

# 6

# DEVELOPMENT MANAGEMENT

## 6.1 INTRODUCTION

- 6.1.1 The Development Management policies of LPP2 provide a more detailed policy context for the consideration of development proposals, as well as setting out standards and principles against which planning applications can be assessed. Such policies will help to deliver the vision and objectives of the Local Plan and Community Strategy. The policies in LPP2 conform to their strategic equivalents in LPP1 and, in many instances, strengthen and elaborate on them to provide for their practical application by the City Council as Local Planning Authority.
- 6.1.2 The Winchester District Local Plan Review 2006 (WDLPR) contains a number of 'saved' policies which provide the detailed criteria used in the determination of planning applications. The Development Management policies in LPP2 will replace these, but they remain in force until replaced by the adoption of this Plan.
- 6.1.3 Supplementary Planning Documents (SPDs) will also be produced as part of the Winchester District Development Framework. Several have already been adopted, including several Local Area Design Statements, Neighbourhood Design Statements and Village Design Statements. There are also documents elaborating on saved policies in the WDLPR including residential parking standards and the provision of affordable housing (see Appendix C).
- 6.1.4 Other documents, produced under the previous planning system as Supplementary Planning Guidance, deal with matters such as design guidance, equestrian development, and landscape character. These topics continue to be of value and relevance and these SPDs will continue to be taken into account and may be revised as necessary, or absorbed into other documents.
- 6.1.5 A list of the WDLPR saved policies and the topic areas to which they relate is included at Appendix B This also shows how each policy is proposed to be reviewed and/or replaced by the development management policies of LPP2, or where they are no longer relevant and will not be taken forward.
- 6.1.6 In formulating the new and revised Development Management policies, the Council has considered the need to develop new or additional policies in evolving areas of activity and public interest. These are grouped into the themes of the Community Strategy, in the same way as Local Plan Part 1:
- **Active Communities** – including housing location and mix, travellers, and open space protection;
  - **Prosperous Economy** – including town centre policies, rural development, leisure, and recreation;
  - **High Quality Environment** – including design and development criteria, access, environmental protection, landscape, and heritage.
- 6.1.7 The following sections deal with each of the above themes. It is important to recognise that the Local Plan Part 1 contains many policies which are relevant to development management, including those on affordable housing,

biodiversity, etc. Accordingly, the sections below need to be read in conjunction with other parts of the Development Plan and are not intended to be a comprehensive list of policies that may be used to determining planning applications.

When Local Plan Part 2 is adopted it will form part of the Development Plan, along with Local Plan Part 1 and the Hampshire Minerals and Waste Plan.

**All the policies within the Development Plan will be taken into account in determining planning applications, along with other material considerations.**

Therefore, the policies in this Plan do not list or cross-refer to other policies that may be relevant, but these nevertheless continue to apply. Until the adoption of Local Plan Part 2 the 'saved' policies of the Winchester District Local Plan Review 2006 continue to form part of the Development Plan.

## 6.2 ACTIVE COMMUNITIES

6.2.1 The Local Plan Part 1 sets out a series of policies in relation to housing, local facilities and services, and open space. These deal adequately with matters such as the overall level of housing proposed (CP1), affordable housing requirements (CP3) and open space standards (CP7). It should be noted in particular that the provisions of policy CP3 (affordable housing) apply to new housing development arising from the site allocations in this Plan, even where it is not specifically referred to, and from planning applications. However some additional policies are needed, as set out below.

### Location of New Development

6.2.2 The Local Plan Part 1 defines the area outside of defined settlement boundaries as 'countryside' in policy terms and applies policy MTRA4 to these areas. 'Settlement boundaries' are a key tool within the development plan and indicate where built development is, in principle, acceptable (see also paragraph 2.30). Outside these boundaries built development, especially for housing, is normally only permitted where there is a particular need for it which cannot be met within a built-up area. Policy DM1 lists those settlements within the Plan area (excluding the South Downs National Park) with settlement boundaries and these are defined on the Policies Map.

#### Policy DM1 – Location of New Development

**Development that accords with other relevant policies will be permitted within the defined boundaries of the following settlements as shown on the Policies Map:**

**Bishops Waltham, Colden Common, Compton Down, Denmead, Hursley, Kings Worthy, Knowle, Littleton, Micheldever, Micheldever Station, New Alresford, Old Alresford, Otterbourne, South Wonston, Southdown, Southwick, Sparsholt, Sutton Scotney, Swanmore, Waltham Chase, Whiteley, Wickham, Winchester Town**

**Limited infilling will also be permitted in other settlements listed under MTRA3 in the circumstances outlined in that policy.**

**Outside of these areas, countryside policies will apply and only development appropriate to a countryside location will be permitted, as specified in policies MTRA4, MTRA5, DM10 – DM13, etc.**

### Housing

6.2.3 The Council's Strategic Housing Market Assessment (ref) (SHMA) has identified that most new demand across the District will be for 2 and 3 bed homes. The Council's key housing priorities include maintaining a supply of housing to meet a wide range of community needs and to maximise the provision of new affordable housing throughout the District, including rural

areas. Local Plan Part 1 Policy CP2 Housing Provision and Mix – which is aimed at proposals that provide more than single dwellings - requires that the majority of homes on a development should be in the form of 2 and 3 bed houses.

### Policy DM2 – Dwelling Sizes

**In order to provide for a suitable mix of housing, in accordance with policy CP2, two-bedroomed housing should not generally exceed 100 sq.m. when first constructed, and three-bedroomed housing 150 sq.m. when first constructed.**

**Proposals that provide for dwellings bigger than the maximum sizes above will be expected to justify the excess in relation to the requirements of policy CP2.**

**Sizes relate to the gross external floor area of the dwelling as permitted, including attached buildings (conservatories, porches, garages, etc). Detached garages and other outbuildings are not counted.**

- 6.2.4 Overly large dwellings are unlikely to meet the majority of housing needs and may lead to internal subdivision to create additional bedrooms, meaning that the dwelling is not assisting in fulfilling the identified need as required under the housing mix policy CP2. In addition, smaller houses are likely to prove more affordable to greater numbers of people than larger houses with an identical number of bedrooms. The Winchester District is characterised by higher than average house prices and so this difference in price caused by size alone, in addition to the differences caused by number of bedrooms, is important in terms of providing greater access to a range of housing for a larger number of people.
- 6.2.5 It is recognised that houses may change following construction and this policy is not intended to prevent the normal use of permitted development rights, which may involve the construction of additional bedrooms in due course. The policy does aim however, to ensure the greatest number of dwellings are initially built in accordance with the housing mix required by CP2 and this policy. On larger developments this policy will help ensure that a wide range of dwelling types and sizes are available upon construction.
- 6.2.6 The maximum sizes specified reflect the general size of housing in the Winchester District and are not overly restrictive, being in the upper range for housing of the particular bedspaces provided. The maximum levels specified are generous enough to allow for flexibility in layout and are intended to apply to a wide variety of dwellings including flats and 3 storey houses. The use of external dwelling sizes is intended to make measurement as simple as possible and to provide transparency for developers and future occupiers.

- 6.2.7 CP2 identifies the provision of 2 and 3 bedroomed family housing as a particular need for the District, this policy therefore limits the imposition of size maximums to these dwellings only, in order to achieve appropriate housing mix for new developments. There is less of an issue with overly small dwellings and it is expected that proposed changes to the Building Regulations will be sufficient to ensure that acceptable internal sizes are achieved.

#### **Policy DM3 – Small Dwellings in the Countryside**

**The extension and replacement of existing smaller dwellings in the countryside will be limited so as to retain the stock of such dwellings within the District.**

**Dwellings with gross external floorspace of up to 120 sq.m. on the date of the adoption of this Plan, or as originally constructed – whichever is the later - will be permitted to extend by up to 25% of their original size. This also applies to any replacement of such dwellings.**

**The Planning Authority will consider restricting permitted development rights in order to prevent further extensions which would exceed this provision.**

**Proposals will be expected to comply with other relevant policies of this Plan.**

- 6.2.8 Permitted development rights generally allow for a reasonable extension to be made to a property, often at ground and roof level. It is therefore reasonable that any further extensions should be subject to consideration by the local planning authority. In Winchester District, the availability of smaller-scale dwellings in countryside locations is an area of concern. This policy is aimed at retaining the existing stock of smaller dwellings where possible, whilst allowing for some degree of enlargement of the dwellings.
- 6.2.9 The SHMA refers to the presence of a high proportion of larger detached houses within the rural area, when compared to the District as a whole. There is a particular bias towards houses with 4 or more bedrooms. The SHMA identifies a correspondingly lower percentage of smaller (1-3 bedroom) properties. Particularly in the countryside, where new housing is generally inappropriate, the loss of smaller dwellings is difficult to rectify. There is a need to retain the limited existing stock of smaller dwellings that do exist in the countryside and it is therefore important to apply policies to achieve this.
- 6.2.10 As stated in the SHMA, new housing only adds about 1% to the housing stock each year, so the vast majority of housing in the District consists of existing dwellings and the opportunities for achieving a greater housing mix are more limited in the countryside as larger developments, which provide the best opportunities for achieving a mix of dwellings as sought under CP2, are unlikely to be permitted. Small dwellings that are extended disproportionately, or replaced by larger dwellings, are unlikely to be replaced readily, or within

the vicinity. It is therefore considered important that small dwellings be retained wherever possible, in order to maximise the variety in the housing stock.

- 6.2.11 The retention of smaller dwellings also has an effect on the provision of more affordable housing in the District. Average house prices in the Winchester District are significantly above the average for the country and for the South East as a whole. Smaller dwellings will, by their very nature, attract a lesser value than would a similarly located larger property. Therefore the retention of smaller dwellings is seen as an important component of maintaining a supply of relatively affordable dwellings. In this context ‘affordable’ is defined as being relative to the market price that may be achieved on an unfettered development, rather than as referred to in policies CP3 and CP4 .
- 6.2.12 It is recognised that the smaller dwellings subject to this policy may not be affordable for all persons in housing need and may still have an above average market price. However, this is to be viewed in the context of the average house prices in the local area and the fact that a smaller dwelling may be, to some extent, relatively affordable.
- 6.2.13 This policy applies to dwellings that were up to 120 sq.m. gross floorspace, on the date that this Plan was adopted, or when originally constructed, whichever is the later. The 25% increase is an absolute increase in gross floorspace, irrespective of any permitted development rights that may pertain to the property. In some instances, this may mean that no further extensions above permitted development allowances will be permitted under this policy. In order to achieve the aim of retaining smaller dwellings in the countryside, the Council will not generally permit further extensions once the 25% limit has been reached. Some permitted development rights may need to be removed to achieve this aim and a planning condition to achieve this may be needed in some cases.
- 6.2.14 When calculating the size of dwellings, buildings should be measured externally. Outbuildings and detached garages will not be included in the calculation, although integral garages and other buildings originally attached to the dwelling and forming part of the useable living space will. Any roofspaces that form habitable rooms will comprise part of this calculation. If the original size of the dwelling cannot be confirmed, the planning authority will make a judgement based on the best evidence available at the time of an application.
- 6.2.15 In addition to the requirements of this policy, proposals should have regard to other relevant policies of the Plan. Issues of landscape character and visual impact are of particular importance in the countryside, see policy DM23.

#### **Policy DM4 – Gypsies, Travellers and Travelling Showpersons**

**Planning permission will be granted for pitches to meet identified traveller needs of about 33 gypsy/traveller pitches and 11 travelling showpeople’s pitches over the Plan period, subject to the criteria outlined in policy CP5.**

**Sites will be identified and consent granted as necessary to meet this**

**need, including a specific allocation for approximately 8 pitches at land adjoining Ashbrook Stables, Colden Common (Policy CC2).**

**Proposals for transit sites will be considered on an individual basis, following the criteria of CP5.**

- 6.2.16 The 2013 [Travellers Accommodation Assessment for Hampshire](#) identified a need across that part of the District outside the South Downs National Park for 26 gypsy/traveller pitches from 2012 - 2027 and about 9 travelling showpeople's pitches in the same period. Projecting this forward to the end of the Local Plan period (2031) would give a need of about 33 gypsy/traveller pitches and 11 travelling showpeople's pitches (44 in total).
- 6.2.17 Work on site assessment within the larger settlements has identified a site at Colden Common which is suitable for allocation as a traveller site. The City Council has also, jointly with East Hampshire District Council and the South Downs National Park Authority, commissioned consultants to assess other potential sites for traveller accommodation. The results of this assessment will be subject to consultation and sites will be allocated as necessary in this Plan, using the criteria outlined in CP5 and established site assessment criteria, in order to meet the identified need and maintain an adequate supply of sites over the next five years.
- 6.2.18 The Accommodation Assessment also assessed the need for transit pitches within the Hampshire study area and split this need into two functional areas; 'western' and 'eastern'. The Eastern area covers Fareham, Gosport, Havant East Hampshire and Winchester (including the areas within the South Downs National Park) and the City Council will work with other authorities in this area to address the needs identified.

