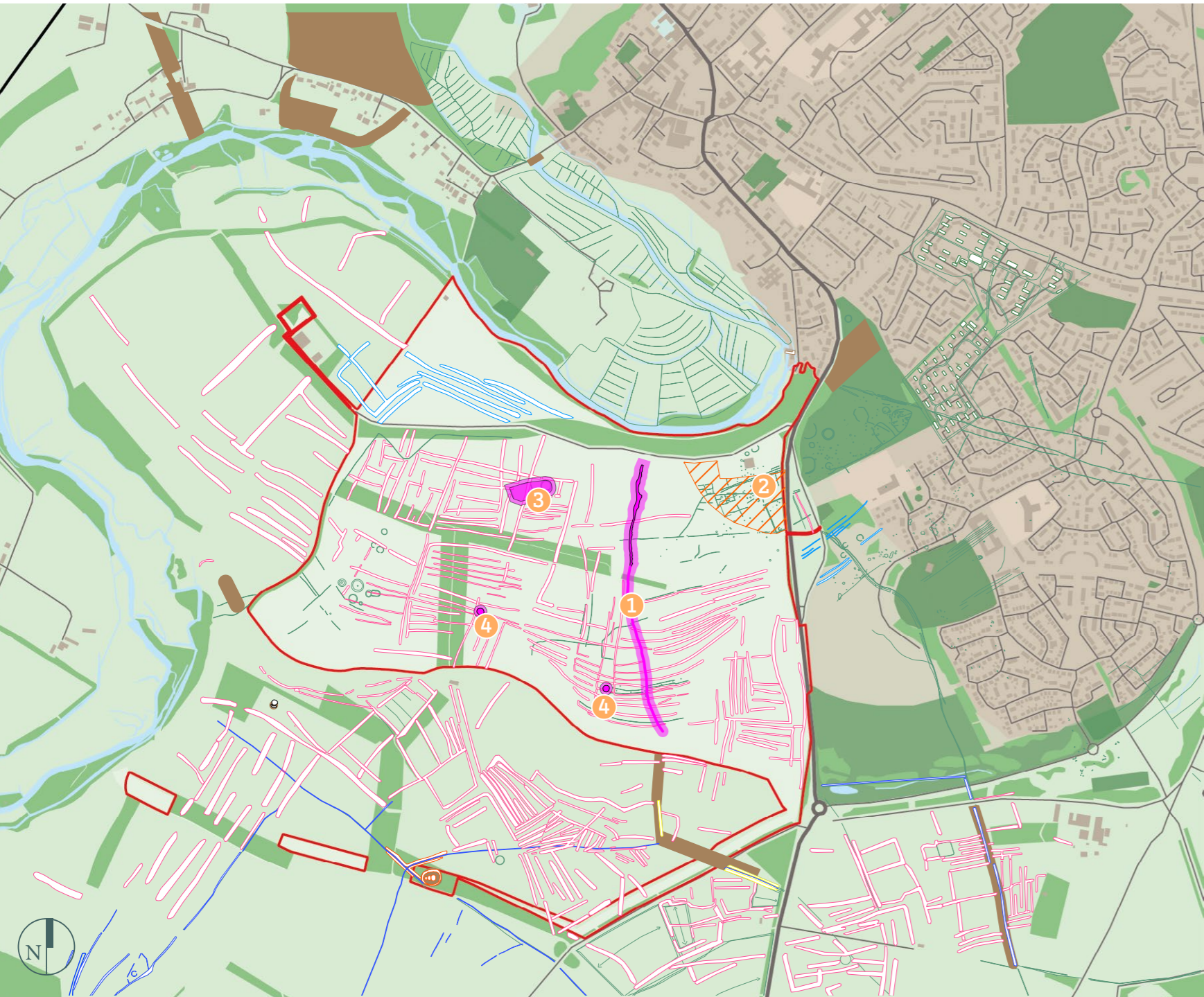


Figure 9: Site context: On-site archaeology

Such is the concentration of archaeological activity to the immediate east at King's Gate /Archer's Gate, we believed it was imperative to gain an understanding of the presence/absence and extent of archaeology across Viney's Farm as early as possible to inform the emerging masterplan and ensure deliverability.

As part of our review of the on-site archaeological potential, an aerial-photo based analysis has been undertaken with the object of providing information on the location and nature of buried archaeological features visible on historic aerial photographs, modern digital aerial and satellite imagery. A geophysical survey was also undertaken across the survey area to corroborate the results of both the aerial photo analysis and our desk-based archaeological assessment.

A series of linear and parallel cropmark features that mainly follow the topography and are indicative of past cultivation practices such as lynchets, that were man-made earth terraces dug to maximise the use of land for agriculture. However, these may have formed naturally on the downslope of a field ploughed over a long period of time. These are now traceable as below ground buried features.

Four areas of significance have been identified and are treated as being commensurate with similar scheduled monuments in the wider landscape:

- 1 North-south aligned ditch with numerous pits like features.
- 2 Likely western portion of the Iron Age settlement that was safeguarded from development as part of the King's Gate scheme to the east.
- 3 Possible barrow and enclosure to the north of the site.
- 4 Possible barrows in the central field to the south of the site.

Cropmark features indicating historic land use practices  
Scheduled Monuments

Structuring principles

The current mitigation by design measures – safeguarding significant eroded prehistoric burial monuments and probable settlement areas of Iron Age date – led to the removal of these areas of archaeological significance from the masterplan consideration for the residential and/or other infrastructural components.

These four areas are effectively 'no build zones,' with each requiring a buffer zone to development of c.25m, but still feature as open space within the proposal subject to landscape design ensuring no detrimental impact on the archaeology horizon.

These safeguarding zones are considered a positive feature of the masterplan and protect features that should be celebrated and which further strengthen the strong sense of place, as evident at King's Gate/ Archer's Gate. The central green corridor, protecting the central ditch, is a key feature of the framework and provides secondary amenity as well as habitat connectivity benefits.

The heritage of the site and its immediate surroundings will be a strong feature of the landscape strategy. Opportunities for public engagement could include information boards offering illustrative interpretations

of former settlements and technological opportunities through the placement of QR-codes offering smartphone users augmented reality recreating physical layouts of historic development. There are also public art opportunities within these zones that could be explored with local amenity groups that also could reflect the heritage resource.

