

FOREWORD

This document is the second district-wide Local Plan to be adopted by Kennet District Council. This version of the Kennet Local Plan contains the Local Planning Authority's policies and proposals for the development and use of land and will guide development and investment within the District up to the year 2011. The adopted Kennet Local Plan has full statutory status and supersedes all previous local plans in the District and together with the Wiltshire Structure Plan and the Wiltshire and Swindon Minerals Local Plan forms the Development Plan for Kennet.

The Local Plan has been prepared in accordance with the Planning and Compensation Act 1991 and all current Government advice, including Planning Policy Guidance Notes (PPGs). The Plan is also in general conformity with the adopted Wiltshire Structure Plan and Regional Planning Guidance for the South West (RPG 10). The main stages leading to the adoption of the Local Plan are illustrated in Table 1.1.

A statutory local plan carries considerable weight. Section 54A of the Town and Country Planning Act 1990 states:-

"..where, in making any determination under the planning Acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise."

Essentially this means that an applicant who proposes a development which is clearly in conflict with the development plan will need to demonstrate why the plan should not prevail.

The Plan was produced following an extensive programme of consultation activities undertaken between March 1998 and April 1999 and the publication of a "Cartoon" or Outline version of the Replacement Plan for public comment during August and September 1999. Full details of the consultation process have been published separately (as required by Section 21 of the Development Plan Regulations) under the title Replacement Kennet Local Plan, Statement of Consultation and Publicity.

Changes are anticipated to the planning system as a result of the Planning and Compulsory Purchase Bill, currently before Parliament. In the event of changes being introduced as a result of new legislation, this Local Plan will become a "saved plan" to at least March 2007, under its provisions.

The Local Plan was formally adopted by the Council on 30th April 2004. Copies may be purchased from the Council Offices in either printed format or on CD ROM. Alternatively, the Plan can be viewed on the Council's web site www.kennet.gov.uk.

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INTRODUCTION & FOUNDATION OF THE PLAN

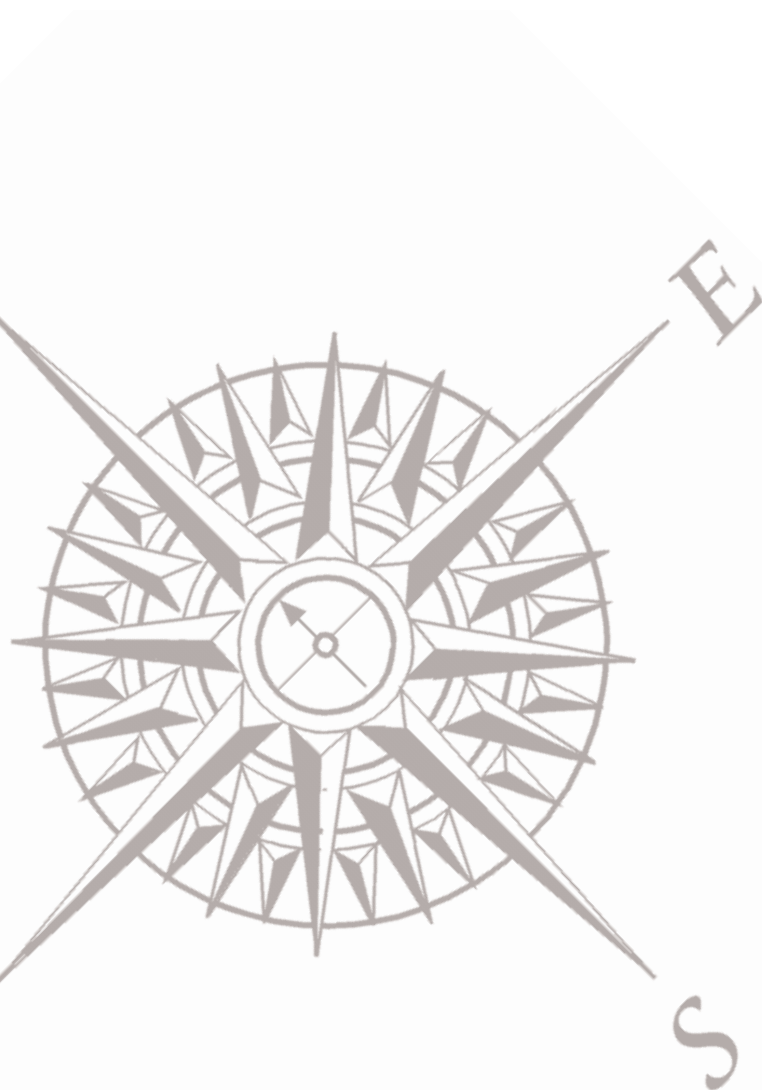
INTRODUCTION

1.01 Local Authorities, such as Kennet, are required to prepare a Local Plan to identify land for development, protect the environment, and manage traffic. Although the Local Plan is confined to deal with the use of land, its strategy and proposed pattern of land use also gives the opportunity to influence other organisations and agencies when they make decisions about future investment.

1.02 The Government sets out guidelines on what should and should not be included in a Local Plan in documents called *Planning Policy Guidance Notes*. These Guidance Notes are a statement of Government Policy and stand in their own right. Although they have provided a framework for the preparation of the Local Plan, it is not appropriate for the Plan to repeat or recite the contents of that guidance. In addition, the Local Plan has to be prepared in the context of development plans prepared by adjoining local planning authorities and in conformity with Regional Planning Guidance, published by the Government and the Wiltshire Structure Plan, adopted by Wiltshire County Council.

1.03 Regional Planning Guidance for the South West (RPG10) was published in 2001 and covers the period through to 2016. The Structure Plan for Wiltshire was adopted in January 2001 and states that Kennet District should provide land for about 7000 houses and 50 hectares of land for employment uses, during the period between 1991 and 2011. The Structure Plan is currently being 'rolled forward' to cover the period through to 2016

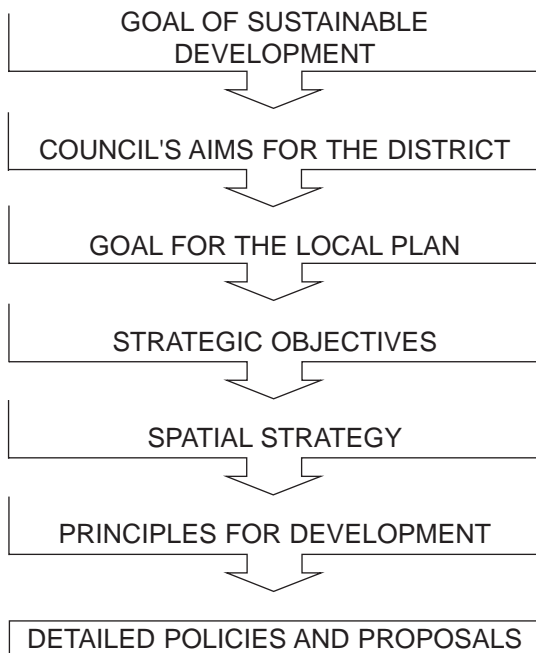
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FOUNDATION OF THE PLAN

1.04 Table 1.2, below, outlines the hierarchy of principles, aims and objectives upon which this Plan is established. Each level is equally important and development proposals will be assessed against them, where relevant and applicable. Goals and objectives provide a context for future development. At the detailed level, two tiers of policy apply. All forms of development, irrespective of scale or location will have to comply with policies contained under the heading "Principles for Development". These policies address issues of sustainability, design and the need for development to bear the cost of social and environmental provision required as a consequence of that development.

Table 1.2. : Hierarchy of Principles, Aims and Objectives



Goal of Sustainable Development

1.05 Government policy has placed *sustainable development* at the core of its advice to plan making authorities. The concept is simple and reflects a common-sense approach, one definition is:-

Ensuring that the needs of the present are met without compromising the ability of future generations to meet their needs.

The outcome of local consultation on the Local Plan suggests that we should be aiming to *Keep Kennet Special*. The attributes of the District are well documented and in addition to displaying a strong local identity (local distinctiveness), they include assets of international, national and regional importance. However, the protection of these special features depends partly upon a healthy and evolving economy to support them. In addition, we need to maintain the way of life enjoyed by those working and living in the community by providing access to housing that can be afforded and locally provided services. This implies that the District cannot stagnate or be preserved in aspic but must accommodate growth in a sustainable way which respects its distinctiveness.

1.06 Sustainability should be at the heart of the Plan's Strategy. However, it is not something that can be attained overnight. Rather, it is a longer term aim that we should be taking positive steps to achieve today. The Strategy is stated in terms of the proactive measures that can be promoted in the Local Plan. Some proposals will be implemented by the open market, and others will require action by the various service providers of the Council, either through direct or enabling action.

1.07 Many other issues have to be dealt with in the Local Plan, particularly policies to control the development of land and to protect those aspects of Kennet that we all value and cherish. The task that we face in producing a sustainable Local Plan is to balance the needs of protecting our environment, and our personal safety and lifestyles with the need to ensure that everyone has the opportunity to have good and adequate housing and economic prosperity. This aspiration applies equally to the current population of Kennet and the generations to come.

1.08 The Council has agreed a process for undertaking an Environmental Appraisal of the Local Plan based on the Department of the Environment, Transport and the Regions Good Practice Guide. The various stages of the Environmental Appraisal undertaken have been documented under separate cover and made available for public inspection. At the heart of the Council's approach to achieving sustainable development are the *Characteristics of a Sustainable Society*, originally produced by

the Local Government Management Board as a Checklist for Local Authorities. These *characteristics* have been used as indicators for undertaking the Environmental Appraisal. Those indicators which directly relate to land use planning are included as the Environmental Aims of the Local Plan and are set out below.

Environmental Aims of the Local Plan

Wherever possible, development should:-

- *use energy, water and other natural resources efficiently and with care;*
- *minimise waste, then re-use or recover it through recycling, composting or energy recovery, and finally sustainably dispose of what is left;*
- *limit pollution to levels which do not damage natural systems;*
- *value and protect the diversity of nature;*
- *recognise the value of the built and archaeological heritage;*
- *create or enhance places, spaces and buildings that work well, wear well and look well;*
- *make settlements "human" in scale and form;*
- *value and protect diversity and local distinctiveness and strengthen local community and cultural identity;*
- *protect human health and amenity through safe, clean and pleasant environments;*
- *ensure access to good food, housing and fuel at a reasonable cost*
- *meet local needs locally wherever possible;*
- *create a vibrant local economy that gives access to satisfying and rewarding work without damaging the local, national or global environment;*
- *encourage necessary access to facilities, services, goods and other people in ways which make less use of the car and minimise impacts on the environment;*
- *make opportunities for culture, leisure and recreation readily available to all.*

The Council's Aims for the District

The Council's Strategy

1.09 The Council takes the view that the Local Plan should approach policies for land use and the protection of the environment in a way which reflects its priorities for delivering local services. This will enable a *local* interpretation to the implementation of National, Regional and Structure Plan policies. In line with the changing shape of the national political agenda the Council has identified five "cross-cutting themes" which will drive the Council's approach to service provision. These themes are:-

- Social Inclusion;
- Community Safety;
- Sustaining Our Rural Communities;
- Community Health;
- Sustainable Development.

1.10 In particular, the Council has stated that it will use its resources and influence to support:-

- The provision of affordable housing for rent or low cost purchase for those in need;
- The encouragement of a viable local economy;
- Working with others to enable access to the facilities of the market towns and to the Council's services.

Consistency with other Strategies

Table 1.3 : Goals Matrix by Topic and Plan Making Tier.

	Region	County	District
Environment	Protection of the Environment	An attractive and suitably protected environment	An acceptable quality of life in a healthy and pleasant environment
Economy	Prosperity for communities, and the regional and national economy	A prosperous and robust economy	Support continuation and growth of viable communities
Society	Progress in meeting society's needs and aspirations	Meet the needs of the existing and future population. Good housing and community facilities	Enable the provision of services and facilities An acceptable quality of life in a healthy and pleasant environment Support continuation and growth of viable communities
Sustainability	Prudence in the use and management of resources	Support a sustainable pattern of development	Support continuation and growth of viable communities An acceptable quality of life in a healthy and pleasant environment

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1.11 Table 1.3 sets out a comparison of the Goals contained in Draft Regional Guidance, the emerging Structure Plan, and Kennet's Four Year Strategy. The common thread of addressing the environment, the economy, the needs of society, and sustainability provides a starting point for the new Kennet Local Plan. A high degree of synergy exists between each level. In the case of Kennet's Four Year Strategy, it will be noted that the distinctions between the four topic areas are blurred, reflecting the "cross cutting themes" approach.

Goal of the Kennet Local Plan

1.12 The Local Plan's Goal is based on the Council's Four Year Strategy statement. One role of the Local Plan is to achieve the elements of that strategy that are appropriate for resolution through the land use planning process.

To provide a land use policy base to conserve the special qualities of Kennet and enable the provision of services and facilities which will support the continuation and growth of viable communities in the District enjoying an acceptable quality of life in a healthy and pleasant environment.

The Strategy

1.13 The Local Plan will have a ten year timescale, although draft Government Guidance expects the Plan to be "reviewed in full at least every five years" in order to meet the obligation to keep it up to date. In considering the Local Plan Strategy, the Council has taken a longer term view to provide a context for what can be achieved in the period of its current Local Plan and to consider its aspirations over a period of time beyond the confines of a ten year span. This has allowed the development of

a robust long term strategy which should hold good throughout the Plan period and provide the basis for the next Local Plan Review, providing long term consistency required by both the development industry and service providers.

Strategic Objectives

1.14 The Council has adopted the following strategic objectives, based upon national, regional and county policy statements, taken in the context of promoting growth which is sustainable and reflects the special qualities of the District:-

- I. ***promote a settlement pattern based upon the three main settlements of Devizes, Marlborough and Tidworth each of which should seek to become self contained as far as their size and capacity for growth will allow;***
- II. ***develop balanced communities with local employment opportunities available at a scale that is commensurate with the local working population in each of the three main settlements;***
- III. ***ensure that the three main settlements improve the viability and vitality of their Town Centres;***
- IV. ***sustain the role of the larger villages such as Pewsey, Ludgershall and Market Lavington in acting as secondary service centres for their rural catchments;***
- V. ***support the provision of local facilities in villages;***
- VI. ***aid the restructuring of the rural economy by promoting and accommodating diversification that provides employment opportunities in the rural areas without compromising the aims of sustainability;***
- VII. ***facilitate the provision of appropriate levels of affordable housing in the district;***
- VIII. ***protect and, where possible, enhance the diverse range of landscape, ecology and cultural assets and allow them to be enjoyed by all;***

- IX. ***provide the means to reduce the dependence on private cars whilst improving access for all sections of society.***

Spatial Strategy (The Settlement Strategy)

The Three Main Towns.

1.15 Although the long term aim is to achieve balanced communities which are self contained in terms of providing local employment opportunities to match the characteristics and size of the local population and provide services and facilities locally, the Local Plan will not be able to deliver this in the short term. Taking each town in turn, the problems, opportunities and strategic role for each are discussed below.

Devizes

Devizes is the largest settlement in the District and also offers the widest employment base and range of services and facilities. The centre needs to maintain its role as a major service and shopping centre. The town offers the best prospects for maintaining the provision of local services, attracting further employment and for introducing more sustainable modes of travel. The impact of further growth should be reduced by encouraging further urban regeneration and making the best use of previously developed land and buildings.

Marlborough

Marlborough is the District's second Market Town and is an attractive location for commuters to nearby Swindon. Measures should be taken to stimulate the local economy with the identification of employment land and the formation of an Economic Partnership to promote a growth in local jobs. This should reduce the degree of reliance on jobs in other settlements and produce a more sustainable settlement. Relatively high house prices restrict access to a significant section of the local population and opportunities for the provision of affordable housing are required. The town has a healthy commercial centre and measures should be taken to ensure the role as a major retail and service provider is maintained.

Tidworth

Tidworth is a Garrison Town with a significant, if largely transient, population. A joint plan Produced by MoD, the District

Council and the County Council for creating greater balance has completed its first phase. Additional social/community infrastructure and shopping facilities are now in place. Employment opportunities are needed for a significant number of dependents of members of the armed forces resident in the town. Achieving a balance not only means providing employment opportunities to meet the needs of all local residents, but also the need to improve social stability by increasing the proportion of civilian residents to reduce the dominance of the military nature of the town. The long term prospect for growth in Tidworth appears optimistic and the MoD has been positive by recently releasing land for development. The improvement of employment opportunities are required at an early stage, to assist in achieving a balanced community.

The Larger Villages.

1.16 The Strategy for the Larger Villages looks to maintaining the secondary service role, in view of their importance to surrounding rural areas and the opportunities for this to contribute to greater sustainability. Pewsey, Market Lavington and Ludgershall each have a range of services which are not generally available in smaller settlements, including health care and secondary education. However, in the short to medium term they are unlikely to attract employment opportunities at a scale to fully meet local needs. Consequently, these settlements should play a lesser role in locating new housing development. That is not to say that housing would be inappropriate in these locations; it should be a matter of appropriate scale and appropriate location. Additionally, these villages can play a role in providing modest housing opportunities, including affordable housing, for rural residents as part of general market housing developments.

Other Villages and the Rural Areas.

1.17 Government advice, the framework set by regional advice and the Structure Plan, give clear guidance that villages should have no role in accommodating housing growth in strategic terms. However, Government advice and goals set at regional and county level all seek the retention of local services in villages and the improvement of the rural economy. Following the study of the rural

economy in Kennet*, the Council takes the view that increased economic activity in the rural areas will assist in maintaining facilities and aid the restructuring of the rural economy. In the interests of sustainability, housing development should be limited to those villages which have a good range of facilities, and should be restricted to a small scale. The need for affordable housing is acute in villages but in order to improve sustainability it should also be concentrated in those villages possessing good local facilities. The strategy for rural areas is a prime example of where a "cross cutting" approach is required, particularly the strategy for housing, facilities and employment. Villages without a good range of local facilities should not provide additional housing of any consequence. The countryside needs to be protected for its own sake.

*A survey and Appraisal of the Kennet Economy, 1998, undertaken by Oxford Brookes University on behalf of the Council.

PRINCIPLES FOR DEVELOPMENT

1.18 The following two policies set out the principles against which **all proposals** for development will be scrutinised. The first deals with the issue of design, set against the background of ensuring development is sustainable. It is not appropriate to enforce rigid or prescriptive design criteria upon applicants for planning permission. Such an approach would stifle good design and result in a blandness that would not represent a reflection of, or addition to, local distinctiveness and quality. However, Designers should pay regard to the useful guidance currently available. In particular, PPG3 promotes a greater emphasis on quality and designing places for people and stresses the need to consider the needs of people before ease of traffic movement in designing the layout of residential developments. The Council recognises a distinction between specifying development principles and dictating details of designs. Excellent principles are outlined in the DETR publication By Design (May 2000). The Council's approach is to set out a process which should be followed when drawing up proposals, and set out before making an application. In addition to the aspects of function and appearance of any proposal, its environmental impact also needs to be considered at the outset. The process, therefore, includes advice on

which features should be included for consideration in order to avoid adverse and irreversible environmental impacts, and to promote a reduction in the consumption of finite resources.

Design

Policy PD1

DEVELOPMENT AND DESIGN

A. General Application

A high standard of design will be expected in new developments, extensions or alterations to existing buildings, changes of use and in proposals affecting the landscape and environment, to ensure that the character, appearance and environmental quality of the Kennet area is maintained or enhanced, and to promote safety and compatibility between adjoining land uses.

B. Considerations

In order to achieve high standards of design, all development proposals should adequately address the factors listed below, where they are relevant to the development under consideration:-

- 1) Sustainable design principles;
- 2) Scale, height, massing and density of development;
- 3) Relationship to townscape and landscape context and related ecology;
- 4) Layout, servicing and access arrangements, and road safety;
- 5) How the development contributes to the creation of a well used, attractive and safe public realm;
- 6) Landscape proposals;
- 7) Relationship to historic features;
- 8) Elevational treatment;
- 9) Building materials, colour and detailing; and
- 10) The impact on residential amenity, including that caused by reason of noise and disturbance.

- 1.19 Planning Applications for developments on the key development sites will be expected to be supported by a Planning Brief, prepared in consultation with the Local Planning Authority. The Planning Brief should include the following elements:-
- Appraisal of the site's context and setting;
 - Review of relevant policies and guidance;
 - Indication of the measures proposed to meet the impact of the development to be provided as Planning Obligations and details of any mitigation measures required;
 - Statement of Design Principles, as described in paragraph 1.21, including detailed design proposals, where appropriate to the scale of the proposed development; *and*
 - Details of public consultation (to include consultation with part owners of allocated mixed-use sites) where such consultation has been undertaken.

General Application

1.20 Government guidance on design issues is contained within the Planning Policy Guidance Notes (PPG). PPG1 - General Policies and Principles, issued in 1997, strongly promotes good design and requires development plans to include design policies against which proposals will be considered. PPG1 specifically states that applicants should demonstrate the account they have taken of design policies and guidance and their site's urban design context. The purpose of Policy PD1 is to promote sustainable development, maintain or improve the quality of the existing environment, attract business and investment, and reinforce civic pride and a sense of place through good design.

Statements of Design Principles

1.21 Applicants for planning permission and for approval of reserved matters will be expected to submit a statement setting out their Design Principles and demonstrate how the issues listed in Policy PD1 have been addressed, where this statement is relevant to the application. The Statement should also set out how the relevant policies of this Local Plan have been addressed. The amount of detail included within design statements should reflect the nature and scale of the proposals, but, as a minimum, should comprise a short written statement and supporting illustrative plans.

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Maintaining Local Distinctiveness.

1.22 PPG7 - The Countryside:- Environmental Quality and Economic and Social Development (1997) requires new buildings in rural areas to add to the sense of local identity and regional diversity, and to be of an appropriate design and scale. The PPG recognises that good design can maintain or enhance local distinctiveness. PPG7 also commends the Countryside Agency's work on promoting good design in rural areas and supports the use of Village Design Statements. Village Design Statements are intended to be produced by local communities to guide future development within their settlements and may be adopted by the Council as Supplementary Guidance. The Countryside Agency has also recently published its strategy context - 'Tomorrow's Countryside - 2020 vision'. This includes a commitment to maintaining diverse character and outstanding beauty, whilst accommodating diversification and positive change in the fields of community regeneration, enterprise, sustainable agriculture, environmentally appropriate transport, and recreational access.

1.23 New development should respect the local distinctiveness of the rural and urban character of the District. Kennet is predominantly a rural, agricultural district with a distinctive pattern of landscape and a series of small towns and settlements. The geology of the district is one of its key defining factors, with distinct areas of chalk, clay, greensand, gravels and grits. Each of these areas has created distinctiveness in local character, through patterns of topography, rural land use, agricultural practices and landscape features such as hedgerows and walls. In towns and villages, distinctive patterns of building layout, plot and street patterns, and the relationship to features such as spring lines and water courses are key structuring elements, with local building character dominated by the use of local materials. Detailed guidance on the character of the District can be found in the Kennet Landscape Character Assessment, published as Supplementary Guidance.

1.24 Building materials and some of the key vernacular features include the following:-

- Wood - in many areas of the District, timber framing and weather-boarding are key components. This is especially true of area where little good building stone occurs, such as on the chalk. Oak and elm provided the main source of timber.
- Cob - found in particular in the south of the District, and generally coated with limewash.
- Thatch - one of the most distinctive elements in the District. This traditionally used long straw and the use of water reed is not appropriate for repair or extension to historic buildings.
- Stone - not one of the most significant elements, due to the paucity of good material, but Corralian Beds in the west of the District provide local rubble stone, and sandstones and other local sources have been used. Ashlar stone from Bath is also a feature especially in Devizes.
- Flint - knapped flint has been used on buildings of all types, generally in association with brickwork.
- Brick - clay for brick making was locally available, especially in the east of the District, creating a soft reddish-brown brick, and later using Gault clay to produce red bricks such as that typical of Devizes.
- Tiles - clay tiles are commonly found in association with brick. Tile hanging to clad buildings, often over timber framed buildings, is also common in areas such as Marlborough. Slates from North Wales became popular for a short while following the opening of the Kennet and Avon canal, and feature in specific areas close to canal wharfs.

1.25 The Local Planning Authority seeks to maintain Kennet District's high quality environment for future generations living, working or spending leisure time in the area. Securing a high quality of design requires consideration of all the complex relationships between built and open space, including patterns of movement and activity. At stage B *Considerations*, Policy PD1 lists a range of factors that will be considered by the Local Planning Authority in assessing

the design of proposed developments. Adverse environmental impacts that should be minimised through the initial design of development include the problem of light pollution. Certain emissions which cause pollution (noise, dust, fumes etc.) are controlled by separate legislation. However, light spillage as a consequences of development upon the night sky generally, and unwanted distraction on occupants of neighbouring property is a consideration that should be taken into account as an integral part of design. The design and positioning of roof lights, and windows in buildings and any external lighting required as part of a development should be appropriate for their purpose and ensure that spillage and glare are minimised and appropriately screened. The following paragraphs set out, in greater detail, advice on how to address each of the nine factors listed in that part of the policy.

Sustainable Design Principles (Policy PD1, B(1))

1.26 The Local Planning Authority has defined a number of strategic aims and objectives relating to the environment and quality of life. The Plan seeks to protect these vital resources and, in addition, the design process needs to ensure that development plays a positive role in ensuring that sustainability is integral to proposals. Applicants and developers should seek to minimise adverse environmental impact through the design and construction of buildings, for example, by minimising resource and energy consumption. New developments should aim to be energy efficient, taking account of factors such as potential solar gain, insulation, overshadowing and shelter from wind. The use of renewable energy sources within new developments will also be encouraged. Full regard should be paid to the water cycle by allowing for infiltration through permeable surfaces and the creation of wetland areas within the design of schemes where appropriate. The Council also supports building designs that incorporate provision for recycling water and other resources in order to reduce consumption. Developers are also encouraged to maximise the potential life of a building by allowing flexibility for possible future changes in use and by reusing existing buildings to meet current demands. The Local Planning Authority will support the use of recycled materials from appropriate

sources for the construction of new buildings, and for use as aggregates.

1.27 Sustainable principles of design assist in achieving sustainable development. The elements listed below are components of sustainable design.

Scale, Height, Massing and Density of Development (Policy PD1, B(2))

1.28 Proposals should illustrate how they respect, complement or enhance the existing urban or rural context. Schemes should take account of the size of adjoining plots and buildings, particularly in streets with uniform design characteristics. New development should respect its neighbours and potential problems such as overlooking, noise disturbance or light pollution must be avoided. Increased density of development can help to make the best use of urban land and can reduce pressure on greenfield sites and sites outside existing settlements. The Local Planning Authority will support higher densities provided that such developments do not adversely affect adjoining occupiers and that they comply with other policies within this plan.

Relationship to townscape and landscape context (Policy PD1, B(3))

1.29 The Local Planning Authority welcomes the growing national demand for high quality design and is keen to secure this by working closely with applicants from an early stage. Whilst the emphasis is firmly on promoting good design rather than stifling originality or innovation, the Local Planning Authority will seek to retain the traditional character and appearance of the Kennet area. Proposals should indicate how they protect or enhance local identity, character and distinctiveness and should consider focal points, the sense of place, and the potential impact on views and skylines. Natural features and sites of nature conservation interest play a key role in defining the character of Kennet District. New development should give particular respect to these features and sites as they are often irreplaceable.

Layout, Servicing and Access Arrangements, and Road Safety (Policy PD1, B(4))

- 1.30 Design statements should indicate how proposed developments will help to reduce car dependency and encourage use of public transport. For further guidance, applicants should refer to policies contained within the Accessibility and Transport chapter. Schemes should aim to increase permeability, security and safety for public transport users, pedestrians and cyclists. Public rights of way should not be adversely affected by new development. Vehicular access and servicing arrangements should be designed to minimise adverse impact on the public realm. Proposals must demonstrate how they provide access for people with mobility impairments, such as those in wheelchairs, the elderly or those with pushchairs or small children.

Creating a Well Used, Attractive and Safe Public Realm (Policy PD1, B(5))

- 1.31 The Council will encourage appropriate uses of public areas within the District. In addition to providing new public areas where appropriate, new developments should take into account issues such as lighting, overlooking and mix of uses to ensure good natural surveillance of public areas. The Local Planning Authority considers that good design can help to prevent crime and will seek to ensure that the design, layout and use of buildings provide for public safety, deter crime and reduce the fear of crime. In determining proposals the Local Planning Authority will have regard to Government Circular 5/94 - Planning Out Crime and to the Secured by Design initiative. Provision of public art should also be considered at an early stage in a scheme's design.

Landscape Proposals (Policy PD1, B(6))

- 1.32 New developments should address the Council's landscape principles and, where appropriate, include detailed proposals for the hard and soft landscape of sites and their surroundings. Applicants are referred to the Council's Landscape Character Assessment and Landscape Conservation Strategy.

Relationship to Historic Context (Policy PD1, B(7))

- 1.33 Proposals should demonstrate how they protect historic features or areas and their settings, particularly:- listed buildings; conservation areas; sites of archaeological interest; historic parks and gardens; and other important non listed buildings or features. The Council will also expect development proposals to respect historic street and rights of way patterns as well as rural features such as field boundaries and hedgerows.

Elevational Treatment (Policy PD1, B(8))

- 1.34 New buildings should be at a human scale, form an appropriate visual link between adjoining buildings and open spaces and should respect the proportions of neighbouring buildings in relation to design characteristics such as doors and windows.

Building materials, colour and detailing (Policy PD1, B(9))

- 1.35 The use of building materials should normally be based on those typical of the local area, or where proposals depart from this principle, they should demonstrate how other or modern materials will complement the more traditional local vernacular. The use of recycled materials from on-site demolition or those from renewable sources will be encouraged.

Supplementary Guidance

- 1.36 The Local Planning Authority will prepare and publish Supplementary Planning Guidance covering certain issues addressed by this policy and applicants will be expected to have regard to such advice. Supplementary Planning Guidance and other relevant publications will include:-
- Loose Leaf Supplementary Design Guidance, comprising:-
 - Conservation Area Designation Statements (and Maps)
 - Village Design Statements
 - Revised Village Statements
 - Alteration of Listed Buildings
 - Landscape Character Assessment
 - Landscape Conservation Strategy
 - LA 21 Strategy
 - Affordable Housing Policy Guide
 - Strategic Development Brief for Housing Sites (Policy HC8)

- Site Specific Planning Briefs for Key Development Sites (See Glossary)
- Interpretation and Implementation of Protected Employment Sites Policy
- Interpretation and Implementation of Protected Community/Social Facilities Policy
- Interpretation and Implementation of Historic Towns Policy (WCC/EH project)
- Design & Control of Advertisements
- Protected Species
- Recreation Space, Public Open Space, Amenity Space

1.37 The Council will prepare Designation Statements for each of the Conservation Areas in the District. A Best Value Review of the Service has recently been undertaken and an Action Plan prepared. The Action Plan proposes that funds be switched between budgets to allow additional resources to be made available to producing Conservation Area Designation Statements. It is proposed that priority for designation or review of Conservation Statements should be given to areas subject to development pressure, then to areas without Statements and then areas in major towns and villages. Support will also be provided, where required, to help local communities produce Village Design Statements. Priority will be given to settlements identified on Inset Maps.

1.38 Statements of Design Principles submitted in support of planning applications should demonstrate to the Council that full account has been taken of design issues and the urban or rural context of the site. The Council will reject poorly designed proposals that are inappropriate to their surrounding context or schemes where applicants have failed to have regard to the Council's design policies and Supplementary Planning Guidance.

Planning Briefs and The Strategic Development Brief

1.39 Developers of all key development sites will be expected to prepare (or have available) Planning Briefs for individual sites before submitting a planning application. Planning Briefs should be prepared in conjunction with the Council, relevant service providers, landowners and local community and interest groups. Planning Briefs will be adopted as Supplementary Planning Guidance where the Local Planning Authority is satisfied that the Planning Brief complies with its policies relating to the site

and where appropriate weight and consideration has been given to consultation responses. Particulars of any consultations undertaken should be included in Planning Briefs to enable those briefs to be considered for adoption as Supplementary Planning Guidance in accordance with the advice contained in PPG12 (paragraph 3.15).

1.40 In Devizes the Council will prepare a Strategic Development Brief for the sites allocated at Quakers Walk, the North Gate/Wharf/Devizes Hospital, Roundway Mill, Naughton Avenue and the former Le Marchant Barracks. The Strategic Development Brief will be prepared in conjunction with landowners, prospective developers, service providers (transport, health, housing, education, utilities, etc) and local community and interest groups. The role of the proposed Strategic Development Brief is discussed further in Paragraph 2.19 of the Plan. The Planning Briefs for these sites in Devizes should have regard to the overall Strategic Development Brief.

1.41 The Council will monitor the application of this policy within the development control process. In addition, procedures will be developed for the ongoing monitoring of the policy's success across Kennet District as development takes place.

Planning Permission and Planning Obligations.

1.42 All proposals for development will need to follow the process set out in Policy PD1 and in the broader context their impact will be judged against the *Characteristics of a Sustainable Society*, included as the Environmental Aims of the Local Plan. In undertaking this exercise, the assessment of the scheme against each of the criteria may reveal that the development would be unacceptable unless certain remedial actions were included as part of the proposal. For example, a development might have an adverse effect on the wider road network. As a result, the developer would need to make provision for any improvement needed to the highway in order to resolve the problem which had been created or exacerbated by the development in question. This approach to the identification of measures needed to overcome objections to development is known as *Mitigation*. However, it should be noted that some developments could create such a fundamental conflict with the aims,

objectives or policies of the Plan that mitigation could not overcome the consequences in an acceptable manner.

1.43 Mitigation can take many forms and problems can be resolved in three ways:-

- amendment of the scheme;
- Planning Conditions; and
- Planning Obligations.

Early discussion with planning officers or other specialised organisations such as the Local Highway Authority, Local Education Authority, Water Companies, Environment Agency, Wildlife Trust or County Archaeologist can pay dividends in ensuring that proposals avoid objections or can include suitable measures for mitigation at the initial stages of design. This approach will reduce delay in considering planning applications and help cut costs of the development.

1.44 In some instances measures for mitigation may be required to be implemented at a specific stage in the development. Under these circumstances, a condition may be attached to the planning permission to ensure that this takes place. Planning Obligations is a term used to refer to unilateral undertakings and planning agreements made between the landowner(s) and others who have a legal interest in the land which is the subject of the planning application and the District Council (as the Local Planning Authority) or the County Council (as the Highway Authority or Local Education Authority) under Section 106 of the 1990 Act. They are generally referred to as "*Section 106 Agreements*". A good example would be the provision of additional school places required to serve a new development. Planning Obligations are sought where they are:- necessary; relevant to planning; related to the development; and are fair and reasonable in relation to the scale and kind of the development. They operate under the principle that planning permission cannot be bought or sold. Obligations can only be requested to resolve problems brought about or exacerbated by the development, not solve problems which already exist.

1.45 It is not possible to prescribe every eventuality where Planning Obligations will be required. However, in the case of significant development such as Local Plan

allocations and windfall sites, the following list includes the issues which should always be considered in terms of the impact upon the local environment and community:-

- accommodating primary school places generated by the development;
- accommodating secondary school places generated by the development;
- the local need for affordable housing;
- areas for play and recreation, including maintenance;
- accommodating the need for travel, in terms of highway capacity, road safety, and alternatives to car based travel (e.g. public transport, by foot or by cycle); and
- the availability of local community facilities to serve the development.

In order to aid the identification of the appropriate scale of planning obligations to be sought on developments, the Council intends to undertake further work to provide guidance on the need for social halls and meeting places and establish baseline information for calculating educational provision. This work will also include a review of the current SPG on Open Space for Sport and Recreation. When completed, the Council will undertake consultations on the results and adopt such material as Supplementary Planning Guidance. This Guidance is additional to that included in the list contained at paragraph 1.27.

Mitigation and Planning Obligations

1.46 All applications for development must comply with the aims, objectives and policies of the Local Plan as a whole. To avoid refusal of planning permission, in cases where proposals conflict with the Local Plan developers will be encouraged to resolve objections through discussion with the Local Planning Authority and agreeing measures for the amendment of the scheme and incorporating the use of Planning Conditions and Planning Obligations where relevant. In cases where objections cannot be resolved through mitigation, planning permission will be refused.

Renewal of Planning Permission.

1.47 Applications to renew planning permissions which have lapsed will be scrutinised to ensure that they do not conflict with policies of this Local Plan or the latest versions of Government advice. Issues of

sustainability, as included in PPG 13, and the use of previously developed land, as included in PPG 3, are material considerations. If permission was granted before the publication of such advice and is in conflict with it, the implications of renewal will be carefully considered. This may result in a renewal of planning permission not being granted in instances where the proposal would clearly prejudice the aims of Government or the adopted development plan.

distances, the Planning Authority will consult the Health and Safety Executive about risks to the proposed development from the dangerous substance establishment.

Policy PD2

RENEWAL OF PLANNING PERMISSION

Planning permission will be renewed before or after it has lapsed, providing there has been no material change in planning circumstances, including the publication of Government advice and the adoption of updated documents forming the Development Plan.

Hazardous Substance Establishments

1.48 Certain sites and pipelines are designated as dangerous substance establishments by virtue of the quantities of hazardous substances present. The siting of such installations will be subject to planning controls, for example under the Planning (Control of Major Accident Hazards) Regulations 1999, with the objective, in the long term, to maintain appropriate distances between establishments and residential areas and areas of public use. In accordance with the DETR Circular 04/2000 Planning Controls for Hazardous Substances, the Council will consult the Health and Safety Executive, as appropriate, about the siting of any proposed dangerous substance establishments. The area covered by the Plan contains major accident hazard pipelines, as shown on the Proposals Map and Inset Maps. Whilst they are subject to stringent controls under existing health and safety legislation, it is considered prudent to control the kinds of development permitted in the vicinity of these installations. For this reason the Council has been advised by the Health and Safety Executive of consultation distances for each of these installations. In determining whether or not to grant planning permission for a proposed development within these consultation

2 HOUSING & COMMUNITY FACILITIES

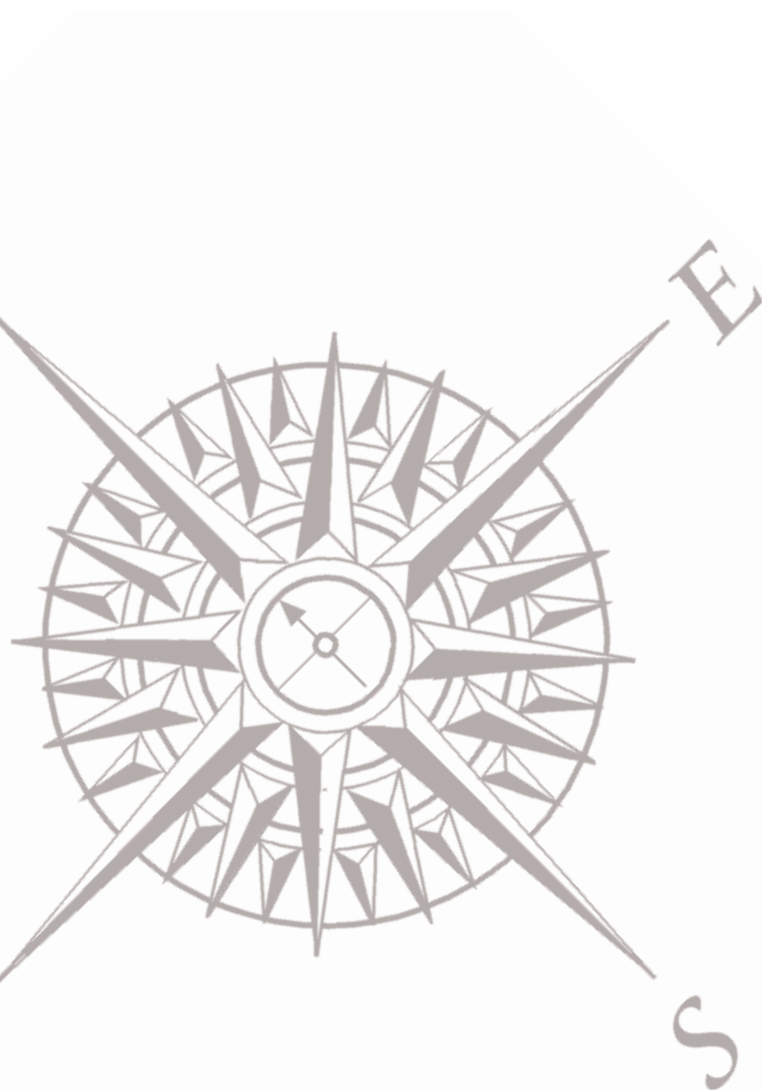
INTRODUCTION

2.01 The Kennet Local Plan will operate within an existing policy framework established at the national, regional, strategic and local level. The latest national guidance, PPG3 - Housing published March 2000, emphasises the focus for additional housing should be existing towns and that priority should be given to the re-use of previously developed land.

2.02 An overall strategy for the Plan, which reflects established national, regional, strategic and this Council's corporate objectives, is outlined in Chapter 1. Policies in this chapter deal specifically with the distribution of new housing development within this overall framework. Local Plan housing policies specifically support the Council's overall objectives for social inclusion, sustaining our rural communities, community health and sustainable development.

2.03 Housing policies should provide for the future housing needs of the District in a way which reflect the Plans goal to promote sustainable development. National guidance is consistent in its approach to how planning policies can promote sustainable development in its housing proposals. Based on national guidance, the Local Plan housing objectives are therefore,

- To provide an adequate and continuous supply of housing land giving priority to the efficient use of previously developed land within urban areas,
- To promote land for housing in locations which are or will be well served by public transport and has good access to employment and a range of services,
- To encourage a mix and range of types of housing and create mixed communities,



2 housing & community facilities

- To plan for the housing requirements of the whole community, including those in need of affordable housing and special needs housing,
- To ensure housing is available where jobs are created.

WILTSHIRE STRUCTURE PLAN

2.04 The context for housing provision in Kennet is provided by the Wiltshire County Structure Plan 2011, which in turn is guided in its overall housing requirements by Regional Planning Guidance for the South West (RPG10). The Local Plan must make provision for new houses in accordance with Structure Plan policies not only in terms of overall numbers but also in terms of general location. Structure Plan policy seeks the provision for about 7000 new dwellings in Kennet over the period 1991 to 2011.

2.05 The current level of commitments which count against the overall requirement of about 7000 dwellings are set out in Table H.1, below. Policies in the Local Plan need, therefore, to make provision for about 2,520 more houses.

Table H.1 : Housing Land Commitments, Kennet Local Plan Area

Houses Built April 1991- April 2001	3034
Houses Under Construction April 2001	641
Houses with Outstanding Planning Permission or Subject to a Section 106 Agreement (previously developed land) April 2001	613
Houses with Outstanding Planning Permission or Subject to a Section 106 Agreement (greenfield) April 2001	192
Total Commitments April 2001 (A)	4480

Source:- Kennet Urban Housing Capacity Study Final Report, January 2002 (as agreed by PLI Inspector)

Policy HC1

STRATEGIC HOUSING PROVISION

The Local Plan allows scope for the construction of about 7000 houses during the period 1991 to 2011, including land with outstanding planning permission. Planning permission will not be granted for new housing development which is inconsistent with the Plan's strategic objectives, set out at paragraph 1.14, to concentrate development on the three main settlements of Devizes, Marlborough and Tidworth with modest levels of growth in Pewsey, Ludgershall and Market Lavington. Elsewhere limited additional housing will only be permitted within those villages which have a range of facilities.

2.06 Policy HC1 seeks to ensure that new housing development is consistent with the strategic objectives outlined in Chapter 1. Large scale housing development, (that is sites involving more than about 10 dwellings) outside the settlements of Devizes, Marlborough, Tidworth, Ludgershall, Market Lavington and Pewsey and other key villages with a range of facilities, other than those allocated in the Plan to meet the overall strategic requirement, would be inconsistent with the Plan's development strategy. This includes proposed housing sites which are on previously developed land, outside these areas, as the Plan's allowance for windfall sites only relates to sites within the existing built up area of settlements. (See para 2.07 and Glossary for a definition of 'windfall sites') New large scale housing proposals, outside the named settlements, should only come forward as part of a review and roll forward of the Plan's housing policies. In relation to Pewsey, Ludgershall and Market Lavington modest levels of housing growth is permitted in accordance with Policy HC1 ie in these settlements new windfall site development should be of a scale that reflects the size of the settlement and the services and facilities provided. Policy HC1 also makes it clear that in the rural areas new housing should be restricted to those villages which have a range of facilities in accordance with Structure Plan policy DP14. In Kennet "limited additional housing" has been defined as small groups of houses up to about 10 dwellings on greenfield sites or redeveloped sites within settlements. (See Glossary)

2.07 In seeking to achieve the strategic requirement of 7000 houses, it is not necessary to identify land to accommodate all of the outstanding requirement of 2520 more houses identified in paragraph 2.05 as, inevitably, sites will come forward for development which are not specifically identified in the Plan but are in accordance with its policies. When calculating housing land supply, PPG3 makes it clear that it is reasonable to make an allowance for windfall sites which should not, as a general rule, come forward as specific allocations in the Local Plan. Windfall sites are defined as previously developed sites within the existing built up area of a settlement that have unexpectedly become available. An assumption for windfall site development has been included in the housing land supply calculation based on the Kennet Urban Housing Capacity Study, published 2002. The study identified potential housing opportunities in the main settlements, secondary service centres and key villages in accordance with the Plan's strategy. The windfall site allowance excludes all greenfield site developments.

2.08 Table H.2 also includes an allowance for development on small greenfield sites that could come forward in accordance with policies HC21 and HC22. (Small sites are defined for the purposes of this plan as sites involving less than 10 dwellings - see Glossary) It is based on vacant greenfield sites identified in the Kennet Urban Housing Capacity Study 2001. The small site allowance excludes greenfield site developments outside Limits of Developments as such sites should only come forward as part of a review of the Local Plan. The Council will monitor the take up of planning permission on an annual basis to assess whether the allowances included in the Plan are being achieved. If necessary, the Council will review, and if appropriate amend, the provisions of the Plan on a five yearly basis to ensure that the District's strategic housing requirement is met by 2011.

2.09 To meet the outstanding Structure Plan requirement for the period to 2011 once small and windfall allowances have been made the Local Plan needs to allocate land to accommodate about 1000 houses. (Structure Plan Requirement of 7000 minus total commitments and allowances of 5952)

Table H.2 : Housing Land Commitments and Allowances, Kennet Local Plan Area

Total Commitments (Figure A from Table H.1)	4480
Small Site Allowance Windfall Site Allowance	30 1442
Total Commitments and Allowances (B)	5952

Source:- Kennet Urban Housing Capacity Study Final Report, January 2002 (as amended by PLI Inspector)

HOUSING ALLOCATIONS

2.10 When seeking to allocate sites for housing in the Local Plan a range of national, regional and strategic guidance needs to be considered. The overall development strategy of the Plan therefore reflects Structure Plan, Regional Guidance for the South West and national policies which clearly state that new development in Kennet should be directed to the District's existing towns and main settlements. (PPG3, para 1, and Wiltshire County Structure Plan 2011, policy DP4). This has been interpreted as Devizes, Marlborough, and Tidworth, with modest levels of growth in the secondary service centres of Ludgershall, Market Lavington and Pewsey. PPG3 - Housing clearly states that authorities should then follow a search sequence when seeking to allocate land for housing. Site selection in Kennet was based on the following sequential approach:-

- Review of outstanding commitments in the adopted Local Plan,
- The re-use of previously developed land (or 'brownfield sites'),
- Development on previously undeveloped land (greenfield sites) with good accessibility to jobs, shops and services by modes other than the private car.

2.11 Several sites were considered before the sites identified in Table H.3, below, were selected. The availability of previously developed land, access to local jobs and services and the capacity of existing infrastructure were all considerations. Table H.3 also shows how the Structure Plan requirement of 7000 new dwellings can be met. The sum of commitments, allowances

and allocations is slightly higher than the Structure Plan requirement. This level of provision is within reasonable tolerances.

Table H.3 : Housing Allocations, Kennet Local Plan Area

Total Commitments and Allowances (B) (Figure B from Table H.2)	5952
Outstanding 1997 Local Plan Allocations on previously developed land, carried forward to RKLP and granted planning permission since April 2001 Wansdyke Nursery, Devizes	20
Total Previous Local Plan Allocations (C)	20
New Local Plan Allocations	
Previously developed land	
The North Gate/Wharf / Devizes Hospital	150
Roundway Mill, Devizes	30
Former Le Marchant Barracks, Devizes	50
Naughton Ave, Devizes	100
Pewsey Hospital Phase II	110
Broomcroft Road/Avonside area, Pewsey	30
Partly on previously developed land	
Chopping Knife Lane, Marlborough	150
Garden Centre, Granby Gardens, Ludgershall	130
Greenfield Development	
Quakers Walk, Devizes	230
North East Quadrant, Tidworth	150
Total New Local Plan Allocations (D)	1130
TOTAL TO COUNT AGAINST STRUCTURE PLAN (B + C + D)	7102
STRUCTURE PLAN REQUIREMENT	7000

Source:- Kennet Urban Housing Capacity Study Final Report, January 2002, as amended by PLI Inspector, and updated by Housing Land Availability monitoring

2.12 In Table H.3 housing allocations have been identified in Devizes, Marlborough, Tidworth, Pewsey and Ludgershall in accordance with Structure Plan policies. Market Lavington is identified in the overall strategy as a secondary service centre alongside Pewsey and Ludgershall. The village has seen notable housing development in the past, although the rate has declined in recent years. This scale of development has meant that there are now limited opportunities for additional housing due to landscape and highway constraints. A specific allocation has not, therefore been identified but windfall site development will be allowed subject to Policy HC21.

Policy HC2

HOUSING ALLOCATIONS

To meet the strategic housing requirements of the District the Local Plan allocates land for housing in the locations listed below and as shown on the Inset Maps.

Quakers Walk, Devizes
about 230 dwellings

The North Gate/Wharf/Devizes Hospital,
about 150 dwellings

Roundway Mill, Devizes
about 30 dwellings

Former Le Marchant Barracks, Devizes
about 50 dwellings

Naughton Ave, Devizes
about 100 dwellings

Chopping Knife Lane, Marlborough
about 150 dwellings

Garden Centre, Granby Gardens, Ludgershall
about 130 dwellings

Pewsey Hospital Phase II
about 110 dwellings

Broomcroft Road/Avonside area, Pewsey
about 30 dwellings

North East Quadrant, Tidworth
about 150 dwellings

SUSTAINABILITY ISSUES

Re-Use of previously developed land and Buildings

Policy HC3

RE-USE OF PREVIOUSLY DEVELOPED LAND AND BUILDINGS

Priority will be given to housing development which re-uses previously developed land and buildings within existing settlements provided that the proposed development does not undermine the Plan's wider objectives to develop balanced communities and promote employment opportunities in the rural areas. The Plan's target for the number of new homes provided in this way is 50%.