### **Open Space/Recreation**

- 6.2.19 The Plan aims to concentrate development within the most sustainable locations in existing towns and villages, while retaining their green spaces where they have a recreational, biodiversity, heritage or amenity value.
- 6.2.20 Open areas with a significant amenity, biodiversity or heritage value contribute substantially to the appearance and local distinctiveness of the surrounding area and help define the character of towns and villages. These spaces may also be performing other important environmental functions, such as ecosystem services. The Local Planning Authority will continue to protect these important open areas both within and outside settlements. Many of the important parks and recreation grounds serving the settlements are outside the settlement boundaries and in the countryside. Policy DM5 adds additional protection to these locally important public open spaces.
- 6.2.21 The National Planning Policy Framework (NPPF) provides for local communities to identify 'Local Green Space' of particular importance to them. The importance of retaining open spaces has been highlighted through the process of consulting local communities on their needs and aspirations, but no Local Green Space designations have been suggested. The NPPF is clear that this designation will not be appropriate for most green or open spaces



and that particular criteria will need to be met. Therefore, this Plan does not seek to designate any Local Green Spaces, but will protect important open areas through other policies, such as CP7, CP18 and DM5 and the policies relating to development in the countryside.

6.2.22 The Open Space Strategy, a background document to the Local Plan, lists these significant open areas with an explanation of the role they are performing and why they are important. The Strategy also identifies specific needs, deficits or surpluses of open space.

#### **Policy DM5 – Protecting Open Areas**

**Open areas with an important amenity, biodiversity, heritage or recreational value, as shown on the Policies Map and detailed in the Open Space Strategy, will be protected from development. Built development will only be permitted on these spaces where it accords with other relevant policies and:**

- i) the proposal is for a facility which is ancillary to the function of the open space; and**
- ii) the contribution of the open area to the character of the wider area is maintained or enhanced.**

**Development may exceptionally be permitted where it is demonstrated that the benefit to the community clearly outweighs the harm caused by the loss of the facility, and options for developing elsewhere have been explored.**

6.2.23 Policy CP7 requires that where important open areas, including hard surfaced areas such as courts, are proposed to be lost completely, replacement open space should be provided nearby. Where this is not possible, then the community benefit of the development should be shown to clearly outweigh the harm caused by the loss of the open space. However, many forms of development are seen in planning terms to 'benefit the community' and this can leave open space in a vulnerable position.

6.2.24 Therefore, the harm caused by the loss or the reduction of the important open area, both individually and cumulatively, should be fully understood with regard to the benefits or 'services' the open space is providing. These benefits and services can be economic, environmental or social and can include

- character and local distinctiveness
- biodiversity
- recognised heritage value
- water and flood management
- climate change adaptation and mitigation
- opportunities for improving health and well being e.g., through informal or formal physical activity, etc.

## Policy DM6 – Open Space Provision for New Developments

**Residential development of 15 dwellings and above should provide useable open space on site, in accordance with the Local Plan's open space standard for quantity and type (policy CP7). The exact form and type of open space should take into account the nature and size of the development and the specific needs, including quantitative and qualitative deficits or surpluses of open space and recreational facilities, in the local area.**

**All sites, including those below 15 dwellings and other forms of development, such as business parks or residential care homes, should provide adequate amenity space which should:**

- i) be of a high standard of design, appropriate to the use and character of the development and its location;**
- ii) contribute to maintaining or enhancing the visual and environmental character of the area;**
- iii) incorporate appropriate hard landscaping and planting; and**
- iv) include arrangements for the future management and maintenance of the area.**

6.2.25 The Council has now introduced the Community Infrastructure Levy (CIL) to help ensure that new development makes provision for the infrastructure to support it. However, this does not obviate the need for sufficient on-site open space to be provided on residential and other development sites, as this is necessary to make the development acceptable in planning terms.

6.2.26 New development should provide sufficient open space to both meet the needs of its residents or users and enhance the visual and environmental character of the area. Wherever possible, provision should be an integral part of the development. For residential development of 15 dwellings and above, the detailed requirements for the provision of open space on or adjacent to the site will be based on Local Plan Part 1 minimum standard, as set out in Table 1 of Policy CP7.

6.2.27 Open space needs will vary according to the type of housing proposed. Housing for the elderly will differ from housing for young families or executive housing. Not all types of open space will be appropriate in every case.

6.2.28 A considerable amount of housing development in the District takes place on small sites. On sites accommodating less than 15 dwellings, it is often not feasible or appropriate to provide useable recreational open space. In these instances and on all other forms of development, for example business parks or residential care homes, the City Council will require the provision of sufficient on-site amenity open space and landscaping, as appropriate. This should be located and laid out in such a way as to enhance the local environment, incorporating existing natural vegetation and features wherever possible.

- 6.2.29 In submitting detailed drawings and specifications, planting plans should clearly indicate retained vegetation; the position, species, density and size of proposed planting; means of protection and management intentions. Services such as water supply, drainage, electricity supply, etc, should also be indicated on landscape drawings.
- 6.2.30 Where open space is provided on site, it should be positively planned for and not relegated to areas of undevelopable or left-over space. Utilities, e.g. sewage treatment plants, liquid petroleum gas tanks, electricity substations or gas governors, should avoid occupying areas identified as open space.
- 6.2.31 In residential situations, open space provided on site may be publically accessible to the wider community, or communal, serving only those residents on site. The design of both needs attention to detail. Where open space is accessible to the public it will be appropriate for the open space to be publically adopted and the City or Parish Councils will normally agree to adopt open space if it has been properly laid out and is accompanied by a 'commuted sum' which is adequate to provide for its long term maintenance. However, adoption will be at the discretion of the authority concerned and, where this is not agreed, the applicant will need to secure suitable alternative maintenance measures. Where open space is likely to serve only the residents on site, transfer to the local authority will be less appropriate and other arrangements should be made for on-going maintenance.

## 6.3 ECONOMIC PROSPERITY

- 6.3.1 The Local Plan Part 1 contains broad policies relating to business development (CP8), loss of employment land and buildings (CP9), and transport (CP10). These continue to provide an appropriate strategic framework for considering development proposals, but more detailed policies are needed on a number of matters. In order to reflect the advice of the NPPF, more detailed policies on town centre uses are included. Also included in this section are development management policies for various types of development in the defined countryside.
- 6.3.2 In order to promote its Economic Strategy and to contribute to social wellbeing and community inclusivity (policy DP1), the Council encourages organisations carrying out development projects to provide training and employment for local people. This is not a planning policy requirement, but the Council will seek to negotiate such provision, particularly in conjunction with larger projects, either through an agreement to employ local labour and training during construction or by means of a financial contribution towards such opportunities. These arrangements should be formalised where possible through a planning obligation, requiring an Employment and Skills Plan to be developed and implemented for the relevant construction project. The National Skills Academy for Construction provides further advice and a recommended methodology.

### Town Centre Policies

- 6.3.3 LPP1 Policy DS1 sets out the town centre hierarchy for Winchester District, which is reproduced below:

Sub-regional town centre	Winchester
Town centre	Whiteley
District centres	Bishops Waltham, New Alresford, Wickham
Local centres	Denmead, Kings Worthy, and, in Winchester Oliver's Battery, Stockbridge Road/Andover Road, Weeke.

- 6.3.4 DS1 states that development proposals that are high attractors of people will be considered in accordance the town centres first approach. All levels of centres, including district centres and local centres will be considered before edge-of-centre and out of centre locations in accordance with the sequential approach in DS1 and national planning guidance. The Council will take the hierarchy of centres into account when considering the appropriateness of developments in terms of their locations, having regard to the nature and scale of the development proposed and its catchment area.
- 6.3.5 All of the centres listed above have their boundaries marked on the Policies Map. Winchester, Whiteley, Bishops Waltham, New Alresford and Wickham are the higher level centres, of a size and function to have primary shopping frontages identified. Policy DM8 applies in respect of these.

- 6.3.6 Whiteley is still a developing settlement. The town centre has been recently redeveloped and is of a scale to serve both the town and a larger catchment area for comparison goods. Bishops Waltham, New Alresford and Wickham are relatively small centres in terms of the retail hierarchy. Despite this, their function as market towns/villages at the heart of larger rural areas means that they act as centres for their catchment areas.
- 6.3.7 Only Winchester Town is of sufficient size and function to also have secondary shopping frontages identified. Policy DM9 applies in respect of this area.
- 6.3.8 Denmead, Kings Worthy, Oliver's Battery, Stockbridge Road/Andover Road, Weeke are at the lower level of centres in the retail hierarchy. These local centres represent clusters of town centre uses within their locality. These centres have a variety of uses and act as important community hubs. It is therefore important to maintain uses within these centres that support that role and do not undermine the vitality and viability of the centre. The boundaries of these centres are identified on the Policies Map, however the scale of these centres means that no primary or secondary shopping frontages are identified.

#### **Policy DM7 – Town, District and Local Centres**

**Town centre uses (Use Classes A1-A5, B1, C1, D1 and D2) that attract large numbers of people should be located within the boundaries of the town, district and local centres identified on the Policies Map. Changes of use to and within these Use Classes will be permitted within town centre boundaries, where they accord with other relevant policies including policies DM8 and DM9 (primary or secondary shopping frontages). Particular considerations will be those in relation to amenity, design, access and parking.**

**Proposals will be considered taking into account the scale of the development proposed in relation to the size of centre and its position within the retail hierarchy identified in LPP1 policy DS1. Proposals for town centre uses that attract large numbers of people which are located outside defined centres will need special justification and should avoid significant harmful impacts on those centres (see LPP1 policies WT1 and MTRA2). Proposals for small scale town centre uses (up to 278 sq.m. in size) outside of defined centres will be approved where they provide a local facility or service, subject to compliance with other relevant policies of the Plan.**

**Changes of use that result in a net loss of town centre uses (Use Classes A1-A5, B1, C1, D1 and D2) at ground floor level will not be permitted within the identified town centre boundaries. Town centre uses and residential uses will be permitted on the upper floors of buildings within all parts of the identified town centres, should they be suitable for such uses and subject to compliance with other relevant policies of the Plan.**

- 6.3.9 Locating uses together that attract large numbers of people generally has the most benefit in terms of sustainability. Centres are the focus for public transport provision in their area and they act as community hubs of a scale related to the size of the settlement and the catchment area they serve. The vitality and viability of centres is best served by the clustering of complementary uses so as to promote visits and encourage linked trips. This principle applies whatever the size of the centre. Town centre uses that attract large numbers of people will therefore be expected to locate within the defined centres.
- 6.3.10 Proposals should not be out of scale in relation to the size and function of the centre where they will be located. In these cases, developments will be directed to centres higher up in the retail hierarchy. Proposals for main town centre uses in edge-of-centre or out-of-centre locations will be required to demonstrate why they could not be located on a sequentially preferable site. Proposals for retail, leisure and office developments that are outside of defined town centres and have floorspace of 1,000 sq.m. or more in Winchester Town and 500 sq.m. or more elsewhere, will also require the submission of an impact assessment.
- 6.3.11 Small scale town centre uses that provide a facility or service which is aimed at serving the immediate locality, and are up to 278 sq.m. in size, will generally be acceptable outside of defined centres. Account will be taken of the nature of the proposed use, its value to the local community, its expected catchment, issues relating to amenity and traffic generation.
- 6.3.12 For all town centre uses, in order to secure acceptable amenity in the vicinity, the local planning authority may impose conditions on hours of operation, delivery and parking arrangements and require particular lighting or noise abatement measures or ventilation and pollution control measures. Regard will be had to the location of the development, the nature of the proposal and the character of the surrounding area in relation to this. The location and impact of A3, A4 and A5 uses (e.g. restaurants, bars and takeaways) within residential areas will be carefully assessed.
- 6.3.13 Development will generally be permitted to change between the different town centre uses, except in the particular circumstances of the primary and secondary shopping frontages (policies DM8 and DM9 below). Proposals that result in a loss of town centre uses at ground floor level will need to demonstrate that the new use will maintain and enhance the vitality and viability of the centre. Residential or commercial uses will be encouraged to locate above ground floor level to reduce under-occupation of buildings, subject to the achievement of appropriate standards in relation to safety, amenity and quality of life.

#### **Policy DM8 – Primary Shopping Frontage**

**Within the primary shopping frontages of Winchester, Whiteley, Bishops Waltham, New Alresford and Wickham, as defined on the Policies Map, retail (A1 use class) should be retained as the main use and the loss of retail uses at ground floor level will be resisted:**

**In exceptional circumstances changes of use from A1 retail will be permitted where they accord with other relevant policies and;**

- i) The proposal would improve the vitality and viability of that part of the town centre; and**
- ii) The proposal will not undermine the retail function of the centre or disrupt the shopping pattern/footfall of the centre, and will attract people to the centre; and**
- iii) No more than 20% of the defined frontage will be in non-A1 use within 25m of the development as a result of the proposal.**

6.3.14 Primary shopping areas (PSA) occur within town centres and are described in national policy as defined areas within town centres where the main retailing activity takes place. They normally comprise the primary shopping frontage of a town centre and any closely related secondary shopping frontage.

