

Please refer to section 3 methodology of the assessment process

1. **Medium Visual Sensitivity:**
 - Open to south
 - Panoramic views of AONB
2. **Medium / Low Landscape Sensitivity:**
 - Pasture fields
 - Good hedgerow structure but open to south side
 - No cultural significance
3. Landscape Character Sensitivity: Medium / Low (combines 1 and 2)
4. **Medium Wider Landscape Sensitivity:**
 - Links with countryside to south
 - Good relationship with edge of Shrivenham
5. Overall Landscape Sensitivity: Medium (combines 3 and 4)
6. **Medium / Low Landscape Value**
 - No written evidence of value
 - Part of Shrivenham Circular Walk
7. Landscape Capacity: Medium / High (combines 5 and 6)

Relationship of site to Shrivenham

- The site has a good relationship with the south side of Shrivenham adjacent to the northern boundary of site

Relationship with adjacent wider countryside

- Strong links with countryside to south

Potential impact on key landscape characteristics

- Loss of openness
- Loss of pasture
- Opportunity to add to existing vegetation structure

Potential impact on key visual characteristics

- Loss of panoramic views to south
- Possible impact on the AONB
- Possible loss of attractive framed view of church tower

Potential impact on key settlement characteristics

- Development would be an expansion on the southern side of Shrivenham
- Development would be in scale with the existing settlement and landscape pattern

Landscape mitigation and contribution to Green Infrastructure

- Incorporate new hedgerow / tree planting to southern boundary to create strong new edge of settlement and minimise impact on views from AONB
- Build on landscape structure to meet OWLS landscape strategy and aims of NE12
- Retain some views towards AONB where possible
- Enhance existing footpaths and create additional footpaths within site

Conclusion and recommendations

- Potential for housing on this site – although the assessment has led to an outcome of medium / high capacity, the whole site could potentially be developed as no part of the site is of particular increased sensitivity – adequate space should, however, be allowed to mitigate views from the AONB, allow access to the open countryside to the south and allow views to the church
- Preferred access to west end of site via Station Road, adjacent to houses
- Preferred access to east end of site via Longcot Road adjacent to houses
- Retain and enhance footpaths with new vegetation
- Include Green Infrastructure as shown in Figure 30.2, including to southern boundary to create new edge of settlement and screen views from AONB.

Potential capacity of site 30A

It is recommended that the whole site could potentially be developed as no part of the site is of particular increased sensitivity. Adequate space should, however, be allowed to mitigate views from the AONB, allow access to the open countryside to the south and allow views to the church from within the development. Preferred access to the west end of site should be via Station Road, adjacent to houses. Preferred access to the east end of site should be via Longcot Road adjacent to houses. The density of the area is recommended to be a maximum of 25 dwellings per ha. A full detailed landscape and visual impact assessment will be required to inform the final capacity of the site, and impact on views from the AONB should be taken into account. On this basis some 240 dwellings might be accommodated on site 30A.

LA30B Stainswick Lane

Key landscape planning factors:

Site 30B is not within the Green Belt or the AONB. The site is within the Lowland Vale area identified in Local Plan policy NE9. This policy protects the Vale which is valued for its contribution to distant views from the higher ground to the north (Corallian Ridge) and the North Wessex Downs to the south. The site is also within an area identified in the Local Plan as Great Western Community Forest (Policy NE12). The aim of the policy is that developments make a positive contribution towards the creation of a diverse woodland environment appropriate to the landscape character of the area.