2.13 The Government have proposed a national target of 60% of all new housing to be developed on previously developed land and buildings. Regional Planning Guidance for the South West has proposed a target for the region as a whole of 50%. There is no target figure for housing development on previously developed land and buildings included within the Wiltshire Structure Plan. During the summer of 2001 Kennet District Council carried out an Urban Housing Capacity Study for the District. This indicated that there was significant housing potential in the District on unforeseen, windfall housing sites. In the light of this information and the amount of housing development that has already taken place on previously developed land in the District the Local Plan includes a target that 50% of new homes in the District should re-use previously developed land or buildings. Policies throughout this chapter seek to ensure that priority is given to development on previously developed land or buildings when considering planning applications for housing on unallocated sites (see Policies HC21 and HC22.) The Council will monitor the rate of development on previously developed land and buildings and will review the target as part of the 5 yearly review and roll forward of the Plan's housing policies referred to in para 2.08.

Housing on previously developed land, Kennet Local Plan Area

% Housing Completions previously developed land 1991-2001	56%
% Housing Allocations on previously developed land (560/1130)	50%

Source:- Kennet Housing Land Monitor April 2001

Policy HC4

RE-USE OF VACANT BUILDINGS

Within settlements planning permission for the conversion or redevelopment of vacant buildings to residential will be permitted provided

- a) the development does not reduce the vitality and viability of the Town Centres of Devizes and Marlborough and the Service Centres for Ludgershall, Tidworth, Pewsey and Market Lavington as shown on the Inset Maps, and,
- b) the proposal does not conflict with other policies of the plan which seek to protect local services, amenity and employment.

In the case of the separate reuse of upper floors, separate access will also be required.

2.14 One way to realise the potential of previously developed land and buildings is to reduce the level of vacancy in the existing stock of buildings. Within the defined town centres and service centres space above ground floor retail and commercial premises is often vacant. Re-using upper floors of existing buildings will lower the need for the construction of new dwellings and the demands made on greenfield sites. The Council actively promotes schemes to enable the re-use of vacant properties through its 'Homes from Empty Properties' campaign. The 'Flats over the Shops' scheme is aimed particularly at re-using accommodation above retail/commercial premises.

Policy HC5

NET HOUSING DENSITY

Within the Limits of Development of Devizes, Marlborough, Market Lavington, Tidworth, Ludgershall and Pewsey the net density of residential development on large sites should be at least 30 dwellings per hectare, with the exception of housing sites that are allocated for a lower net density because of site constraints.

Residential development with a net density greater than 30 dwellings per hectare will be sought where:-

- a) the location is close to a concentration of employment, a Town Centre or a public transport service where higher densities can contribute to a more sustainable pattern of development or
- b) the development provides housing for special local needs such as small units for single people or dwellings for elderly or disabled people.

To achieve densities greater than 30 dwellings per hectare in sustainable locations, (ie criteria a), the amount of open space required on each site by policies HC34 and HC35 may be reduced in consultation with the Local Planning Authority. When deciding whether any such reduction in open space on the site will be allowed, the Local Planning Authority will take account of the extent and position of existing open space in the locality, to ensure that overall provision for occupiers of the new development is acceptable. A high standard of design in accordance with Policy PD1 remains essential.

Policy HC6

EFFICIENT USE OF LAND

Residential development within the defined Limits of Development for each of the villages listed in Table H.4 should make efficient use of previously developed land. Planning permission will not be granted for residential development which is not efficient in the use of land and which does not reflect the character of the surrounding area.

To achieve higher densities in locations which are close to village facilities and public transport connections the amount of open space required on each site by policies HC34 and HC35 may be reduced in consultation with the Local Planning Authority. When deciding whether any such reduction in open space on the site will be allowed, the Local Planning Authority will take account of the extent and position of existing open space in the locality, to ensure that overall provision for occupiers of the new development is acceptable. A high standard of design in accordance with Policy PD1 remains essential.

- 2.15 One of the key planning objectives for housing identified in paragraph 2.03 is to make effective use of land in urban areas particularly on sites which have access to a range of transport and other facilities. Policy HC5 ensures that large sites (that is sites involving 10 or more houses) are efficient in the use of land within Devizes, Ludgershall, Marlborough, Market Lavington, Tidworth and Pewsey. Policy HC6 applies to residential development within villages which have defined Limits of Development. In these villages residential development is restricted to small groups of housing on greenfield sites (that is about 10 houses) and redevelopment sites within the settlement by Policy HC22. This upper limit will be interpreted flexibly where a proposal comes forward which is well related to existing services, the scale of development reflects the size and nature of the village and a high density development would be in keeping with the character of the village.

Policy HC7

HOUSING LAYOUT

Residential development that, is in accordance with other policies and proposals of the Plan, will be permitted where the proposal promotes sustainable development objectives by:-

- a) providing a network of streets, cycle paths and footpaths within the site which are linked to existing streets, cycle paths and footpaths to reduce the need to travel and reduce the distance travelled by private car;
- b) connecting to an existing public transport route to ensure the site is served by alternatives to the private car;
- c) ensuring public and private space is designed to encourage social/community interaction;
- d) including a mix of uses and house types to introduce variety and interest in the street scene;
- e) using topography and aspect of the site to maximise solar gain and reduce energy consumption; *and*
- f) ensuring that natural resources and materials, which exist throughout the life of the development, are re-used and re-cycled whenever possible.

The size and location of the site will be a consideration when assessing the degree to which a site can incorporate each of the elements listed above.

2.16 All housing sites are capable of incorporating detailed design elements that promote a more sustainable way of living. There is no point identifying the most sustainable locations for housing development within a town if the internal layout of the site then pays no regard to sustainable development objectives. A simple example would be to include small neighbourhood recycling points within a housing layout. Clearly the degree to which a site can take into account each of the objectives included in Policy HC7 will depend on the scale and location of the development. Applicants should provide details in the individual 'Statements of Design Principles', required in accordance with paragraph 1.21, of how they have or why they have not addressed each criterion. Specific detailed design issues in relation to a site's local context and general sustainability principles are also dealt with in Policy PD1.

SITE-SPECIFIC POLICIES

2.17 Kennet recognise that developers require a degree of certainty in relation to specific requirements on each allocated site. The policies set out below seek to provide that certainty where site specific considerations have been identified. The policies should be read alongside policies for Affordable Housing and Local Facilities set out later in this chapter. These ensure that each development provides for the social, educational and recreational needs of new residents. Developers should also be aware that Policy PD1 sets out a list of design issues which apply to all planning applications to ensure sustainable development objectives and local context/distinctiveness has been respected in the proposal and Policy AT1 sets out the Plan's objectives for promoting more sustainable forms of transport which will have implications for all development proposals.

2.18 Kennet District Council consider that the best way to make sure that the impact of development on local services and amenities has been taken into account, in relation to individual sites, is through the preparation of a Planning Brief. Paragraph 1.19, supported by paragraph 1.39, sets out the context for preparing individual site Planning Briefs. Paragraph 1.39 indicates that consultation should take place when preparing Planning Briefs.

Devizes

Policy HC8

POTENTIAL IMPACT OF DEVELOPMENT

Proposals for housing development on each of the sites listed in Policy HC2 will need to address the potential impact of development on transport (including walking, cycling and public transport), local communities and amenities (including affordable housing and recreation space), education, services and locally important natural features in accordance with policies PD1, AT2, HC30, HC34, HC37, HC42 and HC43 and other relevant detailed policies of the Plan. Additionally proposals at Quakers Walk, Roundway Mill, the former Le Marchant Barracks, Naughton Avenue and at the North Gate/Wharf/Devizes Hospital will need to take into account the potential cumulative impact of these proposals, which are in close proximity, to each other of the listed services and amenities.

2.19 In relation to Devizes, the cumulative impact of the proposed housing is of concern. For example, the Education Authority have identified that there will be a shortfall in the number of primary school places in Devizes as a result of the proposed housing developments. A specific site for a new school has been identified in the Plan but the mechanism to ensure that each development contributes proportionately to it's provision is not included in the Plan. Kennet District Council consider that the best way to address these cumulative impacts and to ensure that these effects are appropriately mitigated is through the preparation of a Strategic Development Brief. The Council will prepare a Strategic Development Brief for the sites identified for housing development in Devizes at Quakers Walk, Roundway Mill, the former Le Marchant Barracks, Naughton Avenue and the NorthGate/Wharf/Devizes Hospital sites. The Strategic Development Brief will be prepared in conjunction with landowners, town and parish councils, Wiltshire County Council (transportation and education), other interested parties, such as the Environment Agency and relevant service providers and established local community and interest groups. Once complete the Strategic

Development Brief will be adopted as Supplementary Planning Guidance and will ensure that all landowners are aware of the level and range of planning obligations that the Council will seek to negotiate at the time of an application. The Strategic Development Brief will ensure that these matters are resolved openly and evenly for each site. To avoid delay in the planning process the Council will begin work on the Strategic Development Brief as soon as the proposed allocations in the Local Plan have been adopted.

Policy HC9

QUAKERS WALK

The Local Plan allocates land for housing on a 9.8ha site at Quakers Walk, London Road, Devizes as shown on Inset Map 1. Development of this site should:-

- a) retain and respect the quality and appearance of the footpath known as Quakers Walk by providing a landscape buffer of minimum width 35 metres between the footpath and development;
- b) include a comprehensive landscaping scheme to minimise the potential external impact of the development on the wider landscape of Roundway Hill and the potential internal impact of the development on Quakers Walk;
- c) ensure that the use of the allotments immediately adjacent to the south side of the site is not compromised;
- d) provide a main vehicular access to the site from the London Road and a secondary access to the site for public bus services and for emergency purposes between 52 and 53 Roundway Park;
- e) ensure that potential noise disturbance to residents from the use of the police helipad is minimised through the design and layout of the scheme;
- f) respect the amenity of adjacent land uses/residents; *and*
- g) not commence on more than 150 of the houses prior to April 2008.

2.20 The Strategic Development Brief will apply to Quakers Walk. The Strategic Development Brief will assess the cumulative impact of proposed development to the north of Devizes and provide a common basis for the calculation of contributions towards mitigating that impact. It is also a key site for which a Planning Brief will be expected to be produced (see paragraph 1.19). A critical issue for the Planning Brief for Quakers Walk to address is how to retain and respect the existing character and appearance of the footpath known as Quakers Walk. The Walk should continue to be used as a footpath and cyclepath and should be protected from the impact of the proposed development by a landscape buffer of a minimum width of 35 metres, as indicated on the Proposals Map. This will ensure that the amenity value of the footpath known as Quakers Walk is not materially reduced.

2.21 This is a large allocation and there are many detailed issues the Planning Brief should address, some are included in the policy above, others will stem from Policies PD1 and HC7 and the Strategic Development Brief. Examples include :-

- a) the site's relationship to existing leisure and recreation facilities, the police headquarters building and existing residents
- b) opportunities for improving access to what will be an extended, existing sports club through the Quakers Walk/Police HQ site so that the existing access to the sports club, from the London Road close to the canal bridge, can be stopped up.
- c) relationship to the network of streets, cycle paths and footpaths within and adjacent to the site and the inclusion of a single lane access point for use by buses on the emergency secondary access point, protected by a bus gate or similar device to prohibit use by private vehicles, that contributes to a layout attractive to bus operators.

2.22 The size of this site and its location in relation to the other housing allocations in this area make it the most appropriate area for a new school to meet additional educational needs arising from the new residents. Policy HC38 allocates land for a new primary school within this development area. Policy HC39 requires that new schools be designed for future dual use so

that school halls can become a local community resource out of school hours. In paragraph 2.19 it has been suggested that the best way to address the cumulative impact of proposed new housing in Devizes on local services, including education, is through the production of a Strategic Development Brief. This Brief will explore in detail the contribution individual sites will be asked to make to the provision of the new school within the Quakers Walk allocation.

Policy HC10

THE NORTH GATE/WHARF AND DEVIZES HOSPITAL

The Local Plan allocates land for mixed use developments, including new housing, leisure and recreation, retail and employment, within Development Area A in Devizes shown on Inset Map 2. These sites should provide in the region of 150 new houses for Devizes Town Centre. Development should contribute by its design to the quality of the Town Centre Conservation Area.

To promote good urban design the open space required, in relation to the amount of housing proposed, by policies HC34 and HC35 may be reduced in consultation with the Local Planning Authority. When deciding whether any such reduction in open space on the site will be allowed, the Local Planning Authority will take account of the extent and position of existing open space in the locality to ensure that overall provision for occupiers of the new development is acceptable. A high standard of design in accordance with Policy PD1 remains essential.

Policy HC11

DEVIZES HOSPITAL

The redevelopment of the Devizes Hospital Site will not be permitted before a replacement Community Hospital has been constructed.

2.23 Para 2.19 proposes that a Strategic Development Brief be prepared to address the potential cumulative impact arising from each of the new housing sites allocated in Devizes. The Strategic Development Brief is to be prepared by the Council in conjunction with landowners, town and parish councils, Wiltshire County Council (transportation and education), other interested parties such as the Environment Agency and local community and interest groups. Developers/landowners promoting development in the North Gate/Wharf/Devizes Hospital area will contribute to the preparation of the Strategic Development Brief. It is also anticipated that two separate Planning Briefs will be produced for the area - one for the North Gate part of the site and one for The Wharf/Devizes Hospital part of the site - each prepared having regard to the overall Strategic Development Brief. Housing proposals for Development Area A should be at a density appropriate to an urban location and should contribute by its design to the quality of the Town Centre Conservation Area. Some housing development on parts of the allocation can come forward at the earliest available opportunity, without being delayed pending release of other parts of the allocation, subject to there being no prejudice to the proper redevelopment of all or part of the remainder of Development Area A.

The North Gate and The Wharf

2.24 Since 1999 Kennet District Council have been promoting the development of the North Gate and The Wharf areas as indicated by Development Area A on Inset Map 2. In 1999 a Planning Brief was prepared and approved by the Council. That Planning Brief provided guidance on the interpretation of policies in the adopted Kennet Local Plan 2001. The Planning Briefs referred to in paragraph 2.23 are required to interpret the policies and proposals in this Local Plan. As landowners of the whole of the North Gate site and part owners of the Devizes Wharf/Devizes Hospital site the Local Planning Authority are taking a lead in the preparation of these Planning Briefs. It is anticipated that about 100 houses could be accommodated within the redevelopment schemes for the Wharf and North Gate areas. (see Economic Development Chapter, Policy ED21, paras 3.42 - 3.44.)

Devizes Hospital

2.25 Devizes Hospital currently provides a valuable local service. Before the land is released for development a replacement hospital should be available to ensure the continuity of care within Devizes.

2.26 Devizes Hospital was an allocation in the last Local Plan which anticipated in the region of 50 houses within the redeveloped site. It is an important element of the proposals in the Plan for the continuing improvement of the Wharf area and creating better links from the canal to the main shopping area but it is not included in the Planning Brief prepared for The North Gate and Wharf sites. However, any proposal at the Hospital should have regard to proposals for the adjoining sites. Proposals should pay particular regard to the relationship between the site and the adjoining Conservation Area and the contribution the retention of certain structures within the site can make to developing this relationship. In particular, the possibility of retaining the building on the corner of New Park Road and Commercial Road should be examined. Proposals should recognise the importance of the Canal frontage in establishing a character for the development. In particular, the layout should not simply present a garden fence to the boundary with the Canal but should allow for the open space required to be on the Canal frontage. Vehicular access is likely to be from New Park Road, rather than Commercial Road. The Commercial Road frontage is an important element which should be recognised in proposals for the site. These issues relating to the development of the Devizes Hospital site should be addressed in a Planning Brief, prepared in accordance with the criteria set out in Paragraph 1.19. (see also Economic Development Chapter, Policy ED21, para 3.45).

Policy HC12

ROUNDWAY MILL

The Local Plan allocates land for housing on a 1.07 ha site at Roundway Mill, Devizes as shown on Inset Map 1.

2.27 Development of this site should have regard to the Strategic Development Brief for Devizes prepared as proposed in para 2.19. A Planning Brief for the site will also be expected to be produced for this site (see paragraph 1.19). Based on the estimate of the number of houses anticipated for Roundway Mill it could have come forward as a windfall site. Windfall sites are not normally allocated or classed as key sites for which a Planning Brief is expected. This site has been specifically allocated because the existing employment use would be a protected employment site under policy ED7, and could not therefore, come forward as an unallocated windfall. The nature of the existing use also gives rise to concerns about contamination that must be explored before development can commence. Other key issues to be addressed in the Planning Brief will be the relationship between the proposed housing and existing industrial and residential areas. Adequate access to the site from the London Road will also have to be resolved. To compensate for the loss of employment land an amendment to previous Local Plan policies at Hopton Park has been made to allow an additional area of land to be developed. (see Economic Development Chapter, Policy ED2, paras 3.08 and 3.09).

Policy HC13

FORMER LE MARCHANT BARRACKS

The Local Plan allocates land for housing on a 2.86 ha site at the former Le Marchant Barracks, London Road, Devizes as shown on Inset Map 1. Development of this site should:-

- a) retain and re-use the existing barracks building fronting London Road for housing or other uses appropriate to a residential area unless it is demonstrated that retention and re-use is not commercially feasible; and
- b) respect the setting of the main barracks building.

2.28 Development of this site should have regard to the Strategic Development Brief for Devizes prepared by the Local Planning Authority as proposed in para 2.19. A Planning Brief will also be expected to be produced for this site (see paragraph 1.19) The Ministry of Defence have recently

declared the former Le Marchant Barracks surplus to their requirements. Key issues to be addressed in the Planning Brief, are the re-use of existing buildings, the relationship of the dominant main building with any new and existing residential development to the rear of the site and retention of the Listed wall fronting the London Road; the treatment of badgers known to be present on the site; and, the retention of important trees within the site. Access is also a key issue which will need to be resolved to the satisfaction of the Highway Authority. The Ministry of Defence are looking to build or provide a new Cadet HQ for Devizes. The current view is to find a suitable location outside the land allocated for housing although the option of building a new unit within the site has been explored. If a new Cadet HQ is to be provided within or close to the site the opportunities to make the new building available for general community use when not needed for its main purpose should be explored as a way to fulfilling the requirements of Policy HC42.

Policy HC14

NAUGHTON AVENUE, DEVIZES

The Local Plan allocates land for housing on a 3.00 ha site at Naughton Avenue, Devizes as shown on Inset Map 1. Development of this site for housing should allow for and not compromise the development of adjacent land for employment purposes (Class B1).

2.29 Development of this site should be in accordance with the Strategic Development Brief for Devizes prepared by the Local Planning Authority as proposed in para 2.19. Any planning application for the site will be expected to be supported by a Planning Brief prepared in consultation with the Local Planning Authority as set out in paragraph 1.19. A particular issue the Planning Brief will need to address is the relationship between the proposed housing site and adjacent employment site. Given the sensitivity of this relationship, applicants should consider preparing a Planning Brief that deals with the overall site area of both allocations. The Planning Brief should also ensure that trees within and adjacent to the site, subject to a Tree Preservation Order, are protected.

Marlborough

Policy HC15

CHOPPING KNIFE LANE

The Local Plan allocates land for housing on a 5.2 ha site at Chopping Knife Lane, Marlborough, as shown on Inset Map 5. Development of the site will need to address the following:-

- a) vehicular access to the site to the satisfaction of the Local Highways Authority;
- b) appropriate landscaping; and
- c) compensation for the loss of school playing pitches.

2.30 St John's School and Community College wishes to consolidate its educational facilities at the current main Stedman site which has released the site off Chopping Knife Lane. As part of the consolidation, the Stedman site should be improved not only to accommodate the existing pupils at the Cherry Orchard Road site but also to accommodate the additional demands on secondary education arising from the development. Paragraph 1.19 expects all key development sites in the District to be supported by a Planning Brief using the design criteria established in policy PD1. All criteria contained in Policy PD1 need to be addressed by the development but critical issues for this site will be the impact of the development on the AONB and areas liable to flood and resolving access to the satisfaction of the Highway Authority. Access to the site is currently substandard and acceptable access to the London Road will be required. The Planning Brief should also explore alternative pedestrian/cycle routes from the site into town. With regard to landscape impact developers should consider strengthening the boundary of the site with open aspect to the AONB subject to views of the Environmental Appraisal regarding impact on areas liable to flood. Development will involve the loss of school playing pitches. This loss should not result in the reduction of opportunities for participation in pitch sports in the town and adequate compensation for this loss should be provided elsewhere within or on the edge of Marlborough. Policy statement E4 of the Sport England policy on planning applications for development on playing fields will be particularly relevant in

considering proposals. Interested parties to be involved in the preparation of the Planning Brief for the site should, therefore, include current users of the existing playing fields and other sporting organisations in the area.

2.31 When preparing the Planning Brief the developers should involve local organisations in its consultations to ensure that the needs of the area are provided in a manner that best meets the needs of local people.

Ludgershall

Policy HC16

GARDEN CENTRE, GRANBY GARDENS

The Local Plan allocates land for housing on a 5.5 ha site at Granby Garden centre, Ludgershall as shown on Inset Map 3. Development of this site should construct the main distributor road to provide an unhindered connection to land to the east and provide a substantial landscape buffer to the south and south-east to minimise the wider landscape impact of the development.

2.32 This site is well related to the village centre and does not represent a significant intrusion into the surrounding countryside. However, a substantial landscape buffer should be provided to minimise as far as possible the potential impact of the development on views from the south and south-east and to create a definite village boundary to the south of Ludgershall. A Planning Brief will be expected to address this issue, the issues raised in Paragraph 1.19, provide details of infrastructure improvements required on site and any off-site improvements needed to mitigate the effects of any increase in traffic generated by the development. Details will be revealed by a Traffic Assessment. Which will also need to take into account the impact of increased traffic movements in Ludgershall and Tidworth. The site will need to secure access from two different points. Within the site, the main distributor road should be designed to provide an unhindered connection to land to the east. Recent residential development at Princess Mary

Gardens was to be connected to the main road network further east through the formerly proposed employment allocation south of the railway line. However, a connection across the railway line, into the main road network, has not proved possible. The long term opportunity to provide a secondary access to the development at Princess Mary Gardens should not be closed, hence the requirement to provide an unhindered road connection to land to the east of this allocation.

Pewsey

Policy HC17

PEWSEY HOSPITAL PHASE II

The Local Plan allocates land for housing on a 3.7 ha site at Pewsey Hospital as shown on Inset Map 7. Development of this site should respect the setting of the adjacent Listed Buildings.

2.33 Changes in Government policy, which sought to close long term institutions, resulted in the closure of the hospital in September 1995. The last Local Plan included an allocation for 100 houses on land to the north and west of the existing hospital buildings. At that time a Development Brief was prepared which acknowledged the long term potential of the site once the Hospital completely closed. The site now allocated relates to the area of the former Hospital Buildings. Applications for the development should be supported by a Planning Brief to be prepared in accordance with paragraph 1.19. In particular, the Planning Brief should address the relationship between the proposed new houses and adjacent land uses, for example, the new employment area proposed adjacent to the site in Policy ED5. The Planning Brief should build on the development proposals outlined in the initial Brief in 1996. In reaching agreement in relation to the former Local Plan allocation, ownership of an existing playing field, to the west of the proposal, was transferred to the Parish Council. This area of land exceeded the open space requirements for adult recreation set out in the last Local Plan and continued in this Local Plan at Policy HC34 This will be taken into account when

calculating the recreation space requirements in relation to the new allocation.

Policy HC18

BROOMCROFT ROAD/AVONSIDE AREA

The Local Plan allocates land for mixed uses, including housing on a 1.2 ha site at Broomcroft Road/Avonside as shown on Inset Map 8. Development of this site should:-

- a) include a variety of uses, including leisure, retail and residential, which will complement the role of the existing Town Centre; *and*
- b) provide an extension to the riverside walk between the Market Place and Broomcroft Road.

2.34 Part of this site, in the last Local Plan, was identified as an area suitable for commercial uses. With the construction of the supermarket on the old bus station site the need to identify land for further commercial activity has become unnecessary. The extended site now presents an opportunity for new residential development integrated with leisure and retail uses close to, and linked to, the Town Centre. As part of a mixed use redevelopment scheme, opportunities to enhance the facilities provided by the Pewsey Heritage Centre should be explored. Development should have regard to a Planning Brief for the site to be prepared in accordance with paragraph 1.19.

Tidworth

Policy HC19

NORTH EAST QUADRANT

The Local Plan allocates land for housing on a site in Tidworth as shown on Inset Map 9. Development of this site should:-

- a) enhance the river corridor as an area for informal/casual recreation; *and*
- b) secure junctions to, and a link road between, the A338 and A3026.

2.35 The Local Plan identifies land to the north east of Tidworth for the development of 150 private sector houses in conjunction with in the region of 350 married quarters for the Ministry of

Defence. The scale of this development provides an opportunity for innovative, quality design to ensure that a place with a distinct identity is created. Development should be supported by a Planning Brief to be prepared in accordance with paragraph 1.19. The Planning Brief should relate to the whole site and not simply the element of private sector housing. It should be prepared not only in association with the Local Planning Authority but also the land owners, the Ministry of Defence, and should address the social and community implications of a such a large development on the edge of the town. The River Corridor through the site marks the extent of the known areas liable to flood in this area. It is an attractive area and proposals will be expected to respect the Council's wish to leave a green lung through the site, linked to adjacent woodland, for informal recreation without detriment to the ecology of the area.

2.36 This will be a significant area of growth for Tidworth. The Highway Authority have indicated that the development should provide a link road between the A338 and A3026 to ensure that problems at the existing sub-standard junction are not exacerbated. The proposals should also pay special attention to the need to provide safe pedestrian and cycle links to the Town Centre.

Policy HC20

OLD RECTORY/PORTANDO HOUSE

The Local Plan identifies a development area at Pennings Road, Tidworth as shown on Inset Map 9. This site will need to be developed comprehensively to ensure that:

- a) a mix of uses including affordable housing, general market housing and employment development is included;
- b) the setting of Holy Trinity Church is respected;
- c) important trees within the site are retained; and
- d) access constraints are resolved.

2.37 The Council are keen to see the future of The Old Rectory and Portando House resolved and are, therefore, proposing to prepare a Planning Brief for the comprehensive development of the site in association with landowners, the highway authority and other relevant interests to ensure that the site can

contribute to the needs of the local community. The site includes Portando House, land at the Old Rectory and the existing Health Centre. There are plans to build a new Primary Health Care Unit and Community Resource Centre on the former swimming pool site further down Pennings Road which, when built, will replace the existing health services on this site. Because of the scale of community provision proposed as part of the Primary Health Care Unit and Community Resource Centre it is not appropriate to reserve the site solely to meet community needs. Instead it is proposed to concentrate on housing and employment opportunities. The employment opportunities created should complement rather than compete with the office accommodation proposed as part of the Community Resource Centre and help fulfil the objectives of the Tidworth Study to provide a range of employment sites in Tidworth. Retail development is not appropriate.

2.38 It is a visually important site with a prominent frontage to the A338. The Planning Brief should indicate an appropriate mix of affordable and general market housing on the site in accordance with Policy HC30 and how the design and layout of the scheme should respect the setting of the church and properties on Plassey Road.

HOUSING ON UNALLOCATED SITES IN DEVIZES, LUDGERSHALL, MARLBOROUGH, MARKET LAVINGTON, TIDWORTH AND PEWSEY

Policy HC21

HOUSING ON UNALLOCATED SITES

Within the Limits of Development of Devizes, Ludgershall, Marlborough, Market Lavington, Tidworth and Pewsey in principle, planning permission for new housing on previously developed land not defined for other purposes will be permitted provided:-

- a) the scale of the proposal reflects the scale and character of the settlement in accordance with Policy PD1;
- b) the proposal does not conflict with other policies of the plan which seek to protect local services, amenity and employment;
- c) the site is well related to a range of services (including shops, education and health) and jobs; *and*
- d) there is easy access to the public transport, cycle and footpath networks.

Applications for housing development on previously un-used land within the Limits of Development of Devizes, Ludgershall, Marlborough, Market Lavington, Tidworth and Pewsey, which involve more than infill or small site development, will only be permitted where an assessment of the availability of previously used land in the same town/village has taken place demonstrating this is the most sustainable location available at the time of application and it complies with each of the criterion (a) to (d) above.

when a site would be acceptable. (To be in accordance with Structure Plan policies, windfall sites are appropriate in the main settlements of the District). They must also comply with the sustainability and design principles of the Plan set out in Chapter 1, Policy PD1 and policies which seek to protect the natural and built environment set out in Chapters 5 and 6.

2.40 Windfall sites involving up to about 1 ha of land are not considered to be 'key sites' and, therefore, a Planning Brief as expected in paragraph 1.19 is not necessary. However, Planning Briefs have been requested in relation to allocations at Roundway Mill and the Old Rectory/Portando House because of their specific circumstances. A Planning Brief will be expected for significant windfalls involving more than 1 ha of land or more than 25 dwellings.

HOUSING IN VILLAGES

2.41 All of the villages in Kennet are set within a quality landscape. The relationship between development within a village and the landscape surrounding it is an important consideration. The need to respect local landscape character has not been repeated in each of the following policies. However, development in accordance with these policies will always be assessed in relation to policies in the Landscape and Land Management section of the Natural Resources Chapter of the Plan to ensure the potential landscape impact of a proposal is taken into account. A detailed description of each character area is described in Supplementary Planning Guidance. Policy PD1 on design and polices relating to the conservation of the historic heritage will also be relevant when considering individual planning applications for new housing in the villages.

2.39 PPG3 defines windfall sites as 'previously developed sites that have unexpectedly become available'. An allowance has been made in the Plan for 1442 new houses to come forward on such sites in the period to 2011 (see Table H.2). The development of windfall sites, up to this figure, would not undermine strategic policies for the District. It is not possible to allocate land for windfall sites as by definition they are 'unexpected' but it is important to set the parameters for

Policy HC22

VILLAGES WITH A RANGE OF FACILITIES

With the exception of Avebury, planning permission for limited additional housing development consisting of infilling, the replacement of existing dwellings, the re-use of existing buildings, the redevelopment of existing buildings or small groups of houses will be granted within the defined Limits of Development of those villages listed in Table H.4 provided that the development is in harmony with the village in terms of its scale and character.

All new housing proposals should conform with other policies of the plan, including those that seek to protect local services (ED29), amenity (PD1), and employment or tourism uses (ED12, ED13) and promote affordable housing (HC32).

Policy HC23

HOUSING IN AVEBURY

Planning permission for limited additional housing development consisting of infilling, the replacement of existing dwellings or the re-use of existing buildings, or the redevelopment of existing buildings will be granted within the defined Limits of Development for Avebury providing that:

- a) the development is in harmony with the village in terms of its scale and character and conforms with architectural, environmental and other characteristics of the area; *and*
- b) it is not within the Scheduled Ancient Monument comprising the henge monument and does not adversely affect any nationally important or locally significant archaeological site.

All new housing proposals should conform with other policies of the plan, including those that seek to protect local services (ED29), amenity (PD1) and employment or tourism uses (ED12, ED13) and promote affordable housing (HC32).

Table H.4 : Villages with a range of facilities and suitable for limited residential development including small groups of houses

Devizes Community Area
All Cannings Bishops Cannings Bromham Chirton Erlestoke Great Cheverell Potterne Rowde Seend Urchfont West Lavington/Littleton Pannell Worton
Marlborough Community Area
Aldbourne Avebury/Trusloe Baydon Broad Hinton Burbage Chilton Foliat Great Bedwyn Manton Ramsbury West Overton
Pewsey Community Area
Easton Royal Netheravon Upavon
Tidworth Community Area
Collingbourne Ducis Shalbourne

Allocations are not made for sites involving less than 10 dwellings. However, there has been a steady supply of small sites within the District's villages over recent years. This trend is expected to continue. Policy HC22, above ensures that in villages with a range of facilities, small groups of houses on greenfield sites and housing on redevelopment sites is acceptable in appropriate locations.

Policy HC24

VILLAGES WITH LIMITED FACILITIES

Within the villages in the countryside listed in Table H.5, which do not have defined Limits of Development, new housing development will be restricted to infilling, the replacement of existing dwellings or the re-use of existing buildings or the redevelopment of existing buildings provided that the development:

- a) is within the existing built up area of the village;
- b) does not consolidate an existing sporadic, loose knit area of development; *and*
- c) the development is in harmony with the village in terms of its scale and character.

All new housing proposals should conform with other policies of the Plan, including those that seek to protect local services (ED28), amenity (PD1) and employment or tourism uses (ED11, ED12) and promote affordable housing (HC32).

2.42 Government advice and Structure Plan policies convey the same general message that housing development should be located, wherever possible, so as to provide a choice of means of travel to other facilities. Therefore, villages which have a range of facilities and have access to public transport provide the most sustainable location for limited new housing in the rural areas. These are listed in Table H.4, above. Those villages with a range of facilities have been identified as the most sustainable rural locations within the context of Kennet District. It is also important to ensure that development within those villages does not undermine their character.

Table H.5 : Villages that do not have a range of facilities where housing development will be restricted

Devizes Community Area
Easterton Etchilhampton Little Cheverell Marston Poulshot Seend Cleeve Sells Green Victoria Park Wedhampton
Tidworth Community Area
Aughton Brunton Collingbourne Kingston Everleigh Ham Lower Chute & Chute Cadley Perham Down Upper Chute
Marlborough Community Area
Axford Charlton East Grafton East Kennett Froxfield Fyfield Little Bedwyn Lockeridge Mildenhall Ogbourne St Andrew Ogbourne St George Wilton Winterbourne Bassett Winterbourne Monkton
Pewsey Community Area
Alton Barnes and Alton Priors East Chisenbury Enford Fittleton & Haxton Hilcott, Bottlesford, Freetrade & Woodborough Honeystreet Manningford Bruce Marden Milton Lilbourne Oare Patney Rushall Stanton St Bernard Wilcot Wilsford Woodbridge, North Newnton Wootton Rivers

Policy HC25

REPLACEMENT OF EXISTING DWELLINGS

In the countryside, the replacement of an existing dwelling which has not been abandoned will be permitted where:-

- a) the siting is closely related to the footprint of the dwelling it replaces, unless the re-siting of the dwelling would remove a road safety hazard; *and*
- b) the scale of the replacement dwelling is not significantly larger than the original structure.

In cases where a dwelling is re-sited to remove a road safety hazard careful attention will be given to the potential impact of the proposed development on the wider landscape, particularly where the site is located within the North Wessex Downs Area of Outstanding Natural Beauty or the Special Landscape Area.

Policy HC26

HOUSING IN THE COUNTRYSIDE

Outside of the Limits of Development defined for the villages listed in Table H.4 and outside of the existing built up area of the villages listed in Table H.5, new residential development will only be permitted in the following circumstances:

- a) To provide accommodation for the essential needs of agriculture or forestry or other employment essential to the countryside as established in Policy HC27;
- b) To provide holiday accommodation from the conversion of an existing building; *or*
- c) Where the conversion of a listed building to residential use is the only economic means of retaining the historic structure.

Provided that the development does not affect the character of the local landscape.

2.43 Elsewhere in the rural areas, new housing will be remote from services and facilities and residents will be dependant on the private car. The Local Plan, therefore, seeks to limit new housing development in these locations as development would be contrary to the plan's sustainable development objectives. The villages subject to Policy HC24 are listed in Table H.5, below.

Policy HC27

DWELLINGS REQUIRED TO MEET THE NEEDS OF AGRICULTURE, FORESTRY AND OTHER EMPLOYMENT ESSENTIAL TO THE COUNTRYSIDE

In the countryside, planning permission for a dwelling or dwellings will only be granted where accommodation is required to enable workers to live at or in the immediate vicinity of their place of work in the interests of agriculture or forestry or other employment essential to the countryside.

2.44 Residential development in the countryside is not normally permitted but in certain circumstances may be justified when required in the interests of agriculture or forestry or other employment essential to the countryside, for example in association with a stables where workers need to be on site. Although it will usually be convenient for workers to live in nearby settlements there may be some occasions when circumstances make it essential to live very close to their place of work. In view of the exceptional nature of these circumstances, applications will be scrutinised thoroughly. There may be occasions where the evidence supporting an application for an agricultural or forestry workers dwelling is inconclusive, particularly in the case of new enterprises. In these cases the Council will consider granting a temporary planning permission. Where such a permission is granted the period of the permission will be clearly stated and the requirements that will have to be met at the expiry of the permission, if a permanent permission is then to be granted, set out. If after the temporary permission has expired, or sooner, the applicant can meet the full terms of the requirements of Policy HC27, permission for a permanent dwelling will be granted.

2.45 PPG7, Annex I contains extensive detailed description of the criteria to be applied when considering applications for accommodation in the countryside required for agriculture and forestry. The Council will refer to the various tests included in PPG7 when applying Policy HC27.

AFFORDABLE HOUSING

2.46 National policy guidance in relation to affordable housing is quite clear 'A community's need for affordable housing is a material planning consideration that can be properly taken into account indevelopment plan policies ...'. It is also quite clear that it is legitimate to seek an element of affordable housing on suitable sites. Latest thinking is expressed in PPG3 and the Rural White Paper. PPG3 states as a specific objective the need to meet the housing requirements of the whole community, including those in need of affordable housing and special needs housing. The Rural White Paper promotes the view that where there is evidence of local need in villages there is no reason why "every new market house should not be matched with an affordable home".

2.47 Kennet District Council's latest 4 Year Strategy (to 2004) has three significant objectives in relation to the provision of affordable housing:-

- a) To enable the provision of at least 500 subsidised homes to help meet the need for affordable housing among low income households
- b) To use planning exceptions policy to enable the provision of new affordable housing in village communities to meet local needs, and
- c) Promote mixed tenure communities in areas of new housing development which ensure that local needs for affordable and supported housing are addressed.

These objectives support the Council's overall priorities for social inclusion and to sustain our rural communities. Significantly the 4 Year Strategy recognises the role of the Local Plan working alongside a revised Housing Strategy as the means to achieving these objectives.

2.48 The first District-wide Survey of Housing Need was undertaken in 1994. This survey was updated in 2001. The survey found that there was an annual shortfall of 313 households, which is 1% of all households in the District. Grouping the needs by community areas, the results (per year) of the latest survey were as follows:-

Tidworth/Ludgershall	55
Devizes	56
Marlborough	175
Pewsey	26

2.49 Quite clearly the 4 Year Strategy target of 500 subsidised houses is not an appropriate target for the Local Plan which has an end date of 2011 and because this target does not relate to all affordable housing in accordance with Circular 6/98. A target for the remaining 10 years of the Plan is needed which relates to all affordable housing need. The Council's Housing Strategy deals primarily with the same period as the Council's 4 Year Strategy, (2000-2004). However, the Housing Strategy, supported by the Council's Affordable Housing Policy Guide, does include a long term commitment to enable the provision by Registered Social Landlords of at least 125 homes on average each year until 2011. In relation to low cost market housing, there is an affordability gap throughout the District based on average incomes and average house prices. The Plan seeks to bridge this gap through contributions to low cost market housing from allocated sites and large windfall sites. The affordable housing target set out in Policy HC28 is based on the level of subsidised affordable housing provision anticipated in the Housing Strategy to meet local needs throughout the Plan period and an estimate of the number of low cost affordable homes that could be provided through Local Plan allocations.

Policy HC28

AFFORDABLE HOMES TARGET

The Council will actively pursue the target of providing an additional 1575 affordable homes within the District by seeking an appropriate element of affordable housing:

- a) on allocated housing sites;
- b) on any housing site in Devizes, Marlborough, Tidworth, Ludgershall, Pewsey and Market Lavington involving 25 or more dwellings or 1 hectare of land (irrespective of the number of dwellings) where there is evidence of local housing need; or (applying to Marlborough only) where there is evidence of acute pressure for affordable housing, on sites involving 15 or more houses or 0.5 hectares of land (irrespective of the number of dwellings);
- c) on any housing site in the rural areas in accordance with Policy HC32;
- d) through the application of an exceptions policy in rural areas; and
- e) the acquisition of existing vacant property, small infill/conversion schemes and the redevelopment of existing sub-standard housing.

In pursuing the overall target the Council will seek to negotiate 1375 subsidised affordable homes and 200 low cost market housing within the Plan period 2000 to 2011 to reflect the nature of local housing need in the District.

2.50 Circular 6/98 makes it clear that the Local Plan should indicate how many affordable homes need to be provided throughout the Plan area, which Policy HC28 does. PPG3 goes on to say that policies in the Plan should define what the local authority considers to be affordable in the area. Policy HC29, below, sets out the local authorities definition of affordable housing in accordance with PPG3. Planning applications that include an element of affordable housing that does not accord with this definition will not be permitted. The proposed Affordable Housing Policy Guide will explore in more detail how to involve a Registered Social Landlord or similar body in the provision of subsidised affordable housing. The Supplementary Planning Guidance will also include a process for

establishing what constitutes the lower quartile of prevailing market prices at the time of an application. It will then address how to bridge, if necessary, the affordability gap that may remain in some areas, based on average incomes compared to a sale value even in the lower quartile of prevailing market prices, through the use of an initial sale at discounted prices, resale covenants or similar arrangements. In applying these Policies on affordable housing the council will consider alternative or innovative combinations of providers/tenures, provided that what is proposed contributes to meeting the target for provision of affordable homes.

Policy HC29

DEFINITION OF AFFORDABLE HOUSING

Where an element of affordable housing is included in a planning application, in accordance with the policies of this Plan, the type of affordable units provided will need to comply with the Plan's definition of affordable housing. For the purposes of this Plan, affordable housing is defined as:

- a) subsidised housing provided by a Registered Social Landlord, village trust or similar body which has the benefit of Social Housing Grant either for letting at affordable rents or for sale on a shared ownership basis; *or*
- b) low cost market housing which is offered for sale at or below the lower quartile of prevailing market values, provided the proposed sale price is affordable based on average incomes at the time of application.

Proportions Policies

Policy HC30

AFFORDABLE HOUSING ON LARGE SITES

Where a local need has been established, the Local Planning Authority will negotiate with developers to secure an element of affordable housing on each of the allocated housing sites listed in Policy HC2 and unforeseen housing sites involving 25 dwellings or more or 1 hectare (irrespective of the number of dwellings) of land that come forward in Devizes, Marlborough, Tidworth, Pewsey, Market Lavington and Ludgershall. Additionally, within Marlborough, where acute pressure for affordable housing can be shown, the Local Planning Authority will also seek to negotiate an element of affordable housing on sites involving 15 or more houses or half a hectare of land (irrespective of the number of dwellings).

The Local Planning Authority will seek to negotiate about a 30% 'subsidised' affordable housing contribution and a 20% low cost market housing contribution on appropriate unforeseen housing sites subject to evidence of local housing need supporting this level of provision and individual site characteristics.

In relation to the sites listed in Policy HC2 the Local Planning Authority will seek to negotiate the following levels of provision:

	<u>Subsidised</u>	<u>Low Cost</u>
Quakers Walk Devizes	about 70	about 45
The North Gate/ Wharf/Hospital, Devizes,	about 45	about 30
Roundway Mill, Devizes	about 10	
Former Le Marchant Barracks, Devizes	about 15	about 10
Naughton Avenue Devizes	about 30	about 20

Subsidised Low Cost

Chopping Knife Lane, Marlborough	about 45	about 30
Garden Centre, Granby Gardens, Ludgershall	about 40	about 25
Pewsey Hospital Phase II	about 33	about 22
Broomcroft Road/Avonside area, Pewsey	about 10	
NE Quadrant, Tidworth	about 45	about 30

The Local Planning Authority will need to be satisfied that the subsidised affordable housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant. In the case of 'subsidised' affordable housing this should be through the involvement of a Registered Social Landlord, village trust or similar body and secured by the use of planning conditions or obligations.

Policy HC31

INTEGRATION OF AFFORDABLE HOUSING

Planning permission will only be granted where the affordable housing provided in accordance with policy HC30 is:

- a) carefully integrated within the overall development;
- b) distributed in accordance with design principles established in policy PD1;
- c) clustered in small groups of housing of not more than about 10 dwellings; *and*
- d) the size and type of individual houses proposed reflects local needs.

The level of acceptable integration may vary to reflect the size of the housing site, the form of development proposed and the type of affordable housing proposed.

- 2.51 The latest housing needs survey in 2001 demonstrates that there continues to be a demand for affordable housing throughout the District. It is therefore legitimate to seek an element of affordable housing on allocated housing sites throughout the district in accordance with Guidance within Circular 6/98. The targets included in Policy HC30 reflect the Council's initial negotiating position of 30% subsidised housing and 20% low cost market housing adjusted to take account of known local site considerations. For example, site preparation costs in relation to Roundway Mill. For all sites the overriding need for subsidised affordable housing, identified in the latest housing need survey, is recognised. Circular 6/98 also makes it clear that it is appropriate to seek an element of affordable housing on unforeseen large sites involving 25 or more dwellings or 1 hectare of land. The Circular states further that it is appropriate to establish lower thresholds where there is evidence of exceptional local constraints which reduce the availability of affordable housing in areas where there is an established local need. This Guidance has been strengthened with the release of the Rural White Paper in December 2000 which states 'where acute pressures can be shown to exist and smaller schemes would be viable, authorities can adopt policies in their plans to use lower thresholds down to developments on sites of only half a hectare or as few as 15 dwellings.' The Council believe there is evidence of extreme local need in Marlborough and has embodied this latest Guidance in Policy HC30. The Local Planning Authority will need to demonstrate at the time of an application involving 15 houses or half a hectare of land that there is evidence of acute local need to accord with the policy. Furthermore, the Government believe that it is important to help create mixed communities which offer a choice of housing. PPG3 : Housing suggests that new housing developments can help secure a better social mix by avoiding the creation of large areas of the same type of housing aimed at the same social or economic groups. Local authorities are urged to include policies in their local plans that secure 'an appropriate mix of dwelling size, type and affordability' (PPG3, para 11). The above policies are designed to secure this mix of dwellings.
- 2.52 The District Council acknowledges that Local Plan policies on affordable housing should be reasonably flexible, leaving room for other material considerations to be taken into account. The amount of affordable housing to be provided on each site should be negotiated at the time of planning applications at a scale to reflect the total number of houses proposed on the site, specific market and site conditions. The requirements set out in the above policies are the minimum numbers the Council will seek to negotiate. Other policies of the Plan seek to make the best use of land available for development and it is conceivable that the total number of houses proposed on individual sites will exceed the figures quoted in Policy HC2 once detailed site investigations are carried out. If the total number of houses proposed in Policy HC2 do increase, the Council will expect to negotiate a commensurate rise in the number of subsidised houses on the site.
- 2.53 The Affordable Housing Policy Guide, will address the process for the provision of low cost market houses. PPG3 introduces clear guidance on the need for Local Plans to address the need for low cost market housing within its area. House prices in rural Wiltshire (ie excluding Swindon) have increased on average by around 18% between summer 2002 and summer 2003. On average across rural Wiltshire the cost of a terraced house in Summer 2003 was £133,339. Average gross weekly earnings in Kennet in 2002 were approximately £400, clearly less than can support a mortgage for a £133,339 house. This gap between house prices and wages in the District is clear evidence of need for low cost market housing as even looking at this coarse level of data it is quite clear that local people will find it difficult to take the first step onto the housing ladder. Given the significant variation in house prices across the District and fluctuations in the housing market it is not appropriate to indicate what constitutes the price of a low cost market house in the Plan. This should be negotiated at the time of planning application based on current market prices, as indicated in Policy HC29, and wages in the local area.
- 2.54 Critical to all the policies on affordable housing is the evidence of local housing need. It can not only indicate the overall level of need but the type and tenure of local needs. As indicated in paragraph 2.51,

a local housing needs survey was carried out in 2000. This provides basic information on the distribution of housing needs throughout the District. In relation to sites involving unforeseen large windfall sites, 'local' relates to the identified need of that Community Area. The basic information from the latest Districtwide Housing Need Survey on the need for subsidised affordable housing should be supplemented with information from the Housing Register and recent Parish Surveys, where they have been carried out. Evidence of the need for low cost market housing provided in the latest Districtwide Housing Need Survey should be supplemented by up-to-date information on local house prices and wage levels. This process for establishing the level of local affordable housing need will be developed further in the Affordable Housing Policy Guide.

2.55 As stated in para 2.03, one of the fundamental objectives for the sustainable provision of new housing is to ensure there is a mix of house types and tenure within a scheme to promote better integration. Too often once an element of affordable housing has been negotiated the site is developed separately. The amount of affordable housing to be provided within a site and the integration of all forms of affordable housing should be considered as part of the initial Planning Brief for the site to produce an appropriate solution for individual sites.

Policy HC32

AFFORDABLE HOUSING CONTRIBUTIONS IN RURAL AREAS

The Local Planning Authority will seek to negotiate the equivalent provision of general market and affordable homes on all proposed housing sites in the villages subject to evidence of local housing need supporting this level of provision and individual site characteristics. Planning permission will not be granted if the size and type of individual affordable houses proposed in accordance with this Policy do not reflect local needs.

The Local Planning Authority will need to be satisfied that the housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant. In the case of 'subsidised' affordable housing this should be through the involvement of a Registered Social Landlord, village trust or similar body and secured by the use of planning conditions or obligations.

2.56 The Rural White Paper published November 2000 states in relation to the provision of affordable housing 'in settlements of 3000 or less no thresholds apply'. Effectively this means that in villages where there is a clear need for affordable housing the local authority can seek a proportion of affordable housing even on the smallest site. The White Paper supports the view that in villages, where there is evidence of local need, every new general market house should be matched with an affordable home. Policy HC32, above, seeks to achieve this on all sites that come forward in villages in accordance with Policies HC22, HC23 and HC24, subject to evidence of local housing need and to individual site characteristics. The provisions of policies HC22, HC23 and HC24 concerning the sites location, the scale of development relevant to the size of the settlement and the availability of alternatives to the private car will still apply. Proposals will also need to reflect the nature of local housing need to be acceptable.

Exceptions Policy

Policy HC33

RURAL EXCEPTIONS POLICY

Exceptionally, within the Limits of Development of the villages listed in Table H.4 and in the existing built up area of the villages listed in Table H.5, limited additional affordable housing consisting of infilling, the replacement of existing dwellings, the re-use of existing buildings, the redevelopment of existing buildings or small groups of houses will be permitted on sites that would not otherwise be allocated for housing provided that:

- a) a specific local need has been identified;
- b) the size and type scheme proposed takes account of both the identified local need and the size of the settlement in which it is to be located;
- c) the development principles set out in policy PD1 and AT1 have been taken into account, particularly with regard to design and the sites relationship to local services and existing public transport, cycle and/or footpath networks; *and*
- d) the proposal does not conflict with other policies and proposals of the plan that seek to protect local services, amenity and employment or tourism uses.

Additionally, small groups of affordable houses will be permitted on the edge of the villages listed in Table H.4 subject to criteria (a) to (d) above and provided that the housing would not set a precedent for sporadic development in the countryside.

The Local Planning Authority will need to be satisfied that the housing provided under this policy will always be available for defined local needs, both initially and on subsequent change of occupant. In the case of 'subsidised' affordable housing this should be through the involvement of a Registered Social Landlord, village trust or similar body and secured by the use of planning conditions or obligations.

