

#### **D4 - design principles for market towns and rural villages**

- Support - 19
- Neither support of object - 8
- Object - 6

The changes to the supporting text and the Local Plan policies have not only been informed by the responses to the Regulation 18 consultation but they have also taken on board any additional feedback that has come out of discussions/meetings with statutory consultees and members in order to improve the clarity and understanding of the contents of the Local Plan.

<b>Comments in support of D4 - design principles for market towns and rural villages</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-NKS3-G Bishops Waltham Parish Council	D4 Design Principles for Market Towns and Rural Villages. Welcome proposals but would add the need for affordable housing under point (5) "...providing homes for all including young and old including affordable housing..."	The elements identified in criterion v) are taken from the design workshop report so it would be confusing to introduce new wording. More pertinently, the wording already mentions "providing homes for all" and the Vision for this area seeks "modest growth to meet their needs" so it is considered the aspiration for homes, including affordable homes is sufficiently highlighted in the text.
ANON-KSAR-NKZU-S	The policy is supported alongside schemes identifying characteristics and principles set out in Village Design Statements, Area Design Codes, Planning Frameworks and Design Codes.  SH26 should be considered as an allocation due to the conformity to	Noted.

	<p>this policy, the extensive engagement held with Shedfield Parish Council and the design code submitted as part of pre-application 19/00822/PRE.</p>	
<p>ANON-KSAR-N8YF-P</p>	<p>I would encourage that service provision is pushed further to support the rural villages so that there is less need to go into the city centre for recreation for example</p>	<p>Noted. The Council is preparing an Infrastructure Delivery Plan to address the needs identified by service providers.</p>
<p>ANON-KSAR-N85A-D</p>	<p>[This response should be read in conjunction with the full copies of the 'Bishop's Waltham Representations to the Winchester Local Plan Regulation 18 representations OBO Crest Nicholson' representations submitted by email to:</p> <p>Crest Nicholson fully supports the Council's objective of achieving high quality, well designed and inclusive places through draft Policy D1. Crest Nicholson is committed to enhancing the communities of Winchester (notably, Bishop's Waltham) through making good design fundamental to all its proposals in the district. Indeed, Crest Nicholson is already delivering high quality development on land adjacent to the Site following the allocations made by LPP2, and in doing so has demonstrated a good understanding of the local vernacular (as evidenced by the Council granting planning permission in the context of Policy DM15 of LPP2).</p> <p>Crest Nicholson also notes the specific design requirements for development in Market Towns under draft Policy D4 and would be committed to working collaboratively with the local community of Bishop's Waltham to inform the design framework and place making principles for the development of the Site, should it be allocated.</p> <p>Crest Nicholson will develop a proposal of high-quality design that responds to the established local context of the area and is informed by the design principles of draft Policies D1 and D3, the 10 characteristics</p>	<p>Noted.</p>

	of good design set out in the National Design Guide and the objectives of paragraph 126 of the Framework.	
ANON-KSAR-N81T-V Sparsholt Parish Council	<p>Community engagement is important and Local Parish Councils and Town Councils should be informed of any pre-planning advice that has been given and ideally the parish/town council should be involved when giving such advice.</p> <p>How will WCC demonstrate and measure its active Community engagement in its decision making?</p>	<p>Pre-application advice is provided by the Council in its role as Local Planning Authority and by others, such as the County Council and statutory agencies. This service is confidential for all users, though where appropriate potential applicants are advised to undertake proactive pre-application engagement with the local community, including relevant town and parish councils.</p> <p>The Council will demonstrate its community engagement in its own decision making in individual planning application reports and in the documentation supporting this emerging local plan, including ultimately the regulation 22 statement which will be submitted to the independent Examination to demonstrate how the Council has involved communities and others in the production of the plan.</p>
BHLF-KSAR-N87J-R Micheldever	We support these strategic policies however we feel that it is important to establish the principle that development cannot be at a cost of a reduction in food producing farmland. In addition, we would support a principle that no large development should be able to be considered on greenfield sites until brownfield sites have been exhausted.	The draft plan has followed a “brownfield land first” strategy, but there is insufficient brownfield land to meet all identified needs. Nonetheless, new greenfield sites for uses which are not

