

# Tourism Policies

*NOTE: Policies for tourism in the New Forest are contained in Section 8.*

## Tourist Attractions and Facilities

T1

The development of new tourist attractions or facilities, or the improvement of existing tourist attractions or facilities, will be permitted within the physical limits of settlements.

T2

In the countryside, outside the New Forest, proposals for the development of new tourist attractions or the improvement of existing ones, will be considered against the following criteria:

(i) where a proposal affects a Site of Special Scientific Interest, an Area of High Ecological Value, a Scheduled Ancient Monument or an Area of Special Archaeological Significance, the development will be permitted only if there will be no adverse impact on the designated area;

(ii) within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty or the Landscape Settings of Salisbury and Wilton, proposals will be permitted only where they are small in scale and would be compatible with the special landscape quality of the area;

(iii) otherwise proposals will be allowed provided they do not entail the erection of large buildings or structures.

T3

It is proposed that a new visitor centre will be provided for the Stonehenge World Heritage Site.

## Tourist Accommodation

T4

The construction of new hotels will be permitted within or on the edge of settlements subject to there being no adverse impact on the vitality and viability of adjacent centres.

Where sites on the edge of settlements are proposed, the applicant will be required to demonstrate that all sites in the adjacent centre(s) have been investigated.

T5

In the open countryside, unrelated to any settlement, proposals for the development of new hotels will not be permitted.

T6

Proposals for the change of use of buildings to hotel, guest house, bed and breakfast or self-catering accommodation will be permitted, subject to there being no adverse effect on the amenities of dwellings in the area.

Extensions should be subordinate to the existing buildings and not detract from their appearance or the quality of their surroundings.

#### **T7**

Proposals for static holiday caravans and permanent holiday accommodation will not be permitted in the open countryside unrelated to existing settlements. Elsewhere, small scale proposals will be granted permission where it can be demonstrated that there is no adverse effect on the quality of the landscape and the criteria set out in policy T9 are satisfied.

#### **T8**

Within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty, the establishment of large scale sites for touring caravans and tents will not be permitted. Permission for small scale sites will be granted where it can be demonstrated that the site is adequately screened and the development would not have an adverse effect on the quality of the landscape. Compliance with criteria listed in policy T9 will also be required.

#### **T9**

Elsewhere in the plan area, the establishment of new sites for touring caravans and tents will be allowed within, or adjacent to, settlements or adjacent to the main holiday routes, subject to the following criteria:

- (i) sites are well screened from vantage points, highways and residential development and trees and other landscaping materials are planted among the caravan and tent plots as well as around the edges of the site;
- (ii) the proposals would not adversely affect land of nature conservation value;
- (iii) there is no direct access from trunk roads or from primary routes where access to a secondary road is feasible; and
- (iv) the use of the site would not be detrimental to the amenities of the residents of the area and would not conflict with neighbouring land uses.