

HIGH QUALITY, WELL-DESIGNED PLACES AND LIVING WELL



BACKGROUND

5.1

Achieving high quality, well-designed places is a critical part of place making and an integral component of climate change and the city council's journey to net zero and the health and well-being agendas.

5.2

Good design means delivering high quality and sustainable places. In order to be successful and achieve this, the design of new development needs to respond positively to local distinctiveness, have active frontages and encourage residents to cycle and walk through the development, as well as providing strong connections to existing communities, with access to public transport links whilst enhancing the natural environment and addressing the challenges of climate change and overheating.

5.3

Nationally there has recently been a renewed emphasis on achieving good design and beautiful places which is reflected in Government planning policy and guidance. The city council is fully committed to promoting and achieving high quality and well-designed places and wants to ensure that this is an integral part of the Local Plan.

Achieving Good Design is a Process

The National Planning Policy Framework defines what is expected for well-designed places and explains how local planning policies and decisions should support this. Well-designed places and buildings come about when a rigorous design process evolves into a design proposal. This starts with an analysis of the design brief and site context which influence the layout, form, appearance and details of the proposed development. Underpinning this must be a set of local design policies which provide clear and unambiguous guidance to inform the design process and to appraise the outcome.



**DESIGN
PROCESS**

5.4

It is important to stress that high quality design is not just about aesthetics (i.e. how a development looks). This is important but good design is much more than that. It is as much about how a building is constructed and used, and the arrangements of the spaces and the uses around a building, and how this responds and connects to the setting of the development to produce an integrated scheme which reflects local distinctiveness. This can only be achieved by following a contextual process which allows the design to evolve and develop leading to a high quality, well-designed place.

5.5

Community engagement is also integral to the design process as it leads to a better informed scheme which identifies and addresses local issues. Good design will rarely be achieved where this iterative and inclusive process is not undertaken from the beginning and setting pre-determined outcomes at the outset of the project, before community engagement has started, will be unlikely to be a success in place making terms.

**HIGH QUALITY,
WELL-DESIGNED PLACES AND
LIVING WELL**



Components of a good design process



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BACKGROUND

5.6

The topic of design encompasses the process of looking at the existing context, needs and issues affecting existing places and reflecting this in new developments, but also includes supporting the ‘living well’ outcome of the plan. We need to think about places first, and the outcomes that we want to achieve from new development, and how the development connects and plays a positive role with the surrounding built and natural environment for the benefit of future occupiers and existing residents.

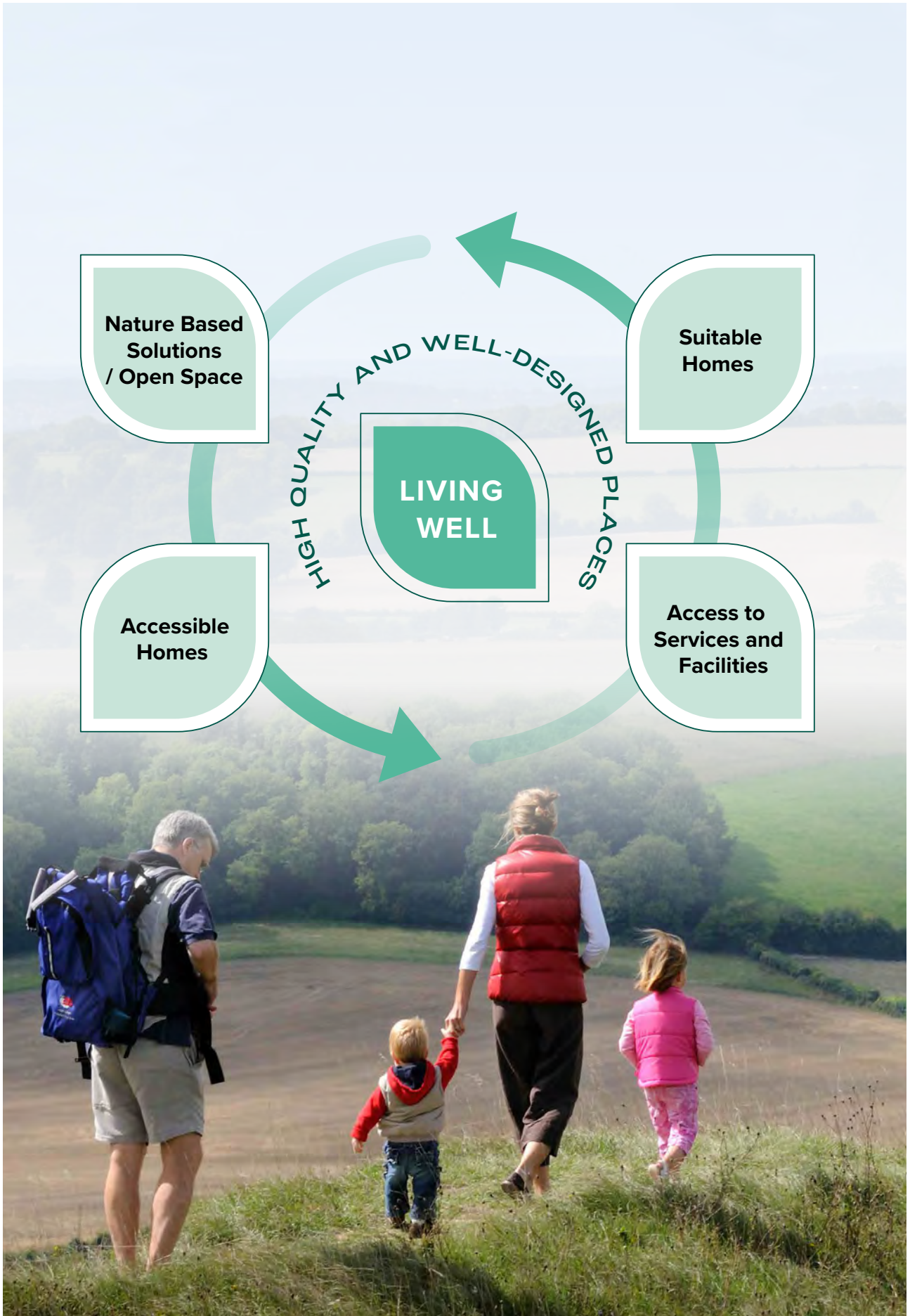
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One of the core planning principles of the NPPF is to improve health, social and cultural well-being for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. National policy and guidance on design has been published in the past few years. The NPPF was amended in July 2021 to make explicit reference to beauty, an expectation that local planning authorities will produce local design guides or codes, and confirms the importance which should be given to design in the planning process. The National Design Guide was amended in 2021 alongside the publication of a National Model Design guide.

5.8

The issue of living well encompasses a range of issues, including

- Connectivity;
- Access to open space;
- Ensuring homes are suitable and accessible to all;
- Have access to services and facilities they need;
- Promoting local food production and is all part of creating high quality;
- Well-designed places and living well;
- Good local access to recreational facilities and
- New development should place active travel at its heart to promote walking and cycling.



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THE ROLE OF THE LOCAL PLAN

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The NPPF requires the Plan to set out a clear design vision and expectations so that applicants have as much certainty as possible as to how the council expects them to approach the key issues of design when developing their schemes and what therefore is likely to be acceptable.

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The Plan should also be clear in setting out requirements for new open space and other detailed design matters to provide guidance for developers.

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The city council will require development of a high quality, which respects and enhances the district's varied local character and contributes positively to public realm, landscape and townscape, with strong permeability and connectivity to facilitate active travel, in order to create sustainable communities. Whilst this section of the Local Plan includes a number of policies for achieving high quality, well-designed places and living well, this topic crosses over with a number of other policies/topics which is why it is important that the Plan is read as a whole.

VILLAGE AND NEIGHBOURHOOD DESIGN STATEMENTS

5.12

These are produced by local groups within each parish/residents group. Design statements are adopted by Winchester City Council as Supplementary Planning Documents to the Local Plan.

winchester.gov.uk/planning-policy/monitoring-and-other-planning-documents/village-and-neighbourhood-design-statements

Many Parish Councils have now started the process of developing a village design statement (VDS) or are thinking about updating their existing VDS. The aim of the Plan is to reflect, without repeating, those aspects and aspirations of VDSs while providing the flexibility for communities to update their current design statements as appropriate.



DESIGN CODES

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The National Planning Policy Framework set out expectations that local planning authorities will produce design guides or codes which reflect local character and design preferences. This approach is amplified in the Levelling up and Regeneration Act. It is envisaged that as existing local design guidance, such as VDSs are updated they will be consistent with National Design Code and will move towards the form of local design codes once further details are available from the series of Government pilots or 'pathfinders' from around the country.



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HIGH QUALITY PLACES SUPPLEMENTARY PLANNING DOCUMENT (SPD)

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The city council has produced a SPD that sets out the principles of good urban design that applies to the area of Winchester district which lies outside the South Downs National Park.

The intention is to update this SPD to a Design Code and to take into account the council's climate emergency. Local Design Codes could then be developed and consulted on by the City Council/ local communities.



PRE-APPLICATION SERVICE

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The city council offers a pre-application advice service. The service encourages early proactive engagement with the city council to share and develop ideas. As part of this service potential issues will be raised with the aim to give more certainty by indicating likely outcomes where possible.

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We want to help applicants “get it right” before submitting a planning application which will:

- Be more efficient
- Save on costs
- Reduce multiple plan production
- Improve design quality
- Improve place making and value

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Further details about this service is available via the following link

winchester.gov.uk/planning/pre-application-service

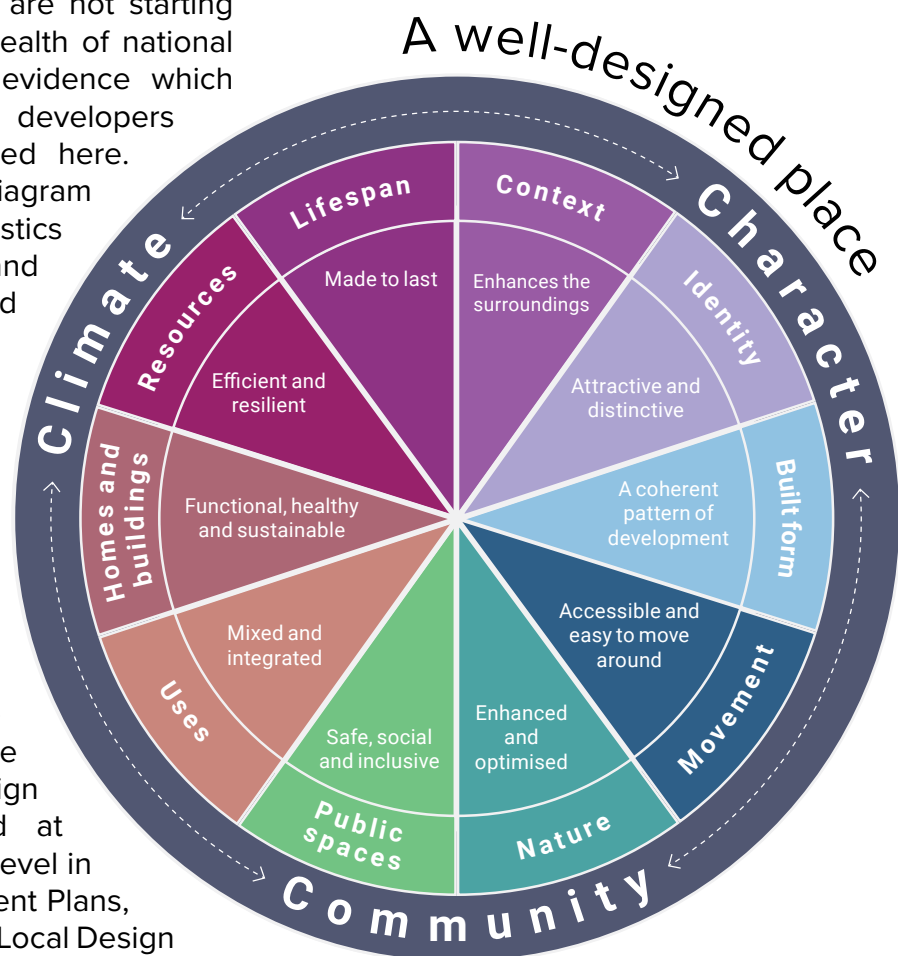


A SERVICE DESIGNED TO HIGHLIGHT POTENTIAL ISSUES AND
INDICATE LIKELY OUTCOMES

HOW WILL THIS TOPIC HELP TO DELIVER THE VISION IN THE NEW LOCAL PLAN?