2.57 The basis of the 'exceptions' policy is essentially one of permitting very limited exceptions to established policies of restraint in order to secure the provision of affordable housing to meet local needs in perpetuity. The 'exceptions' policy, set out above, allows affordable housing to be built in or on the edge of villages listed in Table H4 and in named villages within the countryside as listed in Table H5. The policy releases land for development that would not be acceptable within the terms of policies HC22, HC23 and HC24. It allows small groups of affordable houses in settlements that have been identified as having a limited range of facilities, subject to evidence of local affordable housing need. It also allows small groups of houses on the edge of villages that do have a good range of facilities, subject to evidence of local housing need. (See Glossary for a definition of small groups of houses.) Policy HC33 makes no distinction between subsidised and low cost affordable housing. Instead it relies on the evidence of local housing need in the area to inform the size and type of affordable homes to be provided. Planning permission will not be granted for an 'exceptions' affordable housing site, comprising all low cost market housing, if local information indicates that the greater need is for subsidised affordable housing. The Affordable Housing Policy Guide will include more detailed information on the definition of 'local' in relation to exception sites in villages. Basically, the latest housing needs survey, local parish surveys and the housing register will be used, in conjunction with up-to-date house price and income information to establish the level and type of need within the Ward or closely related group of parishes.

LOCAL FACILITIES

2.58 This section of the Plan provides the basis of how the Local Planning Authority will negotiate with developers to secure local facilities as part of residential development. The Council intends to carry out further research to establish baseline information on the existing availability of halls, meeting places and education. Together with research already completed on the availability of recreation space, this data will be published as Supplementary Planning Guidance to inform decisions when applying the following policies. In Devizes, details of the level of provision to be negotiated on allocated housing sites will be developed in

a Strategic Development Brief (see paragraph 2.19). Elsewhere, where a specific need for additional local facilities has been identified, how to address that need should be addressed in individual Planning Briefs.

Sport and Recreation

Policy HC34

RECREATION PROVISION ON LARGE HOUSING SITES

In new residential developments of 20 or more dwelling units recreational open space will be required to be provided on the basis of 2.43 ha/1000 people, comprising:

- a. equipped play space
- 0.31ha/1000 people
- b. casual play space
- 0.41ha/1000 people
- c. formal sports/pitches
- 1.71 ha/1000 people

Policy HC35

RECREATION PROVISION ON SMALL HOUSING SITES

New residential developments of between 5 and 19 dwellings, which do not form part of a larger scheme or potential scheme, will be expected to provide land for children's recreation on the basis of 0.72 ha/1000 people.

Policy HC36

RETENTION OF LAND FOR RECREATION

The recreation land provided under policies HC34 and HC35 should always be available and maintained as recreation space for the benefit, primarily, of residents of the related housing developments. Therefore, planning permission will be subject to conditions or a planning obligation will be negotiated to ensure that the recreation space is provided to an agreed standard and site specification and remains available and maintained in the long term.

2.59 The Local Plan allocates land for new residential developments to meet the demands of a growing population. Demand for indoor and outdoor sports facilities will also grow. New residential developments should, therefore, contribute to meeting the recreational needs of the new population generated by the development in accordance with the NPFA standards adopted by the Council as a target for the District as a whole. Exceptionally the standards set out in policies HC34 and HC35 may be relaxed to ensure the reuse of a Listed Building and to enable high density developments in Town Centre locations. In addition, full compliance with the standards may not be necessary where it can be demonstrated that existing provision will be sufficient to meet the needs of the new development as well as of existing development in the vicinity. The standards will be suitably modified in the case of proposals for special needs housing, such as sheltered housing for the elderly.

2.60 Additional guidance to prospective house builders on the implementation and interpretation of recreation space policies in the last Local Plan was published separately as Supplementary Planning Guidance in 1998. This Guidance remains relevant to the implementation and interpretation of policies HC34 - HC36. The SPG deals with issues such as when commuted payments in lieu of providing or maintaining open space may be acceptable. The SPG also sets out how to convert the requirements set out in Policies HC34 and HC35 as an area/1000 people to a precise area of land required for each development. The policy expresses the open space required in this way to ensure that provision reflects the latest occupancy rates for the District. The current Guidance will be revised and updated in the light of experience and changing practice once the replacement policies have been approved and adopted.

Education

Policy HC37

DEMAND FOR EDUCATION

In the case of new housing developments involving 25 or more dwellings or 1 hectare of land (irrespective of the number of dwellings) the Local Planning Authority will need to be satisfied (having regard to advice from the LEA) that the primary and secondary education needs of the population of the new development can be met either by existing school infrastructure or through improvements to the existing school infrastructure. A contribution towards improvement of the existing school infrastructure will be sought where there is evidence that demonstrates that the need for the improvement is a consequence of the new housing development. The contribution will be related to the education needs generated by that development.

Policy HC38

NEW PRIMARY SCHOOL IN DEVIZES

The Local Plan allocates land for educational purposes at Devizes as indicated on Inset Map 1. to meet the primary education needs arising from the new population generated by housing proposals at Quakers Walk, Roundway Mill, Le Marchant Barracks, Naughton Avenue, and the North Gate/the Wharf/Devizes Hospital. Proposals for alternative forms of development, other than community uses, will not be permitted within this area. Each of these housing sites should contribute to the development of the new school.

unforeseen windfall sites during the Plan period. School infrastructure can generally adapt to small incremental growth but a sudden surge in demand as a result of new large scale housing development can have a significant impact on a local school, especially if that school technically has no vacant capacity. The latest assessment of school provision in the main towns is as follows:-

- there is sufficient capacity in secondary school places to meet planned housing growth over the period to 2011 in Marlborough and Pewsey. Additional capacity will be needed in Devizes and Ludgershall/Tidworth.
- In relation to primary school places only Ludgershall has sufficient existing capacity to meet anticipated demands over the period to 2011.

2.62 Only in Devizes is the additional demand sufficient to generate the need for a new primary school. The provision of an infant school and additional junior classroom space has already been negotiated with developers in relationship to proposals put forward in the last Local Plan at Brickley Lane, Wayside Farm and Roundway Hospital. A further 7 form entry primary school will be required to respond to the demands allocations in Devizes.

2.63 The Local Planning Authority will place significant weight on the views of the Local Education Authority when assessing the educational needs of new housing development. Furthermore, the proposed SPG on Planning Obligations will contain detailed guidance on the need for new education provision in the District and a methodology for assessing the additional demand new housing will place on existing education provision.

2.61 PPG12 makes it clear that the capacity of existing infrastructure and the need for additional facilities should be taken into account when preparing the Local Plan (para 6.14, PPG12). The Plan proposes in the order of 1130 (see Table H.3) new dwellings on allocated sites. Further large site development may come forward as

Policy HC39

DESIGN OF NEW SCHOOLS

New schools in the District should be designed with the principles of dual use of facilities in mind. They should include independent access to changing and indoor sports facilities.

Policy HC40

LOCATION OF NEW SCHOOLS

New schools should be well related to the existing (or proposed) foot, cycle or public transport network and centrally located within its primary catchment area to reduce the distance travelled to school.

2.64 Primary and secondary schools can play an important role in the community. Ensuring that any new school development can be used out of school hours and is easily accessible should encourage its wider community use. The location of a new school is also important if walking and cycling to school is to be encouraged. Policy AT1 sets out the criteria to be applied to all developments to ensure that opportunities to reduce the use of the private car are identified. In relation to new school sites the application of this policy is particularly important as it will identify opportunities to remove/reduce potential areas of conflict between pedestrians and vehicles on the main journey to school route, improvements that may be secured through conditions or a Section 106 Agreement.

Policy HC41

PROPOSED NEW SCHOOLS

The Plan allocates land for educational purposes at Marlborough and Collingbourne Ducis, as indicated on the Inset Maps. Proposals for alternative forms of development, other than community uses, will not be permitted within these areas.

2.65 The County Council as the Local Education Authority have indicated that they have separate plans to construct new primary

schools in Marlborough and Collingbourne Ducis. The Local Plan needs to ensure that adequate land is available for the future development of the service and the preferred location protected from other forms of development.

Social/Community

Policy HC42

ADDITIONAL SOCIAL AND COMMUNITY NEEDS

In the case of new housing developments involving 25 or more dwellings or 1 hectare of land (irrespective of the number of dwellings) the local planning authority will need to be satisfied that the social and community needs of the new residents can be met. Where the local planning authority has evidence to demonstrate that these needs cannot be met by existing infrastructure, appropriate provision to meet the needs arising from the development will be sought.

2.66 The sequential approach to site selection for the housing allocations within the Plan should ensure that proposed housing sites are well related to existing social and community infrastructure. However, where development takes place remote from opportunities for residents to meet and socialise new opportunities should be provided within the new development. This could be resolved through the design and layout of the development providing informal meeting places or through specific buildings. The Council propose to prepare SPG which will contain more detailed guidance on the existing availability of community halls and meeting places and guidance on how to assess the additional demands new housing development may generate. The Council will have regard to Government guidance on planning obligations when seeking developer contributions (see paragraph 1.44).

UTILITIES INFRASTRUCTURE

Policy HC43

OFF SITE SERVICE INFRASTRUCTURE

Development which increases the demand for off-site service infrastructure, such as water supply, surface water, foul drainage or sewage treatment, will not be permitted unless sufficient capacity already exists or extra capacity will be provided in time to serve the development without harm to the environment.

When improvements in off-site infrastructure are programmed, the commencement of development will be co-ordinated with its provision. Where necessary improvements in off-site provision are not programmed, developer contributions towards the upgrading of existing provision to meet the requirements of the new development will be sought.

2.67 Development proposals for the provision of new infrastructure or for new utilities and related services will be considered against the provisions of policy PD1. This policy will ensure that the chosen location will not have an unacceptable impact on local amenity including visual impact and impact on the surrounding environment. It will also ensure that adequate access and servicing is available. There is, therefore, no need for a specific policy in relation to new infrastructure development. However, there may be occasions when service infrastructure provision is out of step with development demands hence the inclusion of Policy HC43.

2.68 Local plans provide the utility companies responsible for electricity, gas and water supply, sewerage and telecommunications with essential inputs for their own planning as it is important to ensure that there is sufficient capacity in the system to accommodate new development. The sewerage infrastructure in Kennet is generally operating at or near to capacity. Thames Water has indicated that difficulties are already being experienced in the Marlborough and Tidworth catchments. Wessex Water has indicated that there may be problems in accommodating flows from

the allocations in Devizes due to insufficient capacity in the sewerage system as the sites, clustered together, discharge to a common outfall.

2.69 With regard to surface water drainage it is the responsibility of the developer to make proper provision for drainage to ground, water courses or surface water sewer. It should not be allowed to drain to the foul sewer. In all developments surface water disposal should be agreed in accordance with Best Management Practice.

Policy HC44

TELECOMMUNICATIONS

Proposals for telecommunications development, including applications for prior approval under the Town and Country Planning (General Permitted Development) Order, 1995, will be permitted where:

- a) there is an operational requirement for the proposal;
- b) the siting, design, materials and external appearance of the proposal minimises its visual impact; *and*
- c) an assessment of alternative sites has been carried out, including the possibility of using existing structures and site sharing, and there are no satisfactory alternative sites for telecommunications available.

When applying this policy the Local Planning Authority will take into consideration whether there are any special needs or technical considerations which should influence the choice of location. Where the proposal involves the North Wessex Downs Area of Outstanding Beauty the development will only be permitted where technical considerations mean there are no satisfactory alternative locations available. Within the Avebury World Heritage Site proposals which would harm the historic landscape, archaeological features or visual setting of the site will not be permitted.

2.70 Investment in new technology and the maintenance and improvement of established telecommunications network can entail the physical development of land and, therefore, have implications for both development plans and development control. For example, Kennet has dealt with a number of applications to improve the Personal Communications Network across the district. Planning Policy Guidance Note 8 - Telecommunications (PPG 8), sets out the Government's position in respect of telecommunications development which is 'to facilitate the growth of new and existing systems'. To this end Local Planning Authorities are encouraged to respond positively to telecommunications development and to take into account the specific locational constraints imposed by technical considerations.

2.71 Many of the planning issues raised by telecommunications development are already covered by general policies elsewhere in the Plan. Policy PD1, set out in Chapter 1, will ensure that the potential environmental and visual impacts of the proposal are considered. The landscape and Land Management Policies, in Chapter 5, set out the criteria against which applications involving development which will be a dominant feature in the landscape will be assessed, whilst Policies NR8 & HH3 address development in the AONB, and Avebury World Heritage Site. In addition to the Statement of Design Principles referred to in paragraph 1.21, applicants should submit with their application a statement which addresses how the proposal relates to any national or regional strategy, considers any implications for subsequent network developments for the site, and details the investigation of any alternative locations, including the possibility of site sharing or the use of an existing building. Where planning permission is granted, the local planning authority may seek to impose appropriate conditions to safeguard the appearance of the area through landscaping of any site and its surroundings, the external colouring of the development, and the removal of the facility if the operational requirements render it redundant.

2.72 In certain circumstances planning permission is not required to install telecommunications apparatus. In these instances the operator must apply to the planning authority, before installing the

apparatus, for a determination as to whether approval of the siting and appearance of the development is required. In these cases the authority will consider the development against the appropriate policies and proposals of the Plan.

MISCELLANEOUS ISSUES

Gypsy Sites

Policy HC45

GYPSY SITES

Proposals for gypsy sites, within or outside existing settlements, will be considered against the sustainable development, design and landscape policies of the Plan to ensure that the proposal has minimum impact on character, appearance and amenity of the area and it is well located on the major road network.

Where the proposal is located within a Special Protection Area for Birds, a candidate Special Area of Conservation, the North Wessex Downs Area of Outstanding Natural Beauty, a Site of Special Scientific Interest, the consultation area for a Site of Special Scientific Interest or a National Nature Reserve or the Avebury World Heritage Site, planning permission will only be given where the Local Planning Authority is satisfied that there will be no adverse impact on these designated areas and that it is not possible to locate the development elsewhere.

2.73 Circular 1/94 - 'Gypsy Sites and Planning' - makes it clear that development plans should include specific policies to provide for the accommodation needs of gypsy families. There are currently no transit or permanent gypsy caravan sites within Kennet although there are transit sites close to the Districts boundary to the north and south. However, there are very few incidents each year involving travellers within the District. Kennet do not, therefore, believe there is the demand, at the moment, to support the specific allocation of a gypsy caravan site within the District but will continue to monitor the number of gypsy caravans travelling through the District.

2.74 The duty on the County Council to provide sites has been repealed but it is possible that proposals for new sites will be made by private individuals. Proposals for private gypsy caravan sites should not be assessed against the general housing policies of the Plan as gypsies have particular needs which should be recognised. Proposals will be subject to Policy PD1, set out in Chapter 1, to ensure the development has minimum impact on surrounding land uses, pedestrian and vehicular access is provided to Highway Authority standards and the site has access to essential services. In addition to the statement of Design Principles referred to at para 1.21, applicants should submit evidence of a travelling lifestyle pursued for the purposes of making a living as indicated in Circular 18/94 'Gypsy Sites Policy and Unauthorised Camping'. Circular 1/94 also makes it clear that, as a rule, it is not appropriate to allow gypsy caravan sites on areas of open land where development is severely restricted, for example Areas of Outstanding Natural Beauty, SSSI's and other protected areas.

Mobile Homes

Policy HC46

NEW MOBILE HOME SITES

Proposals for new sites for mobile homes (including caravans for permanent occupation) or the extension of existing sites providing this type of accommodation, will not be permitted in locations where residential development would not be acceptable. Development will not be permitted where it would have an adverse impact upon the character or amenity of the area.

Policy HC47

EXISTING MOBILE HOME SITES

Proposals for the redevelopment of sites for mobile homes and caravans for permanent occupation, other than to enable improvements for their continued existing use, will be treated in accordance with the policies of the Local Plan relating to Limits of Development and to development in the countryside, according to their location.

2.75 Residential caravans and mobile homes need the provision of services (such as water supply, sewage disposal, electricity and refuse collection) and access to facilities (including public transport, health care, education and shops) in the same manner as other residential accommodation. Similarly mobile homes have requirements for road access, car parking and siting within the established framework as other housing developments. Applications for new sites for mobile homes will not therefore be considered in locations where residential development would not be acceptable. Furthermore, such applications will be subject to special scrutiny in terms of the impact such a development would have upon the character and amenity of surrounding areas. It should not be assumed therefore that because a site is allocated for residential use, that it would automatically be acceptable for the siting of mobile homes.

2.76 The Council does recognise that existing sites for mobile homes make an important contribution to the range of housing opportunities available in the District, especially in terms of 'low cost' provision. Policies in the Local Plan therefore allow for the improvement and continued use of such sites in the future. Planning applications for the development of mobile home sites for conventional housing development will be treated in the same manner and subject to the same policy considerations as any other new residential development proposal. In particular, mobile home sites located outside Limits of Development will be determined in the same manner as applications for housing development in the countryside. In view of the special housing function of mobile home parks, the Council

will, however, be sympathetic to their redevelopment as sites for 'affordable housing' within the terms of the Plan's 'exceptions' policy for affordable housing.

HOUSING & COMMUNITY FACILITIES MONITORING STATEMENT

2.77 For the purposes of monitoring the implementation of policies and proposals within this chapter of the Plan the Council will monitor the following:-

1. The overall rate of house building in the District against the Structure Plan target of about 7000 new houses over the period 1991-2011. This should include monitoring the type and size of dwellings (detached/semi/terrace etc and 1, 2, 3 bedrooms etc) and completion rates against assumptions for small and windfall sites for the period of the Plan.
2. The overall rate of house building against the spatial development strategy of the plan, ie the distribution of new housing between the main towns, the secondary service centres, those villages with a range of facilities and the countryside.
3. The rate of house building on previously developed land within existing built up areas against approved National, Regional and Strategic targets for the percentage of new houses built on previously developed land and the Local Plan target of 50% of new houses built on previously developed land.
4. The average net density on new housing sites against the target minimum net density of 30 houses per hectare on sites involving 10 or more houses which receive planning permission after this Plan is adopted.
5. The number of houses provided through the re-use of upper floors above existing commercial properties in the Main Towns and Service Centres during the period 2000 -2011.
6. The number of houses vacant in the District.

7. The provision, distribution and type of affordable housing for rent against the Districtwide target of 1375 new affordable houses for rent within the period 2000-2011. The monitoring of subsidised affordable housing should also identify whether the houses were provided on an 'exceptions' site or as a 'proportion' of a larger housing scheme.

8. The provision of low cost general market housing against the target of 200 low cost general market homes on allocated housing sites.

The data will be collected as part of the Councils' existing Housing Land Monitoring system and used to inform the next review of the Plan.

3

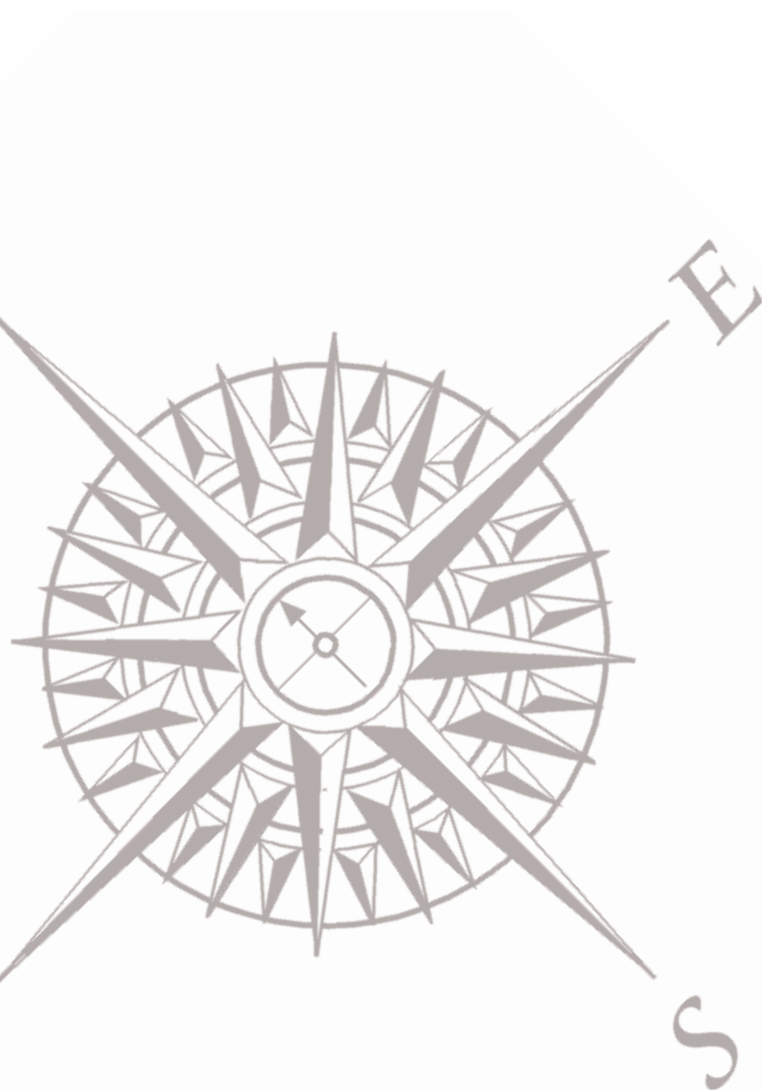
ECONOMIC DEVELOPMENT

INTRODUCTION

3.01 One of the Council's fundamental objectives is to encourage a viable economy. Many services of the Council are working together to achieve this objective including the Economic Development service, Environmental Health service and Leisure services. The Council's current Economic Development & Tourism Strategy identifies four priority areas: to promote jobs and a viable economy: retail development in the market towns; tourism; diversification of the farming economy and inward investment. The Council also recognise the importance or recycling and other waste recovery schemes which support sustainable development objectives and the employment potential of this sector. The Local Plan is one part of the wider policy framework of the Council. It sets out economic development policies relating to the use of land that can facilitate aspects of the Council's overall strategy and support the objectives of the latest Economic Development and Tourism Strategy.

3.02 Economic development policies are central to achieving the overall goal of the plan to support the continuation and growth viable communities as set out in Chapter 1. The objective of the Local Plan's economic development policies is to facilitate and support the growth of the local economy in a sustainable manner whilst maintaining and improving the quality of the environment. The Strategic Objectives of the Plan set out in Chapter 1 emphasise the need to provide local employment opportunities at a scale commensurate with the local population and sustain local services to encourage greater self containment and more balanced communities. Communities that provide the opportunity for people to live and work locally can reduce the need to travel and reduce the distances travelled by car supporting the sustainable development

3
economic development



objectives of the Plan. As stated above, throughout this section of the Plan the role of tourism in job creation has been recognised in policies. Opportunities for new tourism developments are dealt with more specifically in Chapter 7 - Tourism, Recreation and the Arts.

industrial, storage and warehouse. (The Kennet Employment Land Monitor, provides more details on the definition of strategic employment land.)

EMPLOYMENT DEVELOPMENT

Wiltshire Structure Plan

3.03 The Strategy of the Wiltshire Structure Plan 2011 seeks to maintain a balance of housing growth and job growth throughout the County. It includes a requirement to provide about 50 hectares of employment land in Kennet over the period 1991 to 2011 to encourage an increase in the number of jobs commensurate with the increase in the number of houses. It also sets the general parameters for the provision of additional employment land, in the case of Kennet District strategic employment land should be concentrated in the settlements of Devizes, Ludgershall, Marlborough, Pewsey and Tidworth.

3.04 The Structure Plan recognises that specific employment sites will not meet all of the forecast growth in jobs. At least half of the additional jobs in the District will be created outside specially provided employment sites, for example in retailing, transport, education and leisure. Local Plan policies, therefore seek to identify specific employment sites to conform with the Structure Plan requirements and set a background against which other sectors of the economy can thrive. These background policies are developed later in this chapter under the heading Town Centres and in Chapter 7 - Tourism, Recreation and The Arts.

Employment Allocations

3.05 Table E.1, below, sets out the employment land supply position in Kennet at April 2001, excluding outstanding allocations in the adopted Kennet Local Plan. All new developments that fall within the B Classes of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended), involving greater than 0.1 ha of land within Devizes, Ludgershall, Marlborough, Pewsey and Tidworth, count against the Structure Plan target of 50 hectares of new employment land in Kennet. Class B Uses include office,

Table E.1 : Kennet Local Plan Employment Land Supply

Strategic Development Complete April 1991 - April 2001	11.33 ha
Strategic Development Under-Construction April 2001	2.76 ha
Strategic Development with Outstanding Planning Permission April 2001 ⁽¹⁾	23.05 ha
Total Commitments April 2001 (A)	37.14 ha
Outstanding Requirement to be Allocated on New Sites	5.56 ha

Source:- Kennet District Council Public Local Inquiry Topic Paper 05, updated to incorporate the Inspector's recommendation for Le Marchant Barracks, Devizes

Policy ED1

STRATEGIC EMPLOYMENT ALLOCATIONS

To meet the strategic employment land requirement for the District for the period 1991 to 2011 of 50 hectares of additional employment land the Plan allocates 10.86 hectares of land for new employment development comprising sites on land to the north of Nursteed Road, Devizes, Hambleton Ave, Devizes, on land to the north of Tidworth Road, Ludgershall and at Marlborough Road, Pewsey.

3.06 In accordance with the Plan's aim to concentrate development within the main towns and villages of the District, the Local Plan allocates land for employment purposes in Devizes, Marlborough, Pewsey and Ludgershall. The allocations are summarised in Table E.2, and discussed further in paras. 3.07 to 3.15. The sites that have been identified seek to provide a range of locations and premises and are generally readily available, capable of development, and well served by infrastructure.

3 economic development

Table E.2 : Kennet Local Plan Employment Allocations

	Total Area (ha)
Strategic Allocations	
Nursteed Rd North, Devizes	1.5
Hambleton Avenue, Devizes	1.2
North of Tidworth Road, Ludgershall ⁽¹⁾	6.50
Marlborough Road, Pewsey	1.66
Total Strategic Allocations	10.86
Commitments at April 2000 (A in Table E.1)	37.14
ALLOCATIONS + COMMITMENTS (TABLE E.1)	48.00
STRUCTURE PLAN REQUIREMENT 2001-2011	50.00

(1) The total site area at Tidworth Road Ludgershall is 13 ha. However, Policy ED6 limits the amount of land that comes forward in this Plan period to 6.5 ha.

Site Specific Proposals

3.07 The sites at Nursteed Road (North) and Hambleton Avenue, Devizes; Tidworth Road, Ludgershall and Marlborough Road, Pewsey are considered to be key sites within the Local Plan. A Planning Brief will be expected for each site to show how the detailed elements highlighted in the policies and supporting text for each site have been addressed. The Planning Briefs will also be expected to show how more sustainable forms of transport can be promoted in accordance with Policies AT1, AT2 and AT3. As the allocation at Gort Road is already part of an outline planning permission a Planning Brief is not necessary.

Policy ED2

GORT ROAD, DEVIZES

To meet the strategic employment requirements for the District for the period 1991 to 2011 the Plan identifies an additional 3 hectares of land at Hopton Park, to the North of Gort Road, Devizes for employment development. Within the area of land identified on Inset Map 1, planning permission will be granted for uses falling within the B Classes of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended). Applications for other business or employment generating uses will be subject to special scrutiny and only permitted subject to strict compliance with Policy PD1 and ED17. Development needs to recognise that the site adjoins the AONB on a principal approach to the town.

3.08 Approximately 22 hectares of land for general employment uses and a significant landscape buffer was proposed to the north of Hopton Industrial Estate, (now known as Hopton Park) in the last Local Plan. Buildings were to be restricted to the lower parts of the site, to the south of Gort Road, providing an area of 12.7 ha for employment development. The whole of this allocated site now has outline planning permission and a strategic landscaping scheme, to minimise the impact of the proposed development on surrounding landscape, (which is designated an AONB), and reinforce the new limits to Devizes, has been implemented. In the course of preparing the landscaping scheme and on completion of a Landscape Assessment of the District it became clear that a small area of land could be released for development to the north of Gort Road without additional impact on the AONB. The release of this land provides readily available serviced employment land on previously developed land and reduces the pressure to release additional greenfield sites for employment development around Devizes.

3.09 The Local Plan has allocated an existing employment site at Roundway Mill, Devizes for residential development. Roundway Mill is part of the town's strategic employment land supply and needs to be replaced. Now that the strategic landscaping has been carried out at Hopton Park, it is possible to see that an additional area of approximately

3 ha could be developed, nestled within the strategic landscaping, without significant impact on the surrounding landscape. The site is considered acceptable for all uses falling within Class B of the Use Classes Order because of its location away from predominantly residential areas and because the site is large enough to incorporate landscaping and other measures needed to reduce the impact of such developments.

Policy ED3

NURSTEED ROAD, DEVIZES

Approximately 1.5 hectares of land for general employment uses is proposed to the north of Nursteed Road as indicated on Inset Map 1. This land is appropriate for uses falling within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended). Applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1 and ED17. Development of this site ensure that the Class B uses proposed do not conflict with adjacent land uses.

Policy ED4

HAMBLETON AVENUE, DEVIZES

Approximately 1.2 hectares (3 acres) of land for employment uses is proposed at Hambleton Avenue, Devizes as indicated on Inset Map 1. This land is appropriate for uses falling within Class B1 of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as amended). Applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1 and ED17.

3.11 The employment allocation at Hambleton Avenue is the residual area of a mixed use development for housing, employment and retail uses granted in 1987 (K\10492 and K\10491). The retail element has been implemented, the housing element of the original permissions has been completed and part of the original employment area has now been released for housing. The employment allocation is to be restricted to Class B1 uses in order to protect the residential amenity of adjoining areas. Development will also need to be designed to protect trees subject to a Tree Preservation Order within and adjacent to the site.

3.10 This site constitutes an extension to the existing employment area to the north of Nursteed Road. The site area included within the Policy is the net developable area now that an alignment for the Eastern Distributor Road has been agreed as part of the housing approval at Brickley Lane. The agreement has also secured a landscaping area to the south of the road to provide a visual buffer between the proposed employment site and Nursteed House. It remains essential that the Eastern Distributor Road is in place before the employment area is developed. An employment allocation would not be appropriate in this location without the construction of the Eastern Distributor Road for Devizes to ensure additional heavy goods traffic does not exacerbate existing congestion problems in the town. Through the application of Policy PD1 layout, the built form, and landscaping will be utilised to reduce the potential impact the employment site could have on the adjacent residential area and surrounding countryside.

Policy ED5

MARLBOROUGH ROAD, PEWSEY

The Plan proposes 1.66 ha of land for employment purposes in Pewsey to the south of Marlborough Road, between Pewsey Hospital and the railway line, as indicated on Inset Map 7. This land is appropriate for the accommodation of a bus depot or uses falling within Class B of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as Amended).

3.12 The Council consider that, in Pewsey in particular, there is a need to make provision for employment to allow for a continued modest growth in the local economy and to maintain opportunities and diversity in the local job market. This triangular shaped plot, contained between the railway (to the south), the former hospital (to the west) and property known as High View, south of the Marlborough Road, is considered to be

particularly suitable for employment purposes. The site is approximately 1.5 hectares (4 acres) in extent.

- 3.13 Housing development on part of the Hospital site, in accordance with an allocation in the last Local Plan, has resulted in a new access from Marlborough Road, just to the north of this employment allocation. A Planning Brief will be expected for the site which, through the application of the Development and Design Policy PD1 will need to ensure that:
- problems of access to the site can be resolved in consultation/co-operation with adjacent developments;
 - a high standard of layout design and landscaping is provided to reflect the sites prominent position within the landscape setting of Pewsey;
 - the Class B uses proposed do not conflict with adjacent land uses;
 - road improvements to provide adequate and safe vehicular access to the site are provided; and
 - adequate provision for car parking and traffic circulation including the manoeuvring of large vehicles is made within the site.

Policy PD1 will ensure, for example, that uses which would create a nuisance to adjacent properties by virtue of fumes, smell or vibration would not be permitted. Similarly, a storage or distribution depot would not be permitted if it created or exacerbated a problem of road safety. Early consultation with Wessex Water is advised as improvements may be required to the Pewsey Sewage Treatment Works as a result of the proposed employment development.

Policy ED6

TIDWORTH ROAD, LUDGERSHALL

Approximately 13 hectares of land for general employment uses is proposed to the north of Tidworth Road, Ludgershall as indicated on Inset Map 3. This land is appropriate for uses falling within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended). Applications for other business or employment generating uses will be permitted subject to strict compliance with Policy PD1. Planning permission will be granted where:

- a) planning conditions are attached to the permission to ensure that no more than 6.5 hectares of land is released for development within the period 1991 to 2011; and
- b) the potential environmental impacts of the whole development have been addressed.

- 3.14 The Ministry of Defence have recently declared this site surplus to their requirements. As indicated in Chapter 1 a joint plan has been produced by MoD, The District Council and the County Council which seeks to establish more balanced communities on Tidworth and Ludgershall. Phase 1 of the Plan is complete with significant investment in social/leisure infrastructure at Tidworth Leisure Centre and in shopping facilities at Station Road. In Phase 2 a key issue to be addressed is the lack of local employment opportunities. This site presents an opportunity to not only address the future employment demands of people living in Tidworth and Ludgershall but also begin to address the existing shortfall of local employment. Kennet District Council consider that this site presents the most sustainable location for employment development in the Tidworth Community Area, located on the main road network adjacent to a potential connection to the rail network. However, the size of the site, if it were all to be developed during this Plan period could conflict with the strategic objectives of the Structure Plan when considered against employment commitments elsewhere in the Plan area. On the other hand, if this is the most appropriate site for long term employment development, logistically, it is better to plan for the servicing and infrastructure costs of developing the whole site rather than a small part. Policy

ED6, therefore, includes a phasing condition for the development. In addition to the phasing of the development, a Planning Brief should address the potential internal and external environmental implications of developing the whole site and opportunities to connect to the existing rail network. The Brief will also include details of infrastructure improvements required on site and any off-site improvements needed to mitigate the effects of any increase in traffic generated by the development. Details will be revealed by a Traffic Assessment and issues such as phasing the provision of improvements in relation to the stages of development on the site, and the level of contribution expected by the Highway Authority, should be included.

- 3.15 The Highway Authority have indicated that a traffic assessment will be required to identify the potential impact of the development on the local road network and the degree of support required to ensure a satisfactory level of non-car trips to the site. The traffic assessment will need to take into account the impact of increased traffic movements in Ludgershall, Tidworth and Test Valley Borough. The potential impact of heavy goods vehicles through the Ludgershall Conservation Area requires special consideration, and the traffic assessment will need to address the degree to which this might be mitigated by the construction of the Western Link Road.

Employment Development in Devizes, Ludgershall, Marlborough, Market Lavington, Pewsey and Tidworth

- 3.16 As outlined above, the Structure Plan states that new employment development should be concentrated within the main towns of the District. The list of towns for Structure Plan purposes excludes Market Lavington. However, one of the objectives of the Local Plan, set out in Chapter 1, is to sustain the role of Pewsey, Ludgershall and Market Lavington as secondary service centres. These villages are likely to see modest housing growth through the Plan period and the Plan needs to ensure that employment opportunities are retained to maintain a reasonable balance in the local economy.

Policy ED7

PROTECTED STRATEGIC EMPLOYMENT SITES

Sites that contribute to the strategic supply of employment land within the District are identified on the Inset Maps. These sites will be protected for employment uses. Development for uses within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended) will be permitted. Applications for other employment generating uses will be permitted subject to strict compliance with PD1, ED17 and ED25 and the application of a sequential approach to site selection to demonstrate that no suitable town centre, edge of centre or transport node locations are available.

Within Devizes, Marlborough and Tidworth Town Centres and the Service Centres defined for Pewsey, Market Lavington and Ludgershall, applications for non employment generating uses on existing employment sites will be subject to special scrutiny to ensure that the proposed use contributes to the vitality and viability of those centres.

Elsewhere within the Limits of Development of Devizes, Marlborough, Pewsey, Ludgershall, Market Lavington and Tidworth, applications for non-employment uses on existing employment sites will be considered on their individual merits, taking into consideration:

- a) the general policies of the Plan;
- b) the contribution the existing site makes to the range and diversity of employment sites in each settlement; *and*
- c) demand for the type of employment site the subject of the application.

- 3.17 Within Devizes, Ludgershall, Marlborough, Pewsey and Tidworth buildings and land already in employment use, or with planning permission for employment use, on the strategic sites identified on the Inset Maps are vitally important to the Plan's objectives of creating balanced communities. In all of these settlements, if strategic employment land is lost to other forms of development alternative provision will be needed to ensure the District as a whole continues to

fulfil its strategic requirement for employment land as set out in the Structure Plan. Alternative sites if located on greenfield land could compromise objectives of the Plan for redevelopment on previously developed land and for protecting landscape quality. For these reasons existing strategic employment sites, as defined on the Inset Maps, are to be protected from other forms of development.

- 3.18 PPG3 encourages Local Planning Authorities to maximise the re-use of previously developed land and buildings for housing. However, as stated above, a significant loss from the stock of employment premises would have serious implications for the economic strategy of the Plan. Policy ED7 seeks to strike a balance between ensuring that:
- those sites which contribute to the strategic supply of employment land are protected;
 - the wider opportunities for employment generating uses in town and service centres is recognised; *and*
 - small scale opportunities for new development on previously use land, in accordance with PPG3, are created.

Expansion of Existing Employment Premises

- 3.19 Within the District it is likely that proposals for the expansion of existing firms may come forward. These applications will be considered in relation to Policy PD1 to ensure that the site is sufficiently large to accommodate the expansion without harm to the amenities enjoyed by occupiers of adjoining properties or the character and appearance of the local environment.

Policy ED8

EMPLOYMENT DEVELOPMENT ON UNALLOCATED SITES

Planning permission for new small scale employment development, on sites not specifically allocated for employment development will be permitted if:

- a) the site is within the Limits of Development for Devizes, Marlborough, Tidworth, Ludgershall, Market Lavington and Pewsey;
- b) there is easy access from the site to the public transport, cycle and footpath networks; *and*
- c) the proposal does not conflict with other policies and proposals of the Plan

For the purposes of this policy an employment use means a use which falls within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended).

- 3.20 Where proposals involve employment development, on a site not specifically allocated for employment development in the settlements listed in Policy ED8, Policy PD1 will be applied to ensure that local character and appearance and the amenity of nearby properties is protected. Policy ED8 applies only to small scale employment development within Use Class B. New Strategic employment sites are allocated in Policy ED1 and existing strategic employment sites protected by Policy ED7. Additional, large scale, employment development would not be appropriate as it would conflict with strategic objectives.

Rural Employment Development

- 3.21 A recent survey of Kennet's rural economy concluded that rural employment opportunities not only supported the local economy, (as workers used local facilities and services during the day when many residents are away from home) but also resulted in shorter journeys to work. As a result, the Council wishes to be positive in its attitude towards changes of use and development for employment purposes in the rural areas. Policy ED10, below, permits new, small scale employment

opportunities within or on the edge of villages. However, there are a number of sites in the rural areas of the District that have developed incrementally, over a considerable period of time, to provide thriving local employment areas, that are not necessarily related to an existing settlement. The employment areas identified in Policy ED9 are considered to be within the countryside where generally restrictive policies apply. However, the Council wish to support these sites and consider that they should be allowed to develop within their existing, or approved, site boundaries provided that proposals do not have an adverse impact on the local environment and local residents. Policy ED9, therefore, allows the conversion/change of use of existing buildings, the replacement of existing buildings unsuitable for conversion and the erection of limited ancillary buildings within the sites shown on the Inset Maps. Each application will be carefully examined against the criteria included in Policy PD1 to ensure that the proposed uses and hours of operation do not cause a nuisance to local residents. New development will need to be carefully monitored in order to prevent wholesale redevelopment of a site and to control the density of development to a level in keeping with the locality and wider landscape. In addition to the density of development within a site, the scale, design and materials will need to pay particular regard to landscape considerations. Other factors, such as the means of access and landscaping will have a visual impact and will require careful consideration.

Policy ED9

RURAL EMPLOYMENT LOCATIONS

Sites that make a significant contribution to the supply of employment land within the rural areas of the District are identified on the Inset Maps. These sites will be protected for employment uses. Within the areas defined on the Inset Maps at Sells Green; Broadway, Market Lavington; Elm Tree Farm, Manton; Manor Farm, Manningford Bohune; Brail Farm, Great Bedwyn; and Hilldrop Lane, Ramsbury, the Council will permit the conversion or change of use of existing buildings or the replacement of existing buildings unsuitable for conversion and the erection of limited ancillary buildings for employment purposes falling within the B Classes of the Schedule to the Town and Country Planning (Uses Classes) Order 1987 (as Amended) provided that the form, bulk and general design of buildings are in keeping with their surroundings and there are no insurmountable traffic or environmental objections.

Proposals for B2 (general industry) and B8 (storage and distribution) uses will be subject to special scrutiny. The Local Planning Authority must be satisfied that there would be no material harm to residential amenity by reason of noise or disturbance'

Policy ED10

EMPLOYMENT DEVELOPMENT WITHIN OR ON THE EDGE OF VILLAGES

Development to provide opportunities for small scale businesses which fall within Class B1 and B2 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended), will be permitted within or adjacent to the Limits of Development of villages listed in Table H.4 and within or adjacent to the built up area of villages listed in Table H.5. Uses falling within Class B2 will not be permitted in locations that are predominantly residential in nature.

Where appropriate, the Council will seek to retain control over the type of operation undertaken on the premises and the times of working through the use of conditions or legal agreement.

- 3.22 The Council attaches a high priority to the economic well-being of the area and the need to create additional employment. In addition to the land allocated for larger scale employment needs, the Plan makes provision for smaller premises and advocates the conversion of under-used property for employment purposes where this is environmentally acceptable. When considering applications subject to these policies the Council will also apply Policy PD1 and the landscape character policies of the Plan to ensure that:-
- the proposal will not result in the loss of amenity to surrounding property,
 - adequate access is available,
 - the scale, design and materials typical of the village are respected and
 - the development does not adversely affect the character and appearance of the local environment.

Policy ED11

EMPLOYMENT DEVELOPMENT IN AVEBURY

Within the defined Limits of Development for Avebury and Avebury Trusloe proposals for the development, redevelopment or change of use of premises to uses within Class B1 and B2 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended), to provide opportunities for small scale businesses, will be permitted provided that:

- a) the scale of the development reflects the size and character of the settlement;
- b) the development does not affect any Scheduled Ancient Monument or nationally important or locally significant archaeological site; *and*
- c) the development is not located within the scheduled ancient monument comprising the Henge monument.

Uses falling within Class B2 will not be permitted in locations which are predominantly residential in nature.

Where appropriate, the Council will seek to retain control over the type of operation undertaken on the premises and the times of working through the use of conditions or legal agreement.

- 3.23 Policies ED12 and ED13 recognise the important role tourism plays in providing jobs in the rural areas. The policies do not include a precise definition of the term 'tourism' as, in relation to the Use Classes order activities can fall into many categories. The policies are intended to protect uses such as existing holiday accommodation, guest houses and public houses that provide local jobs. It is not intended to protect existing tourist facilities such as car parks and picnic areas. These issues are discussed in Chapter 7 - Tourism, Recreation and the Arts. The policies also seek to protect land and building currently or last used for employment purposes and define employment as Class B Uses. This excludes buildings used for social and community purposes such as local shops, pubs and villages halls. These activities do provide local employment but their primary

purpose is to provide a service to the local community. Existing village halls, public houses and other buildings used for a social or community purpose in the rural areas are subject to a separate policy, ED29.

Policy ED12

PROTECTING EMPLOYMENT AND TOURISM USES WITHIN VILLAGES

Within the Limits of Development of the villages listed in Table H.4 and within the built up area of the villages listed in Table H.5, buildings and land within their curtilage greater than 0.1 hectare in total extent currently in use, or last used for employment (B Class Uses) or tourism purposes, will be retained for this range of uses, wherever possible.

Planning permission for uses other than those stated above will only be permitted where:-

- a) it is clear that no demand exists for their continued use for employment or tourism;
- b) redevelopment for an alternative employment or tourism use is not economically viable; or
- c) the redevelopment for an alternative use will remove a use which is demonstrably incompatible with neighbouring property.

Where one of the criteria listed above is met, proposals for alternative development will be permitted for affordable housing schemes, other non residential uses of benefit to the local community, or mixed use developments. Mixed use developments will only be acceptable where they provide for housing, together with buildings for occupation by employment or tourism uses or other uses of benefit to the local community. The housing element of any mixed use development should provide equal numbers of general market housing and affordable housing to meet an identified local need. Where no local affordable housing need can be demonstrated, proposals for general market housing, (on a single site or as part of a mixed use scheme), will be considered, provided the scale of development is consistent with policies HC22 and HC24.

Mixed use schemes permitted under this policy will be subject to a condition requiring the non-residential element to be built prior to the occupation of the majority of the general market housing.

Employment sites protected by Policy ED9 will not be subject to this policy.

Policy ED13

PROTECTING EMPLOYMENT AND TOURISM USES ON THE EDGE OF VILLAGES.

On the edge of villages, defined as land adjacent to the Limits of Development of villages listed in Table H.4, or the built up areas of villages listed in Table H.5, buildings and land within their curtilage greater than 0.1 hectare in total extent currently in use, or last used for employment (B Class Uses) or tourism purposes, will be retained for this range of uses wherever possible.

Planning permission for uses other than those stated above will only be permitted where:-

- a) it is clear that no demand exists for their continued use for employment or tourism;
- b) redevelopment for an alternative employment or tourism use is not economically viable; or
- c) redevelopment for an alternative use will remove a use which is demonstrably incompatible with neighbouring property.

Where one of the criteria listed above is met, proposals for alternative development will be permitted for affordable housing schemes, other non residential uses of benefit to the local community, or mixed use developments. Mixed use developments will only be acceptable where they comprise affordable housing to meet identified local housing need and buildings for occupation by employment or tourism uses, or other uses of benefit to the local community. Where no local affordable housing need can be demonstrated, proposals for general market housing, (on a single site or as part of a mixed use scheme), will not be permitted.

All proposals for development in accordance with this Policy, will be subject to particular scrutiny against Policies PD1 and NR7. Employment sites protected by Policy ED9 will not be subject to this policy.

3.24 The continuous loss of employment sites in villages could seriously compromise the Council's objective to maintain and enhance the diversity of employment opportunities in the rural parts of the District. Recent research has also concluded that rural employment supports village services and reduces the need to travel long distances. In view of the difficulty of identifying and providing new employment land or buildings, the District Council is pursuing a policy of protecting existing employment sites or sites last used for employment or tourism within or on the edge of settlements. However, since the publication of PPG3, which encourages the reuse of previously developed land for housing, it has become increasingly difficult to refuse planning applications which seek to redevelop existing employment or tourism sites for alternative uses. Where the Council have been successful, site owners are not compelled to continue to provide employment opportunities within their sites and many fall into disrepair to the detriment of the settlement. In order to protect existing employment or tourism sites, policies in the Plan need to be more targeted and not enforce a blanket protection on all such sites. In its current Four Year Strategy the Council has objectives to 'promote mixed use development of brownfield sites, where appropriate, to help meet local housing need' and to 'encourage a viable local economy' Policies ED12 and ED13, above, seek to support and promote each of these objectives through the provision of mixed use schemes for affordable housing, new employment or tourism development or other development of benefit to the local community such as a new village hall, shop or local pub.

3.25 The policies acknowledge that employment or tourism sites of less than 0.1 hectare are suitable 'brownfield' opportunities for housing and should not be constrained. These sites will be considered against the other policies and proposals of the Plan. In relation to larger sites, the policies recognise that they do provide a useful contribution to the local economy and should be protected, unless the existing use is classed as a 'bad neighbour'. However, if applicants can show that there is no demand for the sites continued use in employment or tourism and that redevelopment for these uses is unviable the policies do allow for alternative development, principally affordable housing

to meet identified local needs. The Council will prepare additional Supplementary Planning Guidance to clarify the process that should be used to establish if demand exists for a site's continued use in employment or tourism and whether such use is viable. As part of the evidence to determine whether there is demand for a site, applicants will be advised to contact the Economic Development Service of the Council to ascertain whether there has been any recent inquiries for the type of site now available. The reuse of employment and tourism sites for affordable housing, as proposed in Policies ED12 and ED13, would promote the Council's objectives of providing homes for those in need, be in accordance with PPG3 and emerging policy in the Rural White Paper and consistent with the Plan's affordable housing exceptions policies. For the purposes of this Plan affordable housing is defined in Policy HC29. To establish whether there is a local housing need, and the type and tenure required to meet that need, applicants should contact Housing Services before submitting an application. Where there is no local housing need, proposals for general market housing will be considered provided the site is within the village (in accordance with housing policies). If the principal of general market housing is acceptable, the sites will be subject to policy HC22 and HC24. Open market housing is not appropriate outside existing settlements. To assist in these cases the Council maintain an up to date register of employment needs, based on enquiries to the Council and agents and other data gained from research.

3.26 Clearly it would be inconsistent with the Plan's Sustainability Objectives to allow, through Policies ED12 and ED13, large housing sites in remote locations. Therefore, the Policy promotes mixed use schemes on larger sites to ensure that homes and employment opportunities are made available at a scale appropriate to the settlement. Buildings intended for employment or tourism uses should be flexible and adaptable to ensure that they can respond to a variety of needs and widen their appeal to prospective users. Advice on the most appropriate form of new employment or tourism development to include in a mixed use scheme can be obtained from the Council's Economic Development Service.

Rural Diversification/Policies in the Countryside

Extension of an existing employment use

- 3.27 Opportunities may present themselves for the redevelopment or extension of existing business premises both within villages or in the countryside. When considering applications for such development, the Council will apply Policy PD1 to ensure that
- the proposal will not result in the loss of amenity to surrounding property,
 - the site is sufficiently large to accommodate the extension,
 - the scale, design and materials of the original building are respected
 - the development will not generate traffic of a type and amount inappropriate to rural roads or would require improvements which would harm the character of rural roads in the vicinity *and*
 - the development does not adversely affect the character and appearance of the local environment.

The Council may need to secure control over the type of activity and the hours of operation in the terms of any permission given to ensure that the effect on adjoining properties is acceptable. Where a proposal is located in the countryside the Landscape Character Assessment Supplementary Planning Guidance will be used to provide guidance on the likely impact of the development.

Policy ED14

RE-USE OF EXISTING BUILDINGS IN THE COUNTRYSIDE

Proposals for the conversion of buildings in the countryside will be permitted provided that the proposed development does not:

- a) conflict with the ecological and archaeological value of the area;
- b) result in the complete or substantial reconstruction of the buildings;
- d) conflict with Policy HC26 and TR11;
- e) have an adverse impact on the character of the landscape, including the effect of creating a new curtilage;
- f) result in the loss of their traditional character or historic features; or
- g) create more than a modest growth in the daily vehicle movements to and from the site, or create an unacceptable increase in traffic on minor roads or form a traffic hazard.

