

# **Seend Neighbourhood Plan - Heritage Assessment of Sites**

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## Seend Parish Neighbourhood Plan

### Heritage Assessment of emerging sites for new housing development

#### Overview

Seend Parish is an historic settlement with medieval origins located in an elevated position on an east-west ridge, with landscape sloping away to the north and south. The Kennet and Avon Canal lies north of and close to the village. Its historic core was designated as a Conservation Area in May 1975.

Key heritage features of Seend Parish include:

- Historic setting located on a ridge in the landscape, with land falling away to the north and south
- Historic settlement plan including the linear form of the High Street, derived from ancient lanes and routes
- A concentrated number of historic buildings of architectural and historic interest, including over 90 listed buildings together with other undesignated heritage assets
- Close proximity of the historic Kennet and Avon Canal which lies to the north of the conservation area
- Distinctive boundary walls, including on the High Street
- Extensive established views into and out of the historic area
- Significant open spaces and groups of mature trees

#### High level heritage site assessments

A heritage assessment of eight of the emerging sites has been made, involving desktop research and site visits carried out on 10<sup>th</sup> September 2019. The report should be read together with the overall Site Assessment Report Produced by Place Studio to which this assessment material will form an appendix.

The methodology applied below is based on guidance contained in 'The Historic Environment and Site Allocations in Local Plans - Historic England Advice Note 3 October 2015'

Site 1: Land north of Lye Field	Heritage Assessment
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"><li>• The site immediately abuts C20 development located within the northern boundary of the conservation area.</li><li>• It is located on the ridge to the south of the Kennet and Avon Canal which is a local undesignated heritage asset (opened c1810).</li><li>• No Listed buildings on / immediately adjacent to the site but directly in front of The Manor House (Grade 2*).</li></ul>
Contribution made by the site in its current form to the	<ul style="list-style-type: none"><li>• The site makes an important contribution to the rural edge of the conservation area and contributes to open public views across it, looking south towards the northern boundary of the Conservation Area.</li></ul>

significance of the heritage assets	<ul style="list-style-type: none"> <li>• Contributes to the historic rural setting of the canal and its surrounding landscape.</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Complete development of the site would have a detrimental impact, both visually and physically on the Conservation Area and the canal, by intruding on their historic rural settings and harming important established views.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• Should the site be considered suitable, only a small pocket of development should be promoted, sensitively located and accessed to avoid harm and damage to the settings of the Conservation Area and canal.</li> <li>• If access involved widening the Rusty Lane access on to High Street this would cause an unacceptable level of harm to local historic character in this part of the Conservation Area.</li> <li>• It would be important to ensure that development does not break the skyline in views from the canal looking towards the ridge.</li> <li>• Substantial tree and hedge planting, including on any development site boundaries, may assist in reducing visual impact.</li> </ul>
<p><b>Recommendation: Complete site unsuitable for development due to potential harm to the character, appearance and setting of the Conservation Area and longer views from the canal. If development proposals are progressed these should be limited to a small area of the site only, accessed from the adjoining modern housing and screened from views to the north by substantial new planting.</b></p>	

<b>Site 6: Park Fam, Seend Cleeve</b>	<b>Heritage Assessment</b>
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Outside the Conservation Area</li> <li>• Two grade II listed buildings are located to the south, Brewery Inn and the barn at Park Farm. The site and these historic buildings are not inter-visible.</li> <li>• Kennet and Avon Canal is to the north of the site, the built edge of the settlement forms part of its rural setting. The Barge Inn, Canal Side Cottage, the canal bridge and the lock form an important group of early C19 undesignated heritage assets associated with the historic canal.</li> <li>• New Buildings to the south east of the site is a further undesignated heritage asset.</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• In particular the site makes an important contribution to the established open rural setting of the historic canal and its associated buildings, as described above.</li> </ul>

Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Development of the entire site could harm the setting of the historic canal and its associated heritage assets.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• If the site is considered suitable overall, development should be small scale and focussed at the south end of the site, adjacent to the existing modern development.</li> <li>• Tree and hedge planting on the northern edge of the (reduced) site could lessen the visual impact of development in views looking south from the canal and public footpath.</li> </ul>
<p><b>Recommendation:</b>  <b>If overall this site is considered suitable for development, particular care should be taken with the design and layout to reflect a rural vernacular sensitive to the countryside location and the setting of the canal and its adjoining associated heritage assets.</b>  <b>Should the site or any part of it be considered suitable for development, research should be carried out to identify if the land has any archaeological potential.</b></p>	