6.3.15 It is not always necessary or appropriate to have separate primary and secondary shopping frontages as part of the PSA. Within the Winchester District only Winchester Town is large enough to define separate primary and secondary shopping frontages, which together comprise the PSA. Within the other centres of the District identified under this policy (Whiteley, Bishops Waltham, New Alresford and Wickham) the PSA equates to the defined areas of primary shopping frontage.

6.3.16 The primary shopping frontages identified on the policies map are locations where retailing uses are concentrated. The vitality and viability of the town centres is best maintained and enhanced by a having a defined area where A1 uses are concentrated and the clustering of A1 uses attracts visitors. In Winchester town, it is important to maintain the concentration of large and medium-sized shops to allow for comparison shopping and re-inforce its position as a sub-regional shopping centre.

6.3.17 Changes of use from A1 will not normally be allowed in the primary shopping frontages as it is important that breaks in A1 frontages are not large enough to undermine the cohesion of the area. Therefore a distance of 25m from the edge of the unit will be taken into account, within which 80% of the frontage should be in A1 use, as measured by distance on the ground. No additional distance will be added in where the frontage continues over footpaths or roads. Corner units will need to consider 25m in both directions.

6.3.18 Changes of use from A1 do not generally improve the vitality and viability of the centre but may exceptionally be considered where a unit has been vacant for a considerable period of time. Account will be taken of the suitability of the unit concerned, the adequacy of the marketing of the unit, and footfall volumes and patterns.

#### **Policy DM9 – Secondary Shopping Frontage**

**Retailing and supporting uses will be permitted within the secondary shopping frontage identified in Winchester Town Centre. Proposals**

**for development within Use Classes A1 (retail), A2 (financial), A3 (restaurant), A4 (pubs) and A5 (hot food takeaways) will be permitted, subject to compliance with other relevant policies of the Plan, including amenity (policy DM17).**

**Proposals which would result in a net loss of Class A1-A5 floorspace at ground floor level will only be permitted within the identified secondary shopping frontage where no more than 20% of the defined frontage will be in non Class A use within 25m of the development as a result of the proposal.**

**Proposals that would result in more than the above proportion being in non-Class A use as described above, may exceptionally be granted, if;**

- i) The proposal would improve the vitality and viability of that part of the centre; and**
- ii) The proposal will not undermine the retail function of the centre or disrupt the shopping pattern/footfall of the centre, and will attract people to the centre.**

6.3.19 Within Winchester Town Centre, a secondary shopping frontage is identified, where all the A classes (A1 retail, A2 financial and professional services, A3 restaurants, A4 drinking establishments, A5 hot food takeaways) will be allowed. The provision of these uses adds to the offer of Winchester and many are concentrated along Jewry Street and City Road, where premises benefit from being in close proximity to each other and offer choice for visitors and opportunities for linked trips. Proposals for A3-A5 uses will need to comply with policies DM19-DM20 in respect of pollution and noise. Regard will be had to the contribution that could be made to the evening economy and the location of proposals within the town centre, as premises which may produce noise or give rise to disturbance for longer hours should not be located within residential areas.

## **Rural Development**

6.3.20 The City Council strongly supports the development of the rural economy and of the facilities and services needed by local communities. Local Plan Part 1 policy MTRA4 sets out the circumstances in which development may be permitted in the countryside and the policies below provide further guidance in terms of those relating to economic development. Because of the need to conserve the District's undeveloped countryside, such development is generally limited to that which has an operational need for a countryside location or for extensive areas of undeveloped land.

### **Policy DM10 – Essential Facilities & Services in the Countryside**

**In the countryside, the development of essential facilities and services to serve local communities may exceptionally be permitted, where it complies with other relevant policies of this Plan and;**



- i) there is an identified need for the development within that area;**
- ii) a location in the countryside is essential for operational reasons; or**
- iii) there are no suitable alternative sites for the proposed development within the defined built-up area of the settlement(s) which the development is intended to serve;**
- iv) a landscape scheme is provided to minimise harmful impacts on landscape character and sense of place;**
- v) traffic issues can be addressed satisfactorily and a traffic management plan is secured, where necessary to make the development acceptable in planning terms.**

6.3.21 To override the normal presumption against non-essential development in the countryside, there must be a need for the development proposed and it must provide an essential local facility or service. The development may either need to be located on the site proposed for operational reasons, or it should be demonstrated that it is not practical or feasible to locate the development within a defined settlement. Examples of such development may include community or education facilities, premises for emergency services or development by statutory undertakers and public utility providers.

6.3.22 Proposals will need to comply with all other relevant policies of the Plan and attention is drawn in particular to Policy DM23 - Rural Character and the provisions of policies DM14 – DM18 relating to site design and layout considerations. Proposals within the Settlement Gaps identified in Policy CP18 and defined on the Policies Map should have regard to the requirements of that policy.

#### **Policy DM11 – Housing for Essential Rural Workers**

**New permanent dwellings will only be permitted in the countryside to support existing agricultural/forestry activities on well-established agricultural or forestry enterprises. Proposals should demonstrate that:**

- i) there is a clearly established existing functional need;**
- ii) the need relates to a full-time worker, or one who is primarily employed in the agriculture/forestry enterprise, and does not relate to a part-time requirement;**
- iii) the unit and the agricultural/forestry activity concerned have been established for at least three years, have been profitable for at least one of them, are currently financially sound, and have a clear prospect of remaining so;**
- iv) the functional need could not be fulfilled by another existing dwelling on the unit, or any other existing accommodation in**

- the area which is suitable and available for occupation by the workers concerned;**
- v) the dwelling is sited so as to meet the identified functional need and is well-related to existing farm buildings or other dwellings;**
- vi) the dwelling is of a size appropriate to the productivity of the holding (normally 120 sq.m. – 150 sq.m. including office space).**

**The design of the dwelling should reflect local distinctiveness and the rural character of its surroundings.**

**All dwellings permitted under this policy will be subject to occupancy conditions restricting the occupancy of the dwelling to a person solely or mainly employed, or last employed, in agriculture or forestry and any resident dependants.**

**Before permitting new permanent agricultural dwellings, a temporary building should first be established for at least three years to fulfil criterion (iii) above.**

**Before permitting a temporary dwelling the local planning authority will need to be satisfied that there is:**

- a) clear evidence of a firm intention and ability to develop the enterprise concerned**
- b) clear evidence that the proposed enterprise has been planned on a sound financial basis**
- c) a functional need for the accommodation, which cannot be satisfied by existing nearby accommodation.**

**Temporary agricultural dwellings will be subject to occupancy conditions and will only generally be permitted for a period of up to three years, after which time the needs of the holding will be reviewed.**

**Temporary permissions will not normally be renewed and it is expected that a permanent dwelling will be constructed in its place, or in the immediate location, should the need for a long-term accommodation be demonstrated and the proposal fulfils criteria (i) – (v) above for a permanent dwelling.**

**Occupancy conditions on essential rural workers dwellings will only be removed where the local planning authority is satisfied that the long-term need for the dwelling has ceased and there is no evidence of a continuing need for housing for workers solely or mainly employed in agriculture or forestry on the holding or in the surrounding area.**

**New housing in the countryside other than for agricultural forestry**

**workers (or replacement dwellings) will not be permitted. Where other rural workers claim to have essential accommodation needs (e.g. in equestrian enterprises) these should be met within the existing housing stock. Should applications for such dwellings be made they will be subject to the tests and requirements of this policy.**

- 6.3.23 Due to the need to resist general housing development in the countryside, proposals for dwellings will only be permitted where there is a clear and proven need for accommodation for agricultural, forestry or other essential rural workers. In order for the principle of development to be accepted, there has to be a functional need for the operation of the unit that a full-time worker be present i.e. that it is essential for the proper functioning of the enterprise for one or more workers to be readily available at most times. Where a functional need is demonstrated it will be necessary to assess whether this could be fulfilled by existing dwellings on the unit, or other existing accommodation in the area, which is suitable and available for occupation by the workers concerned.
- 6.3.24 As permanent dwellings will only be permitted to fulfil the needs of an established and viable agricultural or forestry enterprise, it will be necessary to demonstrate that the business is an ongoing concern. To establish this, evidence of the financial viability of the enterprise will be required. New accommodation will therefore normally be granted initially on a temporary basis (generally three years), at the end of which period the need for a continuing residence should be assessed. If, as a result of this assessment, a permanent residence is justified, an application for a new dwelling can be considered.
- 6.3.25 As dwellings will initially be granted on a temporary basis, they will therefore generally take the form of temporary accommodation such as mobile homes or caravans. These buildings will be required to be removed at the expiration of the temporary permission.
- 6.3.26 Given the potential intrusion of a new building in the countryside, the design and siting of the dwelling should be as sensitive as possible. Siting close to existing farm buildings will generally be preferable in terms of limiting visual impact, where this is possible. The conversion, or part conversion, of existing buildings will generally be preferable to new constructions. Dwellings that are unusually large in relation to the agricultural needs of the unit, or unusually expensive to construct in relation to the income the unit can sustain, will not be permitted.
- 6.3.27 Each case will be considered on its merits in relation to the size and nature of the holding, the management responsibilities of the worker, the income derived, and the likely future productivity and viability. Normally dwellings will be expected to be within the range 120m<sup>2</sup> - 150m<sup>2</sup> floor area (externally measured), the typical size of a 3 - 4 bedroom house. Dwellings for farm employees should normally be close to 120m<sup>2</sup>, whereas dwellings for farmers with management responsibilities, requiring office space, should not exceed 150m<sup>2</sup>. Restrictions may be placed on permitted development rights in order

to keep the scale of the dwelling proportionate to the functional need and level of viability.

- 6.3.28 Any new dwellings permitted under this policy will be to meet the functional need of the business, rather than the personal circumstances of any occupants of the dwelling. Where housing is permitted in accordance with this policy, the future occupancy of the dwelling(s) will be limited by condition to persons solely or mainly employed, or last employed, in the locality in agriculture or forestry, or a widow or widower of such persons.
- 6.3.29 Where dwellings exist on the holdings that are unrestricted, but essential to the operation of the holding, occupancy conditions may be placed on these dwellings. Planning obligations may also be sought to restrict the future subdivision of holdings or the separation of dwellings from land or buildings.
- 6.3.30 Applications for the removal of occupancy conditions will be considered with regard to the present and expected future need for such dwellings in the location, rather than the needs of the existing or prospective occupiers. Applicants will need to demonstrate why the dwelling is no longer required for its original purpose. Where occupancy conditions are removed, permission will not be granted for any new agricultural or forestry workers dwellings on the holding or on any new holdings created by its sub-division.
- 6.3.31 Uses other than those of agriculture or forestry will not normally justify on-site accommodation as they will not normally have an essential need to locate on-site. Operators of other rural enterprises, such as equestrian businesses, should have regard to the adequacy of accommodation when setting up or developing the business. Where applications for new dwellings are made, applicants will need to demonstrate why the accommodation is necessary and show that suitable accommodation cannot be secured within a reasonable distance of the site, in accordance with policy DM11.

#### Policy DM12 – Equestrian Development

**Horse related facilities and development related to grazing and equestrian enterprises, including stables, training areas, riding centres or studs, will be permitted in the countryside provided they comply with other relevant policies and:**

- i) make best use of existing infrastructure most notably existing vehicular and field access, tracks, bridleways, utilities and buildings;**
- ii) respect existing landscape pattern and minimise visual impact, by means of location, scale, appearance and design;**
- iii) do not involve the erection of new buildings, or associated features such as hard standing, parking or manure storage sites, which may harm the existing landscape through isolated or scattered development;**
- iv) do not harm the character of the area by reason of the cumulative impact when considered with other similar**

- enterprises in the area;**
- v) do not involve the use of construction materials, boundary treatments, floodlighting, siting of areas of hard-standing, new or extended access routes, or other infrastructure related to the equestrian development that would have an adverse impact on the appearance of the landscape;**
- vi) do not have an unacceptable impact on residential amenities in the vicinity;**
- vii) include a satisfactory landscaping scheme, screening and provision for future maintenance.**

**The development of residential accommodation in connection with equestrian development will be considered in accordance with policy DM11. The development of visitor accommodation in association with equestrian development will be considered in relation to the criteria of Policy MTRA4.**

6.3.32 Equestrian enterprises and horse-activities are now an integral part of the rural landscape. Their operation contributes to the rural economy and can have important tourism and leisure benefits. However, the unrestricted development of such facilities can be detrimental to the local environment, in terms of visual impact and the effect on local amenity.

6.3.33 Developments should aim to reduce their visual impact by minimising the need for additional buildings and structures, including fencing, jumps and other paraphernalia, and landscape re-modelling. Generally new buildings should be located adjacent to existing buildings, although occasionally it may be preferable to locate new development away from existing development to minimise impacts on local landscape character. Each site will be considered on its merits, having regard to other possible site options and the wider context, including the existence of other equestrian development in the area.