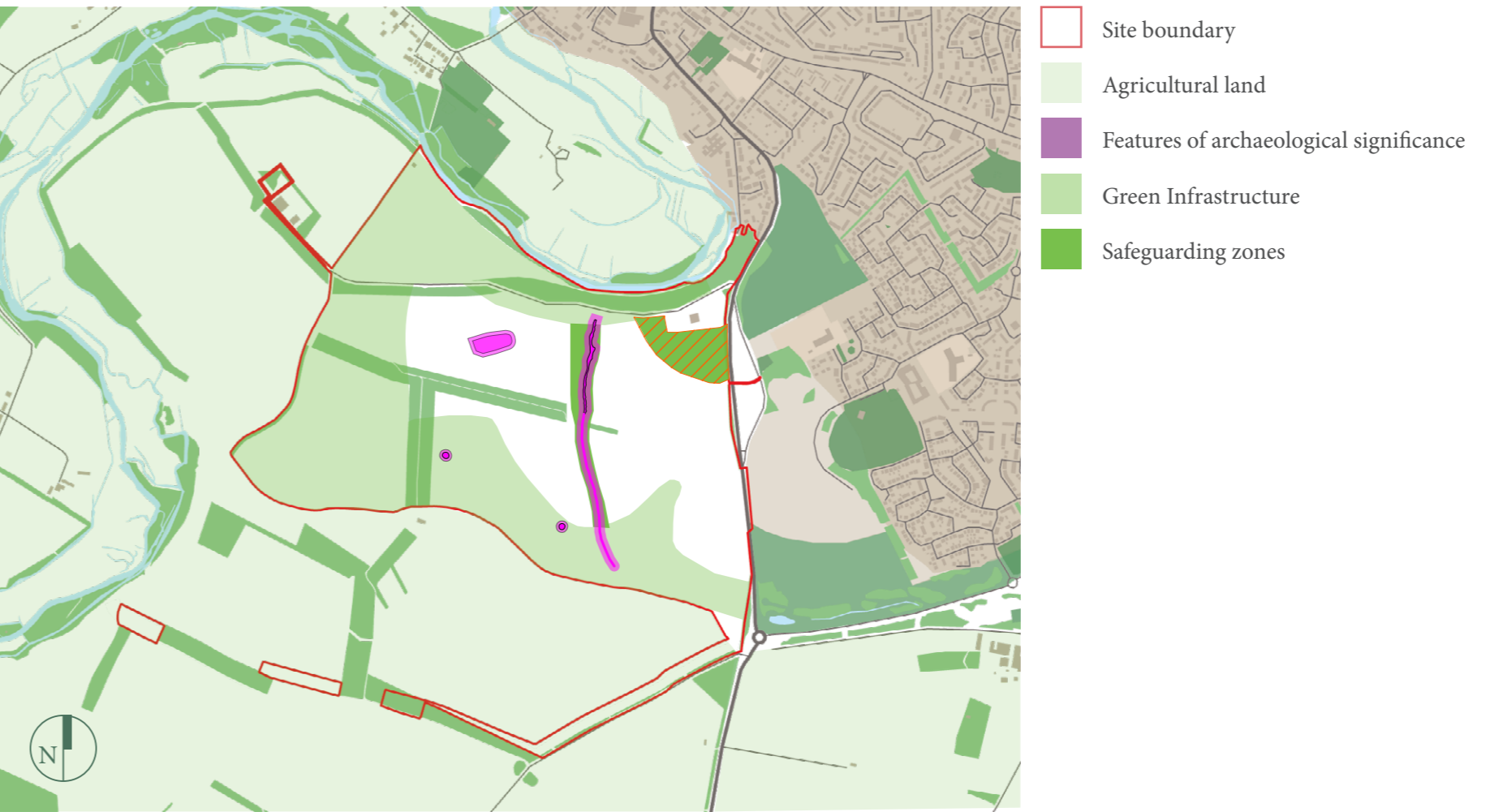


Figure 10: Structuring Principles: Preserving archaeological features in-situ



# 4. Contextual analysis Connectivity and facilities

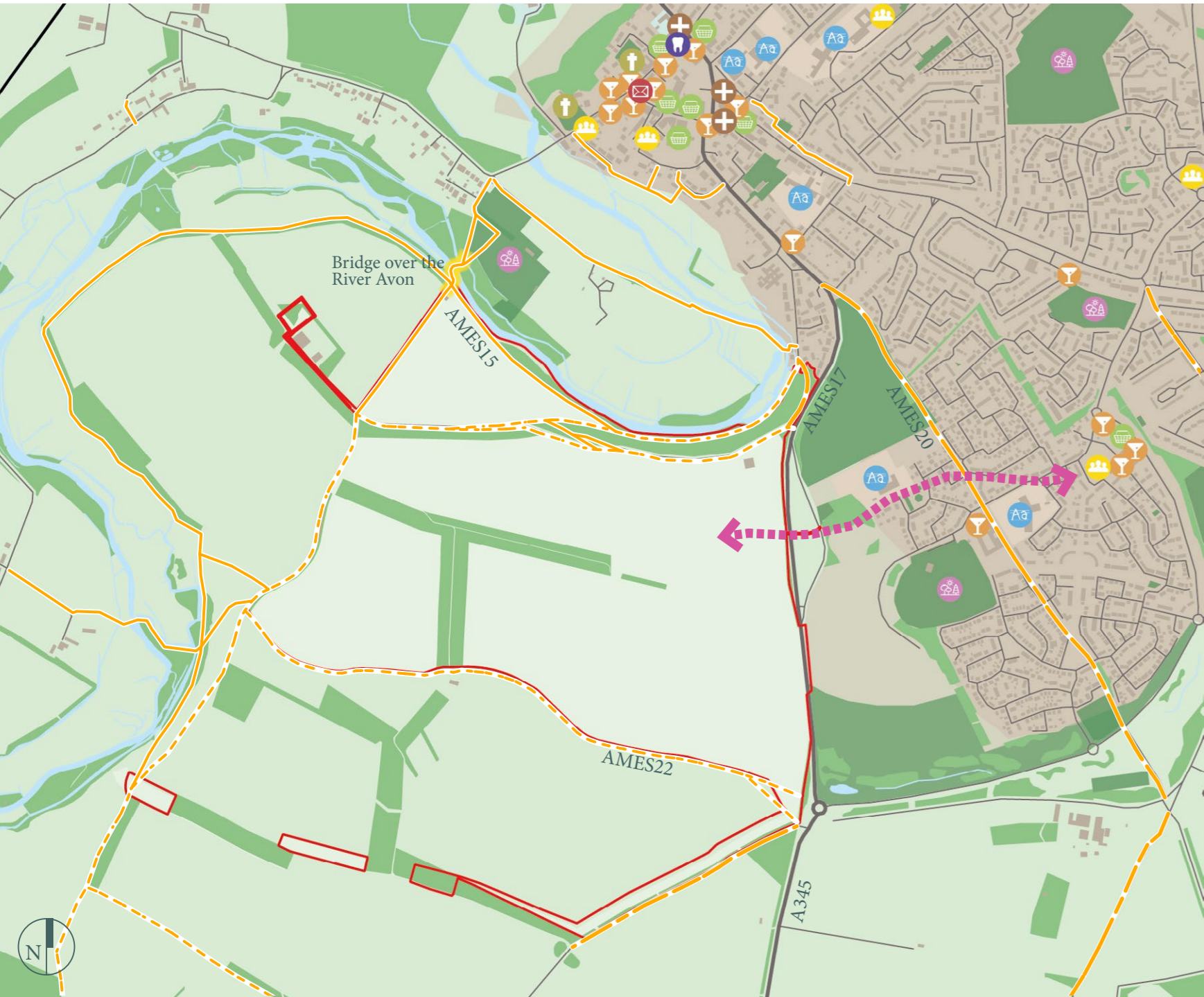


Figure 11: Site context: Existing public rights of way in relation to existing community facilities and proposed connection across the A345

The site is accessible via the A345, a key arterial vehicular and public transport route in to the centre of Amesbury, which lies approximately 1km to the north. The town is well served by a range of retail, leisure, community and education facilities, all within easy walking or cycling distance of the site.

To the east of the site is the King's Gate / Archer's Gate development which, at its core, is served by a good range of local facilities including a convenience foodstore, a public house, a take-away, a children's nursery, a community building, sports pitches and two primary schools; Amesbury Archer Primary School and King's Gate Primary School. Both schools have sufficient capacity to accommodate further growth at Viney's Farm and are within 750 and 500 metres of the site respectively. The site is well placed to deliver sustainable growth, providing complementary facilities and community amenities connected by a central pedestrian and cycle spine.

A number of public rights of way run through the site. These are popular recreational routes for dog walkers, walkers and families, as there are many attractive areas along the edge of the River Avon. These include Sergeants Walk, the Pewsey Avon Trail and the Amesbury Historical Trail. Some of these routes also form vehicular access for existing homes around the site and to Viney's Farm.

On the northern edge of the site, bridleway AMES17 connects into South Mill Road, and runs along the edge of the River Avon until it connects with footpath AMES15. AMES15 connects further west and links into Bonnymead park/recreation ground, with links into the town centre. On the southern edge of the site, bridleway AMES22 curves along the site boundary edge before connecting to the A345.

- Community centre
- Retail
- Education
- Amenity Greenspace
- Food and drink establishment
- Medical centre

## Structuring principles

The geographical location of Viney's Farm adjacent to the existing urban area and close to the town centre lends itself to encouraging active travel or 'classic mobility' (involving travel by two feet and two wheels) and this is a key aspect of the vision. Future mobility technologies will play their part, but active travel offers the greatest opportunity to facilitate local living and achieve social, health and environmental goals. This is why active travel corridors will be at the heart of the movement framework.

Central to this strategy is a new cycle and pedestrian bridge connection across the A345 which will serve as a community spine connecting

King's /Archer's Gate and the proposed new development at Viney's Farm. The bridge will pass over the A345 where the road is in cutting and will provide a level connection between the two sites, integrating the two communities, linking a supplementary and complementary range of facilities, including providing links to the wider open countryside, Boscombe Down and Solstice Park. Both of the latter major employment areas are located within three kilometres of the site and so are within easy cycling distance.

The central pedestrian / cycle spine will connect to an existing shared

pedestrian / cyclepath (AMES20) which intersects the King's / Archer's Gate development and provides a direct, off-highway, safe and attractive route in to the centre of Amesbury.

The framework will also maximise connections to recreational routes within the wider open countryside and to the the Riverside Walk on the length of the River Avon adjacent to Amesbury including north-south and east-west connections through green corridors and new country parkland.

