

**RELEVANT PLANNING POLICIES****KENNET LOCAL PLAN 2011****PD1 - DEVELOPMENT AND DESIGN****A. GENERAL APPLICATION**

A HIGH STANDARD OF DESIGN WILL BE EXPECTED IN NEW DEVELOPMENTS, EXTENSIONS OR ALTERATIONS TO EXISTING BUILDINGS, CHANGES OF USE AND IN PROPOSALS AFFECTING THE LANDSCAPE AND ENVIRONMENT, TO ENSURE THAT THE CHARACTER, APPEARANCE AND ENVIRONMENTAL QUALITY OF THE KENNET AREA IS MAINTAINED OR ENHANCED, AND TO PROMOTE SAFETY AND COMPATIBILITY BETWEEN ADJOINING LAND USES.

**B. CONSIDERATIONS**

IN ORDER TO ACHIEVE HIGH STANDARDS OF DESIGN, ALL DEVELOPMENT PROPOSALS SHOULD ADEQUATELY ADDRESS THE FACTORS LISTED BELOW, WHERE THEY ARE RELEVANT TO THE DEVELOPMENT UNDER CONSIDERATION:-

- (1) SUSTAINABLE DESIGN PRINCIPLES;
- (2) SCALE, HEIGHT, MASSING AND DENSITY OF DEVELOPMENT;
- (3) RELATIONSHIP TO TOWNSCAPE AND LANDSCAPE CONTEXT AND RELATED ECOLOGY;
- (4) LAYOUT, SERVICING AND ACCESS ARRANGEMENTS, AND ROAD SAFETY;
- (5) HOW THE DEVELOPMENT CONTRIBUTES TO THE CREATION OF A WELL USED, ATTRACTIVE AND SAFE PUBLIC REALM;
- (6) LANDSCAPE PROPOSALS;
- (7) RELATIONSHIP TO HISTORIC FEATURES;
- (8) ELEVATIONAL TREATMENT;
- (9) BUILDING MATERIALS, COLOUR AND DETAILING; AND
- (10) THE IMPACT ON RESIDENTIAL AMENITY, INCLUDING THAT CAUSED BY REASON OF NOISE AND DISTURBANCE.

**HH1 - PROTECTION OF ARCHAEOLOGICAL REMAINS**

PLANNING PERMISSION WILL NOT BE GRANTED FOR DEVELOPMENT WHICH WOULD HAVE AN ADVERSE IMPACT ON THE ARCHAEOLOGICAL DEPOSITS OR REMAINS ON OR UNDER A SITE OF NATIONAL IMPORTANCE (WHETHER SCHEDULED OR NOT) OR ITS CHARACTER OR SETTING. SITES OF SIGNIFICANT REGIONAL OR LOCAL IMPORTANCE, ESPECIALLY THOSE WHICH MAKE A POSITIVE CONTRIBUTION TO THE HISTORIC LANDSCAPE, WILL ALSO BE PROTECTED FROM INAPPROPRIATE DEVELOPMENT.

## **HH5 - DEVELOPMENT IN CONSERVATION AREAS**

DEVELOPMENT IN CONSERVATION AREAS WILL ONLY BE PERMITTED WHERE IT WOULD PRESERVE OR ENHANCE THEIR CHARACTER OR APPEARANCE. PROPOSALS WHICH WOULD ADVERSELY AFFECT THE SETTING OF A CONSERVATION AREA WILL NOT BE PERMITTED.

## **NR7 - PROTECTION OF THE LANDSCAPE**

WHERE DEVELOPMENT IS ACCEPTABLE IN PRINCIPLE, THROUGH OTHER POLICIES OF THE PLAN, OUTSIDE THE LIMITS OF DEVELOPMENT, THE COUNCIL WILL SEEK TO PROTECT AND ENHANCE THE CHARACTER AND QUALITY OF THE ENVIRONMENT AND WILL NOT PERMIT DEVELOPMENT WHICH IS LIKELY TO HAVE A SIGNIFICANT ADVERSE EFFECT UPON THE LANDSCAPE. IN PARTICULAR, DEVELOPMENT PROPOSALS WILL BE CONSIDERED AGAINST THEIR POTENTIAL EFFECTS UPON:-

- (A) LANDSCAPE CHARACTER, QUALITY AND DISTINCTIVE FEATURES;  
AND
- (B) VIEWS AND VISUAL AMENITY.

## **NR8 - AREA OF OUTSTANDING NATURAL BEAUTY**

WHEN CONSIDERING APPLICATIONS FOR DEVELOPMENT WITHIN THE NORTH WESSEX DOWNS AREA OF OUTSTANDING NATURAL BEAUTY, AS INDICATED ON THE PROPOSALS MAP AND INSET MAPS, PARTICULAR REGARD WILL BE GIVEN TO THE NATIONAL RECOGNITION OF THE LANDSCAPE QUALITY OF THE AREA. PRIORITY WILL BE GIVEN TO THE CONSERVATION OF THE CHARACTER AND SCENIC QUALITY OF THE LANDSCAPE, GENERALLY RESTRICTING DEVELOPMENT TO THAT ESSENTIAL TO THE RURAL ECONOMY OR SOCIAL WELL-BEING OF THE RURAL AREA OR DESIRABLE FOR THE ENJOYMENT OF ITS AMENITIES, SUBJECT TO THE PROVISIONS OF POLICY NR7. OTHER PROPOSALS WILL NOT BE PERMITTED UNLESS PROVEN TO BE IN THE NATIONAL INTEREST AND INCAPABLE OF BEING ACCOMMODATED OUTSIDE THE AONB, OR IN ACCORDANCE WITH OTHER POLICIES OF THIS PLAN.