Parish Council		identified as priority are phased after 2030, which will focus development on brownfield sites. Very little of the land proposed to be allocated for the first time in this plan is in current agricultural use.
BHLF-KSAR-N8ZF-Q	Dudsbury Homes is committed to delivering high quality well-designed housing schemes, so fully supports these policies.	Noted
BHLF-KSAR-N8BS-C	This is a positive policy that provides parameters. However, these should be applied on a case-by-case basis allowing for sufficient flexibility when considering sites. It is recommended that criteria (iv) be expanded, encouraging all proposals to engage with the Design Review Panel (DRP) so that proposals are shaped by independent and external professionals.	Agreed. Upon reflection this point is better dealt with in the strategic design policy D1. Amendment made to that policy. <b>Proposed Response:</b> Amend Policy D1 accordingly.

<b>Comments which neither support nor object to D4 - design principles for market towns and rural villages</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-NKHA-K	<p>1. Point ii reads: “Any relevant aspects, identified characteristics and principles set out in, Village Design Statements, Conservation Areas, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local community;” It is disappointing that local consultation has only taken place within the parish of housing site options and the Mill Lane Sports site. The former was resolved satisfactorily, largely due the work of Wickham Society and Knowle Residents’ Association; the latter has not been resolved and the Masterplan for it is not supported by residents. The Parish Council commissioned volunteers to survey opinion of residents and visitors on major issues in 2019 and the results were presented to the Council. No further action has taken place and no local plan/design statement has been produced for local consultation. This is regrettable and so the Local District Plan elements referring to Wickham are poorly evidence based (hence the flaws outlined earlier in this response)</p>	The comments regarding the proposal at Mill Lane are noted.
ANON-KSAR-N8YM-W	<p>BSP recognise and support the importance of delivering the Local Plan Vision for Market Towns and Rural Villages. Under part i) of the draft policy wording, reference is made to ‘any aspects, characteristics and specific design requirements that have been identified in the relevant site allocations policies.’ The opportunity at Fairthorne Grange is closely aligned with the North Whiteley Strategic Housing Allocation, and the proposed design approach has been predicated on enhancing and building on the linkages to the allocation, and representing a natural and defined edge to the wider area of development to the south of the site.</p> <p>Equally, in developing the vision and approach to the proposals at</p>	Noted.

	<p>Fairthorne Grange, BSP have also recognised the setting of nearby villages Curbridge and Curdridge. Key principles that have underpinned the proposed vision for the site include creating a strong landscape defensible edge and setting development back from the edges, with inclusion of a 'soft' edge.</p> <p>BSP equally recognise the importance of development relating positively to the immediate and wider setting of the site, and to be responsive to local character, as well as reflecting relevant local design guidance as outlined under parts iii) and v). The proposed design at Fairthorne Grange has been informed by the Curdridge and Curbridge Village Design Statement and its local design cues.</p>	
<p>BHLF- KSAR- N8TB-D</p>	<p>In the smaller settlements, such as Hursley, infilling and smaller scale developments sympathetic to current rural settings (and in Hursley's case, definition as a Conservation area) should be allowed with local involvement and consultation. The Neighbourhood Plan should help this. In the case of Hursley, the Plan language does not always make it clear if it refers to the large, mostly rural Parish or to the village of Hursley itself. In addition for some reason the Hursley village settlement boundary shown in the draft Plan does not correspond with the actual village boundaries.</p>	<p>It is believed that the emerging Plan policies would facilitate sympathetic infilling and other development in settlements such as Hursley. The comments regarding the description of Hursley are noted, and it is agreed that some minor wording changes could help to ensure there is no confusion when referring to the settlement or the parish.</p>
<p>BHLF- KSAR- N8Z7-8 South Downs National Park Authority</p>	<p>(1) Conserving and Enhancing the Natural Beauty of the Area The landscape is the foundation for all other special qualities of the SDNP, including its setting, views, tranquillity, and unspoilt places and its distinctive towns and villages. With this in mind, the SDNP covers approximately 40% of Winchester District and a significant proportion of the remainder of the District is within the setting of the SDNP. Development within the setting of the SDNP must be sensitively located and designed to avoid or minimise any adverse impacts on the SDNP in line with Paragraph 176 of the National Planning Policy Framework (NPPF).</p>	<p>Agree policy D4 could usefully include reference to this spatially specific requirement. New criterion drafted.</p> <p><b>Recommended Response:</b> New criterion added to D4 to highlight need to consider impacts upon South Downs National Park.</p>

