



View 5: From field gateway on lane to Great Durnford looking north. the site is visible in the middle distance. Whilst this is a relatively clear view to the southern and eastern parts of the site, this view is not typical of much of the lane, which benefits from mature hedgerow and buffer planting.



View 6: From public right of way to the west of Wilsford, looking north-east. The south-western part of the site can be seen in the distance. Whilst there may be glimpses of new homes these will be seen in the context of the existing settlement of Amesbury and benefit from additional tree planting. It should be noted that from elsewhere along the majority of this footpath mature trees and undergrowth screen views from the wider area.

# South-West Amesbury

Shaftesbury International Services Ltd

drawing no.	AP12	drawing	<b>Public Views: South and West</b>
revision	-	scale	-
drawn by	RB/EF	checked by	RB
date	24.02.21	job no.	476648



Glimpse of northern part of site



View 7: From public footpath to the north of West Amesbury at its junction with Stonehenge Road, looking south-east. The eastern part of the site can just be glimpsed on the brow of the distant hill. Whilst new homes may be visible, new planting on the western site boundary will help minimise their visibility and given their distance from the viewer they would not form a dominant element in the wider panoramic view

# South-West Amesbury

Shaftesbury International Services Ltd

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drawing no.	AP13	drawing	<b>Public Views: North West</b>
revision	-	scale	-
drawn by	RB/EF	checked by	RB
date	24.02.21	job no.	476648

S O U T H W E S T A M E S B U R Y

Vision Document

March 2021

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1

INTRODUCTION

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# THE VISION

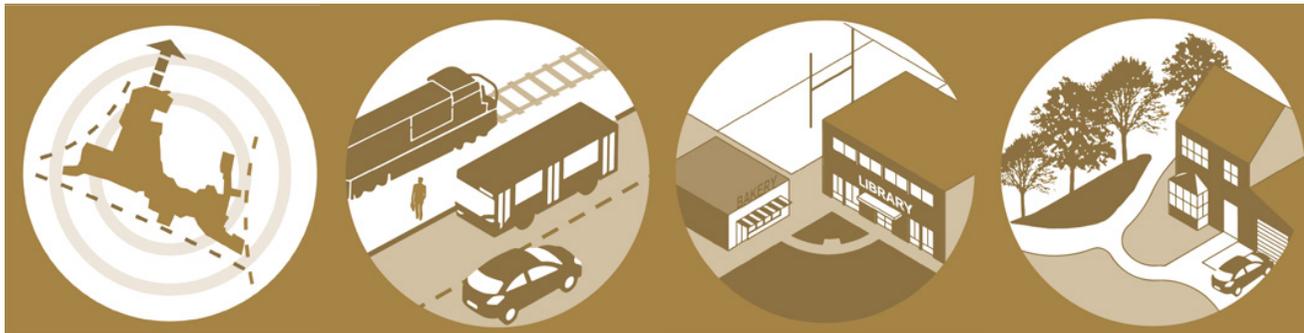
This Vision Document demonstrates and explains how an extension to the south-west of Amesbury can be delivered, not just simply as a means to meet the town's growth requirements, but to create a sustainable, integrated place. The land is under one ownership whose interests are committed to the realisation of these proposals.

South-West Amesbury provides an exciting opportunity to provide a new chapter in the history of the growth of the town and a contribution to its evolution as a sustainable community. The consideration of this land to the west of the A345 Salisbury Road, has the potential to deliver a new neighbourhood of up to 1,200 new homes and local facilities.

Key components of the new community could include:

- Up to 1,200 new homes
- Mix of housing including affordable
- New local facilities including a village centre with community facilities including a potential new health hub
- A mobility hub adjacent to the Salisbury Road/ Stockport Avenue roundabout
- New primary school and contributions to sixth form provision
- New allotments/ community gardens
- Public open space, including a riverside park and strategic woodland planting
- Access to an improved public transport service
- Delivering appropriate carparking
- Improved access to the countryside
- Biodiverse network of green infrastructure
- Multi-functional SuDS network
- Enhanced cycle and walking connections within the development and into Amesbury.

## VISION OBJECTIVES



Support Sustainable Growth

Avail of Transport Links and Encourage Healthier Lifestyles

Benefit From & Support Local Facilities

Creating a Quality Settlement Edge & Landscape Features

# QUALITY PLACEMAKING

The future masterplan will seek to deliver a sensitive and sustainable extension south-west of Amesbury and achieve the following key opportunities for quality place making:

- **Creating a positive identity** to ensure that the development responds to the local landscape and creates a well-designed and understandable place, utilising and enhancing landscape features.
- **Viable and sustainable place**, delivering a long term thriving place, which contributes to the economic wellbeing of Amesbury.
- **Connected and safe walkable neighbourhoods**, responding to adjoining areas to integrate with Kings Gate and Archer's Gate communities to the west and South Mill Road and the River Avon to the north, including connections to pedestrian and cycle routes to the centre of Amesbury.
- **Welcoming place** which fosters a strong sense of

community and provides a range of local needs and facilities to serve both the development and the existing surrounding communities.

- **Delivering best practice** in development which is responsive to ecology, heritage and landscape, connecting and protecting corridors, creating opportunities for new habitats and respecting the visual setting of the Stonehenge and Avebury World Heritage Site and Amesbury Conservation Area.
- **Creating a sustainable place**, achieving best practice development and increasing the sustainability of Amesbury as a whole, including the potential for a mobility hub to increase the connectivity and frequency of buses within the locality.
- **Working with landscape assets** by incorporating existing hedgerows and woodland within the strategic structure of the masterplan

and aligning development and new woodland planting to respect key views to and from the surrounding area.

- **Quality of life**, with homes for local need, space to live and play, good access to facilities and a place people can be proud of.
- **A strong community**, based on a balance of housing with a broad range of unit types and tenures to create a mixed community which responds to the local market requirements to ensure a viable and lasting development.

Figure 1: Site Location Plan





## PURPOSE

This document has been prepared by Shaftesbury International Services Ltd in relation to Land at South-West Amesbury, which is proposed for a strategic extension to accommodate around 1,200 houses, employment use and strategic public open space. The purpose of this document is to consider the capacity for growth at Amesbury and demonstrate how development could meet the objectives of sustainable development. There are three dimensions to sustainable development: economic, social and environmental.

The document demonstrates how the site could be designed for development and:-

- Describes the site, placing it in its local context and within the urban context of Amesbury;
- Examines the existing landscape of the area and landscape framework for development; and
- Considers how future development could be integrated into the existing settlement to establish a thriving community well connected with the surrounding neighbourhood.

The following vision document aims to set out our ambitions for the Site in a considered manner.

As plans progress, we will be keen to gain views on how best to deliver the scheme for the benefit of all.

## BACKGROUND

South West Amesbury has direct access via the A345 to the centre of Amesbury (approximately 0.6 miles away) and on to the A303 to the north, which in turn provides access to Andover (16 miles), Basingstoke, London and the West Country. To the south, the A345 provides good connectivity with Salisbury (6 miles away)

The land, together with areas to the south and west is under one ownership.

Preliminary studies have been undertaken on the landscape and visual context of the site and drainage, highways & transport (PFA Consulting) and have informed the illustrative concept plan. Detailed technical and environmental studies would be prepared to guide emerging proposals for the scheme.



2

THE SITE

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## LOCATION

The site lies to the south-west of Amesbury, approximately 1km (by road) from the centre of the town.

The site is bordered by the A345 Salisbury Road to the east, the banks of the River Avon to the north and farmland to the south and west. The site includes a group of modern barns (Viney Farm) in its north-eastern corner.

The site is approximately 73.7 hectares in size and comprises predominately arable fields together with young plantation woodland strips on its southern and western edges, mature deciduous woodland along its northern boundary and young woodland and hedgerow strips along its eastern boundary. Further gappy hedgerows also mark the boundaries of internal fields

Vehicular access to the site is currently gained from two points on the A345 on its eastern side, with an asphalt driveway to the Vineys Farm buildings in the north and a field gate in the centre.