6.3.34 Equestrian development should maintain and enhance the rural character of the area, by careful design of the development and the materials used, including fencing. The sub-division of paddocks can be particularly harmful if inappropriate materials are used, such as coloured tape. Landscaping schemes will be required as part of the proposals and screening may need to be provided in order to secure satisfactory visual appearance.

6.3.35 Proposals will need to comply with all other relevant policies of the Plan and attention is drawn in particular to Policy DM23 Rural Character, and policies DM14-DM18 which set out site design and layout considerations. Proposals within the Settlement Gaps identified in Policy CP18 should have regard to the requirements of that policy.

6.3.36 Residential accommodation will not generally be permitted in association with equestrian development, unless an essential need can be demonstrated. The provisions of Policy DM11 will apply in such cases, including the imposition of occupancy restrictions on any residential accommodation permitted.

6.3.37 Equestrian developments may have traffic implications and these will be taken into account regarding impacts on amenity and the local environment. Some equestrian developments may be near to residential properties or the access to the development may pass such properties. Amenity impacts caused by the operation of the development, including the storage and disposal of waste, will therefore also be taken into account when considering proposals.

#### **Policy DM13 – Leisure and Recreation in the Countryside**

**Outside defined settlement boundaries, the development of new leisure and recreational facilities for which a countryside location is necessary, the expansion of established facilities, and the use of land for leisure and recreational activities will be permitted, where it accords with other relevant policies and:**

- i) the development does not create unacceptable visual or noise intrusion in the countryside, either by itself or when viewed cumulatively with other developments;**
- ii) additional buildings, structures and ancillary developments are the minimum required for the operation of the site;**
- iii) the operation of the site will not cause an unacceptable alteration in the character of the area, including by all forms of pollution, or harm biodiversity, heritage assets, tranquillity or public safety;**
- iv) appropriate landscaping schemes and screening are provided.**

**Artificial lighting will only be permitted where strictly necessary and its design and operation may be limited by condition in order to minimise light pollution in the countryside.**

6.3.38 Recreation uses are most sustainably located in or adjacent to existing settlements. However, it is recognised that there may be occasions where this is not possible, particularly for uses requiring extensive areas of land, and sites are required outside of settlements. Examples of these uses are golf, fishing, motor sports, war games, and air, water and gun sports.

6.3.39 Whatever the form of leisure and recreation proposed, the effect on the countryside will need to be minimised. Therefore the number and size of buildings, structures and ancillary development such as car parking, fences and notices, should be kept to a minimum and limited to those for which a countryside location is essential. Development will need to be carefully designed, sited and screened in order to minimise its impact and landscaping schemes will be required in order to secure the acceptable appearance of the site and its surroundings.

6.3.40 As well as visual intrusion, there may be issues of noise and light pollution, or disruption to the rural setting caused by increases in the amount and type of

traffic and patterns of travel. In these cases, detailed information will be required as to the nature and degree of the effects. Built structures and the operation of the site may need to be controlled by conditions or planning obligations to make the development acceptable in its rural location.

## 6.4 HIGH QUALITY ENVIRONMENT

- 6.4.1 The Local Plan Part 1 policies in relation to High Quality Environment provide strategic guidance on a variety of matters such as biodiversity, flooding, landscape and heritage. In many cases these provide an adequate basis for development management but there are some areas where more detailed policy guidance is needed. These relate particularly to the context of development, site design, landscape issues and heritage. This section sets out a series of policies relating to these matters.
- 6.4.2 LPP1 policy CP11 relates to sustainable and low carbon development and sets out the Council's expectations. The Deregulation Bill is expected to be enacted shortly and is likely to set national standards of sustainable construction which will be incorporated into the Building Regulations. The details of what will be required and the transitional arrangements are not yet known and policy CP11 will continue to operate in the meantime. It may be that LPP2 will in due course propose the amendment or deletion of all or part of policy CP11, should it no longer be capable of implementation.

### Development Principles

- 6.4.3 The environmental quality of Winchester District is very high and existing buildings contribute towards this. It is important that the planning and design of new development is also of a high quality and the following series of policies seek to achieve this. There are national requirements relating to the information to be submitted with planning applications, along with local expectations adopted by Winchester City Council, known as '1App' requirements. It is important that adequate information is submitted with applications so as to enable them to be determined quickly and accurately and the following policies set out where additional information will be expected.

#### Policy DM14 – Masterplans for Large Landholdings

**In the interests of sustainable development and in order to secure long term benefits for the District, when proposals come forward on sites occupied by major landowners/users, the local planning authority will seek to ensure that these form part of a long term masterplan for the site or the owners' contiguous land holdings.**

**Proposals for significant development on sites occupied by major landowners/users will only be permitted where they accord with other relevant policies and long-term masterplans have been prepared. These should be agreed with the local planning authority and show how the wider implications or cumulative benefits can be addressed.**

- 6.4.4 Winchester District contains a number of large public or private institutions that control and influence large areas of land. Development proposals put forward by these bodies should illustrate how they relate to any wider strategy



for the land holding concerned. In view of the size of the landholdings or use, piecemeal development could result in adverse impacts on the locality or the District. Conversely, a well-planned development that is part of a carefully considered masterplan or strategy, and includes a management plan, could deliver considerable long term benefits to the District and secure coherent overall design an acceptable balance of uses.

- 6.4.5 Policy MTRA5 requires masterplans to be prepared for a number of specific rural establishments which are important to the local economy. For other large landholdings, the preparation of a master plan will assist the landowners in developing their landholdings and sites in a strategic way that will deliver benefits in efficiency and also accords with planning policies. The existence of agreed plans will be able to guide the landowners and the local planning authority when considering any future development proposals for the site(s). They will also provide confidence for landowners to develop schemes in accordance with the masterplan and help the local planning authority to deal with applications in an efficient manner.
- 6.4.6 Masterplans should be prepared before, or in conjunction with, the submission of development proposals. Masterplans should be prepared by landowners with input from the local planning authority, so that it can agree the main principles of the masterplan.

### **General Design Criteria**

- 6.4.7 Proposals will be assessed against all relevant policies of the Development Plan, as set out in Local Plan Part 1 and Part 2. Regard will also be had to any relevant Supplementary Planning Guidance and other material considerations in assessing planning applications. Some key design principles are already set out in Local Plan Part 1: policies CP13 (High Quality Design) and CP14 (The Effective Use of Land) are of particular relevance in relation to the design and layout of proposals.
- 6.4.8 All new development proposals throughout the District, which involve the construction of new buildings or the replacement, adaptation, conversion or extension of existing buildings, will also be judged against the following principles and criteria, as relevant.

#### **Policy DM15 – Local Distinctiveness**

**Developments should respect the qualities, features and characteristics that contribute to the distinctiveness of the local area. Proposals which accord with other relevant policies will be permitted where they conserve or enhance;**

- (i) the landscape and townscape framework, including the ‘key characteristics’ identified in local Character Assessments and adopted Design Statements;**
- (ii) open areas and green spaces that contribute to the special qualities of the townscape or the setting of buildings, including heritage assets;**
- (iii) recognised public views, features or skylines;**

- (iv) the special qualities of Conservation Areas and heritage landscapes;**
- (v) trees, hedgerows, water features and corridors which contribute to local distinctiveness.**

**Regard will be had to the cumulative effects of development on the character of an area.**

- 6.4.9 Development should make a positive contribution to local character and distinctiveness, as set out in adopted planning documents and guidance. Buildings, the spaces between them, street layouts and appearance, the natural environment and topography are all elements that contribute to the distinctive sense of place. Assessments of landscape or townscape sensitivity may be needed and development proposals should seek to avoid harmful impacts.
- 6.4.10 Supplementary Planning Documents have been produced that consider aspects of design, conservation and landscape for many areas of the District. These documents identify the special qualities and features that distinguish one place from another.
- 6.4.11 The Winchester District Landscape Character Assessment identifies key characteristics throughout the District. Important features and characteristics are identified in the various Conservation Area Character Appraisals, Village Design Statements (VDS), Neighbourhood Design Statements (NDS) and Local Area Design Statements (LADS) that have been prepared for parts of the District. Developments should consider the characteristics identified in these and other documents dealing with local character and have particular regard to their planning guidelines.
- 6.4.12 Open areas that form part of the setting for developments may comprise areas of open space formally identified for their amenity or recreation value, referred to in Policy DM5 and shown on the Policies Map. However, smaller areas and unidentified spaces may be locally important when considering the development of particular sites.
- 6.4.13 Important public views and skyline features may already have been identified in documents such as those referred to above. The Winchester City and its Setting document identifies the particular elements that form Winchester's special character, including views and slopes and policy WIN3 is also relevant in Winchester. The contextual analysis carried out as part of a planning application should indicate any views or features of local significance that have not already been identified.
- 6.4.14 Heritage and landscape policies (e.g. CP20, DM25 and DM27) contain more detail on the particular considerations and features that form part of Conservation Areas, historic townscapes and landscapes and heritage features within the wider landscape. These range from international and national designations to locally important undesignated landscapes and features and should not be adversely affected by development.

- 6.4.15 Areas of ecological importance also range from internationally and nationally designated areas to local designations. The biodiversity of these areas should not be adversely affected by development and Policy CP18 (Biodiversity) provides more detail of how proposals will be considered in relation to biodiversity.
- 6.4.16 Green/blue infrastructure comprises the natural and managed green spaces, features and water bodies of the District. Developments should not adversely affect the green and blue infrastructure or specific important features and spaces that form part of this network. Existing trees on and within the vicinity of sites should be surveyed and where they make a significant contribution to the character of the area they should be protected from development, or suitable replacements provided where their loss is unavoidable.
- 6.4.17 Some individual trees or groups of trees may be covered by Tree Preservation Orders and advice should be sought before carrying out any work in relation to such trees. The City Council will serve additional Tree Preservation Orders where necessary in order to protect important trees which are under threat. Particular considerations relate to veteran and special trees and hedgerows, as covered by Policy DM24.
- 6.4.18 Conditions and planning agreements will be sought where necessary, to secure the retention and longer term management of features identified as important. Management Plans are encouraged to secure the maintenance or enhancement of particular elements in the longer term, such as open space or landscape features. In assessing proposals which cause harm to some of the characteristics or features described in the above policy, regard will be had to the degree of harm to recognised key characteristics, and whether mitigation is proposed and appropriate.

#### Policy DM16 – Site Design Criteria

**Development which accords with other relevant policies of this Plan will be permitted provided it;**

- (i) responds positively to the character, appearance and variety of the local environment, within and surrounding the site, in terms of its design, scale and layout;**
- (ii) allows for permeability and access throughout the site and improves connections within the public realm;**
- (iii) designs any parking provision as an integral part of the scheme, ensuring it does not dominate the site or the surrounding area;**
- (iv) provides boundary treatments that respond positively to the local context around the site and between different elements within the site of larger schemes;**
- (v) uses an appropriate ratio between hard and soft landscaping, having regard to the character of the area;**
- (vi) uses high quality materials that are attractive and durable and appropriate to the context and the proposed design;**
- (vii) utilises the principles of energy efficient design, by means of layout, orientation, passive solar gain, and the design of**

**buildings and spaces, as far as is compatible with the character of the area.**

- 6.4.19 Proposals should reflect a design-led approach to development and contextual analyses should be undertaken. The amount of detailed analysis should be proportionate to the scale of the development proposed and its prominence in the locality. All developments, excluding small domestic extensions and changes of use (where no external change is proposed), should include sufficient material to show how they comply with the criteria of policy CP13 (High Quality Design).
- 6.4.20 The planning authority is developing guidance on various aspects of design ('High Quality Places', published for consultation alongside this draft Local Plan) and all developments should reflect its principles and policies. The guidance gives more detail on how to approach contextual analysis and outlines principles on matters such as the treatment of local character, townscape and the interface with the public realm. It provides advice that is relevant to all the criteria of policy DM16, ranging from the consideration of the site in its surroundings, to details of parking and layout, boundary treatments and storage provision, materials used and the specific features of buildings such as roofs and windows. The role of energy efficient design and environmental considerations such as biodiversity and trees are also considered.
- 6.4.21 Extensions and alterations to buildings should have regard to the existing building and to the character and appearance of the buildings resulting from the development. Extensions should not over-dominate the existing building – 'High Quality Places' provides more advice on this aspect of development. Proposals that are outside of built-up areas should pay attention to the particular rural character of the area (see policy DM23; Rural Character) Further considerations also apply in the case of small dwellings in the countryside (see Policy DM3; Small Dwellings in the Countryside Policy).
- 6.4.22 Proposals should provide parking that is appropriate in terms of its level of provision, location and design (see also policy DM18). Site access should be adequate and proposals should allow sufficient space for movement around the site. The needs of cyclists and pedestrians should also be catered for in terms of access and provision of appropriate cycle movement and parking facilities.
- 6.4.23 Developments need to have a satisfactory visual appearance. Appropriate materials should be used and regard should be had to the appearance of existing buildings and their local context. This will apply to all developments, including domestic extensions. Particular materials may be required as part of a planning permission. In conservation areas and in relation to listed buildings and their settings, particular care should be taken to preserve or enhance the appearance of the area.
- 6.4.24 Proposals should seek to reduce the energy requirements of the development, making the most use of passive solar gain by means of layout and orientation and the design of individual buildings, unless the visual

impacts of such measures would be undesirable. Proposals that seek to incorporate renewable energy generation will also be supported (see also policy CP11).