	<p>We welcome the emerging local plan's recognition for the need to protect and enhance landscape character. With this in mind, we recommend that the following policies are updated to include appropriate references to the need to avoid and/or minimise any potential adverse impacts on the SDNP, from development within its setting, in terms of landscape character, safeguarding views, tranquillity and dark night skies. These are; Policies D1 (High Quality, Well Designed and Inclusive Places), D2 (Design Principles for Winchester Town); D4 (Design Principles for Market Towns and Rural Areas), D5 (Masterplan), NE12 (Equestrian Development), NE13 (Leisure and Recreation in the Countryside), and NE14 (Rural Character).</p>	
<p>BHLF- KSAR- N8BF-Y</p>	<p>The policy also needs to clarify the scale of development it applies to - the requirement for a master plan is only appropriate for larger scale development for example.</p>	<p>The policy seeks to ensure that development secures the vision for the Market Towns and Rural Villages by setting out principles for development, including signposting relevant documents and policies. Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.</p> <p><b>Recommended Response:</b> Amend Policy D4 to refer to Policy D1.</p>
<p>BHLF- KSAR- N8BQ-A Historic Environment</p>	<p>The wording in this policy would benefit from minor modification, acknowledging that Conservation Areas do not themselves set out characteristics and principles. Suggested word change - <i>ii. Any relevant aspects , identified characteristics and principles set out in, Village Design Statements, Conservation Area <u>Appraisals and</u></i></p>	<p>Agreed.</p> <p><b>Recommended Response:</b></p>

<a href="#">Link here</a>	<i>Management Plans, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local...</i>	Amend criterion ii to refer to Conservation Area Appraisals and Technical Assessments.
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<b>Comments which object to D4 - design principles for market towns and rural villages</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-NKDH-P	The green corridor needs to be maintained between South Downs National Park and North Hampshire downs / A34 corridor leading through to Marlborough. Any development outside this corridor should not be located on productive farmland. Build quality should be to the highest quality with minimul carbon footprint utalising maximum opportunities to limit water requirements and energy requirements from the national grid. All water requirements should only be removed from sources other than underground aquafa's in the north of the county.	Comments are noted. The corridor referred to is not defined, but in any event it is considered that the emerging plan does not propose development which would significantly change the relationship between the SDNP and North Downs.
ANON-KSAR-NKJV-A	There is some overlap between Strategic Policy D4 and Strategic Policy D1. It is unclear why a separate policy for the Market Towns and Rural Villages is needed and as such this policy is not justified.	The intention is for D1 to set out the Design process, whereas policies D2-D4 set out how the Vision for each of the sub-areas of the Plan will be delivered. the design principles relevant for each of the sub-areas of the plan