The concept masterplan set out within this document, is a direct response to the physical attributes of the local landscape, including its sloping contours, existing vegetation, connections to the existing highway and public right of way network.

## AMESBURY

The town of Amesbury is considered to be the oldest occupied settlement in Great Britain, having been first settled around 8820 BC. This long history is reflected in the presence of the nearby Stonehenge and Avebury World Heritage Site and associated archaeological remains. The historic core of Amesbury is centred around the important estate of Amesbury Abbey (a Grade I listed mansion set within a Grade 2\* Registered Park and Garden) and Church Street, High Street and Salisbury Street, much of which is included in the Amesbury Conservation Area.

During the 19th century, the town was in decline with a population of less than a thousand in 1891, and it wasn't until the 20th century that the town grew, with the nearby military installations from 1899 at Bulford and Durrington. The town expanded rapidly during the early twentieth century including council housing, army married quarters and Experimental Cottages by the Department of Scientific and Industrial Research.

After the Second World War and throughout the remainder of the twentieth century the town continued to expand, with many people being employed at Boscombe Down. During the 1970s,

the town benefitted from the construction of a new library, sports hall and youth centre and new shops and a supermarket were built in the 1970s and 1980s.

The past two decades have seen the development of Solstice Park adjacent to the A303 at the north-east of the town. This Park was promoted by the same owner as this site, and has provided a boost to local employment and the economy of Amesbury.

Most recently, the Archers Gate and Kings Gate developments have been completed/are under construction, to the south and east of the town, with Wiltshire Core Strategy 'Core Policy 4' allowing for 1300 homes at Kings Gate.