### Policy DM17 – Site Development Principles

**New development, alterations and changes of use should be satisfactory in terms of its impact, both on and off site. Development which accords with other relevant policies will be permitted where it;**

- (i) provides a safe and secure environment, accessible by all;**
- (ii) does not have unacceptable effects on ecosystems services or key townscape and landscape characteristics;**
- (iii) includes adequate provision for drainage and sewage disposal;**
- (iv) makes adequate provision for refuse and recycling;**
- (v) facilitates and does not constrain the future development of adjacent sites, where appropriate;**
- (vi) provides sufficient amenity and recreational space for users;**
- (vii) does not have an unacceptable adverse impact on adjoining land, uses or property by reason of overlooking, overshadowing or by being overbearing;**
- (viii) does not cause unacceptable levels of pollution to neighbours by means of noise, smell, dust or other pollution;**
- (ix) provides only for lighting that is not visually intrusive on the surrounding area.**

6.4.25 Developments should provide a safe and secure environment. The design and layout of developments should encourage permeability to reduce dead areas and facilitate natural surveillance of public spaces. The principles of 'Secured by Design' should be followed. Spaces should be appropriately lit to minimise the fear of crime. However, a balance must be struck between lighting for safety and the aesthetic design of such lighting. Lighting needs to be appropriate to the character of the surrounding area, policy DM19 deals with light pollution.

6.4.26 Buildings and the external environment should be accessible to all members of the community. Routes and access points should be designed with this in mind. The needs of those with limited mobility and sensory problems should be considered in the planning and detailed design of developments. Necessary facilities and physical structures, installations or alterations that are required to facilitate access should be incorporated, whilst having regard to their appearance and impact on the surrounding environment.

6.4.27 Alterations to the environment will have an impact on the performance of the elements that provide 'ecosystem services' (see Glossary). Recognising this, it is important to ensure that the benefits of the service are preserved and enhanced as much as possible. Services include productive and nutrient-rich soils, clean water and air. Developments should therefore seek to retain the best and most versatile agricultural land and avoid flooding, water

contamination and air pollution. As development can have an effect on these aspects, mitigation will be sought where necessary, practical and feasible.

- 6.4.28 Measures to reduce water use and to provide sufficient drainage and flood protection should have regard to the advice in Policies CP11 (Sustainable Built Development) and CP17 (Flooding, Flood Risk and the Water Environment) in terms of the technical standards required. The visual impact of flood attenuation measures should also be carefully considered in terms of the effects on the surrounding landscape and avoidance of intrusive and inappropriate materials.
- 6.4.29 Development proposals should avoid unnecessary clutter by making adequate provision for bin storage and for recycling facilities, which may be individual or grouped. The proliferation of posts, rails, bins, signs, ducting, cable boxes and other street furniture can have a detrimental impact on the quality of the environment and should be minimised. Opportunities for grouping and screening of such structures should be considered and, where they are necessary, a high quality of design and appearance should be used. The planning of these structures as an integral part of the design, and the use of quality materials, can enhance the appearance of the development and the surrounding area.
- 6.4.30 The amount of amenity and recreational space should be appropriate for the intended use of the site and policies CP7, DM6 and the 'High Quality Places' provide further information on this. The location of any such space should be such that it can be used in a safe manner and without undue interference with neighbouring uses. The design of such spaces should be appropriate to the development and use, incorporating hard and soft landscaping as appropriate and making use of existing topography. Multiple uses should be considered for spaces.
- 6.4.31 Whilst developments are likely to have impacts on the locality in which they are located, proposals should not have an unacceptable adverse effect on neighbouring land or property. This could commonly be by means of overlooking properties or land, unacceptable loss of light or by having an overbearing effect. The location of windows in relation to neighbouring land should be carefully considered to avoid overlooking, as should the distance from neighbours and the scale of development in relation to neighbouring land. The Design Guide provides further information on these aspects of development.

#### Policy DM18 – Access and Parking

**In order to ensure that appropriate provision is made for parking and access, development will be permitted which accords with other relevant policies and:**

- (i) provides parking in accordance with the Residential Parking Standards Supplementary Planning Document and the needs of the development, for cars and other vehicles as necessary, including cycles;**
- (ii) allows for access to, and movement within, the site in a safe**

- and effective manner, having regard to the amenities of occupiers of the site and adjacent land and to the requirements of the emergency services and service providers, including turning facilities as appropriate;
- (iii) makes provision for access to the site in accordance with any highway requirements on the grounds of safety, including the provision of gateways, visibility splays, access to adopted highways and accompanying signage that may be required;
  - (iv) provides for the needs of pedestrians and cyclists, including safe and attractive routes to and around the site in the case of larger developments;
  - (v) incorporates parking provision and vehicular access as part of the overall design of the scheme, including hard and soft landscaping, signage and lighting that is both necessary and of a high quality design, taking account of the character of the surrounding area.

6.4.32 The Council's current residential parking standards are set out in the Residential Parking Standards SPD adopted in 2009. Parking standards for other forms of development will be considered on a case-by-case basis, based on the anticipated trip generation of the proposal. Commercial requirements can be considered, subject to their impact on neighbouring properties and uses, and parking management plans may be required in sensitive areas.

### **Environmental Protection Policies**

6.4.33 The following policies deal with developments that may cause pollution or be affected by existing pollution. These cover issues relating to noise, light, air quality, odour and dust pollution. Contaminated land and utilities developments are also addressed in this section.

#### **Policy DM19 – Development and Pollution**

**Pollution sensitive or generating development which accords with other relevant policies will only be permitted where it achieves an acceptable standard of environmental quality. As a minimum, development should not result in unacceptable impacts on health or quality of life.**

**Proposals should comply with all national statutory standards relating to environmental quality and include a statement setting out how such requirements have been met, where relevant, in designing the proposal.**

**The potential for unacceptable pollution, resulting in adverse health or quality of life impacts, should be addressed by applications. Where there is potential for adverse impacts to occur on the following matters a detailed assessment should be conducted:**

- (i) odour;**
- (ii) light intrusion;**
- (iii) ambient air quality;**
- (iv) water pollution;**
- (v) contaminated land; and**
- (vi) construction phase pollution impacts for large or prolonged developments.**

**The report should identify and detail any mitigation measures that are necessary to make the development acceptable in respect of the adverse impacts on health and quality of life.**

**The Local Planning Authority may require specific mitigation measures to be undertaken in order to make developments acceptable in terms of matters relating to pollution.**

- 6.4.34 Pollution generating developments have the potential to have negative impacts upon the existing environment, resulting in adverse health or quality of life impacts. Examples of potentially pollution generating uses include industrial and commercial development, educational establishments, health facilities, large community facilities, and some forms of leisure uses. All forms of development, including residential, have the potential to cause pollution by poor location and design, resulting in loss of amenity for neighbouring uses. This can be in terms of air pollution, additional traffic, noise, or odours (including emissions from both stack and fugitive emissions and cooking odours from catering processes).
- 6.4.35 In addition to uses which have potential for generating pollution, it is important to consider the effects of accommodating new development adjacent to existing uses which generate pollution, particularly noise and smells. Some forms of development will be particularly sensitive to existing pollution, including housing, educational establishments and health facilities. An assessment should be conducted to demonstrate that adverse impacts on health or quality of life do not arise from placing a development in an existing environment that is potentially unsuitable.
- 6.4.36 Where a proposal includes the provision of any significant external lighting in proximity to sensitive premises, such as domestic property, an assessment for light intrusion should be conducted. The issue of glare and visual amenity should be considered in areas where any proposed external lighting scheme will result in a significant contrast to the existing surrounding ambient light levels.
- 6.4.37 Assessment of ambient air quality will be required for developments in any area identified as already failing to meet current National air quality objectives. Similarly an assessment will be required for any pollution generating development, including associated transport impacts, which could have the potential to cause an area to fail such air quality objectives. Advice should be sought from the Council's Environmental Health Service regarding the necessity for such an assessment and, where required, the suitability of the



proposed assessment methodology. Part of Winchester Town Centre is currently designated as an Air Quality Management Area.

- 6.4.38 For large or prolonged developments, consideration will need to be given to controlling impacts of construction traffic and smoke, dust, noise and water runoff during the construction phase. A comprehensive construction management plan detailing control measures to be applied will usually be expected.

#### **Policy DM20 – Development and Noise**

**Noise generating or noise sensitive developments will only be permitted where they accord with other relevant policies and do not have an unacceptable impact on human health or quality of life.**

**A noise generating or noise sensitive development should include an assessment to demonstrate how it prevents, or minimises to an acceptable level, all adverse noise impacts. Assessment of these impacts should have regard to the advice contained within the Department for Environment Food and Rural Affairs (DEFRA) Noise Policy Statement for England (NPSE), March 2010; or its recognised replacement.**

**Development will not be permitted where levels above the Significant Observed Adverse Effect Level (SOAEL) exist and mitigation measures have not been proposed that will reduce impacts to as near to the Lowest Observed Effect Level (LOAEL) as is reasonably possible. Mitigation measures should not render the design and amenity spaces unacceptable.**

- 6.4.39 Noise generating developments are developments with the potential to have adverse impacts upon the existing local sound environment, resulting in adverse health or quality of life impacts. Consideration should not only be given to potential increases in noise levels but also changes in the acoustic character of the local noise environment.
- 6.4.40 Noise sensitive developments are developments that are particularly sensitive to noise levels. It is important to consider the effects of accommodating new development in an existing sound environment that is unsuitable for the noise sensitive development proposed. Examples of noise sensitive developments include domestic properties, educational establishments and some medical facilities.
- 6.4.41 Such assessments should follow the principles detailed in the Noise Policy Statement for England (Department for the Environment, Food and Rural Affairs) March 2010, or its recognised replacement. In making such an assessment technical reference should be made to recognised peer reviewed publications that are relevant to the nature of the potential noise impacts being considered. Advice should be sought from the Council's Environmental Health Service regarding the suitability of the proposed assessment methodology being applied.

- 6.4.42 For large or prolonged development, consideration should also be given to the potential noise impacts during construction as well as the post development phase.
- 6.4.43 Where it is concluded that a development can meet these objectives only by the implementation of mitigation measures, these should be clearly and comprehensively identified and may be subject to planning conditions.
- 6.4.44 For developments that fall within the definition of a Part A1 processes detailed in Schedule 1 of the Environmental Permitting (England and Wales) Regulations 2010 (as amended) then liaison with the Environment Agency (or any subsequent replacement regulatory body) will also be required. However, a noise assessment will still be required as part of the planning application process as the regulatory objectives of the two regimes differ.

#### Policy DM21 – Contaminated Land

**The development of land which is known or suspected to be contaminated, or which is likely to be affected by contamination in the vicinity, will only be permitted where it accords with other relevant policies and there will be no unacceptable impacts on human health, groundwater and surface water, or the wider environment, and:**

- (i) the full nature and extent of contamination is established;**
- (ii) appropriate remedial measures are included to prevent risk to future users of the site, the surrounding area and the environment (including water supplies and aquifers);**
- (iii) all site investigations, risk assessment, remediation and associated works are carried out to current industry best practice guidelines.**

**Assessments should accompany planning applications.**

- 6.4.45 Within the District there is likely to be land that has been subject to a degree of contamination as a result of previous land uses. It is important to identify these sites before any planning proposals are made. The Council maintains a register of known sites of contamination; however, this is not a conclusive list. The responsibility for identifying the presence and extent of contamination, and dealing with it, lies with the landowner or other persons identified under the appropriate legislation. This liability will continue after any proposed development is constructed. It is therefore important to establish the history of a site and the surrounding area before a planning application is submitted.
- 6.4.46 Parts of the District may be affected by 'natural hazards' such as the emission of radon gas. The requirements of Policy DM21 will be applied to development affected by natural hazards, as well as man-made contamination.

6.4.47 If a previous land use indicates the possibility of contamination, further investigations should be carried out and adequate information submitted as part of the planning application, to show that the assessment has been carried out effectively. To enable the significance of contamination and the associated risks to be assessed, advice will need to be obtained from Winchester City Council's Environmental Protection Team, the Environment Agency, or the Health and Safety Executive, as appropriate. Sources of guidance include; DEFRA /Environment Agency Soil Guideline Values and LQM / Chartered Institute for Environmental Health's General Assessment Criteria for Human Health Risk Assessment.

