Working towards a Core Strategy for Wiltshire

Draft topic paper 10: Built and historic environment

Wiltshire Core Strategy Consultation June 2011
This paper is one of 18 topic papers, listed below, which form part of the evidence base in support of the emerging Wiltshire Core Strategy. These topic papers have been produced in order to present a coordinated view of some of the main evidence that has been considered in drafting the emerging Core Strategy. It is hoped that this will make it easier to understand how we had reached our conclusions. The papers are all available from the council website:

Topic Paper:

TP1: Climate Change
TP2: Housing
TP3: Settlement Strategy
TP4: Rural Issues (signposting paper)
TP5: Natural Environment/Biodiversity
TP6: Water Management/Flooding
TP7: Retail
TP8: Economy
TP9: Planning Obligations
TP10: Built and Historic Environment
TP11: Transport
TP12: Infrastructure
TP13: Green Infrastructure
TP14: Site Selection Process
TP15: Military Issues
TP16: Building Resilient Communities
TP17: Housing Requirement Technical Paper
TP18: Gypsy and Travellers
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1 Executive summary

1.1 This draft ‘topic paper’ provides background information and evidence to support the content of the Draft Core Strategy Consultation Document\(^1\). This topic paper will undergo revision before the final policy wording is finalised for the submission core strategy, which is anticipated towards the end of 2011.

1.2 This paper sets out the policy framework in which we are working at international, national, regional and local levels. It collates the evidence from a variety of sources highlighting key messages and actions which policies need to respond to. The paper also identifies links to other strategies relevant to the topic area, and demonstrates how the core strategy can be complimentary, and facilitating, in delivering strategic outcomes. The options for addressing the challenges and achieving the outcomes identified are outlined within chapter 6.

1.3 The size and sensitivity of Wiltshire’s settlements makes most development significant in terms of its impact on the overriding character of the valued built and natural environment. Well designed developments help to enhance the sense of place, add to local distinctiveness, and promote community cohesiveness and social well-being.

1.4 A number of key messages and issues have been drawn from the policy and regulatory review, collation of evidence and priorities identified within our communities (chapters 2, 3 and 4). This paper focuses on the following challenges:

<table>
<thead>
<tr>
<th>Challenge BHE1</th>
<th>Design</th>
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<tbody>
<tr>
<td>Challenge BHE1</td>
<td>Ensure that new developments meet good design standards and where appropriate, maintain local identity, respect important townscape and landscape settings through the sensitive design and appearance of new development.</td>
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<table>
<thead>
<tr>
<th>Challenge BHE2</th>
<th>Historic assets</th>
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<tr>
<td>Challenge BHE2</td>
<td>Ensure the protection of historic assets, including historically important unlisted buildings, buildings at risk, and archaeological sites, now and in the future.</td>
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<tr>
<th>Challenge BHE3</th>
<th>World Heritage</th>
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<tr>
<td>Challenge BHE3</td>
<td>To protect, enhance and present the outstanding universal value of the Stonehenge, Avebury, and Associated Sites World Heritage Site for present and future generations.</td>
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</table>

1.5 This draft topic paper will undergo revision before the policy wording is finalised for the submission core strategy which is anticipated towards the end of 2011.

2 Introduction

Wiltshire Core Strategy evidence

2.1 This draft ‘topic paper’ provides background information and evidence to support the content of the Draft Core Strategy Consultation Document. This topic paper will undergo revision before the final policy wording is finalised for the submission core strategy which is anticipated towards the end of 2011.

2.2 This paper sets out the policy framework in which we are working, at international, national, regional and local levels. It collates the evidence from a variety of sources highlighting key messages and actions which policies need to respond to. The paper also identifies links to other strategies relevant to the topic area, and demonstrates how the core strategy can be complimentary, and facilitating, in delivering strategic outcomes. The options for addressing the challenges and achieving the outcomes identified are outlined within chapter 6.

Safeguarding and promoting a high quality built and historic environment

2.3 Design Quality is founded in an understanding of context and location. Wiltshire contains a rich historic environment which is an important asset to be safeguarded and enhanced. Consequently the designs of new developments within Wiltshire are likely to be heavily influenced by heritage assets.

2.4 The size and sensitivity of Wiltshire’s settlements makes most development significant in terms of its impact on the overriding character of the valued built and natural environment. Well designed developments help to enhance the sense of place, add to local distinctiveness, and promote community cohesiveness and social well-being.

2.5 Safeguarding and promoting a high quality environment is one of the council’s highest priorities.

People, Places and Priorities: Wiltshire Community Plan 2011 - 2026 sets an objective to define “…the best pattern of new development across the county to support the delivery of the other promises in the community plan…based upon the principles of good design.” The community also recognises that “Wiltshire’s Environment is arguably its strongest asset”.

2.6 Good design considers buildings, spaces, landscape and sustainability issues and is the basis for the quality of the built environment. Design quality and heritage are

2 http://www.wiltshire.gov.uk/communityandliving/communityplan.htm
often closely linked, because of the value we place on our historic environment and the fact that the historic environment is not only rich in terms of cultural value and architectural interest, but also portrays all of the characteristics we associate with high standards of design quality.

“Historic towns reflect good practice in sustainable urban design. Traditional mixed-use neighbourhoods, built to a high density and providing their essential services within walking distance, offer a good model of sustainable development that requires less traffic movement and fewer building services than their modern counterparts”

(English Heritage 2008)

2.7 Design is a broad subject which covers many issues and cross-cuts a number of subject areas. Good design principles should be throughout the Core Strategy. Consequently many of the issues identified in this topic paper will be linked to and considered in more depth in other papers.

Wiltshire’s Strategic Objectives

2.8 In October 2009, the consultation document Wiltshire 2026 – Planning for Wiltshire’s Future was published. This document was the latest stage in developing the Wiltshire Core Strategy, which will set out a strategic framework of planning policies, to help guide development in Wiltshire up to 2026. Housing was identified as a key priority in this document.3

2.9 The Wiltshire Core Strategy consultation document 2011 identifies the following strategic objective related to this topic paper:

**Strategic objective 6: to safeguard and promote a high quality built and historic environment**

Wiltshire contains a rich built heritage which is an important asset to be safeguarded and which should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness and promote community cohesiveness and social well being. New development will need to respect and enhance Wiltshire’s distinctive characteristics. Wiltshire also has a rich historic environment, including the Stonehenge and Avebury World Heritage Site and numerous sites of archaeological importance. These sites will be protected from inappropriate development.

Key outcomes

- Features and areas of historical and cultural value will have been conserved and where possible enhanced.
- Wiltshire’s distinctive built heritage will have been used as reference points for new developments.
- New development will have incorporated exceptional quality design which reflects local character and fosters community cohesion, and promotes Wiltshire as a desirable place in which to live.
- The sensitive re-use of historical buildings will have taken place where appropriate.
- Archaeological sites and features will have been adequately protected.
- The Outstanding Universal Value of the Stonehenge and Avebury World Heritage Site will have been protected from inappropriate development.
- Wiltshire’s public realm will have been significantly enhanced.
- The urban environment will have been complemented and enhanced with a network of green infrastructure.
3 Policy and regulatory framework

3.1 This chapter identifies the key international, national and regional regulations and policies relating to this topic paper. It outlines requirements which will need to be fulfilled by the policies to be contained within the Wiltshire Core Strategy. This topic paper draws upon a variety of sources including those set out below. There are other relevant plans and strategies that contribute to the evidence base. These are summarised in chapter 4 'links to other strategies'.

Planning Policy Statement 1 (PPS1)\(^4\): Delivering Sustainable Development (DCLG 2005)

Identifying good design principles

3.2 Good design is an important part of government planning policy. The outcomes, or aims, of good design are highlighted rather than a strict definition of what good design is. This is so that planning policies are not overly prescriptive or stifle innovation. In order for innovation and originality to be encouraged rather than restricted by policy, the focus is on "guiding the overall scale, density, massing, height, landscape, layout and access of new development in relation to neighbouring buildings and the local area more generally" (PPS 1).

3.3 PPS1 states that the aims of good design are to create places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible, functional and inclusive, have their own distinctive identity, and maintain and improve local character. These aims directly tie into a key government desire to promote sustainable development.

Diversity and adaptability

3.4 PPS1 states that general design policy must consider people’s diverse needs and aim to break down unnecessary barriers and exclusions in a manner that benefits the entire community. Good design must be inclusive. For example, this could mean considering the mobility needs of disabled people, elderly people and others at the same time as more mobile people, rather than as an ‘add-on’.

Public spaces

3.5 One aim of this is to have well-planned public spaces that bring people together and provide opportunities for physical activity and recreation. When considering development proposals the local planning authority should strongly encourage the incorporation of green and other public space.

The historic environment

3.6 PPS1 states that development plan policies should take account of the impact of development on landscape the need to improve the built and natural environment in

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\(^4\) http://www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement1
and around urban areas and rural settlements, including the preservation and enhancement of built and archaeological heritage.

3.7 A high level of protection should be given to valued townscapes and landscapes and those with national and international designations should receive the highest level of protection.

Planning and Climate Change\(^5\): supplement to PPS1 (DCLG 2007)

3.8 The government’s PPS on Climate Change states that planning policies should support innovation and investment in sustainable buildings, and should not, unless there are exceptional reasons, deter novel or cutting-edge developments.

Planning Policy Statement 3 (PPS3)\(^6\) Housing: (DCLG 2006)

3.9 It is considered especially important to aim for design quality with new housing development, due to the scale and sensitivity of such developments. It is also noted that there are a number of design principles which are specific to residential development.

Efficient use of land

3.10 PPS3 clearly links good design with the creation of sustainable, mixed communities. In addition, it states that designs and layouts which make efficient and effective use of land should be encouraged. However, this must be balanced against the exclusion of private residential gardens from the definition of previously developed land, and the removal of the national indicative minimum density of 30 dwellings per hectare from PPS3 (amended in 2010).

Mixed communities and demographics

3.11 It is recognised that older people will have different accommodation requirements to, for example, families with children. PPS3 states that a successful ‘mixed community’ should contain a variety of housing, particularly in terms of tenure and price, and a mix of different households. Therefore, housing development should include a good mix of housing but also address the requirements of different household groups and potential conflict between specific groups’ requirements.

Character and context

3.12 Local planning authorities need to consult relevant design guidance and standards, detailed masterplans, and village design statements when considering development proposals. This is in order to meet the challenge of improving design quality of new development which also respects the variety of local settings in an area.

\(^6\) http://www.communities.gov.uk/publications/planningandbuilding/pps3housing
Planning for Sustainable Economic Growth (PPS4)7: (DCLG 2009)

3.13 PPS4 makes reference to a number of general design issues, including vitality, inclusiveness and the need for development to improve the character and quality of an area.

3.14 PPS4 encourages new uses for vacant or derelict buildings, including historic buildings. It also highlights that in areas statutorily designated for their natural or cultural heritage qualities, there will be scope for tourist and leisure related developments. The local authority must recognise this whilst considering the number, form and location of developments in order to ensure the particular qualities or features that justified the designation are conserved.

Planning for the Historic Environment (PPS5)8: (DCLG 2010)

3.15 PPS5 aims to ensure that decisions balance heritage conservation issues against energy reduction and other climate change considerations in a realistic manner. Local planning authorities need to help applicants find feasible solutions where there are conflicts between these demands. However, harm to most highly designated assets should be wholly exceptional. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting, including any buffer zone or equivalent. Local planning authorities should take account of the need to protect and conserve the World Heritage Site. In particular they should consider how the international and national policies for their protection can be worked into and reflected in their sustainable community strategies within the special characteristics of the area. Policies for the protection and sustainable use of a particular World Heritage Site should apply both to the site itself and, as appropriate, to its setting, including any buffer zone or equivalent.

Conserving the historic environment

3.16 PPS5 highlights the need for new development to make a positive contribution to the character and local distinctiveness of the historic environment to better enhance or better reveal the significance of heritage assets.

3.17 PPS5 also stresses the importance of protecting and enhancing heritage assets’ settings. This offers the opportunity to enhance the wider public realm. When considering applications for development that affect the setting of a heritage asset, local planning authorities should treat favourably applications that preserve those elements of the setting which make a positive contribution to, or better reveal the significance, of the asset. When considering applications that do not do this, local planning authorities should weigh any such harm against the wider benefits of the application. The greater the negative impact on the significance of the heritage asset, the greater the benefits that will be needed to justify approval.