Site Location



Major Road Network



Secondary Road Network

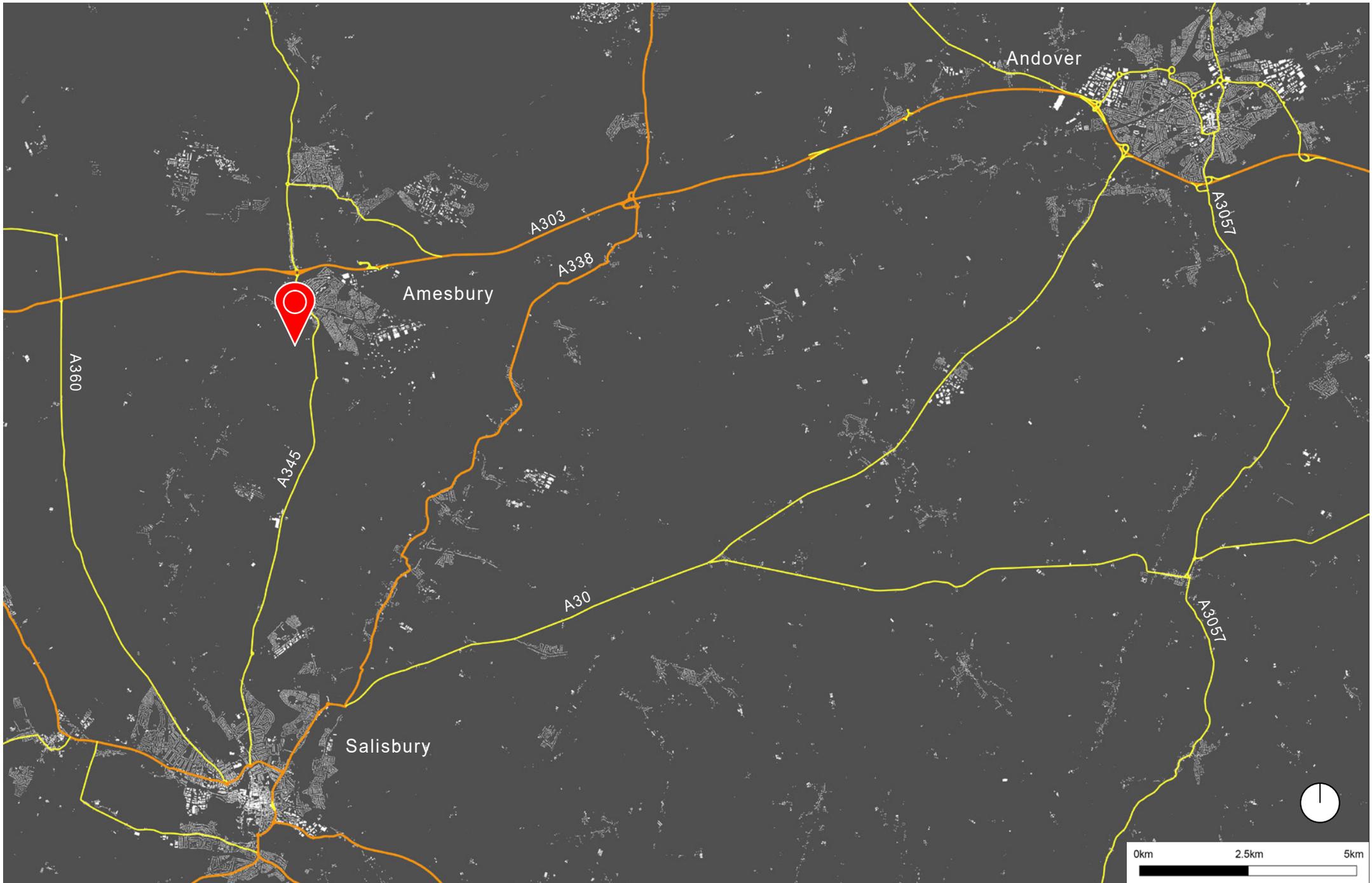


Figure 2: Wider Location Plan

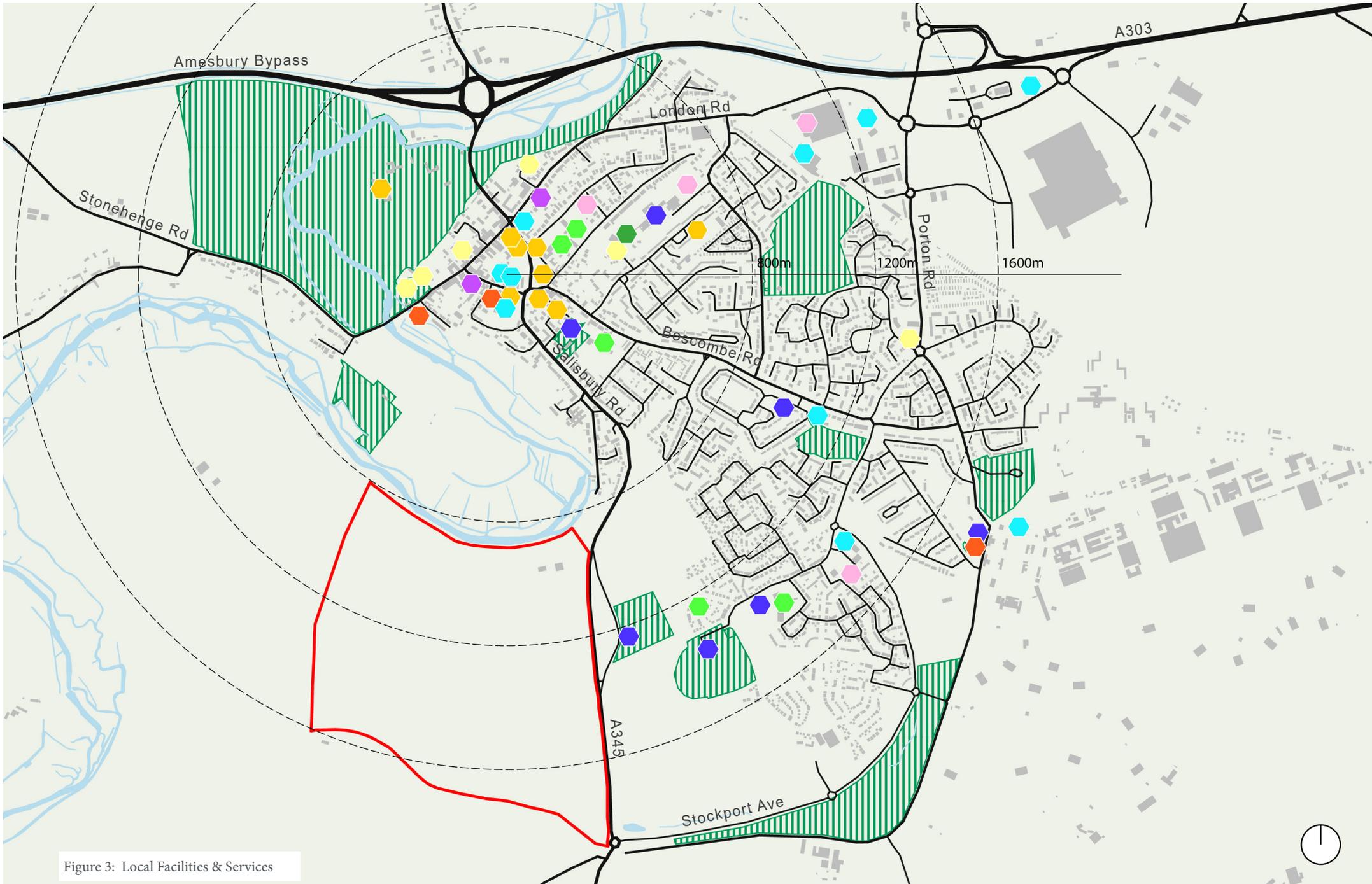


Figure 3: Local Facilities & Services

# ACCESSIBILITY & CONNECTIONS

Establishing good quality connections is essential to creating a real sense of place. Clear, direct and safe links will result in the successful integration of existing and new facilities. The site benefits from good pedestrian and cycle links to the town centre from the northern edge of the site. It is also located immediately adjacent to the A345 Salisbury Road which runs adjacent to its eastern boundary.

## Local Services

The site is well served by a number of local services and facilities within close proximity. There are numerous shops and services within the town centre (less than 1km to the north of the site) as well as a convenience store, pub, community centre, cricket pitch and play areas at the adjacent Kings Gate and Archers Gate developments (0.5-1.5km to the east). There are nearby primary schools, but it is likely that an additional primary school would be delivered on site. The Bonnymead Park (including Amesbury Football Club ground) is situated less than 0.4 to the north-west of the site.

-  Secondary School
-  Primary School
-  Nursery
-  Food Store
-  Church
-  Healthcare Centre
-  Post Office
-  Community Centre
-  Recreation, Leisure and Sports Space
-  Public Open Space



*Bonnymead Park*



*Amesbury town centre*

## Public Rights of Way

The site particularly benefits from a network of existing public rights of way that connect to the north and west. These include: -

- A public bridleway connecting the north-east corner of the site, adjacent to Salisbury Road, with the southern end of South Mill Road
- A public bridleway that runs through the northern part of the site in an east-west direction, connecting with Salisbury Road to the east and the River Avon to the west
- A public bridleway and two stretches of public footpath that run in/adjacent to the western side of the wooded escarpment within the northern part of the site.
- A public footpath along the River Avon to the north, which connects with Bonnymead Park to the north-west and South Mill Road and on to Amesbury town centre to the north-east

- A public bridleway adjacent to the southern boundary of the site which connects with the A345 to the east and the Avon Valley to the west.

There are further public footpaths to the west and south-west of the site, running along the sides of the River Avon at Normanton; to the south-west of corner of the site at Wlsford Down and to the north of the River Avon to the north, connecting back to Amesbury via South Mill Road.

## Cycle Routes

A shared cycle-pedestrian route runs from the roundabout adjacent to the south-east corner of the site, adjacent to Stockport Avenue, connecting with the Archer's Gate local centre.

To the north of the River Avon, the site is situated close to Sustrans Route 45 which runs along the Avon Valley to the west.



- ■ ■ ■ Footpath (PRoW)
- ■ ■ ■ Bridleway (PRoW)
- ● ● ● Cycle Network
- Sustrans Cycle Route 45
- Key Bus Route (X5, X4, activ8 & 201)
- Site Boundary

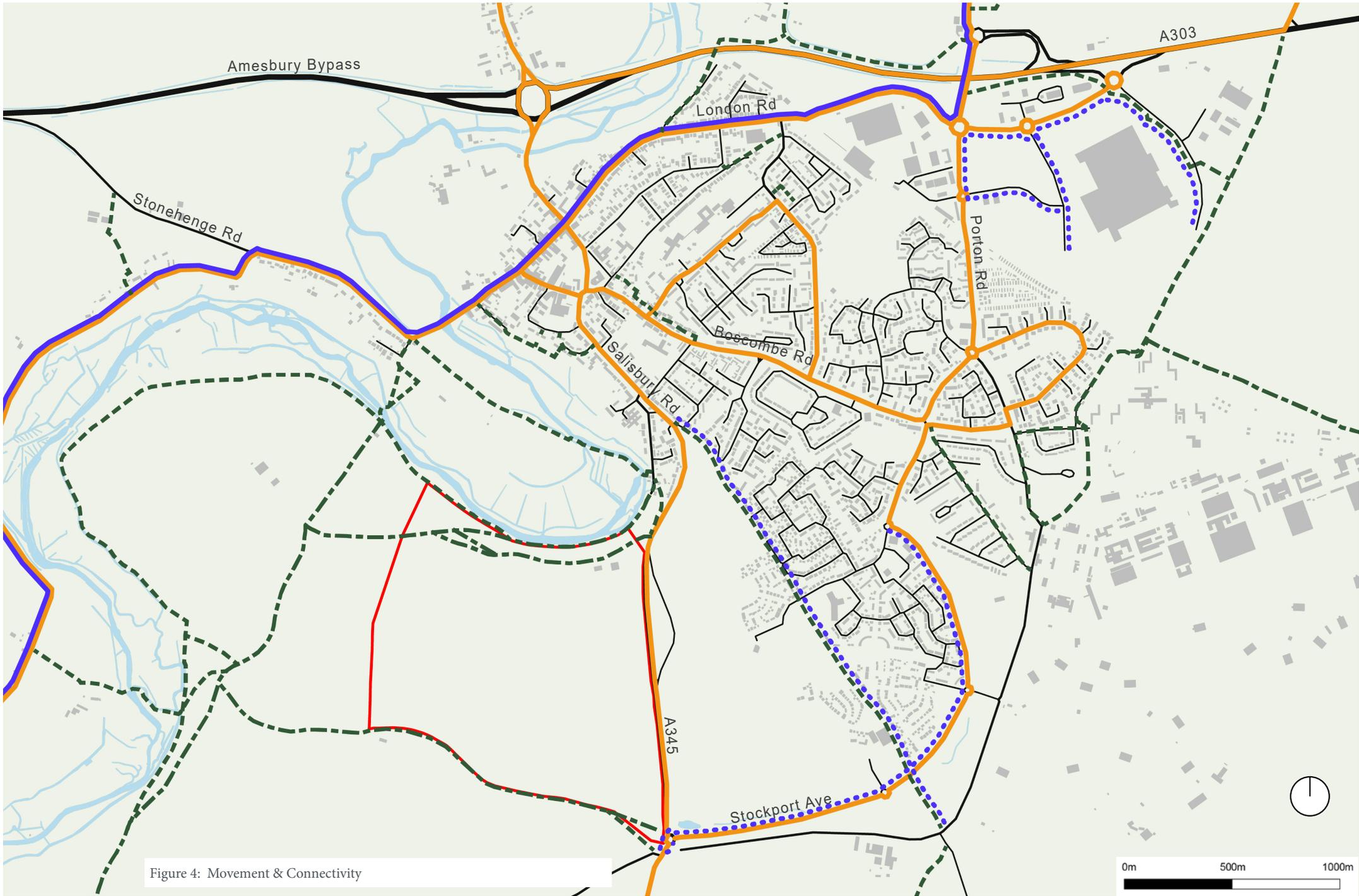


Figure 4: Movement & Connectivity

## Public Transport

Local bus operators Stagecoach and Go South Coast - branded as Salisbury Reds - operate a comprehensive level of bus service in Amesbury and its environs. Prior to COVID, these well-established services have typically provided for up to five buses an hour between the town and Salisbury. The bus corridor along the A345 between Amesbury and Salisbury thus benefits from one of the most intense levels of public transport provision of anywhere in the County – rural or urban and has become one of the most frequent inter-urban bus service corridors in Southern England, including the following services:

- Salisbury Reds X4 to Durrington and Larkhill Camp
- Salisbury Reds X5 to Durrington, Pewsey, Marlborough and Swindon
- Stagecoach South/Salisbury Reds jointly operated Activ8 to Bulford, Tidworth, Ludgershall and Andover.