Photographs:



Photo 4: View into one of the two central enclosed fields



Photo 5: View into one of the two central enclosed fields with open views of new housing

Please refer to section 3 methodology of the assessment process

- 1. Low Visual Sensitivity:**
 - Enclosed site
 - Open boundary with new houses
- 2. Medium / Low Landscape Sensitivity:**
 - Horse grazing
 - Generally strong hedgerow structure
 - Individual mature oaks
 - Tree belt
 - No cultural significance
- 3. Landscape Character Sensitivity: Low (combines 1 and 2)**
- 4. Low Wider Landscape Sensitivity:**
 - Partial open boundary with settlement
 - Poor links with wider countryside

5. Overall Landscape Sensitivity: Low (combines 3 and 4)
6. **Medium / Low Landscape Value**
- No written evidence of value
 - Part of Shrivenham Circular Walk
7. Landscape Capacity: High (combines 5 and 6)

Relationship of site to Shrivenham

- The site has a good relationship with the south side of Shrivenham adjacent to the northern boundary of site
- The eastern field has open boundaries with the new housing estate
- The west field has a more heavily vegetated boundary with housing

Relationship with adjacent wider countryside

- Distinct character, different to adjacent countryside

Potential impact on key landscape characteristics

- Loss of pasture
- Loss of mature trees
- Opportunity to add to existing vegetation structure

Potential impact on key visual characteristics

- Potential to improve harsh boundary with new housing

Potential impact on key settlement characteristics

- Development would be an expansion on the southern side of Shrivenham
- Development would be in scale with the existing settlement and landscape pattern

Landscape mitigation and contribution to Green Infrastructure

- Retain existing hedgerow and trees which enclose both parcels of site; ensure impacts on public footpath are mitigated
- Build on landscape structure to meet OWLS landscape strategy and aims of NE12