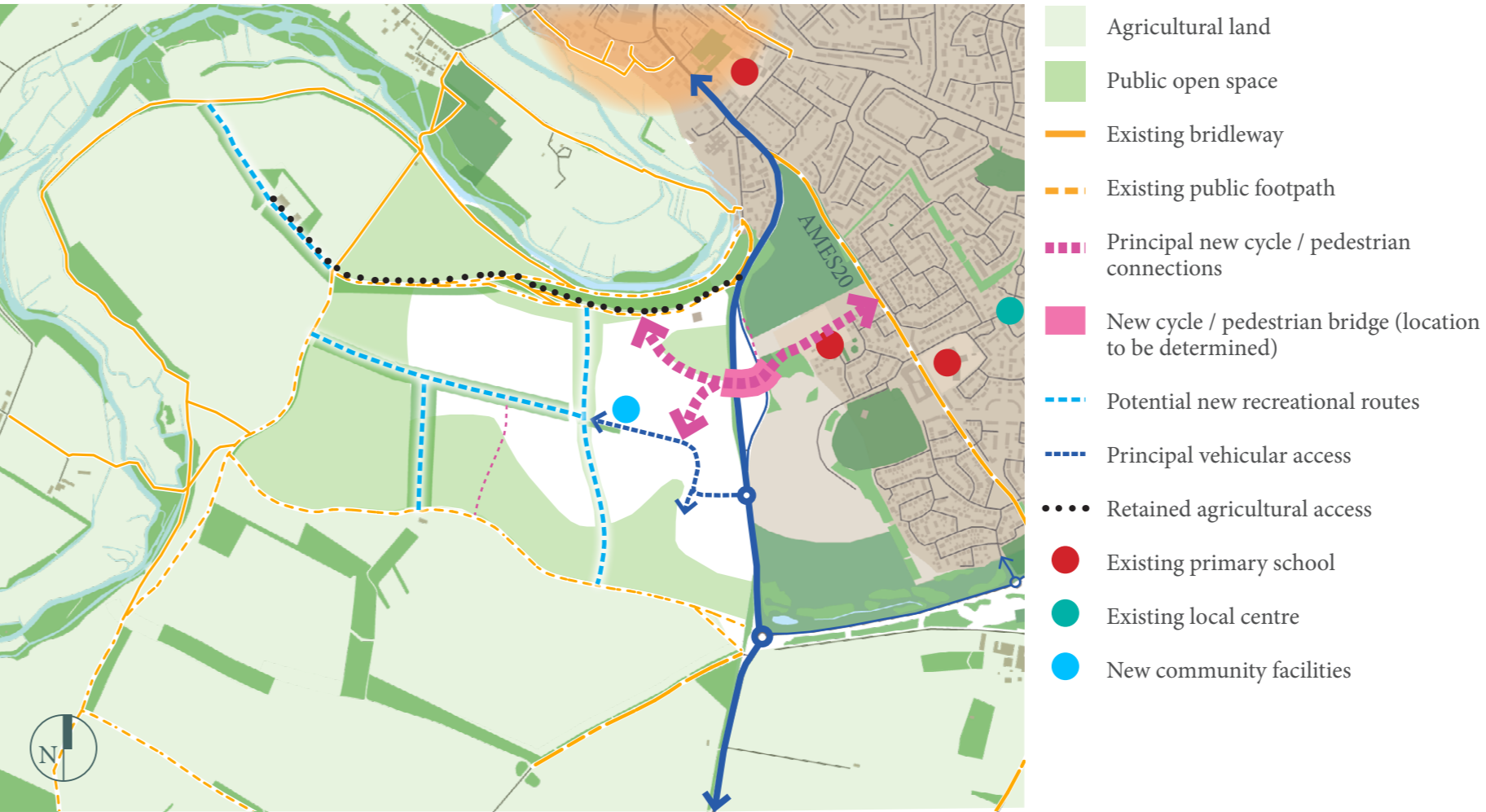


Figure 12: Structuring Principles: Improving connectivity



4. Contextual analysis Landscape structure

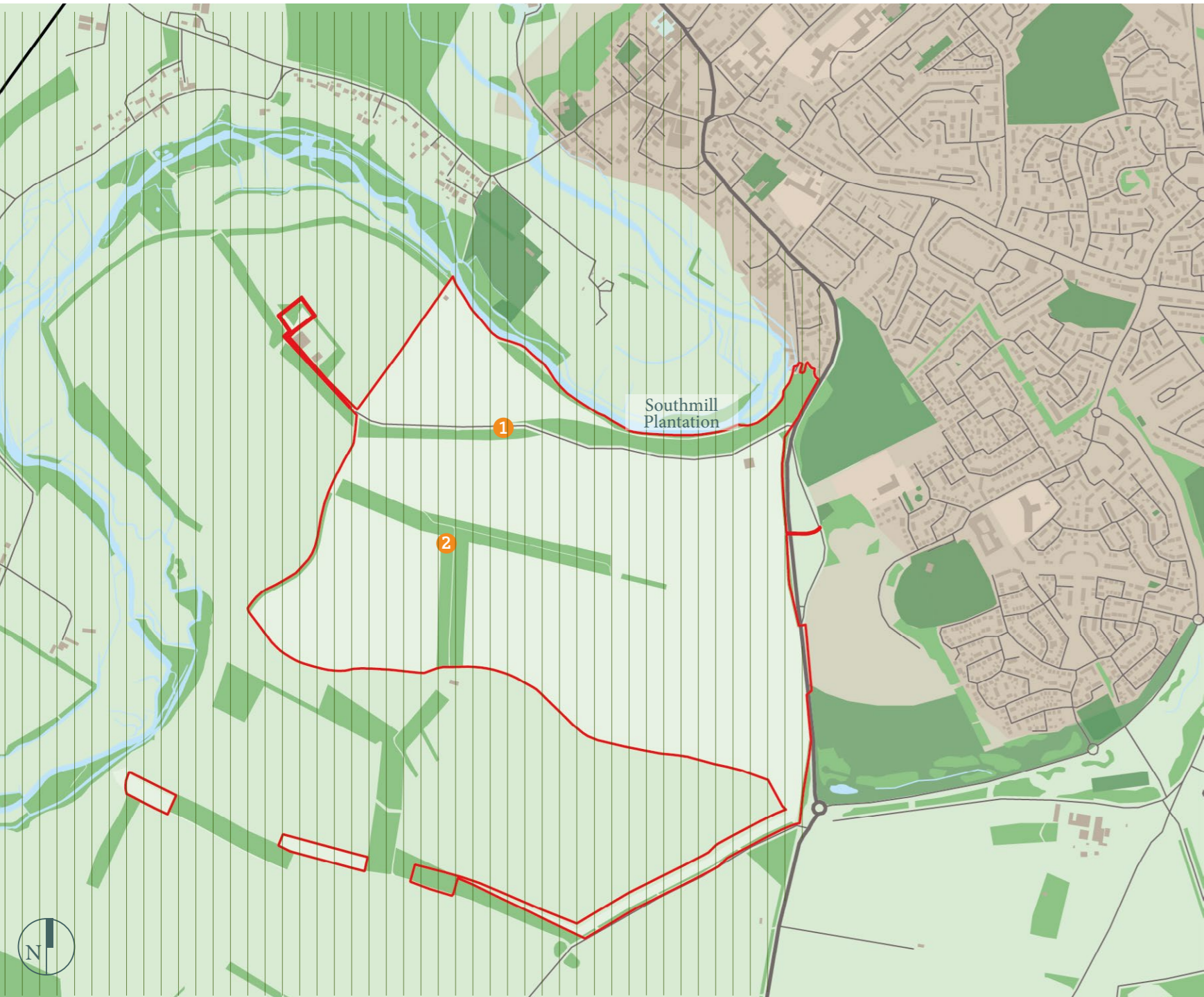


Figure 13: Site context: Landscape structure and Special Landscape Area

Special Landscape Area (Wiltshire Core Strategy, 2015, Salisbury District Local Plan Saved Policy C6)

The local landscape is characterised by a gently undulating landform punctuated and divided by a strong underlying pattern of tree shelterbelts, woodland groups and field boundary hedgerows. This landscape structure serves to intermittently contain views in an otherwise open landscape.

The site is unconstrained by national heritage, ecological or landscape designations. The Wiltshire Special Landscape Area (Wiltshire Core Strategy, 2015, Salisbury District Local Plan Saved Policy C6) is a local designation and covers the majority of the open agricultural land on Salisbury Plain, including the site, and extends as far south as Salisbury. The policy states that:

*“Built development or changes of use of land will therefore only be permissible where, in addition to being fully in accordance with other relevant policies of this Local Plan, it can be demonstrated that the quality of the landscape will not be impaired.”*

The Framework Masterplan retains physical resources that are most positive and characteristic of the local landscape and seeks to preserve those areas of the landscape that are most sensitive to change, utilising areas that have the highest capacity for built development, consistent with the wider settlement pattern.

There are two main areas of existing plantation woodland within the site. Firstly, a belt of woodland runs along the northern boundary (1) and connects to the Southmill Plantation. And secondly, two belts of established plantation in the southwestern corner of the site (2) on a north-south and east-west orientation. This planting is relatively recent but has established and is currently at an average height of 9-12m, with further growth potential and a predicted ultimate mature height of 15-20m. The shelter belts serve to partially contain land on the ridgeline, minimising inter-visibility with the surrounding landscape.

None of the trees within the site are the subject of tree preservation orders (TPO) but their value to the character of the local landscape and habitat value is recognised.

Structuring principles

The potential impacts on the landscape and visual resources were a significant consideration from the outset of the development of the framework masterplan. The need to retain and accommodate key landscape elements and the likely effect on receptors both within and beyond the development boundaries, influenced and guided the proposal. As a result, the scheme has been developed to best protect the landscape resources of the site and its landscape setting and so the masterplan utilises land that has a high capacity for built development.

New structure planting is proposed which serves a dual function. Firstly, the planting provides connected wooded habitats linking existing vegetation, providing opportunities for species dispersal and diversifying habitat structure, ultimately supporting significant biodiversity gains. And secondly, it further helps assimilate built development in the landscape, establishing a soft interface between urban townscape and open landscapes.

The eastern boundary of the site with the A345 presents further opportunities to augment the existing landscape structure. As with much of the existing woodland plantations on site, potential for further diversifying the habitat structure will be explored, including native loose scrub, woodland edge planting, parkland trees, hedgerows, field margin enhancements and a variety of new grass and wildflower meadows.