Operating state-of-the art EURO VI double deck buses, which produce negligible harmful Nitrogen Oxide, the Activ8 and X5 pass along the eastern boundary of the site three times an hour. This means

that with appropriate new stops on the A345, much of the site will be well within 400m of a service, without the need for a diversion of the existing route into the site. Both Stagecoach and Go South Coast consider that there is however, scope to create an efficient diversion into the development which would bring a very large proportion of the development within sufficiently convenient walking distance to start to present the necessary relevant choice for local and longer distance journeys especially to Salisbury.

In addition, there is still more interesting and highly innovative potential to create a local inter-modal facility near Stock Bottom at the south east corner of the site, which would also allow the site to be served by up to 5 buses per hour to Salisbury. Readily accessible by walking and cycling as well as cars from a local hinterland, including the existing Archers Gate development to the east, the objective would be to consolidate personal vehicle journeys onto public transport towards Salisbury at the point where both service frequency was maximised, alongside a generalised journey time that is most likely to be attractive and competitive with driving. The potential positive impacts of this on the carbon

Both Go South Coast and Stagecoach West are each prepared to lend specific “in principle” support to the promotion of land South West of Amesbury, considering that it offers some of the highest potential to meet development needs in a way that car-dependency is minimised and, in so doing, public transport use is maximised.

intensity of travel not just from this site, but from the wider existing and committed development in the Amesbury and Boscombe Down area, could be very material.

The site lies, uniquely, at the point that all the inter-urban bus routes serving Amesbury converge onto the A345 before continuing south to Salisbury. Journey time from the south east corner of the site

to Salisbury is typically just 18-19 minutes, a time approximate to that taken by a private car, given that the buses operate non-stop for much of the distance.

From first principles, the bus companies consider that it also looks technically feasible to introduce an additional bus per hour between Salisbury and Amesbury via the site within a single vehicle operating resource, providing the potential for a more regularly spaced service at 6 BPH; about every 10 minutes. This exceeds the frequencies available at many of the existing established Park and Ride sites on the edge of Salisbury, which have shown their relevance over many years.

When considering the existing bus network in Salisbury City, it should be pointed out that the journey time from this point to the city centre by bus would be very comparable with those on offer at the outer end of the City's own network.

Counter-intuitively, although the site is about 10km from Salisbury city centre, journey times would actually be slightly quicker than some existing recently-built developments on the edge of the city.



# LANDSCAPE

## Topography

The town of Amesbury occupies the contrasting landscapes of the River Avon and Chalk Downland. The historic core of the town is situated adjacent to the river flood plain, at approximately 75m Above Ordnance Datum (AOD), however the majority of the town occupies the chalk slopes to the east and south, which slope up to approximately 125m AOD at Boscombe Down.

The site itself is undulating in character, rising up from the River Avon to the north to 105m AOD in its northern fields and dropping down to a dry valley at approximately 75m AOD adjacent to its southern boundary. Much of it therefore follows a similar elevation to the ongoing King's Gate development to the east. Within the southern part of the site, two dry valleys include some areas of steeper gradients. These can be addressed within the emerging layout of streets and homes. Roads can be aligned to follow routes with the shallowest gradients and lower density housing and public open spaces occupy steeper areas to minimise the need for extensive earth modelling.

To the south of the site, the landform rises again, towards a ridgeline approximately 1.35m away, at Salisbury Clumps and Boscombe Down Airfield.

## Hydrology

The chalk geology of the site means that it is well drained, with no surface water features. To the north and west, the River Avon has created a contrasting landscape, following a meandering course, with associated floodplains and pasture fields.

Given its porous chalk geology the development can be sustainably drained using infiltration in accordance with local and statutory adoption requirements.

## Landscape Features and character

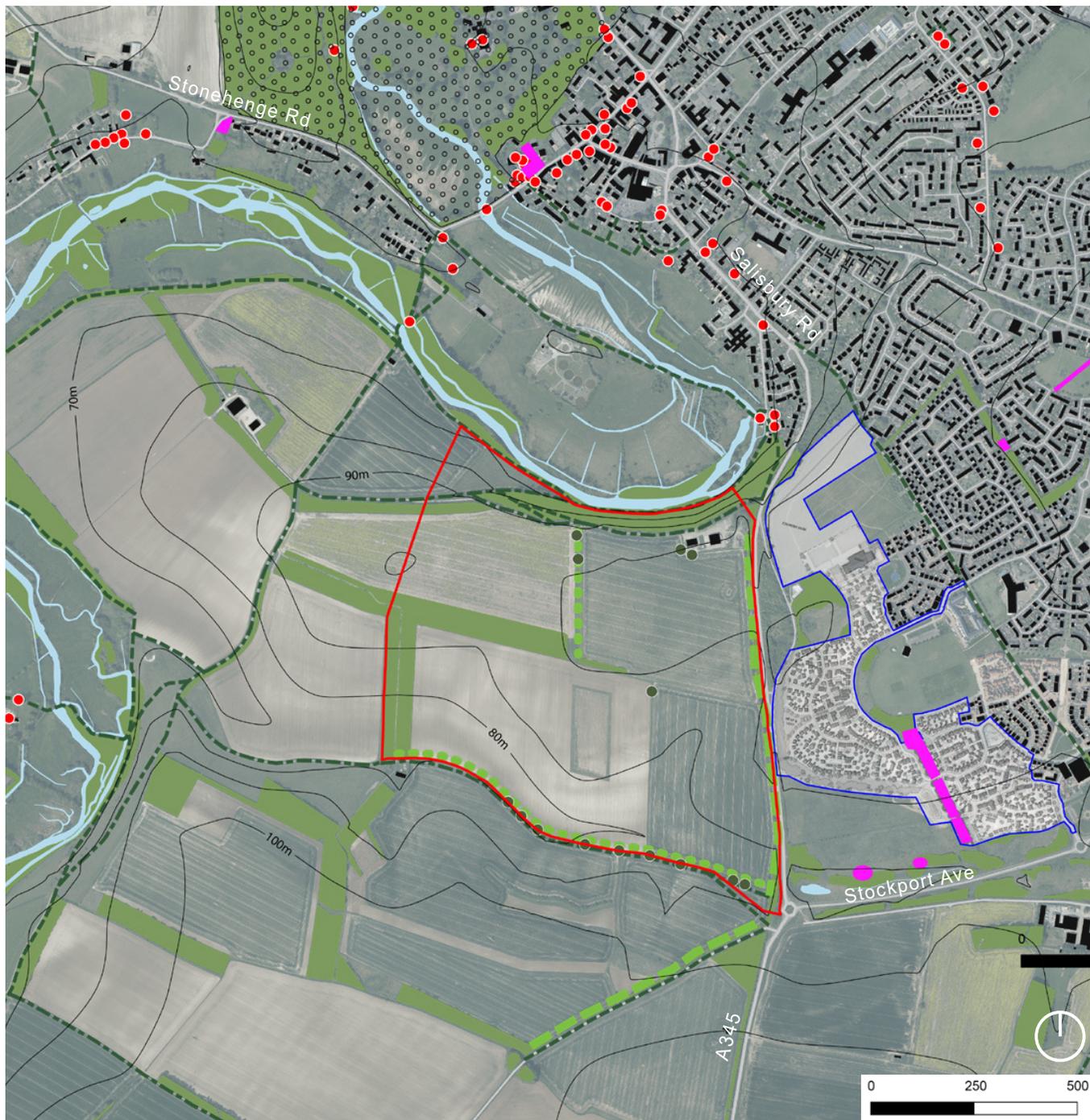
The site is predominantly occupied by arable farmland together with some areas of straight-edged native woodland plantations. These provide good visual screening along the western side of the site. The eastern boundary of the site also includes a thick native hedgerow and plantation

which provides good screening of views from the A345 even during the winter months. The northern part of the site contains a strip of deciduous woodland which occupies an escarpment above the River Avon. This mature woodland provides a good degree of visual containment and will help to screen views of any new development from the north.