7 http://www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement4
8 http://www.communities.gov.uk/publications/planningandbuilding/pps5
Enhancing the public realm

3.18 It is particularly important to consider the public realm within Conservation Areas, and more widely in the historic environment outside such specified areas. PPS5 requires new development to make a positive contribution to the character and local distinctiveness of the historic environment.

Regeneration and changes of use

3.19 There is potential for heritage assets to improve quality of life and sense of place. PPS5 encourages a proactive approach by the local planning authority to acknowledge the potential of the historic environment to be a catalyst for regeneration, in particular through leisure, tourism and economic development. In addition, the re-use of existing fabric and mixed patterns of land use are likely to be sustainable. PPS5 states that wherever possible, heritage assets should be put to an appropriate and viable use that is consistent with their conservation.

3.20 The wider public benefits of the conservation of historic landscapes, parks and gardens include the provision of opportunities for recreation, the preservation of natural habitats, and improved environmental quality.

3.21 Local planning authorities should assess whether the benefits of an application which secures the future conservation of a heritage asset outweigh the disadvantages of departing from the development plan (having regard to relevant legislation) or from national policies. They must take a number of issues into account when doing this. For example, one issue is whether allowing the development would mean avoiding splitting up management of the heritage asset, which can have long term negative effects.

World Heritage Sites (WHSs)

3.22 In addition to the high conservation requirements for WHS, PPS5 acknowledges that not all elements of a World Heritage Site will necessarily contribute to its significance. The protection policies set out in PPS5 only apply to the elements of the site that contribute to its significance. Where an element does not positively contribute to its significance, local planning authorities should take into account the desirability of enhancing or better revealing the significance of the World Heritage Site, including, where appropriate, through development of that element.

Sustainable development in rural areas (PPS7)\(^9\): (DCLG 2004)

3.23 PPS7 states the government’s overall aim is to protect the countryside for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and so it may be enjoyed by all. This includes supporting the re-use of appropriately located and suitably constructed existing buildings in the countryside.

\(^9\) http://www.communities.gov.uk/publications/planningandbuilding/pps7
3.23 PPS7 explains, rural areas (such as those in Wiltshire) can have considerable historic and architectural value, or make an important contribution to local countryside character. Development should respect and, where possible, enhance these particular qualities. It states that contemporary designs are welcomed where they are sensitive to the setting and help to make country towns and villages better places for people to live and work.

Transport (PPG13)\(^\text{10}\): (DCLG 2011)

3.23 PPG13 states that new development should create sustainable transport connections and provide the right conditions to encourage walking, cycling and the use of public transport. Designs and layouts should promote road safety, personal security and take account of crime prevention and community safety considerations. In particular, there should be well defined and safe access arrangements for disabled motorists, disabled public transport users and disabled pedestrians, including those who are blind or partially sighted, and ensuring transport infrastructure is accessible in location, design and layout. Transport design policy also addresses the needs of an older and less mobile population.

Open space (PPG 17)\(^\text{11}\): (DCLG 2002)

3.24 There is a proactive role for the local planning authority to play in improving public spaces. PPG17 states that new areas of open space, sports and recreational facilities should improve the quality of the public realm through good design.

Renewable Energy (PPS22)\(^\text{12}\): (DCLG 2004)

3.25 PPS22 suggests that developments will have to be assessed on a case-by-case basis according to the type of development, it's location and the landscape setting of the proposed development. Some of these effects may be minimised through appropriate siting, design and landscaping schemes, depending on the size and type of development proposed. Development proposals should demonstrate any environmental, economic and social benefits, as well as how any environmental and social impacts have been minimised, through careful consideration of location, scale, design and other measures.

3.26 PPS22 states that permission for renewable energy developments likely to have an adverse effect on a World Heritage Site should only be granted once an assessment has shown that the integrity of the site would not be adversely affected.

CLG Circular 07/09\(^\text{13}\): Protection of World Heritage Sites and accompanying English Heritage guidance

3.27 The circular sets out the roles and responsibilities of local planning authorities in protecting, promoting, interpreting, sustainably using and conserving World Heritage Sites and their OUV and settings, which may include buffer zones as appropriate.

\(^{10}\) http://www.communities.gov.uk/publications/planningandbuilding/ppg13
\(^{11}\) http://www.communities.gov.uk/publications/planningandbuilding/planningpolicyguidance17
\(^{12}\) http://www.communities.gov.uk/publications/planningandbuilding/pps22
\(^{13}\) http://www.communities.gov.uk/planningandbuilding/planningsystem/circulars/planningcirculars/
The UNESCO-approved Statement of OUV of a World Heritage Site includes the inscription criteria, an assessment of authenticity and integrity, and detail of those attributes that make up the asset's OUV. The Statement of OUV is a critical resource for local planning authorities in plan-making and reaching decisions relating to the significance of World Heritage Sites. (PPS5 Guidance)

Other National Publications, Good practice/guidance

3.28 There is a wealth of guidance available which identifies design methodology and principles which should produce high quality new development, some of the main documents are:

- CABE Space Raising the Standard the Green Flag Award Guidance Manual
- CABE (26 October 2006) The Value Handbook
- CABE (June 2010) Creating Excellent Buildings
- CLG(12 May 2009) World class places: the government’s strategy for improving quality of place
- CLG Statement on the historic environment for England
- Communities and Local Government (23 March 2010) PPS 5: Planning for the Historic Environment - Impact Assessment
- Communities and Local Government (March 2010) PPS5 Planning for the Historic Environment: Historic
- DTLR and the Department of Health (January 2001) Quality and choice for older people’s housing
- Environment Planning Practice Guide
- English Heritage (January 2008) Climate change and the historic environment
- English Heritage (June 2004) Easy Access to Historic Buildings
- English Heritage (2009) Historic farm buildings: extending the evidence base
- English Heritage (2005) Historic farm buildings: constructing the evidence base
- English Heritage (2010) Heritage at risk register: South West
- English Heritage 2005 Regeneration and the historic environment
- English Heritage 2006 Heritage works
- English Partnerships, Housing Corporation (Sept 2007) Urban Design Compendium Vol 1 and Vol 2
- ODPM, CABE (2000): By Design urban design in the planning system: towards better practice Describes principle design objectives for development and aspects of development form responding to local context in making successful places.
- ODPM (April 2004) Safer Places: The Planning System and crime prevention Explains seven attributes of good planning that can contribute to the creation of safer places and communities.
- ODPM (27 March 2003) Planning and access for disabled people: a good practice guide
• South West Observatory (March 2011) State of the South West (culture chapter)
• UNESCO (1972) Convention concerning the Protection of the World Cultural and Natural Heritage

Local Policy and Strategies Local policies and regulations

• South West Observatory March 2011 State of the South West (culture chapter).
• Current saved local plan policies are identified within Annex A.
<table>
<thead>
<tr>
<th>Policy</th>
<th>Summary</th>
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<tbody>
<tr>
<td>DP3 Development Strategy</td>
<td>Principally looks at the allocation of land at the local level, but does make reference to the scale of development and integration with the existing form of the settlement</td>
</tr>
<tr>
<td>DP7 New Housing in Towns and Main Settlements</td>
<td>Higher density housing and mixed-use scheme should be provided, particularly in appropriate locations close to main public transport routes, town and other centres</td>
</tr>
<tr>
<td>DP14 Development in the Open Countryside</td>
<td>Provision should be made for the change of use or conversion of suitable existing buildings, with particular emphasis on accommodating new uses which diversify the local economy and provide jobs</td>
</tr>
<tr>
<td>T5 – Cycling and Walking</td>
<td>Measures should be provided to encourage cycling and walking, and improve safety of these modes in order to offer alternatives to private car use</td>
</tr>
<tr>
<td>C13 – Land Restoration</td>
<td>The restoration and reclamation of derelict or spoilt land in the open countryside to appropriate rural uses will be sought where ever possible, especially where this enhances the landscape quality or World Heritage Sites (amongst others)</td>
</tr>
<tr>
<td>HE1 – World Heritage Site Stonehenge and Avebury</td>
<td>The world heritage site of Stonehenge and Avebury, together with it’s landscape setting, should be afforded protection from inappropriate development, to reflect its outstanding international value. No development should take place which by reason of its scale, siting and design would prejudice the world heritage site and its setting in the landscape.</td>
</tr>
<tr>
<td>HE2 - Other Sites of Archaeological or Historic Interest</td>
<td>Features of archaeological or historic interest and their settings should be protected from inappropriate development. Where nationally important archaeological or historic remains, whether scheduled sites or not, are affected by proposed development there should be a presumption in favour of their physical preservation &quot;in situ&quot;.</td>
</tr>
<tr>
<td>HE3 – Parks and Gardens</td>
<td>Registered historic parks and gardens and their settings should be protected from inappropriate development, having regard to the scale and location of any development proposals and their impact on the character and features of historic importance of these sites</td>
</tr>
<tr>
<td>HE4 – Historic Battlefields</td>
<td>The registered historic roundway battlefield and its setting should be protected from inappropriate development, having regard to the scale and location of any development Proposals and their impact on the character and features of Historic importance to the battlefield</td>
</tr>
<tr>
<td>HE5 – Historic Monuments and sites</td>
<td>World heritage sites, scheduled ancient monuments, registered battlefields, registered parks and gardens and other historic sites should be enhanced, as far as practicable, through appropriate management, interpretation and public access arrangements, having regard to the impact of any new development on the character of the area</td>
</tr>
<tr>
<td>HE6 – Landscape Settings</td>
<td>Proposals for development should not adversely affect the landscape setting of the following historic towns: Bradford On Avon, Devizes, Highworth, Malmesbury, Marlborough, Salisbury, Warminster, Wilton and Wootton Bassett.</td>
</tr>
<tr>
<td>HE7 – Conservation Areas and Listed Buildings</td>
<td>The architectural and historic heritage of the plan area will be safeguarded from inappropriate development. Development proposals should preserve or enhance the character of conservation areas. Development involving listed buildings should have special regard to the desirability of preserving the building, its setting and any features of special architectural or historic interest which it possesses.</td>
</tr>
</tbody>
</table>
4 Links to other strategies

4.1 Within Wiltshire there are significant opportunities to strengthen the environmental, social and economic well-being of the county. In order to do this Wiltshire must be well placed to meet current and future demands for housing and employment, whilst safeguarding and enhancing its rich environmental assets and ensuring that sustainable development is achieved. To achieve this, a number of documents have been produced which identify the key priorities, objectives, and outcomes for Wiltshire.

4.2 There are a number of other strategies which are particularly relevant in the process of formulating relevant policies to ensure that development is suitably designed and responds to our historical assets.

Wiltshire Council Corporate Plan

4.3 The Wiltshire Council Corporate Plan\textsuperscript{14} sets out the priorities and outcomes for the county for the next four years (2010 – 2014). The plan identifies a vision to create stronger and more resilient communities.

4.4 It is anticipated that strong and resilient communities will improve the quality of life for us all and, at the same time, lead to a reduced reliance upon public services.

There are many factors which will contribute to this. Our vision is of communities:

- that are places where people choose to live and work
- where people take pride in their town or village
- where people from all backgrounds, ages and beliefs feel valued, included, and are treated with respect
- where people volunteer and get together to tackle local concerns
- with many ‘social networks’ allowing people to be active and involved
- which possess the skills and businesses to generate jobs to meet local employment needs
- which are informed about environmental issues and actively create local solutions
- where children and young people enjoy life and achieve their potential in and out of school
- where people get involved in democratic processes and have a voice in shaping the present and the future of their area
- where people have healthy lifestyles

The Wiltshire Community Plan 2011-2026

4.5 The Wiltshire Community Plan 2011-2026\textsuperscript{15} ‘People, places and promises’ sets a clear vision for Wiltshire, alongside the priorities and objectives for the next 15 years.

\textsuperscript{14} http://www.wiltshire.gov.uk/corporate-plan-2010-2014-wiltshire.pdf

\textsuperscript{15} http://www.wiltshire.gov.uk/community-plan-2011-2026-wiltshire.pdf
This outlines the overall strategic direction and long-term vision for the economic, social and environmental well-being of Wiltshire.