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Achieving high quality, well-designed development is central to the Vision of the new Local Plan which is the reason why there is a specific topic on this issue. It is important to note that we are not starting from scratch. There is a wealth of national and local guidance and evidence which should be followed by developers and need not be repeated here. However, the following diagram sets out the ten characteristics of beautiful, enduring and successful places as defined in the National Design Guide which are included because they are key to achieving high quality places. It then outlines some specific issues to consider in the context of development in the Plan area which have been mapped against the ten characteristics in the National Design Guide. More detailed guidance on design issues can be prepared at either local or site specific level in Neighbourhood Development Plans, Village Design Statements, Local Design Codes and development briefs/masterplans that have been prepared and consulted on for specific development sites.



The ten characteristics of well-designed places



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HOW WILL THIS TOPIC HELP TO DELIVER THE VISION IN THE NEW LOCAL PLAN?

Key issues

Design

Whilst the Strategic Issues & Priorities consultation document did include a specific topic on achieving well-designed places, the key issues that came out of the responses received were as follows:

- i. Perceived poor quality of some proposals.
- ii. Perceived lack of response to changes in NPPF and national design guide
- iii. Increasing importance of well-being
- iv. Potential for design to contribute to climate emergency.
- v. Potential for regeneration of brownfield sites.

Living Well

- vi. We should only be planning healthy environments which have good air quality.
- vii. The current Open Space Standards are being reviewed as the COVID-19 pandemic has reminded us of the value of open space as a community resource.
- viii. Open space can provide space for a variety of uses: physical exercise or for quiet contemplation to improve our mental health and well-being, space for play and for social interaction outdoors.
- ix. They form an important part of neighbourhoods and communities.
- x. The Local Plan has a role in protecting existing open space and planning for a range of uses of open space in new developments.
- xi. We need to plan for an ageing population, to ensure our places are

accessible to all and people living in our community have access to the services and facilities they need and opportunities to maintain their health and well-being, and reduce social isolation.

- xii. The Local Plan needs to create and support communities where people can undertake journeys, by foot or cycle, to local shops and community facilities within 15 minutes¹ of their home.
- xiii. Opportunities should be explored to promote local food production to provide healthy food, reduce carbon emissions associated with transport of produce, and opportunities for community interaction and reduce social isolation.
- xiv. Homes should be large enough for everyone of working age to work from home if required by their employer.

What did the consultation tell us?

In order to address and find more about what people thought about design issues in the district, Design South East were appointed by the city council to hold three workshops relating to how the city council could improve the way that it currently deals with design issues. The key outcomes of those exercises are set out below –

Design policy –

- xv. Achieving high quality design is a process.
- xvi. The Report (page 5) includes feedback from the delegates on how well they thought the existing LP created desired outcomes in terms of environmental quality and place making.

xvii. Delegates provided feedback on the existing policies in the form of Keep/Delete and Amend which has been used to inform and shape the development of the policies that have been included in this topic.

Winchester Town –

xviii. Identified 5 Areas of Opportunity in Winchester (Station Area, North Walls, Westgate, The Broadway and Bar End) which have been incorporated in this topic. The workshop identified a number of sites within and close to Winchester that had the potential to be redeveloped/refurbished and considered the existing movement network and the issues around these.

Market Towns and Villages –

Successful development:

- xix. Local distinctiveness and materials were key issues.
- xx. Development should respect the rural nature and their setting.
- xxi. Integrate landscape and open spaces.
- xxii. Importance of Village Design Statements and using local knowledge to influence the design process.

Poor development:

- xxiii. Movement network and parking arrangement.
- xxiv. Over development.
- xxv. Some new development is bland and lacking local character.
- xxvi. Development could be anywhere.

Living Well

Existing local and national policies were not adequate for protecting health and well-being and reducing inequality.

Summary of the key points raised:

- xxvii. Concern over the design of new developments.
- xxviii. Need for smaller housing developments, mixed housing typologies and tenures to create balanced communities and accessibility and lifetime homes.
- xxix. Community Infrastructure – important for social connection and tight supported communities.
- xxx. Movement/ Transport (Cycling and Walking infrastructure, Public transport , Air Quality).
- xxxi. Location of new development (the Development Strategy), and how this indirectly influences health and well-being (15 minute cities¹), Settlement boundaries, Brownfield first, Inner City accommodation.

What can the Local Plan do?

The design of the built environment has a direct effect upon where we live, work and spend our leisure time. Given the importance that design has on our everyday lives, the Local Plan has a key role in setting out clear planning policies on how developers need to follow a sound design process and to fully consider and take into account the relationship between buildings, spaces and landscape, and the surrounding area, including good permeability, connectivity and reflecting local distinctiveness, as well as detailed design and materials that are used in the construction of a building.



Key
Issues



¹ The term 15 minute cities has now been updated to the concept of 20 minute neighbourhoods

DELIVERING HIGH QUALITY, WELL DESIGNED PLACES

Introduction to contextual survey and analysis

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At the heart of the council's approach to achieving high quality, well-designed places is the need for proposals to be suitably informed by and respond positively to the local context.

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The goal is to ensure that a 'sense of place' is created, which is memorable for its architecture, townscape and the high quality of the public realm and responds positively, and is well connected to, its immediate and wider setting. Where appropriate, this can be informed and draw on the previous use of the site in order to help create a sense of place.

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Design solutions need to be informed by a sound process which is informed by contextual survey and analysis, comprising an assessment of the constraints and opportunities of the site and how its surroundings have been used to help inform and influence the principles of the proposed design.

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The goal is to ensure that the approach is process orientated (a creative approach based on the context), as opposed to being product-driven (standard solutions imposed regardless of context) with pre-determined design solutions. Local engagement should be used to inform this approach because it would highlight issues that would otherwise not be apparent to those developing a scheme and helps designers understand how a place works as well as how it looks.

5.23

The Design and Access Statement should include the contextual survey and analysis, as well as an explanation of the principles of design, setting out how the proposal makes a positive contribution to the local environment and creates a contextually designed place with a distinctive local character which sits comfortably within its immediate and broader setting.

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By developing a comprehensive and thorough understanding of the context this should facilitate an original, creative solution rather than simply copying surrounding buildings or relying on standard templates which does not generally deliver good design.



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There are nearly always various possible design solutions (there is probably not a single acceptable design option), based on either traditional or contemporary design principles. However, whatever design solution is ultimately proposed, it needs to be contextual in its approach and to explain and justify the choices made which will achieve a high quality outcome.

How to conduct a contextual survey and analysis**5.26**

The design process starts with a contextual survey and analysis. This is an important task and should be undertaken in a methodical and thorough manner.

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Carrying out a contextual survey is a process where the designer spends time recording and mapping what the environment is like in the wider area around the site as well as the analysis of the site itself.

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The process involves looking at physical characteristics of the place but should also include social and development viability factors (depending on the scale and nature of the development proposal).

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Understanding context includes understanding how the area has developed, which has influenced, and helps to define, its present character. This can be seen as an ongoing process of development resulting in layers of history that are experienced through their continuing influence on the present landscape, townscape and activity in our environment.

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Numerous factors may have influenced the present character of an area, including its underlying geology, past economy, landownership and the development of new technologies. In areas with a strong historic character particular attention should be given to exploring the processes and factors that have influenced the form of development, including the settlement morphology, pattern of plots and forms of boundaries, present and past uses of space and the form, materials and detailing of historic buildings. Such assessment is an important stage in good urban design both within and outside designated historic areas.

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It is best to present the findings in a report explaining the analysis with supporting plans, drawings and photographs, as these are easily understood and will need to be referred to frequently in order to show how conclusions were reached.



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DELIVERING HIGH QUALITY, WELL DESIGNED PLACES

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The results from this study will be used to inform the next stage, which is to establish the design principles and produce a design framework, which in turn then forms the basis for the detailed design.

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Good contextual analysis and design will identify key positive factors in an area which gives the locality its identity and character. At the same time it will also identify any negative aspects, consider how to remedy those as much as possible and ensure they are not repeated in the new development.

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The analysis will also need to establish the site constraints. These should not necessarily be seen as negative factors, as constraints often have the benefit of shaping the design process, and should stimulate creative design solutions.

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The next section looks in more detail at the issues to consider when conducting the contextual survey and analysis.

Recognising constraints and opportunities

5.36

The table overleaf sets out the ten characteristics of design as set out in the National Design Guide. For each characteristic, existing relevant evidence and guidance is set out to assist in informing the design process. This evidence will be updated and evolve as time passes.

Using the ten characteristics of successful places from the National Design Guide and applying them to the Winchester City Council context.