<b>Site 7: Sells Green, adjacent to the canal</b>	<b>Heritage Assessment</b>
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Outside the conservation area</li> <li>• The historic Kennet and Avon Canal forms the southern boundary of the site</li> <li>• Grade II listed milestone on opposite side of Bath Road by No 7</li> <li>• Several C18/C19 undesignated heritage assets on the north side of Bath Road including numbers 4 - 7 and 10 - 13 inclusive (stone and red brick properties)</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• The entire site contributes to the open rural setting of this part of the canal, and is elevated above its level.</li> <li>• The hedge line on the road frontage denotes the rural edge to the historic settlement at Sells Green.</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Development adjacent to the canal would substantially harm its historic character and rural setting</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• Only small scale development limited to the Bath Road edge of the site may overcome the heritage concern.</li> <li>• Substantial landscaping, including tree and hedge planting</li> </ul>
<p><b>Recommendation:</b></p>	

**If development proposals are progressed these should be limited to a small area of the site only, contained on the northern side of the site on Bath Road, and of design quality which respects the rural setting and character of the adjacent heritage assets.  
Should the site or any part of it be considered suitable for development, research should be carried out to identify if the land has any archaeological potential.**

<b>Site 8: Rew Farm, Seend Cleeve</b>	<b>Heritage Assessment</b>
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Outside the Conservation Area</li> <li>• The local Seend Cleeve quarry was a source of brown haematite, and the mining of iron ore contributes to the industrial heritage of this part of Seend.</li> <li>• Significant group of C18/C19 undesignated heritage assets in the vicinity of Rew Farm, including the farm itself and its outbuildings, numbers 13 - 19 on the opposite side of the lane, together with Whites Farmhouse.</li> <li>• Grade II house, 3 and 4 Park Lane along the lane on opposite side of road closest listed buildings.</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• The site forms part of the established and visually important open countryside on the east side of the lane which contributes to the rural setting of and edge to the significant group of heritage assets.</li> <li>• Development would intrude on and damage the rural setting of the undesignated heritage assets.</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Would reduce the degree of openness and space between the separate built elements of the settlement.</li> <li>• The land is elevated above road level by about a metre or more which would increase the visual and physical prominence of any development in and from the surrounding historic landscape.</li> <li>• Development would have an unacceptable urbanising impact on this rural setting.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• If the site is considered to be acceptable overall, extensive hedge and tree planting would be required to help reduce the harmful visual impact on the heritage assets.</li> </ul>
<p><b>Recommendation:</b>  <b>Unacceptable from the heritage perspective. If development should be considered acceptable overall, extensive hedge and tree planting would be required to help reduce the harmful visual impact on the heritage assets and the historic landscape setting.</b>  <b>Should the site or any part of it be considered suitable for development, research should be carried out to identify if the land has any archaeological potential.</b></p>	

<b>Site 10: Land opposite the Three Magpies PH</b>	<b>Heritage Assessment</b>
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Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Outside the Conservation Area in Sells Green</li> <li>• The Three Magpies Inn on the opposite side of Bath Road is a grade II listed building (c1810)</li> <li>• Red telephone box now housing a defibrillator adjoining the PH forecourt – undesignated heritage asset</li> <li>• Stone and red brick early C19 terrace, gable end on and at 90 degrees to the main road, opposite the eastern end of the site – undesignated heritage asset</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Forms part of the historic rural setting of Sells Green and that of the adjacent heritage assets</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Potential urbanising effect on the rural setting of the heritage assets</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• Only small scale development should be considered, if any, at the south east end of the site as a continuation of existing modern development in this part of Sells Green.</li> <li>• Achieving a high quality development design reflecting local character would be critical to avoid any urbanising impact in this rural location.</li> </ul>
<p><b>Recommendation:</b>  <b>If the site is considered suitable overall for development this should be restricted to the south east part of the site only, adjoining existing modern development, to avoid loss of open rural land which contributes to the established rural setting and significance of the heritage assets.</b>  <b>Should the site or any part of it be considered suitable for development, research should be carried out to identify if the land has any archaeological potential.</b></p>	