4.6 The community plan identifies Wiltshire’s environment as one of its strongest assets. The landscape is of national and global significance and includes a wealth of archaeological and architectural treasures, including the combined World Heritage sites of Stonehenge and Avebury, Salisbury Cathedral, and more recent industrial features such as the Box railway tunnel and the Kennet and Avon Canal.

4.7 The plan outlines that there are nearly 20,000 archaeological sites ranging from the prehistoric through to Roman and medieval times and the civil war battlefield at Roundway Down. There are also approximately 14,000 listed buildings, 37 historic parks and gardens, three Areas of Outstanding Natural Beauty (AONBs) and more than 250 conservation areas. However, according to figures on the South West Observatory website, Wiltshire was the only county in the South West actually to increase its total CO2 emissions 2005-2007, the most significant increase being in west Wiltshire which had the highest per capita emissions - 27% of the county total.

4.8 The community plan also defines a number of promises including:

“Produce a design framework for the county which encourages the development of communities, not just houses. An important aspect of this will be for developers to ensure that new buildings fit their location and that the distinctiveness and history of the area is acknowledged and responded to.”

Energy Change and Opportunity Strategy 2011 – 2020

4.8 The ‘Energy, Change and Opportunity (ECO) strategy’ is a framework strategy which sets out the council’s ambitions for reducing its carbon emissions as an organisation and preparing for unavoidable climate change. It links to other council strategies to ensure it’s objectives are embedded across the entire organisation. It will be supplemented by detailed action plans to set out more specifically how we are going to deliver our climate change ambitions, including:

- Carbon Management Plan for the council’s emissions
- Climate Change Adaptation Plan for Wiltshire
- Low Carbon Transition Plan for Wiltshire
- Renewable Energy Action Plan for Wiltshire

4.9 This strategy sets out how Wiltshire as a council and a community can take action on climate change. Climate change requires everyone to work together to make adjustments to their lives, businesses and communities in order to secure a better future for all.

4.10 The strategy outlines a number of objectives relating to housing including the need to maximise the positive impacts of new developments on local jobs, shops, biodiversity and the transport network by:

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15 http://www.wiltshire.gov.uk/communityandliving/communityplan.htm
16 http://www.wiltshire.gov.uk/communityandliving/countryside/climatechange.htm
- Providing a mixed range of building uses, on sites such as housing, places to work and shops.
- Writing planning policies that strongly promote a wide range of sustainability issues.
- Defining and implementing a set of biodiversity criteria that must be met by all new developments.
- Requiring new developments to be well located and highly accessible, with good transport infrastructure. This could, for example, include charging points for alternative fuelled vehicles.

**Wiltshire Council Draft Housing Strategy**

4.14 The draft housing strategy complements and supports wider national and regional priorities, the council’s Business Plan and the Community Strategy. The aims and priorities are based on working in partnership with a range of individuals and agencies, including tenants groups, and organisations in the public, voluntary and private sectors.

4.15 The draft vision of the housing strategy is:

‘In partnership we will help to build a better future with safe and secure homes in strong and vibrant communities, where everyone should have a good quality of life and access to opportunities, choices and high quality services which are sustainable, accessible and meet people’s needs, now and in the future.’

4.16 The key priority of the draft strategy which relates to this topic paper is:

‘Meeting housing need: Increasing the supply of well-designed market and affordable housing that is appropriate for the town or village.’

17 http://consult.wiltshire.gov.uk/portal/housing/building_strong_foundations_-_the_housing_strategy_for_wiltshire_2011_-_2016_consultation
5 Evidence

5.1 This section provides a summary of evidence reviewed and a snapshot of Wiltshire in terms of the built and historic environment, outlining key characteristics, trends, issues and opportunities. It also gives an overview of the infrastructure, climate change considerations and a summary of stakeholder and community involvement related to this topic paper.

National Design Issues

Space Standards

5.2 In the UK, design quality has been a continual and growing concern in new developments – and particularly residential. As an example, (amongst many other issues) the nation has now reached the unenviable position of having the worst space standards in new housing development for the whole of Europe. The average family room in a newly built dwelling in France is almost 27 square metres, compared with less than 16 square metres in the UK. (Interestingly, in reaction to this trend the London Housing Design Guide's, "Parker Boris" standards, (Parker Morris plus 10 per cent), have been adopted by the Homes and Communities Agency, (these set the minimum size for a one-bed flat in affordable housing at 550 sq ft and two bedroom flats must be no smaller than 770 sq ft)

Residential Design

5.3 Nationally, there is evidence that there is a shortage of small, suitable housing for older people and that in some cases sheltered housing has met a housing gap irrespective of the support offered (DTLR 200118).

5.4 Ensuring suitable physical access to historic buildings can pose some difficulties when balanced against the potential damage alterations might cause to the

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18 http://www.idea.gov.uk/idk/core/page.do?pageId=1115652
significance of the building itself. Historic building access is set out in other
government legislation. In addition, providing greater access may help such buildings
to remain viable (English Heritage 2004\textsuperscript{19}). Other historic buildings with functions
such as shops, offices and civic buildings also can provide challenges regarding
physical access.

5.5 National housing audits show that 29 per cent of new homes built were so poorly
designed that they should not have been given planning permission. Only one in five
schemes was rated as ‘good’ or ‘very good’ (CABE 2010).

5.6 Nationally, perceptions regarding the design of new homes are negative. A 2007 survey found that:

- less than a quarter of respondents agreed that new builds are well built
- less than a third thought that new builds were well designed
- less than a quarter agreed that new homes provide an enjoyable
  neighbourhood.

5.7 Furthermore, there is evidence that new houses with little or no distinctive design quality are more difficult to sell than better-designed properties (CABE 2010)

The Value of Heritage Assets

5.8 English Heritage gives an overview of the energy usage involved with demolishing
and replacing older buildings. Demolition and replacement means loss of the resources embodied in the original buildings, energy for demolition, creation and
delivery of new construction materials, the building process itself, and the disposal of resulting waste. In 2000 the manufacture and transport of building materials accounted for more than 10 per cent of UK carbon dioxide emissions (2008).

5.9 Historic towns reflect good practice in sustainable urban design. Traditional mixed-use
neighbourhoods, built to a high density and providing their essential services within walking distance, offer a good model of sustainable development that requires less traffic movement and fewer building services than their modern counterparts (English Heritage 2008).

5.10 The government’s strategy for improving quality of place, World Class Places, CLG (2009), recognises the essential role of the historic environment in providing character and a sense of identity to an area. Heritage assets can inform and inspire place-making. Recognising how the design, materials and pattern of land use of the built environment provide character and definition to a locality can enable local planning authorities to better understand the appropriateness of proposed development.

Heritage Assets at Risk

5.11 While the number of Grade I and II* buildings at risk fell by 17% between 1999 and 2007, there has been a significant slow-down in the annual rate of decrease since

\textsuperscript{19} http://www.english-heritage.org.uk/
then, with no percentage change in the number at risk. Indeed, progress made over
the past decade could soon stall or be reversed, as it did between 2007 and 2008.

5.12 The South West has one of the highest densities of listed agricultural buildings in the
UK (0.77 per km²). The restructuring of the farming industry means that traditional
farm buildings are often more susceptible to change than other types of historic
building and sites. Research by English Heritage found that nationally, the majority of
sites with listed agricultural buildings experience significant development pressures.
57% of list entries had been subject to a planning application since 1980 and two-
thirds of these had been subject to multiple applications.

5.13 Across the South West around 10% of places of worship may be at risk from major
structural problems. Places of worship in rural areas are slightly more at risk as there
are more grade I and II* places of worship in rural areas, and the communities they
are in have fewer people to share the burden of care and finance.

5.14 English Heritage has found that listed buildings that have fallen out of use (especially
if they are in poor condition) are seen as problems for developers. Heritage assets
can be associated with constraints to the redevelopment potential of a site, project
delays and increased building and maintenance costs. However, there is evidence
that historic buildings that have been part of successful regeneration have increased
the residential and commercial value. Wider benefits to the local community include
improved image and potential for employment increase.

5.15 Research undertaken by English Heritage found that, based on projections over 30
years, the cost of repairing a typical Victorian terraced house was between 40 and
60% cheaper (depending on the level of refurbishment) than replacing it with a new
home.

Public Realm/Public open space

5.16 There is evidence indicating that well-designed public open spaces offer benefits
such as improved physical and mental health, increased biodiversity and improved
air quality. Green spaces are essential in the design of public spaces, with 91% of
people agreeing that they contribute to their quality of life. High-quality areas can
attract people, increase activity and lead to economic improvement. Additionally, they
can give a greater sense of safety and attract social interaction (CABE 2006)

Cultural Heritage

5.17 The historic environment is a rich and diverse part of England’s cultural heritage. It
takes in all aspects of the environment as a whole that have been shaped through
human activity. The value of the historic environment, and the contribution it makes
to our cultural, social and economic life, is set out in The Government’s Statement on
the Historic Environment for England 2010,

“That the value of the historic environment is recognised by all who have the
power to shape it; that Government gives it proper recognition and that it is managed
intelligently and in a way that fully realises its contribution to the economic, social and
cultural life of the nation.”
5.18 There is no planning policy statement that specifically addresses the wider notion of cultural heritage. A number of statements cover different aspects of culture. PPS4 identifies the role of arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities) in economic development. PPS5 highlights the wider social, cultural, economic and environmental benefits of heritage conservation. PPS7 states that tourism and leisure activities are vital to many rural economies. As well as sustaining many rural businesses, these industries are a significant source of employment and help to support the prosperity of country towns and villages, and sustain historic country houses, local heritage and culture. Finally, PPG17 highlights the importance of areas of open space that provide a community resource and can be used for informal or formal events such as religious and cultural festivals, agricultural shows and travelling fairs.

5.19 There is evidence that suggests there are advantages to incorporating culture in physical regeneration. Benefits include the re-use of redundant buildings, environmental improvements, increased public use of space leading to reduction in vandalism and an increased sense of safety.

5.20 Government figures state that heritage tourism accounts for £4.3 billion in GDP and 113,000 employees in the UK. Including historic green spaces, this figure rises to £7.4 billion and 195,000 employees, making the sector larger than car manufacturing and advertising.

5.21 Art and Design in the Public Realm refers to artists working within the natural, built, urban or rural environment to integrate artists' ideas and vision into the process of creating new and regenerated spaces and buildings. Working with artists offers an opportunity to design schemes which go beyond the purely functional and create places that reflect the life, identity and aspirations of a particular place or community.

5.22 Art and Design can provide an inclusive approach to collaborative planning and environmental change – with local people affected by such change and those with a responsibility for the design and sustainability of the natural and built environment in which we live (Arts Council England 2010).

5.23 Cultural heritage and the South West region’s tourist industry are inter-connected. In 2008 the total number of trips was 118 million with a total visitor related spend of £9.4 billion (South West Tourism May 2010);

There is:

- an unchanged rate of engagement in the arts at 47.6% in the South West, compared to slight decreases in most other regions, and to an England average rate of 43.8%
- a decrease in adult participation in the historic environment from a rate of 72.7% in 2008/09 to 69.8% in 2009/10, with even lower rates for Black and Minority Ethnic groups (from 67.9% to 60.5%), and for lower socio-economic groups (from 62.2% to 54.7%)
a 3% fall in visits to English Heritage sites and fall of 2% to National Trust sites, between 2005/06 and 2007/08, although recent figures show admissions are again rising (South West Observatory 2010).

Assessment of Design Quality

Building for Life

5.24 There are many local planning authorities across the country planning to make reference to Building for Life (BfL) in their Core Strategies. However, there is significant variation as to the strength of wording. These range between a passing reference to BfL as an available tool, to specific targets and even required scores or ranges of required scores:

- York Core Strategy Preferred Options published June 2009

“All large sites of at least 10 completed dwellings to be measured against the Building for Life criteria.”

- North Northamptonshire Sustainable Development SPD adopted April 2009

“It is the aspiration of NNJPC that all residential developments achieve 'Silver' standard and developers are encouraged to submit projects for the Building for Life standard.”

- Sheffield Core Strategy adopted in March 2009

“For residential schemes, all new developments of 10 dwellings or over should achieve a Building for Life assessment rating of good as a minimum.”