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DELIVERING HIGH QUALITY WELL DESIGNED PLACES (CONTINUED)

Characteristic	To consider and achieve	Existing local evidence (assessments and measures)
Context Enhances the surroundings	<ul style="list-style-type: none"> - Understand and relate well to the site, its local and wider context - Value heritage, local history and culture 	<ul style="list-style-type: none"> - Conservation Area Appraisals and Technical Assessments - Winchester District Landscape Character Assessment (2022) - Village Design Statements - Local Area Design Statements
Identity Attractive and distinctive	<ul style="list-style-type: none"> - Respond to existing local character and identity - Well-designed, high quality and attractive places and buildings - Create character and identity 	<ul style="list-style-type: none"> - HCC Townscape assessments for Winchester and Whiteley - Local Register of Historic Parks and Gardens - WCC Criteria for identifying non-designated heritage assets and locally listed buildings
Built Form A coherent pattern of movement	<ul style="list-style-type: none"> - Compact form of development - Appropriate building types and forms - Destinations 	<ul style="list-style-type: none"> - High Quality Places SPD or its successor
Movement Accessible and easy to move round	<ul style="list-style-type: none"> - A connected network of routes for all modes of transport - Active travel - Well-considered parking, servicing and utilities infrastructure for all users 	<ul style="list-style-type: none"> - Winchester Movement Strategy - Winchester Local Cycling Walking Infrastructure Plan - Winchester Walking Strategy (2014) - Air Quality Action Plan (Winchester City centre). - Hampshire County Council Transport Contributions Policy 2007 - Winchester Local Plan 2038 - Transport Assessment (2020) - Winchester City Council Residential Parking Standards SPD (2009)
Nature Enhanced and optimised	<ul style="list-style-type: none"> - Provide a network of high quality, green open spaces with a variety of landscapes and activities, including play - Improve and enhance water management - Support rich and varied biodiversity 	<ul style="list-style-type: none"> - Current Biodiversity Action Plan

Characteristic	To consider and achieve	Existing local evidence (assessments and measures)
Public spaces Safe, social and inclusive	<ul style="list-style-type: none"> - Create well-located, high quality and attractive public spaces - Provide well-designed spaces that are safe - Make sure public spaces support social interaction 	<ul style="list-style-type: none"> - Winchester City Council Open Space Assessment 2022 - Parks and Open Spaces Survey 2018 - Open Space Improvement Action Plan 2022 - Winchester Vision
Uses Mixed and integrated	<ul style="list-style-type: none"> - A mix of uses - A mix of home tenures, types and sizes - Socially inclusive 	<ul style="list-style-type: none"> - Future Local Housing Need and Population Profile Assessment - Winchester District Strategy Housing Market Needs Assessment (2020) /Focused SHMA (2024) - Evidence base that has been prepared to support specific issues or sites
Homes and Buildings Functional healthy and sustainable	<ul style="list-style-type: none"> - Healthy, comfortable and safe internal and external environment - Well-related to external amenity and public spaces - Attention to detail: storage, waste, servicing and utilities 	<ul style="list-style-type: none"> - Hampshire Fire & Safety Service standards. - HCC Air Quality Framework - Winchester Waste Management Guidelines
Resources Efficient and resilient	<ul style="list-style-type: none"> - Follow the energy hierarchy - Careful selection of materials and construction techniques - Maximise resilience 	<ul style="list-style-type: none"> - High Quality Places SPD or its successor
Lifespan Made to last	<ul style="list-style-type: none"> - Well-managed and maintained - Adaptable to changing needs and evolving technologies - A sense of ownership 	<ul style="list-style-type: none"> - Winchester Town Vision



Table

6 STAGES IN THE DESIGN PROCESS

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Design solutions need to be informed by a thorough contextual survey and analysis, clearly identifying the constraints and opportunities of the site and showing how its surroundings have informed the principles of design. Local engagement will help inform this step.

5.38

The contextual factors to consider will depend on the characteristics of each site, and the form of development proposed. Matters to assess potentially include: the pattern of development; height, scale, massing and elevational treatment of surrounding development; land uses; movement patterns and routes; relationship with nearby facilities and services; landscape features; open spaces; topography; orientation; views; neighbouring occupants/uses; protected features; boundary treatments; existing buildings worthy of retention; water features; flooding; microclimate.

5.39

The assessment of the contextual factors then needs to inform the principles of design, and lead on to the creation of a design framework which establishes how to achieve a positive response to the context before the detailed design is developed.

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The final design solution needs to be a positive, creative and a bespoke response to the site context. The design also needs to take into account the guidance in the DfT document *Inclusive mobility: a guide to best practice on access to pedestrian and transport infrastructure*.

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Design-led approach

Stage one - Site analysis.

A design proposal must be grounded on the findings of a thorough site context analysis including constraints & opportunities.

Stage two - Community Engagement.

Stage three - Design vision.

A design of a site should be based on a clear site specific vision.

Stage four - draft - proposal-based design parameters.

A draft proposal and set of design parameters should be produced for the site, reflecting the design vision. This should be based on good design principles and analysis completed during stage one.

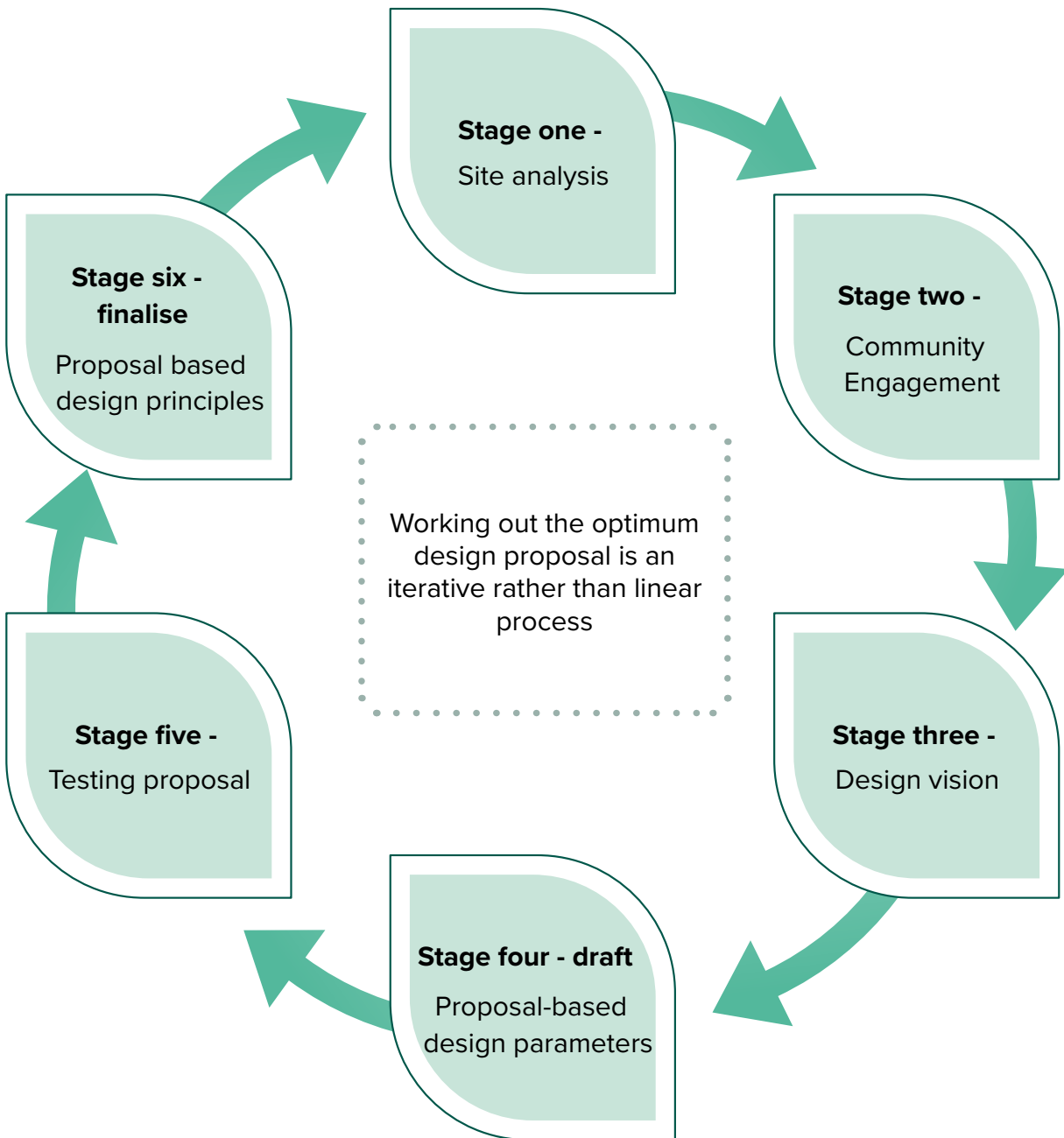
Stage five - Testing proposal.

Working out the optimum design proposal is an iterative rather than linear process.

Stage six - finalise - proposal based design principles.

Once a final site layout has been determined, the design parameters and Justification of the proposal should be finalised.

Design-led approach



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Strategic Policy D1

High Quality, Well Designed and Inclusive Places

Development should make a positive contribution to the area and be the result of a process which considers and responds to the immediate and wider context of the development site in order to achieve good design.

All development should use high quality materials that are attractive and durable and appropriate to the context and the proposed design. Proposals should not have an unacceptable adverse impact on adjoining land, uses or property by reason of intrusive lighting, overlooking, overshadowing or by being overbearing.

Proposals for new development (excluding householder applications and changes of use) should explain each step in the design process starting with an analysis of the constraints and opportunities of the site and its surroundings followed with justification for decisions made, and how it addresses and responds to the ten characteristics of well-designed places as set out in the National Design Guide, and any relevant local evidence on context and other design issues.

Where appropriate, proposals should demonstrate that:

- i. The proposal makes a positive contribution to the local environment that responds positively to its immediate and wider setting including good permeability within the site and connectivity to the surrounding area;
- ii. A high quality public realm has been incorporated to ensure that the proposal is attractive, safe, easily navigable and there are permeable and accessible routes for all users through the development including for those living with dementia, people with disabilities or anyone whose has reduced mobility;
- iii. The proposal is connected to green/blue infrastructure, public places and street patterns where appropriate, including creating safe and accessible walking and cycling routes to/from local services, public transport and green spaces within and beyond the development, to encourage active travel;
- iv. It has been designed to reduce crime and anti-social behaviour;
- v. The accompanying landscape framework has been developed to enhance both the natural environment by maximising the potential to improve local biodiversity;

Strategic Policy D1**High Quality, Well Designed and Inclusive Places**

- vi. Car parks, footpaths and public spaces have been designed to support access by people with poor mobility, avoiding uneven surfaces, obstructions or excessive street clutter, minimising steep slopes or level changes;
- vii. Measures to minimise carbon emissions, considering the potential for both passive solar gain and overheating and promoting the inclusion of renewable energy and reduce impact on climate change form an integral part of the design solutions (Policy CN1);
- viii. Measures to enhance biodiversity, including nature based solutions where possible, have been explored in response to the nature emergency and form an integral part of the design proposal (policies NE1 and NE5);
- ix. Within mixed use development, locating local services and community facilities in a central and/or easily accessible part of the development by walking and cycling;
- x. It provides boundary treatments that respond positively to the local context around the site and between different elements within the site;
- xi. It makes adequate provision for refuse and recycling;
- xii. The smart design and location of cycle parking, car parking and bus stop infrastructure in this policy to both support active travel whilst not negatively impacting on those with mobility issues;
In addition, proposals should set out how they have responded to the following objectives;
- xiii. Designing buildings with clearly identifiable and accessible entrances and larger developments need to include landmarks, waymarking and environmental and public realm improvements to aid with navigation;
- xiv. Providing seating in new public spaces and along longer pedestrian routes where appropriate in order to provide an interesting and stimulating sensory environment; and
- xv. Retaining and reusing existing buildings which contribute positively to the character and appearance of their surroundings are retained and re-used.



DESIGN ISSUES ACROSS THE DISTRICT

5.42

As the plan area is not homogenous, and comprises of a number of distinct and unique communities which all have their own unique identity and characteristics, the next section of this topic includes strategic Local Plan policies that are based on the three broad geographical areas that have been identified in the Vision.