Internally, the site includes a few managed hedgerows with occasional trees, but otherwise comprises relatively large fields.



*Public footpath along the River Avon to the north of the Site*



- Site Boundary
- Surface Water
- Woodland
- - - Footpath (PRoW)
- - - Bridleway (PRoW)
- Lone Trees / Non Woodland Trees
- Mixed Vegetation
- Managed Hedgerow
- Tree Preservation Order
- Amesbury Park - (Grade II\* Registered Park and Garden)
- Listed Building
- Kings Gate (under construction)

Figure 5: Site Features, including Listed Buildings & Tree Preservation Orders

# PHOTOGRAPHIC ANALYSIS



1  
South-western part of site. The northern area is concealed beyond the ridge.



2  
Wooded escarpment within the northern edge of the site provides visual enclosure from the wider area.

3



*Level area in the northern part of the site is well suited to school playing fields and local centre*

4



*Public rights of way within the northern part of the Site will lead to the new park and will retain their rural character.*

5



*Existing farm buildings. This area will form the north-eastern 'gateway' to the Site*

6



*Public rights of way within the northern part of the Site will lead to the new park and will retain their rural character.*

7



*A345 Salisbury Road benefits from mature native planting on both sides.*

8



*Centre of site*

9a



*Western site area (in the middle distance) viewed from the south.*

9b



*Eastern site area (in the middle distance) with Kings Gate beyond*

10



*Plantation woodland with western part of site, viewed from the south.*

## VISUAL CONTEXT

The gently rolling topography of the wider site setting coupled with both mature native tree belts and woodland, together with younger tree planting in other parts of the adjoining same ownership, already provides a strong degree of visual enclosure. This is further enhanced by the extensive planting already carried out within the site, all despite its relatively elevated nature.

From the east, views towards the site are limited to glimpses from the A345, Stockport Avenue and western side of the Kings Gate development (still under construction). There is also the potential for distant glimpses of parts of the site from a public track between Stockport and Boscombe Down Airfield to the south-east.

To the north, the mature woodland provides a good degree of screening and whilst there are clear views into the site's northernmost field from the public right of way adjacent to the River Avon, this field will be retained as open space and include additional

tree planting so as to ensure the river character is conserved.

To the west, the existing plantation woodland provides good screening from the wider Avon Valley, and areas with public views of the site are extremely limited. Additional mitigation planting along the north-western site boundary and retention of open parkland to the north-west can provide further visual enclosure. Computer generated assessments have shown there would be no intervisibility between the proposed homes and Stonehenge.

To the south, public views of the site are limited to the adjacent public bridleway and glimpses through field gates from the lane to Great Durnford. From these areas, much of the northern part of the site is screened by a plantation that runs in an east-west direction across its centre. Additional planting will further help soften views of the new development from this limited area. Whilst there is a further area of elevated land to the south, there are no public



11 Southern site boundary viewed from adjacent footpath. New planting within a green corridor can soften views into the site.



12 View from a field gate in the lane to the south of the Site. The site can be seen in the middle distance in conjunction with Kings Gate beyond. Elsewhere along this lane, views are generally concealed by mature hedgerow.

13



*View from public footpath adjacent to the River Avon looking south-east into the proposed park area. This farmland can be enhanced with new wildflower meadows, native tree planting and a community orchard.*

14



*View from Church Street, Amesbury, looking south. The trees on the skyline form part of the wooded escarpment within the Site. These provide good screening to the majority of the site beyond, even during the winter months.*

views of the site, due to the screening effects of roadside vegetation on the A345 and general lack of public viewpoints.

In summary, whilst the site has an elevated position, there are few visual receptors that would, as a result of the current proposals, experience a significant change in their views, whilst there is the clear intention to materially further mitigate this position, exploiting and adding to the existing planting. In addition, the extend of the adjoining land owned by SIS also offers the potential for additional planting and recreational facilities in due course which will provide further mitigation.

The main changes to visual context will be to users of the public bridleway and footpaths that run through and immediately adjacent to the site. Whilst views from these routes will change, they play an important part in the design of the site's green infrastructure with the paths retained within an interconnected network of green corridors and public open spaces. Their settings will therefore remain leafy and natural, whilst benefitting in parts from improved natural surveillance from adjacent homes in the adjacent area.

# PLANNING CONTEXT

## Planning Designations

The site is located outside of the settlement boundary of Amesbury, as identified in Policy CP1 of the adopted Wiltshire Core Strategy (2015).

The site is located within a Special Landscape Area, as identified in Policy C6 of the Salisbury District Local Plan (SDLP) (saved policies) (2011). However, the site is not the subject of any statutory or non-statutory conservation designations.

The site is also located within an Affordable Housing Zone (Policy CP43)

It is noted that land along the route of the River Avon is a SSSI and a Special Area of Conservation.

Beyond the site to the west of the River Avon, and to the west of the site, lies the Stonehenge World Heritage Site.

Land immediately to the west of the site is a strategic allocation site (Policy CP2). The allocation site also includes land for recreational purposes (Kings Gate), as identified in Policy R8 of the Salisbury District Local Plan (SDLP) (saved policies) (2011).

Land to the north of the site, on the other side of the River Area at Bonnymead, is identified in Policy CP7 of the saved Salisbury District Local Plan as a Development Restraint Site.

## Planning Policy Context

The development plan for the site comprises of the Saved Policies of the Salisbury District Local Plan (2011) and the adopted Wiltshire Core Strategy (2015). Work is underway with the preparation of the Wiltshire Local Plan Review, which is currently the subject of public consultation.

As part of the Local Plan Review consultation, sites are being identified for future allocation.

The site is well related to the existing urban area and to the surrounding road network, as well as local services, facilities and employment and can therefore be considered to be a highly sustainable location for strategic scale of development.

-  Site Boundary
-  Listed Building
-  Scheduled Monument
-  Conservation Area
-  World Heritage Site
-  Special Area of Conservation
-  Registered Park and Garden
-  Site of Special Scientific Interest
-  EA Source Protection Zone
-  Tree Preservation Order
-  Proposed Strategic Site - Wiltshire Core Strategy - CS, CP2 - 68.5ha
-  SDPL - C6 Special Landscape Area