- Barnsley Core Strategy published February 2010

“The Council will use Building for Life (BfL) to measure the urban design quality of new housing developments, to ensure that they are reaching the standards required, nationally or regionally

Applicants for residential development of 10 units and over will be required to submit Design and Access Statements which show how well their schemes the respond to the BfL criteria. Each application will also be required to have a BfL score, this being the number of the 20 questions posed in the BfL assessment which can be answered positively. This scoring must be completed by an accredited BfL assessor.

If an 'average' scheme cannot be improved to 'good' in the course of its pre-application and application stages, it will be refused on design grounds.”

- Leicester Core Strategy submission document published in December 2009

“To ensure high design standards and good place making, all proposals for 10 or more dwellings must demonstrate how they have been designed to meet Building for Life (BfL) standards. We will aim to ensure that those proposals achieve as a minimum, a ‘good’ standard as defined by BfL. A Design Statement for such proposals must include a BfL assessment to demonstrate how each of the criteria
have been addressed. Where appropriate, the City Council may undertake their own assessment using an accredited assessor. Where proposals are received and considered to be of a ‘poor’ or ‘average’ standard, as defined by BfL, improvements will be required to raise design quality and achieve a higher standard of design.”

5.25 In 2009 CABE commissioned the redesign of a number of housing estate layouts judged to be poor under Building for Life.

“We found that you can greatly and very quickly improve the design without, for example, compromising on the use of standard house types. In some cases it has been possible to fit more homes on sites in better configurations. This suggests that sites can become better quality places without significant additional cost, delivering more products, more efficiently and/or more profitably, through the application of good design”

(CABE (June 2010) Simpler and Better, Housing Design in Everyone’s interest)

![Figure 1 - CABE (June 2010) Simpler and Better, Housing Design in Everyone’s interest](image)

**Design Quality in Wiltshire**

Does design quality of new development in Wiltshire need improving?

5.26 Survey information is available at the regional level, principally through the Housing Audit published in 2007. While this showed quality to be deficient at the national level it found the South West region to be considerably lacking in schemes of a good quality compared with the national average.

5.27 To assess evidence of need at the local level, with the assistance of CABE, the Urban Design team carried out a survey of a representative sample (of size and location) of schemes completed in Wiltshire over the last two years. This information was also used to meet the new Housing Quality Indicator in this Council’s Annual Monitoring Report to CLG.

**Survey of Wiltshire schemes (2009-10: 25 Completions)**

Representative sample:

16 schemes of 10 or more dwellings completed
6 schemes of 50 or more dwellings completed

3 schemes of 100 or more dwellings completed
<table>
<thead>
<tr>
<th>No.</th>
<th>Scheme Title</th>
<th>Planning reference</th>
<th>Locality</th>
<th>Date of BfL assessment</th>
<th>Number of dwellings</th>
<th>BfL Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Market Quarter Chippenham</td>
<td>06/01005</td>
<td>North Wiltshire</td>
<td>02/12/2010</td>
<td>256</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>The Kingsway Tetbury Hill Malmesbury</td>
<td>06/00881</td>
<td>North Wiltshire</td>
<td>30/11/2010</td>
<td>168</td>
<td>6.5</td>
</tr>
<tr>
<td>3</td>
<td>Roundway Mill, Devizes</td>
<td>K54501</td>
<td>Kennet</td>
<td>17/11/2010</td>
<td>67</td>
<td>11.5</td>
</tr>
<tr>
<td>4</td>
<td>Boscombe Road, Amesbury</td>
<td>S.2006.2370</td>
<td>Salisbury</td>
<td>17/11/2010</td>
<td>63</td>
<td>12.5</td>
</tr>
<tr>
<td>5</td>
<td>Bath Road, Devizes</td>
<td>K54055</td>
<td>Kennet</td>
<td>17/11/2010</td>
<td>23</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Market Place, Devizes</td>
<td>K55925</td>
<td>Kennet</td>
<td>15/11/2010</td>
<td>24</td>
<td>14</td>
</tr>
<tr>
<td>7</td>
<td>Woodside Road, Salisbury</td>
<td>S.2007.1785</td>
<td>Salisbury</td>
<td>15/11/2010</td>
<td>14</td>
<td>6.5</td>
</tr>
<tr>
<td>8</td>
<td>Station Road, Westbury</td>
<td>W06/00150</td>
<td>West Wiltshire</td>
<td>09/11/2010</td>
<td>93</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>Sandridge Road, Melksham</td>
<td>W08/00560/FUL</td>
<td>West Wiltshire</td>
<td>03/11/2010</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>Duke Street, Trowbridge</td>
<td>W07/3929/FUL</td>
<td>West Wiltshire</td>
<td>02/11/2010</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Queens Road, Westbury</td>
<td>W08/00601/FUL</td>
<td>West Wiltshire</td>
<td>21/10/2010</td>
<td>12</td>
<td>3.5</td>
</tr>
</tbody>
</table>

5.28 Only 2 of 11 (18%) scored ‘Good’ (14 points or more) although 7 of 11 (64%) scored ‘Average’ (10 points or more) or better. This is directly comparable to the national average of schemes (18%) achieving ‘Good’ in the 2007 Housing Audit, and better than the regional average of only 6% in 2007. However, the 36% of schemes that failed to reach even an ‘Average’ score is higher than the national 29% in the 2007 Audit.

Residential Design

5.29 Community areas in the southern part of Wiltshire, excluding Salisbury, have a significantly ‘older’ age structure compared to community areas in the northern and western parts of the county. Across Wiltshire the proportion of older people in the population is 21%, compared to the national average of 19% (Wiltshire County 2008 Community Area Population estimate, Wiltshire Intelligence Network).
Local evidence

5.30 Wiltshire is a rural county, the defining image of which is the alternation between settlement, largely concentrated in its river valleys, and the downs overlooking.

The local valued built heritage and landscape is:

- The historic centres and conservation areas of the market towns and city of Salisbury. These are characterised by rich and varied townscapes of active public spaces contained by a pattern of individually expressed buildings of human scale, with the qualities of being inviting and memorable with a sense of belonging.
- The diverse landscape, from river valleys and vales to the higher ground much of which is within designated areas of outstanding natural beauty, and the historic rural settlements within conservation areas. These are characterised by vernacular building form grouped within an expansive landscape with the quality of solitude, tranquillity and the illusion of distance.

(From draft design guide ‘Achieving Design Quality in Wiltshire’, Urban design team)

5.31 In total, within Wiltshire Council’s administrative boundary there are 244 Conservation Areas, and 12,206 Listed Buildings. At present this information can only be broken down into what was district level:

<table>
<thead>
<tr>
<th>Hub / District</th>
<th>No. of Conservation Areas</th>
<th>Number of Listed Building Entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Wiltshire</td>
<td>65</td>
<td>3782</td>
</tr>
<tr>
<td>East Wiltshire/Kennet</td>
<td>75</td>
<td>2880</td>
</tr>
<tr>
<td>West Wiltshire</td>
<td>35</td>
<td>2556</td>
</tr>
<tr>
<td>South Wiltshire/Salisbury</td>
<td>69</td>
<td>2988</td>
</tr>
</tbody>
</table>

5.32 Wiltshire Council’s administrative area includes 19 Market Towns and 1 city, all of which contain at least 1 conservation area, which means that the conservation area designations cover some of the most built up areas within Wiltshire.

Heritage assets at risk

- 1 in 32 (3.1%) grade I and II* listed buildings are at risk nationally. In the South West this falls to 2.2% (155 sites).
- 9 sites were removed from the 2009 regional Register during the year, but 17 new sites were added.
- Since publication of the 1999 baseline Register 55.4% of the region’s buildings at risk (102) have been removed from the regional Register as their futures have been secured, compared to the national figure of 50.7% (724).
Nationally, £6.2m was offered to 76 sites on the Register during 2009/10. In the South West we awarded grants totalling £594k to 8 sites.

There are around 250 Scheduled Monuments at Risk in Wiltshire in 2010. Damage from cultivation is still the greatest cause of risk, with degradation and decay as a result of natural processes, such as scrub and tree growth, erosion and burrowing animals, a close second.

There is partial evidence to suggest that the proportion of Conservation Areas at risk through neglect and decay in the South West is higher than for the rest of the country – 11.6 per cent as opposed to 7.5 per cent (South West Observatory 2011).

**World Heritage Sites**

5.33 The Avebury and Stonehenge World Heritage Site (WHS) Management Plans have been adopted by Wiltshire Council as material consideration and their objectives are key determinants in the planning process.

5.34 The Stonehenge WHS Management Plan states that although conservation is fundamental, some change is inevitable if the site is to respond to the needs of present-day society. In addition, it is also necessary to develop policies for the sustainable use of the site for the benefit of the local population and economy. The Stonehenge and Avebury management plans identified a number of key issues regarding the sites, including planning, conservation and tourism.

5.35 It is common practice for English Heritage and the Archaeology Service of Wiltshire Council to be consulted by the local planning authority about planning applications within or around the WHS which may have an impact on it. However, there are currently a number of activities which are potentially damaging to archaeological remains and the setting of the WHS that do not require planning permission or other forms of consent. These include activities such as new planting not funded by the Forestry Commission, hedge removals, ploughing depth, utility installations and treasure hunting.

**The Role of Art in Design**

5.36 The council are currently developing guidance relating to art and design in the public realm. This information will inform the emerging design policy to be included within the Wiltshire Core Strategy.

Two recently completed Art Strategies in Melksham and Trowbridge:

- **Land East of Melksham Art Plan**
  
  Demonstrates the commitment of the East Melksham Consortium to a well resourced, considered and integrated approach to the provision of public art within the development at Melksham.

- **Art Strategy for County Hall Re-Modelling**
  
  To celebrate the creative characteristics of Wiltshire, it's biodiversity and cultural diversity, it’s landscape and respective industries past and present. The new space will involve and attract young local people;
increase public access and engagement with Wiltshire Council's Art Collections; and involve a contemporary artist in a new commission for the Courtyard space.
6 Challenges, opportunities and outcomes

6.1 A number of key messages and issues have been drawn from the policy and regulatory review, collation of evidence and priorities identified within our communities (chapters 2, 3 and 4). The table below illustrates the key messages and issues relating to this topic paper to be addressed by the core strategy.

| Design | Challenge BHE1  
Ensure that new developments meet good design standards and where appropriate maintain local identity, respect important townscape and landscape settings through the sensitive design and appearance of new development. |
|--------|-------------------------------------------------------------|
| Historic assets | Challenge BHE2  
Ensure the protection of historic assets, including historically important unlisted buildings, buildings at risk and archaeological sites, now and in the future. |
| World Heritage | Challenge BHE3  
To protect, enhance and present the outstanding universal value of the Stonehenge, Avebury, and Associated Sites World Heritage Site for present and future generations. |

6.1 Challenge BHE1 – Good design

Ensure that new developments meet good design standards and where appropriate maintain local identity, respect important townscape and landscape settings through the sensitive design and appearance of new development.

Policy requirements

- PPS1: Delivering sustainable development 2005
- PPS3: Housing 2006
- PPS5: Planning for the Historic Environment 2010
- PPS7: Sustainable development in rural areas 2004

6.1.1 Good design is an important part of government planning policy. The outcomes, or aims, of good design are highlighted rather than a strict definition of what good design is. This is so that planning policies are not overly prescriptive or stifle innovation.

6.1.2 PPS1 states that the aims of good design are to create places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity and maintain and improve local
character. These aims directly tie into a key government desire to promote sustainable development.

6.1.3 It is especially important to aim for design quality with new housing development. PPS3 clearly links good design with the creation of sustainable, mixed communities. In addition, it states that designs and layouts which make efficient and effective use of land should be encouraged. However, this must be balanced against the exclusion of private residential gardens from the definition of previously developed land, and the removal of the national indicative minimum density of 30 dwellings per hectare from PPS3 (amended in 2010).

6.1.4 Local planning authorities need to consult relevant design guidance and standards, detailed master plans and village design statements when considering development proposals. This is in order to meet the challenge of improving design quality of new development which also respects the variety of local settings in an area. PPS7 welcomes contemporary designs where they are sensitive to the setting of rural areas and help to make country towns and villages better places for people to live and work.

6.1.5 In addition, PPS5 highlights the need for new development to make a positive contribution to the character and local distinctiveness of the historic environment to better enhance or better reveal the significance of heritage assets.