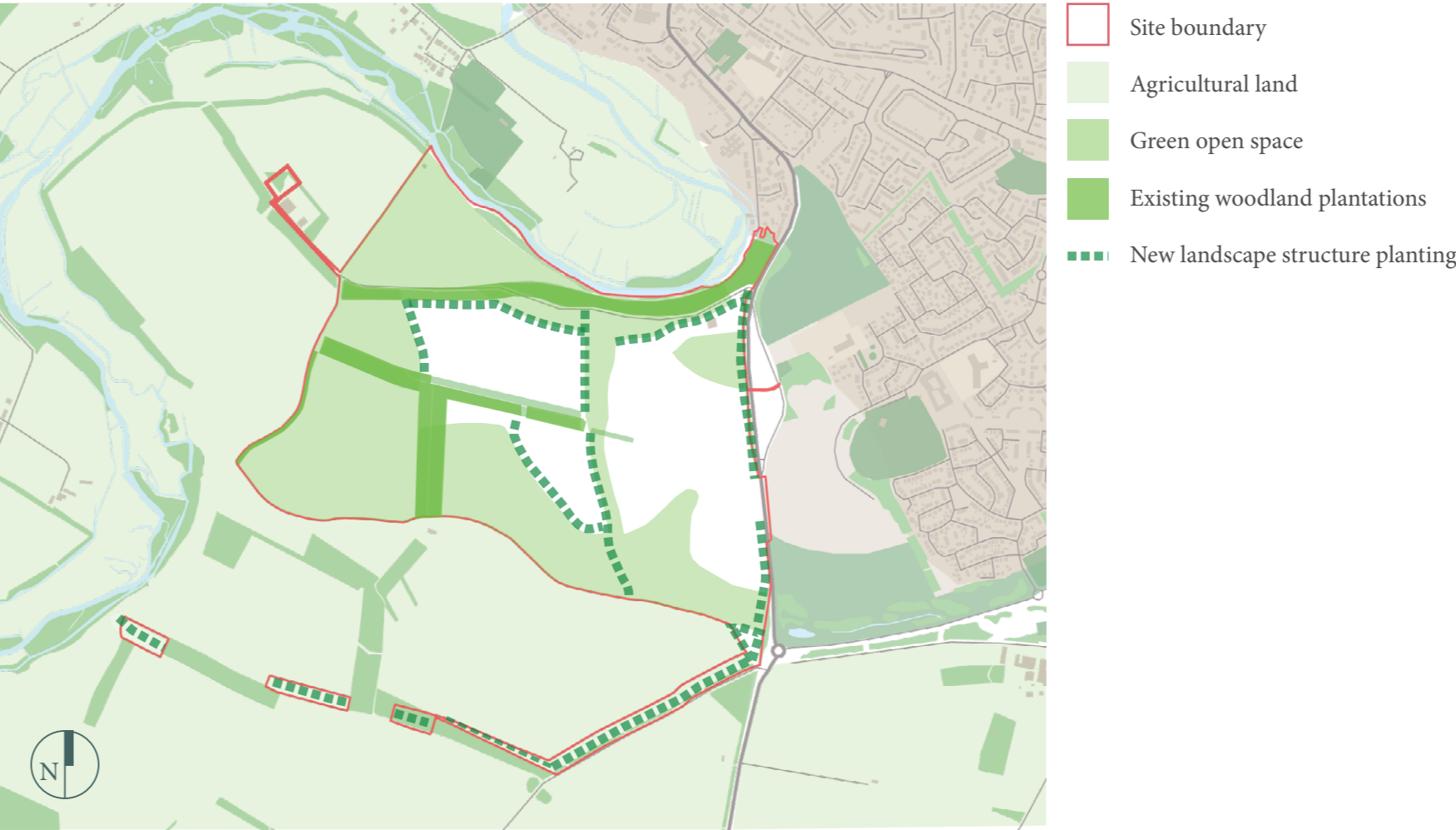


Figure 14: Structuring Principles: Augmenting existing landscape structure



Existing established woodland belt on the site's western boundary

# 5. Delivering the vision

On the basis of the technical analysis undertaken to date, Woodhouse Developments (Amesbury) Ltd’s vision for the site is a landscape and heritage led residential development for up to 830 dwellings and a range of community facilities accessed via a new roundabout junction on the A345. Of the 830 dwellings, we consider that the site is capable of accommodating the following mix of housing:

Size of dwelling	Number	Percentage of overall development
1 and 2 bed flats	100	12
2 bed house	170	20.5
3 bed house	370	44.5
4+ bed house	190	23
Total	830	100

We anticipate 30% of all dwellings would comprise affordable housing and up to 180 would be age-restricted bungalows for older people to satisfy a known demand, to minimise landscape impacts and to reduce pressure on the capacity of the Stonehenge Secondary School which would arise from unrestricted general needs housing.

The precise range of community facilities is open for discussion with local stakeholders but the concept masterplan makes provision for a convenience foodstore close to the A345, a 60 bed care home (which could be located next to the bungalows to form part of a retirement village) and a local centre with buildings capable of accommodating a 100 place children’s nursery, medical

and dental facilities. Elsewhere within the site, provision has been made for a riverside country pub, a sports pitch and changing facility, a country park, amenity parkland and the potential for an upgraded riverside walk alongside the river Avon. The proposed development would link to the King’s Gate development via a new pedestrian/cycle bridge over the A345 where the road is in cutting, with new bus stops being provided along the A345 to serve both the Viney’s Farm and King’s Gate developments. A new wastewater treatment works is proposed in order to ensure that the proposed development is nutrient neutral.

Woodhouse Developments proposes to impose a series of simple legal covenants on all of the land around the proposed built development area to prohibit the future construction of future non-agricultural buildings, thereby ensuring that the Viney’s Farm development is finite and not capable of being extended in the future.



## Bespoke, exemplar and sustainable

The scale and availability of land in a single ownership, combined with the Woodhouse Development’s desire to create a high quality, sustainable development and leave a lasting legacy for the town provides the foundations for a comprehensive, visionary proposal for South West Amesbury which can have multiple and long-lasting benefits. These include:

- A substantial framework of publicly accessible greenspaces that provide significant environmental, ecological and recreational value
- A permanent landscape structure which can define the limits of development
- High quality modern living that links to the natural environment
- An active movement framework that creates better connections and promotes healthy living
- Provision for everyday living within compact ‘walkable neighbourhoods’
- A mixed range of adaptable housing types and tenure which supports genuine social inclusion
- Education, childcare and community services within easy reach of new housing
- A development which can be nutrient neutral.



Figure 15: Framework masterplan

- 1 Primary vehicular access from A345
- 2 Low density residential development (30-35dph), up to 2 storeys, including incidental public open space
- 3 Low density residential development (30-35dph), single storey, including incidental public open space
- 4 Mixed use community centre with potential to include a café, shops, a dentist surgery, healthcare facility and community building
- 5 Nursery/pre school (100 places)
- 6 Care home (60 bed)
- 7 New adult sports pitch and changing facility
- 8 Potential for enhancements to pedestrian / cycleway connection to Amesbury town centre via South Mill Road
- 9 New pedestrian / cycle bridge over A345 to King's Gate / Archer's Gate (location to be determined)
- 10 Safeguarded open space (archaeological remains)
- 11 Open access land to be taken out of arable production and retained as managed permanent pasture. The land will be covenanted to prevent future, non-agricultural built development
- 12 Up to 70ha of new accessible open space and country parkland. The land will be covenanted to prevent future, non-agricultural built development
- 13 Potential location of a new wastewater treatment works (to be located within a new agricultural barn) accessed via existing agricultural track
- 14 Additional enhancements to landscape structure to screen development from views to south.
- 15 Potential new public house / cafe on the site of two existing cottages
- 16 New connections to the River Avon riverside walk creating and completing a new 3.5km recreational circular route
- 17 An opportunity to upgrade and enhance public footpath AMES15 alongside the River Avon to deliver an all year round, high quality public footpath and bridleway.
- 18 Emergency/retained agricultural access

## Sustainable growth in South West Amesbury

### SIGNIFICANT BENEFITS OF THE SCHEME



Sustainable transport links to Amesbury Town Centre, Solstice Park, King's Gate and Salisbury



New local centre with retail, community and health care facilities



Up to 830 new homes of which 30% would be affordable housing



Potential for energy efficient, smart, electric vehicle charger ready homes



Emphasis on pedestrian and cycle movement with a new pedestrian and cycle bridge across the A345 and the opportunity for an enhanced riverside walk



Off site footpath and field margin enhancements



Significant net biodiversity gain and nutrient neutral development.



New country park in addition to policy compliant public open space provision, totalling up to 70ha.



Up to 180 age-restricted bungalows for older people to meet a known demand and to reduce pressure on the capacity of the Stonehenge Secondary School


Sustainable growth in South West Amesbury

The dynamics of modern-day communities and economies have evolved. Awareness of macro scale environmental issues has improved over the latter half of the last century and there is now a pressing need for the new local plan to balance the opposing forces of delivering growth with climate change and the degradation of our natural environment.

Using space efficiently has become an increasingly pertinent design principle. Solutions should now permeate through all tiers of strategic planning and design; through appropriate growth strategies, setting demanding sustainability standards and supporting growth where the cohesiveness and viability of existing communities can also be improved.

In this same light, we have explored a vision which makes the most resourceful use of space and so intensifies land use without compromising the very foundation of the area's distinct character.