WINCHESTER TOWN

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SOUTH HAMPSHIRE URBAN AREA

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MARKET TOWNS & RURAL AREAS

PAGE
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DEVELOPMENT IN WINCHESTER TOWN AND SURROUNDINGS

Local Plan Vision – Winchester Town

The County Town of Winchester will continue to be the cultural and economic centre of the district with a significant range of services, facilities and employment, and as such will be a centre for growth. The high-quality environment will attract a range of new uses as the role of the town evolves. The visitor and tourism economy, and creative and education sectors will be increasingly important. Regeneration will make the best use of previously developed land, which will be delivered while protecting and enhancing the character and the wealth of historic assets.



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Winchester is located in a natural bowl through which the River Itchen flows and is surrounded by high chalk downland. The landform of chalk downland and escarpments is dramatic and affords some spectacular panoramic views across the town, as well as locally distinctive visual corridors and vistas linking the town and countryside. This landscape setting distinguishes Winchester from other English cathedral cities, in that the town and its cathedral are subservient to the landscape, a characteristic which is almost unique amongst these cities. Therefore panoramic views across the town are a defining characteristic of Winchester, and much of its character derives from the roofscape and the juxtaposition of spires, steeples, clock-towers and other tall buildings and significant structures, which pierce the general level of rooftops and the skyline, making them landmarks.

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The Cathedral is the most important building within the town and can be viewed from distances well beyond the town boundaries, but its size and architectural qualities can also be appreciated from higher ground on the edge of the town centre. When you are close, the Cathedral can be surveyed from relatively few locations, and sometimes not at all, as the tight narrow streets and landform restrict these views. The roofscape is characterised by a closely packed interwoven network of small scale tiled pitched roofs giving an impression of informality, but which in fact has form and order. Views and vistas to and from significant historic buildings that punctuate the generally low rise level of roofs are highly valued and need to be protected from developments that would be out of scale, visually dominant, or incongruous.

DEVELOPMENT IN WINCHESTER TOWN AND SURROUNDINGS (CONTINUED)

5.45

It is expected that new buildings should be of a scale which is sympathetic to others in the surrounding area. Where a building of a larger scale may be appropriate it should be demonstrated that important views, especially of landmark features from public places including transport corridors, are retained.

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In addition to the general evidence base, the design principles for Winchester Town have been shaped by the following key documents.

Winchester Town Vision

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Winchester Town Forum, supported by a team of consultants, prepared a vision document for the built up area Winchester town and its immediate surroundings for the period up to 2030. The project began in February 2020 and has involved a number of working groups, dedicated social media channels and 1-2-1 interviews with residents and other stakeholders. The process has been recorded in a number of handbooks as follows which constitute the new Vision for Winchester. Details can be viewed at www.onegreatwin.com



5.48

The overarching vision, as set out in Handbook Part 3, revolves around three specific approaches:

- Spatial: The City Made by Walking
- People Power!
- Auditing & Sharing Resources

5.49

The Vision document includes a section on the streets and spaces of Winchester and proposed a literal “street map” and a series of solutions to the problem of continued widespread car use in Winchester to be prepared over the next four years. In the meantime, the Vision proposed to “Tackle the negative impacts of car traffic by moving towards the “fifteen minute city model” which favours local walking and cycling access to services and facilities and creates viable, better alternatives to car use that have much wider benefits i.e. creating beautiful streets people enjoy walking down, leads to local town squares where one might encounter friends, a pop-up market stall or a temporary event.

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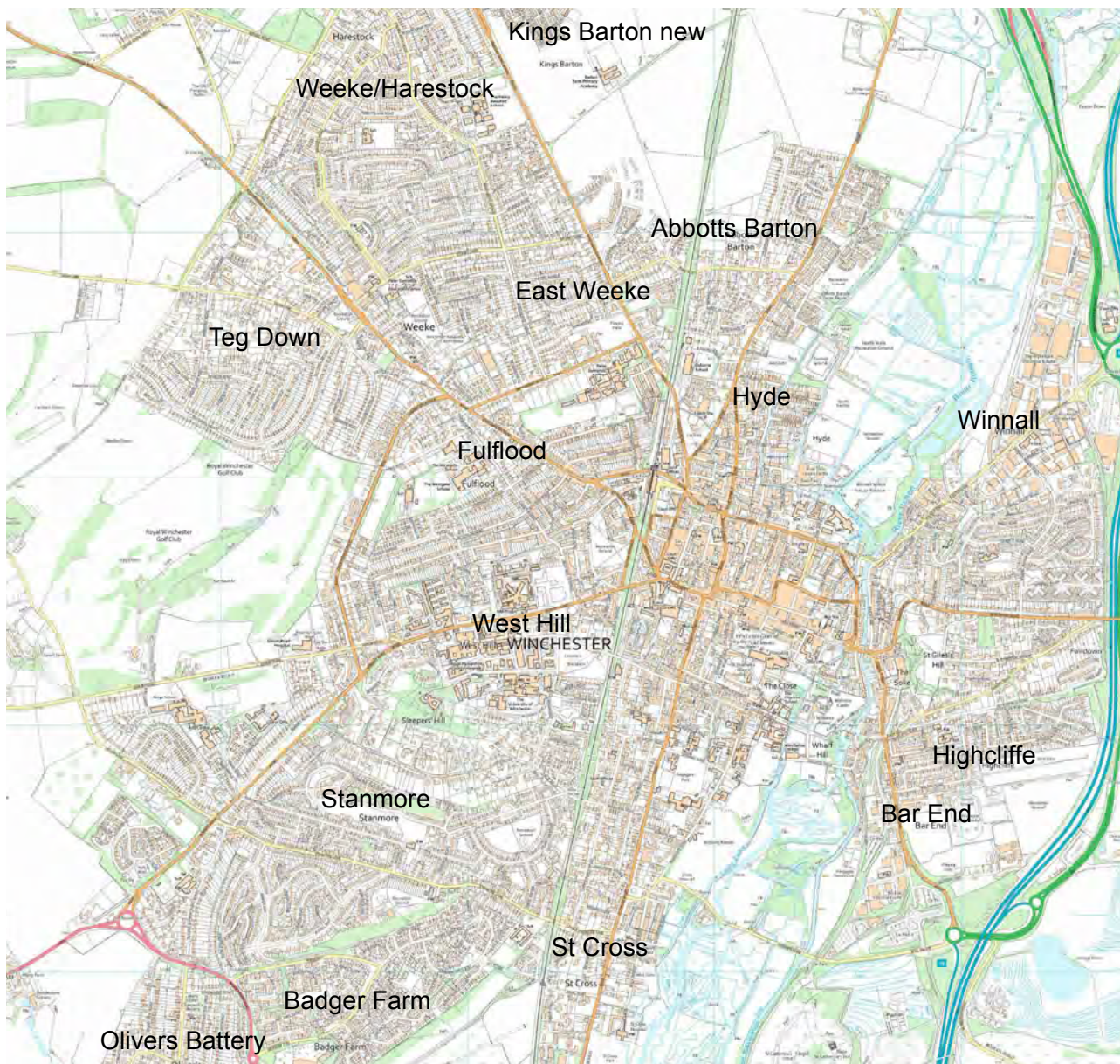
The following pages set out a number of key outputs from the Winchester Town Vision. These set the context for future planning applications, and also provide a framework for subsequent detailed design work such as masterplans, design codes and frameworks, which will be expected to respond to this work to date.

WINCHESTER TOWN NEIGHBOURHOOD CHARACTER AREAS

5.51

In order to clearly set out the design objectives for the Winchester Town Area, the diagram below shows the 15 neighbourhood character areas that came out of the work on the Winchester Town Vision. These neighbourhood character areas should be used as a starting point for

the preparation on any Local Area Design Codes/Design Statements that are prepared and have involved the local community. Developers will be required as part of the design process to demonstrate how they have taken this information in order to influence the design of the development.



N
 Neighbourhoods of Winchester
 The data for this mapped was sourced from One Great Win:
 Winchester Vision 2020–2030
 Working Group handbook PART 2

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WINCHESTER DESIGN WORKSHOP

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In November 2021 a series of design focussed workshops were held with Design South East. The Second workshop focused on Winchester itself, and highlighted a number of opportunities for the Town area.

5.53

Areas of Opportunity are those parts of the city that hold the most potential for transformation, including opportunities for development, connectivity improvements and new open space/ public realm projects.










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The Areas of Opportunity do not have distinct or exact boundaries. They are identified as general areas as some of the potential interventions are part of wider projects (particularly around movement and connectivity) that came out of the Design South East workshops. Whilst the Areas of Opportunity do not have specific Local Plan policies they should be used a starting point should any re-development proposals come forward in these areas.

Map Key

Key for maps on pages 84 to 91




Base Map

	Buildings
	Paths
	Manmade surface
	Mixed surface (gardens)
	Natural surface
	Water
	City centre boundary
	Rail station
	Rail line





Sites Identified

	Site identified at the workshop
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Movement

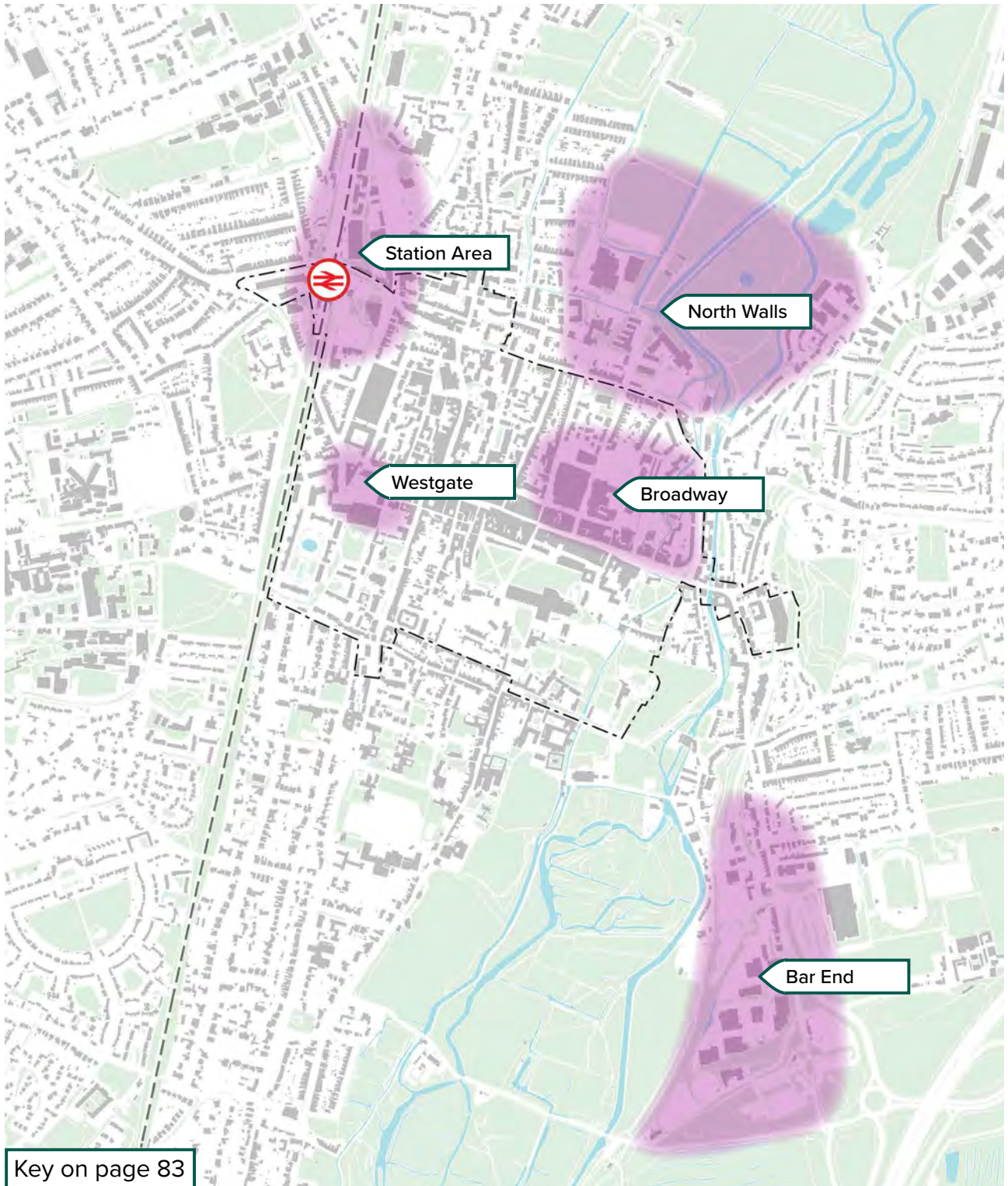
	Improve local connection
	Improve junction safety
	Potential Park & Ride

