

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

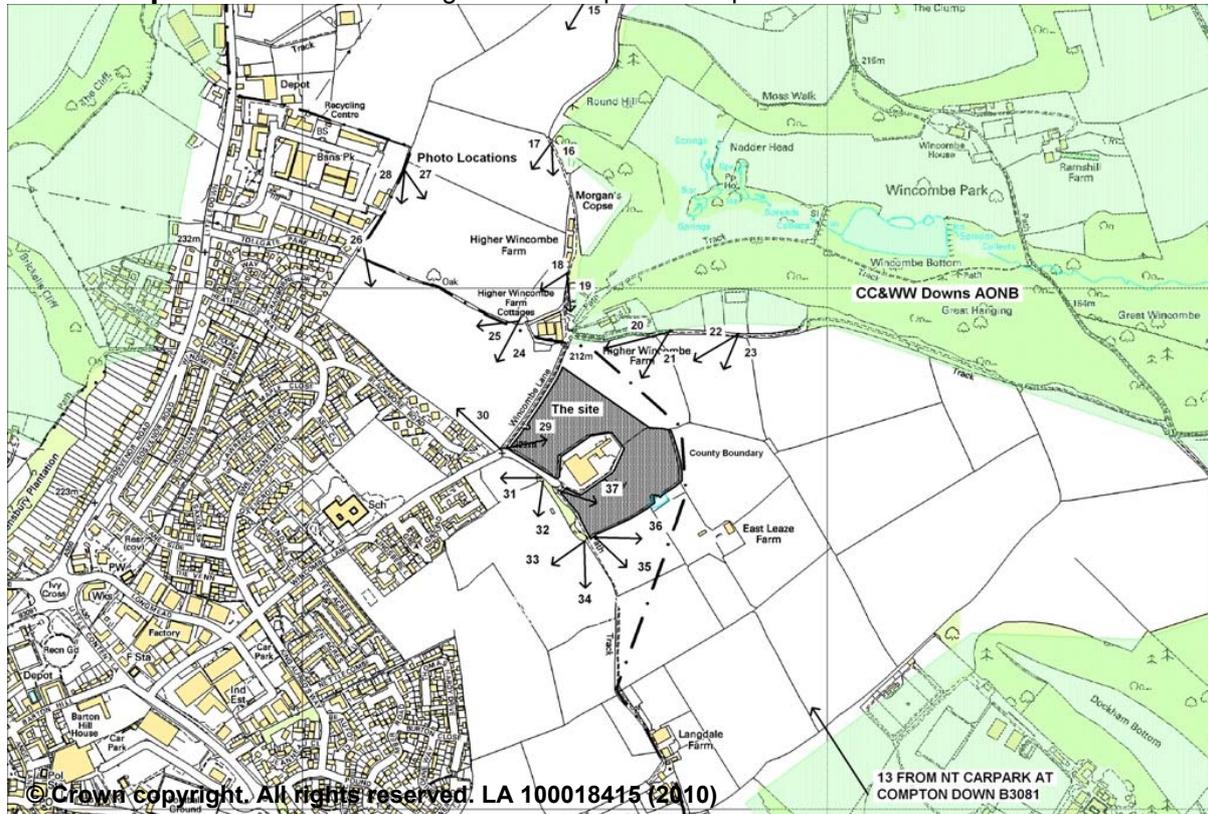
NB: See methodology notes attached

Site name: Shaftesbury: Site surrounding Blackmore Vale Dairy
REJECTED SITE

NDDC Ref:
2/45/0495

Date: 2 July 2010

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

- ◆ *Forms part of the elevated plateau on the edge of the Shaftesbury Greensand Terrace Landscape Character Area¹.*
- ◆ *It forms a series of flat agricultural grassland fields which wrap around the existing Blackmore Vale Dairy complex.*
- ◆ *It is bounded by hedgerows to the north-west and south-west and crossed by a public right of way.*
- ◆ *Blackmore Vale Dairy complex dominates the central part of this site.*
- ◆ *An important belt of trees/hedgerows adjacent to the southern edge.*
- ◆ *The site is open to close views from the Cranborne Chase and West Wiltshire Downs AONB.*
- ◆ *Wincombe Lane is an important feature being an ancient routeway.*

¹ Cranborne Chase and West Wiltshire Downs Landscape Character Assessment dated June 2003.

- ◆ *There is a simple post and wire fence which forms the north-east boundary of this site.*

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

The site forms part of the elevated plateau on the north-eastern edge of the Shaftesbury Greensand Terrace Landscape Character Area before merging into the Donhead- Fovant Greensand Hills Landscape Character Area.²

The site forms two connected flat grassland fields of little aesthetic or wildlife interest dominated by the Blackmore Vale Dairy complex in the middle of the area. It is bounded by hedgerows to the north-west along the ancient route way of Wincombe Lane and along the south-eastern edge. Blackmore Vale Dairy dominates the site physically and visually and an extension to this site is currently being built in the southern part of this area. The AONB is very close to the northern edge of the site and there are open views into this site from the public rights of way along the AONB boundaries which radiate out from Higher Wincombe Farm. Views into the site are made easier as the site's north-eastern boundary is a simple post and wire fence. A well used footpath crosses the site diagonally and provides an important link from the urban areas out to open countryside.

Sensitivities/vulnerabilities: to include threats to key characteristics. Assumes no mitigation measures.

- ◆ *Housing development would create a very harsh and hard urban edge, facing directly towards the AONB and seen right on the skyline from this designation. This would create a significant negative impact, impacting adversely on this designation and extending the existing urban edge out into open undeveloped countryside.*
- ◆ *Development would impact directly and negatively on the public right of way across the site.*
- ◆ *Cumulative physical and visual impact of new development, on top of the existing Blackmore Vale Dairy complex, would create a significant adverse impact close to the AONB, impacting negatively on its setting and the amenity of the footpath users in this vicinity.*

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 has high amenity value for users of the well used public rights of way in the area. This site also has a relatively high historic value based on its position adjacent to the ancient route way along Wincombe Lane³. Although this site is not within the AONB it does impact on this designations setting and therefore adds a high sensitivity rating to its value in this regard.

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.

Mitigation on this site would be difficult due to the existing presence of the Blackmore Vale Dairy complex and the fact the site is in an exposed position very close to the open undeveloped countryside and the Cranborne Chase and West Wiltshire Downs AONB.

² The Cranborne Chase and West Wiltshire Downs AONB Landscape Character assessment dated June 2003.

³ Provided by Emma Rouse HEAP Project Officer Cranborne Chase & West Wiltshire Downs AONB





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