<b>Site 12: Land at The Bell Inn crossroads, Bollands Hill</b>	<b>Heritage Assessment</b>
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Located on the western approach to the conservation area on the north side of Bath Road</li> <li>• Grade II listed public house (The Bell Inn) immediately to the south east of the site on the opposite side of Bath Road, now vacant and understood to have permission for conversion to residential use.</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Contributes to the rural approach to the conservation area along Bath Road and to the distinctive built edge of the settlement.</li> <li>• Forms part of the historic open setting for the listed public house.</li> <li>• Contributes to locally important and historically established views looking south from Bollands Hill.</li> </ul>

Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Prominent location in the landscape due to its siting on the hillside.</li> <li>• Potential urbanising impact on the important rural approach to the Conservation Area.</li> <li>• Visual and physical intrusion on established historic views.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• None identified due to prominent position in the landscape.</li> </ul>
<b>Recommendation:</b> <b>Not considered suitable for development</b>	

<b>Site 14: Land opposite Seend Park</b>	<b>Heritage Assessment</b>
Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Conservation Area</li> <li>• Grade II listed buildings in close proximity – Seend Green House and Lodge and stables, Egypt Farm and Hill Farmhouse</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Forms an important part of the open, green and well-treed setting for the heritage assets</li> <li>• Contributes as a green space to the loose-knit development character of this part of the Conservation Area, identified by large properties surrounded by large grounds with mature trees and vegetation.</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Would visually and physically conflict with the historic loose-knit settlement pattern and character of this part of the Conservation Area, harming its significance</li> <li>• Would be at-odds with the distinct local character on the north side of Bath Road formed by substantial green spaces, fields, mature trees and tall hedges with large properties separated apart by large grounds.</li> <li>• Would harm the historic settings of Seend Green House and Lodge and Egypt Farm by urbanising the surrounding historic rural character.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• None identified. Any development would require access with associated sight lines and visibility splays and involve removal of trees and hedges. It would appear at-odds with and intrude on the distinct local character of this part of the Conservation Area, and harm the settings of local listed buildings.</li> </ul>
<b>Recommendation:</b> <b>Not considered suitable for development.</b>	

<b>Site 15: Land rear of Cooks Close</b>	<b>Heritage Assessment</b>
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Heritage assets affected by the potential site allocation	<ul style="list-style-type: none"> <li>• Western boundary immediately abuts the Conservation Area boundary. Cooks Close is within the Conservation Area.</li> <li>• The site is directly opposite Egypt Farm, and in close proximity to Seend Green House and Lodge, both grade II listed building, and in close proximity to the historic farm outbuildings of Egypt Farm which are undesignated heritage assets.</li> </ul>
Contribution made by the site in its current form to the significance of the heritage assets	<ul style="list-style-type: none"> <li>• The field and roadside hedging make an important contribution to the southern approach to the Conservation Area and to its rural setting in the landscape.</li> <li>• The site contributes to the open undeveloped rural character which is a key feature</li> <li>• to the historic setting of Egypt Farm.</li> </ul>
Impact the site allocation might have on the significance of the heritage assets	<ul style="list-style-type: none"> <li>• Development of the entire site would encroach on and harm the established rural setting of Egypt Farm and the rural character of this part of the Conservation Area.</li> </ul>
Site opportunities to maximise enhancement and avoid harm (mitigation measures)	<ul style="list-style-type: none"> <li>• Small-scale development limited to a small area at the west end of the site only, adjoining the existing modern housing.</li> <li>• Substantial hedge and tree planting along the eastern edge of such development.</li> </ul>
<p><b>Recommendation:</b>  <b>A small-scale development, restricted to the western end of the site only with access from Cooks Close, could avoid harming the character and appearance of this part of the Conservation Area and intruding on the historic rural setting of Egypt Farm.</b>  <b>Should the site or any part of it be considered suitable for development, research should be carried out to identify if the land has any archaeological potential.</b></p>	

Desk- top study key references:

- The Historic Environment and Site Allocations in Local Plans – Historic England Advice Note 3 October 2015
- Wiltshire Historic Environment Record
- Seend Conservation Area Statement 2005
- Seend Parish Character Statement (draft) 2019
- The Wiltshire Landscape Character Assessment 2005

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