6.1.6 In order for innovation and originality to be encouraged rather than restricted by policy, the focus is on "guiding the overall scale, density, massing, height, landscape, layout and access of new development in relation to neighbouring buildings and the local area more generally" (PPS 1).

6.1.7 The government’s PPS on Climate Change states that planning policies should support innovation and investment in sustainable buildings and should not, unless there are exceptional reasons, deter novel or cutting-edge developments. PPS5 clearly identifies the role of the historic environment in mitigating and adapting to climate change. The re-use and, where appropriate, modification of heritage assets should be sought in order to reduce carbon emissions and secure sustainable development.

6.1.8 The aim is for better decisions that balance heritage conservation issues against energy reduction and other climate change considerations in a realistic manner. Local planning authorities need to help applicants find feasible solutions where there are conflicts between these demands. However, harm to most highly designated assets should be wholly exceptional.

6.1.9 PPS5 also highlights the importance of protecting and enhancing heritage assets’ settings. This offers the opportunity to enhance the wider public realm. When considering applications for development that affect the setting of a heritage asset, local planning authorities should treat favourably applications that preserve those elements of the setting that make a positive contribution to, or better reveal the significance, of the asset. When considering applications that do not do this, local planning authorities should weigh any such harm against the wider benefits of the application. The greater the negative impact on the significance of the heritage asset, the greater the benefits that will be needed to justify approval.
Related publications:

By Design: urban design in the planning system
DETR
Published: 30 April 2000

Improving the design of new housing
CABE
Published: 15 June 2010

Savills research report: occupier demand survey
Savills
Published: Summer 2007

World Class Places
CLG
Published: 2009

PPS 5: Planning for the Historic Environment
- Impact Assessment
Published: 23 March 2010

PPS5 Planning for the Historic Environment:
Historic Environment Planning Practice Guide
Published: March 2010

Climate change and the historic environment
English Heritage
Published: January 2008

Circular 07/09: Protection of World Heritage Sites
Published: 24 July 2009

Evidence

6.1.10 There is evidence indicating that well-designed public open spaces offer benefits such as improved physical and mental health, increased biodiversity and improved air quality. Green spaces are essential in the design of public spaces, with 91% of people agreeing that they contribute to their quality of life. High-quality areas can attract people, increase activity and lead to economic improvement. Additionally, they can give a greater sense of safety and attract social interaction (CABE 2006).

6.1.11 The government's strategy for improving quality of place, World Class Places, CLG (2009), recognises the essential role of the historic environment in providing character and a sense of identity to an area. Heritage assets can inform and inspire place-making. Recognising how the design, materials and pattern of land use of the built environment provide character and definition to a locality can enable local planning authorities to better understand the appropriateness of proposed development.

6.1.12 National housing audits show that 29 per cent of new homes built were so poorly designed that they should not have been given planning permission. Only one in five schemes was rated as 'good' or 'very good' (CABE 2010).

6.1.13 Nationally, perceptions regarding the design of new homes are negative. A 2007 survey found that:

- Less than a quarter of respondents agreed that new builds are well built
- Less than a third thought that new builds were well designed
- Less than a quarter agreed that new homes provide an enjoyable neighbourhood.

6.1.14 Furthermore, there is evidence that new houses with little or no distinctive design quality are more difficult to sell than better-designed properties (CABE 2010).
Local evidence

6.1.15 Wiltshire is a rural county, the defining image of which is the alternation between settlement, largely concentrated in its river valleys and the downs overlooking.

The local valued built heritage and landscape is:

- The historic centres and conservation areas of the market towns and city of Salisbury. These are characterised by rich and varied townscapes of active public spaces contained by a pattern of individually expressed buildings of human scale, with the qualities of being inviting and memorable with a sense of belonging.

- The diverse landscape, from river valleys and vale to the higher ground much of which is within designated areas of outstanding natural beauty, and the historic rural settlements within conservation areas. These are characterised by vernacular building form grouped within an expansive landscape with the quality of solitude, tranquillity and the illusion of distance.

(From draft design guide ‘Achieving Design Quality in Wiltshire’, Urban design team)

Consultation / Stakeholder Responses

Wiltshire 2026 consultation responses:

- Support ‘exceptional quality design which reflects local character’.
- In developing a high quality built environment the protection of green spaces is paramount.
- Should highlight that new development will respect Wiltshire’s rich archaeological and built environment.
- The wider context of the built environment is not referenced despite the crucial role that the historic pattern of fields, woodlands, downloads etc. play in defining the local distinctiveness and character of an area.
- All new development should be well designed and historic features protected.
- Clarify that the council will acknowledge that creation of design quality and maintaining community sustainability is paramount.
- Need better design codes – redesign the town centre [Chippenham].
- The design of any future developments should take into account the town architecture and not be given to permissions to build drab, dreary estates. The proposed estate should be spread out between lots of small developers who can build quality homes [Malmesbury].
- Ensure ‘top line’ in design and sustainability issues – build modern, not retro styled properties – homes, fit for purpose [Malmesbury].
- Poor design/location of the developments that sees them poorly integrated to the remaining community facilities/community [Pewsey].
Identifying and Testing Options for Addressing the Challenges

<table>
<thead>
<tr>
<th>Option</th>
<th>Sustainability Appraisal outcome</th>
<th>Conformity with national and regional policy and/or regulations</th>
<th>Deliverability</th>
<th>Community aspirations met</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain the current policies saved within the extant local plans.</td>
<td>Option 1 is felt to have a greater negative effect for securing high quality place shaping outcomes when compared to option 2.</td>
<td>Uncertain - PPS requirement to have due regard to up to date national policy statements when formulating new planning policy.</td>
<td>Yes – delivered through the determination of planning applications.</td>
<td>Unlikely – high quality design has been identified as a community priority. New policies will be better placed to respond to this priority.</td>
<td>Likely to be inappropriate – no justification to apply different policies across Wiltshire. Current policies although potentially compliant with national policy do not represent up-to-date best practice.</td>
</tr>
<tr>
<td>Apply a consistent policy across the whole of Wiltshire which seeks high-quality design standards in line with best practice and Government planning guidance.</td>
<td>Option 2 scores significantly higher when measured against the 17 sustainability criteria than the other options. It would provide a consistent policy approach that accords with Government guidance and so would be enforceable. It would deliver realistic and worthwhile improvements in design leading to the specific sustainability benefits highlighted, especially in heritage, economic and employment terms.</td>
<td>Yes – new policy could be developed to deliver high quality design within new development.</td>
<td>Yes – delivered by developer / verified through the determination of planning applications.</td>
<td>Yes – will give certainty to partners and developers and will give flexibility to respond to local circumstance.</td>
<td>Likely to be most appropriate – gives certainty to the market and provides a consistent approach across the plan area. Will enable good design to be delivered alongside other development plan objectives.</td>
</tr>
<tr>
<td>Apply a Wiltshire wide design policy which seeks exemplar levels of design standards – prioritising design quality above other onsite considerations.</td>
<td>Option 3 is felt to have the greatest negative effect for securing high quality place shaping outcomes.</td>
<td>Uncertain – viability of delivering such a policy approach would need to be carefully considered.</td>
<td>Uncertain – delivered by developer / verified through the determination of planning applications. Viability could make this approach unattainable.</td>
<td>Uncertain - would potentially lead to other onsite objectives and strategic objectives, not being delivered or down played.</td>
<td>Likely to be inappropriate – difficult to implement. Approach would consequently lead to other onsite objectives and strategic objectives, not being delivered or down played.</td>
</tr>
</tbody>
</table>
6.1.16 High quality design will be required for all new developments from building extensions through to major developments. This policy sets out a range of issues which all developers will need to take into account when designing each individual scheme.

**Draft Policy**

**Core Policy 37 - Ensuring high quality design and place shaping**

Development is expected to create a strong sense of place through an analysis based, context driven approach drawing upon the following principles:

i. Character and context - new development must make a positive contribution to local distinctiveness, character, townscape, and where appropriate the setting of Wiltshire’s Towns and Villages.

ii. Movement - the layout and design of highways and public spaces must prioritise sustainable methods of transport as well as providing direct, clearly defined and well connected routes.

iii. Quality public realm – new development must improve, or provide, attractive and usable public open spaces and streets through consideration of location, surveillance, scale, materials, reference to traditional townscape, use of tree planting and integration of public art.

iv. Adaptability - buildings and spaces should be designed with regard to sustainability, diversity and adaptability, so that they provide choice and are capable of responding to changing social, economic and technological needs.

v. Usability and amenities - internal and external space standards need to ensure buildings, and public or private amenity spaces are fit for purpose. Development must not result in significant harm to the amenities of neighbouring dwellings.

vi. Architecture – the design of buildings should be site specific.

vii. Landscape – important landscape features and settings should be enhanced and integrated into new development. All developments should incorporate landscape proposals which have regard to aesthetics, function and environmental qualities.

viii. Design standards - all major housing and mixed use applications will be assessed against Building for Life criteria and will be expected to achieve a good standard as a minimum. Very good or excellent scores may be required depending on the scale of the development and the site characteristics.

**Justification**

6.1.17 Wiltshire has a vibrant culture which contains a rich built heritage which is an important asset to be safeguarded and enhanced, and should be reflected in new development. Well designed developments help to provide a sense of place, add to local distinctiveness, and promote community cohesiveness and social well-being. New development will need to respect and enhance Wiltshire’s distinctive characteristics.
6.1.18 Development should be informed by a thorough understanding of the form, and context of the area in which it is to be placed. No two sites will share the same landscapes, contours, street patterns, built context or relationship to space. All developers will have to demonstrate that their proposals are distinctive and uniquely designed, in order to draw upon the individual character of the site.

6.1.19 This draft policy seeks to ensure that new development creates a strong sense of place, requiring an analysis of the principles listed within the policy. It is anticipated that this criteria based policy will enable the delivery of sound design principles for all new developments.

6.2 Challenge BHE2 – Protection of historic assets

Ensure the protection of historic assets, including historically important unlisted buildings, buildings at risk and archaeological sites, now and in the future.

Policy requirements

- PPS1: Delivering sustainable development 2005
- PPS3: Housing 2006
- PPS5: Planning for the Historic Environment 2010
- PPS7: Sustainable Development in Rural Areas 2004
- PPS4: Planning for Sustainable Economic Growth 2009

6.2.1 PPS5 explains that heritage assets are buildings, monuments, sites, places, areas or landscapes positively identified as having a degree of significance meriting consideration in planning decisions. The historic environment includes all designated and non-designated areas. It also includes their settings, the wider urban and rural landscape, and the potential for unrecorded archaeology. The historic environment and its heritage assets should be conserved and enjoyed for the quality of life they bring to this and future generations.

6.2.2 The historic environment is a rich and diverse part of England’s cultural heritage. It takes in all aspects of the environment as a whole that have been shaped through human activity. The value of the historic environment, and the contribution it makes to our cultural, social and economic life, is set out in The Government’s Statement on the Historic Environment for England 2010,

“That the value of the historic environment is recognised by all who have the power to shape it; that Government gives it proper recognition and that it is managed intelligently and in a way that fully realises its contribution to the economic, social and cultural life of the nation.”

6.2.3 There should be a presumption in favour of the conservation of designated heritage assets. Assets that have not been designated are still to be acknowledged. Identification of any previously unidentified heritage assets should take place during
the pre-application stage, or at the earliest opportunity otherwise. Some unidentified assets are offered the same protection as designated assets. The re-use and, where appropriate, modification of heritage assets should be sought in order to reduce carbon emissions and secure sustainable development. However, substantial harm to or loss of designated heritage assets of the highest significance, including scheduled monuments, battlefields, grade I and II* listed buildings and grade I and II* registered parks and gardens, World Heritage Sites, should be wholly exceptional (HE9.1).

6.2.4 The policy also states that local planning authorities should consider how they can best monitor the impact of their planning policies and decisions on the historic environment. They should pay particular attention to the degree to which heritage assets are at risk of loss or decay, how they expect this will change over time, and how they propose to respond.

6.2.5 PPS7 states the government’s overall aim is to protect the countryside for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and so it may be enjoyed by all. This includes supporting the re-use of appropriately located and suitably constructed existing buildings in the countryside. The historic environment within National Parks and Areas of Outstanding Natural Beauty is also the subject of general policies within PPS7.