Multi-functional, high performance landscapes delivering significant natural capital gains should underpin the framework masterplan and weave through a fabric of highly efficient and varied mixed use, low car development.



### Amesbury country park

#### ARCHAEOLOGY

The archaeology discovered here, and surrounding Southmill Hill in recent decades has greatly enhanced our understanding of prehistoric life and death.

Southmill Hill occupies the crest of a gently sloping hill with views over the landscape of the River Aveon to the north-west. It is this view that probably led to the crest becoming the focus of a Bronze Age barrow cemetery, possibly part of a wider funerary landscape which included the earlier Neolithic barrow at the Amesbury Archer and Boscombe Bowmen. Although now reduced to later agricultural and settlement activities, the 4,000-year-old barrow here would have been as impressive as those with visible mound mounds.



#### Ecology

By the medieval period the landscape is back grassland in the UK, over 75% of which is found in the south-west.

Medieval agriculture is represented by ridge and furrow cultivation and 'open' farming (barrows) in the immediate north of the site.

These native grasslands are exceptionally diverse, with up to 30 species per square metre recorded at some sites. The country park at Amesbury is managed to maintain a small area of this rare habitat.

Regular mowing and grazing with a mix of native chalk living plants is to be greater improved and healthy with help improve the diversity of the grassland over time. New species such as grasshopper orchids could also flourish in this former grassland.

The grassland will be left uncultivated in the summer and may be used by local and hunting for foraging.

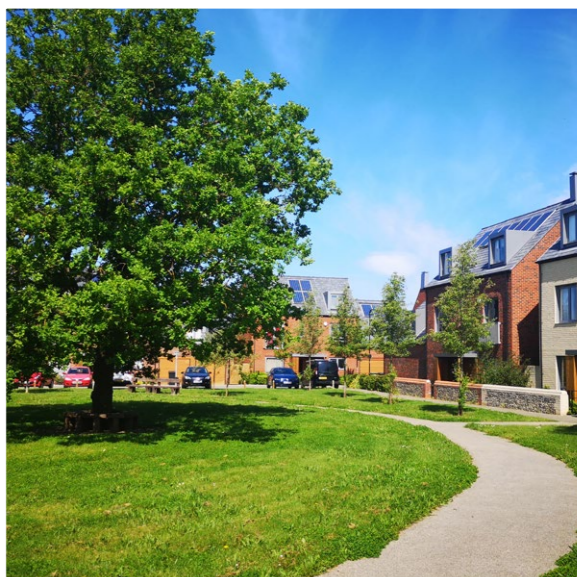
A range of habitats will be created to the River Aveon to the south. Flowering plants including marsh marigolds and small white flowers will also take advantage of the flowering opportunities including dry flying species like the blue and scarlet tiger.

Below: A reconstruction of an Iron Age roundhouse. The illustration was created using information from the excavation of Iron Age settlements.



Please use the park and ensure you leave no litter, clean up after your dog and keep dogs under control.

32



5. Delivering the vision Natural capital gains

The vision seeks to ensure that the structure and diversity of the site’s natural resources, including air quality, hydrology, geology and habitats, function holistically with the greatest realisable and definitive capital gains for the local and wider communities.

Ultimately, our aim is to create an environment which makes the most positive and unique contribution to the wellbeing of the community.

Our concept explores a framework and sets principles which could make these aims achievable through habitat connectivity, complementary and contiguous green infrastructure legibility and preservation and enhancement of existing site resources.

As a landscape, heritage and ecologically-led scheme, the green infrastructure network would be a vital element of the proposed design. The elements of the landscape scheme come together to create a neighbourhood that reflects the site’s edge of settlement location and the importance of its interface with the open landscape.

- Site boundary
- Existing public right of way
- New footpath / cycleway connections
- Riverside Walk
- Completed 3.5km recreational route

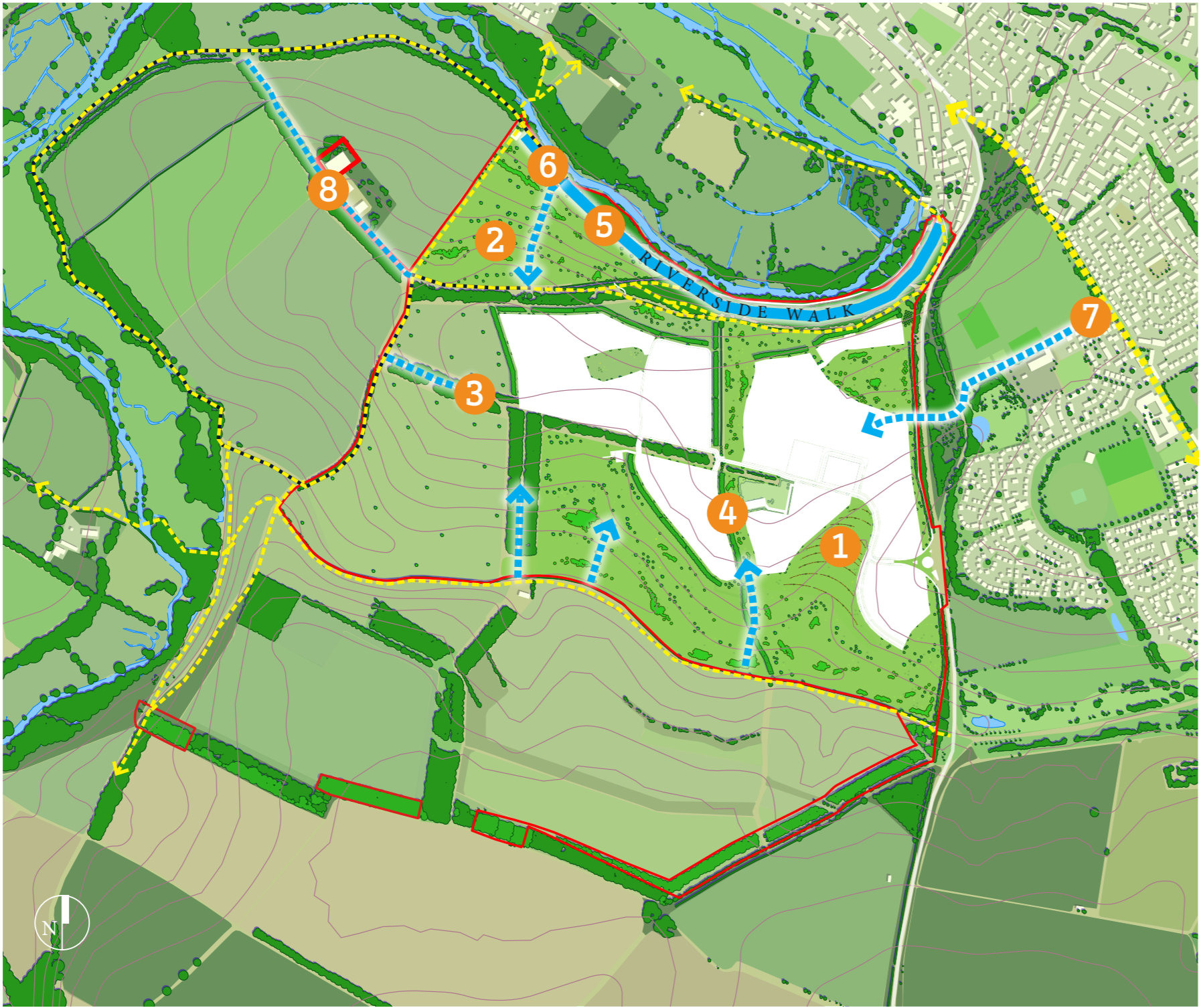


Figure 16: Landscape infrastructure



**1 Edible landscapes** and urban greening to achieve social mixing and foster social inclusions and mobility to include small shared vegetable and fruit gardens within incidental open space and community garden clusters / centralised hubs for education and propagation of ideas and plants.

**2 Biodiversity net gain** achieved through preservation of existing habitats on site and significant enhancement of open land retained for public open space. Emphasis on creation and diversification of priority habitats and species.

**3 Connecting the community** with the landscape through corridors, direct links and a country park affording views towards the River Avon valley.

**4 Extensive planting** of deciduous trees to help sequester carbon emissions. Structural planting including linear woodland blocks, augmented boundary vegetation, parkland trees and scrub consisting entirely of native stock and evergreen species.

**5 Riverside walk.** New connections and the potential for enhancements to the River Avon riverside walk

**6 Recreational circular route.** New connections from the site connecting to existing public rights of way, completing a 3.5km circular recreational route.

**7 Amesbury-Salisbury cycle route.** New pedestrian / cycle connection to the Amesbury-Salisbury cyclepath.

**8 Wastewater treatment** works to ensure the proposed development is nutrient neutral.



5. Delivering the vision Nutrient neutrality

The River Avon is one of the most diverse chalk streams in the UK, with over 180 species of plants, one of the most diverse fish faunas, and a wide range of aquatic invertebrates. The River Avon is a Site of Special Scientific Interest (SSSI) and therefore forms part of the UK’s finest natural heritage. The site is also internationally recognised and was confirmed as a Special Area of Conservation (SAC) in 2000. Wiltshire Council is responsible for ensuring that the conservation status of the river remains favourable.