6.4.48 It is not only essential that development does not cause contamination directly or disturb previous contamination, but also to ensure that it does not establish a pathway or link between "receptors" (i.e. people, the environment or property) that may suffer from its effects and existing contamination. Particular attention should be paid to developments which are sensitive to contamination, such as housing or educational establishments, or those that may impact directly or indirectly on water supplies, including water bearing aquifers.

#### **Policy DM22 – Telecommunications, Services and Utilities**

**Radio and telecommunications development and utilities and service development which accords with other relevant policies will be permitted (where planning permission or 'prior approval' is required), provided that:**

- (i) existing buildings, structures, apparatus and/or sites are shared where technically possible and where such sharing would minimise visual harm;**
- (ii) the impact of the apparatus and any associated development is minimised by appropriate routing, siting, materials and colour, particularly where development would affect listed buildings, Conservation Areas, or sites of archaeological or ecological importance;**
- (iii) where viable, all cables and pipelines are placed underground, having regard to any archaeological or ecological constraints;**
- (iv) associated development, such as access routes and peripheral development such as cabinet housings, fencing, lighting and signage is kept to a minimum and suitably designed;**
- (v) where appropriate, a satisfactory landscaping/restoration scheme is included, including provision for management.**
- (vi) the development will operate within International Commission on Non-Ionizing Radiation Protection (ICNIRP) guidelines for exposure to health risks**

- 6.4.49 Applicants should provide evidence of the outcomes of their consultations with organisations with an interest in the development and any relevant bodies as part of the planning application or prior approval process.
- 6.4.50 The development of communications and other infrastructure is desirable where it has benefits for economic growth or provides essential services for a community. The local planning authority will seek to facilitate such development, whilst having regard to its effect on the environment.
- 6.4.51 A wide range of development is covered by the provisions of Policy DM22, such as the laying of pipelines, cables and transmission lines, the provision of electricity substations and gas governor stations, and the installation of radio and telecommunications apparatus (for both domestic and non-domestic purposes). Agencies responsible for development to which the Policy applies are encouraged to liaise with the Local Planning Authority at an early stage to ensure that proposals can be accommodated in a satisfactory manner and that important constraints, such as archaeology, are identified. Particular care is needed in Conservation Areas or in the vicinity of listed buildings.
- 6.4.52 The number, size, location and appearance of the facilities and services and associated development should minimise visual impact. The sharing of facilities such as masts or the grouping of structures may assist. However, sharing of facilities will not always be appropriate where it would increase the visual impact when considered cumulatively. It is therefore important that applicants discuss their proposals with the local planning authority to achieve the best environmental outcome from the development.
- 6.4.53 Conditions may be sought to secure an acceptable appearance for the structures and the development site. Screening may be sought where appropriate and landscaping schemes required. Where services are placed underground or new landscaping is proposed, the site should be restored / landscaped with appropriate indigenous species.

## Landscape

- 6.4.54 Developments in or adjoining rural areas need to take account of their location. If the principle of the development is acceptable, the main consideration is the impact on the rural character. There may be impacts from visual intrusion, physical effects on the landscape and effects on the tranquillity of the area.

### Policy DM23 – Rural Character

**Outside defined settlement boundaries, development proposals which accord with other relevant policies will be permitted where they do not have an unacceptable effect on the rural character of the area, by means of visual intrusion, the introduction of incongruous features, the destruction of locally characteristic rural assets, or by impacts on the tranquillity of the environment.**

**The following factors will be taken into account when considering the effect on the rural character and sense of place:**

**Visual - intrusion should be minimised, including the effect on the setting of settlements, key features in the landscape, or heritage assets. The cumulative impact of developments will be considered, including any ancillary or minor development that may occur as a result of the main proposal.**

**Physical – developments will be encouraged to protect and enhance the key characteristics of the landscape and should avoid the loss of key features or the introduction of elements that detract from the special qualities of the place. Any re-modelling of the landscape will also be taken into account.**

**Tranquillity – developments should not have an unacceptable effect on the rural tranquillity of the area, including the introduction of lighting or noise occurring as a result of the development, taking account of the relative remoteness and tranquilly of the location. New lighting will generally not be permitted in unlit areas and the type, size, design and operation of any lighting may be controlled where necessary by the use of conditions.**

**Developments should not detract from the enjoyment of the countryside from the public realm or public rights of way.**

**The volume and type of traffic generated by the development will be assessed along with the ability of rural roads to accept increased levels of traffic without alterations that would harm their rural character.**

**Domestic extensions should be proportionate in size to the existing dwelling and generally be subordinate to it, as should annexes and other ancillary development. Extensions should generally reflect the character of the existing dwelling unless the existing character is not considered worthy of retention. Replacement dwellings should not be disproportionately larger than the one being replaced. Additional criteria apply to dwellings that were under 120sq.m. when originally constructed (see policy DM3).**

6.4.55 Policy DM15 (Local Distinctiveness) details the need to take account of the local qualities and features that contribute to the local distinctiveness of the area. This includes characteristics of the surrounding landscape and features such as green and blue infrastructure. The Winchester District Landscape Character Assessment sets out the key characteristics and strategies for the landscape character areas in the District. In the rural area, proposals may need to be subject to landscape sensitivity assessment, in terms of their impact on the rural character of the landscape and the key local qualities that provide the sense of place.

- 6.4.56 The introduction of urban and domestic elements, such as large gates and forms of enclosure, significant areas of hard landscaping, structures for lighting and security measures can detract from the special qualities of the countryside. Similarly, the removal of particular features or elements of landscaping such as walls, fences or other structures constructed in the local vernacular, or landscape features such as bunds and ditches, water features, hedgerows and trees can detract from the rural character.
- 6.4.57 The nature of the development may lead to intensification of uncharacteristic use in the area. Noise and lighting pollution may be more noticeable in rural areas due to the relative tranquillity of the surroundings. The rural character and tranquillity of the area will be taken into account when assessing the appropriateness of developments that may give rise to pollution.
- 6.4.58 Traffic intrusion may adversely affect the character of the area due to numbers of trips and the type of vehicles (e.g. heavy goods vehicles). The suitability as well as the capacity of rural lanes should also be considered, as physical re-modelling of rural roads and introduction of signage, visibility splays and entrances necessary for the development may have an unacceptable impact on the landscape and rural character. Rural lanes are a particular characteristic of the District that have historic as well as landscape significance.
- 6.4.59 Domestic extensions and ancillary buildings should be well related to the existing building. Extensions should generally follow the style of the original building in respect of proportions and positioning of features such as windows and doors, and may replicate features of the original building in their size, position and use of materials (unless it's existing character is not worthy of retention). Proposals for annexes or other ancillary buildings which could be subject to future proposals for conversion to independent dwellings will be determined having regard to policies DM1 and DM11, which resist housing development outside settlement boundaries other than for essential rural workers.
- 6.4.60 The use of modern materials and styles is not ruled out, even in conservation areas, provided the character of the area is maintained and enhanced and the visual impact is carefully considered.

**Policy DM24 – Special Trees, Important Hedgerows and Ancient Woodlands**

**Development should not result in the loss or deterioration of ancient woodlands, important hedgerows, special trees, distinctive ground flora and the space required to support them in the long term.**

**Management schemes should be developed, as appropriate, to ensure the long term protection of these special features and their setting.**

- 6.4.61 Developments should not result in the loss or deterioration of irreplaceable habitats, including ancient woodlands and the loss of aged or veteran trees found in ancient woodland. Proposals should indicate how they will safeguard

the quality and appearance of special natural features and their setting, to retain visual amenity, biodiversity and heritage value.

6.4.62 'Special trees' include ancient or veteran trees, those which are outstanding because they provide important habitat, are the biggest of the species, or are notable trees in their local environment (e.g. because they are large by comparison with other trees around them). Trees may also be considered as special where they are linked with an important historic event or have cultural significance.

6.4.63 Ancient trees - including hollow and pollarded trees - have biodiversity, heritage, cultural or amenity value which cannot be replaced by new planting. Similarly, important hedgerows are identified as those of significant archaeological, historical, wildlife or landscape value that form an intrinsic part of local landscape and townscape character.

6.4.64 Where development may impact on the features outlined in this policy, applicants should undertake surveys to identify the extent and condition of the features and demonstrate how their proposals enhance these features or minimise impact upon them, via adequate mitigation. Conditions and/or planning agreements may be sought in order to preserve the special qualities of these features in the long term.

## Heritage Policies

### Policy DM25 – Historic Parks and Gardens

**Development which accords with other relevant policies will be permitted provided it does not have a detrimental impact on the distinctive character and appearance of a park, garden, cemetery or battlefield of special historic interest or its setting (as identified on National, or Local Registers, or results in the loss or deterioration of associated designated and undesignated heritage assets or designed historic landscapes.**

**Where development impacts on any of the above, consideration should be given to the provision of a positive Conservation Strategy and Management Plan which takes account of:**

- (i) historic significance;**
- (ii) funding to manage and maintain the features;**
- (iii) changes in use of the site or the need to meet planning, engineering or security requirements;**
- (iv) sensitive treatment of boundaries, land use and tree cover, new planting, buildings, structures and features;**
- (v) lakes, water courses and other related features**
- (vi) best conservation practice, with use of local craftsmen**

**and skilled workers where possible.**

- 6.4.65 Hampshire has a wealth of historic parks and gardens that contribute greatly to the character, diversity and distinctiveness of its landscape. Parks and gardens are very important parts of the landscape, recording cultural changes, social history and attitudes to the natural environment.
- 6.4.66 Local planning authorities are encouraged to protect registered parks and gardens and battlefields when preparing development plans and when determining planning applications. The National Planning Policy Framework (NPPF) advises that substantial harm to or loss of any designated heritage asset of the highest significance, which includes battlefields and grade I and II\* parks and gardens, should be “wholly exceptional” and for any grade II park or garden should be “exceptional”. Many designed landscapes are not registered but nevertheless contribute to local significance. Their future therefore needs to be carefully considered and they may be added to the Local List of Heritage Assets.
- 6.4.67 English Heritage manages a number of historic parks and gardens. Most other historic parks and gardens are either privately owned or in trust, and many of these are open to the public. In addition, the City Council is responsible for many of the District’s public parks.
- 6.4.68 Local planning authorities are required to consult English Heritage where a planning application affects a Grade I or II\* registered park or garden, and the Garden History Society on all applications affecting Grade I, II\* or II registered sites. This is to ensure that they have appropriate professional advice when considering such applications. The Hampshire Gardens Trust may also be consulted about locally-sensitive sites.

**Policy DM26 – Archaeology**

**Where there is evidence that heritage assets above or below ground and their settings are known or suspected to exist, but the extent and significance of which is unknown, planning applications should incorporate sufficient information to define the significance and extent of such assets, as far as reasonably practicable. Where appropriate, applications should include:**

- **The results of desk top assessment/field evaluation; and**
- **An assessment of the effect of proposals on the assets or their setting.**

**Planning permission will be granted where the proposal accords with other relevant policies and includes:**

- (i) Provision to preserve the archaeological remains in situ, so far as is reasonably practicable, by sensitive layout and design (particularly foundations, drainage/services and landscaping); or**
- (ii) Provision for the investigation and recording of any**



**archaeological remains that cannot or are not required to be preserved including the publication of results, in accordance with a detailed Written Scheme of Investigation approved before the start of development.**

- 6.4.69 The District has a rich archaeological resource including remains from prehistory to the military history of the last century. Archaeological remains provide important evidence of our past which brings an understanding and enjoyment of the present. Policy DM26 follows Government guidance in ensuring that new development makes provision for the protection and conservation of this non-renewable resource but also seeks to ensure that every opportunity for enlarging understanding of the resource is also taken when new development is likely to disturb sites. The City Council recognises that the District's archaeological heritage has high significance - in particular that of the historic city of Winchester which, while much is undesignated, is widely regarded as nationally important. This resource brings considerable cultural and educational benefits to the District and its visitors.
- 6.4.70 The City Council maintains a Historic Environment Record which identifies and records all known heritage assets including archaeological sites, monuments, historic buildings and battlefields and landscape features in the District. Developers should consult the Historic Environment Record prior to describing the significance of affected heritage assets or their settings. Advice from the City Council's Historic Environment Team should be sought early on in the process of creating proposals, to identify potential constraints and to discuss appropriate mitigation strategies. Some proposals may necessitate initial archaeological investigation prior to submission in order to inform the design of proposals and to allow the Council to fully assess the implications of the development on heritage assets. All work required to assess, record, investigate and protect archaeological features and heritage assets, and to publish the findings, should be funded by the developer.
- 6.4.71 Appropriate arrangements for the future management of archaeological sites should be made to ensure their protection in the longer term. Provision for this, and for recording if appropriate, may be secured using planning conditions and/or obligations. The City Council may refuse permission for proposals which do not secure the conservation of heritage assets or do not make provision for their investigation and recording.
- 6.4.72 Development which affects a Scheduled Ancient Monument or its setting will require consent from English Heritage (Historic England) on behalf of the Secretary of State and developers are advised to consult with them before submitting detailed proposals.
- 6.4.73 Special attention needs to be given to the rich and important archaeological remains in historic urban areas. The "Extensive Urban Surveys" for Wickham, New Alresford and Bishops Waltham (Hampshire County Council and English Heritage, 1999), together with the "Winchester Urban Archaeological Assessment" (publication anticipated in 2015) help to define these historic urban areas where there is high potential for archaeological remains, together with advanced strategies for their management.