6.2.6 A proactive approach by the local planning authority should acknowledge the potential of the historic environment to be a catalyst for regeneration, in particular through leisure, tourism and economic development. In addition, the re-use of existing fabric and mixed patterns of land use are likely to be sustainable. PPS5 states that, wherever possible, heritage assets should be put to an appropriate and viable use that is consistent with their conservation.

6.2.7 The wider public benefits of the conservation of historic landscapes, parks and gardens include the provision of opportunities for recreation, the preservation of natural habitats and improved environmental quality. There is potential for heritage assets to improve quality of life and sense of place.

6.2.8 Local planning authorities should assess whether the benefits of an application which secures the future conservation of a heritage asset outweigh the disadvantages of departing from the development plan (having regard to relevant legislation) or from national policies. They must take a number of issues into account when doing this. For example, one issue is whether allowing the development would mean avoiding splitting up management of the heritage asset, which can have long term negative effects.

6.2.9 PPS4 encourages new uses for vacant or derelict buildings, including historic buildings. It also highlights that in areas statutorily designated for their natural or cultural heritage qualities, there will be scope for tourist and leisure related developments. The local authority must recognise this whilst considering the number, form and location of developments in order to ensure the particular qualities or features that justified the designation are conserved.
Evidence

- 1 in 32 (3.1%) grade I and II* listed buildings are at risk nationally. In the South West this falls to 2.2% (155 sites).
- 9 sites were removed from the 2009 regional Register during the year, but 17 new sites were added.
- Since publication of the 1999 baseline Register 55.4% of the region’s buildings at risk (102) have been removed from the regional Register as their futures have been secured, compared to the national figure of 50.7% (724).
- Nationally, £6.2m was offered to 76 sites on the Register during 2009/10. In the South West we awarded grants totalling £594k to 8 sites.
- There are around 250 Scheduled Monuments at Risk in Wiltshire in 2010. Damage from cultivation is still the greatest cause of risk, with degradation and decay as a result of natural processes, such as scrub and tree growth, erosion and burrowing animals, a close second.

6.2.10 While the number of Grade I and II* buildings at risk fell by 17% between 1999 and 2007, there has been a significant slow-down in the annual rate of decrease since then, with no percentage change in the number at risk. Indeed, progress made over the past decade could soon stall or be reversed, as it did between 2007 and 2008.

6.2.11 The South West has one of the highest densities of listed agricultural buildings in the UK (0.77 per km²). The restructuring of the farming industry means that traditional farm buildings are often more susceptible to change than other types of historic building and sites. Research by English Heritage found that nationally, the majority of sites with listed agricultural buildings experience significant development pressures. 57% of list entries had been subject to a planning application since 1980 and two-thirds of these had been subject to multiple applications.

6.2.12 Across the South West around 10% of places of worship may be at risk from major structural problems. Places of worship in rural areas be slightly more at risk as there are more grade I and II* places of worship in rural areas, but the communities they are in have fewer people to share the burden of care and finance.
6.2.13 English Heritage has found that listed buildings that have fallen out of use (especially if they are in poor condition) are seen as problems for developers. Heritage assets can be associated with constraints to the redevelopment potential of a site, project delays and increased building and maintenance costs. However, there is evidence that historic buildings that have been part of successful regeneration have increased the residential and commercial value. Wider benefits to the local community include improved image and potential for employment increase.

6.2.14 Research undertaken by English Heritage found that, based on projections over 30 years, the cost of repairing a typical Victorian terraced house was between 40 and 60% cheaper (depending on the level of refurbishment) than replacing it with a new home.

Consultation / Stakeholder Responses

Wiltshire 2026 consultation responses:

- Important to recognise that the historic environment includes all designated and non-designated areas. It also includes their settings; the wider urban and rural landscape and the potential for unrecorded archaeology.
- Buildings related with the past history of the canal should, where possible, be retained.
- Historic buildings should only be reused where it can be demonstrated that the cost of such works would not make a scheme unviable.
- A flexible approach for the adaption of buildings to meet 21st century needs for employment and residential use should be taken.
- Mention should be made of ‘alteration’ as well as adaptation as this is sometimes necessary.
- Protecting heritage and character must be an important part of regeneration.
- The historic environment should be seen as an opportunity as well as a constraint.
- Welcome the role of historic buildings in tourism.
- Wiltshire historic environment is central to Wiltshire’s cultural heritage and sense of identity, and hence a resource that should be sustained for the benefit of the present and future generations.
- Acknowledge the appreciation of Wiltshire’s significant cultural heritage in the emerging core strategy.
- This topic paper could potentially form the basis for a Wiltshire Heritage Strategy SPD.
- In reference to the historic built environment only the built environment is mentioned.
- Museums should also be considered as part of community infrastructure, important not only because they are ‘cultural capital’ but they also have a role in economic development through tourism and regeneration.
- Heritage related tourism presents a real opportunity for Warminster.
- The idea of promoting Pewsey as a heritage village is worth considering.
- Celebrate what is unique in Warminster – currently only small arms museum with very limited public access.
### Identifying and Testing Options for Addressing the Challenges

<table>
<thead>
<tr>
<th>Option</th>
<th>Sustainability Appraisal outcome</th>
<th>Conformity with national and regional policy and/or regulations</th>
<th>Deliverability</th>
<th>Community aspirations met</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain the current policies saved within the extant local plans.</td>
<td>Option 1 is impracticable due to the emerging LDF which will make the previous policies it represents redundant, and would result in significantly less favourable outcomes for heritage interests.</td>
<td>Uncertain - PPS requirement to have due regard to up to date national policy statements when formulating new planning policy.</td>
<td>Yes – delivered through the determination of planning applications.</td>
<td>Unlikely – protection of the historic environment is highlighted as a community priority. New policies will be better placed to respond to this priority.</td>
<td>Likely to be inappropriate – current policies likely not to reflect best practice. This option would not give any consistency to protection of the historic environment.</td>
</tr>
<tr>
<td>Apply a uniform policy which seeks to consolidate existing good practice, and to provide a consistent policy approach, across Wiltshire in accord with PPS5.</td>
<td>Option 2 contains is the more favourable option as it scores significantly higher in terms of positive impacts on Heritage and landscape and will have these more consistently over a wider area.</td>
<td>Yes – new policy could be developed to deliver high quality design within new development.</td>
<td>Yes – delivered by developer / verified through the determination of planning applications.</td>
<td>Yes – will facilitate high standards of protection in order to safeguard historic assets for future generations.</td>
<td>Likely to be most appropriate – will give certainty to the market and will allow other plan objectives to be delivered alongside the protection of the historic environment.</td>
</tr>
</tbody>
</table>
6.2.15 This core policy aims to ensure that Wiltshire’s important monuments, sites and landscapes, and areas of historic and built heritage significance are protected, and enhanced in order that they continue to make an important contribution to Wiltshire’s environment and quality of life.

Draft policy

Core Policy 38 – Ensuring protection of the historic environment

Development proposals should secure the preservation or enhancement of:

i. archaeological remains and their setting.
ii. buildings and structures of special architectural or historic interest and their settings.
iii. the special character or appearance of conservation areas and their settings.
iv. historic parks and gardens and their setting.
v. important landscapes and townscapes.

Development proposals will be required to protect and seek opportunities to enhance structures and areas of heritage significance throughout Wiltshire, including the character, setting and cultural significance of designated and other locally or regionally significant non-designated heritage assets.

The sensitive re-use of historic buildings and spaces will be encouraged especially in relation to the viable re-use of heritage assets at risk.

Development within the historic environment should, where appropriate, include the enhancement of Wiltshire’s historic public realm.

Justification

6.2.16 Planning Policy Statement 5: Planning for the Historic Environment (2010) identifies heritage assets as including:

- listed buildings
- conservation areas
- scheduled ancient monuments
- registered parks and gardens
- registered battlefields
- world heritage sites
- non-designated heritage assets such as buildings and archaeological sites of regional and local interest

6.2.17 Designation of a conservation area, listed building, or scheduled ancient monument does not preclude the possibility of new development and the council is committed to working pragmatically with owners to find positive solutions which will allow adaptation of such buildings to reflect modern living aspirations. However it is expected that development will be of the highest standard in order to maintain and enhance the quality of the area or building, and be sensitive to its character and appearance. In considering applications for new development in such areas, the council will seek to ensure that the form, scale, design and materials of new
buildings are complementary to the historic context. It is anticipated that a SPD will be developed to identify areas of special historic environment significance.

6.3 Challenge BHE3 – Protection of the world heritage site

To protect, enhance and present the outstanding universal value of the Stonehenge, Avebury, and Associated Sites World Heritage Site for present and future generations.

Policy framework

- PPS1: Delivering Sustainable Development
- PPS5: Planning for the Historic Environment 2010
- PPS22: Renewable Energy

6.3.1 PPS1 states that a high level of protection should be given to valued townscapes and landscapes. Those with national and international designations should receive the highest level of protection. World Heritage Sites are inscribed by the UNESCO World Heritage Committee for their Outstanding Universal Value. The UK, as a signatory to the Convention Concerning the Protection of the World Cultural and Natural Heritage (UNESCO, 1972) is obliged to protect and conserve the site’s significance or Outstanding Universal Value (OUV) and appropriately present and transmit this to future generations. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting, including any buffer zone or equivalent. Local planning authorities should take account of the need to protect and conserve the World Heritage Site. In particular they should consider how the international and national policies for their protection can be worked into and reflected in their sustainable community strategies within the special characteristics of the area. Policies for the protection and sustainable use of a particular World Heritage Site should apply both to the site itself and, as appropriate, to its setting, including any buffer zone or equivalent.

6.3.2 However, PPS5 states that not all elements of a World Heritage Site will necessarily contribute to its significance. The protection policies set out in PPS5 only apply to the elements of the site that contribute to its significance. Where an element does not positively contribute to its significance, local planning authorities should take into account the desirability of enhancing or better revealing the significance of the World Heritage Site, including, where appropriate, through development of that element.

6.3.3 PPS22 states that permission for renewable energy developments likely to have an adverse effect on a World Heritage Site should only be granted once an assessment has shown that the integrity of the site would not be adversely affected.
Evidence:

6.3.4 CLG Circular 07/09: *Protection of World Heritage Sites* and accompanying English Heritage guidance sets out the roles and responsibilities of local planning authorities in protecting, promoting, interpreting, sustainably using and conserving World Heritage Sites and their OUV and settings, which may include buffer zones as appropriate. The UNESCO-approved Statement of OUV of a World Heritage Site includes the inscription criteria, an assessment of authenticity and integrity and detail of those attributes that make up the asset’s OUV. The Statement of OUV is a critical resource for local planning authorities in plan-making and reaching decisions relating to the significance of World Heritage Sites. (PPS5 Guidance)

Local evidence

6.3.5 The Avebury and Stonehenge World Heritage Site Management Plans have been adopted by Wiltshire Council as material consideration and their objectives are key determinants in the planning process.

6.3.6 The Stonehenge WHS Management Plan states that although conservation is fundamental, some change is inevitable if the site is to respond to the needs of present-day society. In addition, it is also necessary to develop policies for the sustainable use of the site for the benefit of the local population and economy. The Stonehenge and Avebury management plans identified a number of key issues regarding the sites, including planning, conservation and tourism.

6.3.7 It is common practice for English Heritage and the Archaeology Service of Wiltshire County Council to be consulted by the local planning authority about planning applications within or around the WHS which may have an impact. However, there are currently a number of activities which are potentially damaging to archaeological remains and the setting of the WHS and do not require planning permission or other forms of consent. These include activities such as new planting not funded by the Forestry Commission, hedge removals, ploughing depth, utility installations and treasure hunting.
[From the South Wilts topic paper 13: Conservation] - Tightened controls would ensure the physical survival of archaeological remains, and the protection and enhancement of the setting of the WHS.