<p>ANON-KSAR-N81F-E</p>	<p>Bargate Homes recognise and support the importance of delivering the Local Plan Vision for the Market Towns and Rural Villages. Under part v) in particular, reference is made to the key priorities identified in the Design workshop report, such as relating positively to the immediate and wider setting of the site, providing homes for all and supporting and encouraging the use of sustainable modes of transport.</p> <p>The opportunity at Salters Lane is uniquely positioned as the interface between Winchester town and Sparsholt ward which has a more rural character. The design approach for the site has therefore sought to respond to the rural setting on its western elevation which is located within Sparsholt ward. In accordance with the principles outlined in part v), the proposals will also result in the creation of a range of high quality homes for the local community, whilst supporting and enhancing linkages to sustainable transport modes.</p> <p>Part ii) of the policy refers to the need to take account of local design statements. As part of the emerging vision for the opportunity at Salters Lane, consideration has been had to the Littleton Village Design Statement (2009). In the context of the perceived gap between Winchester and Littleton, this statement confirms that the site at Salters Lane will not undermine this Gap, and the sense of separation. The proposed vision is accordingly considered to align with the key settlement gaps and will not compromise the rural character of Sparsholt Ward to the west, or Littleton and its environs to the north.</p> <p>The requirement for community consultation (criterion iv) should be clarified, as it is not appropriate/proportionate or effective in some cases, including small scale development, householder development etc. The policy also needs to be clarified in respect of what scale of development it applies to; the requirement for a master plan is only appropriate for larger scale development for example. And it lacks</p>	<p>Noted.</p> <p>A number of parties have sought clarity regarding when masterplans and/or community consultation will be sought. Amendments are proposed to emerging policies D1 and D5 accordingly.</p> <p><b>Recommended Response:</b></p> <p>Amendments to policies D1 and D5 to provide clarity regarding when consultation and masterplans are expected.</p>
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	mention of site specific design opportunities which may have been identified by the contextual analysis of the location (the emphasis is therefore on published design information rather than site specific context).	
ANON-KSAR-N838-2	I don't see how you can consider Denmead to be a market town for the reasons previously given.	The emerging local plan identified two market towns – Bishop's Waltham and New Alresford. Denmead is identified as a Larger Rural Settlement
ANON-KSAR-N8VD-H	Criterion (v) of Policy D4 makes reference to a Design Workshop report, but there is no other reference to such a report within the plan. The criterion should therefore remove the following words: "The key priorities identified in the Design workshop report".	Agree the specific Design Workshop report is not clearly identified. However, it is considered to add value to the policy by underpinning the key priorities identified in criterion v.  <b>Recommended Response:</b> Amend Policy D4 to refer to the specific Design Workshop report, and include additional paragraph in the supporting text to explain its relevance.
BHLF-KSAR-N86N-U	The requirement for community consultation (criterion iv) should be clarified, as it is not appropriate/proportionate or effective in some cases, including small scale development, householder development etc. The policy also needs to be clarified in respect of what scale of development it applies to; the requirement for a master plan is only appropriate for larger scale development for example. And it lacks mention of site specific design opportunities which may have been identified by the contextual analysis of the location (the emphasis is therefore on published design information rather than site specific context).	The policy seeks to ensure that development secures the vision for the market towns and rural areas by setting out principles for development, including signposting relevant documents and policies. Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.

		<b>Recommended Response:</b> Amend Policy D4 to refer to Policy D1.
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	<b>Recommendations</b>	<b>Officer response</b>
Comments from SA	None.	None
Comments from HRA	None.	None

## **Strategic Policy D4 Design Principles for Market Towns and Rural Villages community**

### Amendments to Policy D4

New development will deliver the Local Plan Vision for Market Towns and Rural Villages. Development proposals **should be prepared** through the design process **set out in Policy D1 and** will need to demonstrate how they address the following:

- i. Any aspects, characteristics and specific design requirements that have been identified in the relevant site allocations policies including **where appropriate** the development of ~~the~~ a masterplan which will set the design parameters, framework and placemaking principles for developing the whole site in order to deliver high quality places;
- ii. Any relevant aspects, identified characteristics and principles set out in, Village Design Statements, Conservation Areas **Appraisals and Management Plans**, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local community;
- iii. For proposals within the setting of the South Down National Park, the need to avoid or minimise any adverse impacts on the national park;**
- iii. Relevant local evidence set out in the ~~table~~ 10 Characteristics of ~~successful~~ **well-designed** places, in the National Design Guide including any updates as necessary;
- iv. How community engagement has been used to inform and been used to influence the outcome of the design process; and
- v. The key priorities identified in the Design workshop report **on Market Towns and Rural Areas** - preserving history and heritage; relating positively to the immediate and wider setting of the site; responsive to local character and identity; enhancing green/blue

infrastructure; providing homes for all including young and old; and supporting and encouraging the use of sustainable modes of transport.

Additional paragraph to follow 5.67 –

5.67 Allocations for development in the larger, more sustainable settlements is set out in this Plan. In addition, it is envisaged there will be infilling and redevelopment within settlements, and other development proposals to be considered through rural exceptions or proposals for community supported development.

**In November 2021 a series of design workshops were held with Design South East. The third workshop focused on the Market Towns and rural villages, and identified a number of key priorities for the future of Winchester's rural settlements.**