In recent decades, the quality of water in many UK rivers and harbours has deteriorated as a result of nutrient enrichment. This is a process where water is “fertilized” from a variety of sources including farming activities, wastewater effluent from sewage treatment works, untreated sewage, run-off and leachate from waste disposal systems and run-off from urban areas. The increased nutrients lead to plant growth and an accumulation of organic matter which can form toxic algal blooms and bacteria. These degrade water quality and can kill the plants and animals that the water body supports.

On 16 March 2022, Natural England advised Wiltshire Council that the River Avon is in an unfavourable condition and that nutrient neutrality has been identified as a potential mitigation solution to enable new residential development to proceed. Working with Plantwork Systems Ltd, Woodhouse Developments proposes to construct a new wastewater treatment works to serve the proposed development instead of connecting the proposed development to the existing Amesbury sewage treatment works.

Using the Nutrem® treatment process, the construction of a new treatment plant will enable effluent generated by the proposed development to be treated biologically to the highest possible standard before being released into the chalk or into new reedbeds alongside the River Avon or directly into the River Avon. Plantworks Systems Ltd has advised that it can design and build a new treatment works, based on a plant that they already have in operation, that will reduce phosphorus to below 0.1 mg/litre and nitrogen to below 0.5 mg/litre, achieving nutrient neutrality, and therefore be able to benefit from an Environment Agency permit and an Ofwat licence variation.

The proposed wastewater treatment works would be housed in an agricultural barn adjacent to existing barns and screened with landscape planting. The plant would be operated and managed by Severn Trent Connect, which own Plantworks Systems Ltd, and is already a statutory wastewater undertaker licenced by Ofwat.



Decentralised wastewater treatment prior to cleanwater discharge into the River Avon



Management and legacy

The vision for Viney’s Farm set out in this document is accompanied by a wider land management strategy which is the subject of ongoing review and will ensure that the extent of new development is finite and incapable of being expanded in the future. Land surrounding the areas of proposed built development is to be made available for public recreation and amenity, with legal covenants placed on the land to prevent non-agricultural built development from taking place. All land falling outside of that needed for built development or recreation is to be remain in agricultural production and appropriately managed.

- Freehold of Viney’s Farm as owned by Woodhouse Properties Ltd including areas not leased to Helen Morrison  
262.74ha / 649.24 acres
- Site boundary 112.77 hectares / 278.88 acres
- Land to be developed including green spaces within streetscape and highways  
28.87 hectares / 71.34 acres
- Parkland/woodland/open space to be available for use by the public for recreation use, with a non-constructable covenant  
54.02 hectares / 128.98 acres
- Land to remain in private ownership but to be (1) open to the public, (2) covenanted to remain free from built development (excluding agricultural structures), (3) permanent managed pasture, and (4) will not be ploughed  
21.54 hectares / 53.23 acres
- Land to be farmed in private ownership, whilst covenanted to remain free from built development (excluding agricultural structures)  
127.32 hectares / 314.64 acres
- Water meadows land to remain in private ownership, whilst covenanted to remain free from built development (excluding agricultural structures / wastewater infrastructure)  
16.06 hectares / 39.69 acres
- Retained woodland at South Mill plantation area with no public access  
3.69 hectares / 9.13 acres
- Additional woodland buffer planting  
5.47 hectares / 13.52 acres

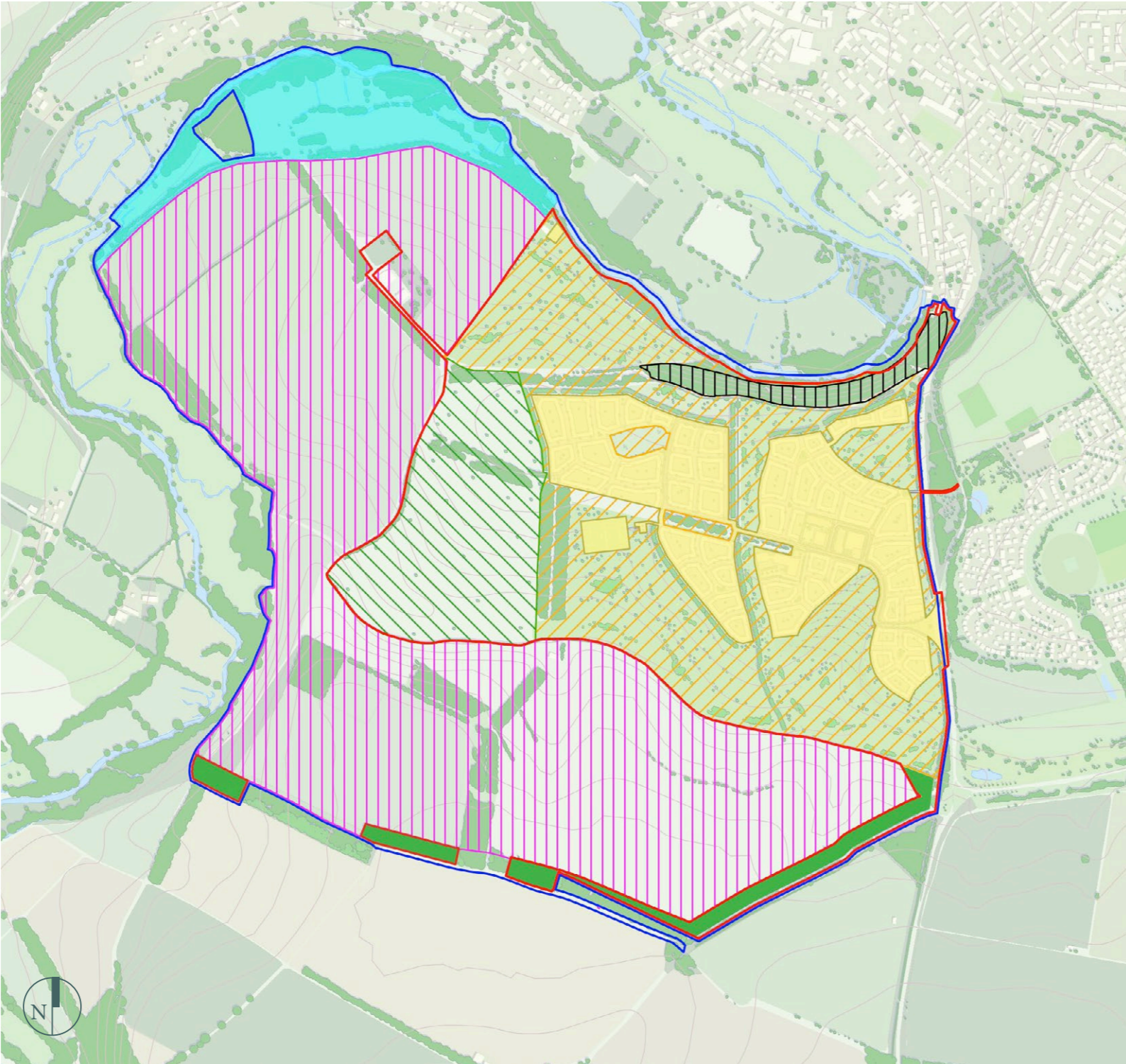


Figure 17: Management of the wider Viney’s Farm Estate

Securing the future of South West Amesbury

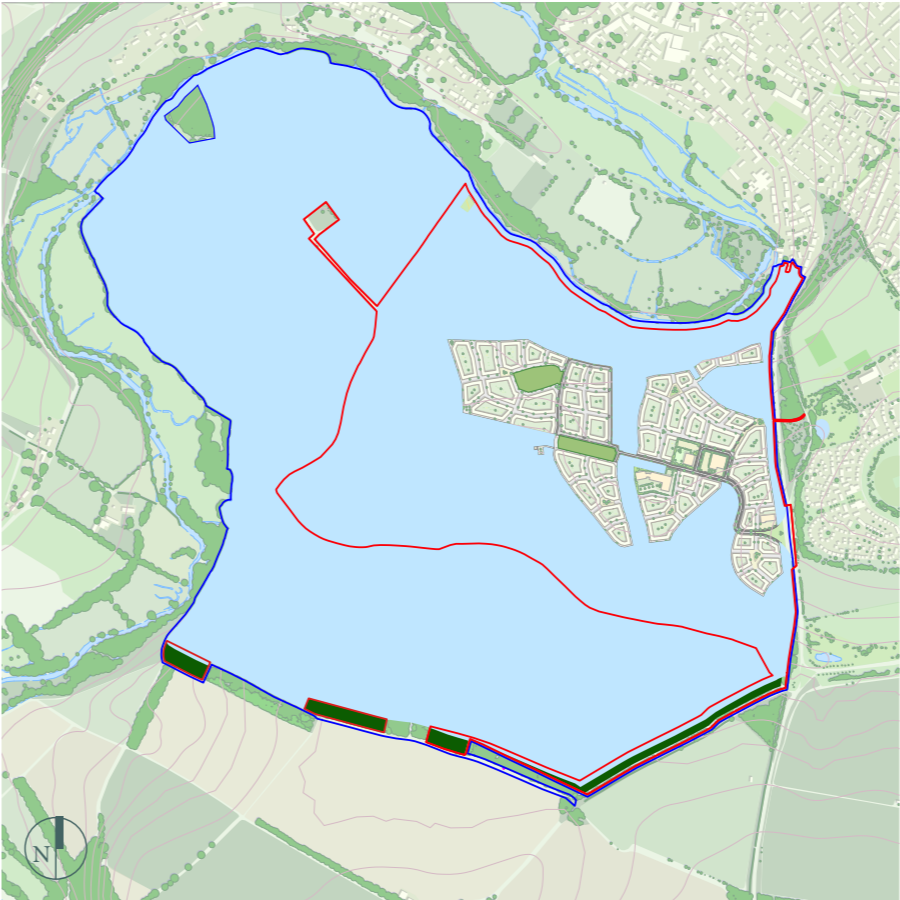


Figure 18: Area with covenant prohibiting future non-agricultural development

- Area with covenant prohibiting future non-agricultural and non-infrastructure development. Approximately 224 hectares / 535 acres
- Additional woodland buffer planting  
Approximately 7 hectares / 17 acres

The above plan defines those areas that will be covenanted to prevent non-agricultural built development in the future, with the intention of preserving the River Avon valley and its recreational routes, the setting of the WHS and the agricultural landscape setting of Amesbury, all in perpetuity. Such legal measures will contain the new settlement edge and will serve to protect the most sensitive areas of the landscape from future development pressures.