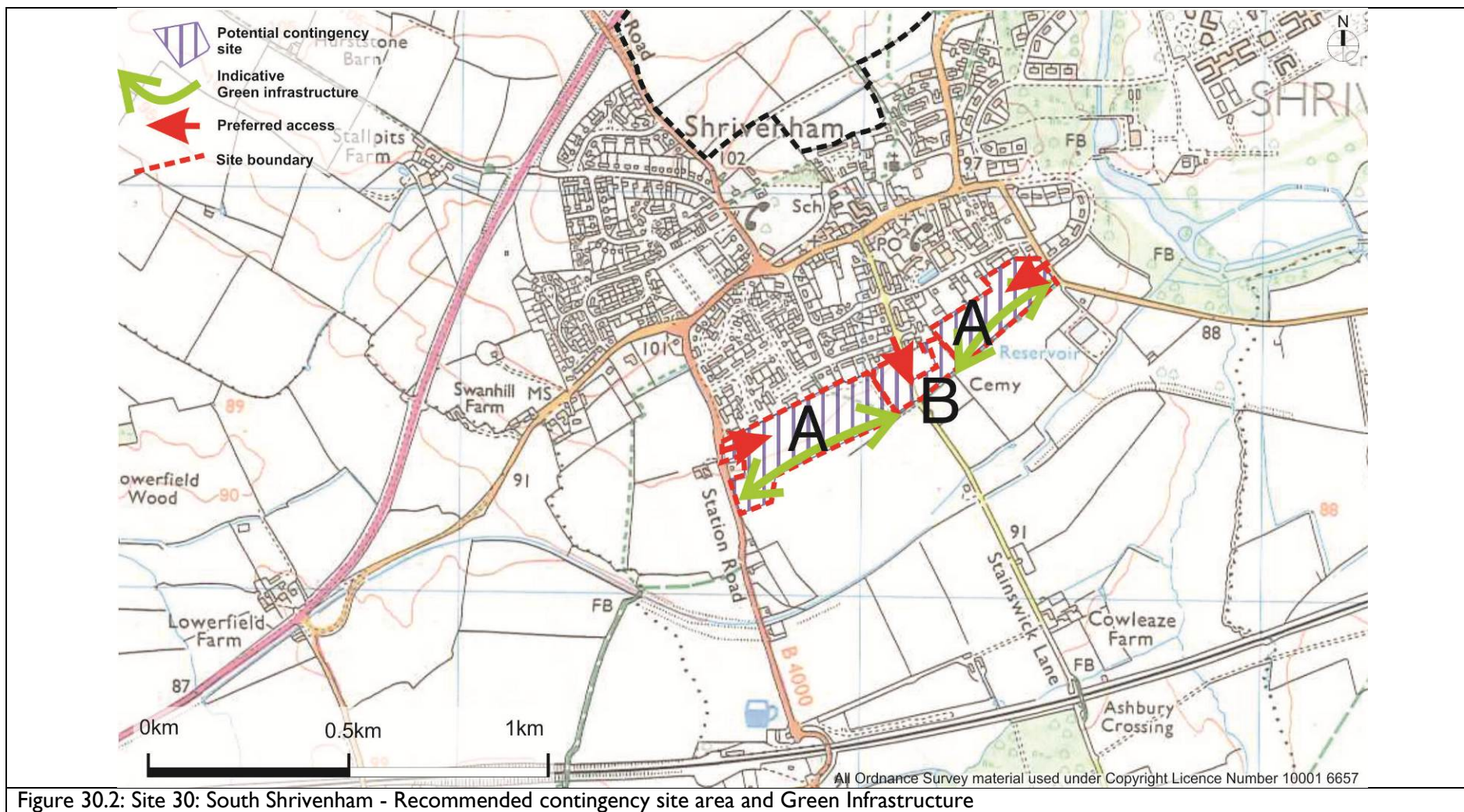
Conclusion and recommendations

- Potential for housing on this site at a slightly higher density due to adjacent dense housing
- Preferred access via Stainswick Lane, minimising loss of vegetation
- Retain existing structural vegetation
- Retain specimen trees where possible
- Include Green Infrastructure as shown in Figure 30.2.

Potential capacity of site 30B

It is recommended that this site is considered further as a contingency site. Preferred access is via Stainswick Lane, minimising loss of vegetation. A full detailed landscape and visual impact assessment will be required to inform the final capacity of the site, and impact on views from the AONB should be taken into account. On the basis of a nominal 25dph some 50 dwellings might be accommodated on site 30B. It is however recommended that the density could be slightly increased in the light of the adjacent housing built form.

Total capacity of Site 30: South Shrivenham : A total of 290 dwellings are recommended at a nominal density of 25dph for this contingency site.



Site 31: North Shrivenham

Site map:

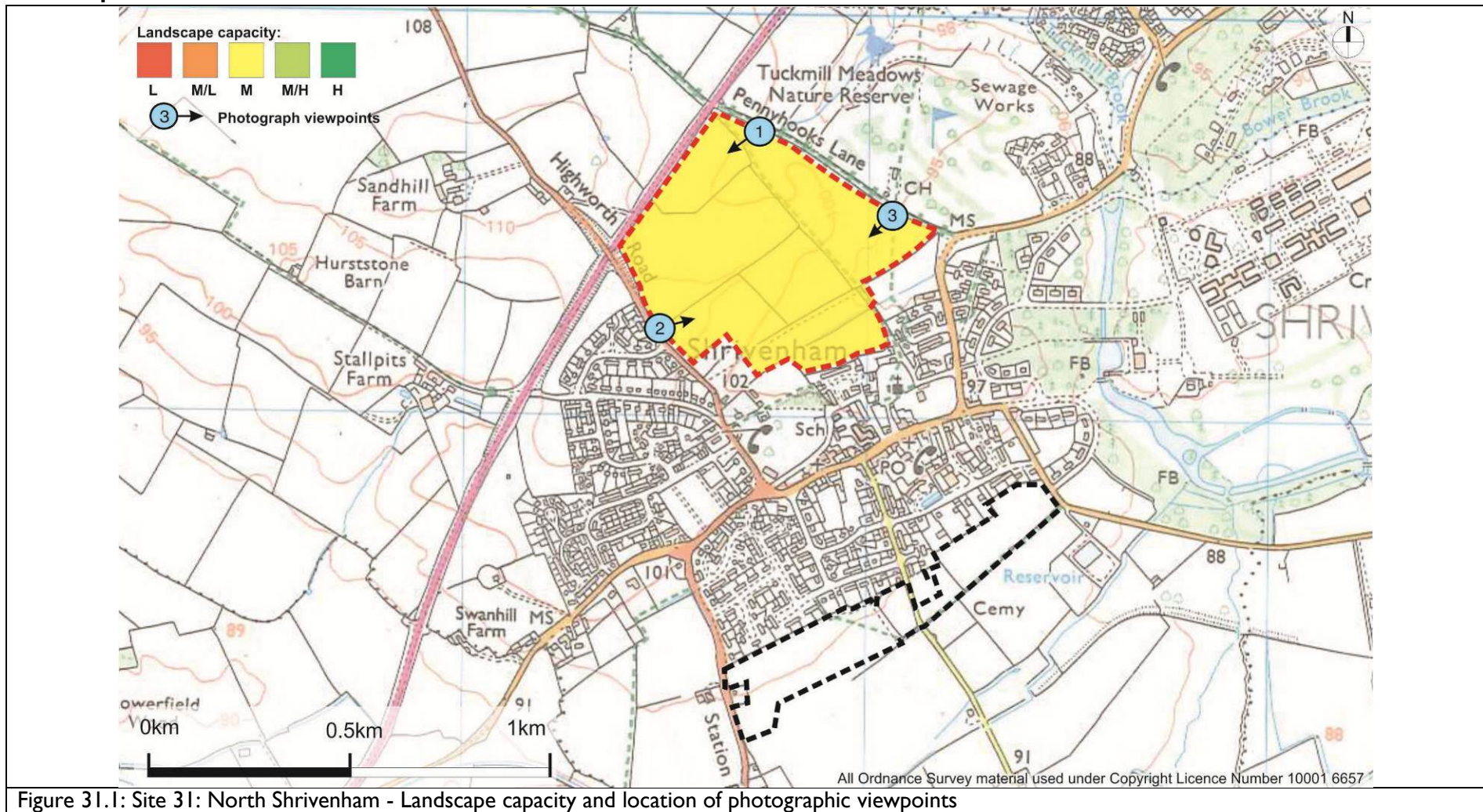


Figure 31.1: Site 31: North Shrivenham - Landscape capacity and location of photographic viewpoints

Site 31 North Shrivenham

The site lies in the OWLS LCT12 Rolling Farmland. The key landscape, visual and settlement characteristics are set out in the Record Sheets for Site 31.

OWLS Landscape Strategy

Conserve and enhance the surviving pattern of woodlands, hedgerows, hedgerow trees and tree-lined watercourses. Minimise the impact of built development through appropriate location, choice of building materials, and the use of locally characteristic tree and shrub species.

Guidelines

- Strengthen the field pattern by planting up gappy hedges using locally characteristic species such as hawthorn, and hedgerow trees such as oak and ash.
- Promote environmentally-sensitive maintenance of hedgerows, including coppicing and layering when necessary, to maintain a height and width appropriate to the landscape type.
- Enhance and strengthen the character of tree-lined watercourses by planting willows and ash and where appropriate, pollarding willows.
- Promote the sustainable management of existing ancient semi-natural woodland to safeguard its long-term survival.
- Promote small-scale planting of deciduous woodland blocks using locally characteristic species such as oak and ash.
- Conserve the surviving areas of permanent pasture and promote arable reversion to grassland, particularly on land adjacent to watercourses.
- Minimise the visual impact of intrusive land uses with the judicious planting of tree and shrub species characteristic of the area. This will help to screen the development and integrate it more successfully with its surrounding countryside.
- Maintain the nucleated pattern of settlements and promote the use of building materials and a scale of development and that is appropriate to this landscape type. This includes limestone or limestone and bricks and clay roof tiles in the Midvale Ridge, and red bricks and clay tiles in the Vale of White Horse and North Wessex Downs

Site description:

Site 31 is a greenfield site of 31.5 hectares on the northern side of Shrivenham. The site is bounded to the north-east by Pennyhooks Lane (PROW) with open countryside, Shrivenham Park Golf Club and the SSSI of Tuckmill Meadows beyond. At the eastern corner of the site, where Pennyhooks Lane meets Faringdon Road, the site borders a small field with the houses of Shrivenham beyond. The southern boundary then runs behind the houses of Manor Close,

around the recreation ground and a permitted development site to Highworth Road, which forms the western boundary. The northern boundary of the site comprises the A420 with open countryside beyond. A public right of way crosses the site from south-east to north-west from Claypits Lane to the junction of Pennyhooks Lane and the A420.

