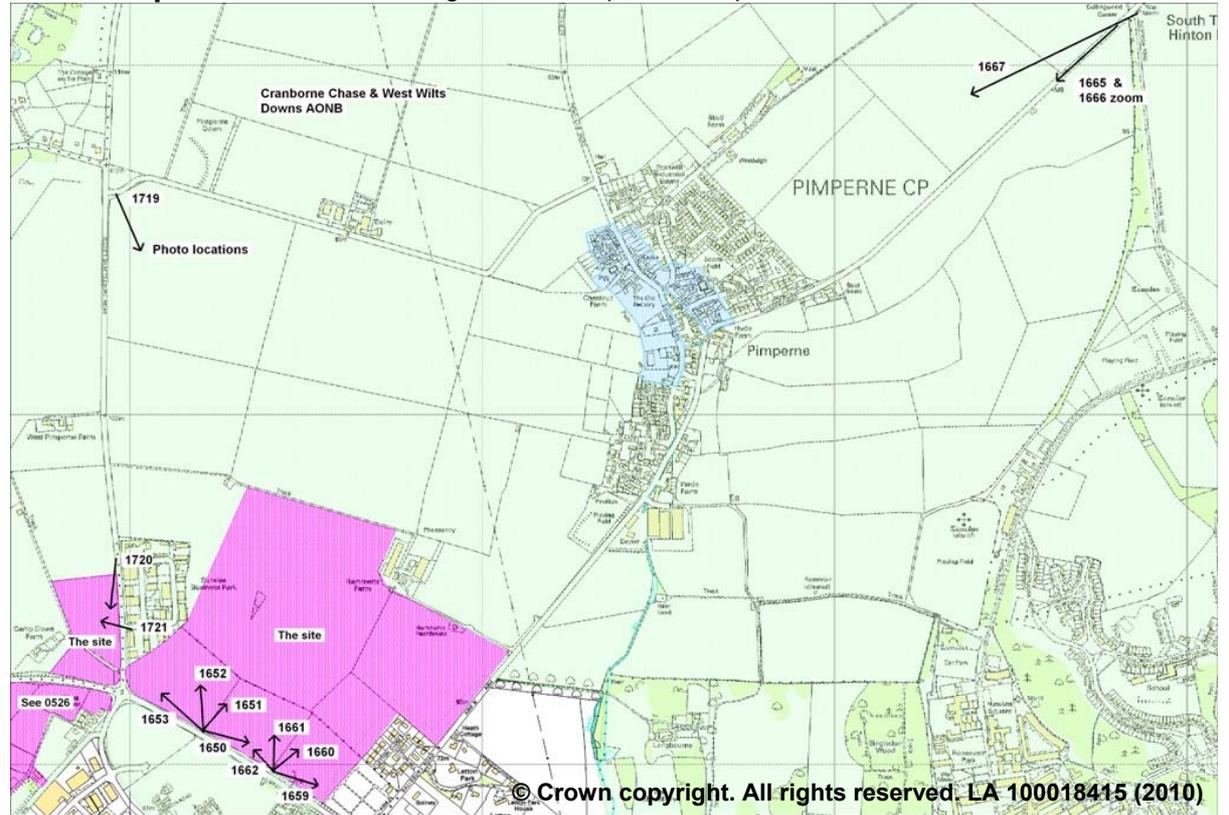


**North Dorset District Council**  
Proposed Housing Sites  
Landscape Impact Assessment: Assessment template

*NB: See methodology notes attached*  
For the purpose of this assessment the rejected sites around Sunrise Business Park have been grouped together.

<b>Site name: <i>Blandford; West and East of Sunrise Business Park.</i></b> <b>REJECTED SITE</b>	NDDC Ref: 2/03/0364 2/03/0509 2/03/0513	Date: 14.7.2010
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**Location plan:** with relevant designations and photo viewpoints



**Key Characteristics:** These are the key positive features or qualities, which if lost or changed there would be a significant consequence for the current character of the landscape

- ◆ *All form part of the elevated plateau of the Southern Downland Belt Landscape Character Area<sup>1</sup> which forms part of the wider, wooded chalk downland landscape type<sup>2</sup>.*
- ◆ *The main part of the site (0364) forms the skyline in several views.*
- ◆ *All sites lie within the boundary of the Cranborne Chase and West Wiltshire Downs AONB.*
- ◆ *It is formed of a series of large scale, rolling arable fields with straight, weak hedgerows sub-dividing the fields.*
- ◆ *Forms part of the late 18<sup>th</sup> century planned enclosure of open downland.*

<sup>1</sup> Cranborne Chase and West Wiltshire Downs AONB Landscape Character Assessment dated June 2003.