Figure 19: Area with covenant to remain as accessible parkland

- Area with covenant to remain as accessible parkland  
Approximately 75 hectares / 185 acres
- Additional woodland buffer planting  
Approximately 7 hectares / 17 acres

Critically, within the site, is a significant area of new public open space comprising open parkland, woodland planting (including existing), amenity greenspace and formal sports provision. This will act as the transition between the open agricultural land and built development, creating a soft landscape buffer that is open and accessible to all.

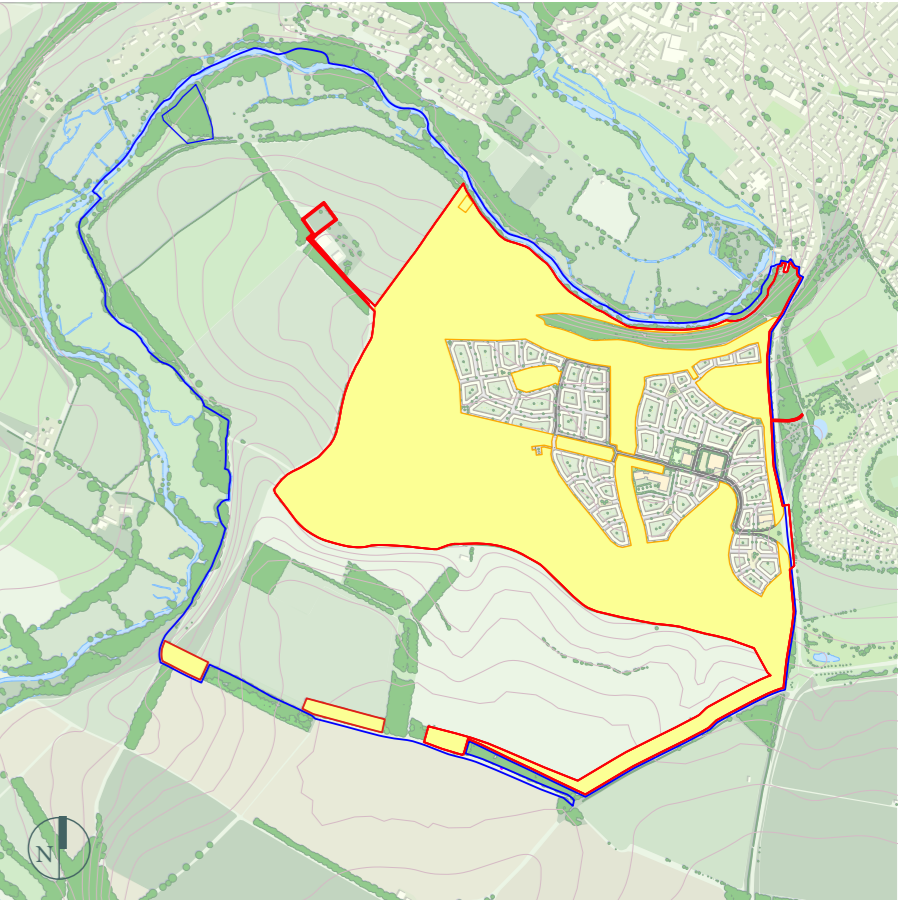


Figure 20: Area to be taken out from under the plough

- Area to be taken out from under the plough  
Approximately 80 hectares / 200 acres

As part of the proposed development, agricultural land surrounding future built development is to be removed from the plough in order to safeguard the archaeological resource that exists. This is a heritage benefit of the proposed development which will not otherwise occur. The removal of land from arable farming will also contribute towards the proposed development being nitrogen neutral.

# Appendix A: Wireframe visualisations

Protecting visual amenity and the Outstanding Universal Value of the Stonehenge World Heritage Site.

Appendix A: Wireframe visualisations

We have undertaken an in-depth desk-based visual analysis of the site based on a digital surface model which utilises BlueSky data.

BlueSky is a high resolution photogrammetrically derived surface model which includes both the underlying landform as well as buildings, woodlands and small topographical features such as hedgerows and individual trees. Utilising this data allows us to demonstrate visually, and with a relatively high degree of accuracy, the visual envelope of the proposed development across varying areas and at varying heights. This will inform the impact of the proposals in the surrounding landscape.

We have tested development options at varying heights to identify areas of the site that are potentially visually more exposed or sensitive receptors that theoretically perceive the built development and where would the development could potentially give rise to undue and significant negative effects.

Ultimately, the aim of this visual analysis was to determine areas of the site which had greater capacity for built development and where negative effects generated would be less than significant. We have given great weight to preserving the local landscape, particularly the setting and Outstanding Universal Value of Stonehenge World Heritage Site, and have sought to only promote areas of the site where we have determined that no undue negative visual or character effects would result.

Initial photographic surveys of the site and the surrounding area have been carried out to verify those locations identified by the Zone of Theoretical Visibility (ZTV) analysis that, in theory, experience views of development on site.

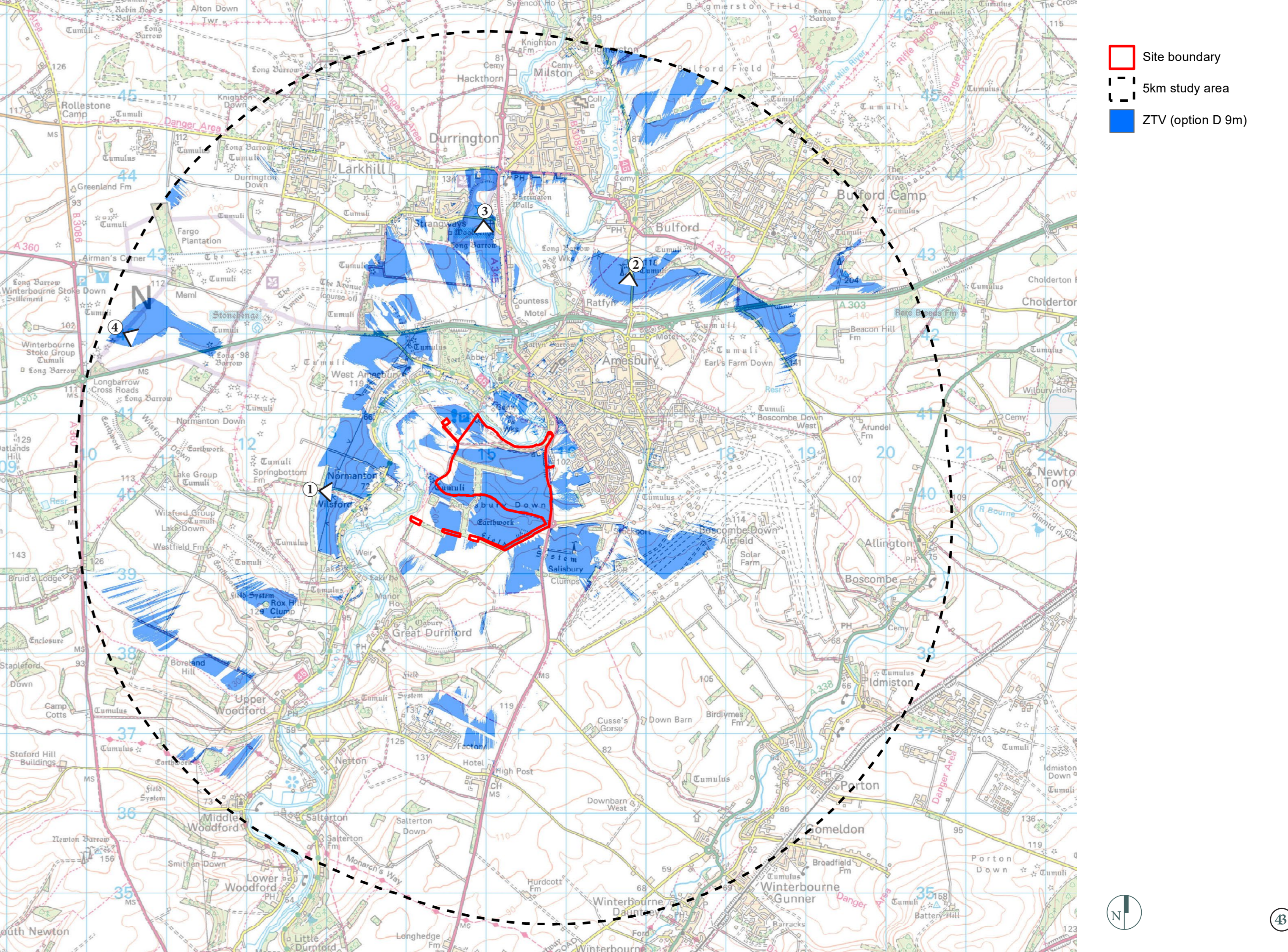
The ZTV on the facing page is based on the framework masterplan set out in this document and assumes building heights of 2 storeys. It also allows for the cumulative mitigating effects of existing vegetation (taking account of future growth potential) and augmented structure planting (15 years after implementation). The ZTV illustrates where in the surrounding area any part (large or small) of the proposed development will theoretically be visible.

