

**D3 - Design principles for South Hampshire urban areas**

- Support - 5
- Neither support of object - 4
- Object - 2

The changes to the supporting text and the Local Plan policies have not only been informed by the responses to the Regulation 18 consultation but they have also taken on board any additional feedback that has come out of discussions/meetings with statutory consultees and members in order to improve the clarity and understanding of the contents of the Local Plan.

<b>Comments in support of D3 - design principles for South Hampshire urban areas</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-N8MP-M	<p>[This response should be read in conjunction with the full copies of the 'North Whiteley Representations to the Winchester Local Plan Regulation 18 representations OBO Crest Nicholson' representations submitted by email to:</p> <p>Crest Nicholson fully supports the Council's objective of achieving high quality, well designed and inclusive places through Strategic Policy D1. Crest Nicholson is committed to enhancing the communities of Winchester (notably, North Whiteley) through making good design fundamental to all its proposals in the district. Crest Nicholson also notes the specific design requirements for development in the South Hampshire Urban Areas under Strategic Policy D3 and is committed to working collaboratively with the local community to inform the design framework and place making principles for the further development of the North Whiteley MDA.</p> <p>Crest Nicholson will develop a proposal of high-quality design that</p>	Noted.

	responds to the established local context of the area and is informed by the design principles of Strategic Policies D1 and D3, the 10 characteristics of good design set out in the National Design Guide and the objectives of paragraphs 126 and 130 of the Framework.	
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<b>Comments which neither support nor object to D3 - design principles for South Hampshire urban areas</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
BHLF- KSAR- N8BF-Y	The policy also needs to clarify the scale of development it applies to - the requirement for a master plan is only appropriate for larger scale development for example.	<p>The policy seeks to ensure that development secures the vision for the South Hampshire Urban Area by setting out principles for development, including signposting relevant documents and policies. Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.</p> <p><b>Recommended Response:</b> Amend Policy D3 to refer to Policy D1. Delete reference to masterplans in criterion i) as it is</p>

		more appropriately covered in criterion ii).
BHLF-KSAR-N863-Z	<p><u>Strategic Policy D3: Design Principles for South Hampshire Urban</u></p> <p>Policy D3 requires that '<i>Strategic scale developments will need to instead create their own identify, through an inclusive and collaborative design process with the engagement and support of the local community.</i>' For the policy to be effective, and to assist with its interpretation by decision-makers/applications, 'strategic scale developments' should be defined in the Plan. It is also considered unrealistic for the opening paragraph of the policy to require new development to have the support of the local community. This element of the policy should be deleted as requirements to engage the local community are adequately addressed in bullet point four of the policy.</p>	<p>Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.</p> <p>Agree the wording in criterion 4 is more appropriate in assessing community engagement</p> <p><b>Recommended Response:</b> Amend Policy D3 to refer to Policy D1. Delete the words "and support" from the first paragraph of the policy.</p>

<b>Comments which object to D3 - design principles for South Hampshire urban areas</b>		
<b>Respondent number</b>	<b>Comment</b>	<b>Officer comment</b>
ANON-KSAR-N81F-E	Bargate Homes consider that the requirement for community consultation (criterion iv) should be clarified, as it is not appropriate/proportionate or effective in some cases, including small scale development, householder development etc. The policy also needs to be clarified in respect of what scale of development it applies	The policy seeks to ensure that development secures the vision for the South Hampshire Urban Area by setting out principles for development, including signposting relevant

	to; the requirement for a master plan is only appropriate for larger scale development for example. And it lacks mention of site specific design opportunities which may have been identified by the contextual analysis of the location (the emphasis is therefore on published design information rather than site specific context).	documents and policies. Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.  <b>Recommended Response:</b> Amend Policy D3 to refer to Policy D1
BHLF- KSAR- N86N-U	The requirement for community consultation (criterion iv) should be clarified, as it is not appropriate/proportionate or effective in some cases, including small scale development, householder development etc. The policy also needs to be clarified in respect of what scale of development it applies to; the requirement for a master plan is only appropriate for larger scale development for example. And it lacks mention of site specific design opportunities which may have been identified by the contextual analysis of the location (the emphasis is therefore on published design information rather than site specific context).	The policy seeks to ensure that development secures the vision for the South Hampshire Urban Area by setting out principles for development, including signposting relevant documents and policies. Although the Plan should be read as a whole it is considered helpful to include a cross reference to policy D1 which will confirm the overall approach to be taken, including the scale at which masterplans are required to be prepared.  <b>Recommended Response:</b> Amend Policy D3 to refer to Policy D1.

	<b>Recommendations</b>	<b>Officer response</b>
Comments from SA	Recommendations D3	These recommendations are positive, but it is considered they will be better dealt

	<p>5.64 The following recommendations for the policy text are included to help mitigate any negative effects and strengthen any positive effects identified:</p> <ul style="list-style-type: none"> <li>■ Policy D3 could be strengthened to include requirements for the incorporation of green infrastructure, improvements for active and sustainable modes of transport and more explicit requirements to address the conservation and enhancement of landscape and local character and the historic environment.</li> </ul>	<p>with by cross referring to Policy D1 to ensure these opportunities are sought for developments across the Plan area.</p> <p><b>Recommended Response:</b> Amend Policy D3 to refer to Policy D1</p>
Comments from HRA	None.	

### Strategic Policy D3 Design Principles for the South Hampshire Urban Areas

#### Amendments to supporting text

5.66

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

#### Amendments to policy D3

New **strategic scale** developments will deliver the Local Plan Vision for the South Hampshire Urban Area. Strategic scale developments will need to ~~instead~~ create their own ~~identify~~ **identity**, through an inclusive and collaborative design process with the engagement ~~and support~~ of the local community. Development proposals **should be prepared** through the design process **set out in Policy D1 and** will need to demonstrate how they address the following:

- i. Any aspects, characteristics and specific design requirements that have been identified in the relevant site allocations policies ~~including the development of the masterplan~~ which will set the design parameters, framework and placemaking principles for developing the whole site in order to deliver high quality places;
- ii. Any relevant aspects, identified characteristics and principles set out in Masterplans, Village Design Statements, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local community;
- iii. Relevant local evidence set out in the ~~table~~ 10 Characteristics of ~~successful~~ **well-designed** places, in the National Design Guide, including any updates as necessary; and
- iv. How community engagement has been used to inform and influence the outcome of the design process.