Open Space

	Retain and enhance open space
	Improve/transform open space
	Improve public realm
	New public space

Based on the findings of the workshops, five Areas of Opportunity have been identified:

- Broadway;
- Westgate;
- Station Area;
- Bar End; and
- North Walls.



Key on page 83



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THE BROADWAY

5.55

The main opportunities identified in the Broadway are as follows –

- a. Redevelopment of the Brooks shopping centre and surrounding car parks.
- b. Move the bus station to the rail station area and develop the site with city centre uses.
- c. Improve the design of The Broadway for pedestrians and cyclists.
- d. Improve the design of the roundabout junction by the King Alfred Statue to provide a safer environment for cyclists and pedestrians.
- e. Improve the design of the junction of Bridge Street and Chesil Street to create a safer environment for pedestrians and cyclists.
- f. Create a new public open space at the King Alfred statue.
- g. Improve the public realm of High Street and Middle Brook Street, including planting street trees.
- h. Create more walking connections from High Street to the Cathedral yard.
- i. Daylight the culverted tributary of the River Itchen at Busket Lane and create a new public space connecting The Broadway to Friarsgate.
- j. Improve the existing open space along the river Itchen to encourage walking and cycling and connect The Broadway northwards to Winnall Moors and southwards.



Key on page 83

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NORTH WALLS

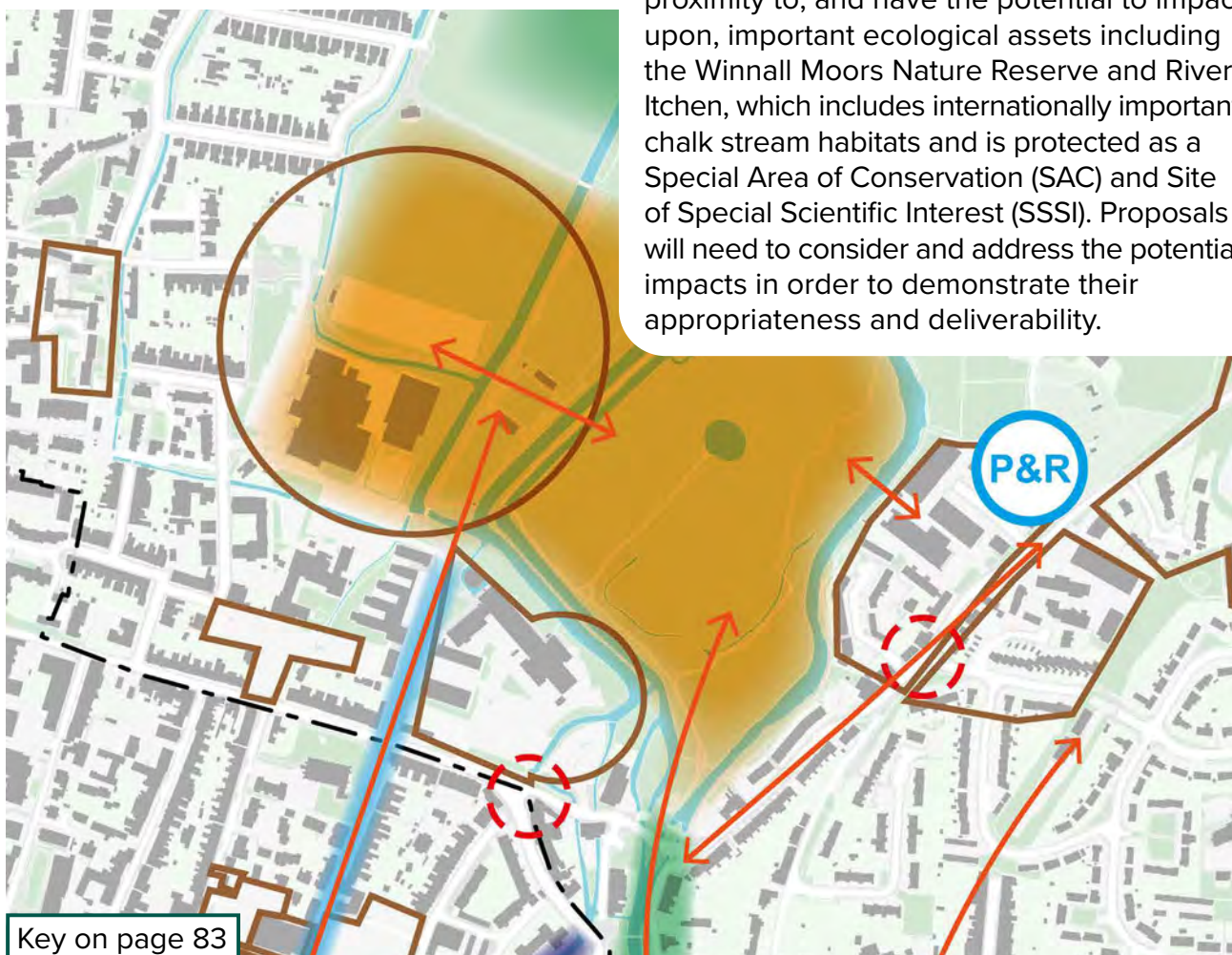
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The main opportunities in the North Walls Area of Opportunity are:

- Redevelop the former River Park Leisure Centre buildings and investigate opportunities around the Winchester School of Art sites to create a more positive interface with the area and increase activity.
- Improve the quality of the walking connection between High Street and North Walls via Middle Brook Street and Park Avenue, including tree planting.
- Improve the quality and offer of North Walls Recreational Ground.
- Improve walking connections east-west across the River Itchen.
- Redevelop Retail Park off Easton Lane and open up walking connections between this site and Winnall Moor across the river.
- Retail Park off Easton Lane is a potential location for a Park and Ride if walking and cycling connections along Wales Street to the River Itchen and city centre are improved.
- Improve the design of the junction of Union Street with North Walls to create a safer environment for pedestrians and cyclists.

5.57

It should be acknowledged that some of these identified opportunities are in close proximity to, and have the potential to impact upon, important ecological assets including the Winnall Moors Nature Reserve and River Itchen, which includes internationally important chalk stream habitats and is protected as a Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI). Proposals will need to consider and address the potential impacts in order to demonstrate their appropriateness and deliverability.



Key on page 83

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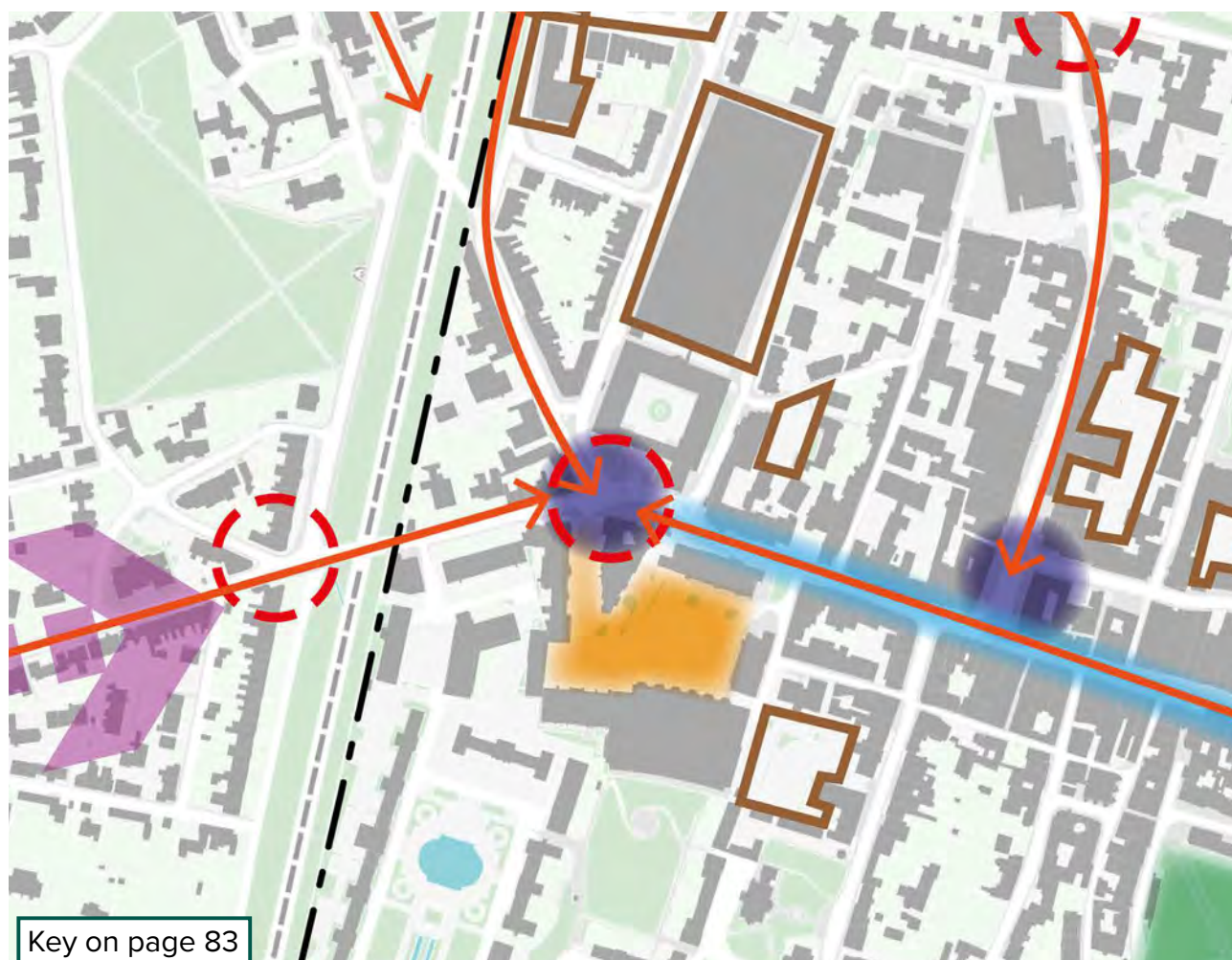
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WESTGATE

5.58

The main opportunities in the Westgate Area of Opportunity are:

- a. Improve the quality and attractiveness of the open spaces outside of the Great Hall and Crown Court by introducing natural features such as trees and planting.
- b. Create a new public open space at the Westgate.
- c. Improve the public realm and facilities for pedestrians at High Street.
- d. Improve the design of the junction of Romsey Road, High Street and Main Upper High Street to create a safer environment for pedestrians and cyclists.
- e. Improve the design of the junction of Romsey Road, Clifton Road and Clifton Terrace to create a safer environment for pedestrians and cyclists.
- f. Improve the walking connection from the rail station to Westgate via Upper High Street.
- g. Create a new public space at the junction of Jewry Street and High Street.