The ZTV is largely contained to an area immediately adjacent to the site boundaries to the development edge of Kings Gate to the east, Boscombe Down Airfield to the south east, bridleway AMES14 to the west, Southmill Plantation to the north and some woodland shelterbelts to the south. Very few residential areas are afforded views and these are predominantly within the immediate vicinity of the site along the recent development edge of Kings Gate. The River Avon valley is largely free from any areas of potential visibility apart from a small area around the sewage works, cemetery and recreation grounds. There is then a band of potential visibility on the high ridgeline to the west of the river valley between Durrington and Upper Woodford. Beyond the ridgeline there are a few small areas of potential visibility in the wider landscape to the west,

north and south. There is no potential visibility within the wider landscape to the south east and from the older part of Amesbury to the east of the site.




The following pages include verified wireframe visualisations from key views in the landscape and are intended to demonstrate the potential of the site to deliver the proposed vision and framework and the limited inter-visibility that the resultant development would share with key visual and heritage receptors.

Figure A-1: Zone of Theoretical Visibility

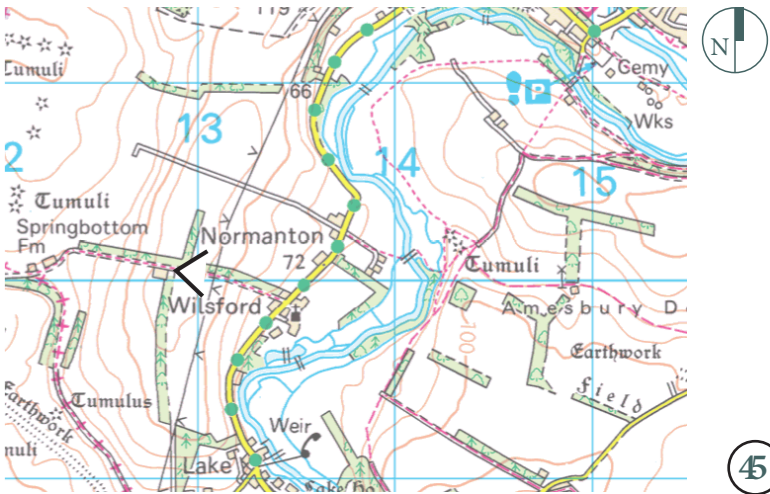




**Viewpoint 1** - Taken from footpath WCLA3 (see Figure A-1, page 43 for location and orientation)

-  Existing vegetation allowing for future growth potential
-  Proposed structure planting allowing for future growth potential
-  Proposed built development

Note: Growth potential is based on conservative estimates of growth rates expected for planting in the south of England on Chalk soils.



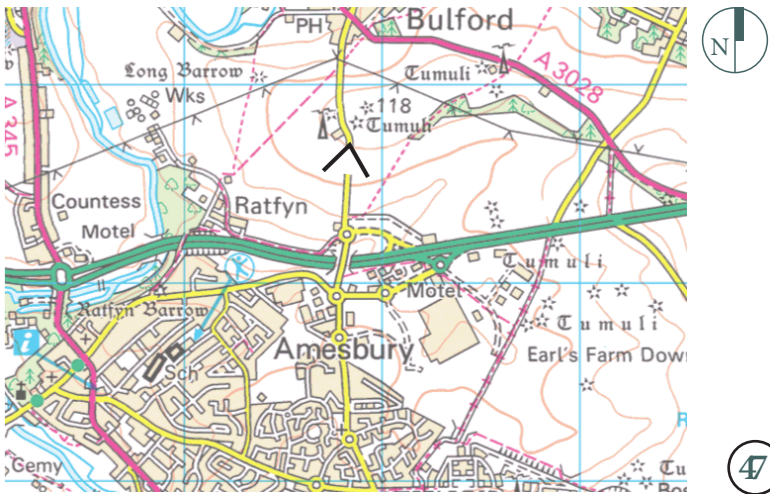
Viewpoint location and orientation



**Viewpoint 2** - Taken from footpath alongside Salisbury Road (see Figure A-1, page 43 for location and orientation)

- Existing vegetation allowing for future growth potential
- Proposed structure planting allowing for future growth potential
- Proposed built development

Note: Growth potential is based on conservative estimates of growth rates expected for planting in the south of England on Chalk soils.



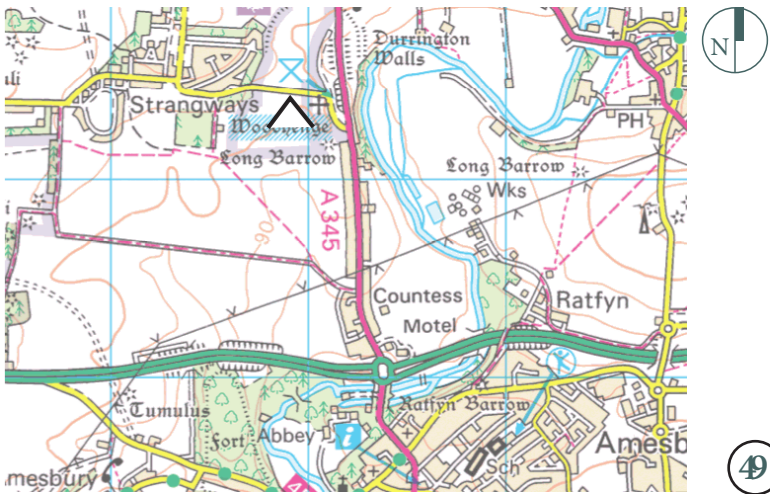
Viewpoint location and orientation



**Viewpoint 3** - taken from Woodhenge Scheduled Monument within the Stonehenge, Avebury and associated sites WHS (see Figure A-1, page 43 for location and orientation)

- Existing vegetation allowing for future growth potential
- Proposed structure planting allowing for future growth potential
- Proposed built development

Note: Growth potential is based on conservative estimates of growth rates expected for planting in the south of England on Chalk soils.



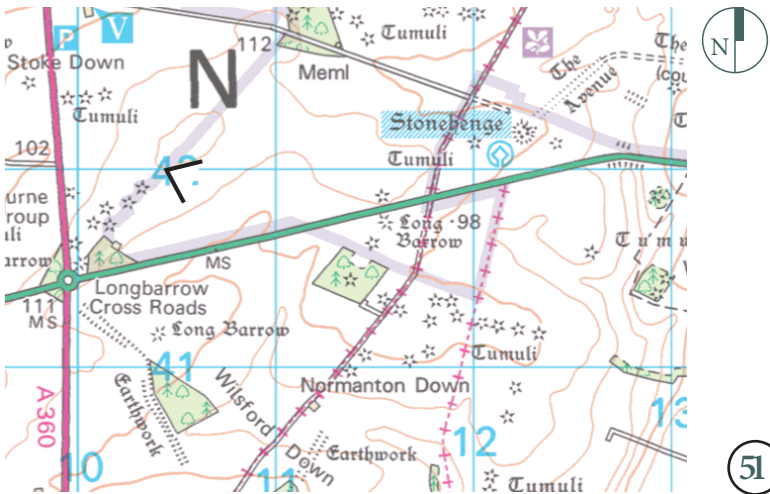
Viewpoint location and orientation



**Viewpoint 4** - taken from a Scheduled Monument barrow within the Stonehenge, Avebury and associated sites WHS (see Figure A-1, page 43 for location and orientation)

- Existing vegetation allowing for future growth potential
- Proposed structure planting allowing for future growth potential
- Proposed built development

Note: Growth potential is based on conservative estimates of growth rates expected for planting in the south of England on Chalk soils.



Viewpoint location and orientation



London  
23 Heddons Street London W1B 4BQ

Birmingham  
3 Edmund Gardens 117 Edmund Street Birmingham B3 2HJ

Bournemouth  
Everdene House Deansleigh Road Bournemouth BH7 7DU

Telephone 0203 664 6755  
Email [enquiries@torltd.co.uk](mailto:enquiries@torltd.co.uk)  
[www.torltd.co.uk](http://www.torltd.co.uk)

© Terence O'Rourke Ltd 2022  
Document designed by Terence O'Rourke Ltd