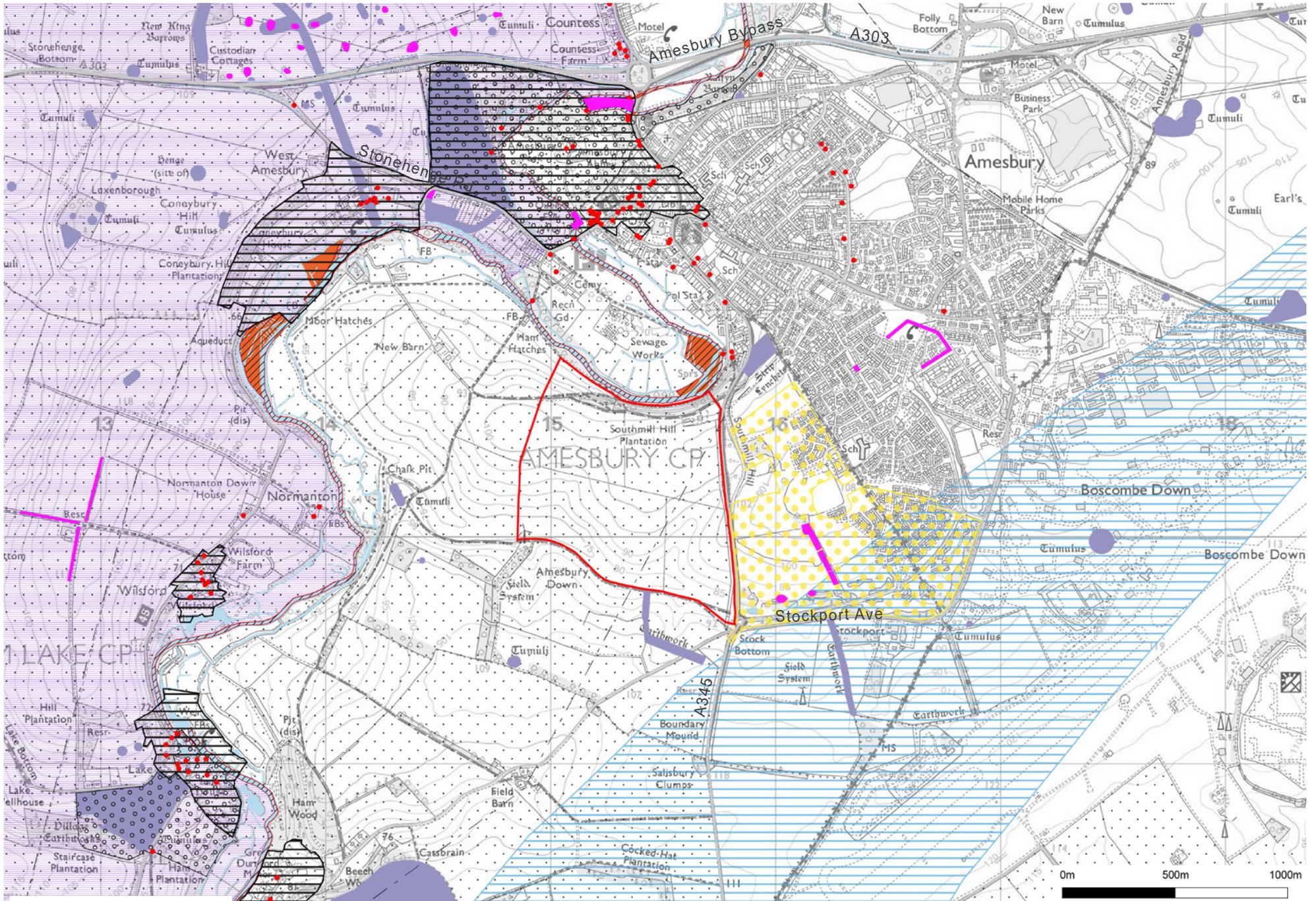


Figure 6: Designations



3

OPPORTUNITIES &  
CONSTRAINTS

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# OPPORTUNITIES & CONSTRAINTS

Analysis of the site and the constraints and opportunities have been used to identify an appropriate development area and concept framework.

## Opportunities

- Provide around 1200 new market and affordable houses with associated infrastructure and public open space to help meet local need;
- Provide land for employment, a local centre and primary school uses;
- Provide local areas of open space with equipped children's play areas;
- Retain important trees and vegetation that can provide a mature landscape structure;
- Retain and enhance connecting wildlife corridors;
- Utilise and supplement existing footpath links around the site to establish sustainable pedestrian and cycle access to local facilities, reinforcing links to Amesbury and the River Avon;
- Create improved access to the surrounding countryside including the Avon valley
- Retain views to the surrounding countryside;
- Provide significant additional tree planting across the site and adjoining land in the same ownership; and
- Provide access from the A345 with opportunities for a bus route through the site as well as a transport hub at the south-east corner of the site
- The southern half of the site in particular provides the opportunity to utilise passive solar gain, with a series of frontages and spaces that are able to benefit from its south facing slopes.
- Management of on-site hydrology will be an important feature of the development. The chalk geology will enable surface water to be sustainably managed using infiltration.

 Site Boundary	<b>Designations</b>
 Woodland	 Listed Building
 Ancient Woodland	 Scheduled Monument
 Public Open Space	 Conservation Area
<b>Movement</b>	 World Heritage Site
 Footpath (PRoW)	 Special Area of Conservation
 Bridleway (PRoW)	 Registered Park and Garden
 Cycle Network	 Site of Special Scientific Interest
 Sustrans Cycle Route 45	 EA Source Protection Zone
 Key Bus Route (X5, X4, activ8, 201)	 Tree Preservation Order
<b>Surface Water</b>	 Proposed Strategic Site - Wiltshire Core Strategy CP2
 Surface Water	 SDPL - C6 Special Landscape Area
 Flood Zone - High Risk	
 Flood Zone - Medium Risk	
 Bridge to Bonnymead Park	

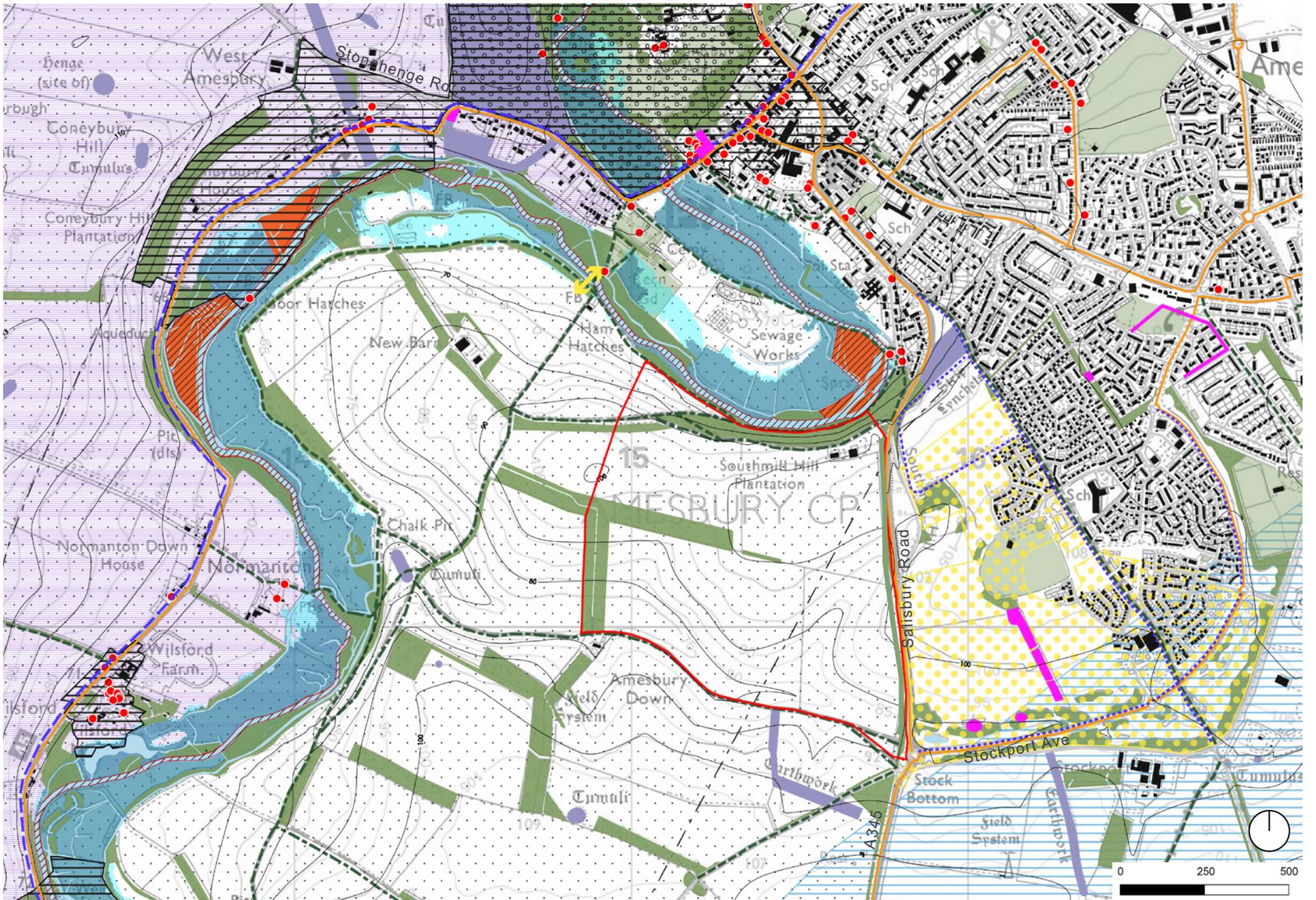


Figure 7: Wider Constraints Summary



## Design principles

- Respect areas with steeper gradients .
- Retain existing hedgerows, plantations and woodland within the site and around its boundaries.
- Mitigate visual impacts on users of public rights of way within/adjacent to the site and a limited number of more distant views.
- Provide access points to connect to the existing roundabout to the she south-east of the site and utilise the existing farm access in the north-east corner of the sites.
- Maintain an appropriate setting to the River Avon and Amesbury to the north (including the Conservation Area and Listed Church and Amesbury Abbey).
- Seek to retain the existing Public Rights of Way on their existing alignments.
- Locate development so that it is well related by the existing built area of Amesbury.