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STATION AREA

5.59

The main opportunities in the Station Area of Opportunity are:

- Redevelop and make better use of land around the station including retail sites and car parks along Andover Road and Gladstone car park.
- Move the bus station from Broadway and co-locate with the rail station to create a transport interchange.
- Improve the arrival experience at Winchester Station by creating a new public open space outside the main entrance on Station Hill.
- Improve walking connections and wayfinding from the station to the city centre via Station Road/Newburgh Way and Station Hill/City Road/Jewry Street.
- Improve the design of the junction of Station Hill and Sussex Street to create a safer environment for pedestrians and cyclists.
- Improve the design of the junction of City Road, Jewry Street and Hyde Street to create a safer environment for pedestrians and cyclists.



Key on page 83

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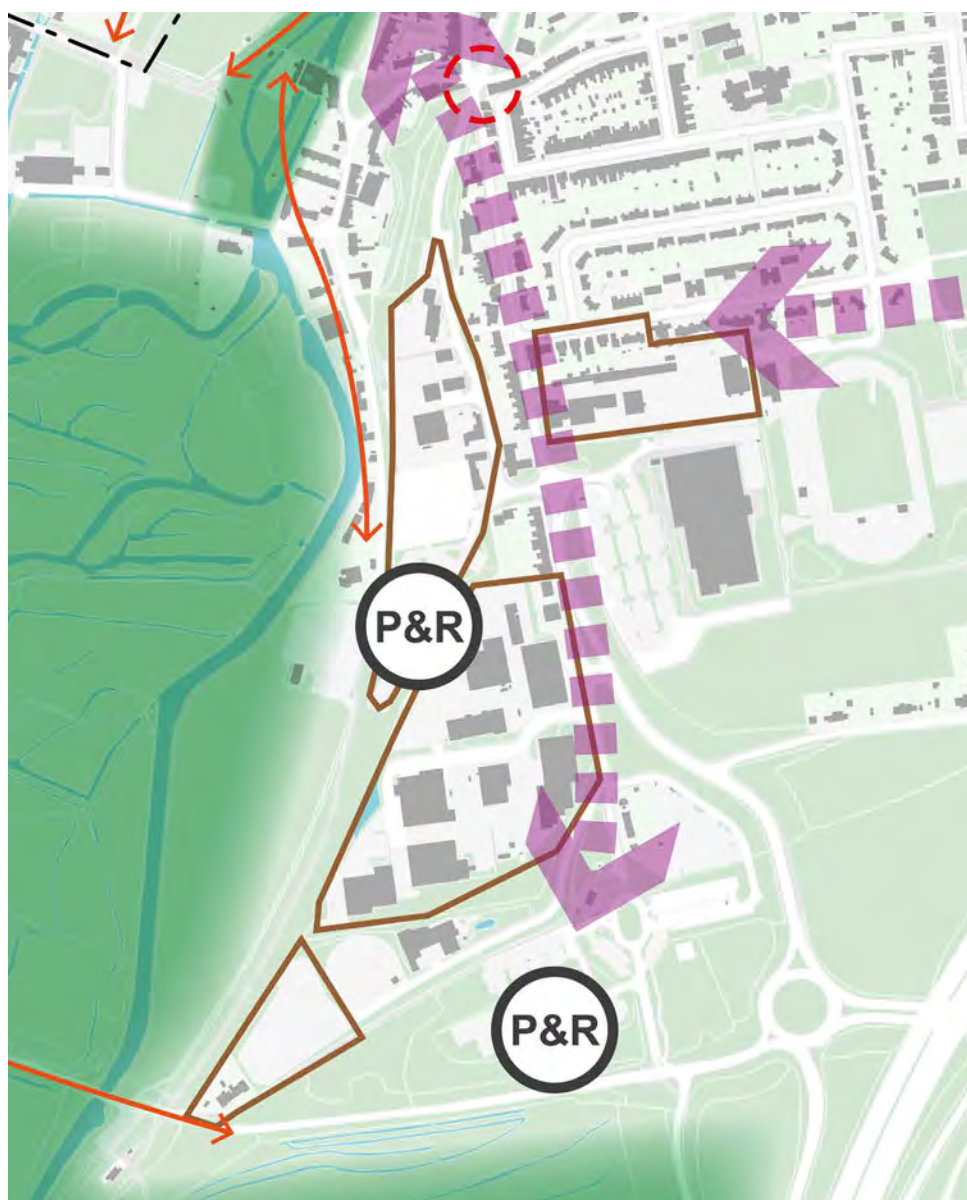
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BAR END

5.60

The main opportunities in the Bar End Area of Opportunity are:

- a. Redevelop the industrial sites along Bar End Road as mixed use development.
- b. Improve facilities for pedestrians and cyclists on Bar End Road to connect the existing Park and Ride with the city centre.
- c. Improve the walking connection along the River Itchen to connect the area towards the city centre.



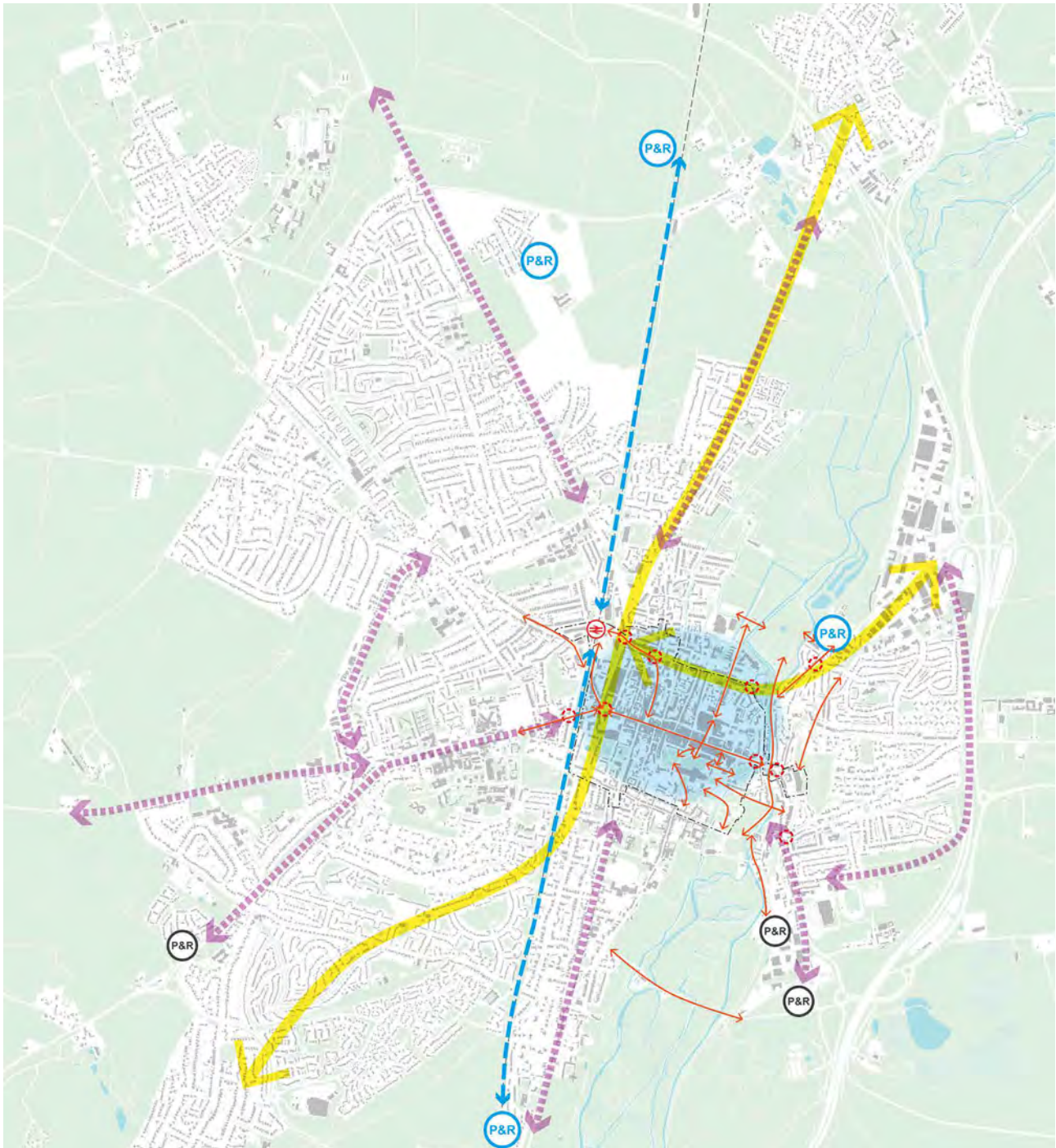
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REVISING THE MOVEMENT NETWORK

5.61

In addition to these areas, the workshop considered opportunities for revising the movement network in the town, including strategic and local connections, creating a better environment for pedestrians and cyclists, and measures to change the role of

traffic in the city itself. These opportunities need to be considered alongside the identified and emerging work through the Winchester Movement Strategy and the Winchester Local Cycling and Walking Plan (LCWIP).



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Landscape and Townscape assessments

5.62

In addition, the Vision proposed the retention and enhancement of existing green open spaces, the improvement of the public realm including more public spaces, more natural features and tree planting, and the potential for more use of the High Street.

5.63

Significant opportunities for the retention and enhancement of open space were identified. For clarity, it is worth noting that the identified opportunity as Bushfield Camp should be delivered by a landscape focused employment led development. See Policy W5.

5.64

The Hampshire Integrated Character Assessment (2010) includes a county wide Landscape Character Areas and Types and Townscape assessment. The Winchester Townscape Assessment identifies local townscape views and longer range views into and out of the city. This should be read in conjunction with the WCC Landscape Character Assessment 2022.

5.65

The South Downs National Park have undertaken their own Landscape Character Assessment (2020) and View Characterisation and Analysis (2015). This mapped character areas and identified relevant viewpoints including St Catherine's Hill as an elevated viewpoint with views along the Itchen Valley and over Winchester.