## Policy DM27 – Development in Conservation Areas

**Within Conservation Areas, development proposals which preserve or enhance the character or appearance of the area, and accord with other relevant policies, will be permitted provided:**

**For new buildings they:**

- (i) respond sympathetically to the historic settlement pattern, views, plot sizes and plot widths, open spaces, townscape, roofscape, trees and landscape features;**
- (ii) are of a height, massing, materials, plan form, roofscape and grouping of buildings in scale and harmony with adjoining buildings and the area as a whole. The proportions of features and design details should relate well to each other and to adjoining buildings;**
- (iii) include good quality building materials appropriate to the locality and sympathetic in colour, profile and texture;**
- (iv) ensure that walls, gates and fences are, as far as possible, of a kind traditionally used in the locality.**

**For extensions and alterations they:**

- (a) respect the character, scale, massing and plan form of the original building and not dominate principal elevations;**
- (b) use appropriate materials and detailing and not result in the loss of features that contribute to the character or appearance of the Conservation Area, which may include original architectural details, natural features, trees, hedges, walls, fences, open areas, ground surfaces and archaeological sites, as well as buildings and groups of buildings;**
- (c) do not involve the erosion of character, such as the unsympathetic use of windows, doors or conservatories made of non-traditional materials or the replacement of traditional roofing materials with inappropriate ones;**
- (d) integrate energy efficiency and generation measures into the design of the proposals to limit their impact on character.**

6.4.74 Conservation involves managing change to a significant place in its setting, in ways that sustain, reveal or reinforce its cultural and natural heritage values. It includes the interpretation and sustainable use of places and may simply involve maintaining the status quo, intervening only as necessary to counter

the effects of growth and decay. Change to familiar and cherished places is inevitable, if only as a result of the passage of time, but careful management of change can result in neutral or beneficial effects on heritage values. Conservation of significant places may also be achieved through major interventions, well designed and managed to secure the interest of the site for future generations, whereas poorly designed and managed change is harmful.

- 6.4.75 Many settlements within the District provide visible evidence of their past in their buildings, street patterns and open spaces and contribute significantly to the distinctive identity of the locality. In order to protect these distinctive areas and inform decision making, it is important first to understand and articulate the significance of the place. Identifying this significance and the cultural and natural heritage value requires first an understanding of its history, fabric and character, how and why it has changed over time, together with the technology of its construction and the form and condition of its constituent elements and materials. The design process offers not only an appraisal of the qualities of the place, but also an opportunity to reflect and improve on them. An assessment of all these issues should be submitted as part of a planning application.
- 6.4.76 The setting of buildings within their plots can be characteristic of a place and the subdivision of plots, based on suburban plot shapes and modern expectation of size, can often conflict with the characteristic grain or settlement pattern of the District's historic towns and villages. Account must therefore be taken of the layout and form of development so that new proposals are best suited for the location.
- 6.4.77 The need for higher density housing on previously developed sites can have an impact on historic sites as well as other sites outside the historic areas. Where development is acceptable in principle, it is essential that it responds sympathetically to the existing settlement pattern and townscape characteristics and is of sufficiently high quality design to make a positive contribution.
- 6.4.78 The topography of the District means that development is often seen from a distance or from above. The treatment of the roofscape is therefore a crucial element in the overall design. Other important aspects may include the openness of a view, and more obvious features, such as tree cover and the immediate setting of particular buildings. The style of a building can be important, but more often, especially in conservation areas where there can be considerable variety in style, it is the scale, massing and disposition of buildings which provide the predominant character framework.
- 6.4.79 Proposals to extend an historic building require careful consideration and these should not detract from the character and appearance of the Conservation Area. Many historic properties in Conservation Areas are small and modest in scale so it is important that the extension does not dominate the existing structure. Whilst there is a view that deliberate change to an historic building should be distinguishable on inspection, the degree of distinction must take account of the aesthetic qualities of the place. A subtle difference between new and existing is more likely to meld into the local characteristics of the area than a jarring contrast.

- 6.4.80 Poorly conceived alterations to individual heritage assets can have a very damaging effect on the overall character and appearance of a Conservation Area. The cumulative impact of small but damaging alterations can dilute the overriding character of an area to its detriment. For example, the replacement of traditional doors, windows and roofing materials with modern equivalents using unsympathetic materials or designs, or the removal of boundary walls or chimneys, will erode the character of a street or village. Where planning permission is required for alterations or where permitted development rights are removed by means of an 'Article 4 Direction' these should contribute to the character of a Conservation Area and be undertaken in a sensitive manner.
- 6.4.81 In Conservation Areas the design details of proposals are particularly important and need to be considered in context with the characteristics of the local area. Applicants are advised to make pre-application enquiries with the planning authority's historic environment specialists to avoid, as far as possible, schemes which are unlikely to be acceptable in principle or which will have detrimental effects on character as a whole.
- 6.4.82 Applicants should supplement their proposals with sufficient information about the height and plan form of adjoining buildings to allow the impact to be tested, both in the immediate vicinity and in the wider context. For more significant schemes, sketches and drawings should illustrate the three dimensional form. With regard to the impact of a proposed development on views into and out of a Conservation Area, the Local Planning Authority will need to be satisfied that there is not a detrimental effect. Schemes should not rely on screening by existing landscaping if they would be unacceptable had the existing planting been absent. Where existing landscaping contributes to the character of the conservation area, applicants should include measures in their proposals for its retention, in full or part, and mitigation where it may be lost.

#### **Policy DM28 – Demolition in Conservation Areas**

**Within a Conservation Area, planning permission will only be granted for proposals involving the demolition, in whole or in part, of unlisted buildings or structures where the existing building or structure:**

- (i) makes no positive contribution to the character, appearance or historic interest of the area, either individually or as part of a group, or in more general views within or from outside the conservation area; or**
- (ii) is demonstrated to be incapable of repair or adaptation so as to extend its useful life.**

**Planning permission will be conditional on a contract for the approved development work being let prior to any demolition work being undertaken.**

- 6.4.83 Within Conservation Areas, the general presumption will be in favour of retaining buildings or structures which make a positive contribution to the architectural or historic interest of the area, even if change of use and some alteration is necessary. Consent for demolition of such buildings will be granted only in exceptional circumstances where a building is beyond repair and incapable of economic use, or the cost of bringing it into use is greater than the benefit of retaining it.
- 6.4.84 Sometimes buildings are acquired with a view to demolition and redevelopment, or owners allow them to fall into disuse and neglect in the hope that they will get planning permission to redevelop a site. To discourage such practices, where buildings make a positive contribution to a conservation area, evidence will be needed that the property has been offered for sale for a reasonable time at a price that reflects its condition, rather than its redevelopment potential.
- 6.4.85 The Local Planning Authority monitors heritage assets to assess whether they are at risk from neglect and decay and has compiled a register of “Heritage at Risk”. This not only includes designated heritage assets, but may also include un-designated assets where they appear on the Council’s “Local List of Heritage Assets”. The Local Planning Authority will use its statutory powers to prevent the unnecessary loss of such buildings.
- 6.4.86 Where permission for demolition is granted, the Local Planning Authority will wish to prevent clearance of a site unless there is an intention of implementing the replacement scheme immediately, to avoid leaving unsightly gaps in conservation areas. Steps will be taken by use of conditions or planning obligations to ensure that there is a high degree of certainty that the conservation area will not be harmed by pre-emptive demolition.

#### **Policy DM29 – Alterations to Heritage Assets**

**Works which would cause harm to the special interest of a heritage asset, whether designated or non-designated, or its setting, or would lead to the unsympathetic subdivision of its grounds, will not be permitted.**

**Alterations, additions or other works affecting the special interest of a heritage asset will only be permitted where they accord with other relevant policies and:**

- (i) the historic plan form and structural integrity of the building are retained;**
- (ii) the architectural and historic features forming part of the special interest of the building are retained;**
- (iii) the work reinforces the intrinsic character of the building through the use of appropriate materials and details;**
- (iv) the works do not harm the special interest of buildings**

**or structures forming part of the curtilage of the heritage asset.**

**Where alterations are permitted, there should be appropriate recording of those parts of the heritage asset or its setting affected by the works and conditions may be imposed to secure this.**

- 6.4.87 It is very important that changes affecting heritage assets do not harm their special interest and policy DM29 applies to designated and undesignated assets. This applies not only to a change of use, but to proposed alterations or additions, and to development affecting their setting. The setting of a heritage asset, which may be limited to its immediate surroundings or include land some distance away, can often make a major contribution to its special interest. Insensitive development within the setting of a heritage asset or inappropriate changes to the landscape forming part of its setting can be damaging to its special interest.
- 6.4.88 In determining applications for Listed Building Consent or planning permission it is essential to have sufficient information on the likely impact of the proposals on the special architectural or historic interest of the building and its setting. Submissions should include a description of the significance of any heritage assets affected by the proposals, including any contribution made by their setting. The level of detail should be proportionate to the importance of the heritage asset.
- 6.4.89 As heritage assets are irreplaceable, any harm or loss should require clear justification, and applicants will need to show that the benefits of their proposals outweigh any harm to special interest. Where it is clear that a heritage asset has been deliberately neglected or that damage has been caused in the hope of achieving consent, the deteriorated state of the heritage asset will not be taken into account in any decision.
- 6.4.90 The setting of heritage assets is varied and may include elements of townscape or landscape, including wider views. Proposals for new development should respect setting and not result in the loss or degradation of important views to or from the asset such that they harm the significance of the asset. The scale of development need not be large for the impact to be significant. For example, the formation of a parking area in a front garden, or the subdivision of grounds by fencing or other means of enclosure, can have a dramatic effect.
- 6.4.91 The cumulative effect of a series of apparently minor changes can also have a significant effect on the general ambience of a place, and careful consideration of all proposals is required.

#### **Policy DM30 – Changes of Use of Listed Buildings**

**In order to protect the character of listed buildings and to secure the retention of their special interest, proposals for changes of use which accord with other relevant policies will be permitted provided they;**

- i) deal comprehensively with the intended use and operation of the whole building and site, and contain sufficiently detailed information to understand the full impact of the proposals internally and externally;**
- ii) propose a use which would not be harmful to the special interest of the building. Proposals which would result in the under-use of the building especially upper floors, or inappropriate use of cellars, will not be permitted;**
- iii) involve a building that is capable of beneficial use without considerable alteration and consequent loss of special interest.**

**Where listed building consent is required for associated alterations, an application should be submitted in parallel with the planning application for change of use.**

6.4.92 To ensure that listed buildings continue in a beneficial use, it may be necessary for a new use to be permitted. It is, however, important that the use is appropriate to the character of the building and that its essential features which contribute to its significance are retained.

6.4.93 The Local Planning Authority aims to safeguard the long-term future and continued maintenance of listed buildings. Ill-considered proposals, which make use of one part of the building without proper regard for the remainder, can be prejudicial to the well-being of the whole building. To enable the true impact to be assessed, changes required to meet statutory regulations, including environmental, sustainability, fire and building regulation controls need to be fully understood at the outset and should be detailed as part of the proposals. Where such changes require additional consents, other necessary applications should be submitted and determined in parallel.

6.4.94 The under-use of upper floors can be a particular problem in the larger commercial centres. This is unsustainable and acts as a disincentive to repair and maintenance. Unless necessary for the efficient and viable use of the ground floor, the use of upper floors solely for shop storage purposes will be discouraged where the existing building is capable of use as residential or commercial accommodation, without detriment to its special interest.

6.4.95 Many cellars within the centre of Winchester and other historic settlements are of archaeological interest, often pre-dating the present buildings. Proposals should seek to preserve them and where appropriate bring them into low impact use.

#### **Policy DM31 – Locally Listed Heritage Assets**

**The Planning Authority will compile a list of locally significant heritage assets taking account of the criteria summarised below and detailed at**

**Appendix D:**

- i) Design value**
- ii) Group value**
- iii) Archaeological interest**
- iv) Designed landscape structures**
- v) Landmark status**
- vi) Rarity**
- vii) Local distinctiveness**
- viii) Evidential value**
- ix) Historic association**
- x) Social & communal value**

**Criteria i) – vii) are weighted higher than criteria viii) – x). In order to be considered for local listing, buildings should satisfy at least 2 criteria, one of which should be from i)- vii). Buildings or structures meriting inclusion in the list will be recorded and integrated into the Winchester Historic Environment Record.**

**Where planning permission is required, demolition or damaging alteration of buildings or structures on the list will be permitted only where it can be demonstrated that retention or less damaging alteration is not feasible, or where the benefit derived from the loss or alteration is overwhelmingly in the interests of the locality.**

**When permission is granted for demolition or alteration of a building or structure on the local list of heritage assets, the applicant will be expected to secure building recording to the appropriate level as required by condition.**

**The List of locally significant heritage assets will be reviewed and updated from time to time.**

6.4.96 The special character of the District owes much to the rich heritage of buildings, structures and means by which man, over the centuries, has managed the land, city, market towns and villages. Historic structures, whether they be derived from the residential, agricultural, commercial, cultural or industrial past often add richness and distinctiveness to local places but might not justify statutory protection on a national scale of significance. The compilation of a list of local heritage assets means that the community has an influence in the identification of valued heritage assets which contribute to their environment and flags up the desirability of their conservation.