4

CONCEPT MASTERPLAN

# CONCEPT MASTERPLAN

Based on our understanding of the planning context, the technical analysis undertaken and design principles established, an emerging concept masterplan has been prepared to demonstrate a responsive design approach to the Site. Figure 9 presents an illustrative masterplan along with a brief summary of the main features. The masterplan places particular emphasis on creating a new place and an appropriate south-western edge to Amesbury. Based on the development extent shown, we estimate approximate unit numbers to be circa 1200 dwellings.

Alongside the objectives underpinned through the design principles, the concept masterplan aims to:

- Ensure that new high quality homes are arranged in a manner which respects existing features such as the tree plantations, hedgerows, individual mature trees and landscape offsets;
- Align streets to create vistas to the open countryside or other landscape and townscape elements.
- Place access to existing and proposed parks / open spaces as a primary objective, in order to provide valuable amenity and encourage healthier lifestyles to existing and future residents.

The masterplan places particular emphasis on creating a new place and an appropriate southern edge to Amesbury. A key objective is to retain a network of green spaces which connect at the local centre and school, with the objective of encouraging residents to walk and cycle to these local facilities and providing opportunities for social interaction.

Site Area	73.7ha
2 Form Entry Primary School	2.4ha
Approx.Net Development Area (Residential)	36ha
Average net density	33dph
Approx. Units	1,200

-  Existing Woodland / Planting
-  Proposed Tree Planting
-  Proposed Bus Route and Site Access from the A345 Salisbury Road
-  Proposed Development
-  Proposed Open Space

- 1 *Local centre*
- 2 *Proposed riverside Park*
- 3 *Secondary access onto Salisbury Road*
- 4 *Primary access onto Salisbury Road roundabout*
- 5 *Public Transport Hub with Secondary Local Centre*
- 6 *Linear green spaces*
- 7 *Mature hedgerows and trees retained and supplemented along Salisbury Road frontage*
- 8 *Potential allotment site*
- 9 *Green Corridor along existing bridleway, including play area close to local centre*
- 10 *2 Form Entry Primary School*
- 11 *Existing & proposed woodland planting within a generous green corridor along the western side of the site provide screening and space for movement and recreation.*
- 12 *Additional off-site tree planting that is being considered for supplementary screening.*



Figure 9: Concept Masterplan

# GREEN INFRASTRUCTURE

The quality of the green infrastructure will play a key role in creating a quality place and a strong sense of identity for the development. Public open space at South West Amesbury could include a riverside park, green corridors, play areas, a trim trail, allotments, meadows, and a community orchard and gardens.

The existing woodlands, hedgerows and plantations within the site would be enhanced to form part of a network of 'Greenway' corridors. All green spaces will be multi-functional, providing opportunities for amenity and wildlife as well as functional movement corridors. The proposal would contribute to Amesbury's green infrastructure linking with the public footpaths along the River Avon to the nearby Bonnymead Park. Public open spaces, with a predominance of native planting would complement the existing landscape character and incorporate recreational facilities for all ages.

In addition, the proposals would be accompanied by new and enhanced planting to field boundaries to the south and west, which are within the same ownership as the site. This would provide enhanced visual enclosure as well as additional benefits to wildlife and landscape character.





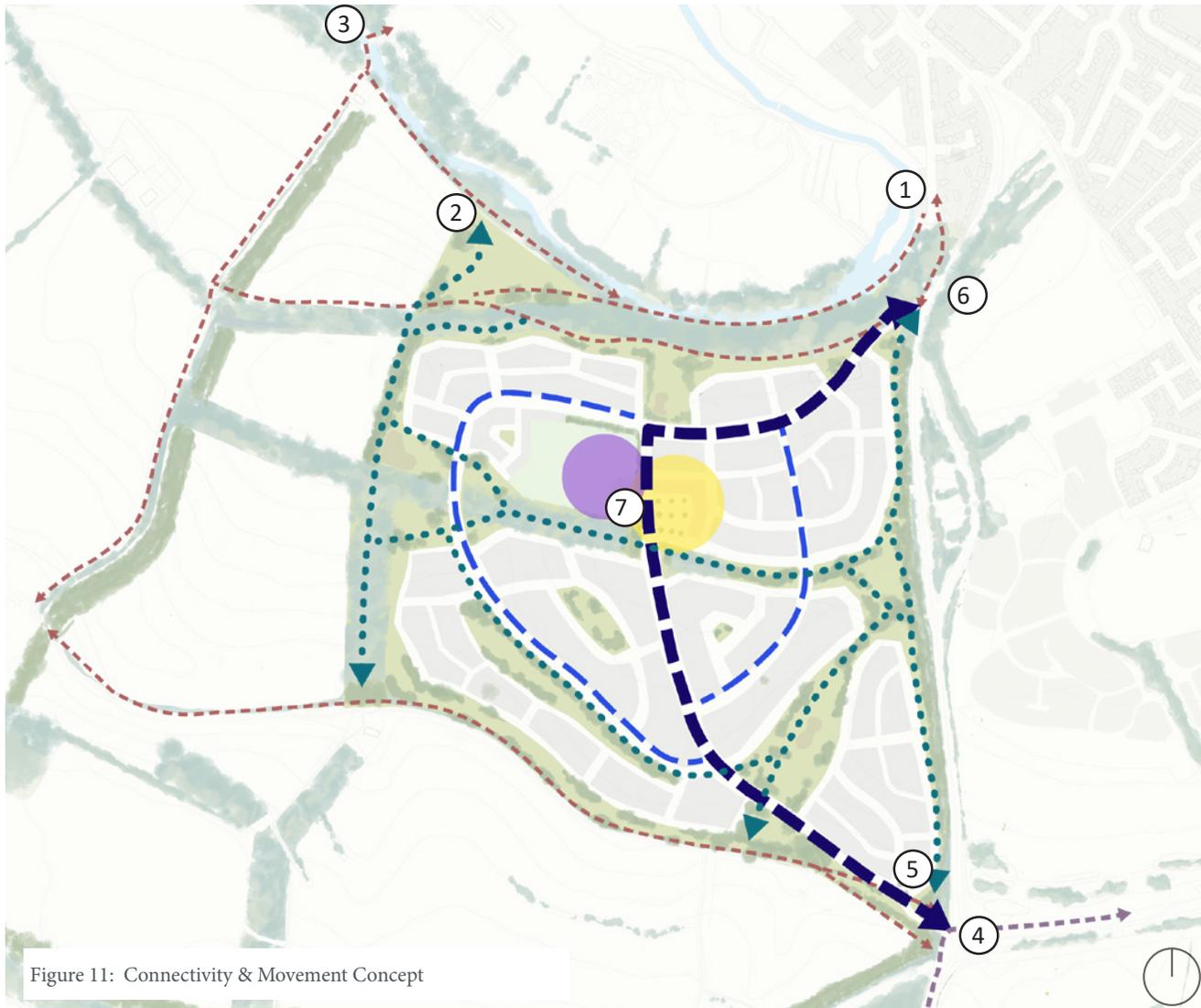


Figure 11: Connectivity & Movement Concept

- ① Enhancements to existing public rights of way linking to Amesbury town centre via South Mill Road.
- ② Connections to existing public footpath along the River Avon.
- ③ Potential for upgrade to cycle route to Bonnymead Park, subject to bridge enhancements/access agreement.
- ④ Primary access onto Salisbury Road roundabout
- ⑤ Public Transport Hub with Secondary Local Centre
- ⑥ Secondary access onto Salisbury Road
- ⑦ Sustainable central location for local centre and school, served by pedestrian/cycle routes and public transport