Key landscape planning factors:

Site 31 is not within the Green Belt or the AONB. The site is within the Lowland Vale area identified in Local Plan policy NE9. This policy protects the Vale which is valued for its contribution to distant views from the higher ground to the north (Corallian Ridge) and the North Wessex Downs to the south. The site is also within an area identified in the Local Plan as Great Western Community Forest (Policy NE12). The aim of the policy is that developments make a positive contribution towards the creation of a diverse woodland environment appropriate to the landscape character of the area.

Photographs:



Photo 1: View south-west towards higher ground of site and houses beyond



Photo 2: View east to north edge of Shrivenham with church tower visible above trees



Photo 3: View south across flatter, lower part of site to well-vegetated edge of Shrivenham. Church tower prominent.

Please refer to section 3 methodology of the assessment process

- 1. Medium / High Visual Sensitivity:**
 - Local views
 - Some enclosure
- 2. Medium Landscape Sensitivity:**
 - Some landform variation
 - Good vegetation structure
 - Adjacent to Conservation Area
 - Public access
- 3. Landscape Character Sensitivity: Medium / High (combines 1 and 2)**
- 4. Medium Wider Landscape Sensitivity:**
 - Adjacent to housing on parts of southern boundary
 - Edge to older parts of Shrivenham well vegetated

- Minimal links to adjacent countryside

5. Overall Landscape Sensitivity: Medium / High (combines 3 and 4)

6. **Medium / Low Landscape Value**

- No written evidence of landscape value
- Some value as setting to Conservation Area

7. Landscape Capacity: Medium (combines 5 and 6)

Relationship of site to Shrivenham

- The site has parts of its southern boundaries adjacent to housing on the northern side of Shrivenham

Relationship with adjacent wider countryside

- Poor links with adjacent countryside

Potential impact on key landscape characteristics

- Loss of openness
- Loss of pasture
- Opportunity to add to existing vegetation structure
- Possible impact on the adjacent SSSI

Potential impact on key visual characteristics

- Possible loss of attractive framed views of church tower
- Housing would be prominent on high ground in west corner of site
- Possible negative impact on views from Conservation Area

Potential impact on key settlement characteristics

- Development of the whole site would be out of scale with the historic core but more in scale with modern expansions to the south west of the site
- Development of the site would balance the settlement around the historic core
- Development of the whole site would be out of scale with the landscape pattern

Landscape mitigation and contribution to Green Infrastructure

- Incorporate new woodland planting to northern boundary to create new strong edge of settlement
- Build on landscape structure to meet OWLS landscape strategy and aims of NE12
- Retain some views towards church if possible
- Enhance existing footpaths and create additional footpaths within site

Conclusion and recommendations

- Contain housing within 'reduced area' as shown in Figure 31.2.
- Create new vegetated northern edge to the settlement
- Development would need to take account of the setting of the Conservation Area and views to the church tower
- Consider the area around the CA as open space
- Preferred access via Pennyhooks Lane if possible and / or from Highworth Road
- Avoid accessing via the CA due to limited space and impact on CA
- Include Green Infrastructure as shown in Figure 31.2.

Potential capacity of site 31

It is recommended that only part of this site is considered further as a contingency site on landscape and visual grounds. Housing on high ground in the west corner of site would be visually prominent. The retention of an area of open land as the setting to the Conservation Area is desirable, as is restricting the extent of development to keep it in scale with the existing landscape pattern. Preferred access would be via Pennyhooks Lane and/ or Highworth Road, avoiding access through the CA due to limited space and unacceptable impact on the CA. The density of this reduced area is recommended to be a maximum of 25 dwellings per ha. A full detailed landscape and visual impact assessment will be required to inform the final capacity of the site. A detailed assessment of the impact on the setting of the Conservation Area will be required. On this basis some 400 dwellings might be accommodated on site 31.