Where the proposal is within the North Wessex Downs Area of Outstanding Natural Beauty the impact on the landscape will be subject to particular scrutiny.

For the purposes of this policy the countryside is defined as buildings outside Limits of Development and outside the built up area of the settlements listed in Table H.5.

3.28 The diversification of the rural economy, currently being encouraged at the national level, will be useful with respect to broadening rural employment opportunities. Recent research has confirmed the value of local employment opportunities and the support this gives to other rural facilities such as shops and pubs. As a consequence of changes in the rural economy and agricultural practice many buildings in the countryside have become redundant, either because they become surplus to requirements or because their form is unsuitable for modern application. Nevertheless, these structures represent a valuable asset, and unless good reasons can be demonstrated to the contrary, they should be utilised as part of the diversification of the rural economy. Buildings in the countryside can accommodate many forms of development

without detriment provided the location and design of the development is handled sensitively. Strict controls will be required, however, to ensure that acceptable proposals do not become a problem, due to incremental changes over a period of time. For this reason the Council will, by agreement or condition, look to control matters such as hours of operation, storage of materials, and processes involving nuisance to neighbouring properties. In cases where 'Listed Buildings' are affected by proposals, special consideration will be given to alterations involved in adapting the structure. In such cases the conservation of the Listed Building and its integrity will be paramount and the employment objectives of the Plan will be secondary and subservient. The sites location in relation to the local road network and issues such as accessibility of the site will be appraised through the application of the transport principles policy in Chapter 4, policy AT1.

3.29 The Council is aware of the potential conflict of objectives that the re-use of existing buildings in the countryside could create. On the one hand, landowners wish to maximise the profitability of their assets, in accordance with Government advice, whilst on the other hand, the Council has a duty to protect the ecological, archaeological, and landscape interests of the countryside. To reconcile these problems, precedence must be given to interests of acknowledged importance (such as the landscape quality within an Area of Outstanding Beauty or the biological value of a Site of Special Scientific Interest). However, subject to proposals being compatible with other objectives of the Plan, in particular objectives to protect the landscape value of the District, the Council will treat applications relating to diversification proposals on farms sympathetically. The Council will encourage diversification proposals that ensure the preservation or enhancement of the landscape and nature conservation value of sites. It is also important that the proposed site does not conflict with the sustainability principles of the Plan. Policy PD1 will ensure that adequate access to the site is available, parking and servicing can be accommodated within the site, local building styles and materials are respected, and the visual amenity of the local environment and local landscape character are not harmed.

New Agricultural Development

Policy ED15

AGRICULTURAL DWELLINGS

The erection, extension or alteration of a building (other than a dwelling) that is necessary to meet a functional need for agriculture on an agricultural holding will be permitted provided that it is demonstrated that the siting, design and external appearance of the building minimise the impact of the building on its surroundings.

Policy ED16

FARM SHOPS

The introduction of a retail use on a farm will be permitted provided the scale and scope of the retailing proposed will not harm the viability of retail facilities in any nearby town or village. To ensure that any planning permission for a farm shop does not harm the viability of nearby retail facilities the permission may limit the range and/or source of the goods to be sold.

3.30 Agriculture is a major influence in the appearance of the countryside and activities can add to or detract from the landscape attributes of the district. In recent years the Government has introduced more stringent controls than has been the case in the past. The Town and Country Planning (General Permitted Development) Order 1995 (as amended) permits certain agricultural development to take place without the need for planning permission. However, developers are required to apply for a determination from the local planning authority on whether prior approval is required in relation to the siting, design and external appearance of a building or an extension to an existing building. On agricultural units of less than 5 hectares, planning permission is required for all new building. Livestock buildings also require planning permission on many holdings. It is advised to check with the local planning authority about the need for planning permission or prior approval before commencing work on new development relating to an agricultural holding. Where planning permission is required the proposal will be assessed against Policy ED15. The siting and design of the proposed development will be subject to policies PD1 and NR7.

3.31 Farm shops in the rural areas can sustain and diversify economic activity in the rural areas, complement existing facilities in nearby villages and be a source of new jobs. Some shops on farms do not require planning permission as farmers may sell their own produce from an existing building without planning permission. Planning permission is required where a new building is involved. In these cases, when submitting a planning application the design statement required by Policy PD1 should particularly address issues of scale, materials, relationship to existing farm buildings, impact on the local landscape, access and potential impact on the local road network.

TOWN CENTRES

3.32 One of the Council's priorities in its Four Year Strategy is to encourage a viable local economy. Specifically the Council will *'encourage the development of sustainable tourism and the improvement of the retail base of the market towns.'* Government advice is to encourage diversification in town centres because of the contribution this can make to vitality and viability - non-shopping uses all add to variety in a town centre. Town centres, because they are the focus not only for a range of uses but also public transport and other non-car based transport networks, are also seen as the most sustainable location for activities that encourage people to travel. The principal objectives for the policies in this section of the Plan are, therefore:-

- To sustain and enhance the vitality and viability of existing town and service centres, and
- To ensure new shops, services and facilities are located where people have easy access by a choice of means of transport.

3.33 The major centres of population in the District range in size from the historic market town of Devizes to large villages, such as Pewsey and Market Lavington, all of which serve an important economic and social role. Development in each of these centres in the District has a role in implementing the aims and objectives of the Plan. The ability to maintain the viability and vitality of centres by allowing them to adapt to meet contemporary needs has to be judged against the Council's obligations to conserve the historic fabric of town centres. Local Plan policies seek to differentiate between the wider service function of the town centres of Devizes and Marlborough and the more local influence of the other four service centres. Tidworth, which has the population of a small town but is lacking in the level of facilities one might expect to find in a settlement of that size, needs special consideration.

Development within Devizes & Marlborough

Policy ED17

TOWN CENTRE DEVELOPMENT

In Devizes and Marlborough, proposals for new retail development or other significant development should be located within the Town Centre area defined on Inset Maps 2 and 6.

Proposals that affect the Prime Shopping Area will be critically examined to ensure that the development respects the location within a Conservation Area and does not reduce the range and size of retail units available.

Proposals for new retail development or other significant development that are outside the Town Centre but within each towns Limits of Development and do not meet a distinct local need, will only be permitted where it can be demonstrated that:-

- a) all potential Town Centre and then edge of centre locations have been thoroughly assessed and no appropriate alternative site, or combination of sites, are available; *and*
- b) either by itself, or cumulatively with other proposals or developments, the proposal does not seriously affect the vitality and viability of nearby Town Centres as a whole.

3.34 Planning Policy Guidance Note 6 - Town Centres and Retail Developments (PPG 6) requires local planning authorities to address the issues of retailing outside the traditional town centres. In particular, it states that the impact of such development (including the cumulative impact) on the vitality and viability of any nearby town centre should be taken into account. Policies should ensure that demand for new shopping development can be met in locations which minimise the need to travel and are accessible by means other than the private car and that the vitality and viability of existing town centres are sustained and enhanced. The same approach should also be applied to other significant developments that are complementary to existing town centre uses, for example cinemas, museums, and improvements in higher education opportunities. Issues of accessibility and opportunities to improve access to development sites by means other than the private car will be appraised through the application of policy AT1.

3.35 The Plan's strategy for retail development or other significant developments is to maintain the existing concentration of uses within the defined Town Centres. However, occasions may arise where specific proposals to serve a local need could be justified. This may stem from the development of a large new housing development, some distance from the town centre. Therefore, proposals for new retail development will only be permitted in locations away from the Town Centres where they are to serve the immediate local community. Policy ED17 also allows new retail development or other significant development outside the Town Centre when no Town Centre location can be found, provided the development is acceptable in all other respects, including in terms of the viability and vitality of the centre.

POLICY ED18

PRIME SHOPPING AREAS

Within the Prime Shopping Areas defined for Devizes and Marlborough planning permission will not be given for the change of use of ground floor premises to uses other than Class A1 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended), unless:

- a) the development makes a positive contribution to the vitality and viability of the centre; *or*
- b) the development is necessary to secure the future of a Listed Building at Risk or other building important to the street scene; *or*
- c) the development would make a positive contribution to the character of the Conservation Area by the replacement of unsympathetic or out of scale buildings.

In relation to criteria (b) and (c) the development should not reduce the vitality and viability of the centre.

Policy ED19

DEVIZES AND MARLBOROUGH TOWN CENTRES

Outside the Prime Shopping Area and within the Town Centres defined for Devizes and Marlborough, planning permission will be granted for the change of use or redevelopment of premises to uses other than Class A1 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (as amended) provided that the proposal:

- a) does not create major breaks in the existing commercial frontage;
- b) introduces activities likely to enhance the vitality and viability of the centre; and
- c) integrates with the existing historic fabric of the town.

3.36 In accepting the importance of retailing as the means to underpin the wellbeing of Devizes and Marlborough Town Centres, the Local Plan identifies those areas that should continue to function primarily as retailing areas. The Prime Shopping Areas are defined in order to identify where the Council will expect a concentration of shopping uses to be maintained. Such a definition will enable the centre to continue to provide a convenient and attractive environment for shoppers and give certainty to developers and investors for making future decisions.

3.37 The range and quality of activities in the town centres of the District are essential ingredients in determining their vitality and viability. The mixture of land uses should be complementary and help to reinforce each other. The Council is eager to maintain a diversity of uses within the centres, provided they are consistent with the conservation aims of the Plan, in order to encourage continued investment and so maintain and enhance the built fabric. However, the main function of the town centres will be to serve the retailing needs of their communities and wider hinterlands. It is for this reason that the distinction is made in policies ED18 and ED19 which seek to concentrate the range of retail services within a Prime Shopping Area and promote complementary mixed use developments in the wider town centre area. Policy ED7 which seeks to protect strategic employment locations, emphasises the need to maintain the vitality and viability of Devizes and Marlborough when considering applications to replace existing employment sites. This is in recognition of the wider role and objectives for the Town Centres and the alternative forms of employment provided by activities which enhance the vitality and viability of the centre (ie non B Uses).

Devizes

Policy ED20

RETAIL DEVELOPMENT IN DEVIZES TOWN CENTRE

Planning applications for retail development within the defined Town Centre, as shown on Inset Map 2, will be granted provided that the development complies with other policies and proposals in the Plan, in particular Conservation Area policies and Policy PD1. Proposals to provide retail units which meet the requirements of modern retailers, concentrate on the need to provide units suitable for comparison rather than convenience retailers and significantly improve the type and range of retail opportunities in the town will be encouraged.

There are certain areas within the Town Centre where the Council have specific aspirations. Proposals for these areas need to be considered not only against the detailed policies set out below but also the design and sustainable development policies set out in Chapter 1, the Listed Building and Conservation policies set out in Chapter 6 and accessibility and transport policies set out in Chapter 4. Each of the sites are considered to be key development sites and will require a Planning Brief to be prepared, having regard to the provisions of paragraph 1.19. Furthermore, the Devizes Local Transport Plan will have a bearing in relation to traffic management and car parking provision.

Policy ED21

THE NORTH GATE, THE WHARF AND DEVIZES HOSPITAL

Development in the area, shown on Inset Map 2 for Devizes as Area 'A', should:-

- a) build upon the scale and pattern of existing development and provide for the retention and refurbishment of existing listed buildings and other good quality buildings in the area;
- b) be for mixed uses, including housing, leisure and recreation, retail and employment;
- c) provide for direct pedestrian links within the site overall, to the main shopping centre and to the Lower Wharf Development Area; *and*
- d) contribute through its design to the quality of the Devizes Town Centre Conservation Area.

3.38 Changing economic circumstances, the contemporary needs of businesses and the organic nature of development over a period of time result in constant pressures on a town such as Devizes. If the town is to retain its place in the shopping hierarchy within Wiltshire an additional 6,500 sq. m. (70,000 sq ft approx) of gross comparison retail floorspace is required during the Plan period. This level of growth is needed to simply retain the percentage of retail spending. However, providing the floorspace on an incremental basis with a new unit here and another there will not retain spending - the expansion needs to provide more choice and extend the type and range of goods on offer.

3.39 New shopping units need to be of a size that will satisfy modern retailing standards and so attract retailers of comparison goods not currently represented in the town. The quality of existing buildings within Devizes town centre is such that a significant proportion are Listed Buildings. This places considerable constraints on the ability to convert or redevelop in order to provide premises of a suitable size to meet modern retailing requirements adequately, (i.e. with a net floorspace of between 140 sq m (1500 sq ft) and 232 sq m (2500 sq ft)). Proposals should, therefore, consider the demands of modern retailing by providing units of appropriate size.

3.40 The Local Plan defines a Town Centre for Devizes sufficiently large to accommodate the changing demands on the centre, including demands for additional retail floorspace.

3.41 Area A relates to three distinct but related development areas The North Gate, The Wharf and Devizes Hospital. Each are considered in turn, below. Proposals within Development Area A should reflect and complement each other to ensure that as sections of the site come forward the overall development presents itself as a cohesive extension to the facilities and opportunities in the Town Centre. The role of housing in the redevelopment proposals has been recognised and it is anticipated that approximately 150 houses could come forward within the Plan period (see policies HC2 and HC10, Chapter 2).

The North Gate and The Wharf

- 3.42 The Council approved a revised Planning Brief for the combined area of The North Gate and The Wharf in December 1999. That Planning Brief provided guidance on the interpretation of policies in the adopted Kennet Local Plan 2001. Revised Planning Briefs are now required to interpret the policies and proposals of this Local Plan. These Briefs are to be prepared by the Council in accordance with Paragraph 1.19 and once completed will be used as Supplementary Planning Guidance when considering proposals for the site.
- 3.43 The North Gate should be where the main commercial element of the redevelopment proposals is located. The Council's main objectives for the North Gate site is, therefore, to add strength to the retail presence at the western end of the Market Place, to begin a phased programme of redevelopment to provide additional town centre floorspace and to improve the vitality and diversity of the town centre overall. In the Council's view, the most appropriate policy for the North Gate area is for the poorest quality buildings to be redeveloped, with the refurbishment of others, in the context of a mixed use scheme, incorporating retailing, housing, and leisure uses. To prevent fragmentation and dilution of the centre, any retail development should be linked to the existing retail area by a near continuous shopping frontage and should not present a retail frontage to New Park Street. The highway implications of the development on adjacent roads including the junction of New Park Street and Northgate Street should be investigated.
- 3.44 The Council's main objective for the Wharf is to develop visitor based attractions and improve the vitality and diversity of the town centre. The main focus for the site should, therefore, be leisure and tourism although complementary uses should not be excluded. Proposals should respond architecturally to the canal side setting by retaining public access to the waterside, providing opportunities for water related businesses to develop and an events space that provides access to the canal. Any proposal should also provide a footpath link to the Lower Wharf. Existing development at the Wharf, a mixture of housing, offices, small retail premises and information about the canal already demonstrates how such a mix of uses can be successful. Housing should not be the predominant use. The

highway implications of attracting more visitors to the Wharf, should be investigated.

Devizes Hospital

- 3.45 A Planning Brief for the Devizes Hospital site will be expected, which relates to the aspirations for The Wharf, and builds upon the opportunities created by its canal side location. The Planning Brief should address how new development can contribute to the quality of the Conservation Area. Proposals should build upon the scale and pattern of existing development and provide for the retention and refurbishment of existing good quality buildings in the area. In particular, the possible retention of the building on the corner of New Park Road and Commercial Road should be explored. It will be important to establish pedestrian links to Devizes Wharf and New Park Street and it may be necessary to carry out improvements to the junction of New Park Road and Commercial Road.

Policy ED22

LOWER WHARF, DEVIZES

Development in the area, shown on Inset Map 2 for Devizes as Area 'B', should:

- a) build upon the scale and pattern of existing development and provide for the retention and refurbishment of existing listed buildings and other good quality buildings in the area; *and*
- b) improve access to the canal and provide canal based employment opportunities.

- 3.46 The area known as Lower Wharf contains a mixture of building styles and uses. The former Assizes Court on Bath Road has been vacant for some time. The Council would like to promote uses at Lower Wharf that highlight the tourism and leisure opportunities presented by its location adjacent to the Canal. The development should explore the possibility of providing a direct pedestrian link from this canal-side location to the redevelopment area at the Wharf as the uses proposed for each site will be complementary. The Council consider that the best way to address the issues raised in the Policy and amplified above, is through the production of a

3 economic development

Planning Brief for the site, having regard to the provisions of paragraph 1.19. The Planning Brief will need to accommodate the needs of existing business and protect the amenity of local residents in accordance with PD1.

Development and the Historic Fabric of Devizes

3.47 Devizes has a rich and varied history reflected in its buildings and street layout. Conservation issues are, therefore, of major significance, especially in the town centre. The historic and architectural character of the town must be a major factor in considering any proposals for development. Historically, the growth of Devizes has been incremental which has led to a rich mixture of styles, sizes and age of buildings. Existing roads still broadly follow the historic pattern, usually emphasised by continuous built-up frontages. New development should respect the pattern of continuous street frontages and character created by the street pattern which dates to Medieval times. The development and design process policy set out in Chapter 1 and Conservation Area policies set out in Chapter 6 set out the criteria that should be applied to all applications to ensure that development respects this local character and distinctiveness.

Marlborough

3.48 The Policies in the Local Plan do not generally encourage large-scale redevelopment in Marlborough Town Centre. The physical pattern of the town is such that a major retail development such as a supermarket could seriously affect the character and quality of the environment. The Plan does, however, provide scope for increases in the gross shopping floorspace within the wider Town Centre. Any expansion beyond the boundary of the Town Centre, as defined on the Inset Map, would be contrary to the aims of the Plan. Policy ED17 seeks to ensure that the most sustainable locations for new town centre development are encouraged.

3.49 There is no specific allocation of land for additional shopping floorspace in Marlborough Town Centre. Instead the Local Plan defines the criteria against which any application will be judged in Policy ED17, the design criteria attached to Policy PD1, Conservation Area policies and car

parking and management policies in Chapter 4. Change should largely take place through a process of renovation and refurbishment rather than re-development. Where re-development can offer significant enhancement to the town centre it should generally be small scale, respect the pattern of lanes, alleyways and yards to the rear of the main streets and enhance the character of the Conservation Area.

Development and the Historic Fabric of Marlborough

3.50 Marlborough has a rich and varied history reflected in the towns buildings and sites. Conservation issues are, therefore, of major significance, especially in the town centres. The historic and architectural character of the town must be a major factor in considering any proposals for development. Historically, the growth of Marlborough has been incremental which has led to a rich mixture of styles, sizes and age of buildings. Existing roads still broadly follow the historic pattern, usually emphasised by continuous built-up frontages. New development or schemes for the restoration or change of use of land or buildings to the rear of the main streets in Marlborough should respect the lines of the former burgage plots and maintain the historic pattern of lanes, yards and alleyways. The development and design process policy set out in Chapter 1 and Conservation Area policies set out in Chapter 6 set out the criteria that should be applied to all applications to ensure that development respects this local character and distinctiveness.

3.51 It has long been an aspiration of the Council to extend the riverside walk through the centre of Marlborough running adjacent to the River Kennet. This proposal is discussed further in Chapter 4 as part of enhancing the local footpath network within the town.

**Development within Ludgershall,
Market Lavington, Pewsey and
Tidworth**

Policy ED23

VITALITY OF SERVICE CENTRES

The Service Centres for Ludgershall, Market Lavington, Pewsey, and Tidworth are defined on the Inset Maps. Within these areas planning permission will be granted for the change of use or alteration of ground floor retail premises where it can be shown that the development will enhance the Centre's role by providing an improvement to the range and level of services and facilities available.

Policy ED24

NEW DEVELOPMENT IN SERVICE CENTRES

The Service Centres for Ludgershall, Market Lavington, Pewsey, and Tidworth are defined on the Inset Maps. Within these areas planning permission will be granted for new shops and services or extensions to existing shops or services provided that service arrangements are adequate. In the case of Ludgershall, premises which front on to the Andover Road should ensure there is convenient pedestrian access to off-street parking and that adequate off-street provision for service vehicles is made.

Policy ED25

RETAIL DEVELOPMENT OUTSIDE SERVICE CENTRES

Proposals for new shopping development within the Ludgershall, Market Lavington, Pewsey and Tidworth Limits of Development, but outside the defined Service Centres, that does not meet a distinct local need, will only be permitted where:

- a) there is no alternative location within or adjacent to the defined Service Centre; *and*
- b) the proposal does not adversely affect the vitality and viability of the nearby service centre.

Where the proposal is to meet a distinct local need it should be:

- a) located in an area quite separate from the Service Centre;
- b) accessible by means other than the private car; *and*
- c) adequate parking and servicing should be available.

3.52 The centres of Ludgershall, Market Lavington, Pewsey, and Tidworth are functionally different from the town centres of Devizes and Marlborough. Each of these play an important role in offering shops and services to the local population and a number of surrounding small villages. A core area can be identified in each settlement where shops and other local services are located in close association. However, these centres do not display the same level of concentration as found in the two larger centres. Furthermore, these smaller centres do not have the presence of a number of multiple chains which is an accepted indicator of the function and influence of trading areas. Prime Shopping Areas have not, therefore, been designated within these settlements. However, it is possible to identify well established service centres where the Council will seek to retain the existing level of shopping and service uses and where possible, enhance and widen the facilities provided. Furthermore, policies seek to resist development elsewhere in the village that may compete with the services provided by the centre to safeguard and strengthen these existing local centres that offer a range of everyday community, shopping and employment opportunities.

3.53 Within each service centre development proposals will need to pay special attention to the retention of Listed Buildings and their settings and the character of the Conservation Areas as set out in Chapter 6 and will need to comply with the development and design policy PD1, set out in Chapter 1. Applicants will also need to demonstrate that premises can be adequately serviced without causing traffic hazards or inconvenience to adjacent occupiers or the public. Car parking will also be required in accordance with the Policies of the Plan.

3.54 Shopping and service provision in Tidworth is largely influenced by the MoD as the major land owner in the area and as the responsible authority for members of the armed forces. The Local Plan policy is to maintain the function of existing local centres. New developments along the main road that passes through the centre of the settlement will not be acceptable on the grounds of road safety and conflicts with the aims of securing a community focus at Station Road.

3.55 The MoD and the District and County Councils produced a joint plan to create a better balance in the local community of Tidworth. The Plan is proceeding in 3 phases. Phase 1 is almost complete with investment in local social and community infrastructure, for example the new leisure centre and plans for a Primary Health Care Unit on Pennings Road. Phase 2 and 3 are to address the balance of private sector housing and military homes and the lack of civilian jobs. The question of addressing the inadequate level of local shops, services and facilities was a vital part of the exercise. A new supermarket has already been constructed in the town. Policies for shopping in Tidworth seek to maintain the established local centre at Station Road, and avoid any further shopping development along the busy main road where traffic conditions would make additional shopping activity hazardous.

Development and the Historic Fabric in Ludgershall, Market Lavington and Pewsey

3.56 Pewsey, Ludgershall and Market Lavington have similarities in that they still retain the character of a village despite recent levels of growth. Future development within these centres should maintain or enhance the present level of service provision at an

appropriate scale to reflect the character of the villages. These villages have grown incrementally which has led to a rich mixture of styles, sizes and age of buildings. In the village centres, existing roads still broadly follow the historic pattern emphasised by continuous built-up frontages. The development and design policy PD1, set out in Chapter 1 and Conservation Area policies set out in Chapter 6 indicate the criteria that will be applied to all applications to ensure that development respects local character and distinctiveness.

Sustainability Issues

Policy ED26

USE OF UPPER FLOORS

In the Town Centres designated for Devizes and Marlborough, and the Service Centres designated for Market Lavington, Ludgershall, Pewsey and Tidworth the use of upper floors for separate uses, including residential, commercial, shopping or office uses will be permitted provided that the proposal:-

- a) provides for a separate pedestrian access to the upper floors; *and*
- b) does not prejudice the conversion of adjoining properties, or other floors in the same property, for residential use by the introduction of activities likely to give rise to noise or other disturbance or by removing the possibility of separate access.

Policy ED27

SEPARATE USE OF UPPER FLOORS

Planning permission will be granted for the use or development of ground floor premises in the designated Town Centres of Marlborough and Devizes and the designated Service Centres of Ludgershall, Market Lavington, Pewsey and Tidworth provided that it does not prejudice the separate use of the upper floors.

3.57 A national problem, found in most shopping areas, is the under-use of the upper floors of buildings. This is a waste of resources and is likely to lead to a decline in the condition of the premises. Recent campaigns such as 'Living Over the Shop' have begun to change this but only very slowly. There are also national efforts to change the attitudes of institutions funding development to include housing in new commercial or retail schemes. Making the best use of existing land and buildings is a fundamental objective of the sustainable development priorities of the Council. Ensuring the best use of space above shops in the town centres not only achieves this objective but also can improve the vitality of the centre throughout the day when new housing is provided. Where accommodation exists, even if currently unused, it is particularly important that the possibility of use in the future is not prejudiced (hence policy ED27). A separate external access to the street should be retained while, internally, staircases and other means of access should not be removed or altered in a way that hinders the separate use of upper floors.

Services in the Rural Areas

Policy ED28

ADDITIONAL SHOPPING FACILITIES IN RURAL AREAS

Proposals for new additional shopping facilities or personal services will be permitted within the defined Limits of Development of those villages listed in Table H.4 and within the built up area of the villages listed in Table H.5 provided that their primary purpose is to cater for the needs of local residents. Planning permission for additional shopping and personal services will not be granted in locations remote from existing centres of population.

3.58 Notwithstanding the Council's commitment to the maintenance of rural facilities, the establishment of additional services must demonstrate that they are to serve a local need. In order to meet the objective of locating population and facilities in relatively convenient proximity, proposals in isolated positions will not be permitted. Should the scale of any proposal appear to be catering for a much wider need than that of the local

community, development will again not be permitted. Farm diversification proposals involving the introduction of retail uses on farms will be considered under the terms of Policy ED16.

Policy ED29

RETENTION OF SOCIAL AND COMMUNITY USES

Outside the Limits of Development of Devizes, Marlborough and Tidworth, existing buildings either currently used or last used for a social or community use (including churches, schools, village halls and meeting rooms) or buildings that are currently used or were last used to provide a useful community function (including shops, post offices and pubs) will be retained in social or community uses wherever possible.

Planning permission for alternative uses will only be permitted where:

- a) There is no long term need for the facility; *or*
- b) The existing commercial use is proved to be no longer viable; *or*
- c) An alternative social or community facility of comparable community value is provided.

3.59 A broad economic base in the rural areas that is outside the Limits of Development of Devizes, Marlborough and Tidworth and opportunities for social interaction can have a positive impact on the viability of a community. Shops, post offices, pubs although commercial enterprises serve a secondary social function within a community. Churches, schools, village halls, and meeting rooms provide opportunities for local residents to meet and fulfil a vital social function within the community. In seeking to sustain local rural communities Kennet are committed to the provision of local services. Policy ED29 seeks to retain the existing range of social and community facilities in the rural areas. Supplementary Planning Guidance will be prepared which will set out a procedure to be followed by applicants and the Council when an application for a change of use for an existing building providing a social or community function is received. In relation to criterion a) above the intention is to establish the trading potential of the existing

use, whilst criterion b) concentrates on establishing the trading viability of an existing commercial use through efficient management and marketing of the property. Criterion c) will permit the relocation of a village hall, for example, to provide improved facilities without conflict with the Policy.

ECONOMIC DEVELOPMENT MONITORING STATEMENT

3.60 For the purposes of monitoring the implementation of policies and proposals within the Economic Development chapter of the Plan and to ensure that the aims and objectives of the Chapter are being achieved, the Council will monitor the following:-

Employment Development

1. The overall rate of new employment development in the District against the Structure Plan target of an additional 50 hectares of employment land over the period 1991 -2011.
2. Planning applications which involve land or buildings currently used or last used for employment purposes in the towns and villages, in particular recording the reasons why planning approval, contrary to Local Plan policy, is granted.
3. The amount of vacant employment land or buildings on strategic employment sites in the District.
4. Planning applications which involve the re-use of redundant agricultural buildings within villages to ensure a mix of alternative uses is being achieved.
5. Planning applications which involve the re-use of buildings in the countryside to monitor rural diversification policies.
6. The locational pattern of new employment development permitted, in relation to the Plan's spatial strategy.

Retail Development

7. The overall rate and location of new retail development within Devizes and Marlborough.
8. Changes in the retail offer within the Prime Shopping Areas of Devizes and Marlborough and the Service Centres of

Ludgershall, Market Lavington, Pewsey and Tidworth, to ensure the vitality and viability of these centres is maintained. This will include monitoring the number and location of vacant properties in these centres.

9. Planning applications that involve land or buildings currently used or last used for social or community purposes in the rural areas. Where planning approval is granted for the loss of a social or community building, contrary to Local Plan policy, the reasons for granting permission should be recorded.

Much of the data to carry out the above monitoring can be collected through amendments to the Council's existing Employment Land Monitor and Retail Surveys. The data collected in each of the above monitoring exercises will be used to inform the next review of the Plan.

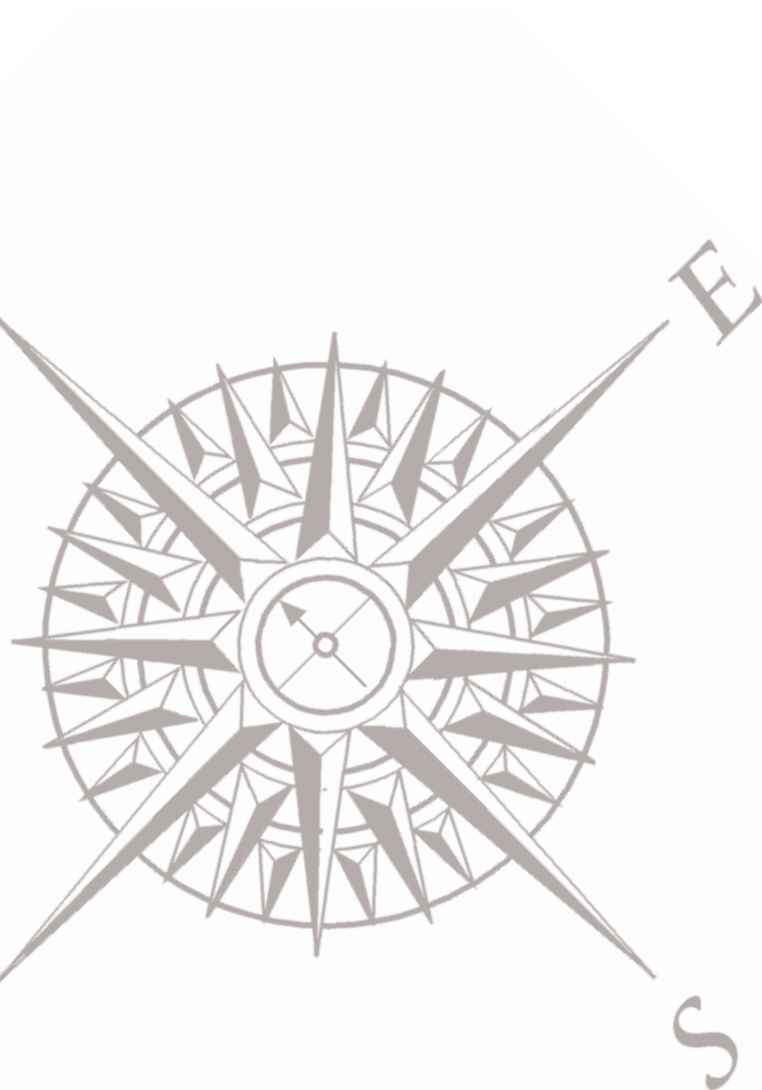
4 ACCESSIBILITY & TRANSPORT

INTRODUCTION

4.01 Policies in this Chapter deal specifically with the provision of an integrated and more sustainable transport network that will form the basis for addressing the future transport needs of the District. In an extensively rural area such as Kennet, the Council considers an effective transport network to be a key contributor to the successful delivery of 'Social Inclusion', 'Sustaining Our Rural Communities' and 'Sustainable Development', three of the cross-cutting themes identified in its corporate *Four Year Strategy (2000-2004)*.

4.02 There is now a consensus, at both national and regional level, that the current rate of growth in road traffic cannot be sustained. The environmental and health impacts of transport, especially from cars, are already well documented. Since adoption of the current Local Plan, the government has issued a considerable amount of new legislation and guidance relating to transport and accessibility. The first Transport White Paper (*A New Deal for Transport: - Better for Everyone*) for nearly twenty years was published in 1998. This heralded a significant shift in transport investment priorities by moving away from providing specifically for the needs of the private motor car, toward the development of a national integrated transport network with specific emphasis on the improvement of public transport, cycling and walking infrastructure. The maintenance of the existing highway network is identified as having precedence over the provision of new major road schemes. Particular emphasis is given to the role of planning to contain the dispersal of development, so reducing the need to travel, and improving access to jobs, leisure and services.

4.03 In Kennet District, transport facilities are provided by a number of different agencies.



4
accessibility & transport

The Highways Agency is responsible for the maintenance of the M4 motorway, which passes through the northern limit of the District, while Wiltshire County Council, as the local highway authority, is responsible for the majority of highway building, improvement and maintenance of the non-trunk route network. The District Council, as the local planning authority, is responsible for ensuring that new development is served by appropriate roads and other transport infrastructure. Recent revisions to Planning Policy Guidance, principally PPG13 and PPG12, have further strengthened the key role of District Authorities in seeking the provision of facilities for alternatives to the private motor car. The District Council also has an important role in the management of public off street car parking facilities and selected on street facilities in Devizes and Marlborough.

4.04 The Policies set out in the transport chapter complement the spatial strategy described in Chapter One. The Policies seek to strike a balance between increasing the level of accessibility throughout the District whilst encouraging less reliance upon the private motor car. The principal objectives of the transport strategy are:-

- To reduce the growth in the length and number of motorised journeys;
- To ensure new development proposals provide facilities for means of travel other than by car that are at an appropriate level in relation to those facilities provided for the car;
- To ensure that uses which generate large numbers of trips are located in places which are, or have the potential to be, accessed by public transport, cycling and walking;
- To encourage greater use of walking and cycling, particularly for short journeys;
- To reduce the impact of Heavy Goods Vehicles (HGVs);
- To help manage traffic effectively to decrease congestion, improve air quality, reduce visual intrusion and noise;
- To improve the integration of different transport modes; *and*
- To ensure that new parking provision does not encourage high levels of car use

SOUTH WEST REGIONAL PLANNING GUIDANCE

4.05 Regional Planning Guidance builds on the principles contained within the Transport White Paper and PPG13 in promoting patterns of development which reduce reliance on the motor car, encourage greater use of public transport and enhance the potential for walking and cycling. Where improvements to the transport network are proposed, they should aim to assist in the economic development of the Region, increase the accessibility of existing and proposed development, ease congestion and improve conditions in the areas alongside transport routes and improve road safety.

WILTSHIRE STRUCTURE PLAN AND LOCAL TRANSPORT PLAN

4.06 The strategic context for transport provision within Kennet is set out in the Wiltshire County Structure Plan 2011. The transport policies of the Structure Plan emphasise the need to promote sustainable patterns of land use and transport, as outlined in national and regional planning guidance. To achieve sustainable development, emphasis is placed therefore, on reducing the growth in the length and number of motorised journeys, and encouraging alternative means of travel, which have less environmental impact, hence reducing reliance on the private motor car.

4.07 In line with government guidance, the Structure Plan recognises that the maintenance and improvement of the strategic highway network should have priority over the construction of new road networks.

4.08 The Local Transport Plan for Wiltshire 2001/2006 emphasises the need to integrate land use and transport planning to achieve a more sustainable pattern of development. The Local Transport Plan contains four area wide strategies, including the Devizes Community Area Transport Plan and Pewsey Vale Quiet Roads Strategy. The proposed housing and employment allocations discussed in Chapters Two and Three have been carefully considered in drawing up the Devizes Community Area Transport Plan. The Local Transport Plan also gives consideration to the transport infrastructure serving the additional principal settlement areas within Kennet.

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4.09 The Local Transport Plan for Wiltshire sets a specific target for reducing the rate of growth of car traffic in the Devizes Community Area. Wiltshire County Council estimate that through the application of the Plan, traffic will have grown at a rate of 17% by 2011 in the community area as opposed to 27% when applying the do minimum scenario. Further targets for the Devizes community area include increasing car sharing from 1% in 1997 to 4% by 2011. District wide targets include a 10% increase in children walking to school and employees walking to work by 2011, when compared to 2001. These targets will contribute to the principle of reducing the rate of road traffic growth throughout Wiltshire, which underpins the strategy contained in the Local Transport Plan. In accordance with this objective, the policies set out in this chapter attempt to strike a careful balance between enhancing the economic viability of the principal service centres, increasing levels of accessibility, whilst encouraging less reliance on the motor car.

INTEGRATING TRANSPORT AND LAND USE PLANNING

4.10 An effective transport network is essential to maintain economic prosperity in a rural area such as Kennet. However, in recent years, greater prosperity has resulted in a significant increase in the number of privately owned motor vehicles and the amount of goods transported by road. Vehicular traffic is now the primary contributor to the incidence of poor air quality in the District, undermining the integrity of the District's outstanding natural environment. Traffic congestion within the principal settlement areas detracts from the visual appeal of the District's market towns. The significant environmental impact of building new roads to accommodate this growth in traffic has to be considered, together with evidence that additional capacity provided by new roads is short lived. Supplying additional capacity results in an increase in demand on new roads. This necessitates a new approach to managing traffic in Kennet.

4.11 Land use decisions can contribute directly to high car dependency. The separation of home, work, education and leisure activities has encouraged increased use of the car. In addition, the 'freedom' of movement offered by the private motor car has encouraged people to live in the District's attractive

villages and market towns, and commute long distances to work. This has resulted in a corresponding fall in the number of people using public transport, particularly buses, to travel to work.

4.12 The spatial distribution strategy set out in Chapter One will enable the Local Plan to respond positively to the transport challenges in the period to 2011. The concentration of housing and employment growth in the principal centres ensures that existing shops and facilities are accessible by a range of different transport modes.

4.13 Where improvements to roads, public transport, cycling and pedestrian facilities are required as part of a new development, developers will be required to enter into Section 106 Legal Agreements to deliver these improvements. The term 'significant development' is used to describe development proposals that in the context of local circumstances are determined to be major generators of travel demand. The thresholds identified in PPG13 above which transport assessments and travel plans are mandatory, are rarely exceeded in Kennet. Therefore, whether Policies AT2, AT3, AT10, AT11 and AT12 apply depends on the evidence about the level of travel demand likely to be generated by the development.

Policy AT1

TRANSPORT APPRAISAL PROCESS

All development proposals should adequately address the issues listed below, where they are relevant to the development under consideration:-

- a) minimise travel through careful siting and design;
- b) the provision of alternative access to the development other than by the private car including by public transport, cycling and walking (with proper provision for people with disabilities and careful attention to cyclist and pedestrian safety);
- c) the incorporation of facilities such as secure cycle parking, bus stops or taxi pick up/drop off points to encourage a choice of travel mode;
- d) the provision of traffic calming measures including using imaginative design and layout wherever appropriate;
- e) the provision of off-site highway or public transport improvements in the locality where extra traffic generated by the development would have identifiable adverse effects on highway safety or convenience;
- f) the provision of car parking spaces in accordance with the Council's adopted maximum car parking standards; *and*
- g) the provision of cycle parking spaces in accordance with the Council's adopted Minimum Cycle Parking Standards

4.14 Policy AT1 underpins the strategy set out in the Accessibility and Transport Chapter. All new development proposals will be assessed against the criteria set out in AT1 where the Planning Authority deems these to be relevant. The emphasis on 'relevant' is to ensure that under certain circumstances, for example where re-use is proposed of an existing farm building in the countryside, the development is not prejudiced by having to contribute toward the provision of certain of the criteria set out in AT1. This will ensure that the diversification of the rural economy is encouraged in accordance with the criteria set out in Policy ED14.

4.15 PPG13 outlines thresholds of development above which Transport Assessments will be required. These assessments should consider the likely modal split of journeys to and from a site, together with proposals to improve public transport, walking and cycling. PPG 13 enables local authorities to set size thresholds appropriate for local conditions. For the purposes of this Local Plan, the Council will expect Transport Assessments to be submitted with applications for development on the key sites identified within this Plan and for other significant development that may arise during the Plan period.

Policy AT2

TRANSPORT ASSESSMENTS

Applications for significant new development, or proposals on allocated or significant windfall sites, will be required to submit a Transport Assessment to consider the likely modal split of journeys to and from the site and to establish proposals to improve public transport, walking and cycling.

TRAFFIC MANAGEMENT AND DEMAND RESTRAINT

4.16 The current policy climate emphasises the requirement for local authorities to take a strategic view of traffic management and assess its contribution to achieving wider integrated transport objectives. Traffic Management can address the needs of pedestrians (including the needs of disabled people), cyclists, public transport users, motorcyclists, taxis, freight and private car users. Consideration of all users ensures planning decisions are consistent with encouraging changes in attitudes and culture and delivering sustainable development objectives.

4.17 A range of traffic management measures can be used in combination to deliver the strategic objective of reducing reliance upon the motor car. The policies in this Chapter deliver improvements to alternatives i.e. pedestrian and cyclist infrastructure, and provide demand restraint through strategic car parking policies i.e. reducing public long stay capacity. Traffic management measures can also be deployed to make best use of the existing network. Traffic calming can eliminate excessive

speeds, improve driver concentration in sensitive areas such as residential streets and areas near schools, and remove extraneous traffic from inappropriate areas.

Policy AT3

TRAVEL PLANS

Applications for significant new development, or proposals on allocated or significant windfall sites, excluding housing, will be required to include a Travel Plan detailing how the use of the car will be kept to a minimum, especially for commuter journeys.

4.18 Travel Plans explore ways of reducing the need to travel and reducing reliance upon the private motor car through the promotion of alternatives. The Council supports Wiltshire County Council's Travelwise Initiative and will encourage the take up of Travel Plans by major traffic generators, including local businesses and schools. New development likely to generate significant numbers of additional car journeys will need to submit a travel plan to demonstrate how the impact of these journeys will be minimised. The Council intends to adopt its own Travel Plan to encourage a reduction in car use for commuter journeys and alleviate the day to day transport impacts of its delivery of services.

Parking

4.19 Controls on the amount, cost and type of car parking, are key to managing the demand for car use. The District Council is responsible for managing the public off street car parking facilities in Kennet together with enforcement of selected on-street parking areas in Devizes and Marlborough. Traffic and car parking often dominate the environment of Kennet's main towns and villages. This is not surprising given Devizes', Marlborough's, Pewsey's and Ludgershall's location on the strategic route network within and through the District. In Devizes and Marlborough in particular, repeated circulation for short stay on street public parking spaces in the Market Place adds to the feeling of congestion and contributes to a decline in air quality. The challenge for the Local Plan is to develop a parking strategy that reduces these impacts whilst increasing accessibility and protecting the economic viability of the principal settlement areas.

Devizes and Marlborough

Policy AT4

PUBLIC CAR PARKING IN DEVIZES AND MARLBOROUGH

Public car parking provision in Devizes and Marlborough will be managed within the context of emerging integrated Transport Plans for these settlements so as to:

- a) encourage a reduction in reliance upon the private motor car, particularly for short commuter journeys;
- b) protect the economic vitality and viability of these settlements; *and*
- c) improve access to each centre's facilities for those with a mobility impairment

4.20 The Devizes Community Area Transport Plan contains a comprehensive parking strategy to be phased in during the period to 2006. The parking strategy strikes a balance between reducing reliance upon the motor car, especially for the relatively high number of short commuter journeys, whilst nurturing economic viability. It is designed to be integrated with the schemes developed for the Transport Plan, including traffic management and public transport infrastructure improvements. Wiltshire County Council has indicated that a Transport Plan for the Marlborough Community Area should be developed for inclusion within the next Local Transport Plan for Wiltshire to be submitted in 2005. Policy AT4 anticipates this eventuality.

4.21 The Devizes parking strategy proposes to increase the proportion of short stay spaces by decreasing the long stay capacity in the town. Initially this proposal will not affect the overall number of car parking spaces available. This reduction in all-day parking capacity combined with the possible introduction of on street charges could encourage commuter traffic to park in the residential areas of the town. The Council will review and investigate the introduction of a resident's parking scheme where appropriate as part of the Devizes Community Area Transport Plan to alleviate the effects of displaced commuter parking. Previous residents surveys have demonstrated mixed support for such a scheme. However, the Council envisages that the Devizes Community Area Transport Plan is likely to

significantly alter commuter travel patterns and therefore residents' perceptions of the value of such a scheme. Further resident's parking schemes for the District's main towns will be investigated as part of the development of future Community Area Transport Plans.

Policy AT5

PUBLIC CAR PARKING CAPACITY IN DEVIZES AND MARLBOROUGH

In Devizes and Marlborough existing public parking provision will only be reduced when:

- a) it is necessary to improve road safety, remove obstructions to accesses, or to enhance the character of the Town Centre; or
- b) necessary improvements have been made in public transport and in provision for cycling and walking to increase non-car-based accessibility to those towns.

Pewsey, Ludgershall and Tidworth

4.23 Problems of congestion occasionally occur in the High Street, Pewsey as a result of the narrow street pattern. On-street parking and the loading/unloading of delivery vehicles exacerbates this problem. The provision of a short stay car park at the rear of Hallgate House will contribute to easing the congestion. The Council will also explore the opportunities that exist for gaining rear servicing to the commercial properties in the High Street. This will similarly help to alleviate many of the problems relating to visual intrusion and the detrimental effects of traffic on the environment.

Policy AT6

SHORT STAY CAR PARKING IN LUDGERSHALL AND TIDWORTH

In view of the proposed housing and employment development in Ludgershall and Tidworth, the Council will consider favourably proposals to increase short stay parking provision in these settlements, provided that these increases are considered in the context of an integrated approach to transport provision and comply with Policy PD1 regarding design principles.

Policy AT7

PUBLIC CAR PARKING IN PEWSEY, LUDGERSHALL AND TIDWORTH

Public car parking provision in Pewsey, Ludgershall and Tidworth will be managed in a way that supports the objective of securing pedestrian priority, whilst providing ease of access to each centre's facilities for those with a mobility impairment. Permission will not be granted for development which will result in a reduction in on street parking provision in these settlements except where such a reduction is required in the interests of highway operational and/or safety needs, or to enhance the character of the built environment.

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4.22 Investment secured through the Devizes Community Area Transport Plan and the anticipated Community Area Plan for Marlborough will provide greater flexibility in the management of the public car parking capacities of these towns as part of a wider integrated and more sustainable approach to transport provision. Reductions in the overall public and private car parking capacities in Devizes and Marlborough are viable within this framework. Chapter Three, Economic Development, outlines the Council's intention to redevelop the North Gate and The Wharf. This development will reduce the current off street car parking capacity at the Wharf. Concern has been raised that these reductions in levels of public car parking, prior to the implementation of the Devizes Community Area Transport Plan, will dissuade people from working or shopping in the town. To test the validity of these concerns, Wiltshire County Council completed a survey of the availability of public on and off street parking in Devizes during October 2000. Results indicate that there is sufficient spare capacity to accommodate the reduction in spaces brought about by the Wharf redevelopment. However, on Market day, spare capacity is limited.

4.24 In view of the proposed housing and employment allocations in Ludgershall and Tidworth and the Council's desire to establish more balanced communities in these settlements, favourable consideration will be given to the expansion of short stay car parking provision within these towns. This will encourage the growth of essential services in these centres and reduce the need to travel outside the settlement boundaries. Proposed increases will be considered in the context of planned improvements to the local public transport network and any emerging integrated transport strategies for these areas.

Avebury World Heritage Site

4.25 Survey work completed in 1997 reveals that 84% of visitors to the WHS had travelled by car. The remainder had travelled by foot (3%), public transport (3%), bicycle (5%), motorcycle (2%) and coach (3%). The majority of visitors (66%) travelled between the various sites within the WHS by car, although 20% of respondents travelled by foot. This places considerable pressure on the existing parking facilities at the site and it is estimated that during peak visitor periods there is currently a shortfall of between 100 and 150 spaces.

Policy AT8

AVEBURY WORLD HERITAGE SITE PUBLIC TRANSPORT FACILITIES

Through its membership of the Avebury WHS Steering Committee the Council will work with Wiltshire County Council, the National Trust, Avebury Parish Council and local bus operators to :

- a) locate improved and sympathetically designed bus waiting facilities at the site, with provision for mobility impaired people;
- b) establish a network of pick up/drop off points to serve a shuttle service within the boundaries of the site.

4.26 Policy TR9 in Chapter 7, *Tourism, Recreation & the Arts*, promotes the development of small parking areas, some at a distance from the Henge/village area to alleviate the environmental impact of visitors. However, the creation of more and more parking spaces is not desirable or sustainable in the long term. Therefore, the

satisfactory resolution of the conflict between greater accessibility to these monuments and their conservation will rely heavily on the development of alternate means of travelling to the monuments and access within the site.

4.27 The 1997 survey indicates that 60% of visitors to the site would pay to park. The issue of charging for access and/or parking at Avebury will be considered following a two year experiment with car park charges.

Parking Standards

Policy AT9

MOTOR VEHICLE PARKING STANDARDS

- a) Subject to their agreement by each of the local authorities in Wiltshire all new development will make provision for the parking of motorised vehicles in accordance with the proposed Maximum Standards, set out in Appendix AT2.
- b) Parking for Employment and Retail uses in settlement areas should serve the centre as a whole and not be reserved solely for use in connection with the proposed development.

4.28 The comprehensive treatment of public on and off street facilities needs to be supported by the application of standards to influence the provision of on-site private non-residential spaces. PPG13 states that it is necessary to achieve lower levels of parking in association with development than has generally been achieved hitherto. In addition, the levels of secure good quality cycle parking need to be increased to promote cycle use.

4.29 The policies in this section establish a parking supply and management approach that promotes sustainable transport choices. Kennet is developing with the County Council and other District Authorities in Wiltshire a framework to facilitate a county wide approach to the setting of parking standards and charges. The parking guidelines described in Appendix AT2 will be applied to new development in the Plan area to determine parking requirements.

4.30 The proposed framework takes account of the recommendation in PPG13 to adopt maximum parking standards. The adopted Structure Plan for Wiltshire to 2011 limits the provision of parking associated with new development to maximum standards. Similarly, the consultation draft of Regional Planning Guidance for the South West requires the level of parking in new development to not exceed regional maximum standards. The existing minimum standards, adopted in 1988, form the basis of the new maximum standards. In accordance with advice in PPG13, The District and County Council are developing a process to introduce discounts to the new maximum standards based on the level of accessibility to the development by alternatives to the motor car. This assessment framework will recognise the need for differing treatments of developments in rural areas, where more flexibility may be required in the treatment of planning applications and associated travel patterns. The discounting framework will ensure that no town can gain an unfair advantage within Wiltshire.