Consultation / Stakeholder Responses

Wiltshire 2026 consultation responses:

- Wider improvements to walking and cycling routes, particularly to Avebury, the Vale of Pewsey and onwards to Stonehenge should take place.
- The core strategy should consider proposals for long-distance walking and cycling routes between Avebury and Stonehenge.
## Identifying and Testing Options for Addressing the Challenges

<table>
<thead>
<tr>
<th>Option</th>
<th>Sustainability Appraisal outcome</th>
<th>Conformity with national and regional policy and/or regulations</th>
<th>Deliverability</th>
<th>Community aspirations met</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain the current policies saved within the extant local plans.</td>
<td>The existing policies although satisfactory are not necessarily up to date and do not reflect the latest management plan for the Stonehenge World Heritage Sites and do not reflect the sites outstanding universal value, which option 2 achieves.</td>
<td>Uncertain - PPS requirement to have due regard to up to date national policy statements when formulating new planning policy.</td>
<td>Yes – delivered through the determination of planning applications.</td>
<td>Uncertain – up to date policy is likely to better respond to new PPS requirements and enhance the protection of the combined site.</td>
<td>Likely to be inappropriate – policy should reflect up-to-date best practice.</td>
</tr>
<tr>
<td>Apply a consistent policy approach across the designated site, which draws upon existing best practice, and references statements of outstanding universal value for the combined site.</td>
<td>Option 2 is felt to be most favourable as this ensures the World Heritage Site’s outstanding universal value is preserved.</td>
<td>Yes – new policy could be developed to deliver protection of the world heritage site in line with PPS5 and the WHS circular.</td>
<td>Yes – delivered by developer / verified through the determination of planning applications.</td>
<td>Yes – will facilitate high standards of protection in order to safeguard the WHS for future generations.</td>
<td>Likely to be most appropriate – will give consistency to the World Heritage Site policy approach within Wiltshire. Will allow best practice to be implemented including referencing and lining the policy to outstanding universal value.</td>
</tr>
</tbody>
</table>
6.3.8 Wiltshire’s world heritage site is a designated heritage asset of the highest international and national significance and there is therefore a strong presumption in favour of its conservation. World heritage site status offers the potential of considerable social and economic gains for Wiltshire in areas such as sustainable tourism; however this will require careful and sensitive management.

**Draft policy**

**Core Policy 40 – The Stonehenge and Avebury World Heritage Site and its setting Protection of the world heritage site**

The outstanding universal value (OUV) of the world heritage site and its setting will be protected and enhanced by:

i. A strong presumption in favour of the protection of the OUV of the world heritage site and its setting.

ii. Proposals not adversely affecting the OUV of the world heritage site, its significance, authenticity or integrity, or its setting. This includes the physical fabric, character, appearance, setting or views into or out of the world heritage site.

iii. Opportunities to support the positive management to enhance the OUV of the world heritage site through improved conservation, presentation and interpretation will be sought through development proposals.

iv. Proposals will be required to demonstrate that full account has been taken of their impact upon the OUV of the world heritage site and its setting and that proposals will have no individual, cumulative or consequential adverse affect upon it. This will include proposals for climate change mitigation and renewable energy schemes. Consideration of opportunities for enhancement should also be demonstrated.

**Justification**

6.3.9 In relation to the World Heritage Site and other statutory designations, local planning authorities should formulate policies for their protection. Policies should reflect the fact that all these sites have been designated at the national or even international level, and they should place great weight on the need to protect them for the benefit of future generations.

6.3.9 PPS 5 outlines that appropriate policies for protection of each World Heritage Site should be included in the core strategy / development plan or the equivalent. Such policies should focus on the Outstanding Universal Value of the particular World Heritage Site.

6.3.10 This policy seeks to meet this requirement by ensuring that development proposals adequately assess and demonstrate that full account has been taken of their impact upon the OUV of the world heritage site and its setting. Any proposals which adversely affect the OUV of the site will not be granted permission.
## 7 Bibliography and references

<table>
<thead>
<tr>
<th>Reference</th>
<th>URL</th>
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## 8 Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tr>
<td>Accessibility</td>
<td>The ease with which a building, place or facility can be reached by people and/or goods and services. Accessibility can be shown on a plan or described in terms of pedestrian and vehicle movements, walking distance from public transport, travel time or population distribution.</td>
</tr>
<tr>
<td>Adaptability</td>
<td>The capacity of a building or space to respond to changing social, technological, economic and market conditions.</td>
</tr>
<tr>
<td>Amenity</td>
<td>Something that contributes to an area’s environmental, social, economic or cultural needs. The term’s meaning is a matter for the exercise of planners’ discretion, rather than being defined in law. Appearance combination of the aspects of a place or building that determine the visual impression it makes.</td>
</tr>
<tr>
<td>Area appraisal</td>
<td>An assessment of an area’s land uses, built and natural environment, and social and physical characteristics.</td>
</tr>
<tr>
<td>Authenticity</td>
<td>The quality of a place where things are what they seem: where buildings that look old are old, and where the social and cultural values that the place seems to reflect did actually shape it.</td>
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<tr>
<td>Building element</td>
<td>A feature (such as a door, window or cornice) that contributes to the overall design of a building.</td>
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<tr>
<td>Building line</td>
<td>The line formed by the frontages of buildings along a street. The building line can be shown on a plan or section.</td>
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<tr>
<td>Built environment</td>
<td>The entire ensemble of buildings, neighbourhoods and cities with their infrastructure.</td>
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<tr>
<td>Built form</td>
<td>Buildings and structures.</td>
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<tr>
<td>Bulk</td>
<td>The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing.</td>
</tr>
<tr>
<td>Character assessment</td>
<td>An area appraisal emphasising historical and cultural associations.</td>
</tr>
<tr>
<td>Conservation area</td>
<td>One designated by a local authority under the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as possessing special architectural or historical interest. The council will seek to preserve or enhance the character and appearance of such areas.</td>
</tr>
<tr>
<td>Context (or site and area) appraisal</td>
<td>A detailed analysis of the features of a site or area (including land uses, built and natural environment, and social and physical characteristics) which serves as the basis for an urban design framework, development brief, design guide, or other policy or guidance.</td>
</tr>
<tr>
<td>Context</td>
<td>The setting of a site or area.</td>
</tr>
<tr>
<td>Defensible space</td>
<td>Public and semi-public space that is ‘defensible’ in the sense that it is surveyed, demarcated or maintained by somebody. Derived form Oscar Newman’s 1973 study of the same name, and an important concept in securing public safety in urban areas, defensible space is also dependent upon the existence of escape routes and the level of anonymity which can be anticipated by the users of space.</td>
</tr>
<tr>
<td>Density</td>
<td>The mass or floorspace of a building or buildings in relation to an area of land. Density can be expressed in terms of plot ratio (for commercial development); homes or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height; space standards; or a combination of these.</td>
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<tr>
<td>Term</td>
<td>Definition</td>
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<tr>
<td>Design audit</td>
<td>An independent assessment of a design, carried out for a local authority by consultants, another local authority or some other agency.</td>
</tr>
<tr>
<td>Design code</td>
<td>A document (usually with detailed drawings or diagrams) setting out with some precision the design and planning principles that will apply to development in a particular place.</td>
</tr>
<tr>
<td>Design guidance</td>
<td>A generic term for documents providing guidance on how development can be carried out in accordance with the planning and design policies of a local authority or other organisation.</td>
</tr>
<tr>
<td>Design guide</td>
<td>Design guidance on a specific topic such as shop fronts or house extensions, or relating to all kinds of development in a specific area.</td>
</tr>
<tr>
<td>Design policy</td>
<td>Relates to the form and appearance of development, rather than the land use.</td>
</tr>
<tr>
<td>Design principle</td>
<td>An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development brief or design code. Each such planning tool should have its own set of design principles.</td>
</tr>
<tr>
<td>Design statement</td>
<td>A developer can make a pre-application design statement to explain the design principles on which a development proposal in progress is based. It enables the local authority to give an initial response to the main issues raised by the proposal. An applicant for planning permission can submit a planning application design statement with the application, setting out the design principles adopted in relation to the site and its wider context. Government advice (Planning Policy Guidance Note 1) encourages an applicant for planning permission to submit such a written statement to the local authority.</td>
</tr>
<tr>
<td>Design-led development (or regeneration)</td>
<td>Development whose form is largely shaped by strong design ideas.</td>
</tr>
<tr>
<td>Development brief</td>
<td>A document providing guidance on how a specific site of significant size or sensitivity should be developed in line with the relevant planning and design policies. It will usually contain some indicative, but flexible, vision of future development form. A development brief usually covers a site most of which is likely to be developed in the near future. The terms ‘planning brief’ and ‘design brief’ are also sometimes used. These came into use at a time when government policy was that planning and design should be kept separate in design guidance. The term ‘development brief’ avoids that unworkable distinction.</td>
</tr>
<tr>
<td>Development control / management</td>
<td>The process through which a local authority determines whether (and with what conditions) a proposal for development should be granted planning permission.</td>
</tr>
<tr>
<td>Development plan</td>
<td>Prepared by a local authority to describe the intended use of land in an area and provide a basis for considering planning applications. Every area is covered either by a unitary development plan or by a development plan comprising more than one document (a structure plan and a local plan, and sometimes also other plans relating to minerals and waste). The development plan sets out the policies and proposals against which planning applications will be assessed. Its context is set by national and regional planning policy guidance.</td>
</tr>
<tr>
<td>Development</td>
<td>Statutorily defined under the Town and Country Planning Act 1990 as ‘the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land’. Most forms of development require planning permission.</td>
</tr>
<tr>
<td>Development team</td>
<td>(i) The people working together to bring about a particular development. (ii) Local authority officers working collaboratively in dealing with</td>
</tr>
<tr>
<td><strong>Development proposals</strong></td>
<td>rather than each carrying out their own section’s responsibilities individually.</td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Elevation</strong></td>
<td>(i) An external face of a building. (ii) A diagrammatic drawing of this. (iii) The height of a site above sea level.</td>
</tr>
<tr>
<td><strong>Enclosure</strong></td>
<td>The use of buildings to create a sense of defined space.</td>
</tr>
<tr>
<td><strong>Energy efficiency</strong></td>
<td>The result of minimising the use of energy through the way in which buildings are constructed and arranged on site.</td>
</tr>
<tr>
<td><strong>Facade</strong></td>
<td>The principal face of a building.</td>
</tr>
<tr>
<td><strong>Fenestration</strong></td>
<td>The arrangement of windows on a facade.</td>
</tr>
<tr>
<td><strong>Fine grain</strong></td>
<td>The quality of an area’s layout of building blocks and plots having small and frequent subdivisions.</td>
</tr>
<tr>
<td><strong>Flagship project</strong></td>
<td>One intended to have the highest profile of all the elements of a regeneration scheme.</td>
</tr>
<tr>
<td><strong>Form</strong></td>
<td>The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) and landscape of development.</td>
</tr>
<tr>
<td><strong>Indicative sketch</strong></td>
<td>A drawing of building forms and spaces which is intended to guide whomever will later prepare the actual design.</td>
</tr>
<tr>
<td><strong>Landmark</strong></td>
<td>A building or structure that stands out from the background buildings.</td>
</tr>
<tr>
<td><strong>Landscape</strong></td>
<td>The appearance of land, including its shape, form, colours and elements, the way these (including those of streets) components combine in a way that is distinctive to particular localities, the way they are perceived, and an area’s cultural and historical associations.</td>
</tr>
<tr>
<td><strong>Layout</strong></td>
<td>The way buildings, routes and open spaces are placed in relation to each other.</td>
</tr>
<tr>
<td><strong>Legibility</strong></td>
<td>The degree to which a place can be easily understood by its users and the clarity of the image it presents to the wider world.</td>
</tr>
<tr>
<td><strong>Local distinctiveness</strong></td>
<td>The positive features of a place and its communities which contribute to its special character and sense of place.</td>
</tr>
<tr>
<td><strong>Massing</strong></td>
<td>The combined effect of the arrangement, volume and shape of a building or group of buildings. This is also called bulk.</td>
</tr>
<tr>
<td><strong>Mixed uses</strong></td>
<td>A mix of complementary uses within a building, on a site or within a particular area. ‘Horizontal’ mixed uses are side by side, usually in different buildings. ‘Vertical’ mixed uses are on different floors of the same building.</td>
</tr>
<tr>
<td><strong>Mobility</strong></td>
<td>The ability of people to move round an area, including carers of young children, older people, people with mobility or sensory impairments, or those encumbered with luggage or shopping.</td>
</tr>
<tr>
<td><strong>Movement</strong></td>
<td>People and vehicles going to and passing through buildings, places and spaces.</td>
</tr>
<tr>
<td><strong>Natural surveillance (or supervision)</strong></td>
<td>The discouragement to wrong-doing by the presence of passers-by or the ability of people to see out of windows. Also known as passive surveillance (or supervision).</td>
</tr>
<tr>
<td><strong>Node</strong></td>
<td>A place where activity and routes are concentrated.</td>
</tr>
<tr>
<td><strong>Permeability</strong></td>
<td>The degree to which a place has a variety of pleasant, convenient and safe routes through it.</td>
</tr>
<tr>
<td><strong>Permitted development</strong></td>
<td>Small scale, often domestic, development which does not require formal planning permission provided it complies with criteria set out in Government legislation.</td>
</tr>
<tr>
<td><strong>Perspective</strong></td>
<td>A drawing showing the view from a particular point as it would be seen by the human eye.</td>
</tr>
<tr>
<td><strong>Planning for real</strong></td>
<td>A participation technique (pioneered by the Neighbourhood Initiatives Foundation) that involves residents and other stakeholders making a model of their area and using it to help them determine priorities for the</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
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<td>-------------------------------</td>
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</tr>
<tr>
<td>Planning inspectorate</td>
<td>Government agency which administers the Planning Appeals system.</td>
</tr>
<tr>
<td>Public realm</td>
<td>The parts of a village, town or city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks. Also called public domain.</td>
</tr>
<tr>
<td>Scale</td>
<td>The size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person.</td>
</tr>
<tr>
<td>Section</td>
<td>A drawing showing a slice through a building or site.</td>
</tr>
<tr>
<td>Settlement pattern</td>
<td>The distinctive way that the roads, paths and buildings are laid out in a particular place.</td>
</tr>
<tr>
<td>Sight line</td>
<td>The direct line from a viewer to an object.</td>
</tr>
<tr>
<td>Street furniture</td>
<td>Structures in and adjacent to the highway which contribute to the street scene, such as bus shelters, litter bins, seating, lighting and signs.</td>
</tr>
<tr>
<td>Topography</td>
<td>A description or representation of artificial or natural features on or of the ground.</td>
</tr>
<tr>
<td>Urban design</td>
<td>The art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes that facilitate successful development.</td>
</tr>
<tr>
<td>Urban design framework</td>
<td>A document setting out how development plan policies should be implemented in a particular area where there is a need to control, guide and promote change. Such areas include transport interchanges and corridors, regeneration areas, town centres, urban edges, housing estates, conservation areas, villages, new settlements, urban areas of special landscape value, and suburban areas identified as being suitable for more intense development.</td>
</tr>
<tr>
<td>Urban grain</td>
<td>The pattern of the arrangement and size of buildings and their plots in a settlement; and the degree to which an area’s pattern of street-blocks and street junctions is respectively small and frequent, or large and infrequent.</td>
</tr>
<tr>
<td>Vernacular</td>
<td>The way in which ordinary buildings were built in a particular place before local styles, techniques and materials were superseded by imports.</td>
</tr>
<tr>
<td>Village appraisal</td>
<td>A study identifying a local community’s needs and priorities.</td>
</tr>
<tr>
<td>Village design statement</td>
<td>An advisory document, usually produced by a village community, showing how development can be carried out in harmony with the village and its setting.</td>
</tr>
<tr>
<td>Visual clutter</td>
<td>The uncoordinated arrangement of street furniture, signs and other features.</td>
</tr>
</tbody>
</table>
### Annex A – Saved local plan policies relating to this topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>Saved Local Plan Policies / Issue</th>
<th>National Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North Wiltshire LP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td><strong>HE1 DEVELOPMENT IN CONSERVATION AREAS</strong></td>
<td>Preserve or enhance the character or appearance of the conservation area.</td>
</tr>
<tr>
<td></td>
<td><strong>T1 MINIMISING THE NEED TO TRAVEL</strong></td>
<td>New development designed and located to minimise the need to travel and be accessible by cycling, walking and public transport.</td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td><strong>HE2 DEMOLITION IN CONSERVATION AREAS</strong></td>
<td>Demolition of buildings or structures that make a positive contribution to the character or appearance of a Conservation Area is not permitted.</td>
</tr>
<tr>
<td></td>
<td><strong>HE3 HISTORIC PARKS AND GARDENS</strong></td>
<td>Development within or adjacent to Historic Parks and Gardens must respect their character, appearance or setting.</td>
</tr>
<tr>
<td></td>
<td><strong>HE4 DEVELOPMENT, DEMOLITION OR ALTERATIONS INVOLVING LISTED BUILDINGS</strong></td>
<td>Development or alteration affecting a listed building must preserve or enhance the building, its setting and any features of special architectural or historic interest.</td>
</tr>
</tbody>
</table>
| **Heritage** | **HE5 SCHEDULED ANCIENT MONUMENTS AND NATIONALLY IMPORTANT FEATURES** | - Development must not have an adverse effect on a scheduled ancient monument or other nationally important feature of archaeological or historic interest or their setting.  
- The physical preservation in situ of nationally important archaeological remains and their settings is preferred. | PPS1, PPS5 |
|  | **HE6 LOCALLY IMPORTANT ARCHAEOLOGICAL SITES** | Development in defined areas of special archaeological significance, or in other locally important archaeological sites, must ensure physical preservation or in some cases take satisfactory measures to excavate and record the site and its remains. | PPS1, PPS5 |
|  | **HE7 ENABLING DEVELOPMENT- HISTORIC ENVIRONMENT** | Permission may be given for financially beneficial development in order to maintain heritage assets. | PPS5 |
|  | **HE8 ARCHAEOLOGICAL EVALUATION** | Prospective developer to arrange for an archaeological evaluation to be carried out where important archaeological remains may exist. | PPS5? |