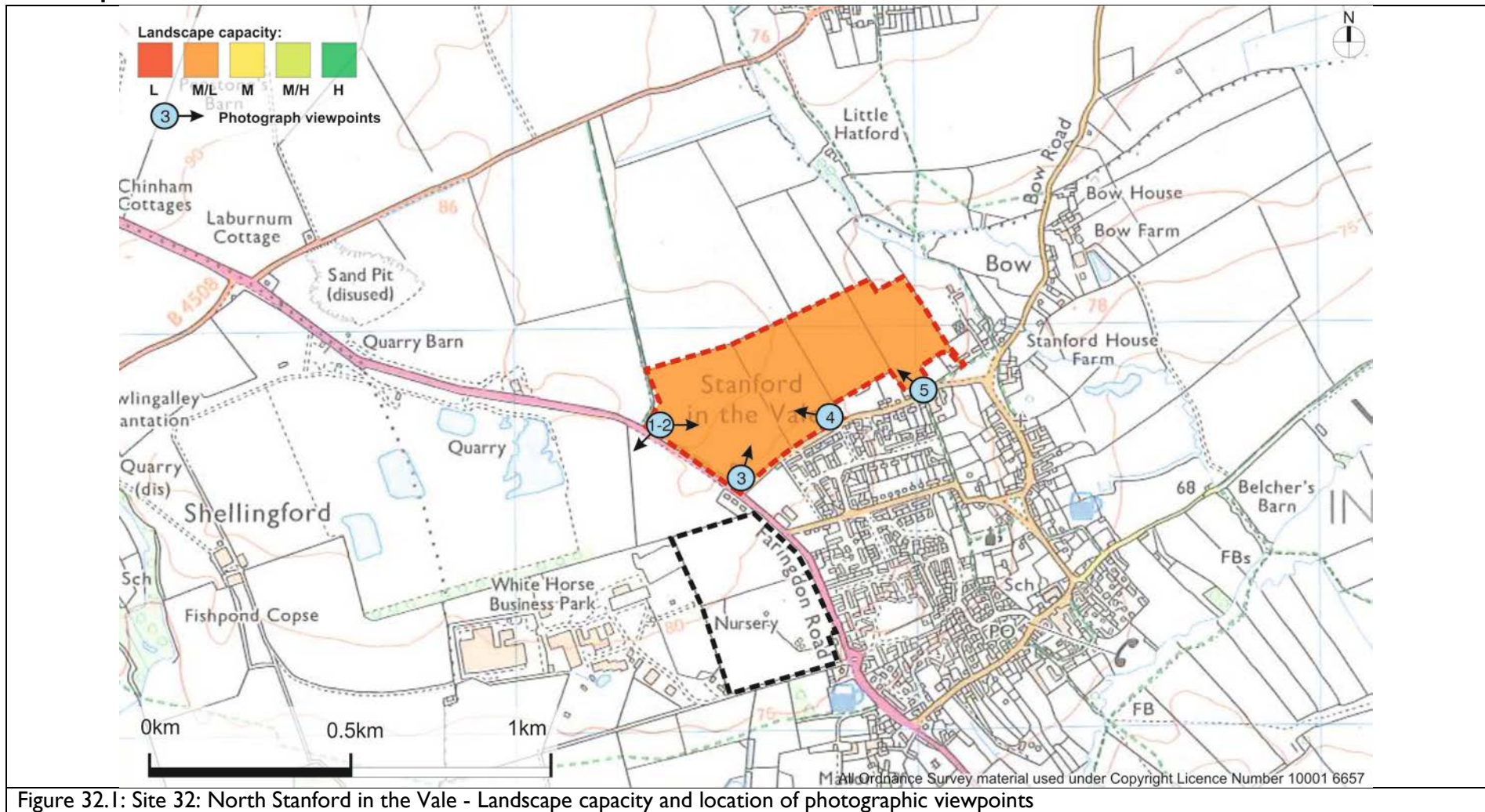
Site 32: North Stanford in the Vale**Site map:**

Figure 32.1: Site 32: North Stanford in the Vale - Landscape capacity and location of photographic viewpoints