Policy AT10

DEVELOPER CONTRIBUTIONS

Contributions will be sought by way of planning agreements as appropriate for each development proposal, either separately or collectively, to ensure convenient access via alternatives to the motor car. Where contributions are deemed necessary, they will be directly and reasonably related in scale and kind to the proposed development, and should provide for infrastructure improvements, including bus priority measures, safety measures, pedestrian and cycle facilities and bus stopping facilities. Such contributions may be phased over time to reflect the progressive nature of the mode share changes being sought or alternatively may be time limited. They may also be linked to ranging levels of occupancy and use or parking provision.

4.31 The move to maximum parking standards has removed the ability to take contributions in lieu of a reduced on site parking provision. However, contributions from developers will continue to be required to ensure the impact of new development is provided for at the developer's expense. This will assist in avoiding the otherwise perverse effects of revised standards policies in encouraging out of centre developments where land costs and parking restraints will be lower than for comparable town centre locations.

Policy AT11

CAPITALISED REVENUE DEVELOPER CONTRIBUTIONS

Where deemed necessary, a capitalised revenue contribution will be sought to provide bus services to access new development. Such contributions will be directly and reasonably related in scale and kind to the proposed development. They may be linked to ranging levels of occupancy and use or parking provision.

4.32 Where deemed appropriate, to offset potential increases in car use, development will be required to make a capitalised revenue contribution to the provision of a bus service. The level of contribution will be set in consultation with local operators so as to provide a level of service appropriate to the type of development.

Cycle Parking

Policy AT12

CYCLE PARKING FACILITIES

Facilities for parking bicycles must be provided in developments in accordance with the minimum standards in Appendix AT2 (where those standards are relevant to the development). In the case of significant development proposals, consideration should also be given to the provision of associated shower and changing facilities to encourage further this mode of transport.

4.33 A component part of encouraging cycling is the provision of appropriate cycle parking facilities. Minimum cycle parking standards are set out in Appendix AT2. These facilities should be located in clear view of the development to ensure good security. Associated changing and shower facilities should be considered as part of the package of measures to encourage cycling to new development.

HEAVY GOODS VEHICLES

Policy AT13

HEAVY GOODS VEHICLE MOVEMENTS

The Council supports the use of traffic calming, weight restrictions, speed limits and parking control measures to assist in the successful operation of the emerging two-tier strategic and local lorry route network, limit through running across the District and protect villages on rural routes away from the designated routes.

4.34 There is a general perception that Kennet's narrow country lanes are unnecessarily used by strategic long-distance HGVs avoiding the primary route network. This is not borne out by the results of a recent freight study commissioned by Wiltshire County Council, which reveals that only 15% of HGV traffic in Wiltshire is strategic; 52% starts or finishes its journey in the County and 33% is travelling wholly within Wiltshire. Nevertheless, there remains a requirement to develop a strategic and local lorry network to alleviate any unnecessary use of the District's minor road network.

4.35 With some 85% of all freight traffic on Wiltshire's roads having some business within Wiltshire, it is clear that there must be some penetration into Kennet from the strategic lorry route network. The freight study identifies the following local strategic routes to alleviate the impact of HGVs servicing main settlement areas:- A4 West of A350, A342 to Devizes from A4, A365/A361 to Devizes from A350, and A342 and A3026 to Ludgershall and Tidworth from A303.

4.36 The Wiltshire Structure Plan strategy is to direct traffic, including HGVs, away from Devizes to an improved M4/A350 route and

therefore away from the A361. Seend suffers particularly from the impacts of HGV rat-running and the County Council, as part of the emerging freight strategy, will assess the option of introducing a weight restriction at Seend. This would cut down on the amount of HGV through traffic travelling from Trowbridge via Seend by directing it onto the improved M4/A350 route instead. This initiative would not affect the amount of traffic travelling from western Wiltshire and Melksham, through Devizes to Andover and the A303/M3 corridor.

Policy AT14

CANAL SIDE FACILITIES

Proposals for the development of small scale canal side facilities for the loading/off loading of freight and compliant with policies PD1, TR1 and TR2, will be considered by the Council as part of a wider integrated transport strategy.

4.37 Waterborne transport accounts for over a quarter of national freight movement. The Kennet and Avon Canal offers the opportunity for localised freight movement that would otherwise travel by road. Any proposals considered as part of Policy AT14 would need to be sympathetically designed to reduce the visual impact on the surrounding landscape.

Avebury World Heritage Site

Policy AT15

AVEBURY WORLD HERITAGE SITE TRAFFIC MANAGEMENT

Through its membership of the Avebury WHS Steering Committee the Council will work with Wiltshire County Council to implement traffic management measures to:

- a) reduce the amount of through traffic, particularly heavy goods vehicle traffic, using the A361/A4361;
- b) reduce the speed and environmental impact of vehicular traffic using the A4361 and A4 through Avebury; and
- c) reduce the amount and speed of traffic using the B4003.

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4.38 The Council will continue to promote the objectives of Policy AT15 through its membership of the Steering Committee and Sub-groups of the World Heritage Site Management Plan produced under the auspices of English Heritage. Due to the significant environmental impact of constructing a bypass to the Avebury site an easing of prevailing traffic problems will be sought through the introduction of palliative measures such as traffic calming. In 1998, a 30 mph speed limit was introduced on the A4361 through the Henge and along High Street and Green Street, together with a rationalisation and provision of new road signs.

4.39 The Management Plan expresses the aspiration to introduce a 50mph speed limit on the A4 within the boundaries of the WHS. The main aim of the lower speed limit is to improve ease of access to the main monuments located off the A4, such as Silbury Hill, West Kennet Long Barrow and the Sanctuary. The proposed 50 mph zone would help to raise driver awareness of the special nature of the area. The Management Plan also highlights the impacts of through traffic, vehicle speeds and HGV movements on West Kennet Avenue (B4003). The Council will work closely with Wiltshire County Council and the WHS Steering Committee to alleviate these impacts through the introduction of appropriate traffic management measures.

PUBLIC TRANSPORT

Bus Services

4.40 Within an extensively rural District such as Kennet a frequent and reliable public transport service is pivotal to achieving the Council's goals of a socially inclusive society and the development of a sustainable strategic transport network. For example, public transport services enable children to safely travel to school and for many people provide the primary means of access to essential services. In general, Kennet has the same level of service today as it did 15 years ago with recent enhancements secured through Rural Bus Grant funding. Wiltshire County Council subsidises bus services in Kennet, especially those services operating at off peak times and off the principal route network. The District Council has also increased its funding of concessionary travel to meet the Government's aspirations

for a nationally available free half fare pass for people of pensionable age.

4.41 The difficulty of providing the necessary number of commercially viable services requires a new approach to public transport provision in Kennet. Technology is now available to develop demand responsive services that offer the flexibility required to serve even the remotest areas of the District. The Wigglybus was launched in 1999 with the assistance of government rural bus challenge funding. This is an innovative project, established in partnership with Wiltshire County Council and the Pewsey Vale Transport Appraisal Group (a locally based voluntary group), to establish a high frequency, high quality demand responsive minibus service in the Pewsey Vale. The County Council will continue to monitor the project to determine the future of the service. The Council is keen to build on the lessons learned from the Wigglybus and introduce further demand responsive and flexible bus services linking the District's many remote settlements.

Policy AT16

BUS QUALITY PARTNERSHIPS

The Council will work with Wiltshire County Council, developers and local bus operators to establish Quality Partnership arrangements to facilitate:

- a) improvements to bus waiting facilities, including the provision of raised kerbs to allow convenient access for people with impaired mobility;
- b) improved buses, including low floor designs;
- c) the introduction of cycle storage facilities on buses;
- d) the introduction of bus priority measures; *and*
- e) better bus service provision.

4.42 The Transport White Paper establishes the concept of Quality Partnerships whereby local authorities provide traffic management schemes to assist bus services and reduce journey times, whilst operators offer better quality, better integrated and more reliable services. In conjunction with the Passenger Transport Unit at the County Council, the District Council will investigate the opportunities that exist for the establishment

of such arrangements in Kennet. Bus priority is difficult to achieve in Kennet due to the restricted carriageway widths on the primary route network. However, at signal controlled junctions it might be feasible to provide priority phasing for buses.

Rail

Policy AT17

RAIL SERVICES

The Council will seek the retention and improvement of rail passenger services, in partnership with service providers, to secure:

- a) better integration with the bus network;
- b) better cycle and car parking provision at Pewsey and Bedwyn stations; *and*
- c) provision on carriages for the storage of bicycles.

4.43 The Rail network serving the District offers direct links to London and the South West. In addition, there is a freight connection with the West of England line at Ludgershall. The Council is keen to improve the integration of the stations at Pewsey and Bedwyn with other transport modes, particularly bus services. The Local Transport Plan for Wiltshire identifies a possible new station for Devizes. The Council considers that any proposal will need to demonstrate that the economic and environmental benefits outweigh the potential for increasing outcommuting from the Devizes community area.

Policy AT18

INTERMODAL FREIGHT FACILITIES

Proposals to provide an inter-modal freight facility at the proposed employment development north of Tidworth Road, Ludgershall, will be considered favourably, particularly as part of a Quality Freight Partnership arrangement. Any proposal should be accompanied by a Transport Assessment to highlight the impacts of potential increases in HGV movements.

4.44 The proposed employment allocation to the north of Tidworth Road, Ludgershall, offers a potential freight connection to the rail network and the opportunity to develop associated inter modal freight facilities. The Planning Brief for the site will require an assessment of the viability for establishing such a facility. This will have to take into consideration the potential impact of increased HGV movements on the area.

Community Transport

4.45 Community Transport has an important role to play in the development of an integrated approach to transport provision in Kennet and meeting the specific transport needs of elderly people and people with impaired mobility. There are currently four community bus services (providing services to the general public and operating under Section 22 permits) in Kennet each having received support from the District Council through grants towards the purchase of vehicles. The Council will continue to provide grant support for the purchase of vehicles and maintain grant support for transport services for people with impaired mobility (i.e. Devizes Phab) where it can be demonstrated that there is sufficient demand for a service and that the necessary resources can be provided to operate the service. The Council also contributes to the running costs and development of the Link Scheme network, funding a Community First rural transport field worker and is actively involved in the Wiltshire Rural Transport Partnership. These initiatives will assist with the improved co-ordination of community transport services in Kennet, help to 'plug the gaps' in existing provision and integrate services with the public transport network.

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Taxis and Private Hire Vehicles

4.46 The flexibility of service offered by Taxi and Private Hire Vehicles is especially important for those people who do not have access to a motor car or are mobility impaired. The District Council operates a taxi and private hire licensing scheme to ensure that vehicles and drivers meet minimum quality standards, including the provision of wheelchair access. Where new development is proposed, the operational efficiency requirements of taxi operators' will need to be taken into account in the layout and site design required by Policy AT1.

4.47 Walking and Cycling are the two truly sustainable modes of transport. Both are relatively low-cost, healthy and provide a socially inclusive way of travelling. However, within a rural environment, the Council recognises that their role for the majority of people will be confined to relatively short journeys. Therefore, to achieve the maximum potential of these modes requires their integration with the public transport network. The Council supports the better provision of cycle carrier facilities on bus services and secure cycle parking at key bus interchange points.

4.48 The Local Transport Plan for Wiltshire sets specific targets, drawn from the recommendations of *The National Cycling Strategy*, for urban and rural areas. The County Council consider it viable to increase the modal share of cycling to at least 10% of all trips made in rural areas by 2010. Further targets include the development and implementation of comprehensive cycle networks for all towns over 10,000 population by 2010. Policy AT19 emphasises the importance of dedicated cycle parking and safe routes. In accordance with Policy PD1, development will contribute toward the provision of such facilities.

4.49 A cycle network has been developed for Devizes as an integral part of the Devizes Community Area Transport Plan and is included in the Plan at Appendix AT1. The network has been developed through a rational approach, including surveys of users, consultation with local user groups and public exhibitions. The intention is to link the town network with the National Cycle Network Route. Where new development could benefit from the town network, Policy AT19 facilitates the taking of contributions to assist with route construction. Policy AT20 protects the designated route of the cycle network.

4.50 The Kennet and Avon Canal towpath offers the opportunity to provide a relatively level and convenient route through Devizes. The towpath is designated as the 'backbone' of the Town Centre cycle network. The District and County Councils contribute to the maintenance of the tow path which has eliminated the need to purchase a cycle permit.

WALKING AND CYCLING

Policy AT19

CYCLING FACILITIES

Improvements in the safety, convenience and attractiveness of facilities for cyclists will be sought from new development, where opportunities arise, and publicly funded programmes which increase or improve the provision of cycle parking facilities in the main settlements, at railway stations, bus interchanges and at major public buildings and other appropriate locations; and through the provision of safe cycle routes within the main settlements, linking with employment areas, housing areas and education and leisure facilities.

The Council will work with public transport service providers to improve cycling facilities at railway stations and bus interchanges.

Policy AT20

DEVIZES TOWN CENTRE CYCLE NETWORK

Development will not be permitted that will prejudice the implementation of the Devizes Cycle Network, as shown at Appendix AT1, and its connection to the National Cycle Network Route.

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ACCESS FOR PEOPLE WITH IMPAIRED MOBILITY

Policy AT21

PEOPLE WITH IMPAIRED MOBILITY

Developments that will be open to the general public, especially retail, sports, recreational and community facilities will not be permitted unless they have been designed to meet the needs of people with impaired mobility in accordance with Policy PD1. Such developments must also make adequate provision for accessible parking spaces in accordance with the Council's adopted standards and convenient and unhindered approach routes for people with impaired mobility.

4.51 The Council considers that everyone in Kennet should have the opportunity for independent mobility. This requires consideration of the needs of people with mobility impairments from the start to the finish of their journey. The Disability Discrimination Act has begun the process of detailing the technical requirements for access onto public service vehicles. Those covering trains were introduced from January 1999, and buses used on local or scheduled services had to meet similar requirements when regulations were introduced in late 2000. Complementary improvements to the design of the pedestrian environment and public transport infrastructure are equally important to enable mobility impaired people to access the vehicles. Policy AT21 will require such facilities to be provided at new developments. The Council will work with Wiltshire County Council Public Passenger Transport Unit and bus operators to establish Quality Partnership arrangements to implement improvements on the bus network at the earliest opportunity.

4.52 The Council recognises that at least for some mobility impaired people the private car will remain the only viable way of getting around. Policy AT1 ensures that the needs of disabled people as motorists are taken into consideration in new developments.

ACCESS TO THE COUNTRYSIDE

4.53 The Council particularly welcomes proposals that will enable a wider appreciation of the natural and built heritage of the Plan Area. Development proposals should consider how access to places of interest in the countryside can be achieved by alternatives to the private motor car. People with impaired hearing or eyesight and those who cannot walk easily or who use wheelchairs also wish to enjoy the countryside and appreciate the quality of the environment but often encounter difficulties. Improvements to access and facilities for the disabled are required in the Plan Area in general and the Avebury area in particular. Measures such as providing suitable surfaces for wheelchair users, overcoming difficulties such as sprung gates and stiles, and visual, audible and tactile aids, to extend the interpretation and enjoyment of features to a wider public, are needed. Policies TR10 and TR11 in *Tourism, Recreation & the Arts* deal specifically with these issues.

Rights of Way

Policy AT22

EXISTING RIGHTS OF WAY

Planning permission will not be granted for development affecting any public right of way unless the proposals include either the maintenance or the diversion of the public right of way as an alternative route which is no less attractive, safe and convenient for public use. Diversions should contribute to the development of comprehensive cycling, walking and bridleway networks.

4.54 The District contains an extensive local Rights of Way network together with important long distance paths such as The Ridgeway National Trail and the Wessex Ridgeway Recreational Trail. Rights of Way include footpaths, bridleways and byways, and they provide the main means of access to the countryside for many residents and visitors to Kennet. Therefore, any route crossing a site proposed for development should be retained (although it may be diverted where appropriate) and it should be incorporated into the overall site design.

4
accessibility @ transport

Policy AT23

EXTENSIONS TO RIGHTS OF WAY

Proposals to improve and extend the Public Rights of Way network will be permitted provided they:

- a) are integrated with existing routes;
- b) do not harm residential amenities;
- c) do not harm nature conservation interests;
- d) have no adverse impact on landscape character;
- e) take into account the needs of agriculture;
- f) are located and designed to reduce opportunities for criminal behaviour;
- g) have regard to the needs of people with impaired mobility; *and*
- h) have regard to the needs of other users of the route and vehicular traffic.

4.55 The County Council, as local highway authority, has the primary responsibility for the development of public rights of way. The District and Parish Councils, however, have a role to play in protecting and maintaining the existing rights of way network. Proposals to create new routes or improve the existing network that are consistent with policy AT23 will be encouraged. For example, the Council will encourage local amenity groups to participate in establishing nature trails, archaeological trails, circular footpaths, horse riding and cycling routes and will co-ordinate them with the programmes of the National Trust, English Nature, Countryside Commission and British Waterways as appropriate.

4.56 The Ridgeway National Trail extends for some 85 miles from Overton Hill, near Avebury to Ivinghoe in Buckinghamshire. The Countryside Agency and Wiltshire County Council generally accept that there is a need to improve the existing footpath links onto the National Trail. The Council will support proposals, where considered appropriate, to improve footpath, cycleway and bridleway access to the route as it considers the Ridgeway National Trail to be a valuable asset that should continue to be promoted. The Council will liaise with Wiltshire County Council and the Countryside Agency to provide additional interpretation facilities and information for users of the Trail.

4.57 *The Ridgeway National Trail Management Strategy* was published in 1999 and proposes to explore the possibility of changing the start/finish of the Ridgeway from the A4 at Overton Hill. Careful consideration will need to be given to this proposed realignment to ensure that the current visitor pressure experienced at the Avebury World Heritage Site is not exacerbated. The needs of all users of the Ridgeway, including horse riders, will have to be taken into account. Chapter 7, *Tourism, Recreation & the Arts* details further policies relevant to the rights of way network.

SPECIFIC PROPOSALS

4.58 The Local Plan to 2001 contains a number of proposals to construct bypasses to alleviate the traffic congestion experienced by towns and villages in Kennet, including Marlborough and Collingbourne. The Wiltshire Structure Plan to 2011 identifies one non-trunk road bypass proposal at Westbury, outside the Kennet District. The previously considered Collingbourne bypass is dropped from the Structure Plan and no provision is made for a Marlborough bypass. However, the strategic allocations in the Local Plan do not prejudice the future construction of a bypass of the Collingbournes or a Marlborough bypass should circumstances change. The White Paper and PPG13 make it clear that road building should no longer be considered as the only solution to addressing the transport problems experienced by settlements. The approach promoted by revised government guidance is that better use is made of the existing road network to strategically manage traffic more effectively. An example of this revised approach is the development of the Devizes Community Area Transport Plan, which aims to deliver a reduction in congestion, originally envisaged through the construction of a bypass for the town. Similarly, the recently completed South West Area Multi-Modal Study (SWARMMS) commissioned by the government has sought to prioritise improvements to the existing principal east-west regional transport route corridors, including the M4 and the A303.

4.59 Despite not being included within the adopted Wiltshire Structure Plan, numerous studies have been undertaken into the need for an A338 bypass of the Collingbournes. Previous studies in the early 1990s confirmed the need for a Collingbournes bypass and examined possible route corridors to both the east and west of the villages. These went before Wiltshire County Council's committee in November 1996, where it was decided to defer any decision on the route until such a time as funding is available. The adopted Structure Plan does identify the A338 through the villages as part of the national primary route network i.e. a route of national and regional significance for through and long distance traffic. The highway authority policy in this case is to seek to develop and improve the highway network in accordance with a functional hierarchy of roads defined by their relative importance to long distance travel.

Riverside Walk

Policy AT24

RIVERSIDE WALKS IN MARLBOROUGH AND PEWSEY

The Council proposes the establishment of a riverside walk in Marlborough and Pewsey. Development or redevelopment of land within 5 metres of the banks of the River Kennet within the Limits of Development of Marlborough, and the River Avon within the Limits of Development of Pewsey, should contribute to the establishment of a riverside walk and the enhancement of the amenities of the riverside. Each riverside walk will form an integral part of the development of safe pedestrian networks serving these settlements.

4.60 The River Kennet and River Avon have long been recognised as an important asset in Marlborough and Pewsey although public access to them has tended to be somewhat neglected in the past. There is public concern about the long term future of the riverside, about continuing development pressures and the level of public access. The Council believes that it is appropriate for the Local Plan to safeguard these existing amenities and set the context for their enhancement. New development proposals adjacent to each river should,

therefore, contribute toward the establishment of a riverside walk.

A338-A3026 Link Road

4.61 The Local Plan allocates land to the north east of Tidworth for the development of 150 private sector houses and around 350 married quarters for the Ministry of Defence. Policy HC19 requires the construction of a link road between the A338 and A3026 to accommodate the traffic generated by this relatively large development.

A342-A3026 Western Link Road

Policy AT25

A342-A3026 WESTERN LINK ROAD

The District Council will protect a line for the construction of a road to link the A342 and the A3026 to the west of Ludgershall, as shown on Inset Map 4.

4.62 Improvements to the economic and environmental conditions in Ludgershall would be met to a large extent if through traffic were excluded from Butt Street, Castle Street and the High Street. A new link between the A342 and the A3026, following the route adjacent to the railway sidings to the west of the settlement could, in part, achieve this. The provision of the road would eliminate through traffic from the attractive townscape along Butt Street, Castle Street and the High Street, which form part of the designated Conservation Area. The Planning Brief prepared for the proposed employment allocation to the north of Tidworth Road will contribute to the completion of the A342/A3026 Western Link Road.

RURAL AREA POLICY

Policy AT26

TRAFFIC CALMING MEASURES

The Council supports the implementation of sympathetically designed traffic calming measures in villages that enhance the street environment, reduce vehicle speeds, and improve the safety of pedestrians and cyclists.

4.63 Many of the small villages and hamlets in the District are located on or adjacent to the primary route network. This has given rise to specific safety problems resulting from the relatively high speeds of vehicles passing through these scattered settlements. The District has co-operated with Wiltshire County Council to review vehicle speeds and 30mph limits have already been introduced in a number of villages. There is a requirement to further review the impact of vehicular speed and further develop the nature of traffic calming schemes to alleviate their visual intrusion within the AONB.

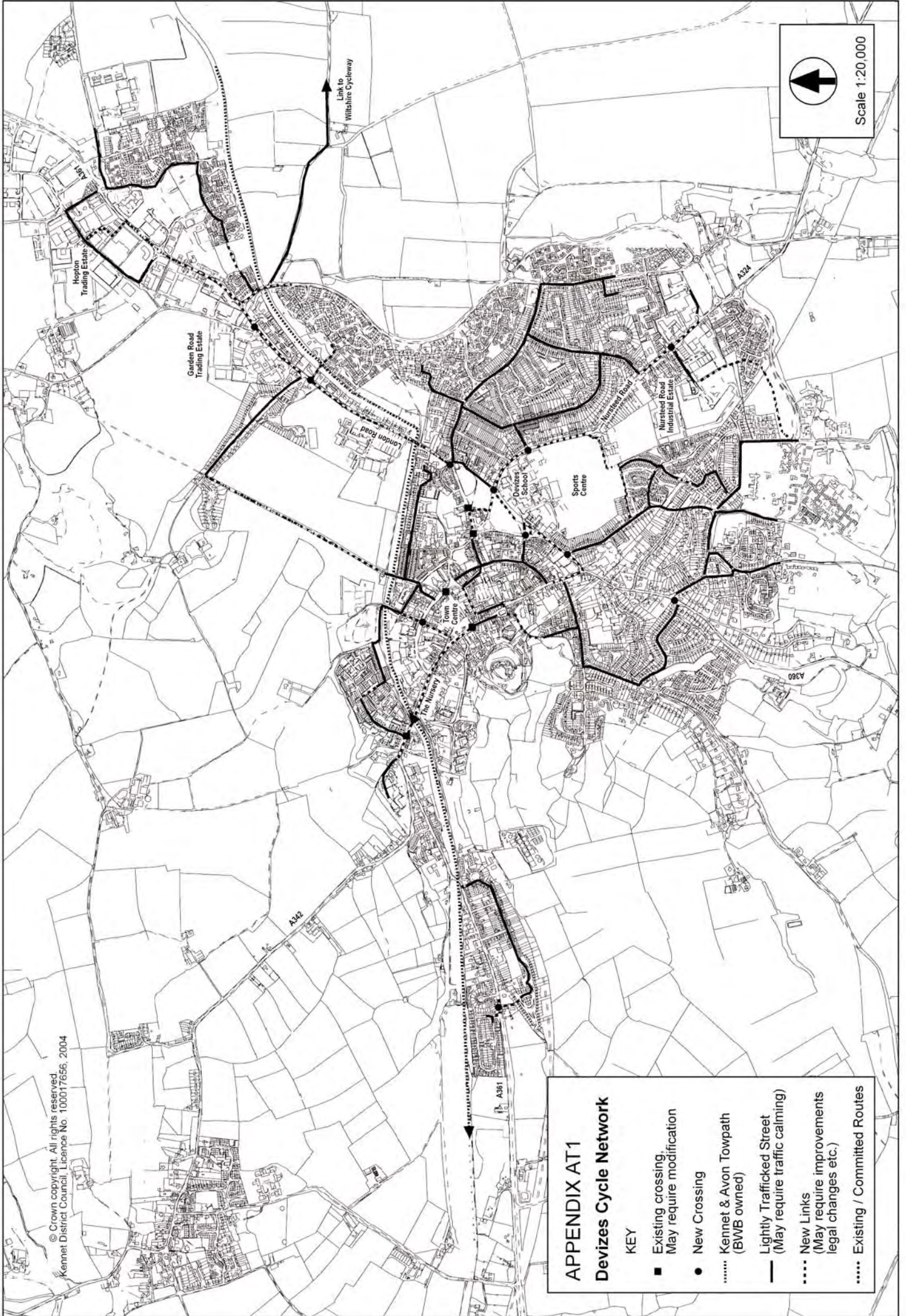
4.64 The *Local Transport Plan for Wiltshire* contains a proposal to develop a Quiet Lanes strategy for the Pewsey Vale. Quiet Lanes is a Countryside Agency initiative where appropriate traffic calming and design measures have been implemented to reduce vehicle speeds and facilitate the sharing of road space between vulnerable users and motorised vehicles. In addition, local measures e.g. safe routes to school, could also support the development of Quiet Lanes. A scoping study was completed in 1999 and concluded that the Pewsey Vale would be an appropriate area for the development of such an initiative. The reasons for this include good opportunities for through traffic to be catered for by alternative roads, existing rural roads widely used by cyclists, walkers and horse riders, and the need to alleviate the impact of HGV rat-running through the AONB. Funding, secured through the Local Transport Plan has enabled the first phase of the Strategy to be implemented. Following monitoring and evaluating a further 2 phases are considered for 2005 onwards.

ACCESSIBILITY AND TRANSPORT MONITORING STATEMENT

4.65 For the purposes of monitoring the implementation of policies and proposals within this chapter of the Plan the Council will monitor the following:-

1. The overall rate of growth in car traffic throughout the District including an assessment of transference to more sustainable modes.
2. The levels of Nitrogen Oxide and particulate (PM10) pollution throughout the District to meet National Air Quality Standards set for 2005.
3. The extent to which new development has contributed toward reducing reliance upon the motor car, especially for commuter journeys, by providing appropriate facilities and adopting travel plans.
4. The level of HGV movements off the strategic route network.
5. The number of accidents District wide involving users of all forms of transport.
6. The proportion of total public parking space allocated for short stay use.
7. The level of disabled parking provision both on street and off street.
8. The number of bus stops equipped with raised kerbs and covered waiting areas.
9. The level of public and private cycle parking.
10. The satisfaction of users of each form of transport.

Data will be collated from information principally supplied by Wiltshire County Council and from monitoring exercises to be undertaken by various Services of the Council.



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APPENDIX AT1
Devizes Cycle Network

KEY

- Existing crossing, May require modification
- New Crossing
- Kennet & Avon Towpath (BWB owned)
- Lightly Trafficked Street (May require traffic calming)
- New Links (May require improvements legal changes etc.)
- Existing / Committed Routes

APPENDIX AT2

PARKING GUIDELINES

Notes for Interpretation:-

1. The standards relate to uses defined in the Town and Country Planning (Use Classes) Order 1987.
2. All standards are based on gross floor area (GFA) by external measurement unless stated to the contrary.
3. The parking standards given are maximum standards for the plan area. The maximum parking requirement is that to accommodate the parking demand of non-operationally essential vehicle trips, which will include commuting employees, shoppers, business callers and other visitors, which is normally a medium and long term parking demand.
4. Operational and non-operational parking areas will be required within the site curtilage, with the exception of certain visitor parking spaces.
5. The standards apply to new developments or extensions and to changes of use. When considering an extension to an existing use the opportunity for reduced operational parking should be considered.
6. Car parking spaces should be constructed to a minimum size of 2.4m x 5m with a minimum aisle width of 6m.
7. When required, lorry parking spaces will range between 13.5m x 6.3m to 17.5m x 7.4m depending on the types of vehicles anticipated.
8. For employment premises up to 200 spaces, 5% of capacity will be required for disabled parking. For employment premises over 200 spaces, 2% of capacity plus 6 spaces will be required for disabled parking. For shopping, leisure and recreational facilities of up to 200 spaces, 6% of capacity will be required for disabled parking, with a minimum provision of 3 spaces. For shopping, leisure and recreational facilities over 200 spaces, 4% of capacity plus 4 spaces will be required for disabled parking. Disabled parking bays should be large enough to facilitate access by wheelchair users i.e. 3.6m x 5m, especially in public car parks. Only where space is limited will a smaller space (minimum 3.0m x 4.8m) or two adjoining spaces of 2.4m x 4.8m each with a shared space between of 1.2m be acceptable. A standard of 2.4m x 4.8m can be provided where the long side is left open for access.

TABLE 1: MAXIMUM CAR PARKING STANDARDS

Development Category	Maximum Car Parking Standard
A1 Retail (exc. Food Retail)	
Total GFA<1000m ²	1 per 35m ²
Total GFA>1000m ²	1 per 20m ²
A1 Food Retail	
Total GFA<1000m ²	1 per 35m ²
Total GFA>1000m ²	1 per 14m ²
A2 Financial & Professional Services	
	1 per 30m ²
A3 Food & Drink	
Restaurants, Cafes, Public Houses, Bars	1 per 25m ²
Takeaways	1 per 10m ²
B1 Business (incl. Offices not defined in A2)	
Total GFA<2500m ²	1 per 30m ²
Total GFA>2500m ²	1 per 30m ²
B2 General Industry	
Total GFA<235m ²	1 per 30m ²
Total GFA>235m ²	1 per 50m ²
B8 Storage & Warehousing	
Total GFA<235m ²	1 per 30m ²
Total GFA>235m ²	1 per 200m ²
C1 Hotels & Hostels	
	1 per bedroom
C2 Residential Institutions	
Hospitals	1 per 4 members of staff + 1 per 3 visitors
Nursing Homes	1 per 4 beds + 1 per 2 members of staff
C3 Dwelling Houses	
5+ bedrooms	3 per unit
up to 4 bedrooms (incl. flats)	2 per unit
Sheltered Accommodation	1 per 2 units
Other 'Retirement' Homes	1 per unit
	In addition, for groups of 5 or more dwellings (other than those intended for the mobile elderly), visitor spaces should be provided at a rate of no more than 1 per 5 units.

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accessibility @ transport

Development Category	Maximum Car Parking Standard
D1 Non-Residential Institutions	
Places of Worship, Church Halls, Public Halls	1 per 5m ²
Clinics, Health Centres, Surgeries Libraries Art Galleries and Museums	5 per consulting room 1 per 25m ² 1 per 40m ²
Education Centres: (Nursery/Primary/Secondary/Sixth Form & Colleges of Further Education)	
Staff	2 per 3 staff (including ancillary staff)
Visitors	1 per 7 staff
Pupils	1 per 10 2nd year 6th
College students	1 per 4 students
Parents: Infants Primary Secondary	1 per 12 pupils 1 per 20 pupils 1 per 30 pupils
Higher and Further Education Centres (>2500m ²)	1 per 2 staff+ 1 per 15 students
D2 Assembly and Leisure	
Cinemas, and Conference Facilities	1 per 5 seats
Music and Concert Halls (>1000m ²)	1 per 22m ²
Music and Concert Halls (<1000m ²)	1 per 5 seats
Dance Halls, Bingo Halls, Casinos (>1000m ²)	1 per 22m ²
Dance Halls, Bingo Halls, Casinos (<1000m ²)	1 per 5m ²
Sports Facilities (>1000m ²)	1 per 22m ²
Sports Facilities (<1000m ²)	1 per 2 players + 1 per 5m ² of spectator area.
Field Sports	Max. no. participants
Stadia (>1500 seats)	1 per 15 seats

Cycle Parking Standards

Draft PPG13 requires development plans to include the provision of convenient and secure cycle parking at new development. Table 2 lists the minimum cycle parking standards. These apply to both new build and change of use. The tabulated minimum standard should be observed for the relevant use.

In some instances where change of use is sought, it will not be possible to provide the appropriate standard. In these cases the individual application will be considered on its merits to determine whether sub standard provision is acceptable.

TABLE 2: MINIMUM CYCLE PARKING STANDARDS

Retail and Leisure Development	Minimum Cycle Parking Standard
	4 cycle spaces + 2 spaces per each 500m ² above 1000 m ² GFA
Employment Development	
	4 cycle spaces + 2 spaces per each 500m ² above 1000 m ² GFA
Housing Development	
New Flats	Preferred : 1 secure covered space per flat (e.g. a cycle parking locker). Alternative : 1 Sheffield type stand per 2 flats
Low cost housing and housing without a garage	1 secure covered space per dwelling (e.g. a cycle parking locker)
Special needs housing	None
Housing with garage	None
Secondary Schools	
Staff	2 spaces per 3 staff
Visitors	1 space per 45 pupils
Pupils	1 space per 10 pupils (5-11 years) 1 space per 3 pupils (over 12 years)
Sixth Form Colleges and Colleges of Further Education	
Staff	2 spaces per 3 staff
Visitors/Pupils	1 space per 5 pupils
Hospitals	
Staff	1 space per 4 staff
Visitors	1 space per 5 beds
Health Centres, Surgeries, Clinics	
Staff	1 space per 4 staff
Visitors/Patients	2 spaces per consulting room
Libraries/Museums	
Staff	1 space per 3 staff
Visitors/Pupils	1 space per 50 square metres or part thereof
Sports Centres and Grounds	
Staff	1 space per four staff
Players	1 space per three players/visitors

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accessibility & transport

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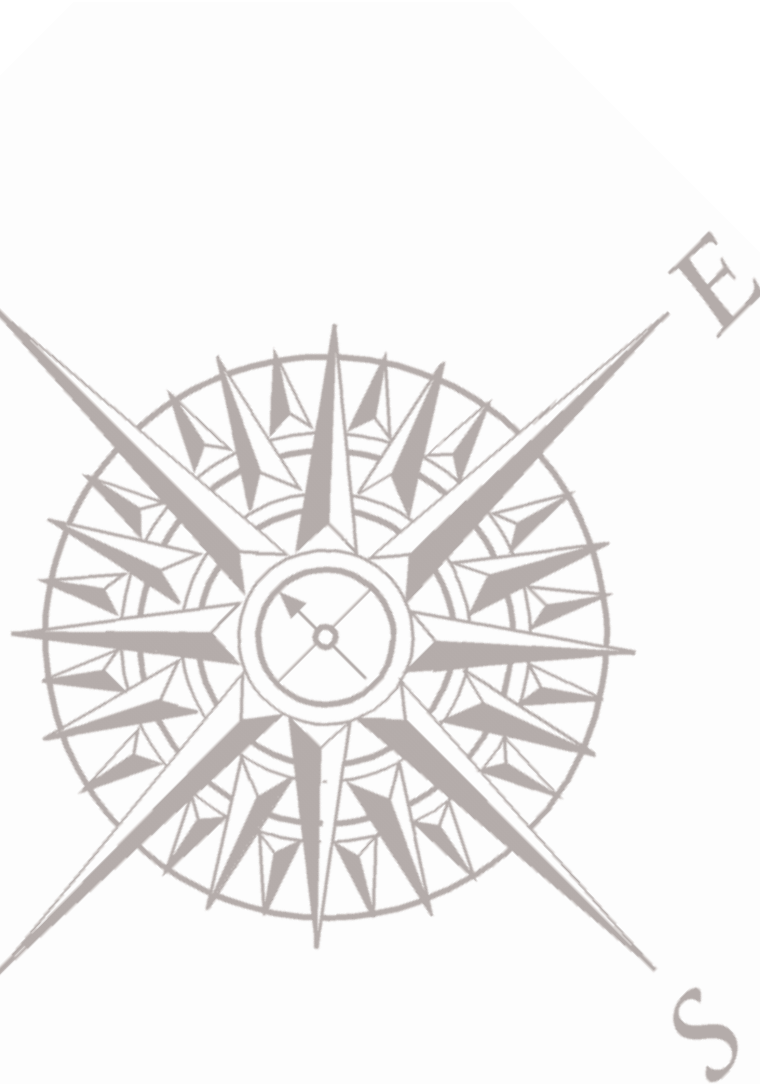
NATURAL RESOURCES

INTRODUCTION

5.01 Chapter One sets out the *Foundations* of this Local Plan and identifies Sustainable Development as the underlying Goal. The principle of protecting our natural environment, whether it be land, water or air, and the diversity and abundance of all life-forms within it is, therefore, of fundamental importance to the Plan. This Chapter deals with biodiversity, landscapes, the use of land, water and energy. The relevant Environmental Aims of the Local Plan are:-

- use energy, water and other natural resources efficiently and with care;
- limit pollution to levels which do not damage natural systems;
- value and protect the diversity of nature;
- create or enhance places, spaces and buildings that work well, wear well and look well;
- value and protect diversity and local distinctiveness and strengthen local community and cultural identity; *and*
- protect human health and amenity through safe, clean and pleasant environments.

5.02 The delivery of these aims is essential to achieve the goal of the Council to allow the communities of the District to enjoy "*an acceptable quality of life in a healthy and pleasant environment*". The maintenance and protection of natural systems is also, and more importantly, an international aim supported by the Government. Its purpose is to safeguard the long term prospects for all living things, including man, and the environment which they depend upon. Species and their habitats need to be protected from not only the direct adverse effects of development, but also from secondary effects such as the pollution of air, water or land and the diminution of limited resources including water and other elements of life sustaining importance. The



protection of the Natural Environment should be regarded as an integral part of the development process, not as a laudable aim to be addressed at the end of the process when all other objectives have been met. In undertaking the task in this manner, proper account can be taken of natural systems and their needs dealt with to greater effect.

BIODIVERSITY

5.03 Biodiversity is a term that means the variety of life around us, ranging from bacteria to the tallest tree, and is the living component of the natural world. Biodiversity is vital for the quality of life and the loss of biodiversity runs contrary to the aims and objectives of sustainable development. In national terms, over 100 species have become extinct this century and many natural and semi-natural habitats such as meadows, unimproved chalk grassland and ancient woodland have been subject to a significant reduction in area.

Habitat Protection

5.04 The importance attached to the role of biodiversity in promoting sustainable development can be gauged from the Government's designations for sites of International and National importance. Under the European Communities Council Directive on the Conservation of Wild Birds, the majority of Salisbury Plain in Kennet has been designated as a "Special Protection Area" (SPA). In addition, "Special Areas of Conservation" (SAC) have been identified where protection is required for the most highly threatened European habitats. English Nature has identified such areas in Kennet:- Jones's Mill, Pewsey; the River Avon, south of Upavon; Salisbury Plain; the Kennet and Lambourne Floodplain to the east of the District; and Pewsey Downs National Nature Reserve have been identified as candidate SAC. Under the Conservation (Natural Habitats) Regulations 1994, candidate sites are now treated as European sites for the purposes of those Regulations. These European sites are shown on the Proposals and Inset Maps and development which would harm their integrity or conflict with the conservation objectives of these designations will not be permitted.

Policy NR1

EUROPEAN SITES

Development not directly connected with or necessary for the management of a European site, and which is likely to have a significant effect on the site (either individually or in combination with other plans or projects) will be subject to the most rigorous examination. Where it cannot be ascertained that the development would not adversely affect the integrity of the site it will not be permitted unless:-

- a) there are imperative reasons of over-riding public interest for the development; *and*
- b) there is no alternative.

Where the site concerned hosts a priority natural habitat type and/or a priority species, development will not be permitted unless it is necessary for imperative reasons of human health or public safety or for benefits of primary importance for the environment.

Where development is permitted, the use of conditions or planning obligations will be considered in order to avoid and minimise the harm to the site, to enhance the site's nature conservation interest and to secure any compensatory measures and appropriate management that may be required.

5.05 Sites of Special Scientific Interest (SSSI) are identified by English Nature as being of national importance for nature conservation. In Kennet, 20 SSSI have been identified, two of which are also designated as National Nature Reserves (NNR) and these are also shown on the Proposals and Inset Maps. Recognition as being of national importance provides Statutory protection, and development which would harm, either directly or indirectly, the wildlife or geological interest should not be permitted, except under exceptional circumstances.

5
natural resources

Policy NR2

NATIONAL SITES

Development in or likely to have an adverse effect on a Site of Special Scientific Interest will be subject to special scrutiny. Where such development could have an adverse effect, directly or indirectly, on the special interest of the site it will not be permitted unless the reasons for the development clearly outweigh the harm to the special nature conservation value of the site.

5.06 Development should not lead to a loss of biodiversity and ideally should enhance it. Important habitats and species should be protected from development that would harm them. Adverse effects should be avoided, minimised and/or compensated where feasible and appropriate. The UK Steering Group Report on Biodiversity identifies targets for habitats and species judged to be of national importance. Regional Targets have also been set in *Action for Biodiversity in the South West* (1997). Until such time as County Biodiversity targets have been set, Regional Targets for Biodiversity relevant to Kennet District as included in Table NR1 should be used and a contribution to the achievement of those targets sought. Monitoring activities will be undertaken in conjunction with other organisations, such as English Nature and the Wildlife Trust to measure the level of success in meeting targets to result from the Policies of the Local Plan.

Table NR1 : Regional Targets for Protecting Existing Habitats relevant to Kennet District.

Reedbeds	Maintain current 600 ha
Standing Open Water	Maintain current areas of open water
Rivers and Streams	Maintain 40000 km of linear resource
Urban Green Space	Full extent unknown
Species-Rich Hedges	Full extent unknown
Calcareous (Chalk) Grassland	Maintain current 25000 ha
Neutral Grassland	Maintain current 9000 ha
Ancient Woodland	Maintain current 3657 ha
Wood, Pasture and Parkland	Maintain current 11000 ha
Field Boundary Systems and Field Margins	Full extent unknown

Source: *A Biodiversity Guide for the Planning and Development Sectors in the South West*. ALGE and South West Biodiversity Partnership, March 2000.

5.07 Some forms of development offer opportunities for habitat restoration where such action is technically feasible and cost effective and where such measures are required as a result of proposed development, their provision will be considered to be a planning obligation (see Chapter One). Measures for habitat restoration will be required where they are associated with:- types of development which inherently offer opportunities for habitat restoration/creation; development within or near sites identified in a Local Biodiversity Action Plan or Natural Area Profile where potential to meet restoration targets is highest; and in urban areas currently lacking in wildlife and where local communities have few opportunities for direct contact with nature. Regional Targets for Habitat Restoration are set out in Table NR2. Again, these targets will be used until

such time as County-wide targets have been set in the Wiltshire Biodiversity Action Plan.

Table NR2 : Restoration targets for the South West Region relevant to Kennet District.

Reedbeds	Create 600 ha of new reedbed by 2005
Standing Open Water	Create 2000 new ponds by 2010
Rivers and Streams	Enhance value of rivers and streams in the SW
Urban Green Space	Provide wildlife greenspace within 300m of every home by 2020
Species-Rich Hedges	Achieve favourable management of species-rich hedges within any district: 50% by 2005
Calcareous (Chalk) Grassland	Create and rehabilitate 4000ha by 2010
Neutral Grassland	Restore 1800ha by linking and buffering by 2010
Ancient Woodland	Increase area of woodland by 10% by expanding existing habitat adjacent to or close to semi-natural woodlands by 2010
Wood, Pasture and Parkland	Create 5500ha of pasture and parkland (50% by 2000)
Field Boundary Systems and Field Margins	Full extent unknown

Source: A Biodiversity Guide for the Planning and Development Sectors in the South West. ALGE and South West Biodiversity Partnership, March 2000.

5.08 The Council, in partnership with other District Councils, the County Council, English Nature and the Wiltshire Wildlife Trust has supported the production of a *Wiltshire Biodiversity Action Plan* (BAP). Activities are currently underway to produce individual Species Action Plans and Habitat Action Plans. Part of the work for the production of the BAP included a survey to identify Sites of Nature Conservation Importance (SNCI) which met criteria established in the Action Plan. At present, 363 SNCI have been identified in the District and these are listed, together with Regionally Important Geological/Geomorphological Sites (see below) at Appendix NR1 to the Local Plan. English Nature has notified the Council of these sites as although they are not acknowledged as being of National Significance, they are considered to make an important contribution to biodiversity at the County level. When finalised, the Council will adopt the targets set in the Wiltshire BAP and in the meantime will aim to maintain the current level of biodiversity by protecting sites identified as SNCI. The Council will continue its partnership arrangements to provide resources for local monitoring and recording in order to ascertain the effects of development and other activities upon biodiversity.

5.09 Regionally Important Geological/Geomorphological Sites (RIGS) are non-statutory sites which are the geological equivalent to SNCI. Six sites have been notified in Kennet by English Nature. The Government states in PPG 9 - Nature Conservation, that RIGS provide valuable educational facilities and supplement SSSI and should be appropriately protected.

5.10 Areas of High Ecological Value (AHEV) are defined in the Structure Plan. These areas were first identified in the Landscape Local Plan, adopted in 1986. The Landscape Local Plan will cease to have effect when there is full, adopted Local Plan coverage in the County. In addition, this local designation will be superseded by Areas of Prime Biodiversity to be identified in the final version of the Wiltshire Biodiversity Action Plan. Until that time, policies relating to Areas of High Ecological Value are included in the Kennet District Local Plan, with some modification to take account of the 'River Corridor' Policy, and are defined on the Proposals Map and appropriate Inset Maps. AHEV are areas which contain high

concentrations of sites of nature conservation importance, but are not site specific. They are to be considered in the same light as Sites of Nature Conservation Importance in relation to development proposals that would affect them.

5.11 The management of land in the interests of nature conservation is a further means to promote biodiversity. The Council can enter into agreements with private landowners to encourage the management of land in a manner that is sympathetic with wildlife. Agreements may be sought for control over:- traditional grazing management on chalk downland; ploughing of grass for cropping and pasture; the use of pesticides and herbicides. In addition, the Council can become involved in the management of sites through its own activities as a landowner, and by establishing Local Nature Reserves. When considering proposals for development which could have an effect upon nearby Sites of Nature Conservation Interest, the Council will seek to secure the protection of that site by an agreement. In some cases, this may be possible by the land owner managing the resource himself, as described above. In other cases, the site in question may become separated from the main land holding, or may form an isolated element within or on the fringe of a development. In such an instance, the Council will seek, by agreement with the developer, the establishment of either a Local Nature Reserve or other area managed for the benefit of wildlife and the community. Local Nature Reserves can play an important role in providing access to nature for urban communities. The involvement of the Wiltshire Wildlife Trust or other conservation bodies will be requested to provide expertise and involvement in the management of such sites. Currently, one Local Nature Reserve is designated in the District at Drews Pond Wood, Devizes.

Policy NR3

LOCAL SITES

Development likely to have an adverse effect on an Area of High Ecological Value, a Local Nature Reserve, a Site of Nature Conservation Importance, or a Regionally Important Geological / Geomorphological Site or a habitat or species targeted in the local or national Biodiversity Action Plans, will not be permitted unless the reasons for the development clearly outweigh the harm to the substantive nature conservation value of the site.

5.12 The protection, management and enhancement of ecological networks is identified as being particularly important in the EU Habitats Directive and is reflected in the UK Biodiversity Action Plan. Improving the linkages between wildlife habitats, thereby reversing fragmentation, includes land under various designations as being of importance for nature conservation or non-statutory sites. Therefore, Policy NR4 is included for the protection and management of landscape features of major importance for nature conservation. These sites help to guard against the decline in species by providing continuous features or stepping stones for migration, dispersal or genetic exchange. Examples of such sites include hedgerows, stone walls, linear tree belts, small woodlands, semi natural or ancient woodlands, semi natural grasslands, green lanes, drove roads and ponds. Remaining habitat fragments and major landscape features should also be managed in such a way as to maintain the conservation status of those habitats. Where development is proposed that affects linear features or stepping stones for wildlife, it will only be permitted if it makes adequate provision for the management of the features concerned.

Policy NR4

**NATURE CONSERVATION
OUTSIDE DESIGNATED SITES**

Where a proposal for development would adversely affect a feature which has local ecological importance as a wildlife habitat, or acts as a linear route or network of habitats, development will only be permitted where provision is made for the protection of the habitat within the development site (and for the management of the habitat where that can be shown to be necessary to maintain its previous value as a habitat). Where that is not possible, the development will only be permitted where provision is made for the replacement of the habitat lost with a similar area with similar wildlife habitat characteristics (and for the management of that area where that can be shown to be necessary to maintain its value as a replacement habitat).

Species Protection

5.13 In addition to the protection of habitats which support biodiversity, the protection of individual species is also an important consideration. Certain species such as bats, barn owls, badgers, and great crested newts are protected by law. However, development which would adversely affect these creatures will require to be controlled so as not to put them at risk. Where the existence of such species is involved, applicants for planning permission are advised to contact English Nature at an early stage to ascertain the degree of threat expected from the development, and ways in which this might be overcome by the modification of proposals, or alternative means of ensuring the well-being of the species in question. In some cases, the applicants may be unaware of the existence of protected species on the site. In these instances, a screening process operated by the Wildlife Trust will alert the Council of any potential risk. Where justified, the Council will ask for appropriate survey/evaluation work to be undertaken and submitted with the planning application. Where appropriate, conditions will be attached to planning permissions to ensure that steps are taken to protect the species.

Further detailed guidance on the procedures to be followed to ensure that the legislation relating to protected species is correctly interpreted is available as Supplementary Planning Guidance *Protected Species - A Guidance Leaflet for Developers and Planners* (Kennet District Council, 1998).

Policy NR5

PROTECTED SPECIES

Planning permission for any development that would have an adverse effect upon any site supporting species specially protected by law will only be granted where conditions to prevent damaging impacts can be imposed.

General Application of Policies

- 5.14 Generally, the approach to development regarding nature conservation interest should be as follows:-
- a) determine if a potential effect on wildlife exists;
Where a potential effect exists
 - b) ascertain if a survey of species or habitat is needed;
 - c) provide an assessment of the effects of development on the species/habitat;
 - d) assess the wider effects of the development on wildlife; *and*
 - e) where appropriate, assess the scope for mitigation.
- 5.15 The potential effect on wildlife can be determined by its proximity to sites designated for their international, national or local importance. In the case of protected species, which might be present outside designated areas, the Wiltshire Biological Record Centre provides a service whereby all planning applications are screened to establish if nature conservation interests are likely to be affected by development proposals. In cases where interests are likely to be affected, it will be necessary for an applicant to seek qualified advice on how to undertake any development without damage to habitats or endangering protected species, using the approach outlined above. Such advice may be obtained from independent ecologists or other specialist consultants, or from the Wiltshire Wildlife Trust. In the case of European sites, an assessment in

accordance with the Conservation (Natural Habitats &c) Regulations, 1994, will be required.