6.4.97 Whilst local listing of a heritage asset does not bring additional consent requirements over and above those required for planning permission, buildings or structures recognised by their inclusion on the list merit consideration in planning matters. The planning authority will be able to make a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset to the area's character. As such, the



contribution and conservation of locally listed heritage assets will be a material consideration in planning decisions that directly affect them or their setting.

- 6.4.98 Selection of structures for inclusion in the list needs to be objective if it is to be considered reliable. The planning authority has therefore devised the criteria in policy DM31 and a selection and review process to be followed, and this will be set out in more detail in a Supplementary Planning Document (SPD) to be prepared. The absence of any particular heritage asset on the local heritage list should not be taken to imply that it has no heritage value, simply that it does not currently meet the selection criteria or that its importance has yet to be identified.
- 6.4.99 Where the planning authority considers that the exercise of permitted development rights would undermine the aims of locally listed heritage assets, it may consider the use of an Article 4 Direction to ensure any permitted development is given due consideration.
- 6.4.100 Winchester's Historic Environment Record provides the ideal means by which information supporting the local heritage list can be accessed by the public. Information supporting the nomination and selection process will be integrated into the Historic Environment Record in a consistent manner and will be set out in the proposed SPD.

#### Policy DM32 – Undesignated Rural Heritage Assets

**The change of use of redundant agricultural and other rural or industrial buildings of historic or architectural interest will be permitted provided it accords with other relevant policies and:**

- (i) the building is capable of conversion without significant structural alteration or replacement, or changes which would be detrimental to the distinctive character and historic interest of the building or its setting, its historic fabric, or features. If appropriate, a significant proportion of the building's interior should be left un-subdivided to maintain its spatial qualities;**
- (ii) the building is incapable of being used in a more suitable way;**
- (iii) if the building forms part of a complex of agricultural or industrial buildings, a comprehensive strategy is put forward which shows the effects on all heritage assets and their settings.**

- 6.4.101 Changes in agricultural and industrial practices and demands have resulted in a number of rural buildings falling into disuse. Permitted development rights on the re-use of agricultural buildings now allow conversion of agricultural buildings in specific circumstances to residential (Class C3) use following a "prior notification" process. Where this does not apply, and where rural buildings have become redundant, and cannot be used for suitable ancillary purposes, storage, employment, or community uses, generally

require less alteration to the fabric of the building than residential conversion and are therefore preferred as they are more likely to retain the character of the building. The planning authority will consider whether or not there is justification to include a redundant building on the local list as an “un-designated heritage asset”.

- 6.4.102 The character of many farm buildings is derived from their simplicity, openness of interior, lack of window openings and an uninterrupted roof plane. Their juxtaposition with other rural buildings as a group may also add to their interest and the character of the area.
- 6.4.103 Many agricultural buildings may remain in use for a variety of purposes well suited to their design and character. The local planning authority wishes to ensure that such buildings are maintained in a good state of repair and continue to be used for a purpose to which they are best suited. Conversion to uses which support the rural economy whilst continuing to contribute to the character of rural areas will be supported. Methods of conversion to a more economically attractive use which result in harm to character and compromise the alterations required for adaptation will be resisted where consent is required and alternative means of incorporating change will be sought.
- 6.4.104 The very nature of farm buildings (e.g. barns, granaries etc) means that inherent conflicts can arise when adapting them to a use requiring the subdivision of spaces and the introduction of openings where few, if any, exist. English Heritage, in its 2006 Guidance “The conversion of Historic Farm Buildings” advocates a strong general presumption against residential conversion of listed farm buildings and the Local Planning Authority supports that stance.
- 6.4.105 Whilst the District does not have a large number of industrial buildings compared to other parts of the country, it does have a number of mills, forges, pumping stations and other structures, which are of architectural merit and historic interest. Industrial buildings are often very individual in character with their architectural and historic interest reflecting the function and requirements of the processes involved in their original use. Finding suitable new uses for such buildings when they become redundant is challenging and similar principles to those for rural buildings will apply for their conversion. A new use, which includes some degree of public access will usually be considered preferable where the building has an important interior.
- 6.4.106 Where the building adjoins, or is in close proximity to another use, the possibility of it remaining largely unaltered and serving as a subsidiary role needs to be fully evaluated. A number of barns operate in this way, providing ancillary facilities for the main residence close by. This provides a function for the building, enhances the prospects of repair and maintenance, and avoids the need to erect new structures in the grounds, which can also be problematic. An ancillary use involving minimal alterations will always be preferable to residential conversion.
- 6.4.107 Providing the conversion is undertaken in a manner which respects the essential features and characteristics of the building and its setting, new employment and storage uses can be a valuable means of generating income

for the repair and maintenance of an otherwise redundant building. Employment uses can also allow a degree of public access to be achieved, which enables the special interest of the interior to be appreciated.

- 6.4.108 There may be instances where an exception to normal policy may need to be made. A barn isolated from its farmstead and now forming part of a residential community may be unsuited to employment use due to traffic considerations, etc. With its original purpose gone, an acceptable alternative use is required if the building is to receive the care and maintenance needed for long term survival.
- 6.4.109 Residential conversions will therefore not be permitted unless this is the only means of ensuring the retention of the building and its character. Conversion to residential use will always be seen as a last resort, and alternatives such as employment and community uses must be evaluated in the first instance with evidence produced to support any claim that non-residential uses are not viable.
- 6.4.110 Conversions that require substantial reconstruction or demand a high level of intervention to achieve the structural needs of the new use, are unlikely to be sympathetic. It is important to establish at the outset the nature of the work required to implement a conversion scheme and applicants are encouraged to submit concurrent planning and, if necessary, listed building applications supported by full measured drawing of the existing building and the proposal for conversion, to enable a judgement to be made.
- 6.4.111 Proposals for the conversion of a building which forms part of a group should consider and provide information concerning the intended use of the other buildings. This is to ensure that the conversion of one building does not pre-empt a mix of uses, which will secure a more favourable future for the whole group. It is also important to ascertain how the new use will fit into the overall operation, if the historical and visual integrity of the group is not to be compromised. The new use should not only secure the future of the particular building which is the subject of the application, but also help to maintain or enhance the immediate environment, including other buildings in the group.
- 6.4.112 The setting provided for farm and other rural buildings is very important and a good conversion can often be marred by the use of inappropriate landscaping, for example. The problem is often greatest with residential conversions, but other uses can also give rise to difficulties. This matter is so fundamental that it needs to be resolved at the outset and permission is unlikely to be granted in the absence of sufficient information to ensure the intrusion of residential curtilages within rural agricultural landscapes is avoided.

#### **Policy DM33 – Shopfronts**

**Proposals that alter or replace existing shopfronts which currently contribute to the character of the building or area, will only be permitted if they continue to preserve or enhance the character of the area and are designed to relate closely to the overall character of the building in terms of scale and style. New shopfronts in conservation**

**areas should normally incorporate traditional design elements and materials.**

**Blinds and canopies will be permitted providing the size, colours, design and materials are appropriate to the character of the building.**

**Shutters requiring planning permission will only be permitted where they are designed as an integral part of the shopfront and allow visual permeability into the shop when in use. Solid external shutters which obscure the shopfront will not be permitted.**

**Permanently blanked out shopfronts will not normally be permitted. Advertisement on the surrounds of automated cash machines and visual display screens will not be permitted**

6.4.113 Shopfronts make an important impact on the street scene in shopping areas and influence the quality of the environment, particularly in Conservation Areas. Whilst well designed shopfronts make a positive contribution to the appearance of a street, insensitive and obtrusive shopfronts spoil the character of the area. Shopfronts are often regarded as transient features of a building but it is important that historic examples, including the best of those installed in the 20th Century, are retained or restored, and others are sensitively adapted to meet modern needs. Of particular interest will be those historic shopfronts which form part of listed buildings and unlisted buildings in conservation areas, or other undesignated heritage assets.

6.4.114 The City Council produced “Design Guidance for the Control of Shopfronts and Signs” in response to the trends towards standardised shop design and the imposition of corporate identities regardless of the building involved. This document will be updated periodically and is principally aimed at guiding the design of new shopfronts affecting heritage assets, where the Planning Authority has greatest control, but is also applicable to shopfront design generally in the District.

6.4.115 **Blinds and canopies.** Retractable blinds and canopies are traditional elements of the commercial streetscene and well designed blinds and canopies which form an integral part of the overall design of the shopfront will be permitted. Non-retractable canopies and blinds, or those which are garish and obtrusive, or whose principal function is to advertise will not be permitted, particularly in the conservation area, the designated Area of Special Advertisement Control or on listed buildings.

6.4.116 **Shutters.** There is a range of security measures that can be used to protect shopfronts, including the security shutter. When placed internally with an open lattice grille, the display function of the window is maintained outside shopping hours, and improved protection is provided for the premises. Where solid, impermeable shutters or external solid shutters are incorporated they tend to mar the appearance of the building and deaden the shopping street to the detriment of the attractiveness of commercial areas and the night time

economy. They are therefore rarely an appropriate solution and will be resisted in town and village centres.

**6.4.117 Blanked out shop windows.** There is a trend to use the space occupied by shopfronts internally to locate additional shelves or displays of goods or services for sale, with the window being blanked out to create the additional “wall space”. This harms the appearance of a shopping street by removing tangible demonstrations of retail or commercial activity. This is particularly evident at night time where the darkness and loss of natural surveillance can inhibit the attractiveness of a street for the night time economy. Where additional space is required inside a shop, the inclusion of a shopfront display will be encouraged. The use of blanked windows with advertisements for goods or services will also be strongly resisted.

**6.4.118 ATMs and Visual Display Screens.** Automated Teller Machines (cash machines) and visual displays are an increasingly common and useful part of the shopping experience and the City Council will support the installation of well located and designed examples. If it is necessary to install a unit within a surrounding panel, the design should ensure that the shopfront does not become blanked off altogether, nor used as a means of additional advertisement display which can be detrimental to the overall character of the building or street scene by introducing additional visual clutter.

#### Policy DM34 – Signage

**In order to maintain commercial and visual attractiveness, consent will be granted for advertisements and signs which conform to the guidance below and the City Council’s ‘Design Guidance for the control of Shopfronts and Signs’.**

**Illuminated signs, fascias and letters will only be permitted within conservation areas where they support a night time business. Internally illuminated signs will not be permitted within conservation areas.**

**Where consent is required, hanging or projecting signs will only be permitted where they do not contribute to visual clutter or detract from architectural features on the building. These will be expected to be located at fascia level, unless replacing existing historic signs.**

**Advanced Warning Signs (A-Boards and free standing boards) will be permitted only where they conform to the City Council’s Design Guidance for the control of Shopfronts and Signs and are directional in their message. General advertising of particular goods for sale will not be permitted.**

**Where cafes and restaurants are permitted to locate tables and chairs on the highway, advertisements will not normally be permitted on banners or hoardings surrounding them.**

**In Winchester City Centre, Advanced Warning Signs will not be**

**permitted for premises located on the High Street, Broadway, Upper High Street, St Georges Street and Jewry Street.**

- 6.4.119 Signage on buildings and within the streets normally requires advertisement consent and can, when well designed and located, add vitality and interest to a commercial centre. Poorly designed signage schemes can seriously affect the appearance and character of the area and create physical as well as visual clutter. In conservation areas in particular, careful control over the design, form, size, location and materials used for signs is needed to ensure they are in keeping with the area and the buildings they serve. The use of signs can contribute to visual and physical clutter and this will be a consideration when determining applications for their display.
- 6.4.120 Traders which lie off the main commercial thoroughfares of the District's main centres can be at a disadvantage in terms of attracting footfall. Well designed and located signs may therefore be acceptable providing they accord with the "Design Guidance for the Control of Shopfronts and Signs". However, Advanced Warning Signs (A-Boards and other free standing signs) are unnecessary in the main shopping streets of Winchester which have high footfall. Where they are in close proximity to street furniture, market stalls, The Buttercross or The Pentice and other architectural features, they can cause physical obstructions as well as visual clutter. Premises trading on these main streets will therefore not be permitted to display Advanced Warning Signs. Where permitted, only one Advanced Warning Sign will be allowed per premises advertised and the City Council will take appropriate action to remove unauthorised signs within the main town and village centres of the District.