**Kennet LP**
<table>
<thead>
<tr>
<th>Topic</th>
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<tbody>
<tr>
<td><strong>Design</strong></td>
<td><strong>PD1 DEVELOPMENT AND DESIGN</strong> A high standard of design will be expected in order to maintain or enhance the character, appearance and environmental quality of the Kennet area.</td>
<td>PPS1, PPS3, PPS7, PPG17</td>
</tr>
<tr>
<td></td>
<td><strong>HC7 HOUSING LAYOUT</strong> Residential development should incorporate design elements that promote a more sustainable way of living.</td>
<td>PPS1, PPS3, PPG13</td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td><strong>HH10 AREAS OF MINIMUM CHANGE</strong> Designation intended to protect areas of land within, or at the edge of, built-up areas which make an important contribution to the character and appearance of the settlement.</td>
<td>PPS1</td>
</tr>
<tr>
<td></td>
<td><strong>HH11 MARLBOROUGH AREA OF SPECIAL QUALITY</strong> Area has a distinctive character which is worthy of being retained.</td>
<td>PPS1</td>
</tr>
<tr>
<td><strong>Heritage</strong></td>
<td><strong>HH1 PROTECTION OF ARCHAEOLOGICAL REMAINS</strong> Development must not have an adverse effect on 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 will also be protected from inappropriate development.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>HH3 AVEBURY WORLD HERITAGE SITE</strong> Protection of the World Heritage Site should take precedence over all other demands for development and the use of land in the inscribed area.</td>
<td>PPS5</td>
</tr>
<tr>
<td><strong>Salisbury District LP</strong></td>
<td><strong>Design</strong> <strong>D1-D3 GENERAL TOWNSCAPE</strong> Development proposals must be compatible with, or improve their surroundings in terms of, specific design criteria.</td>
<td>PPS1, PPS3, PPG17</td>
</tr>
</tbody>
</table>
|             | **D4-D6 SALISBURY TOWNSCAPE** -Development in the Chequers must retain street lines.  
-Changes to the open urban space network must be likely to enhance the provision or use of such space. 
-New building heights within the Salisbury Central Area do not exceed 12.2 metres (40ft), and only pitched roofs clad in traditional materials permitted. | PPS1, PPS3, PPS5      |
<table>
<thead>
<tr>
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<tr>
<td><strong>Conservation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CN1-CN8 LISTED BUILDINGS</td>
<td>Development must not have an adverse effect on listed buildings or their settings.</td>
<td>PPS5</td>
</tr>
<tr>
<td>CN8-CN12 CONSERVATION AREAS</td>
<td>Only development which preserves or enhances the existing character of the Conservation Area will be permitted.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td>CN13-CN15 SHOPFRONTS AND SIGNS IN CONSERVATION AREAS</td>
<td>Shopfronts within Conservation Areas that are attractive, of historic or architectural value, or that contribute to the character of the area will be retained. New shopfronts will only be permitted where the design is of high quality and appropriate to the character of the building and its surroundings.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td>CN16 SHOPFRONT GRILLES</td>
<td>External grilles, roller shutters or solid metal shutters will not be permitted on listing buildings or in Conservation Areas.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td>CN17 TREES</td>
<td>The felling of a tree located in a Conservation Area will require the planting of at least one replacement tree, of a species and size appropriate to the locality.</td>
<td>PPS1</td>
</tr>
<tr>
<td>CN18 HISTORIC PARKS AND GARDENS</td>
<td>Retention of and, if appropriate, restoration of historic parks and gardens is encouraged.</td>
<td>PPS1, PPS12, PPG17</td>
</tr>
<tr>
<td><strong>Heritage</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CN20-23 ANCIENT MONUMENTS AND ARCHAEOLOGY</td>
<td>Development that adversely affects a Scheduled Ancient Monument or other nationally important archaeological features, or their settings is not permitted. Archaeological evaluation must be carried out where important archaeological remains may exist.</td>
<td>PPS5</td>
</tr>
<tr>
<td>CN24 STONEHENGE WORLD HERITAGE SITE</td>
<td>Development that would adversely affect the World Heritage Site is not permitted.</td>
<td>PPS5</td>
</tr>
<tr>
<td><strong>West Wiltshire District LP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C31A DESIGN</td>
<td>Development should follow good urban design principles in order to enhance the quality of the local environment.</td>
<td>PPS1, PPS3, PPG17</td>
</tr>
<tr>
<td>H24 NEW HOUSING DESIGN</td>
<td>Residential development should incorporate specified design elements.</td>
<td>PPS3,</td>
</tr>
<tr>
<td>Topic</td>
<td>Saved Local Plan Policies / Issue</td>
<td>National Policy</td>
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</tr>
<tr>
<td><strong>C23 STREET SCENE</strong></td>
<td>New street furniture, street surfaces and boundary treatments should be of good quality. Retention of better quality street furniture is encouraged.</td>
<td>PPG13</td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td><strong>C17-C22 CONSERVATION AREAS</strong> A number of policies which seek to preserve or enhance the existing character of the Conservation Area.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>C24 ADVERTISEMENTS</strong> Advertisements must respect the appearance of a building or the visual character of the local environment, including any features of historic, architectural or cultural interest.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>C25 SHOPFRONTS</strong> Shopfronts of aesthetic or historic merit should be retained, particularly within Conservation Areas.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>C26 MAINTENANCE OF BUILDINGS</strong> Encourages the maintenance of listed buildings without making unnecessary or inappropriate alterations whilst recognising the need to secure viable use.</td>
<td>PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>C28 ALTERATIONS AND EXTENSIONS TO LISTED BUILDINGS</strong> Alterations and extensions to a listed building should preserve its character.</td>
<td>PPS1, PPS5</td>
</tr>
<tr>
<td></td>
<td><strong>C30 SKYLINES</strong> Development is not permitted where it would have a detrimental impact on the skyline above the towns of Bradford on Avon and Warminster.</td>
<td>PPS1</td>
</tr>
<tr>
<td><strong>Heritage</strong></td>
<td><strong>C15 ARCHAEOLOGICAL ASSESSMENT</strong> Archaeological assessment will be required for development proposals within Areas of Archaeological Interest.</td>
<td>PPS5?</td>
</tr>
<tr>
<td><strong>South Wiltshire Core Strategy proposed submission document (2009)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conservation</strong></td>
<td><strong>CORE POLICY 8 SALISBURY SKYLINE</strong> Heights of new developments within the Salisbury Central Area should not usually exceed 12.2 metres.</td>
<td>PPS1</td>
</tr>
<tr>
<td><strong>Heritage</strong></td>
<td><strong>CORE POLICY 13 STONEHENGE</strong> New visitor facilities will be permitted where they improve the setting of the World Heritage Site.</td>
<td>PPS5</td>
</tr>
</tbody>
</table>