Strategic Policy D2

Design Principles for Winchester Town

In order to deliver the Local Plan Vision for Winchester Town, development proposals through the design process 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 required in this Plan, the development of the 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 Masterplans, Local Area Design Statements, Conservation Area Appraisals and Technical Assessments, Local Area Design Codes, Planning Frameworks, Design Codes and other relevant planning documents that have been prepared and consulted on with the involved local community;
 - iii. For development other than householder proposals, how community engagement has been used to inform and influence the outcome of the design process;
 - iv. How the distinct character of the local area has informed the proposals and will respond positively to, and reinforce, the patterns of development in the neighbourhoods of the city, in particular views of treed skylines which connect Winchester with its immediate and wider landscape setting including the enhancement of key views as identified in the Winchester Townscape Assessment;
 - v. Roof designs are sympathetic to the character of the Town's historic roofscape in terms of bulk, grain, form and materials and make a positive contribution to the roofscape of Winchester;
 - vi. Opportunities are explored through the design process for including improved strategic and local connections, improving public realm and creating a better environment for walking, wheeling and cycling and address issues for people with reduced mobility;
 - vii. The retention and opportunities for enhancement of existing green open spaces, and the improvement of the public realm including more public spaces, more natural features and tree planting, and the potential for more use of the high street;
 - viii. The delivery of transport improvements identified in the Winchester Movement Strategy, Winchester Walking Strategy and City of Winchester Local Cycling and Walking Infrastructure Plan and other relevant transport documents that have been prepared and consulted on with the involved local community;
 - ix. For proposals within the setting of the South Down National Park, the need to avoid or minimise any adverse impacts on the national park;
 - x. For development in the identified opportunity areas, the potential for the proposal to deliver or contribute to the listed opportunities within that area;
- In addition to the specific comments for each area, the following points should be also considered –
- Redevelopment should be undertaken to respond positively to the setting of high concentration of heritage assets including that of the Winchester Conservation Area.
 - The potential impacts on the River Itchen SSSI and SAC.
 - Within the North Walls and The Broadway Areas of Opportunity there may be potential for development to reduce existing flood risk and proposals should seek to positively address this issue.



SOUTH HAMPSHIRE URBAN AREA

Local Plan Vision - South Hampshire Urban Areas

Areas in the south including Whiteley and Newlands (West of Waterlooville), will continue to grow forming part of the wider south Hampshire economy. Significant housing and employment development will be delivered while protecting and enhancing natural assets. Physical and social infrastructure will be provided to reinforce and maintain a strong sense of community and identity.



5.66

The South Hampshire Urban Areas have been identified for growth under successive Local Plans as a response to challenges presented by a significant part of the district being located within South Hampshire which is an area with high housing needs and limited opportunities within some key urban areas, such as Portsmouth, to accommodate it.

5.67

Previous Plans have seen the allocation of strategic development at Whiteley and Newlands (West of Waterlooville), along with employment development at Solent 2. Together these developments contain a significant amount of employment land and play an important role in the Winchester and South Hampshire economy. These developments are still being delivered and together form a significant part of the supply of developable land over the Plan period. However, there are opportunities for intensification and further development in these growth areas.

Strategic Policy D3

Design Principles for the South Hampshire Urban Areas

New strategic scale developments will deliver the Local Plan Vision for the South Hampshire Urban Area. Strategic scale developments will need to create their own identity, through an inclusive and collaborative design process with the engagement of the local community. 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 which will set the design parameters, framework and place-making principles for developing the whole site in order to deliver high quality places;
- ii. Any relevant aspects, identified characteristics and principles set out in Masterplans, Village Design Statements, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local community;
- iii. Relevant local evidence set out in the 10 Characteristics of well-designed places, in the National Design Guide, including any updates as necessary; and
- iv. How community engagement has been used to inform and influence the outcome of the design process.



MARKET TOWNS AND RURAL VILLAGES

Local Plan Vision - Market Towns and Rural Villages

The Market Towns and Rural Villages are very varied in terms of their size, character and level of service provision. Some have large populations but a poor level of service provision whilst others may have unusually good service provision for their size, often reflecting their historic importance. Many others are very modest both in terms of their population and the level of service provision. This is typical of a diverse rural area where there is a high degree of personal mobility and choice, which creates a complex pattern of settlement dependencies. The diversity of settlements means that some can accommodate more change than others.



5.68

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.

5.69

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.

Strategic Policy D4

Design Principles for Market Towns and Rural Villages

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 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 Area 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;
- iv. Relevant local evidence set out in the 10 Characteristics of well-designed places, in the National Design Guide including any updates as necessary;
- v. How community engagement has been used to inform and been used to influence the outcome of the design process; and
- vi. 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.



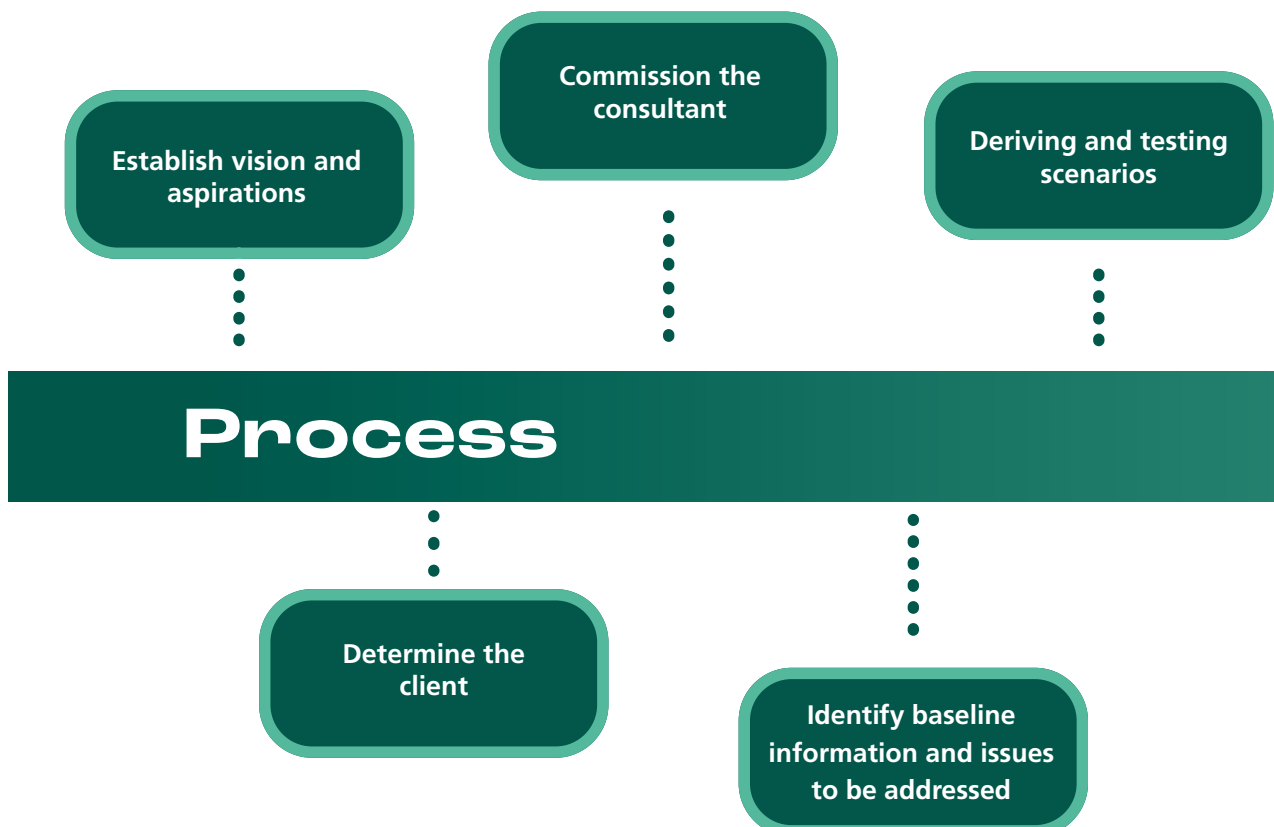
MASTERPLANS/CONCEPT MASTERPLAN

5.70

The masterplan will be sought to secure agreement on key development principles when development is proposed on large sites that may be comprised of a number of different development interests and brought forward in phases. The agreement of the masterplan is part of a robust design process for good place-making. They ensures these types of sites are developed in way which follows a clear vision and delivers high quality outputs thereby avoiding ad-hoc and uncoordinated development proposals which do not align with the principles of good design.

5.71

The existence of agreed plans will be able to guide the landowners, developers and the local planning authority when considering any future development proposals for the site(s). The masterplan will not necessarily detail all future development, particularly of a minor nature, however they should provide confidence for landowners and developers to bring forward schemes in accordance with the masterplan and the principles therein and create high quality places. They will also support the efficient processing of subsequent applications, saving unnecessary use of resources for applicant and the local planning authority.

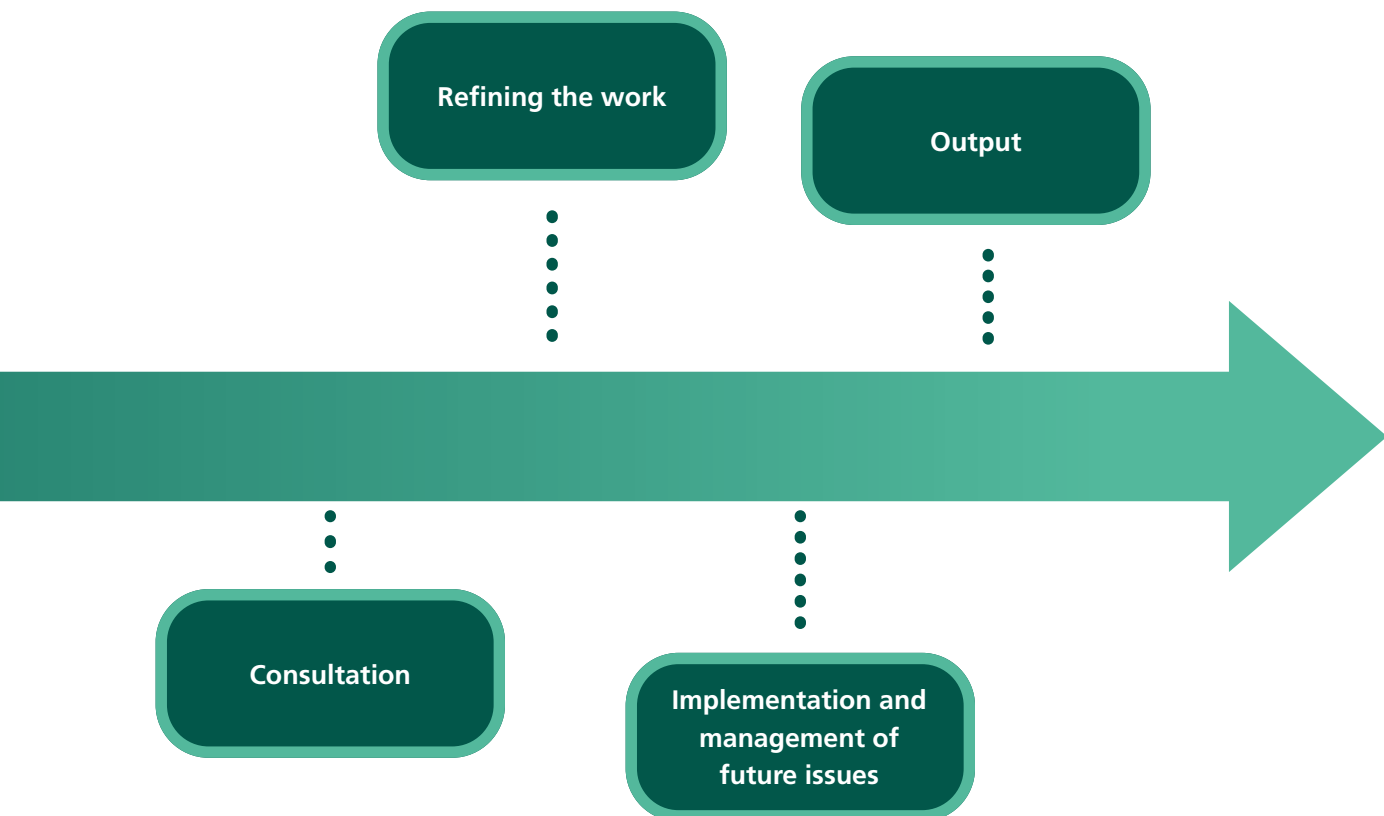


5.72

The masterplan should be prepared before, or in conjunction with, the submission of development proposals. The masterplan should be prepared by landowners and developers with input from the local planning authority, and following community engagement, so that the main principles for developing the land can be identified and agreed. The local planning authority will consider whether the requirement for a masterplan is justified and necessary on a site by site basis unless stipulated by a site allocation policy in the Plan.