- 5.16 Chapter One sets out the Council's approach to Mitigation and Planning Agreements at paragraph 1.46. In any case where development is permitted, harm to the nature conservation interest must be avoided where possible, and where this is not possible, minimised. The appropriate use of conditions or planning obligations will be considered in order to protect the site's nature conservation interest and to provide appropriate compensatory measures and site management.

LANDSCAPE AND LAND MANAGEMENT

- 5.17 Protection of the landscape has, in the past, been based on the identification of specially designated areas. Most important of these has been the North Wessex Downs Area of Outstanding Natural Beauty (AONB) which is a national designation. In addition, Special Landscape Areas, have been identified in Structure Plans. Government Policy states that the countryside should be safeguarded for its own sake and non-renewable and natural resources should be afforded protection (PPG7). The Council's approach to protecting the landscape has evolved from a Landscape Character Assessment of the entire District, which specialist consultants were employed to undertake between July and November 1998.

- 5.18 Six objectives have been adopted by the Council regarding the landscape:-

1. to safeguard areas of national landscape importance (AONB) from damaging change;
2. to safeguard areas of special landscape quality in the District context from damaging change;
3. to guide development in the countryside in a way which does not unacceptably damage local character and which can enhance the distinctive character of land and built environment across the whole countryside;
4. to protect the landscape setting and special character of settlements;
5. to prevent urban sprawl and the coalescence of settlements; *and*
6. to protect important green space resources within and on the edge of settlements.

- 5.19 The Landscape Character Assessment identifies eleven Local Character Areas and thirty six Landscape Types across the District and illustrates these on a series of maps at District and Character Area level. A description of each Character Area, including:- geology and landform; landcover; historic landscape character; settlement and buildings; landscape and visual character; and key landmarks and landscape features are included in the Assessment. Similarly, Landscape Guidelines have been written for each Character Area comprising Landscape Quality and Key Issues, Enhancement Priorities and Development Sensitivities. In addition, maps for each Character Area showing areas of landscape which should be "Conserved", "Strengthened", or "Repaired" are included. The Landscape Character Assessment has been accepted by the Council as a comprehensive and rigorous statement which will be of great value in informing decision making. Consequently, it is proposed that the study is adopted as Supplementary Planning Guidance and used to give direction on the interpretation of Local Plan Policies.

- 5.20 The Landscape Character Based approach to development issues within the countryside, adopted by the Council, is to be applied across the whole District irrespective of National or Local Designations. The aim of this approach is to include two types of policy, each with clearly distinguished functions:- protection of landscape quality; and protection of landscape character. The resulting hierarchy of policies are set out below.

Policy NR6

SUSTAINABILITY AND PROTECTION OF THE COUNTRYSIDE

In the interests of promoting sustainable development and the protection of the countryside, development will be restricted to locations within the Limits of Development defined for the towns and villages as identified on the Proposals and Inset Maps unless

- a) the development is demonstrated to be of benefit either to the rural economy in the locality or to the social well-being of the rural community in the locality. (Any such development must comply with other relevant Policies including PD1 and NR7); or
- b) the development is permitted by other Policies of the Local Plan.

countryside without prejudice to sustainable development, provided there is no conflict with objectives to protect the landscape.

Policy NR7

PROTECTION OF THE LANDSCAPE

Where development is acceptable in principle, through other policies of the Plan, outside the Limits of Development, the Council will seek to protect and enhance the character and quality of the environment and will not permit development which is likely to have a significant adverse effect upon the landscape. In particular, development proposals will be considered against their potential effects upon:-

- a) landscape character, quality and distinctive features; and
- b) views and visual amenity.

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natural resources

5.21 As stated in Chapter One, Sustainability is at the heart of the Plan's strategy. To meet this goal and achieve the Strategic Objectives of the Plan, the main focus for new development will be the three main towns and three larger villages where the opportunities for promoting self contained communities and reducing the need to travel are greatest. The Objectives also reflect the need to maintain viable rural communities and meet their economic and social needs. However, this is required to be undertaken without prejudice to overall aims for sustainable development. The Government also has a target for reducing the necessity for development on "Green-field" sites with an emphasis for increasing the reuse of previously developed land. In order to meet these objectives, the Council seeks to contain new development to locations within Limits of Development identified for the towns and villages. However, it is inevitable that a need for some development in the countryside will arise. Examples include development needed to support the rural economy as permitted under policies ED10, ED12, ED13, ED14, ED16, ED28 and ED29, and to provide limited housing under certain circumstances allowed under policies HC24, HC25, HC26, HC27, HC33 and HC45. Other uses such as those addressed in policies HC44 and NR19 may be more appropriately situated in the

5.22 Some development will inevitably take place in the countryside where it is essential for agriculture or forestry, the needs of the rural economy, or the needs of the MoD. From time to time there will be circumstances when the most appropriate location for specialised activities will be in the countryside, even if not closely related to traditional agriculture. Examples might include some forms of equestrian development or proposals for intensive livestock production. Accordingly applications for equestrian developments in the countryside, including recreational development, will be considered against Policy NR7. Technological changes have lead to a demand for larger, modern agricultural buildings which often have a more utilitarian design using non-traditional materials. Traditional agricultural buildings may not provide adequate storage capacity nor accommodate the scale of machinery needed to support modern agricultural practice. Careful attention will be given to applications for intensive food production or for new buildings to store and distribute agricultural produce which is not specifically related to the use of the land on which the proposal is situated nor to farming in the area. Often it is not essential to site such buildings in the countryside and alternative sites within or on the edge of a settlement would be more appropriate. New agricultural development in the countryside should be related to that essential to the proper functioning of local farms. Other

policies of this Local Plan allow for development to meet the economic and social needs of communities on the edge of villages. Although these policies allow such things as affordable housing and local small scale employment premises on the edge of villages, outside Limits of Development, where development does take place, it should take account of the landscape character of the area and, where possible, include provisions for its enhancement.

5.23 Policy NR7, above, states that development proposals should not *have a significant adverse impact on the landscape* and that they will be considered against their potential effects upon landscape character, quality and distinctive features, views and visual amenity. The degree of severity of the impact would need to be assessed taking into account the sensitivity of the receiving landscape, and the nature of the proposed development. Table NR3, below, indicates the basis for assessing impact severity.

Table NR3 : Assessment of Severity of Impact of Development on the Landscape.

		Impact Magnitude of Proposals		
		high	medium	low
Sensitivity of Receiving Landscape	high	severe impact	moderate to severe impact	moderate impact
	medium	moderate to severe impact	moderate impact	slight to moderate impact
	low	moderate impact	slight to moderate impact	slight impact

N.B. for the purposes of the table all impacts are assumed to be adverse; in reality there may be instances where beneficial landscape impacts result from development

5.24 Impacts will depend on the nature and scale of the proposed development in question, and need to be quantified in terms of high, medium and low magnitude for both landscape and visual impacts.

Table NR4, below, provides *examples* indicating how the impact magnitude and receptor sensitivity inputs to the above table can be assessed.

Table NR4 : Assessment of Magnitude of Impact of Development on the Landscape.

Sensitivity of landscape where development is to take place		Scale of impact of development in the landscape
Important components or landscape of particularly distinctive character susceptible to relatively small changes	High	Notable change in landscape characteristics over an extensive area ranging to very intensive change over a more limited area
Landscape of moderately valued characteristics reasonably tolerant of changes	Medium	Moderate change in localised area
Relatively unimportant landscape, the nature of which is potentially tolerant of substantial change	Low	Virtually imperceptible change in any components
Visual sensitivity of receiving land-use		Scale of visual impact
e.g. residential properties and public rights of way	High	The majority of viewers affected/major changes in view
e.g. sporting and recreational facilities	Medium	Many viewers affected/moderate change in view
e.g. industry	Low	Few viewers affected/minor change in view

Adapted from Guidelines for Landscape and Visual Impact Assessment, E and FN Spon, 1995

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natural resources

5.25 The Kennet District Landscape Assessment, and the Kennet Landscape Conservation Strategy (see below) will both be adopted as Supplementary Planning Guidance. They provide detailed information on the character, quality and sensitivity of different parts of the District and will be used to inform the making of judgements in a similar way to the use of design guides. The basic considerations (a) and (b) in the Policy NR7, above, will take the following criteria into account:-

- **Siting and design of development in relation to topography and vegetation:** the location of proposals in relation to landscape characteristics such as downland, woodland, river valleys etc., and factors such as the degree of intervisibility i.e. the distance over which the proposal can be viewed, are influenced by topography and vegetation cover. The materials, colouring and appearance of development in relation to its landscape setting should also be taken into account.
- **Scale and massing of development within the landscape:** the scale of development must be compatible with the scale of the receiving

landscape, to ensure that the development does not dominate the landscape to its detriment.

- **Duration of effects:** the length of time over which landscape or visual effects remain significant should be considered. A development or use with temporary highly adverse effects may be more acceptable than a scheme with permanent moderate adverse effects.
- **Extent and character of accompanying landscape proposals:** a scheme with an effective plan of planting for screening and setting the development in its context may be more acceptable within a sensitive landscape than a very exposed development in a more robust landscape.
- **Relationship, if any, to existing development, and whether effects will be cumulative:** consideration should be given to the benefits or disbenefits in landscape terms of locating new development near existing buildings or built up areas. Benefits may include the fact that the net impacts are less significant where existing development is substantial, but where

existing development may already have created adverse effects then further buildings or roads may create unacceptable cumulative effects. The latter is more likely to be the case in relation to isolated development in the countryside.

- **Effects of ancillary development such as access roads, visibility splays, signage etc:**

also related to cumulative effects are the effects which ancillary elements of development may have, and it is very important that the full effect of these are taken into account in the overall consideration of a proposal. Thus an access road to an otherwise acceptable new employment development or housing scheme might create unacceptable landscape effects either due to its own impact, or as a result of the cumulative effects of the whole proposal.

- **Effects of additional traffic flows in landscape and visual terms:**

the introduction of new levels of traffic to an otherwise rural location can have significant effects on landscape character. Although the landscape effects from traffic on a public road are unlikely to be given great weight, traffic visible on an access road which may be otherwise well screened should be considered.

Policy NR8

AREA OF OUTSTANDING NATURAL BEAUTY

When considering applications for development within the North Wessex Downs Area of Outstanding Natural Beauty, as indicated on the Proposals Map and Inset Maps, particular regard will be given to the national recognition of the landscape quality of the area. Priority will be given to the conservation of the character and scenic quality of the landscape, generally restricting development to that essential to the rural economy or social well-being of the rural area or desirable for the enjoyment of its amenities, subject to the provisions of Policy NR7. Other proposals will not be permitted unless proven to be in the national interest and incapable of being accommodated outside the AONB, or in accordance with other policies of this Plan.

5.26 Almost two-thirds of the District lies within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Within this area, the landscape is regarded as nationally important. Designation is intended to conserve and enhance 'natural beauty'. This covers flora and fauna, and geological and landscape features. Development proposals within the AONB will be decided in the light of Policy NR8, above. Where the AONB designation covers a settlement, proposals will be judged against Local Plan policies specifically for the settlement and in terms of the impact that the proposal would have upon the surrounding landscape. The AONB is a national designation and the boundaries are shown to identify the area where Policy NR8 will be applied.

Policy NR9

SPECIAL LANDSCAPE AREAS

The Council recognises the scenic quality of areas designated in the Structure Plan as Special Landscape Areas, as indicated on the Proposals Map and Inset Maps. The special quality of these areas will be safeguarded by the application of Policy NR7 to protect the local landscape character.

5.27 The Countryside and Rights of Way Act (CROW Act) requires local planning authorities to prepare Management Plans for Areas of Outstanding Natural Beauty. Kennet District Council has signed up as a key partner for the preparation of the North Wessex Downs AONB Management Plan and has committed funding to the project. The Countryside Agency and all County Councils, Unitary Authorities and District Councils within Wiltshire, Hampshire, Oxfordshire and Berkshire are funding partners and other organisations such as English Nature, CLA and other interest groups are represented on the Council of Partners. Full time staff have recently been appointed to prepare the Management Plan. When completed (anticipated 2004) and agreed by constituent local planning authorities, the appropriate land use planning elements of the Management Plan will be adopted as Supplementary Planning Guidance.

5.28 Special Landscape Areas (SLA) are local designations identified by Wiltshire County Council in the Structure Plan. Two SLA lie partly in Kennet District:- Salisbury Plain SLA; and Spye and Bowood Parklands SLA. The county-wide Landscape Local Plan, adopted in 1986, provides detailed policies for the implementation of Structure Plan strategies relating to landscape, nature conservation and archaeology. However, this Plan will cease to have effect upon the completion of Local Plan coverage in the County. The Structure Plan policy is based upon detailed survey work which established the quality and character of the areas. Although this work remains valid, it has to a large extent been superseded by the landscape character approach, as advocated by the Countryside Commission (now Agency) in the publication *Landscape Assessment Guidance* (CCP423). Until such time as the Structure Plan policy is updated to reflect recent good practice, the District Council will support the aims of the local designation by the application of Policy NR7.

5.29 Before granting planning permission for any development that appears likely to have a significant impact on the landscape, the Council will require the submission by the applicant of an assessment of the impact the development is likely to have upon the Area of Outstanding Natural Beauty or Special Landscape Area.

Policy NR10

LANDSCAPE SETTING OF DEVIZES AND MARLBOROUGH

The Local Plan defines the Landscape Settings of Devizes and Marlborough, as shown on the Inset Maps. Planning permission will not be given for development of land within or adjoining the Landscape Setting of these towns if it would adversely affect the distinctive character or appearance of landscape features and uninterrupted views.

5.30 Both Devizes and Marlborough have unique and distinctive landscape settings, defined initially in the Landscape Local Plan and afforded protection in the Structure Plan. The extent of this local designation was further detailed in the Kennet Local Plan, adopted in 1997. As part of the district-wide

landscape assessment, a detailed evaluation of the boundaries of the Landscape Settings for both towns was undertaken. This involved a thorough review of principal viewpoints, topographical characteristics and urban form at the edges of the settlements. The conclusion of this study was that the outer limits defining the Landscape Settings followed the most appropriate alignment. The inner boundaries of the Landscape Settings are defined by the Limits of Development for both towns.

5.31 Changes in the agricultural industry have resulted in many buildings no longer being required for their original use. From a landscape point of view the best use for a building of traditional design is probably that for which it was originally intended. If that is no longer practical, alternative uses may be considered. However, special care is needed when considering alterations, to ensure that the original character of the building or its setting in the landscape is not lost. Similarly, any change of use should not result in an unacceptable change in the character of the surrounding countryside. Proposals that would affect the structure of a 'Listed Building' require Listed Building Consent besides Planning Permission. The setting of a Listed Building will be an important consideration in determining a planning application. The relevant policies are contained in the chapter dealing with the Conservation of the Historic Heritage.

5.32 The conversion of non-traditional structures pose even more problems than those stated above. Where acceptable uses can be found for non-traditional structures, enhancement of the buildings and their landscape setting may be required as a condition of any planning permission. Conversion to other alternative uses are covered by Policy ED14 of the Local Plan.

Policy NR11

RIVER CORRIDORS

Within the River Corridors defined on the Proposals and Inset Maps, planning permission will not be granted for development which would adversely affect nature conservation interests. Where development is permitted within a River Corridor proposals should include measures for enhancing wildlife habitats where appropriate and feasible. In addition, development will not be permitted within a River Corridor if it significantly reduces the existing public amenity value of that corridor.

- 5.33 River Corridors are important as landscape features and wildlife habitats which are also regarded as potential recreational resources. The Policy above seeks to protect those interests and relates to the areas annotated as 'River Corridors' on the Proposals Map and Inset Maps. River Corridors are based upon the areas liable to flood as notified to the Council by the Environment Agency. The boundaries of areas liable to flood have been extended in places to include areas of important riverside landscape or ecological interest. Additionally, in certain circumstances, land that has ever flooded, but is not officially included in the areas liable to flood, has also been included, especially where a main river or tributary is involved. There are obligations under the Water Resources Act 1991, to both maintain and enhance the conservation interests of the riverine environment. The Local Planning Authority, in consultation with the Environment Agency, will pursue that aim through the Policies of the Local Plan. Where development is permitted within a River Corridor, the river and bankside must be carefully and sensitively retained or enhanced within any proposal with the provision of an adequate buffer zone.
- 5.34 Comprehensive proposals for the positive enhancement of the nature conservation, landscape and amenity value of River Corridors will be encouraged by the Council. Consequently, the Local Planning Authority will be willing to discuss measures that might be undertaken on a comprehensive basis, in co-operation with other agencies such as the Environment Agency, County Council, Countryside

Agency, English Heritage, English Nature and Parish Councils. The District Council takes the view that the 'lead agency' for such an enterprise should be the Environment Agency. The preparation of Local Environment Agency Plans (LEAPS) now supersede River Catchment Management Plans. They will provide an appropriate vehicle to pursue these aims and secure the implementation of enhancement proposals which might lie outside the scope of town and country planning activities.

Land Management

- 5.35 Currently, the Council is preparing a Landscape Conservation Strategy which will be adopted as Supplementary Planning Guidance. The Strategy is based upon the guidelines contained in the District-wide Landscape Character Assessment relating to Enhancement Priorities and Development Sensitivities. It will deal with the protection and enhancement of the landscape through the development control process. It will also set out the Council's intentions for maintaining and improving the landscape by the provision of grants and through landscape design schemes required as a condition of planning permission granted for development. The Strategy will also provide guidance and encouragement for appropriate enhancement and management for landowners such as the Forestry Authority, MoD, National Trust, as well as private land owners.

AGRICULTURAL LAND

Policy NR12

PROTECTION OF HIGH QUALITY AGRICULTURAL LAND

Development of the best and most versatile agricultural land (defined as land in grades 1, 2, and 3a of the Agricultural Land Classification) will not be permitted unless it has been demonstrated that there is a need for the development and there has been a proper assessment of the opportunities for locating the development on previously-developed sites or land within the boundaries of existing urban areas. Where development on agricultural land is unavoidable, poorer quality land must be used in preference to that of higher quality, except where other sustainability considerations indicate otherwise. Those considerations may include the importance of the land for biodiversity, the quality and character of the landscape, its amenity value or heritage interest, accessibility to infrastructure, workforce and markets, and the protection of natural resources, including soil quality.

- 5.36 Local Authorities are required to apply the principles of sustainable development by not permitting development on the best and most versatile agricultural land unless opportunities have been assessed for accommodating development on previously developed sites, on land within the boundaries of existing developed areas, and on poorer quality farmland (i.e. grades 3b, 4 and 5). Therefore, any application for development on land graded as 1, 2 or 3a should be supported by a statement setting out why the development is required in a particular location and giving details of the assessment of alternative sites on poorer quality land.
- 5.37 In the case of specific allocations for employment land and housing land included in this Local Plan, all proposals have been subject to the "sequential tests" included in PPG 3. In that advice, the Government states that Local Planning Authorities, in preparing development plans, should adopt a systematic approach to deciding which sites and areas are most suitable for development and the sequence in which

development should take place. The criteria employed are:- availability of previously developed sites and empty or underused buildings; location and accessibility; capacity of infrastructure, ability to build communities; and physical constraints on development of land. The assessment concluded that not all of the district's housing needs could be met on previously used land and that some "greenfield" land would be required. Consequently, the final choice of sites was assessed on the potential for the most sustainable locations in the aim of promoting greater degrees of walking and cycling and reducing use of the motor car. The allocation of housing land on good quality agricultural land, where this results in the most sustainable land use pattern, should not be taken as a precedent for development on the best and most versatile agricultural land on land not identified for development in the Local Plan.

CONTAMINATED LAND

Policy NR13

DEVELOPMENT OF CONTAMINATED LAND

Planning Permission for the development of Contaminated Land will only be granted provided that the level of risk has been adequately assessed and if found to be unacceptable, is remedied to a standard conforming with current legislation, industry best practice and duty of care.

- 5.38 Recent studies have suggested that, nationally, up to 50% of all derelict or "brownfield sites may be contaminated. The problem is widespread but its exact extent is unknown. Examples of contaminated sites where toxic substances may pose unacceptable risk include:- old gasworks; petrol filling stations; landfill sites; sites of chemical production or handling; and a range of other industrial sites. If remedial measures are deemed necessary, the District Council will consider attaching conditions to the permission, or seek a planning obligation, specifying the necessary measures to be carried out prior to the commencement of the development.

WATER

5.39 In order to control development within areas liable to flood, to protect low lying areas from increased surface water run-off, and maintain the conservation and interests of watercourses, a series of guidelines for development has been produced by the Environment Agency and reflected as policies of the Local Plan.

Policy NR14

PROTECTION OF WATER QUALITY AND SOURCES

Developments will not be permitted where this would result in a demonstrable risk to the quantity and/or quality of water resources.

5.40 The Environment Agency has identified a number of areas where protection should be afforded to water supply sources. In the Plan area these relate to ground water abstractions at Axford, Clatford, Compton (west of Enford), Durrington, Great Bedwyn, Leckford Bridge (south of Collingbourne Ducis), Marlborough, Milkhouse Water, Ogbourne St George, Ramsbury, Vernham Dean and Faberstown, and Shepherds Shore boreholes.

5.41 Some activities, such as the disposal of effluent in soakaways, land filling of unsealed sites, inappropriate storage of chemicals and the establishment of certain types of industry can result in the pollution of water resources. In the District, there have been problems regarding pollution to the Kennet and Avon Canal as a result of algae bloom. There is a need to improve the existing capacity of the sewage treatment works serving the west of Devizes before additional development is permitted in the area. The Council will seek to reduce or prevent the risk of pollution by refusing planning consent for development in cases where there is evidence that a risk to the quality of water resources would result from that development. Particular attention will be paid to any proposed extensions or new employment areas in Devizes which may exacerbate existing problems.

Policy NR15

WATER SUPPLY

Development will not be permitted which increases the requirement for water unless licenses for the abstraction already exist or can be provided, sufficient to meet the additional demand, without adversely affecting existing abstraction, river flows, water quality, fisheries, amenity or nature conservation.

5.42 Supply of water to new developments is becoming increasingly onerous. Additional water abstraction could have a detrimental impact upon existing abstraction, river flows, nature conservation, fisheries and amenities including recreation, particularly in areas where water resources already experience low flow rates. New development will therefore be limited to locations where adequate water resources exist or new provision can be made in accordance with the above Policy.

Policy NR16

PROTECTION OF WATER RESOURCES

Development that has the potential to affect water courses, directly or indirectly, will only be permitted subject to measures to safeguard river quality. Within Groundwater Protection Zones, as shown on Appendix NR2, development will not be permitted if there is a risk to the quantity or quality of a groundwater source.

5.43 Development proposed in locations adjoining the rivers within the Plan area should not add to the potential risks of pollution. Groundwater resources sustain the flow of water in rivers and are also an essential source of water. Groundwater can be adversely affected by pollution and engineering works which can disrupt the flow within an aquifer. The Environment Agency has defined Groundwater Source Protection Areas around groundwater sources, used for public supply, that could be vulnerable to the effects of new development. The Council will consult the Agency on any proposals for development, including residential, industrial and

commercial, which could affect water resources in defined Groundwater Source Protection Areas and other areas of water resource.

Policy NR17

PROTECTION OF AREAS LIABLE TO FLOOD

Planning Applications within Flood Risk Areas as identified at Appendix NR2 must be accompanied by a flood risk assessment appropriate to the scale and nature of the development and the risks involved.

Planning permission will not be granted in undeveloped or sparsely developed areas or in functional flood plains unless:-

- a) the proposal relates to the provision of essential infrastructure services, or to other activities appropriate to the location; and
- b) the Council is satisfied that the risk to human life and property is acceptable.

In addition, within the undeveloped or sparsely populated areas, development may be permitted, exceptionally, for other forms of development if there is no reasonable alternative location, the appropriate levels of flood defences are provided and there will be no impediment to flood flows or net loss of flood-plain storage.

Planning permission may be granted in developed areas if the Council is satisfied that:-

- a) there are no other suitable sites available with a lower risk of flooding; and
- b) the resulting development will be defended from flooding to an appropriate standard; and
- c) there will be no increased risk of flooding to other sites in the river catchment.

Environment Agency seeks to maintain, and where practicable, to restore the natural washlands of rivers and reduce the danger of flooding. New development in areas liable to flood will only be permitted in the circumstances referred to in Policy NR17 or outlined in PPG25. Information about areas liable to flood is held and updated by the appropriate Regional Office of the Environment Agency. Copies of the latest information is also held at the Council Offices. The appropriate Region of the Environment Agency will be consulted on applications considered to be at risk from flooding as indicated by the latest information available to the Council. Culverting of any watercourse will require the consent of the Environment Agency in addition to any planning permission required. The Agency has stated that it rarely grants such consent.

5.45 The development of land frequently results in the reduction of the permeable area of land surface by covering it with concrete, tarmacadam and other hard surfaces. In addition, local storm water drainage provision can lead to concentrations of water flow and capacity problems. Therefore, new developments, unless carefully planned, can exacerbate problems within the river catchment through an increase in run-off. Wherever possible, surface water from development should be discharged to ground to help prevent flood waters aggravating existing flooding problems downstream of development proposals and to help recharge underground sources. If soakaway drainage is not possible attenuation facilities may be required.

Policy NR18

FLOODING FROM SURFACE WATER RUN-OFF

The Local Planning Authority will take into account the surface water drainage consequences of new developments upon property and the need to protect lowland areas from flooding. Where development would result in an increase in surface water run-off likely to increase the risk of flooding, the Local Planning Authority will require development to include adequate and sustainable flood mitigation or alleviation measures.

5.44 It is essential that development is strictly controlled within areas liable to flood. Department of the Environment Circular 30/92 and PPG 25 require local planning authorities to take account of this in the preparation of Local Plans. The

ENERGY

5.46 Planning Policy Guidance Note 22 states that Local Plans should take account of local, regional and national requirements for renewable energy and consider the contribution their area can make. Regional Planning Guidance for the South West, published in September 2001, contains Policy RE 6 in relation to energy generation and use. The Policy sets a target of a minimum of 11 - 15% of electricity production to be from renewable energy sources by 2010. The policy also calls for the promotion and encouragement of greater use of renewable energy sources, including community based projects within development. The Government Office for the South West has also published detailed background information and recommendations in the report "Renewable energy assessments and targets for the South West" (April 2002).

5.47 Chapter One of the Plan sets out the principles, aims and objectives based on the goal of sustainable development. Policy PD1 sets out a *Development and Design Process* which includes the need to consider sustainable design principles in any development. These principles include the need to be energy efficient in the siting, orientation and construction of any building to minimise energy consumption in the building itself, and also reduce the dependency of occupants on non-renewable energy.

5.48 The above measures, if applied to the best current practice, will make a significant move towards sustainable development. By the same token, increases in the generation of energy which reduces the consumption of fossil fuels should be encouraged, if further momentum towards sustainable development is to be achieved. Current technology available includes:- wind energy; waste combustion; hydro power; wood fuel; anaerobic digestion; landfill gas; and active solar systems. Waste combustion and anaerobic digestion are issues to be considered in detail in the Waste Local Plan, currently being prepared jointly by Wiltshire County Council and Swindon Borough Council. Little opportunity for hydro power exists in the District and landfill sites of sufficient scale to produce methane for recovery are not present. Active solar systems are addressed in Policy PD1. The realistic opportunities for renewable energy generation lie with wind energy and wood

fuel from short rotation coppice (biomass).

5.49 Wind energy and wood fuel growing/burning are likely to have significant impacts on the environment. Individual wind turbines or wind farms need to be located in upland situations where they will have a visual impact. Short rotation wood coppicing can have effects on local biodiversity, whilst converting it to usable energy, either by burning or other means of thermal processing, can impact upon the landscape (buildings, storage, chimney etc.) and traffic. Noise can also be a problem with both technologies. Policy NR 7 and supporting text provides a context for assessing the impact proposals would have on the various landscape types in Kennet. It is apparent that a conflict between different sustainability objectives exist i.e. the reduction of greenhouse gasses and the protection of landscapes, archaeology and ecology. PPG 22 and Annexes provide guidance on the Government's view of how to strike this balance.

Policy NR19

RENEWABLE ENERGY PROPOSALS

Proposals for generating renewable energy from wind turbines and biomass will be permitted where they:-

- a) are appropriate to the character of the landscape in which they are to be located;
- b) do not result in a loss of amenity to nearby land uses, particularly in respect of noise, dust, smoke or smell; *and*
- c) will not result in damage to any site designated for its archaeological, historic or ecological value.

Proposals within the World Heritage Site or in locations that would affect the historic landscape setting of the World Heritage Site will not be permitted.

Provision should be made for the removal of apparatus and the reinstatement to an appropriate use, should the energy generating development cease.

NATURAL RESOURCES MONITORING STATEMENT

5.50 To provide an indication of the extent that proposals of the Plan have been implemented and the aims and objectives achieved, the Council will monitor the following:-

1. the extent to which contributions towards meeting Regional targets for protecting existing habitats and habitat restoration have been made;
2. changes in the value of wildlife sites identified as being of international, national or local significance;
3. the extent of development permitted outside Limits of Development as defined in the Local Plan;
4. the extent of development permitted within floodplains;
5. changes in water quality and river flows in the main rivers and water quality in the Kennet and Avon Canal; *and*
6. losses of the best and most versatile agricultural land.

Data will be collated from information gained from a variety of sources, such as the Environment Agency, English Nature and the Wiltshire Wildlife Trust, in addition to monitoring exercises to be undertaken by various Services of the Council.

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APPENDIX NR1

AREAS IMPORTANT FOR NATURE CONSERVATION

Sites of Nature Conservation Importance

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
ST95.01	Great Thornham Farm	ST927595	9.50		3
ST95.02	By the Mill Farm Meadows (2 parcels)	ST981591	12.50		3
ST95.03	Cheverell Wood	ST974557	11.00		1
ST95.05	North Close Wood	ST960542	4.00		1
ST95.10	Hill Wood	ST966530	42.00		1
ST95.11	Stokehill Farm (2 parcels)	ST954523	10.00		3
ST95.11	Stokehill Farm (2 parcels)	ST954523	10.00		3
ST95.16	White Hill	ST996514	22.80		3
ST95.19	Shovel Wood	ST987540	1.20		1
ST95.22	Church Road Copse, Great Cheverell	ST976543	0.70		1,6
ST96.16	Foxbury Wood	ST944675	3.00		1
ST96.17	Prickly Sevens Meadow	ST940628	2.60		3
ST96.19	The Brake	ST942665	6.80		1
ST96.20	Silverstreet Wood	ST951668	0.30		1
ST96.21	Scutts Copse	ST952670	0.50		1
ST96.23	Southview Farm Meadow 1	ST943663	4.50		3
ST96.24	Southview Farm Meadow 2	ST940660	5.80		3
ST96.28	Broadoak Wood (Bogbrook Copse)	ST952664	2.00		1
ST96.29	Prickmoor Wood	ST948658	28.00		1
ST96.30	Reynolds Wood	ST947663	4.50		1
ST96.31	Chittoe Mill Wood (Colwell Copse)	ST956662	3.00		1
ST96.32	Wyatt's Wood	ST966658	5.00		1

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SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
ST96.33	Berrymoor Wood (Bromham Wood)	ST959653	3.00		1
ST96.34	Maple Wood	ST951649	3.50		1
ST96.37	Clinghill Wood	ST970637	1.50		1
ST96.38	Seend Cleeve Quarry SSSI (Geological)	ST933609	3.00	SSSI	
ST96.40	Chittoe Heath Verge	ST964667	0.00		
ST96.41	Horse Lane Farm Meadow 1	ST970633	4.00		3
ST96.42	Horse Lane Farm, Brook Field	ST975641	2.20		3
ST96.44	Spye Park Heath	ST962674	9.30		3,4
ST96.47	Spye Park Woodland	ST959671	26.60		1,4
ST96.48	Powney's Wood	ST945677	12.00		1
ST96.49	Chittoe Mill Meadow	ST953661	0.60		3
ST96.53	Ashen Wood	ST967634	0.00		1
SU05.01	Potterne Park Farm Meadows	SU004576	2.70		3
SU05.02	Grubbe's Wood	SU010586	2.70		1
SU05.03	Potterne Wood	SU015587	12.30		1
SU05.04	Nursteed Farm Woods (Stern Valley Wood)	SU023597	4.00		1
SU05.07	Folly Wood, Easterton	SU018568	6.00		1
SU05.08	West Wood - Easterton	SU016564	1.20		1
SU05.09	Heath Ground	SU014562	1.30		1
SU05.10	Parham Wood	SU008559	5.60		1
SU05.11	Fiddington Farm Meadows	SU011562	1.40		3
SU05.12	Oakfrith Wood	SU028570	12.30		1
SU05.13	Breach Hanging	SU034575	2.70		1
SU05.14	Wedhampton Meadows	SU050581	3.30		3
SU05.15	Manor Farm Meadows	SU051595	10.50		3
SU05.16	Hatfield Farm Meadows	SU054595	7.00		3

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU05.17	Urchfont Hill	SU054558	8.60		3
SU05.18	Chirton Bottom	SU065556	22.40		3
SU05.19	Chirton Bottom East	SU087554	5.00		3
SU05.20	Patney Marshes (2 parcels)	SU078583	3.30		3,5
SU05.21	Marden Mill Swamp	SU088582	2.00		5
SU05.22	South Farm Meadows, Etchilhampton (2 parcels)	SU077598	4.10		3
SU05.23	Beechingstoke Meadow	SU085594	0.60		3
SU05.24	Railway Embankment, Beechingstoke	SU087595	0.60		3
SU05.25	Church Farm, Stanton St Bernard	SU096597	3.00		3
SU05.26	Manor House Wood	SU004541	17.50		1,5
SU05.28	Ram's Cliff	SU015530	24.50		3
SU05.29	Market Lavington East	SU028544	10.00		3
SU05.31	Peppercombe Wood WWT Reserve	SU038574	1.00	WWT Reserve	1
SU05.33	Drew's Pond Wood	SU007597	5.70	LNR	1
SU05.35	Marden Marsh (2 parcels)	SU089579	1.00		3,5?
SU05.36	The Warren (2 parcels)	SU005518	53.00		1,5,6
SU05.37	West Wood North	SU017565	0.80		1,7
SU05.38	Heath Ground West	SU010561	1.20		1
SU05.40	Peppercombe Copse	SU039575	0.50		1
SU05.41	Urchfont Hill Dew pond	SU044557	0.00		6.1
SU06.04	West Down Gallops	SU066687	105.00	part NT	3
SU06.05	Knoll Chalk	SU070694	22.10		3
SU06.06	Beckhampton Chalk (2 parcels)	SU085690	16.90		3
SU06.18	Morgan's Hill Down	SU033674	8.40		3
SU06.19	Morgan's Hill - East Coombe	SU036670	9.90		3
SU06.20	Morgan's Hill - Adjacent Golf Course (2 parcels)	SU027668	38.00		3

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SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU06.22	Morgan's Hill South	SU026669	9.10		3
SU06.25	Wansdyke (6 parcels)	SU028670	20.20		3
SU06.30	Bishop's Cannings Strip Lynchets West	SU042653	4.80		3
SU06.31	Bishop's Cannings Strip Lynchets East	SU049653	1.30		3
SU06.32	Easton Hill	SU054650	6.80		3
SU06.33	Kitchen Barrow Hill	SU067648	13.00		3
SU06.34	Kitchen Barrow Hill East	SU073648	29.40		3
SU06.35	Tanhill Fair	SU079647	30.00		3
SU06.36	All Cannings Down	SU088648	18.70		3
SU06.40	Roundway Plantation	SU011640	3.00		3
SU06.43	Clifford's Hill North	SU081641	5.60		3
SU06.44	Tanhill Middle	SU089644	6.50		3
SU06.45	Beckhampton Verge	SU078692	0.00		
SU06.47	Etchilhampton Hill	SU035604	2.76		3
SU06.49	Kennet & Avon Canal	SU025625	0.00		6
SU06.50	Coate Lodge Farm Meadow	SU054617	1.30		3
SU07.20	Stanmore Copse	SU078752	12.00		1
SU07.23	Richardson Wood	SU096741	2.00		1
SU07.26	Windmill Hill, Avebury	SU087715	27.20	NT;EH	3
SU14.01	Haxton Meadows	SU146492	3.30		3
SU14.02	Netheravon Meadows (2 parcels)	SU150489	4.50		3
SU14.05	Figheldean Meadows	SU151475	12.00		3
SU15.03	Frith Copse	SU130599	11.00		1
SU15.04	Sharcott Wood	SU152593	1.50		1
SU15.05	Pewsey Meadow	SU165597	1.00		3
SU15.06	Denny Sutton Hipend	SU159580	14.70		3
SU15.07	Pewsey White Horse Down	SU171581	13.90		3

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU15.08	Pewsey Hill	SU185580	47.60		3
SU15.09	Fyfield, Pewsey - East	SU195594	27.70		3
SU15.10	Cleeve Hill - West	SU105556	6.80		3
SU15.13	Bruce Down (2 parcels)	SU165557	21.70		3
SU15.14	Abbots Down - West	SU167567	34.30		3
SU15.15	Abbots Down	SU174564	19.41		3
SU15.16	Everleigh Ashes	SU195567	46.00	MOD	1
SU15.18	Wilsford Meadows and Swamp	SU105573	6.50		3,5
SU15.19	Charlton Swamp	SU114561	1.00		5
SU15.21	Woodbridge Wood	SU135572	1.00		1
SU15.22	Upavon Swamp	SU135546	4.00		5
SU15.23	Chisenbury Swamp	SU137534	0.50		5
SU15.24	Fifield Swamp	SU147505	3.00		5
SU15.25	Manningfords Swamp (3 parcels)	SU149590	6.00		5
SU15.26	Upavon Golf Course Extension	SU150555	18.00		3
SU15.27	East Chisenbury Chalk	SU150524	2.00	MOD	3
SU15.30	Salisbury Avon Headwaters (4 parcels)	SU115584	0.00		6
SU15.31	Cleeve Hill East	SU108559	10.40		3
SU16.01	Avebury Henge	SU104699	10.00	NT;EH	3
SU16.03	Barton Copse	SU174697	4.00		1
SU16.05	Boundary Wood	SU166680	2.00		1
SU16.08	Lockeridge Dene	SU142672	13.20	NT	3
SU16.09	Lockeridge Verge	SU133664	0.00		
SU16.10	Harestone Down	SU115663	16.60		3
SU16.11	Lurkeley Hill	SU121663	10.90		3
SU16.12	Furze Hill West (2 parcels)	SU110652	31.60		3,1,7
SU16.13	Cow Down, All Cannings	SU118654	22.30		3

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SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU16.14	Boreham Wood	SU132657	15.00		1
SU16.15	Shaw Copse	SU141651	5.00		1
SU16.16	West Woods	SU155663	713.60		1,4
SU16.17	Ashen Copse, Manton	SU161671	6.50		1
SU16.18	Clatford Bottom North	SU167672	5.40		3
SU16.19	Manton Copse	SU171671	5.00		1
SU16.20	Piggledene SSSI	SU141689	4.70	SSSI;NT	
SU16.21	Wansdyke, Alton	SU109646	4.30		3
SU16.23	Knapp Hill	SU115638	2.50		3
SU16.24	Huish Hill East	SU160640	16.80		3
SU16.25	Oare Hill	SU165642	11.70		3
SU16.26	Withy Copse	SU174644	12.00		1
SU16.27	Brick Hill Copse	SU195647	2.00		1
SU16.28	Rainscombe House Down	SU166633	23.30		3
SU16.29	Martinsell Hill West	SU175635	22.60		3
SU16.30	Martinsell Hill East	SU180640	19.00		3
SU16.31	Broomsgrove Wood	SU179632	9.00		1
SU16.32	Tawsmead Copse	SU125618	13.00		1
SU16.33	Woodborough Hill	SU117613	5.30		3
SU16.34	Pickled Hill	SU124610	11.80		3
SU16.35	Wilcot Withy Bed	SU134608	9.00		1
SU16.36	Park Copse and Bacon Copse	SU149625	15.01		1
SU16.38	Knowle Meadows (2 parcels)	SU164608	5.50		3,5
SU16.39	Scotchel Nature Reserve	SU164604	3.00	LNR	1,5
SU16.40	Marlborough Railway Tunnel	SU195677	0.00		8
SU16.43	Overton Down	SU129699	10.00		3
SU16.44	Rivers Kennet and Og	SU160688	0.00		6
SU16.45	Jones' Mill Nature Reserve (part) (2 parcels)	SU167615	21.60	WWT Reserve	3

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU16.47	Ford Wood	SU108610	1.60		1,5,6
SU16.48	Lambpit Copse	SU120606	5.00		1,5
SU16.49	Pantawick	SU189679	2.00		1
SU16.50	Clatford Bottom South	SU167669	1.20		3
SU16.51	Granham Hill	SU180680	14.00		3
SU17.03	Bincknoll Dip	SU107792	8.20		3
SU17.04	Quidhampton Wood (2 parcels)	SU111795	13.00		1
SU17.12	Barbury Castle - North	SU149763	38.80	part County Country Park	3
SU17.14	Barbury Castle South	SU150760	29.45		3
SU17.15	Preshute Down - North	SU141754	38.00		3
SU17.16	Coombe Down - North	SU190742	9.80		3
SU17.17	Ogbourne Down	SU180745	49.10		3
SU17.18	Ogbourne Maizey Down	SU164742	7.40		3
SU17.19	Ogbourne Down - West	SU170740	16.10		3
SU17.20	Monkton Down - North	SU120725	7.20		3
SU17.21	East Rockley	SU167723	17.60		3
SU17.22	Ogbourne St. Andrew - East	SU193719	4.70		3
SU17.23	Monkton Down South	SU123710	28.80	NT	3
SU17.27	Chiseldon to Marlborough Old Railway Line	SU192795	0.00		8
SU17.29	Coombe Down	SU187739	9.70		3
SU24.01	Great Perham Copse	SU263486	6.00		1
SU24.04	Lamb Down (2 parcels)	SU260484	12.30		3
SU24.04	Lamb Down (2 parcels)	SU260484	12.30		3
SU24.05	Warren Hill Chalk North	SU253481	47.30		3
SU24.06	Warren Hill Chalk South	SU256476	11.00		3
SU24.07	Kimpton Chalk	SU255474	10.00		3
SU24.08	Kimpton Gorse Chalk	SU255468	7.00		3

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SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU24.09	South Tidworth Chalk	SU250470	16.50		3
SU24.10	Bedlam Chalk	SU248467	2.70		3
SU24.11	Old Rectory Chalk	SU236468	4.20		3
SU24.12	Ashdown Chalk	SU238474	13.50		3
SU24.13	Furze Hill Chalk	SU243484	18.50		3
SU25.01	Milton Hill - North	SU202596	9.60		3
SU25.02	Easton Clump	SU210596	18.00		3
SU25.03	Southgrove Copse	SU235590	72.00		1
SU25.04	Wexcombe West	SU263591	8.00		3
SU25.05	Botley Down SSSI	SU292598	11.30	SSSI	
SU25.07	Scotspoor Down	SU286571	7.00		3
SU25.08	Wexcombe Down	SU274581	21.50		3
SU25.09	Grafton Down	SU263579	3.40		3
SU25.10	Fairmile Down	SU258570	17.60		3
SU25.11	Crow Down North	SU222577	4.10		3
SU25.13	Oldhat Copse	SU204566	15.00	MOD	1,3
SU25.14	Linden Copse	SU204560	5.00	MOD	1
SU25.15	Brokenway Copse	SU264553	7.00		1
SU25.16	Rag Copse	SU274553	47.50		1
SU25.17	Heath Copse	SU279559	5.00		1
SU25.18	Gammon's Copse	SU280550	2.00		1
SU25.19	Tanner's Copse	SU283556	5.00	Woodland Trust Reserve	1
SU25.20	Oxhanger Wood	SU285552	5.00		1
SU25.21	Limmer Copse	SU295551	26.50		1
SU25.22	Haybourne Copse	SU292546	3.00		1
SU25.23	Chantry Copse	SU284545	8.00		1
SU25.24	Chute Down East	SU291536	10.00		3
SU25.26	Coldridge Wood	SU288525	106.00		1

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU25.27	Collingbourne Wood	SU275533	204.00		1
SU25.28	Stert Copse	SU281522	18.00		1
SU25.29	Cockshord, Great Wickheath, Sawpit and Oxdown Copses	SU274524	59.00		1
SU25.30	Heaven Corner/Heron's Copse	SU264523	64.00		1
SU25.31	Windmill Hill Down	SU246512	33.00	MOD	3
SU25.32	Pickpit Hill	SU248502	20.00	MOD	3
SU25.34	Inham Down	SU230566	4.40		3
SU25.36	Tidcombe Down	SU284583	20.50		3
SU25.38	Maccoombe Down	SU295574	19.20		3
SU25.39	Track between New Zealand Farm and Limmer Copse	SU287553	1.50		1
SU25.40	Bauks Hill	SU283532	3.00		3
SU25.41	Hanging Copse	SU279539	4.70		1
SU25.41	Hanging Copse	SU279539	4.70		1
SU26.01	Stitchcombe Meadows	SU226696	2.50		3
SU26.02	Briary Wood Chalk	SU246697	7.90		3
SU26.03	Hen's Wood and Briary Wood	SU245688	160.00		1
SU26.04	Burnt Wood	SU263695	6.00		1
SU26.05	Lawn and Bottom Coppice	SU285695	36.80		1
SU26.06	Rudge Coppice	SU280695	1.70		1
SU26.07	Folly Copse	SU215690	5.00		1
SU26.08	Oxleaze Copse	SU230689	4.00		1
SU26.09	East Croft Coppice	SU233683	21.70		1
SU26.10	Horseleaze Wood and Little Frith	SU237674	25.30		1
SU26.13	Birch Copse	SU242663	45.00		1
SU26.15	Cobham Frith	SU253668	43.00		1, 4
SU26.16	Noke Wood	SU269676	28.00		1
SU26.17	Withy and Round Copses	SU262671	9.00		1

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SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU26.18	Heron's Point	SU264666	6.00		1
SU26.19	Bushelleys Copse	SU272668	3.00		1
SU26.20	Almshouse Copse	SU289674	14.00		1
SU26.21	Faggotty Copse	SU267657	4.00		1
SU26.22	Chisbury Wood	SU273655	50.00		1
SU26.23	Horse Copse	SU273649	7.00		1
SU26.24	Little Bonnings Copse	SU298654	3.30		1
SU26.25	Foxbury Wood, Little Bedwyn	SU294644	26.80		1
SU26.26	Shawgrove Copse	SU269644	7.00		1
SU26.27	Apshill Copse	SU204638	5.00		1
SU26.28	Crook's Copse	SU213639	6.00		1
SU26.29	Square Copse	SU218637	5.00		1
SU26.30	Leigh Hill Copse	SU221637	10.00		1
SU26.31	Long Copse	SU217638	4.00		1
SU26.32	Ram Alley Copse	SU217632	11.00		1
SU26.33	Haw Wood	SU261638	12.00		1
SU26.34	Bloxham Copse	SU267636	7.00		1
SU26.35	Round Copse	SU292638	9.00		1
SU26.36	Langfield Copse	SU253631	16.00		1
SU26.40	Wilton Brail	SU274625	45.00		1
SU26.41	Bedwyn Brail	SU284625	94.00		1
SU26.42	Harding Copse	SU297628	4.00		1
SU26.44	Great Botley Copse	SU295601	6.00		1
SU26.46	Hat Gate	SU212642	1.00	WWT Reserve	3
SU26.47	Puthall Park	SU236683	8.00		1
SU26.49	Little Copse	SU273693	1.40		1
SU26.50	Bedwyn Common	SU255655	100.00		1
SU26.51	Suddene Park Farm - Railway Line	SU249615	3.00		3

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA	
SU26.52	Wilton Water	SU263620	6.90	Denotified SSSI	6	
SU26.53	Brick Hill Chalk	SU239694	5.50		3	
SU26.54	Postern Hill Chalk	SU201686	3.90		3	
SU26.55	Scrope's Wood	SU265689	3.70		1	
SU26.56	Chopping Knife Lane Bank (2 parcels)	SU210689	21.70		3	
SU26.57	Bonning's Copse	SU294652	4.30		1	
SU26.58	Jockey Copse	SU289646	0.00		1	
SU27.06	Peaks Down	SU260786	19.60		3	
SU27.07	Peaks Down South	SU260783	21.20		3	
SU27.09	Bailey Hill East	SU277796	35.00		3	
SU27.10	Bailey Hill Copse	SU282796	2.00		1	
SU27.13	Sugar Hill South	SU243783	28.50		3	
SU27.14	Baydon Chalk (2 parcels)	SU275776	22.40		3	
SU27.17	High Clear Down	SU236764	10.40		WWT Reserve	3
SU27.18	Green Hill	SU275760	7.60			3
SU27.20	Woodley's Copse	SU281762	3.00			1
SU27.22	Coneygre Copse	SU291761	4.00			1
SU27.23	Pig's Hill (3 parcels)	SU290758	9.40	3		
SU27.24	Baydon Wood	SU296760	8.00	1		
SU27.26	Long Copse	SU287753	3.00	1		
SU27.27	Hodd's Hill	SU287754	9.80	3		
SU27.29	Ogbourne Down Golf Course	SU205751	52.80	3		
SU27.30	Round Hill Downs (2 parcels)	SU210752	10.70	3		
SU27.31	Chase and Moore's Wood and Wilding's Copse (2 parcels)	SU224744	27.50	1		
SU27.32	Aldbourn Chase	SU233752	2.50	3		
SU27.35	Yielding Copse	SU220736	3.20	1		
SU27.37	Aldbourn Chalk South	SU263744	4.90	3		