<sup>2</sup> Dorset County Council Landscape Character Assessment dated Nov 2009.

- ◆ *Open, exposed, undeveloped landscape with wide, open views available to distant horizons within the AONB to the west, north, east and south-east.*
- ◆ *Some important, maturing shelterbelt tree plantations and roadside groups of trees.*
- ◆ *Sunrise Business Park is a key distracting feature in the centre of this site.*
- ◆ *The A350 Blandford bypass dominates this elevated plateau and forms the southern boundary to the site. This boundary also has some important hedgerows associated with it.*

**Summary of overall character:** based on scale, landform, pattern/complexity, settlement & human influences, skyline, visual relationships & views, intervisibility, perceptual/aesthetic criteria.

*An elevated plateau within the southern, rolling, downland landscape character area which forms part of the wider, rolling, wooded, chalk, downland, landscape type. The site lies within the Cranborne Chase and West Wiltshire Downs AONB and it is continuous with this open landscape to the north.*

*The site forms a series of large scale, rolling, arable fields with straight, weak sub-dividing hedgerows characteristic of the late 18th Century enclosure of former downland. It is an exposed sweeping landscape with wide, open views from this elevated location to distant horizons within the designated landscape and beyond especially to the west, east and south-east. There are some important and maturing shelter-belt plantations in area 0509 as well as groups of roadside trees/hedgerows elsewhere. The Sunrise Business Park on Shaftesbury Lane is a distracting urban feature in the centre of the site and overlooks it. The A350 Blandford bypass dominates this elevated plateau and forms a southern boundary of the site. There are some important hedgerows/trees along this boundary of the site. There is no public access or public right of way crossing the site.*

**Sensitivities/vulnerabilities:** to include threats to key characteristics. Assumes no mitigation measures; which are outlined below.

- ◆ *Development would have a significant, adverse impact on the rural setting and landscape character of the AONB, being seen on the skyline from several directions and therefore creating a negative landscape and visual impact.*
- ◆ *It would create an unacceptable, negative impact on the setting and context of this part of the settlement and form a large, incongruous urban extension out into open, undeveloped countryside.*
- ◆ *Development would also impact negatively on the internal and boundary trees, hedgerows and copses.*

**Value:** based on AONB status (including setting of AONB), wildlife, public 'good' (access/enjoyment & amenity value), setting for the wider settlement, historic value (see EH Conservation Principles)

*The site lies within the Cranborne Chase and West Wiltshire Downs AONB and is continuous with this open, downland landscape in the AONB to the north; this designation gives it a high sensitivity rating. The site also has an important role in providing a green, open, undeveloped area of countryside rolling up to the A350 boundary and in creating a distinct, urban/rural edge to this northern side of the settlement. Some of the surrounding trees and copses will have some wildlife value and the site's historic field pattern has some historic value<sup>3</sup>.*

<sup>3</sup> As defined by English Heritage in their 'Conservation Principles, Policies and Guidance' dated April 2008.

**Sensitivity Analysis:** this takes the form of a 'guidance statement' informed by scale, landform, pattern/complexity, settlement & human influences, skyline, visual relationships & views, intervisibility, perceptual/aesthetic criteria which will outline opportunities for mitigation/enhancement.

*Due to the openness of the site to views within the AONB there is little mitigation possible which could minimise the identified negative impacts on the landscape character. In the winter months potentially more open views would be possible into the site; for example from along the A354 Blandford Bypass.*

1720



1719



1667



1666



1665



1662



1661



1660



1659



1653



1652



1651



1650



1721



FURNITURE  
FIRE - IRON  
CUPB  
HOLD 1000

THE  
MOTORS SERVICE  
&  
MOT'S CENTRE  
MOT'S &  
SERVICING  
ATKINS  
MOTORISTS

OFFICE  
1000