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5.72



Strategic Policy D5

Masterplans

In the interests of sustainable development and good quality place-making in order to secure long term benefits for the district, when proposals come forward on larger sites that may be brought forward in phases the local planning authority will seek to ensure that a masterplan is developed and agreed for the site.

Proposals for significant development on sites occupied by major landowners/users will be permitted where they accord with the Development Plan and are consistent with a comprehensive and evidence based site wide masterplan which demonstrates how high quality design will be delivered for the whole site which has involved and engaged with stakeholders and communities. These should be agreed with the local planning authority and show how the wider implications or cumulative benefits of developing the site can be addressed.

Any application for significant development on sites occupied by major landowners/users should be preceded by, and is expected to achieve the following objectives proportionate to the scale of the site and proposed development:

- i. Include an indicative development layout and phasing and implementation plan;
- ii. Incorporate high standards of urban design and architecture that respects the character of the landscape, heritage, adjacent and nearby settlements and built development, reflecting the urban to rural transition with appropriate boundary treatment;
- iii. Make effective use of the site through the application of appropriate densities in terms of scale, height and massing, and its relationship to adjoining buildings and landscape;
- iv. Create a strong sense of place, ensuring the proposed development makes a positive contribution to local character and distinctiveness;
- v. Plan for integrated development, providing for a mix of housing types, sizes and tenures that addresses the range of local housing needs, and encourages community cohesion;
- vi. Reduce the need for car use and encourage sustainable modes of travel, and active travel infrastructure and facilities set out where appropriate in -

Strategic Policy D5

Masterplans - continued

STRATEGIC POLICY

Policy
D5

- A street hierarchy and clear movement framework reflecting hierarchy of users;
 - A Transport Strategy for the masterplan that evidences how the development will achieve a high internalisation of trips and an ambitious active travel mode share;
 - A Parking and Servicing strategy that carefully consider levels of parking provision and how to discretely accommodate it in the public realm;
 - A Public Transport and mobility hub strategy that provides for timely delivery of new bus, public transport and mobility infrastructure.
- vii. Create a layout that encourages walking and cycling, with a clear network of permeable and interconnected streets and high quality public realm that is well integrated into the surrounding area; including access to public transport, cycle routes, footpaths and bridleways and other Public Rights of Way;
 - viii. Include measures to mitigate the traffic impacts of the proposed development on the strategic and local road networks;
 - ix. Provide for timely delivery of physical infrastructure, including sewage connections and fibre optic broadband to accord with the agreed phasing of development and legal agreements;
 - x. Provide for appropriate employment provision and community facilities to serve the new development (e.g. local shops, community halls, schools and health facilities);
 - xi. Provide for accessible open space to meet identified local needs and/or increase accessibility to existing open spaces;
 - xii. Incorporate a green infrastructure strategy, providing an integrated network of green spaces, taking advantage of opportunities for off-site links to the countryside, South Downs National Park where applicable and wider green network, and where necessary providing alternative recreational space to mitigate potential environmental impacts of development;
 - xiii. Provide appropriate measures to mitigate flood risk and ensure that the development is resilient to the potential impacts of climate change (Policy NE6);
 - xiv. Assess the potential for including renewable energy schemes (Policy CN5); and
 - xv. Demonstrate a good understanding and respect for the natural and historic environment, its assets and their setting both within the site and in the wider locality, whether designated or not, and include details of how the natural environment and heritage assets will be preserved, conserved and enhanced.
- A management plan must be produced as part of the master planning process to demonstrate how infrastructure and community assets will be maintained and managed following completion of development.

BROWNFIELD DEVELOPMENT AND MAKING BEST USE OF LAND

5.73

The local planning authority will ensure that a site's development potential is maximised, and higher densities will be encouraged on sites which have good access to facilities, services and public transport whilst ensuring development responds positively to its setting. High density development can also assist in reducing energy usage and promoting centralised sources of renewable energy. However, density is only one factor to be taken into account and in maximising a site's potential the density will need to be balanced against the quality of the design, good place making and how well it responds to the existing character of the site and wider contextual setting will be a very important consideration.

Policy D6

Brownfield Development and Making Best Use of Land

In order to ensure that development land within existing settlements is used most effectively, the local planning authority will prioritise development of previously developed land, and expect higher densities where appropriate on sites which have good access to facilities and public transport, particularly within the urban areas. The development

potential of all sites should be optimised, consistent with the need to promote the delivery of high quality, well designed places.

The primary determinant of the acceptability of a scheme will be how well the design responds to the general character and local distinctiveness of the area in which it is located.

DEVELOPMENT STANDARDS

5.74

Development standards address the impacts and qualities of construction of developments. It addresses a range of issues to be considered. The standards here should feed into the overall design process.

Pollution

5.75

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, intensive agricultural, 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).

5.76

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.

5.77

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.

5.78

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.

5.79

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 Protection Team 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. An Air Quality Strategy for the whole of the district will be an important consideration in determining when such an assessment will be required.



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5.79

Policy
D6

DEVELOPMENT STANDARDS

5.80

For major developments, consideration will need to be given to controlling impacts of construction traffic and smoke, dust, noise and water runoff during the construction phase. This should include the consideration of air quality impacts during development from both Road and Non Road Mobile Machinery (NRMM). A comprehensive construction management plan proportionate to the type, scale and context of development detailing control measures to be applied will usually be expected. The Environmental Protection Team provides guidance on the content and detail expected in such management plans.

Noise

5.81

Noise generating developments are those 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.

5.82

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.

5.83

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 Protection Team regarding the suitability of the proposed assessment methodology being applied. The Environmental Health service also provides updated guidance and these are expected to have been given due consideration when making any such assessments. Specific guidance is available online on the Services Web pages regarding noise, contaminated land, odour and light intrusion/glare.

5.84

For large or prolonged development, consideration should also be given to the potential noise impacts during construction as well as the post development phase.

5.85

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.

5.86

For developments that fall within the definition of Part A1 processes detailed in Schedule 1 of the Environmental Permitting (England and Wales) Regulations 2010 (as amended) 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 D7

Development Standards

Development proposals will be supported where they meet all the following development standards where relevant –

Pollution (excluding noise)

Development which generates pollution or is sensitive to it, and accords with the Development Plan, will only be permitted where it achieves an acceptable standard of environmental quality and avoids 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 proportionate assessment should be conducted:

- i. Odour;
- ii. Light intrusion/glare;
- iii. Ambient air quality;
- iv. Groundwater and surface 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.

Noise

Development which generates noise pollution or is sensitive to it will only be permitted where it accords with the Development Plan and does 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, or as near to the Lowest Observed Effect Level (LOAEL) as is reasonably possible. Mitigation measures should not render the design and amenity spaces unacceptable.



CONTAMINATED LAND

5.87

Within the district there is likely to be land that has been subject to a degree of contamination as a result of current and 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.

5.88

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.

5.89

Parts of the district may be affected by 'natural hazards' such as the emission of radon gas. The requirements of Policy D8 will be applied to development affected by natural hazards, as well as man-made contamination.

5.90

If a previous land use indicates the possibility of contamination, further investigations must be undertaken by suitably qualified and experienced persons and adequate information submitted as part of the planning application.

5.91

It is not only essential that development does not directly cause contamination, but also to ensure that it does not establish pathways between potential sources of contamination and "receptors" (i.e. people, the environment or property) that may be impacted by its effects.

5.92

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 locally and nationally important aquifers.

5.93

To enable the significance of contamination and to allow the associated risks to be assessed, advice should be sought from Winchester City Council's Environmental Protection Team, the Environment Agency, or the Health and Safety Executive, as appropriate. The Environmental Health service also provides up to date guidance and this should be given due consideration when making any such assessments.

Policy D8**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 the Development Plan 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 and any risks appropriately assessed.;
- 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); and
- iii. All site investigations, risk assessment, remediation and associated works are undertaken in line with current government guidance and industry best practice guidelines. All assessments must accompany planning applications and where further assessments are required they will be secured by planning condition.

POLICY



5.87

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5.93

Policy

D8

SHOPFRONTS

5.94

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.

5.95

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 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. The High Quality Places SPD also contains useful guidance on design principles and on relationships with the public realm along with the key outputs from the Winchester Future 50 project in terms of the current issues and remedies.

winchester.gov.uk/historic-environment/conservation-areas/winchester-future-50

Policy D9

Shopfronts

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

Blinds and canopies will be permitted providing the size, colours, design and materials are appropriate to the character and significance 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, or other designs which discourage active frontages, will not normally be permitted. Advertisement on the surrounds of automated cash machines and visual display screens will not be permitted.

New shopfronts in conservation areas should normally incorporate traditional design elements and materials.

SIGNAGE

5.96

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.

5.97

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 in close proximity to street furniture, market stalls, The Buttercross or The Pentice (in Winchester) and other architectural features, can cause physical obstructions as well as visual clutter. Premises trading on the main streets will therefore not be permitted to display Advanced Warning Signs ('A-boards'). Where permitted, Advanced Warning Signs will be limited to one per premises advertised, also taking account of any cumulative impact, and the city council will take appropriate action to remove unauthorised signs within the main town and village centres of the district.

5.98

Advanced Warning Signs (A-Boards and free standing boards) will be permitted only where they conform to the city councils' 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.

5.99

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

5.100

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.



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Policy
D10

SIGNAGE

Policy D10

Signage

In order to maintain commercial and visual attractiveness, consent will be granted for advertisements and signs which respect the character and significance of the local area and conform to the guidance below and the city council's 'Design Guidance for the control of Shopfronts and Signs'.

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 significant architectural features on the building. These will be expected to be located at fascia level, unless replacing existing historic signs.

Signage and street furniture should be located so as to avoid obstruction to all users.

Signage in conservation areas should take into account identified features in conservation area appraisals.