5
natural resources

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU27.38	Marridge Hill	SU284746	8.00		3
SU27.39	Ballard's Copse	SU290740	3.00		1
SU27.40	Marridge Hill Wood	SU293739	12.00		1
SU27.41	Witcha Copse	SU297742	2.50		1
SU27.42	Hunt's Copse	SU295736	2.00		1
SU27.43	Pentico Wood Down	SU260730	3.10		3
SU27.44	Round Hill Downs - South	SU213745	10.40		3
SU27.45	Old Chase Road	SU207736	4.20		3
SU27.46	Cottage Copse	SU242731	3.00		1
SU27.47	Pentico Wood	SU256733	7.00		1
SU27.48	Southern Copse	SU262732	3.00		1
SU27.49	Ramsbury Meadow	SU273714	1.20	WWT Reserve	3,5
SU27.50	Love's Copse	SU274735	30.00		1
SU27.51	Pond Wood	SU279732	8.00		1
SU27.53	Edmund's Hill Wood	SU250727	10.50		1
SU27.54	Blake's Copse	SU254722	30.50		1
SU27.56	Staghorn Copse	SU264719	5.00		1
SU27.58	Lashes Copse	SU252713	6.00		1
SU27.59	Smatcham's Copse	SU228722	2.00		1
SU27.60	Whittonditch Meadow	SU289718	2.30		3,5
SU27.61	Ramsbury Verge	SU282715	0.00		
SU27.62	Mill Lane Meadow	SU272714	2.00		3,5
SU27.63	Howe Mill Meadows	SU284714	11.30		3,5
SU27.64	Well Ground Copse	SU216717	4.00		1
SU27.66	Sound Copse	SU225712	18.00		1
SU27.67	Sound Bottom West	SU225710	8.90		3
SU27.69	Sound Bottom East	SU239709	23.00		1,3,7
SU27.71	Upper Thicket Copse	SU220708	11.00		1
SU27.72	Thicket Copse	SU220702	13.00		1

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU27.73	The Plantation	SU260703	26.00		1
SU27.74	Spring Hill	SU272710	19.00		3
SU27.75	Whitehill Coppice Down	SU286710	4.50		3
SU27.76	Whitehill Coppice and Park Coppice	SU286708	21.50		1
SU27.78	Atherton Coppice	SU282707	2.00		1
SU27.79	Great Coppice	SU285702	13.00		1
SU27.80	Old Chase Road Chalk Pit	SU207738	3.50		3
SU27.81	Foxlynch Meadow	SU201733	0.50		3
SU27.82	Boltsridge Copse	SU268723	6.00		1
SU27.83	Lamplands Meadow	SU276714	4.00		3,5
SU27.85	Bailey Hill Central	SU274794	5.50		3
SU35.01	Smith's Row	SU325584	2.00		1
SU35.02	The Slay	SU305568	12.70		3
SU35.03	Haydown Hill	SU314564	18.80		3
SU35.04	Knolls Down	SU323563	23.80		3
SU35.05	Oakhill Wood	SU325571	72.00		1
SU35.06	Cleve's Copse	SU313557	5.00		1
SU35.07	Conholt Middle	SU315555	14.40		3
SU35.08	Forty Acre Wood	SU332546	6.20		1
SU35.09	Well Bottom Wood	SU330543	12.80		1
SU35.10	Cathanger Wood	SU321539	22.00		1
SU35.11	Great Lodge Copse	SU309524	7.00		1
SU35.12	Conholt Verge	SU325554	0.00		
SU35.13	Buttermere Estate Farm Chalk (2 parcels)	SU349597	2.00		3
SU35.14	Little Down	SU305554	25.90		3
SU35.15	Conholt Hill	SU325556	37.00		3
SU35.16	East Down	SU321573	1.75		3
SU36.01	Cake Wood	SU307694	23.00		1

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natural resources

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU36.02	Brickkiln Copse	SU316696	20.00		1
SU36.03	Frith Copse, Froxfield	SU303673	6.00		1
SU36.04	Trindledown Copse	SU305671	5.75		1
SU36.05	Jugg's Wood	SU301666	8.00		1
SU36.06	Stype Wood and Catmore Copse	SU310661	64.00		1
SU36.07	Westcott Copse	SU319651	9.00		1
SU36.08	Polesdon and Kingston's Copses	SU316648	5.80		1
SU36.09	Long Copse	SU304638	2.00		1
SU36.10	Lower Spray Copse	SU349634	5.00		1
SU36.12	Inwood Copse	SU349627	3.00		1
SU36.13	Rivar Down	SU308610	26.00		3
SU36.14	Rivar Hill West	SU319614	10.60		3
SU36.15	Rivar Hill East	SU328616	13.60		3
SU36.16	Ham Hill Down	SU339619	55.70		3
SU36.17	Buttermere Wood	SU350601	27.60		1
SU36.19	Kiln Copse	SU329647	2.70		1
SU36.20	Froxfield Meadows	SU302679	5.00		3,5
SU36.22	Shalbourne Verge	SU324645	0.00		
SU36.23	Furze Hill Chalk	SU322695	3.00		3
SU37.01	Membury Down	SU301743	24.80		3
SU37.02	Oaken Coppice	SU301734	6.00		1
SU37.03	Bower Wood	SU306729	5.00		1
SU37.04	Balaam's and Oaken Coppice	SU302725	18.00		1
SU37.06	Hitchen Copse	SU325720	2.00		1
SU37.07	Briary Wood	SU330722	6.00		1
SU37.09	Chilton Foliat Wet Meadows	SU301709	27.00		3,5
SU37.11	Dwarf Brake	SU301710	1.20		1
SU37.12	Stew Close Wood	SU318704	10.50		1

Regionally Important Geological Sites

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
ST96.RIGS18	Station Site, Devizes	ST999615	0.00		9
ST96.RIGS21	Devizes Brickpit, Caen Hill	ST983613	0.00		9
SU05.RIGS19	Folly Wood, Easterton (hollow way)	SU019568	0.00		9
SU05.RIGS20	Coxhill Lane, Potterne (hollow way)	SU000583	0.00		9
SU06.RIGS43	Chalk Escarpment, Oliver's Castle area, Roundway, Devizes	SU000648	0.00		9
SU15.RIGS11	Pewsey Hill, old quarry	SU173579	0.30		9
SU26.RIGS12	Leigh Hill Railway Cutting	SU217642	0.00		9
SU36.RIGS42	Stype Wood, Bagshot, Shalbourne	SU307659	0.00		9
SU37.RIGS44	Old Quarry, Littlecote, Chilton Foliat	SU311701	0.00		9

Sites of Special Scientific interest

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
ST94.01	Salisbury Plain SSSI	ST950480	19689.90	SSSI;cSAC;SPA	
ST95.09 reserve	Great Cheverell Hill SSSI (5 parcels)	ST978523	33.20	SSSI;part WWT	
ST96.15	Spye Park SSSI (6 parcels)	ST950676	90.30	SSSI	
ST96.39	Seend Ironstone Quarry and Road Cutting SSSI (Geol) (2 parcels)	ST937610	2.20	SSSI	
SU05.32	Stert Brook Exposure SSSI (Geological)	SU017583	0.40	SSSI	
SU06.17	Morgan's Hill SSSI	SU028672	12.60	SSSI;WWT Reserve	
SU06.38	Roundway Down and Covert SSSI	SU000648	86.00	SSSI;part WWT Reserve	
SU12.51	The River Avon System SSSI	SU173264	0.00	SSSI;part cSAC	

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natural resources

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU15.17	Sadler's Pit (within Salisbury Plain SSSI)	SU196518	8.00	SSSI	
SU16.02	Silbury Hill SSSI	SU100685	3.10	SSSI;EH	
SU16.20	Piggledene SSSI	SU141689	4.70	SSSI;NT	
SU16.37	Jones' Mill SSSI	SU168613	11.60	SSSI;WWT Reserve;cSAC	5
SU25.05	Botley Down SSSI	SU292598	11.30	SSSI	
SU26.11	Savernake Forest Ancient Woodland (3 parcels)	SU216650	37.00		1
SU26.12	Savernake Forest SSSI (3 parcels)	SU215665	904.70	SSSI	
SU27.84	River Kennet SSSI	SU275714	0.00	SSSI	
SU36.21	Ham Hill SSSI	SU333617	1.50	SSSI;WWT Reserve	
SU37.08	Chilton Foliat Meadows SSSI (2 parcels)	SU315703	54.60	SSSI;cSAC	
SU37.10	Kennet & Lambourn Floodplain SSSI	SU316705	1.20	SSSI;cSAC	

National Nature Reserves

SITE REFERENCE	SITE NAME	NGR	SIZE ha	CONSERVATION STATUS	SELECTION CRITERIA
SU16.22	Pewsey Downs SSSI and NNR (3 parcels)	SU113636	305.30	SSSI;NNR;part cSAC	
SU17.24	Fyfield Down SSSI and NNR	SU135714	325.30	SSSI;NNR	

Source: Wiltshire & Swindon Biological Records Centre, 17 May 2000

SSSI - Site of Special Scientific Interest (See para 5.05)

cSAC - Candidate Special Area of Conservation (See para 5.04)

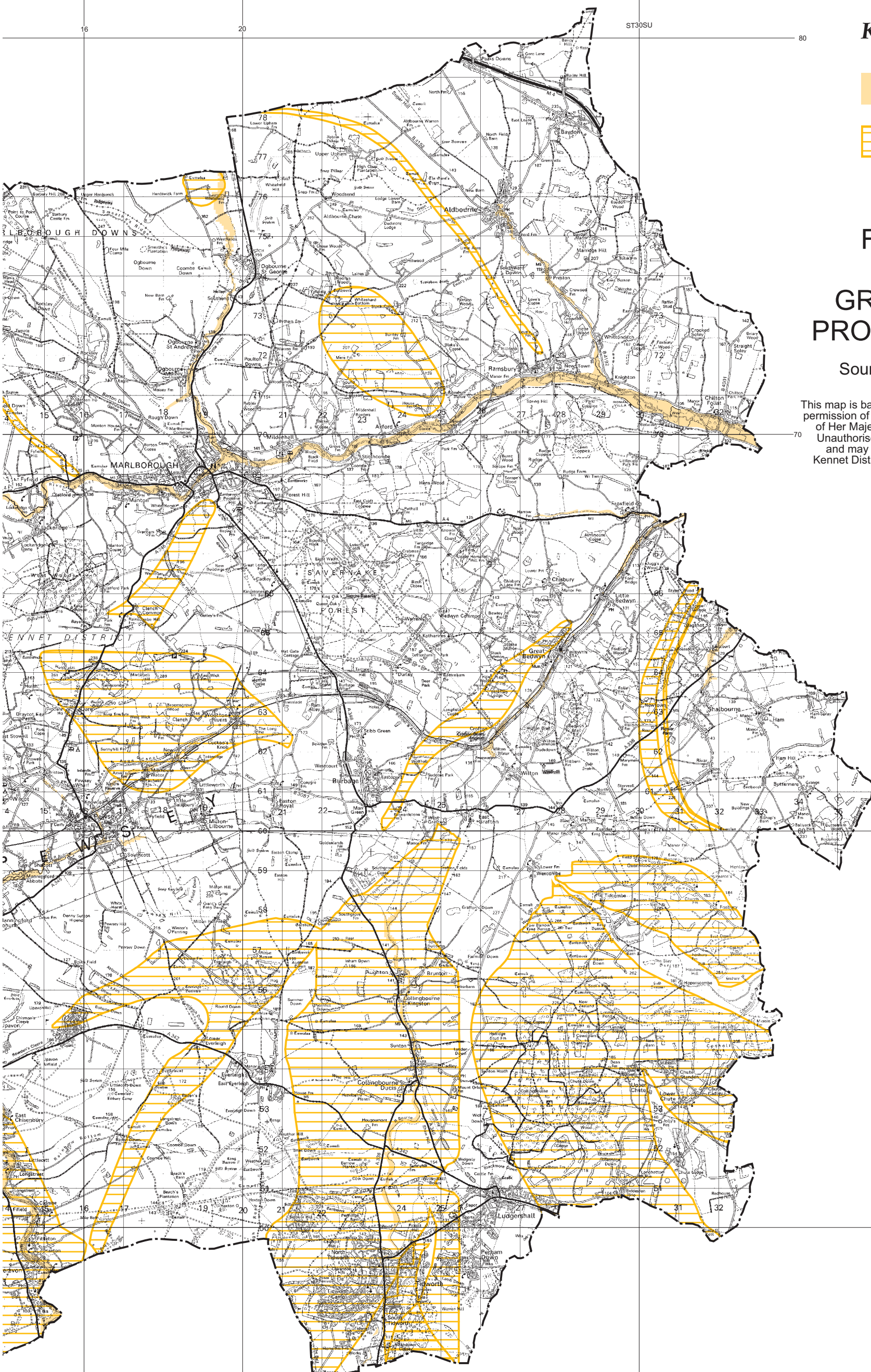
SPA - Special Protection Area (See para 5.04)

WWT Reserve - Wiltshire Wildlife Trust Nature Reserve

NT - National Trust Ownership

EH - English Heritage Ownership

LNR - Local Nature Reserve



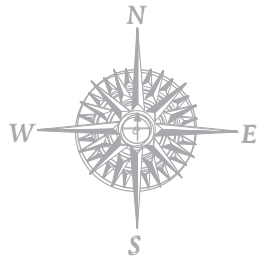
Key

- Flood Risk Area
- Groundwater Protection Zone

AREAS OF FLOOD RISK & GROUNDWATER PROTECTION ZONE

Source: Environment Agency

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Kennet Local Plan

Scale 1:100,000

East

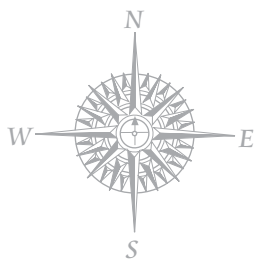
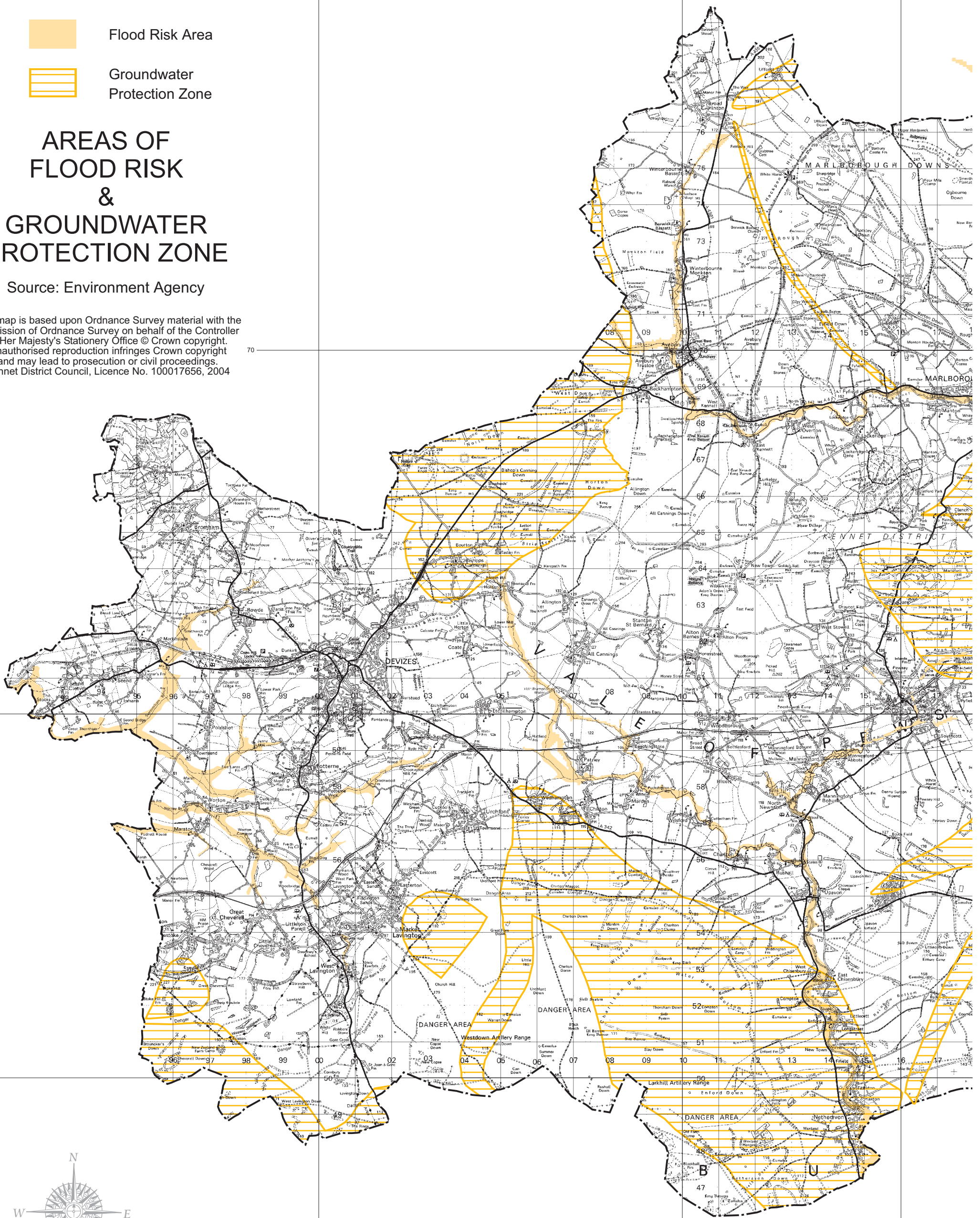
Key

-  Flood Risk Area
-  Groundwater Protection Zone

AREAS OF FLOOD RISK & GROUNDWATER PROTECTION ZONE

Source: Environment Agency

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Kennet Local Plan

Scale 1:100,000

West

6

CONSERVATION OF THE HISTORIC HERITAGE

INTRODUCTION

6.01 The District contains an extremely rich and varied historic heritage which includes 69 Conservation Areas, approximately 4000 Listed Buildings, part of a World Heritage Site and nearly 500 Scheduled Monuments. One of the Plan's environmental aims is to value and protect diversity and local distinctiveness and strengthen local community and cultural identity. The policies in this Chapter contribute towards this aim by seeking to safeguard heritage assets for the benefit of current and future generations.

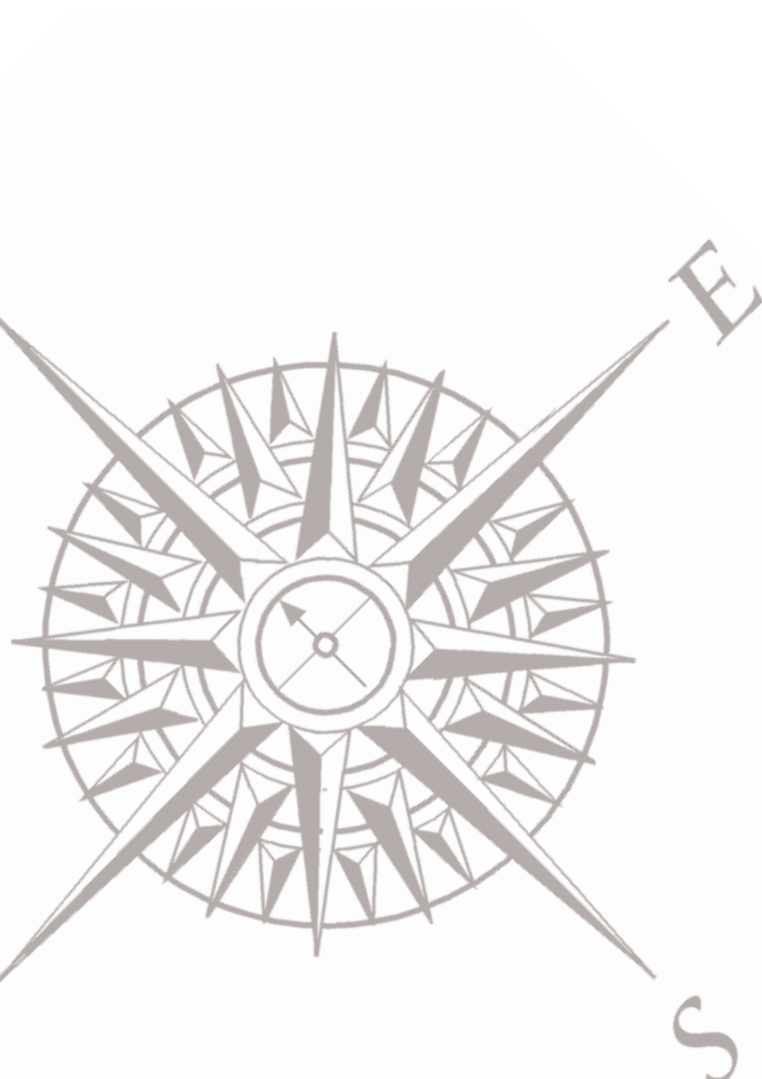
ARCHAEOLOGY

Policy HH1

PROTECTION OF ARCHAEOLOGICAL REMAINS

Planning permission will not be granted for development which would have an adverse impact on the archaeological deposits or remains on or under a site of national importance (whether scheduled or not) or its character or setting. Sites of significant regional or local importance, especially those which make a positive contribution to the historic landscape, will also be protected from inappropriate development.

6.02 Archaeological remains/sites are a finite, non-renewable resource which should be protected from damage wherever possible. The District is very well endowed with archaeological sites and landscapes which include the Avebury World Heritage Site, the Roman town of *Cunetio* and the medieval towns of Devizes and Marlborough.



6 conservation of the historic heritage

6.03 Many internationally and nationally important archaeological sites are designated as Scheduled Monuments. Works affecting a Scheduled Monument require the consent of the Secretary of State. Landowners or developers seeking to carry out works which might impact on a Scheduled Monument or its setting should seek the advice of English Heritage at an early stage.

6.04 Scheduling is not comprehensive and many nationally important sites are either awaiting assessment for scheduling under the Monuments Protection Programme or await discovery. Such is the nature of archaeology that the records of archaeological sites are constantly being updated and added to. The County Sites and Monuments Record (SMR) is the primary archaeological record in Wiltshire and is maintained by the County Archaeology Service. At January 2000 the SMR included records on over 6,100 individual archaeological sites and finds in Kennet. The SMR should be the first port of call for assessing the archaeological potential of any proposed development site.

6.05 Developers are advised to seek detailed advice from the County Archaeology Service prior to lodging any planning application, where there is good reason to suspect that remains of archaeological importance are present.

Policy HH2

DEVELOPMENT ON SITES WITH ARCHAEOLOGICAL POTENTIAL

Proposals for development involving ground disturbance on sites with archaeological potential will only be permitted if:

- a) it can be demonstrated that the development will not have an adverse impact on any archaeological deposits or remains;
- or
- b) appropriate mitigation measures are agreed to protect the archaeological interest of the site.

6.06 It is frequently impossible to make a planning decision on a proposal where archaeological potential has been identified but no further information has been supplied. Where evidence from the Sites

and Monuments Record indicates that a development proposal is likely to have an impact upon an archaeological site the Council will request applicants to undertake an *archaeological assessment*. This desk-based exercise will require more detailed research and analysis of existing information (aerial photographs, historic maps, etc.) and will normally be carried out by an archaeological consultant employed by the applicant.

6.07 Where the desk-based assessment indicates that archaeological features or deposits might be present on the site the applicant may be requested to carry out an *archaeological field evaluation*. This is a programme of fieldwork designed to supplement and improve existing information to a level of confidence at which planning recommendations can be made. The Council will set out the techniques to be utilised and the broad approach to be followed and will normally supply a brief for such an evaluation. If an applicant wishes to produce a brief or specification this will be permissible on condition that it is agreed with the Council before fieldwork commences. If a field evaluation is not carried out according to the brief or below acceptable standards, the Council may request further work or refuse the planning application.

6.08 Where the process of assessment and field evaluation demonstrate the existence of archaeological deposits which are of importance, planning permission may be refused if an appropriate mitigation strategy cannot be agreed with the Council. When formulating a *mitigation strategy* applicants will be expected to prepare a Programme of Archaeological Works. This document should utilise the results of the field evaluation and set out in detail how the archaeological issues will be resolved. For example, it might include a detailed approach to the investigation of the site or details of design to avoid damage to archaeological deposits.

6.09 Applicants will be expected to bear the full cost of implementing any mitigation strategy. The strategy might include full excavation, sample excavation, a watching brief or a combination of techniques, but full detailed investigation, recording, analysis and publication of the archaeological interest will be expected as a minimum. Implementation of the strategy must allow

enough time for the archaeological investigations to take place before development commences.

Archaeological Zone Maps

- 6.10 The County Archaeology Service, in partnership with the Council, has prepared archaeological zone maps for the district. These zones have been identified following an analytical procedure for identifying and scoring archaeological sites and landscapes. The zones as shown on the proposals and inset maps will be of assistance to planners and developers in identifying the location and relative value of archaeological features and in the application of Policy HH2

Historic Towns

- 6.11 The County Archaeology Service is working on a survey of the historic towns of Wiltshire, funded by English Heritage. The final phase of this project will be the preparation of planning strategies for the towns which will give detailed guidance on the relative value of various zones within the towns and advice on appropriate conservation and investigation strategies. The Kennet settlements included in this survey are Devizes, Great Bedwyn, Ludgershall, Marlborough, Market Lavington, Ramsbury and *Cunetio*. When complete, the towns strategy reports will be published as Supplementary Planning Guidance.

AVEBURY WORLD HERITAGE SITE

- 6.12 The UNESCO World Heritage Committee has the duty of drawing up a list of World Heritage Sites which member states pledge to protect. Sites selected for inscription in the World Heritage list are considered to be of outstanding international significance.
- 6.13 The World Heritage Site known as 'Stonehenge, Avebury and Associated sites' was inscribed in 1986 and was one of the first seven sites to be identified in the United Kingdom. The defined World Heritage Site consists of two separate parts, one based on Stonehenge and the other on Avebury. The Avebury complex of sites has long been regarded as one of the most important Neolithic complexes in Western Europe.
- 6.14 In 1998 English Heritage published the Avebury World Heritage Site Management

Plan. The document was prepared on behalf of the Avebury World Heritage Site Working Party in consultation with local people and all those with an interest in the management of the area. Kennet District Council was a full partner in the preparation of the Management Plan and is committed to working with the World Heritage Site Steering Committee and its sub-groups to apply the principles and implement the objectives contained in it. The Management Plan will be treated as a material consideration when determining planning applications for development affecting the World Heritage Site. The Council will, at some point in the future, consider issuing Supplementary Planning Guidance based on the relevant parts of the Management Plan which deal with land use issues.

- 6.15 The Scheduled Monuments within the World Heritage Site are protected by virtue of the fact that works affecting them need the consent of the Secretary of State. However, one of the greatest threats to the monuments open to public access comes as a result of visitor pressure, and this issue is dealt with in Chapter 7 on *Tourism, Recreation and the Arts*.

Policy HH3

AVEBURY WORLD HERITAGE SITE

Proposals which would harm the historic landscape, archaeological features or visual setting of that part of the Stonehenge, Avebury and Associated Sites World Heritage Site within the District will not be permitted.

- 6.16 Part of the World Heritage Site lies within Kennet and this is a material consideration when determining planning applications for development within the inscribed area. The Council considers that the protection of the World Heritage Site should take precedence over all other demands for development and the use of land in the inscribed area.
- 6.17 Proposals which would involve ground disturbance within the World Heritage Site will be subject to the requirements of Policy HH2. Applicants should be aware that they may be requested to commission an archaeological evaluation of the area involved. Specialist advice will be sought from the County Archaeology Service, as appropriate

- 6.18 In relation to the landscape setting of the World Heritage Site, specific guidance is available in the Avebury World Heritage Site Management Plan which is regarded as a material consideration when determining applications for planning permission.
- 6.19 Certain types of development which can be carried out under 'permitted development' rights have the potential to cause harm to the World Heritage Site. These include overhead telecommunication and transmission lines and activities which involve ground disturbance such as agricultural excavations and the laying of pipes or cables. One of the objectives of the Management Plan is to enhance the protection of the World Heritage Site from these types of activity. The Council will work with the Avebury World Heritage Site Steering Committee towards achieving this objective. This may include giving consideration to applying an Article 4 Direction which would restrict permitted development rights for activities harmful to the character of the World Heritage Site.

landscape the Council is keen to ensure that its historic element is protected from further erosion and where possible enhanced. Policy HH4 complements the Council's policies on the protection of landscape character which are set out in Chapter 5 on Natural Resources. The policies are supported by a District-wide Landscape Character Assessment which has been adopted as Supplementary Planning Guidance.

6.21 The Avebury World Heritage Site Management Plan seeks to protect the monuments and landscape setting of the inscribed area. In doing so it identifies a 'zone of visual sensitivity' which extends beyond the current boundary of the World Heritage Site. This reflects the fact that inappropriate development within view of the ancient monuments can spoil their setting and adversely affect the special historic character and appearance of the World Heritage Site. The Council has chosen not to include the zone of visual sensitivity in the Local Plan but considers that Policies HH3 and HH4 will combine with the landscape character policies in Chapter 5 to provide a high level of protection for the World Heritage Site and its wider setting.

6.22 English Heritage have compiled a register of the more important and accurately located battlefields. Within Wiltshire the only battlefield to be included on this register is Roundway Down. This was the site of major engagement during the English Civil War and the Council will seek to protect the site and its setting from inappropriate development.

6.23 The District contains eight sites included on the English Heritage Register of Parks and Gardens of Special Historic Interest. These are listed in Table HH1 below:

Table HH1. : Parks and Gardens of Special Historic Interest

Biddesden House	Conock Manor
Littlecote House	Marlborough College
Oare House	Ramsbury Manor
Tottenham Park	
Spye Park	

6.20 It is widely accepted that archaeological sites and monuments should not be seen in isolation but as surviving elements of the historic landscape. Although the entire landscape in Kennet is historical in origin and character, it is important to understand that certain areas or elements are of special significance. The landscape continues to evolve and the pace of change in recent years has led to the rapid erosion of features of archaeological and historic interest. Whilst not wishing to fossilise the

6 conservation of the historic heritage

HISTORIC LANDSCAPES

Policy HH4

HISTORIC LANDSCAPES

Development will not be permitted if it would have an adverse impact on the special historic character and appearance of :-

- a) the Avebury World Heritage Site;
- b) the Roundway Down registered battlefield;
- c) a park or garden included on the English Heritage 'Register of Parks and Gardens of Special Historic Interest'; or
- d) any other historic landscape or historic landscape feature.

6.24 English Heritage are currently undertaking a review of the Register of Parks and Gardens of Special Historic Interest which may result in further sites being added to the register.

6.25 The Council will protect the sites identified in Table HH1 (and any sites subsequently added to the register) and their settings from inappropriate development by the application of Policy HH4 and will encourage schemes which seek their restoration, repair or enhancement.

CONSERVATION AREAS

6.26 The Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on local planning authorities to designate as Conservation Areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. The designation of a Conservation Area gives the Council certain additional powers to control development. These include:

- limiting 'Permitted Development' (development exempt from the need to seek planning permission);
- the need to obtain consent to demolish buildings, whether they are Listed or not;
- the need to give notice to the Local Planning Authority before felling trees;
- a requirement for greater publicity for development proposals;
- the power to require outline planning applications to be supported by additional information.

6.27 There are currently 69 Conservation Areas in Kennet and these are listed in Appendix HH1. The Council is in the process of revising Conservation Area 'Designation Statements' and these will be published as Supplementary Design Guidance as they become available.

Policy HH5

DEVELOPMENT IN CONSERVATION AREAS

Development in Conservation Areas will only be permitted where it would preserve or enhance their character or appearance. Proposals which would adversely affect the setting of a Conservation Area will not be permitted.

6.28 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that, when determining planning applications and exercising other planning functions, local planning authorities should pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area. PPG 15 on *Planning and the Historic Environment* states that this duty is also relevant where proposals are outside the Conservation Area but would affect its setting, or views into or out of the area.

6.29 When assessing proposals affecting a Conservation Area the Council will pay particular attention to the issue of design. The Council's requirements for design are set out in Policy PD1 and accompanying Supplementary Design Guidance. In order to assess the degree to which proposals preserve or enhance the character or appearance of Conservation Areas, the Council will require applicants to submit detailed proposals. Outline applications are unlikely to provide sufficient information on which to make an informed decision.

6.30 The Council recognises that it is not always possible to design a proposal which preserves or enhances the character or appearance of a Conservation Area if modern development standards also have to be met. Therefore in Conservation Areas the council may be prepared to relax its normal requirements relating to the provision of recreation space in residential developments (see Policies HC34 and HC35). Alternative ways to meet the standards can be considered and account may be taken of existing recreational provision in the locality. The council will need to be satisfied that overall provision for occupiers of the new development is acceptable. The Council is also willing to be flexible with regard to parking standards and its approach in this respect is set out in Chapter 4 on *Accessibility and Transport*.

Policy HH6

DEMOLITION IN CONSERVATION AREAS

Conservation Area Consent for the demolition or partial demolition of an unlisted building or structure will only be granted where the building or structure does not positively contribute towards the character or appearance of the Conservation Area.

6.31 The Council will support proposals to demolish buildings or structures which detract from the character or appearance of a Conservation Area. The demolition of other buildings and structures could be potentially very damaging to the character of an area, especially where demolition takes place far in advance of redevelopment. This is particularly relevant where the buildings to be demolished form part of a group or continuous frontage, or where they front onto a main street. In these circumstances the Council will impose a condition on the Conservation Area Consent, to provide that demolition shall not take place until a contract for the carrying out of works of redevelopment has been made and full planning permission for those works has been granted.

HISTORIC SETTLEMENTS OF DEVIZES AND MARLBOROUGH

Policy HH7

DEVELOPMENT WITHIN THE HISTORIC SETTLEMENTS OF DEVIZES AND MARLBOROUGH

Proposals for development within Devizes and Marlborough should respect the historic character of their town centres and preserve their local identity by:

- a) reflecting the historic pattern of streets and building frontages;
- b) retaining walls and other boundary features on the lines of the former burgage plots;
- c) providing attractive and varied roof lines and forms;
- d) utilising high quality traditional materials; *and*
- e) including appropriate measures to prevent the spread of fire, in order to protect the historic fabric.

6.32 Although very different architecturally, Devizes and Marlborough have much in common. Both have a rich and varied history which give them a unique local identity which is reflected in their townscape. Levels of development activity are generally higher than elsewhere in the District and therefore conservation issues are of prime significance, especially in the town centres. This policy is designed to supplement Policy HH5 on development in Conservation Areas by identifying particular issues of importance. Proposals will also be considered against the general design criteria set out in Policy PD1 and accompanying Supplementary Design Guidance.

6.33 Fire can have a devastating effect on the historic fabric, as demonstrated by the fires which took place in Marlborough High Street in January 1993 and June 1998. Developers are encouraged to include measures in their proposals to prevent the spread of fire, both within individual buildings and between neighbouring buildings. Appropriate measures may include improved fire separation, detection, alarm and suppression systems. Proposals should be discussed with the Council's Conservation Officers where they affect a listed building.

6.34 The District's other historic towns are no less important than Devizes and Marlborough although levels of development activity are generally lower. Proposals will be considered against Policies HH5 and PD1 as well as the SPG outlined in paragraph 6.11.

LISTED BUILDINGS

6.35 The Planning (Listed Buildings and Conservation Areas) Act 1990 requires the Secretary of State to compile lists of buildings of special architectural or historic interest. Buildings are classified in grades (I, II* and II) to indicate their relative importance. There are currently around 4000 listed buildings and structures in Kennet, of which approximately 50 are Grade 1, and therefore considered to be of exceptional national interest.

Policy HH8
DEVELOPMENT AFFECTING A LISTED BUILDING
Planning permission will not be granted for any proposal which would harm the historic or architectural qualities of a listed building, its curtilage or setting.

6.36 The Council will expect any application affecting a listed building to include sufficient detail to enable the impact of the proposed development to be accurately assessed. Applicants should be able to demonstrate why proposals which would affect the character of a listed building are desirable or necessary. The Council will publish advice on the alteration of listed buildings as Supplementary Planning Guidance. Where planning permission is granted for works affecting a listed building the Council may make it a condition of the consent that the applicants arrange a suitable programme of recording of features that would be destroyed in the course of development.

Policy HH9
DEMOLITION OF LISTED BUILDINGS
Development or re-development involving the demolition of Listed Buildings will only be supported in exceptional circumstances where it can be demonstrated that:
a) it is not practicable to continue to use the building for its existing or a previous purpose;
b) the building is not suitable for an alternative use;
c) the building has been openly marketed and no significant interest has been shown;
d) no charitable trust or other organisation can repair and maintain the building for its historic or architectural value; *and*
e) demolition will not harm the setting of any other Listed Building, the character of the locality or the character or appearance of a Conservation Area.

In reaching its decision the Council will have regard to the importance of the building and the cost of repairing and maintaining it in relation to its importance.

6.37 Historic buildings are a finite resource and an irreplaceable asset. The Council takes the view, in line with PPG15, that there should be a presumption in favour of the preservation of a listed building unless a strong case can be made. When assessing the importance of a building, the Council will take into account the grade of listing and the reasons which led to its listing. Where listed building consent for demolition or selected demolition of a listed building is granted the Council may make it a condition of the consent that the applicants arrange a suitable programme of recording of features that would be destroyed in the course of demolition.

6.38 In certain cases the demolition of a listed building may only be acceptable if the site is subsequently redeveloped. This is particularly relevant where the buildings to be demolished form part of a group or continuous frontage, or where they front onto a main street. The act of demolition could be potentially very damaging to the

character of an area, especially where demolition takes place far in advance of redevelopment. In these circumstances the Council will impose a condition on the listed building consent, to provide that demolition shall not take place until a contract for the carrying out of works of redevelopment has been made and full planning permission for those works has been granted.

AREAS OF MINIMUM CHANGE

Policy HH10

AREAS OF MINIMUM CHANGE

Within 'Areas of Minimum Change' planning permission will not be granted for development which would materially damage the character of the area.

6.39 The Plan defines Areas of Minimum Change within settlements with a Limits of Development, as shown on the Inset Maps. The designation is intended to protect those 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. The areas defined include significant areas of public and private open space, gardens and churchyards. Allotments and areas of recreational open space are protected separately in Policies TR20 and TR17 respectively.

MARLBOROUGH AREA OF SPECIAL QUALITY

Policy HH11

MARLBOROUGH AREA OF SPECIAL QUALITY

The Plan defines an 'Area of Special Quality' in Marlborough, as shown on Inset Map 6. Within that area proposals should meet the following criteria:

- a) the existing pattern of detached houses in large grounds should be retained; *and*
- b) existing trees and landscape features in the area should be retained.

6.40 To the north of the High Street, across Cross Lane and Back Lane, is a residential area characterised by substantial houses in large grounds with many mature trees. The area has a distinctive character which is worthy of being retained.

ADVERTISEMENTS

6.41 The display of advertisements does not require planning permission but is subject to a separate set of controls. Advertisement Consent is required for certain types of advertisement and when determining applications the Council must assess the impact of proposals on amenity and public safety. In order to assist potential applicants for Advertisement Consent the Council has published Supplementary Planning Guidance covering the design and display of advertisements.

Policy HH12

ADVERTISEMENTS

The display of an advertisement will only be permitted where it respects the interests of public safety and amenity. Advertisement Consent will not be granted where a proposal would, by virtue of its design or location, have a detrimental impact on:

- a) the building or structure upon which the sign is to be displayed;
- b) the character of the locality;
- c) features of historic, architectural or archaeological interest; *or*
- d) landscape character.

In making its decision the Council will have regard to the design of the advert itself, and the number of other advertisements in the locality.

6.42 The Council recognises the need for local businesses to advertise and the benefits of good directional signing. However, such advertisements should not be allowed to have a detrimental impact on the quality of the District's environment. Proposals should be sited and designed to harmonise with their surroundings.

6 conservation of the historic heritage

MONITORING STATEMENT

6.43 For the purposes of monitoring the implementation of policies and proposals within this chapter of the Local Plan the Council will monitor the following:

1. Changes in the state of the archaeological resource.
2. The number of archaeological assessments and field evaluations being undertaken and the number of mitigation strategies agreed.
3. The contribution being made by the Local Plan toward the objectives of the Avebury World Heritage Site Management Plan.
4. The number of listed buildings demolished.
5. The rate of progress in revising Conservation Area Statements and preparing related Supplementary Planning Guidance.

Data will be obtained from a variety of sources, such as the County Archaeological Service, English Heritage and the Avebury World Heritage Site Steering Committee and its sub-groups. The data collected will be used to inform the next review of the Local Plan.

APPENDIX HH1

CONSERVATION AREAS

TOTAL: 69

Settlement Name

- | | |
|------------------------------|-------------------------------------|
| 1. Aldbourne | 37. Lockeridge |
| 2. All Cannings | 38. Ludgershall |
| 3. Alton | 39. Manton |
| 4. Avebury | 40. Marden |
| 5. Axford | 41. Market Lavington |
| 6. Baydon | 42. Marlborough |
| 7. Bishops Cannings | 43. Mildenhall |
| 8. Bowden Hill | 44. Milton Lilbourne |
| 9. Bromham | 45. Netheravon |
| 10. Brunton | 46. Oare |
| 11. Burbage | 47. Ogbourne St. Andrew |
| 12. Charlton | 48. Ogbourne St George |
| 13. Chilton Foliat | 49. Oxenwood |
| 14. Chirton | 50. Pewsey |
| 15. Chisbury | 51. Potterne |
| 16. Chute Cadley/Lower Chute | 52. Poulshot |
| 17. Collingbourne Ducis | 53. Ramsbury |
| 18. Collingbourne Kingston | 54. Sandy Lane* |
| 19. Devizes | 55. Seend |
| 20. East Chisenbury | 56. Shalbourne |
| 21. Eastcourt | 57. Tidcombe |
| 22. Easterton | 58. Upavon |
| 23. East Grafton | 59. Upper Chute |
| 24. East Kennett | 60. Urchfont |
| 25. Easton Royal | 61. Wedhampton |
| 26. Enford | 62. West Kennett |
| 27. Erlestoke | 63. West Lavington and Lit. Pannell |
| 28. Etchilhampton | 64. Wilcot |
| 29. Fittleton and Haxton | 65. Wilsford |
| 30. Froxfield | 66. Wilton |
| 31. Fyfield (nr. Pewsey) | 67. Woodborough |
| 32. Great Bedwyn | 68. Wootton Rivers |
| 33. Great Cheverell | 69. Worton |
| 34. Ham | |
| 35. Hilcott | |
| 36. Little Bedwyn | |

** Denotes shared with North Wiltshire District Council*

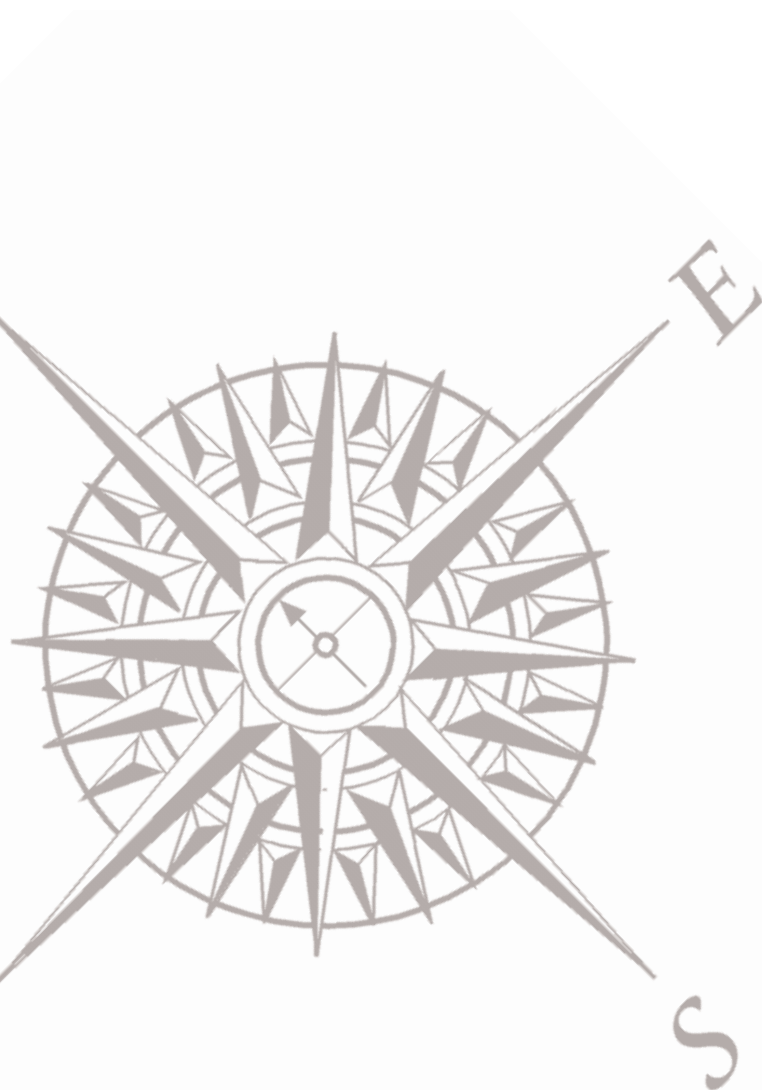
7 TOURISM, RECREATION & THE ARTS

TOURISM

7.01 The Government's strategy for tourism was set out in the document *Tomorrow's Tourism* which was published in 1999. The strategy recognises the importance of tourism in generating wealth, creating jobs, promoting entrepreneurship, providing social and environmental benefits and supporting local diversity and cultural traditions. However, the strategy acknowledges that the potential benefits of tourism will only be sustained if we take care of the fabric on which tourism depends - the unique environment, heritage, culture and the diversity of our landscape and local communities. The strategy therefore advocates a "wise" growth strategy for tourism which integrates the economic, social and environmental implications of tourism and which spreads the benefits throughout society as widely as possible.

7.02 As part of its overall strategy *Tomorrow's Tourism* aims to promote more sustainable tourism developments which: are located on public transport routes; offer pedestrian and cycle access; are linked to other infrastructure (for example, hotels and restaurants); are aesthetically attractive; are in keeping with the quality of building and identity of the area; and cause the minimum of environmental damage during construction, adaptation and operation.

7.03 The Council considers tourism to be a key element in its strategy for economic development and an important contributor to 'Sustaining Our Rural Communities' and 'Sustainable Development', two of the cross-cutting themes identified in its corporate Four Year Strategy. The promotion of tourism is one of four main priority areas identified in the Economic Development and Tourism Strategy. Nearly 1300 people are employed in tourism related business and tourism also helps to



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sustain rural services such as shops and pubs.

7.04 Tourism in Kennet is based largely upon our heritage and countryside and the Local Plan has a key role to play in promoting sustainable tourism by enabling appropriate development whilst at the same time protecting the environment which tourists come to see. Policies have been prepared for the three main tourist attractions - the Kennet & Avon Canal, Avebury World Heritage Site and the District's outstanding countryside.

7.05 Recent research has shown that, whilst Kennet is well provided with tourist attractions, these at present attract day visitors who may spend little or nothing. The research concludes that the full economic benefits of tourism are not being captured due to a lack of visitor accommodation. Policies have therefore been prepared to encourage the provision of a wide range of accommodation to cater for a variety of visitor requirements.

The Kennet and Avon Canal

Policy TR1

DEVELOPMENT AFFECTING THE KENNET & AVON CANAL

Development which would adversely affect the amenity value, historic fabric, environmental quality or landscape setting of the Kennet and Avon Canal will not be permitted.

7.06 The Kennet and Avon Canal is a major recreational and tourism resource which makes an important contribution to local identity, cultural heritage and the environment. Boat users, anglers, walkers, cyclists and other visitors to the Canal have the potential to bring valuable spending into the local economy. British Waterways estimate that the Caen Hill Flight, perhaps the best known landmark on the Kennet & Avon Canal, receives 100,000 visits each year. The Council's strategy is to secure the full economic benefits of the Canal whilst protecting its historic fabric and the environment qualities which make it special.

7.07 The significance of the Kennet & Avon Canal was illustrated in 1996 when it was awarded £25 million from the Heritage

Lottery Fund, the largest single grant to date. British Waterways have prepared a Conservation Plan on behalf of the Kennet & Avon Canal Partnership as a condition of the Heritage Lottery Fund grant. The Conservation Plan is a non-statutory, advisory document which seeks to guide the conservation and management of the canal environment. It is supplemented by the Public Transport and Visitor Management Strategy which provides the rationale and framework for the provision of facilities for and management of visitors to the waterway. The Council has taken account of both policy documents when drawing up the policies of this Local Plan. Both documents will be treated as material considerations when making decisions on planning applications.

Policy TR2

FACILITIES FOR BOAT USERS ON THE KENNET & AVON CANAL

With the exception of the proposals at Caen Hill Flight and Martinslade/Upper Foxhangers, proposals for facilities for boat users will be restricted to the redevelopment, improvement or modest extension of existing canal-side infrastructure at Devizes Wharf, Devizes Marina, Horton Bridge, Honeystreet Wharf, Pewsey Wharf, Burbage Wharf and Great Bedwyn Wharf.

7.08 The Public Transport and Visitor Management Strategy divides the Kennet & Avon Canal into three 'character zones' in order to provide a broad framework for planning and management policies. With the exception of Devizes, Kennet's stretch of canal is classed as 'rural'. Along these stretches of the canal the Strategy emphasises the need to retain the rural, undeveloped nature of the canal corridor. Policy TR2 seeks to apply this approach by restricting boating facilities to existing locations whilst allowing for redevelopment, improvement or modest extension to take place. The proposals referred to at Caen Hill Flight and Martinslade/Upper Foxhangers are addressed in Policies TR3 and TR4 respectively.

- 7.09 The type of infrastructure which would be acceptable includes facilities for boat maintenance, mooring, servicing, waste/sewage disposal and the supply of water and fuel. The scale of provision permitted will be dependent on the nature of the existing site and the constraints imposed by the surrounding landscape.
- 7.10 Burbage Wharf is not considered suitable for redevelopment, improvement or extension at present due to poor road access. Development which would result in increased traffic will not be permitted until road improvements proposed by the Highway Authority, namely the Burbage Wharf Diversion, have been implemented.
- 7.11 Developers should seek early consultations with British Waterways and the Environment Agency before submitting planning applications. These should establish standards and suitable safeguards relating to sewage pump out facilities, waste disposal and the storage of fuel and other potential pollutants.
- 7.12 The Public Transport and Visitor Management Strategy identifies an opportunity at Brimslade Farm to develop low key facilities for visitors, to include a tea room, craft workshops and a camping barn. The Council will look sympathetically at proposals which meet this aspiration, provided that they comply with other policies in this Plan.

Caen Hill Flight

Policy TR3

IMPROVEMENTS TO CAEN HILL FLIGHT FACILITIES

Proposals to improve facilities for water-borne users and land-based visitors to Caen Hill Flight will be permitted, provided that they will not have a detrimental impact on ecology, landscape character or the historic fabric of the Flight.

- 7.13 The Public Transport and Visitor Management Strategy classes Devizes as 'urban' in its hierarchy of character zones. The Strategy envisages that the majority of facilities for boat users and canal visitors will be provided in urban zones. These locations are more easily reached by public transport and enable boat users and tourists

to use the facilities and services of the town.

- 7.14 Within the Devizes area, Caen Hill Flight and Devizes Wharf present the best opportunity to concentrate facilities. Policies relating to Devizes Wharf are set out in Chapter 3 on *Economic Development*. At Caen Hill Flight facilities that would be acceptable for water-borne users include temporary moorings, turning points and modest waste disposal and sanitary facilities. Facilities that would be acceptable for land-borne visitors would include car parking, cycle parking, interpretation points, picnicking and recreation facilities.
- 7.15 Caen Hill Flight is a Scheduled Ancient Monument and is also an ecologically sensitive area, located within attractive landscape. Proposals will be expected to satisfy other policies in the Plan relating to design, archaeology, ecology and landscape character. Limited new building will be acceptable provided that it relates well to existing buildings. However, for reasons of highway safety, development will not be permitted where it would increase the level of vehicular traffic gaining access in the vicinity of Prison Bridge.

