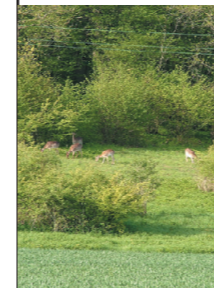
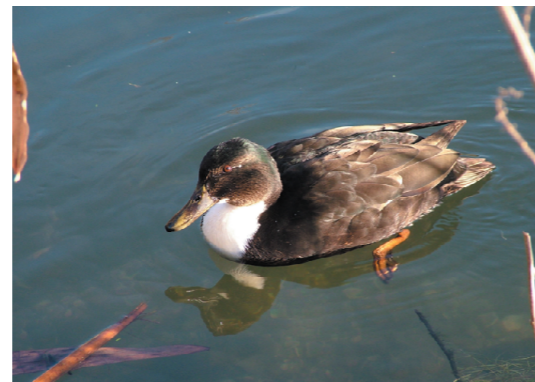
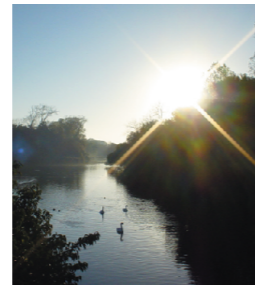




Hungerford is set in an Area of Outstanding Natural Beauty and adjoins several Sites of Special Scientific Interest (SSSI). Key features within easy reach of the town include the Common, the Marsh and the Kennet and Avon Canal. Large sections of the town centre are conservation areas and the tree-lined High Street has many Georgian and Victorian buildings which link together to make it a magnificent street. The town's character owes much to the mix of buildings and open spaces, and the soft boundary between the town and its rural surroundings. There is now a need for a clear and agreed strategic plan to ensure that future development is in the most appropriate place, that it does not irreversibly alter the essential character of the town, and that it enhances and protects the countryside adjoining the built area.

Hungerford must ensure that the development of the town is managed, its impact on the environment is minimised, its essential character is preserved, with the environmentally sensitive and important areas on its doorstep enhanced and protected. In doing this, it seeks to improve

the quality of life in the town by reducing the impact of traffic, by protecting and enhancing green spaces and by improving access to the surrounding countryside.



Policies

Preserve the traditional character of Hungerford and its setting within the surrounding landscape - protect and enhance the historical town centre and ensure that new buildings are of the highest quality design.

Protect and enhance the Common, the Marsh, the SSSI's and the surrounding AONB.

Minimise the environmental impact of future developments.

Ensure that vital resources, especially water supply and sewage disposal, are guaranteed for all major planning applications.

Work to improve access to the countryside.

Encourage effective and efficient management of the rural landscape.

Promote increased waste recycling and activities which reduce pollution and CO2 emissions.

Key Actions

- Conduct an environmental audit of the High Street and historic town centre. Identify improvements, which are likely to include restoring the trees, reducing sign clutter, reducing road markings and improving buildings.
- Reduce the impact of traffic in the High Street and improve the pedestrian environment.
- Ensure that any new developments on the edge of town are screened with appropriate planting in accordance with AONB recommendations.
- Create green spaces and encourage tree planting within the town. Oppose the use of existing green spaces for development.
- Require that all new developments satisfy current best practice for energy and resource efficiency.
- Increase waste recycling by extending services to include plastics, cardboard and green waste and encouraging more people to use them.
- Support the objectives of the North Wessex Downs AONB Management Plan.
- Support a conservation based management plan for areas such as the Marsh and the SSSI's, which balances public access and conservation objectives.
- Improve the footpath and cycle networks into the countryside.
- Promote sustainable and viable agricultural and woodland management.
- Create greater public awareness and consultation regarding planning applications.
- Ensure that the redevelopment of the library and public toilets is well designed and enhances the Church Street environment.