- Bus Route
- Other Primary Routes
- Proposed Pedestrian/Cycle Routes
- Existing Shared Pedestrian/Cycle Path
- Existing Public Right of Way
- Local Centre
- Primary School

# CONNECTIVITY & MOVEMENT

A key objective of the proposals is to create a clear pattern of streets to ensure good permeability and legibility. This would be achieved by balancing the movement hierarchy and avoiding car led development. The future movement hierarchy in the development would need to respond to the requirements of the following key users in this particular order:

1. Pedestrians
2. Cyclists
3. Buses
4. Cars

The potential for walking and cycling would be maximised by an internal layout of permeable and safe pedestrian and cycle routes. Access and through routes would cross the site taking into account existing desire lines and landscape features, readily connecting to key destinations such as the school, community hub, bus stops, Amesbury town centre and the wider countryside.

Pedestrian and cycle routes would also link to the wider pedestrian and cycle network including

footpaths within the Avon Valley to the north and west, as well as links to Amesbury town centre via an existing pedestrian connection with South Mill Road to the north and Kings Gate and Archers Gate facilities to the east.

The site will have a clear hierarchy of movement providing a network of permeable and legible routes. Streets will be clearly defined and connected, and seek to reinforce the equality for all users. It will avoid dead ends and allow users to navigate through an inclusive, permeable hierarchy of streets, mews and squares.



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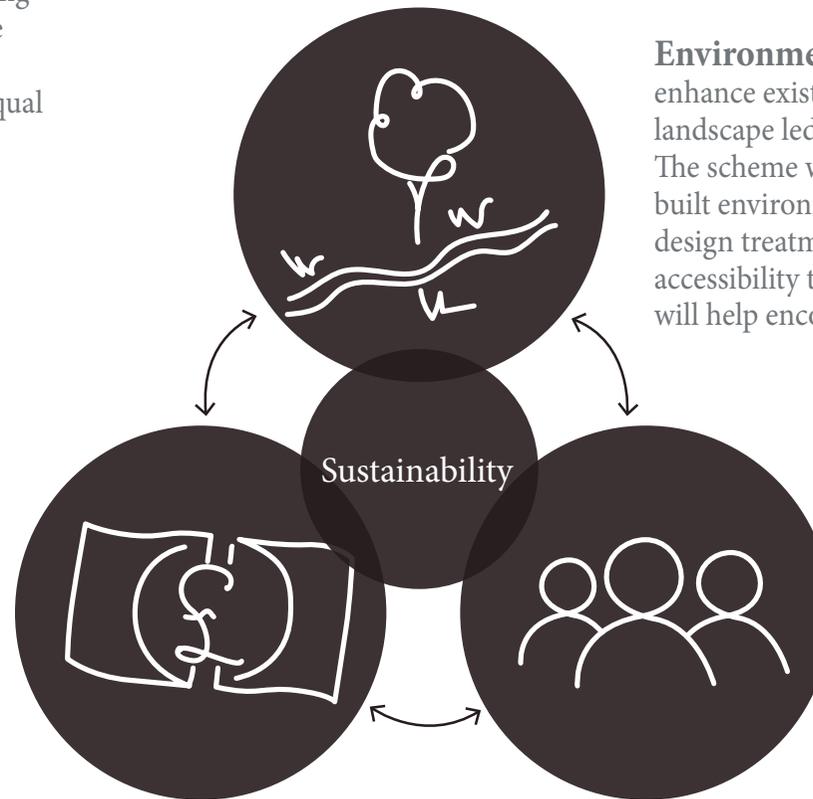
**SUSTAINABILITY  
BENEFITS**

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# SUSTAINABILITY BENEFITS SUMMARY

As the NPPF outlines, the primary purpose of the planning system is to contribute towards achieving sustainable development. When weighing up the Site's sustainability credentials, it is important to consider the NPPF's guidance and consider in equal weight the economic, social and environmental objectives. The proposal presented provides a development approach that mutually supports economic, social and environmental objectives considerations.

**Economically**, the proposal will provide new homes for future residents, who will in turn support the local economy, aided by easy access to nearby employment areas, such as Solstice Park in Amesbury and the city of Salisbury.



**Environmentally**, the proposals aim to preserve and enhance existing green features to ensure a sensitive, landscape led approach to development integration. The scheme will also aim to protect and enhance the built environment of Amesbury, through considerate design treatments and character differentiation. The Site's accessibility to bus, cycle and pedestrian movement options will help encourage and support more sustainable modes.

**Socially**, the proposals aim to integrate with the established community of Amesbury as well as the adjacent emerging community at Kings Gate, bolstering the current amenity offer through new connections. Proposals aim to encourage community cohesion and future residents will add support to local community bodies, schools and services.

Sustainability Objectives	Land at South West Amesbury Attributes
Climate Change Mitigation	The site is deemed to be in a Sustainable location, off an existing settlement with good connectivity. The primary road alignment within the scheme will provide east/west emphasis on building alignment, preferable when availing of passive solar gain.
Climate Change Adaptation	The Site does not lie within an area of flood risk. Sustainable Drainage Systems (SuDS) will be used . New dwellings will be designed and built to achieve current sustainability and energy efficiency standards.
Transport	The development of the Site provides opportunities to encourage walking, cycling and access to local public transport facilities. Local bus companies are particularly supportive of the proposals, with the potential to further enhance the fast and frequent services to Salisbury. The Site proposes new connections onto the existing PRowS to the north and south as well as a new east-west routes route that will connect with the local centre and school. Further pedestrian/cycle links will connect with the existing PRow leading to Amesbury town centre via South Mill Road and the Sustrans 45 cycle route.
Health	The proposed development will encourage the creation of a walkable neighbourhood which will incorporate green infrastructure links and pedestrian routes between residential areas, open space and create enhanced accessibility to the wide variety of facilities. This walkable neighbourhood will encourage new and existing residents to engage with the natural environment whilst encouraging the adoption of a healthier lifestyle.
Education	The proposed development will include a 2 form entry primary school at its heart. Amesbury also benefits from a secondary school and other primary schools.
Economy	In addition to the jobs created with the construction of the development, this Site would also provide an increase in support to existing shops and services in Amesbury.
Community	The addition of new connections between existing assets, such as Bonnymead Park and the network of PRowS in the surrounding area will help improve the community offer and support a greater uptake of activity. The extensive web of green corridors and spaces will also present an opportunity for neighbourly interaction, as well as amenity, including the potential for allotments and trim trails for example.
Biodiversity	The development will include a strong network of green corridors and public open spaces allowing existing native plantations and woodlands to be retained and new planting to be provided. This will include significant areas of native woodland trees, community orchards, hedgerows allotments, chalk meadows as well as private gardens, all of which provide enhanced wildlife habitats and connectivity.
Delivery	Based upon the range of technical and environmental assessments that have been undertaken to date by the Consultant Team, we do not anticipate any exceptional issues would prevent the delivery of the proposed scheme.

# CONCLUSION

This document has demonstrated that the proposed development to the south-west of Amesbury is technically feasible and suitable as a sustainable residential growth option for the town, with potential to provide circa 1,200 new quality homes together with supporting infrastructure.

In demonstrating the Site's feasibility and suitability for development, the document has summarised the findings and recommendations of environmental and engineering consultants, including landscape and visual impact, drainage, highways, planning and masterplanning. The Site has been demonstrated to be in a sustainable location, benefiting from proximity to existing public transport services, local facilities, education facilities and opportunities for employment.