Martinslade/Upper Foxhangers

Policy TR4

PERMANENT OFF-CHANNEL BOATING FACILITIES AT MARTINSLADE/UPPER FOXHANGERS

Proposals for permanent off-channel boating facilities and parking, toilet and related facilities for other canal visitors will be permitted on the stretch of canal between Martinslade and Upper Foxhangers Bridge.

- 7.16 Development proposed in accordance with Policy TR4 may include facilities to support the use of off-channel moorings and casual visits to the canal such as a shop, café and workshops for boat repairs. Related leisure uses such as a public house, restaurant, information point, picnic site, camping and caravan facilities will also be acceptable. Development not associated with the use or enjoyment of the canal, such as residential or retailing, will not be permitted. Proposals will need to satisfy the requirements of

Policy NR7 on landscape character and Policy PD1 on design principles.

Wilts and Berks Canal

Policy TR5

WILTS & BERKS CANAL

The Council recognises the work being undertaken towards the restoration and reconstruction of the Wilts & Berks Canal. In principle, planning permission will be granted for a new canal cutting between Bowerhill and Seend Cleeve to enable the Wilts & Berks Canal to connect with the Kennet & Avon Canal, subject to the need to satisfy other policies of the Plan in relation to archaeology, ecology and landscape character.

7.17 When constructed, the Wilts & Berks Canal extended from Semington Junction, on the Kennet & Avon Canal, to the River Thames in Abingdon, Oxfordshire. The Canal was abandoned by Act of Parliament in 1914 with the land reverting to the riparian owners. Although the majority of the Wilts & Berks Canal is in a restorable condition, the historic line of the Canal has been blocked by development at Melksham. The Wilts & Berks Canal Amenity Group and Trust have been looking at a number of alternative routes for the Canal, several of which involve creating a short stretch (several hundred metres) within the District. The reconstructed canal would connect with the Kennet & Avon Canal at a point north-west of Seend Cleeve. The Council will, in principle, grant planning permission for a new stretch of canal, provided that proposals comply with other policies of the Plan in relation to archaeology, ecology and landscape character.

Avebury World Heritage Site

7.18 The monuments which make up the Avebury World Heritage Site are of international significance. It is vital to ensure that the scale and nature of future tourist activity does not damage the monuments. At the same time it is important to stimulate wider appreciation and awareness of our cultural heritage in order to encourage future generations to continue its protection.

7.19 The policies in this Plan support the objectives of the Avebury World Heritage Site Management Plan. The Management Plan, which was published in 1998, was prepared on behalf of the Avebury World Heritage Site Working Party in consultation with local people and all those with an interest in the management of the area. The District Council was a full partner in the preparation of the Management Plan and is committed to its implementation. The Management Plan will be treated as a material consideration when determining planning applications.

7.20 The tourism-related policies in this chapter are supplemented by additional policies in Chapter 6 on *Conservation of the Historic Heritage*. The policies below contribute towards achieving the following objectives, as set out in the Avebury WHS Management Plan:

- Ensuring that all aspects of public access and tourism at Avebury are sustainable, despite the likelihood of increasing visitor numbers in future;
- Ensuring that the development of any further visitor facilities at Avebury are compatible with sustainability objectives; and
- Reducing the negative effects of visitor pressure at Avebury on quality of life of local community.

Tourist Facilities

Policy TR6

TOURIST FACILITIES IN THE AVEBURY WORLD HERITAGE SITE

Within the Avebury World Heritage Site tourist facilities will only be permitted where they promote the enjoyment, understanding or interpretation of the historic sites and monuments. Development for these purposes will be required to:-

- a) avoid adverse effects upon any monument or its setting;
- b) respect the amenities of existing residents; and
- c) contribute positively to the management of visitor pressures, in support of the Avebury World Heritage Site Management Plan.

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7.21 Current estimates indicate that Avebury attracts just under 350,000 annual visitors. The generation of additional visitors by attractions unrelated to the Henge and its associated monuments would not be sustainable. However, the Council will encourage proposals to improve the quality of existing interpretative facilities across the World Heritage Site. It will also support proposals to improve access to facilities and items of archaeological interest for all groups of society, including the mobility impaired.

Policy TR7

FACILITIES FOR VISITORS TO AVEBURY

Proposals to improve facilities for visitors to Avebury will be permitted where they:-

- a) do not involve the loss of existing residential accommodation or employment premises;
- b) result in the beneficial use of redundant buildings; *and*
- c) contribute positively to the management of visitor pressures, in support of the Avebury World Heritage Site Management Plan.

7.22 The Avebury World Heritage Site Management Plan seeks to ensure that the development of any further visitor facilities at Avebury are compatible with sustainability objectives. Proposals would not be acceptable where they would attract greater numbers of visitors to the Henge/village area. Proposals would be acceptable where it would result in the beneficial use of redundant buildings. However, such development would have to conform to strict standards regarding detailed alterations and acceptable, limited, additional building.

Visitor Accommodation

Policy TR8

VISITOR ACCOMMODATION IN THE AVEBURY WORLD HERITAGE SITE

Within the Avebury World Heritage Site the change of use or conversion of existing buildings to provide (a) hostel accommodation or (b) hotel accommodation that includes budget accommodation and study facilities will be permitted provided that:-

- a) the development respects the archaeological landscape and other characteristics of its surroundings;
- b) any archaeological remains are protected in situ; *and*
- c) the buildings lie within an established building group.

Car Parking

Policy TR9

CAR PARKING IN THE AVEBURY WORLD HERITAGE SITE

Proposals for a car park off the A4361 to the north side of the Henge, or other small car parks which would disperse visitor pressure within the Avebury World Heritage Site will be permitted where the proposal:

- a) would not result in a significant net increase in the number of formal car parking spaces within the World Heritage Site;
- b) would not be detrimental to highway or pedestrian safety;
- c) would not have a detrimental impact upon any monument or its setting; *and*
- d) would not have an adverse impact upon landscape character.

7.23 As part of its strategy to reduce parking congestion in Avebury the World Heritage Site Management Plan proposes the creation of smaller car parks, some of which should be located at a distance from the Henge/village area. The Management Plan envisages that one the parking areas should be located off the A4361 to the north of the Henge to accommodate vehicles arriving from the direction of Swindon. This would be accompanied by a gradual decrease in the capacity of the southern car park by up to a third. The precise extent of

the decrease would be the subject of further investigation.

7.24 The Council supports the objectives of the Management Plan and will work with the Avebury World Heritage Site Steering Committee to find suitable sites. Proposals will need to satisfy the requirements of Policies HH3 and HH4 relating to the impact of development on the World Heritage Site and Policy NR7 on landscape character.

Tourism in the Countryside

7.25 The high quality of Kennet's landscape is a major resource which attracts visitors to the area. It also fulfils an important recreational role for the local population. In particular, the Kennet and Avon Canal towpath, public rights of way network, Salisbury Plain perimeter path and Ridgeway National Trail are significant resources which encourage walking and cycling. The Council is keen to encourage these activities as a means of promoting 'Sustainability' and 'Community Health', two of its corporate objectives. Policies on rights of ways are set out in Chapter 4 on *Accessibility and Transport*.

Small Scale Visitor Facilities

Policy TR10

SMALL SCALE VISITOR FACILITIES IN THE COUNTRYSIDE

Planning permission will be granted for the provision of small scale recreational facilities for visitors to the countryside, such as car parks, picnic areas, toilet facilities and interpretation boards, in locations that will allow the greater enjoyment of the natural attractions of the area provided that:-

- a) there will be no adverse effects upon the landscape, ecology or archaeology of the area;
- b) the facility is located in close proximity to the public right of way network or an area to which the public have rights of access;
- c) adequate provision is made for people with impaired mobility; *and*
- d) appropriate measures are included to encourage access by transport modes other than the private car.

7.26 Special designations such as the Area of Outstanding Natural Beauty and Special Landscape Area cover much of the Plan area. Proposals for recreational development will therefore need to be in scale and appropriate to the character of the surrounding environment. The Council's aim is to improve what already exists, not to create further major attractions. It will give sympathetic consideration to proposals for the provision of additional facilities for visitors to the Kennet and Avon Canal. Proposals for car parks should pay particular attention to reducing the opportunities for crime through their layout and design. They should also provide secure cycle parking in accordance with the Council's adopted minimum standards, as set out in Policy AT12.

Rural Diversification

Policy TR11

TOURIST ATTRACTIONS IN THE COUNTRYSIDE

In the countryside, permission will be given for (a) small scale tourist attractions or (b) small extensions of existing buildings or small, new structures to facilitate the modest expansion of an established small-scale tourist attraction (provided that the attraction would remain small-scale) subject to the following.

- a) in the case of a new tourist attraction, the proposal makes use of an existing building;
- b) in all cases, the proposed or expanded tourist attraction is directly related to the area in which it is situated; *and*
- c) appropriate measures are included to encourage access by transport modes other than the private car.

7.27 One of the Plan's strategic objectives is to assist in the restructuring of the rural economy by promoting and accommodating diversification that provides employment opportunities without compromising the aims of sustainability. The tourism sector is one example of an activity which has potential for expansion. Certain activities such as 'rare breeds' farms or rural craft industries can often be accommodated in existing buildings without harming the rural environment or landscape.

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7.28 In recognition of the contribution which tourism makes to local employment opportunities, Chapter 3 on *Economic Development* contains policies relating to the re-use of existing buildings for tourism development (Policy ED13) and the retention of existing tourism uses in villages (Policy ED11 and ED12). Proposals should be in accordance with other policies in the Plan, particularly those relating to landscape character, ecology and archaeology. Proposals will also be considered against Policy PD1 to ensure that adequate road access is provided.

Visitor Accommodation

7.29 The Oxford Brookes Report on the Kennet Economy concluded that the full economic benefits from tourism are not being achieved due to the shortage of bedstock and limited conference facilities. The Council's policies aim to promote a wide range of visitor accommodation to meet a variety of demands. The term 'visitor accommodation' is defined to include hotels, guesthouses, bed and breakfast, hostels, self catering accommodation and camping barns.

Policy TR12

BED & BREAKFAST ACCOMMODATION

Proposals for the change of use of existing dwellings to provide bed and breakfast accommodation will be permitted, provided that the proposal does not adversely affect the amenity of nearby residents.

7.30 The change of use of an existing dwelling to provide bed and breakfast accommodation will only require planning permission where the Council considers that a material change of use is being proposed. The Council should be contacted informally at an early stage for a judgement on whether planning permission is required. Where a planning application is submitted the proposal will be considered against Policy PD1 for its potential impact on the amenity of nearby residents in relation to issues such as parking, access, noise and disturbance.

Policy TR13

CONVERSION TO VISITOR ACCOMMODATION WITHIN LIMITS OF DEVELOPMENT

Within towns and villages defined by a Limits of Development proposals for the conversion of existing buildings to visitor accommodation will be permitted provided that the property is capable of conversion without affecting the amenity of adjoining properties and the character of the area.

Policy TR14

HOTELS/CONFERENCE FACILITIES IN DEVIZES, MARLBOROUGH, TIDWORTH AND PEWSEY

Proposals for hotel accommodation and conference facilities within, or on the edge of the Limits of Development defined for Devizes, Marlborough, Tidworth and Pewsey will be permitted provided that the development respects the character of the landscape, in accordance with Policy NR7.

Policy TR15

CONVERSIONS TO VISITOR ACCOMMODATION IN THE COUNTRYSIDE

Outside the Avebury World Heritage Site, proposals in the countryside for the change of use or conversion of existing buildings to provide visitor accommodation will be permitted where the development would not adversely affect the character of the countryside.

7.31 The Council will actively encourage the provision of small 'camping barns' adjacent to the Kennet and Avon Canal and along the Ridgeway National Trail. It would also welcome the provision of a Youth Hostel in the Pewsey Vale and Avebury areas. Hotels/conference facilities proposed under Policy TR14 will have to comply with Policy

NR7 in relation to the effect on landscape, and to other relevant plan policies, including PD1.

Policy TR16

MOBILE CAMPERS

Proposals for sites for mobile campers (touring caravans, motor caravans, and tents) will be acceptable where:-

- a) the site is well contained within the physical form of the landscape and does not present a visual intrusion;
- b) the site does not form an isolated development but is related to an existing group of buildings;
- c) the site is well related to an existing tourist attraction or other recreational facility;
- d) the site is within easy reach of the main road network; *and*
- e) the proposal does not have an unacceptable impact on the surrounding countryside or the amenity of local residents.

Particular attention will be paid to the proposed development's scale and potential impact on the landscape character of the area. Proposals will need to comply with Policy NR7.

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- 7.32 Policy TR16 balances the need to extend the range of accommodation available for holidaymakers in the District with the need to protect the environment, particularly sensitive landscapes. In order to assess landscape impact proposals will be considered against the policies in Chapter 5 on *Natural Resources*. Sites permitted in the Area of Outstanding Natural Beauty, Special Landscape Area and World Heritage Site should be small in scale, in accordance with Policy NR7.

- 7.33 The Ridgeway National Trail and the Wessex Ridgeway Recreational Trail are long distance routes of national importance and are becoming increasingly popular amongst walkers, cyclists and horseriders. The Council welcomes the development and promotion of this type of activity as a means of encouraging 'green tourism' in furtherance of sustainable development. The Council would welcome the provision of a small campsite facility for limited stays by 'backpackers' and other users of the National Trail.

RECREATION

- 7.34 The Council is committed to ensuring that all sections of the community have access to appropriate sport and recreation opportunities. Physical exercise contributes directly to 'Community Health', one of the corporate cross-cutting themes identified in the Council's Four Year Strategy. The Local Plan has a key role to play in protecting existing outdoor sports and recreation sites, enabling new facilities and ensuring that new housing development makes adequate provision consistent with NPFA standards. Policies relating to new housing developments are contained in Chapter 2 on *Housing and Community Facilities*.

- 7.35 The Council has also prepared the Kennet Leisure Services Strategy which complements the policies and proposals contained in the Local Plan. The Strategy sets out how the Council, through its Leisure Services Division, will deliver leisure opportunities directly, or by enabling initiatives to come to fruition.

Indoor Sport and Recreation

- 7.36 Kennet District Council has successfully worked with Wiltshire County Council, Town Councils and other organisations within the District to provide dual use, indoor sports facilities at Devizes and Marlborough. Dual use facilities are also available at Pewsey and Castledown schools. In addition, the Council has worked closely with the Ministry of Defence to secure the provision of a new leisure centre in Tidworth. The centre opened in July 2000 and is managed by the Council for the benefit of the community.

- 7.37 The Council will continue to support the development of indoor sports facilities, in partnership with other organisations, which are considered to complement the existing range of facilities in the District.

Outdoor Sport and Recreation

Policy TR17

EXISTING OUTDOOR SPORT AND RECREATION SITES

Development of existing outdoor sport and recreational space for other uses within the Limits of Development of towns and villages, as identified on the Inset Maps, will only be permitted where it can be demonstrated that:-

- a) the development of a small part of the existing facility provides improvements to the remaining facilities and provides for their greater use; or
- b) a suitable alternative site, of comparable size and facilities, is provided in an acceptable location; or
- c) the proposal is for an alternative recreational or community use of benefit to local residents. In this case the overall recreational value of the open space available to local residents must be maintained.

7.38 A survey undertaken in 1992, and updated in 1998 to inform the Playing Pitch Strategy, revealed that public and private recreational space for adults and children within Kennet fails to meet the total requirement using the NPFA Six Acre Standard, which has been adopted by the Council as a target for the District as a whole. The standards do allow for the inclusion of educational facilities where, as a matter of policy and practice, they are available for public use. This is generally the case for secondary schools in the District but primary school pitches are rarely, in practice, used by the public. When genuinely available educational facilities are included in the calculation, the level of provision does meet the standards. The Council, therefore, believes that it is necessary to protect all existing outdoor sports and recreation sites to ensure existing levels of provision are maintained and work towards greater out of hours use of those currently unavailable to the public.

7.39 Sites within the Limits of Development of towns and villages are more vulnerable to development pressures and are therefore specifically identified for protection by this policy. Sites within the countryside will be subject to strict controls, as set out in

Chapter 5 on *Natural Resources*. New housing developments will be required to provide recreation space according to the NPFA Six Acre Standard and this is addressed by Policies HC34 and HC35 in Chapter 2 on *Housing and Community Facilities*.

7.40 The development of facilities such as village halls, scout huts or community centres may be appropriate on recreational land. In these circumstances the loss of recreational land will be balanced against the potential benefits to the community. The council will be concerned to ensure that the overall recreational value of the open space available to the local community is maintained.

Policy TR18

NEW OUTDOOR SPORT AND RECREATION FACILITIES

Proposals for outdoor sport and recreation in the countryside will be permitted where the Council is satisfied that no adverse impact will result upon the local road network, the amenities of residents, other users of the countryside or the conservation of landscape, ecological or archaeological interests of the area.

7.41 A survey undertaken in September 1998 to inform the Council's Playing Pitch Strategy showed that, with a few isolated exceptions, the supply of pitches in secured public use satisfies current demand for pitches for football, cricket, rugby and hockey. Nevertheless, there may be occasions at the local level where new outdoor sports and recreation facilities are required. Proposals will need to satisfy the requirements of the landscape and ecology policies in Chapter 5 on *Natural Resources* and also the archaeological policies in Chapter 6 on *Conservation of the Historic Heritage*.

7.42 The Playing Pitch Strategy states that new pitches or venues for Pewsey Vale and Marlborough Rugby Clubs will be required if the desired improvements and problems raised by these clubs cannot be satisfactorily dealt with at their existing school-based venues. Since the Strategy has been prepared Marlborough Rugby

Club have secured a new club house on Marlborough Common and Pewsey Vale Rugby Club have taken steps to secure new pitches.

Policy TR19

IMPROVEMENT OF EXISTING OUTDOOR SPORT AND RECREATION FACILITIES

Proposals to improve existing outdoor sports and recreation facilities in order to increase their use and availability will be supported provided that they will not result in an adverse impact upon neighbouring land uses.

7.43 The Playing Pitch Strategy concludes that future emphasis should be placed largely on improving the quality of existing pitches and ancillary facilities. Proposals for club houses, changing facilities, drainage, artificial surfaces and floodlighting will enable existing facilities to be used more intensively and may in some cases be a more efficient solution than providing an entirely new facility. Proposals will be scrutinised for their potential noise and nuisance impacts and the effects of increased traffic, in accordance with Policy PD1.

7.44 The Playing Pitch Strategy identifies a need for 4 additional playing pitches in Devizes to help absorb anticipated future demand generated by new housing in the town. The council considers that this requirement can be met, at least in part, by intensifying the use of existing pitches, in particular the facilities at Green Lane, by improving the basic quality of those pitches.

Extending the Range and Availability of Facilities

7.45 The Council will welcome proposals to extend the range and availability of facilities in the District. In planning future provision, the Playing Pitch Strategy in 1998 recommended that emphasis should be placed upon floodlit multi-court surfaces which would allow for more intensive use by a variety of sports. It also recommended that the Council should seek the provision of a floodlit Artificial Turf Pitch (ATP) in Devizes or Marlborough, preferably on a school site subject to an agreement securing community use. A floodlit, dual-use artificial turf pitch is now available at

Devizes School. The results of a review of the Playing Pitch Strategy in 2003 to take account of recent advice in PPG17 has confirmed that emphasis should continue to be placed on improving the quality and use of existing pitches.

7.46 One way to extend the availability of facilities is to improve approaches to management. The Council will continue to negotiate with partners to secure the wider use and availability of outdoor sports and leisure facilities. Policy HC39 in Chapter 2 on *Housing and Community Facilities* aims to ensure that new schools are designed with dual access in mind. This will avoid situations where the location of changing and toilet facilities requires the whole school to be open, thereby causing safety and security problems and incurring unnecessary expense.

Allotments

Policy TR20

PROTECTION OF ALLOTMENTS

Development that would result in the loss of allotments or land last used as allotments, as identified on the Inset Maps, will not be permitted unless replacement allotments are provided. In order to be acceptable to the Local Planning Authority the replacement allotments will:

- a) be comparable in terms of size, accessibility and convenience;
- b) have a soil quality and condition comparable or superior to that of the existing allotments; *and*
- c) avoid detrimental impact on landscape character and landscape features.

7.47 There are no statutory allotments in the District although in many areas demand outstrips supply. Allotments are a valuable community and recreational resource which contribute towards sustainability objectives. They provide the opportunity for people to grow their own food and encourage a greater degree of self-reliance. The adoption of minimum density standards for new housing (see Policy HC5 in Chapter 2 on *Housing and Community Facilities*) gives allotments a greater importance in providing for those people living in dwellings with smaller gardens. Once lost, allotments are

difficult to replace. This policy, therefore, seeks to halt the erosion of allotment provision.

7.48 When considering replacement allotments the Council recognises that allotments are an agricultural use and therefore do not require planning permission. However, associated infrastructure such as highway access, sheds and other allotment paraphernalia may require planning permission and will be considered against the above policy. Before granting planning permission the Council will expect adequate arrangements to be in place for administering the replacement allotments.

Golf

7.49 There are six golf courses within the Plan area. Sport England considers that, although the level of existing provision meets its recommended minimum standards, it does not provide adequate pay and play facilities. Consequently, the Council will give sympathetic consideration to proposals for an additional pay and play golf course. Proposals will be judged against other policies of this Plan, particularly the landscape character and wildlife/ecology policies in Chapter 5, the archaeology policies in Chapter 6 and Policy PD1 in Chapter 1.

Sport and Noise

Policy TR21

SPORT AND NOISE

Proposals for noisy outdoor sports and recreation activities will not be permitted unless they:-

- a) identify the methods for noise mitigation to be employed;
- b) ensure that landscape character, ecology and archaeological features are protected;
- c) demonstrate that any traffic generated will not have an adverse impact on the local road network; *and*
- d) are shown to have no unacceptable impact on either the amenity of local residents or on the amenity of other users of the countryside.

7.50 Noise from motor sports, small private airfields and some gun sports such as clay

pigeon shooting can result in environmental problems to residents, other users of the countryside, the landscape and ecology. Newer activities such as war games can cause disturbance and danger as well as problems of noise. Nuisance also arises where activities such as motor sport attract large numbers of spectators. Proposals for such activities will be judged on their appropriateness to the countryside and their potential environmental effects. Where proposals are permitted the Council may seek to minimise the environmental impact using planning obligations and conditions. In certain cases proposals may be granted a temporary one year permission to enable the Local Planning Authority to review the proposal before considering a permanent consent.

THE ARTS

Policy TR22

PUBLIC ART

The Council will encourage the provision of new works of Public Art on sites requiring Planning Briefs (as identified in Policy PD1), in order to enhance the appearance of the development, the amenity of the area and the quality of the local environment.

7.51 The term 'Public Art' refers to work by artists and craftspeople in the built or natural environment which is in publicly accessible places. Public Art aims to integrate the skills, vision and creative abilities of artists and craftspeople into the whole process of creating new spaces and regenerating old ones. Quality Public Art adds greatly to the public enjoyment of development and encourages a sense of place and local identity. It can also:

- Transform public spaces, creating places for people to interact;
- Provide opportunities to involve local communities in expressing the identity of their area;
- Encourage social inclusion and create concern for the local environment;
- Create work for artists living in the area, safeguarding traditional, local cultural and contemporary skills and involving artists directly in communities;
- Assist in attracting investment to an area;

- Promote quality, innovation and a lasting vision for the future; and
- Improve the quality of life for local residents.

7.52 Public Art can take a number of forms, from the more traditional free-standing works (for example, sculptures of historical figures or fountains) to the integration of works into the fabric of a building or development (such as railings, floor finishes, murals, decorative glass, etc.). In some cases it may be appropriate for artists to be appointed either as part of a design team, or advising a design team to influence areas such as building form and layout, land form and landscape design, lighting, colour and signage. This work would not necessarily result in any identifiable 'art works' but will influence the aesthetic of the overall design. Public Art should be complementary to good building design. It cannot be used as a substitute for good design, neither can it be used to ameliorate poor design. Proposals will need to satisfy the requirements of Policy PD1 in relation to overall design, as well as the Council's Arts Strategy.

Data will be obtained from a variety of sources, such as the Avebury World Heritage Site Steering Committee and its sub-groups, the Council's Economic Development and Tourism Service, the English Tourism Council and South West Tourism. The data collected will be used to inform the next review of the Local Plan.

7

tourism, recreation & the arts

MONITORING STATEMENT

7.53 For the purposes of monitoring the implementation of policies and proposals within this chapter of the Local Plan the Council will monitor the following:

1. The provision and location of new facilities for boat users and visitors to the Kennet & Avon Canal.
2. The contribution being made by the Local Plan toward the objectives of the Avebury World Heritage Site Management Plan.
3. The quantity and type of overnight visitor accommodation being provided in the District.
4. Trends in visitor numbers.
5. Changes in the recreational land supply, including the loss of land to alternative uses and the provision of sport and recreational land in new housing developments.
6. Problems restricting the use of recreation areas.

GLOSSARY

OF

TERMS

Adoption

The final confirmation of a plan as a statutory document by the Local Planning Authority

Affordable Housing

Affordable housing is a term used to encompass the range of both subsidised and market housing designed for those whose incomes generally deny them the opportunity to purchase houses on the open market and often refers to housing provided to meet the particular needs of a local area. It may be rented accommodation, shared ownership housing or low cost housing and generally has an agreement attached to it that controls subsequent occupancy of the unit to ensure it continues to fall within the category of affordable housing.

Area of Minimum Change (AOMC)

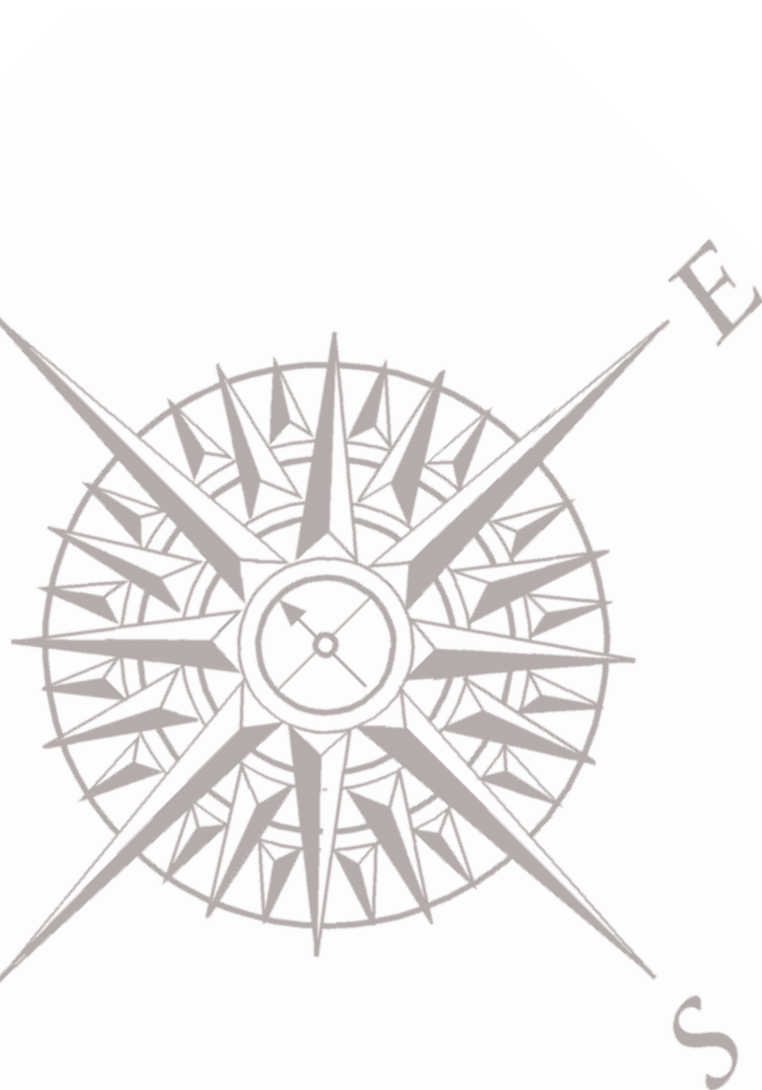
Areas of Minimum Change seek to protect those areas of land within, or at the edge of settlements which make an important contribution to the character and appearance of the settlement. They include significant areas of public and private open space, gardens and church yards. The Policy was first established in the Devizes Local Plan, has been developed in subsequent Plans throughout the District and is now carried forward to the Replacement Kennet Local Plan. (See Policy HH10 and paragraph 6.39 for further information.)

Area of Outstanding Natural Beauty (AONB)

Land designated for special protection by the Government (on the advice of the Countryside Agency) because of its outstanding scenic quality and landscape value. The District Council cannot alter the boundary through the Local Plan process. The boundary is shown on the Proposals and Inset Maps to identify where Local Plan policies for the AONB are to apply.

Area of Special Quality

This designation was first introduced in the Kennet Local Plan to protect a particular area of Marlborough with its own distinct character. The designation has been carried forward to the Replacement Kennet Local Plan. (See Policy HH11 and paragraph 6.40 for further information.)



Avebury World Heritage Site Management Plan

The Avebury World Heritage Site Management Plan was published by English Heritage in 1998. The document was prepared during the period 1996-98 on behalf of the Avebury World Heritage Site Working Party in consultation with local people and all those with an interest in the management of the area. The Plan is not prescriptive or binding on landowners and management agencies, but aims to set the framework for co-ordinated management and the development of partnerships.

Best Value Review

Best Value is the regime against which the Council's services are measured. All Councils are required to set standards for the delivery of services, in consultation with the community. All the Council's services will undergo a fundamental review in accordance with a programme and this will be completed by the end of March 2005. The reviews will challenge why services are provided, compare performance with other Councils and companies, consult the community on service delivery, and open up services to compete in the market place.

Biodiversity

A measure of the number of species and their relative abundance in a community.

Biodiversity Action Plan (BAP)

A plan setting out the status, issues and threats for a species or habitat, and a programme of specific and timed actions with identified responsible agencies to restore/maintain/enhance the biodiversity interest. A BAP is currently being prepared for Wiltshire through a partnership of Wiltshire Trust for Nature Conservation, English Nature, the County Council and each of the District Councils in the County.

'Brownfield' Sites

Redevelopment sites previously subject to "urban" development.

Built Up Area

The built up area is a phrase used to describe the principle, developed area of a town or village. It comprises the main, consolidated, developed area of a settlement. It does not include peripheral, sporadic, loose knit areas of development related to a settlement. The phrase is used to restrict development to the existing boundaries of a town or village and to stop development spreading beyond these limits. For the larger towns and villages Limits of Development have been drawn to identify the existing built up area of these settlements. In the smaller villages Limits of Development have not been drawn. Here the built up area will be determined with reference to this definition.

Change of Use

More correctly referred to as a "material change of use". A change in the use of land or buildings that is of significance for planning purposes, often requiring planning permission.

Conditions

Stipulations attached to a planning permission to limit or direct the manner in which a development is carried out.

Conservation Areas

An area given statutory protection under the Planning Acts, in order to preserve and enhance its character and landscape. Conservation Areas are designated in accordance with sections 69-70 of the Planning (Listed Buildings and Conservation Areas) Act 1990. There are nearly 70 Conservation Areas designated in the District. Designation of the Conservation Area is only the first stage in the process. The Local Planning Authority is also required to prepare proposals for the preservation and enhancement of any Conservation Area in its area. Designation of these areas or their detailed boundaries are not proposals of the Local Plan. They are included on maps to indicate where Local Plan policies relating to them will be applied. Section 72 of the 1990 Act requires that, when determining planning applications and exercising other planning functions, Local Planning Authorities should pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.

Conversion

Existing buildings which are re-used to provide an alternative use.

Countryside

Land outside the Limits of Development defined for Devizes, Marlborough, Ludgershall, Tidworth and Pewsey and those villages listed in Table H.4 is considered to be the countryside where countryside policies of the Local Plan and Structure Plan will be applied. See also 'Limits of Development'.

County Sites and Monuments Record

The County Sites and Monuments Record (SMR) is the primary archaeology record in Wiltshire and is maintained by the County Archaeology Service. The SMR identifies all known archaeological sites and features within the county, including Scheduled Monuments. In January 2000 the SMR included records on over 6,100 individual archaeological sites and finds in Kennet. The SMR is continuously reviewed and updated.

Flats Over the Shops (FOTS)

Space over shops in town centres represents a substantial under-used asset. 'Flats Over the Shops' schemes are available to refurbish such

space, preferably to provide affordable housing for those in need. The scheme generally works by a housing association taking out a lease with an owner for a period of time. The housing association carries out any renovation works required and takes full responsibility for managing the property until the lease expires.

'Greenfield' Sites

Sites previously subject to a "rural" use.

Holiday Accommodation

In Policy HC26, 'holiday accommodation' means self catering accommodation for tourists let to them for holidays for periods not exceeding 8 weeks at a time.

Homes from Empty Properties

It is estimated that around 5% of private sector homes in Kennet are empty at any one time. The 'Homes from Empty Properties' campaign is an initiative by Kennet District Council in partnership with local Housing Associations to encourage re-occupation of empty homes in the District.

Infill

The term infilling refers to the filling of small gaps within a small group of houses. Small gaps are interpreted as sites which are not sufficiently large for more than one dwelling. Within the context of the Replacement Kennet Local Plan, infilling is appropriate within the main and secondary settlements and those villages listed in Tables H.4 and H.5.

Integrated Transport

The integration of land-use and transportation planning to allow transport provision and the demand for travel to be planned and managed together, balancing the use of different modes of transport to encourage easy transfer between them and reduced reliance on the private car.

Kennet & Avon Canal Conservation Plan and Public Transport & Visitor Management Plan

British Waterways have prepared a Conservation Plan on behalf of the Kennet & Avon Canal Partnership as a condition of the Heritage Lottery Fund grant. The Conservation Plan is a non-statutory, advisory document which seeks to guide the conservation and management of the canal environment. It is supplemented by the Public Transport & Visitor Management Strategy which provides the rationale and framework for the provision of facilities for and management of visitors to the waterway.

Kennet Four Year Strategy

The Four Year Strategy is intended to give a clear direction and statement of the purpose and priorities of the Council. The current Four Year Strategy is the fourth to be produced and covers

the period 2000-2004. The fundamental objective of the Strategy is to, through the Council's resources and influence, enable the provision of services and facilities which will support the continuation and growth of viable communities in the District enjoying an acceptable quality of life in a healthy and pleasant environment.

Key Development Sites

Key development sites are defined as each of the housing and employment allocations in this plan (including allocated mixed-use sites) and all development sites that involve 1 hectare or more of land or (in the case of housing proposals) 25 or more dwellings.

Landscape Character Assessment

Landscape Character Assessment is recognised as a basis for countryside planning and management. It is a tool for describing the character of our landscapes. The approach, as set out in guidance by the Countryside Commission (now Agency) in their publication CCP423, recognises that the character of the landscape is not simply a scenic or visual phenomenon but is the product of its physiography, history and land management. A Landscape Character Assessment has been completed for the whole District and will be adopted as Supplementary Planning Guidance.

Landscape Setting

The Landscape Local Plan defined the landscape setting to certain historic towns, including Devizes and Marlborough. The Landscape Local Plan also described the features which formed an integral part of the character and landscape setting to the towns, and sought their protection through a policy strictly restricting any development having an adverse effect. This policy is now contained within the Replacement Kennet Local Plan and the Landscape Settings of both towns are clearly defined and shown on Inset Maps 1 (Devizes) and 5 (Marlborough).

Large Housing Sites

Large housing sites are defined as any new housing site involving 10 or more dwellings.

Leisure Services Strategy

The Leisure Services Strategy is produced by Kennet District Council. The main aims of the Strategy are to ensure the provision of adequate indoor and outdoor facilities for the people of Kennet, to ensure that the management and programme of each facility is sound, safe and well promoted and to provide appropriate support for other clubs, organisations and interests within the District.

Limited Additional Housing

Policy DP14 of the Wiltshire Structure Plan states that '...in some villages which possess or have

good access to a range of community facilities, limited additional housing may be appropriate.' In Kennet this has been interpreted as small groups of houses involving less than 10 houses on greenfield sites within villages, redevelopment sites within villages, the replacement of existing dwellings, the re-use of existing buildings and infill sites within villages.

Limits of Development (LOD)

Limits of Development is the term used in the Plan to define the existing built up area of the main settlements and those villages listed in Table H.4. Land outside the Limits of Development is considered to be in the countryside where countryside policies will be applied. The Limits of Development for Devizes and Marlborough also define the inner edge of their Landscape Settings.

Listed Buildings

Buildings of Architectural or Historic Interest (Listed Buildings) are designated by the Department of Culture, Media and Sport in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990. Listed buildings may be designated as Grade I, Grade II* or Grade II. Grade I buildings are considered to be of exceptional national interest; Grade II* are particularly important buildings of more than special interest; and Grade II are buildings of special interest which warrant every effort being made to preserve them and their interiors.

Listed Building Consent

Listed building consent is a separate form of authorisation to that of planning permission. It may be required in addition to planning permission and is governed by separate legislation. Listed building consent is sought from the local planning authority and applies to all works (including demolition), either external and internal, that would affect a building's special interest (whether or not the particular feature is mentioned in the list description). Fixtures and curtilage buildings are normally also treated as part of the building for purposes of listed building control.

Local Housing Need

Housing need refers to households lacking their own housing or living in housing which is inadequate or unsuitable, who are unable to meet their needs in the housing market without some assistance, (see Appendix 2, Local Housing Needs Assessment: A Guide to Good Practice, Department of the Environment, Transport and the Regions, July 2000). Local housing need relates to the level of housing need identified in a particular Parish or Community Area by reference to the latest Districtwide Housing Needs Survey, the Housing Register, local Parish Surveys (where

available) and the relationship between house prices and incomes.

Local Nature Reserve

Local Authorities can establish Local Nature Reserves in areas of natural history interest, under the terms of Section 21 of the National Parks and Access to the Countryside Act 1949 (as amended by Section 184 of the Local Government Act 1972). No such reserves have been established in the District to date.

Loose Knit Area

A 'loose knit area' is generally characterised by a non-continuous frontage with gaps in development that would constitute more than an infill site. 'Loose knit areas' are also generally remote from services and facilities.

Low Cost Market Housing

Low cost market housing is unsubsidised provision offered for sale by developers which have the following features:

- One or two bedrooms
- Flats/Maisonettes or Terraced/Semi-detached houses
- Internal floor area of between 40 and 75 square metres
- Priced at or below the low quartile of prevailing market values
- Offered in the first instance to people with an established local connection to the community area in which the scheme is located.

Mode Split

The proportions of each transport type that together constitute the total travel demand either on an area basis or related to a particular development site.

National Nature Reserve

Some Sites of Special Scientific Interest (see below) are subject to an additional designation in recognition of their special nature conservation interest. National Nature Reserves (NNRs) are SSSIs subject to an additional designation by nature conservation agencies under the Wildlife and Countryside Act. NNRs are reserves considered to be of national importance.

National Playing Fields Association Standards (NPFA)

The National Playing Fields Association recommends a minimum standard for outdoor playing space of 2.43 hectares/1000 population. This is commonly referred to as the '6 acre standard'. The standards refer to formal sports areas for adults and informal play space for children. The standards were first put forward in 1989.

Natural Areas

A biogeographic zone reflecting the geological foundation, the natural systems and processes and the wildlife in different parts of England. Together, Natural Areas provided a framework for setting objectives for nature conservation action. Natural Areas are non-statutory sites identified by English Nature.

Net Housing Density

For the purposes of this plan net housing density on large sites should be least 30 dwellings per hectare, with the exception of housing sites that are allocated for a lower net density because of site constraints. For the purposes of calculating the 'net housing density' of the site only those areas of land which will be developed for housing and directly associated uses should be included, for example, access roads within the site; private garden space; car parking areas; incidental open space and landscaping; and, children's play areas provided as part of the development. The 'net site area' excludes major distributor roads; primary schools; open spaces serving a wider area and significant landscape buffer strips. (PPG3, Annex C)

Outline Application

A general application for planning permission to establish whether a development is acceptable in principle, subject to subsequent approval of detailed matters.

Oxford Brookes Study of the Kennet Economy

Oxford Brookes University carried out a Survey and Appraisal of the Kennet Economy in 1998. The study aimed to provide an understanding of the way in which the local economy of the District operates and the factors which influence current patterns of economic activity in the District.

Planning Policy Guidance Notes

Planning Policy Guidance Notes (PPG's) set out the Government's policies on different aspects of planning. Local Planning Authorities must take their content into account in preparing their development plans.

Playing Pitch Strategy

The Playing Pitch Strategy was published in September 1998 by Kennet District Council's Leisure Services Division. The aims of the Strategy were twofold: to produce information about playing pitch requirements on which the Council could base its negotiations with developers; to provide updated information with regard to the location, size and equipment on all play areas in Kennet. Specifically, the Strategy presents the results of an assessment of the current levels of playing area provision and future

requirements to satisfy demand for football, rugby, hockey, cricket, tennis and bowls and including provision for Artificial Turf Pitches.

Previously Developed Land

Land which is or was occupied by a permanent structure (excluding agricultural and forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development. Previously-developed land may occur in both built-up and rural settings. The definition includes defence buildings and land used for mineral extraction and waste disposal where provision for restoration has not been made through development control procedures. (PPG3, Annex C).

Regional Planning Guidance (RPG)

Regional Planning Guidance is produced by Regional Offices of the Office of the Deputy Prime Minister (ODPM) on behalf of the Secretary of State. RPG provides a regional spatial strategy within which local authority Development Plans and local Transport Plans should be prepared. Currently, Regional Planning Guidance for the South West (RPG10), prepared in 2001, applies to Structure and Local Plans in Wiltshire up to 2016. It sets out a broad development strategy and spatial framework for other strategies and programmes. Generally, Structure Plans should interpret the policies and proposals of the RPG at a strategic level for the County.

Register of Historic Battlefields

English Heritage has compiled a register of the more important and accurately located battlefields. Within Wiltshire the only battlefield to be included on this register is Roundway Down. This was the site of major engagement during the English Civil War. The Register does not imply any statutory controls, nor any additional powers to regulate development or other work beyond the normal planning system. (See Policy HH4 and paragraph 6.22 for further information.)

Register of Parks and Gardens of Historic Interest

Under the National Heritage Act 1988, English Heritage has published a register of gardens and other land of special interest. The main purpose of the Register is to identify and draw attention to the best historic parks and gardens and, in doing so, help local authorities to provide adequate protection of these sites in their planning work. The Register does not provide statutory protection, nor does it imply any additional powers to control development beyond normal planning powers. It does establish the park or garden as a material consideration. (See Policy HH4 and paragraphs 6.23 - 6.25 for further information)

Registered Social Landlord

Registered social landlords have active development programmes and own a significant stock of subsidised homes in the District and form a group of potential partners, who have the expertise and capacity to deliver new housing schemes and provide effective future management of the those schemes.

River Corridor

The importance of the river systems and their margins to landscape and nature conservation is referred to in the Local Plan. River Corridors are based upon the flood plain as notified to the Council by the Environment Agency. The flood plain boundaries have been extended in places to include areas of important riverside landscape, for example land of amenity value, or ecological interest. It is the intention of the Council in consultation with other bodies such as the Environment Agency, English Nature and other amenity groups to define River Corridors for all watercourses in the District. The policy seeks to protect those features by restricting development within the defined corridors to that which is compatible with those interests or leads to their conservation or enhancement.

Scheduled Ancient Monuments

The Department of Culture, Media and Sport has a duty to compile and maintain a schedule of monuments considered to be of national importance under the Ancient Monuments and Archaeological Areas Act 1979. Monuments on the schedule have statutory protection. Designation of these sites or their detailed boundaries are not proposals of the Local Plan. They are included on maps to indicate where Local Plan policies relating to them will be applied.

Section 106 Agreements

A binding agreement between a council and a developer associated with a grant of planning permission and regarding matters linked to the proposed development.

Sequential Test

Sequential test is the term used to define a process to establish that the most sustainable location for a development has been identified. Where a proposal is likely to generate a number of trips by private car the following process should be followed:

- Is there a suitable redevelopment site within the town centre, close to a range of local facilities?
- Is there a suitable redevelopment site on the edge of the town centre, close to a range of local facilities?
- Is there a suitable redevelopment site located on an established public transport corridor?

- Is there a suitable redevelopment site available within the built up area of the settlement?

Only when these options have been explored should the possibility of developing a greenfield site be considered.

Service Centre

In Tidworth, Pewsey, Ludgershall and Market Lavington Service Centres have been defined. This is the area within which there is a concentration of local facilities and services to meet the daily needs of local residents. The objective of the Plan is to maintain, and where possible enhance, the range of facilities and services in these areas.

Site of Nature Conservation Interest (SNCI)

Non-statutory protected sites identified by local planning authorities or local Wildlife Trusts as sites of County or local importance for wildlife.

Site of Special Scientific Interest (SSSI)

Sites of Special Scientific Interest are designated by English Nature under section 28 of the Wildlife and Countryside Act 1981. Sites are identified on the basis of published scientific criteria and their designation is intended to protect the nature conservation of the site.

Small Housing Sites

Sites of less than 0.4 hectares of land or less than about 10 dwellings on previously undeveloped land which are not allocations of the Local Plan.

Special Areas of Conservation (SAC)

Sites of European importance for species and habitats. Designated under the Habitats Directive.

Special Landscape Area (SLA)

Wiltshire County Council have designated 5 areas as Special Landscape Areas in the Structure Plans. Part of the Salisbury Plain SLA is within Kennet. The Landscape Local Plan (see above) provided a mapped boundary for the application of Structure Plan policies relating to the Special Landscape Area. Designation of these areas is not a proposal of the Local Plan. The boundaries were based on detailed survey work which remains valid and are included on maps to indicate where Structure Plan and Local Plan Policies relating to the SLA will be applied.

Special Protection Area (SPA)

Sites of European importance for wild birds. Designated under the Wild Birds Directive.

Supplementary Planning Guidance

Additional advice issued by a local planning authority expanding its statutory policies.

Sustainable Development

Development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs.

Structure Plan

The Wiltshire Structure Plan 2011 was adopted by Wiltshire County Council and Swindon Borough Council on 5th January 2001. The role of the Structure Plan is to set out the general policies and proposals of strategic importance for the development and use of land in the area, taking account of national and regional planning policies. In Kennet, the Structure Plan requires the provision of 7000 dwellings and 50 hectares of employment land between 1991 and 2011. Structure Plans concentrate on providing a strategic framework within which detailed policies can then be framed in Local Plans.

Subsidised Housing

Subsidised housing is provision by a Registered Social Landlord (RSL), normally a housing association, with the benefit of Social Housing Grant either for letting at affordable rents or for sale on a shared ownership basis.

Town and Country Planning Act 1990/Planning and Compensation Act 1991

The Town and Country Planning Act 1990 consolidated previous enactments in respect of town and country planning and established the new procedures for preparing local plans. It identifies the stages through which a Local Plan must progress to adoption, the accepted content of local plans and the powers of the Secretary of State in respect of the Local Plan.

Section 26 of the Planning and Compensation Act 1991 amended the 1990 Act by the insertion of a new Section 54A to introduce the new requirement for planning decisions to accord with the development plan unless other material considerations indicate otherwise. The 1991 Act underlined the role of development plans in providing guidance, incentive and control. The 1991 Act ensures the development plan is the main component in the plan-led system promoted by the Government. The 1991 Act makes it mandatory to prepare district-wide local plans.

Town and Country Planning (General Permitted Development) Order 1995

Article 4 of the General Permitted Development Order, 1995, allows Local Planning authorities to issue a direction requiring development, usually considered 'permitted development', to seek planning approval. Permitted development is defined in Schedule 2 of the Order and concerns items such as minor extensions, agricultural operations, work by statutory undertakings,

temporary uses, and development within the curtilage of a dwelling.

Town and Country Planning (General Development Procedure) Order 1995

Article 3(2) of the General Development Procedure Order gives local planning authorities the power to direct that an application for planning permission must be accompanied by such details as are specified. This power is provided to allow authorities to determine development in sensitive areas, such as that affecting Ancient Monuments or Listed Buildings, where the granting of an outline consent would be inappropriate.

Town and Country Planning (Use Classes) Order, 1987

Development control does not only relate to new building work but also to changes in use of buildings or other land; planning permission is normally required for material changes of use. What constitutes a material change is a matter of fact and degree. The Use Classes Order enables landowners and users to change the use of their land and buildings in various ways without the need for planning permission. Uses within broadly similar planning implications are grouped together and, once planning permission is obtained and implemented, a user can change to another use within the same group, for example, a hairdressers could become a travel agents without planning permission.

Town Centre

Town Centres have been defined in Devizes and Marlborough. These areas not only encompass the prime shopping areas of these towns but also the area that supports the prime shopping areas by providing office accommodation, secondary retailing areas, accommodation for health services and voluntary workers etc. It is the area within which the majority of local facilities and services are provided and where new local facilities and services should be located to enhance the role of the centre as a whole.

Use Classes Order

The Town and Country Planning (Uses Classes) Order 1987 puts uses of land and buildings into various categories, planning permission not being required for changes of use within the same use class. In practice changes between use classes are likely to require planning permission.

Vacant Sites in Settlements

Previously unused/undeveloped sites within the boundaries of the towns and villages.

Wiltshire Rural Transport Partnership

The aim of the partnership is to 'improve access to services and facilities in a way which is

sustainable, does not discriminate against people without access to a car and achieves social inclusion in rural areas'. The Partnership is led by Community First, chaired by Wiltshire County Council, and includes the four District Councils, Swindon Borough Council, Wiltshire Agenda 21, community transport operators, Wiltshire Health Authority, WCC Social Services, the Wiltshire Association of Local Councils and the Countryside Agency.

Wiltshire Local Transport Plan 2001 - 2006

The Government White Paper on Transport 'A New Deal for Transport: Better for Everyone' (1998) introduced the concept of 'Local Transport Plans' (LTP) to steer the development of national policies at the local level. Wiltshire County Council, as the highway authority, has co-ordinated the development of the Wiltshire LTP. The document is required to cover all forms of transport and sets out long term objectives, a costed programme of improvements in key geographical and service delivery areas and identifies how performance in achieving the objectives will be measured.

Windfall Housing Sites

Windfall sites are defined as previously developed sites within the existing built up area of a settlement that have unexpectedly become available. There is no size restriction to these sites and covers development from 1 dwelling upwards.

World Heritage Site

In 1972 UNESCO adopted the 'Convention concerning the protection of the world cultural and natural heritage' in order to provide support and protection for sites of international significance. In England, recommendations to add sites to the list of 'World Heritage Sites' are made by the Secretary of State for Culture, Media and Sport. The first seven sites in the United Kingdom to be entered on the list, accepted for inscription in 1987, included 'Stonehenge, Avebury and associated sites'. This submission was made on the basis of two separate sites, one based on Stonehenge, and the other on the Avebury complex.