

CONCEPT DIAGRAM



Diagram above has evolved fully considering the wider influences of adjacent land uses and future development proposals. Permeability and connectivity to surrounding zones are delivered positively whilst considering all relevant constraints and opportunities.

DESIGN EVOLUTION

- 4.4 The evolving framework plan was tabled at the pre-application meeting on the 23rd April. Following the meeting, the layout was developed and an indicative layout displayed on the consultation leaflets. The layout has taken into account the established design principles, influenced by the advice of the project team, and evolved through the comments of the consultation with Fareham Council.
- 4.5 Since the consultation process, it was decided to bring the site forward as two separate applications. Although the site is split into northern and southern parcels the principles of the design remain the same in order to promote a cohesive scheme between the two.
- 4.6 In line with National and Local Government Guidance and Policy, considerable importance has been placed on achieving a high standard of design across the site. The application of urban design objectives will ensure a high-quality layout is achieved whilst the identification of the constraints and opportunities will ensure that the proposals are sensitively assimilated on the site and into the surrounding landscape and urban fabric. Successful urban design is dependent upon achieving an appropriate relationship between community needs, development principles, development form and a positive response to local conditions.

- 4.7 In depth analysis from all disciplines was key to identifying the key design principles from an early stage. The masterplan has evolved through consultation with the project team and the public, and the response from the multiple meetings with Fareham Borough Council. Key amendments include:
- A more detailed explanation document, setting out the comments received together with responses by the applicant are set out within the Statement of Community Involvement (SCI) which accompanies this application.

HA2 ALLOCATION

- 4.8 The land to the east of the site between the Newgate Lane relief road and Bridgemary is included as an allocated site within the Council's Draft Local Plan. The land, known as HA2, is proposed to accommodate the development of up to 475 dwellings.
- 4.9 The design has evolved with close regard to the delivery of the HA2 scheme, with a view to ensuring cohesion between the new developments to promote sustainable settlements. Permeability and connectivity to surrounding zones are delivered positively whilst considering all relevant constraints and opportunities, albeit the layout for HA2 is not known at this time.
- 4.10 The Transport Statement and Planning Statement submitted with the application explore this issue in more detail.





05: DESIGN PROPOSALS

INDICATIVE PUBLIC OPEN SPACE PLAN

-  APPLICATION BOUNDARY - NORTH
-  PARKS AND AMENITY OPEN SPACE TO MEET POLICY CS21 - 0.56HA
-  LOCAL EQUIPPED AREA FOR PLAY (LEAP)
- MINIMUM 0.04HA (400sq.m)
- 20M BUFFER TO HABITABLE DWELLINGS
-  ADDITIONAL OPEN GREEN SPACE



05 DESIGN PROPOSALS

USE & AMOUNT OF DEVELOPMENT

(The Town and Country Planning (Development Management Procedure) (England) Order 2015 states that “amount” means (a) the number of proposed units for residential use).

Residential - up to 75 dwellings (Class C3)

- 5.1 The development achieves an average net density of 35 dwellings per hectare (dph). This density will allow for variation in density across the development including higher density towards the existing urban areas and lower density towards the rural edge. Overall the density represents efficient use of the site whilst at the same being appropriate to the local area. This will help assimilate the development into the surrounding areas of Fareham.
- 5.2 The density will also allow for a range of dwelling sizes and tenures to cater for varying household sizes. This range will also allow for variety within the proposed streetscape.
- 5.3 Details of the precise tenure arrangements will be submitted at Reserved Matters Stage through consultation with the Planning Authority. An element of affordable housing will also be provided within the development, the quantum is informed by the Local Plan Policy CS18 specifying that open market housing schemes will be expected to deliver 40% affordable housing provision on site. The policy goes on to specify that proposals will be required to provide a mixture of dwelling types, sizes and tenures reflecting the identified housing needs of the local population. Further details of the affordable housing provisions will be defined by the contents of the Section 106 Agreement.
- 5.4 An element of affordable housing will be provided within the development in a series of clusters. These will include affordable rented, shared ownership and low cost/reduced cost market housing. Details of the precise tenure arrangements will be submitted at Reserved Matters Stage through consultation with the Planning Authority and will be informed by the affordable housing requirements.

Public Open Space and Green Infrastructure

- 5.5 The quantity of open space proposed will cater for the recreational needs of the existing and new community at Fareham and to meet the requirements of Local Policy CS21 which highlights that, where existing provision is insufficient, public open space is provided as follows:
 - Parks and Amenity Open Space 1.5 ha/1,000 population;
 - Outdoor Sport – 1.2 ha/1,000 population;
 - Children’s Play Equipment – 14 pieces of equipment per 1,000 1-12 year olds;
 - Youth Facilities – 1 youth facility/MUGA per settlement area; and
 - It is intended that there will be a LEAP on site as illustrated on the Illustrative Masterplan.

ILLUSTRATIVE FRAMEWORK MASTERPLAN

-  APPLICATION BOUNDARY
- LAND USE:**
-  RESIDENTIAL PARCELS
-  PRIMARY FRONTAGE
-  SECONDARY FRONTAGE
-  PUBLIC OPEN SPACE
- ACCESS AND CONNECTIONS:**
-  PROPOSED ACCESS
-  RETAINED EXISTING ACCESS TO HAMBROOK LODGE
-  PRIMARY SPINE ROAD
-  SECONDARY ROAD
-  TERTIARY ROAD
-  FOOTPATH CONNECTIONS
-  FOOTPATHS KEY NODE
- GREEN AND BLUE INFRASTRUCTURE:**
-  EXISTING VEGETATION
-  PROPOSED VEGETATION
-  PROPOSED LEAP (400SQM WITH 20M OFFSET)
-  DRAINAGE CHANNELS
-  INDICATIVE ATTENUATION
- OTHER:**
-  PROPOSED PUMPING STATION (MIN 12M X 8M WITH 15M OFFSET)



ILLUSTRATIVE LAYOUT

“Designs should ensure that new and existing buildings relate well to each other, that streets are connected, and spaces complement one another. This could involve following existing building lines, creating new links between existing streets or providing new public spaces.”

(Design section of NPPG; para. 024)

- 5.6 The proposed layout comprises an arrangement of perimeter blocks that present a strong frontage to the public realm; whilst simultaneously ‘sealing-off’ rear gardens, thereby protecting the amenity of existing Hambrook Lodge and the new residents. This continuity of frontage helps to define the public realm, encourages vitality and encloses streets that feel safe and are richer in visual interest.
- 5.7 Some of the layout’s perimeter blocks are irregular in shape for various reasons. This may occur where distorting the block shape has allowed the creation of squares in strategic locations where catchments dictate the need for a play area. It may also occur where substantial landscape is present or where a node or focal point is desirable, in particular the centrally located LEAP along the eastern boundary.
- 5.8 In laying out the arrangement of perimeter blocks, determining the widths of streets and establishing the building lines that enclose them, we have sought to reflect the local characteristics of built form (as identified in Section 2 above), especially where the development seeks to create a distinctive entrance space with corner turning units and proposed new planting. In doing so the development will engender a sense of place and local distinctiveness.

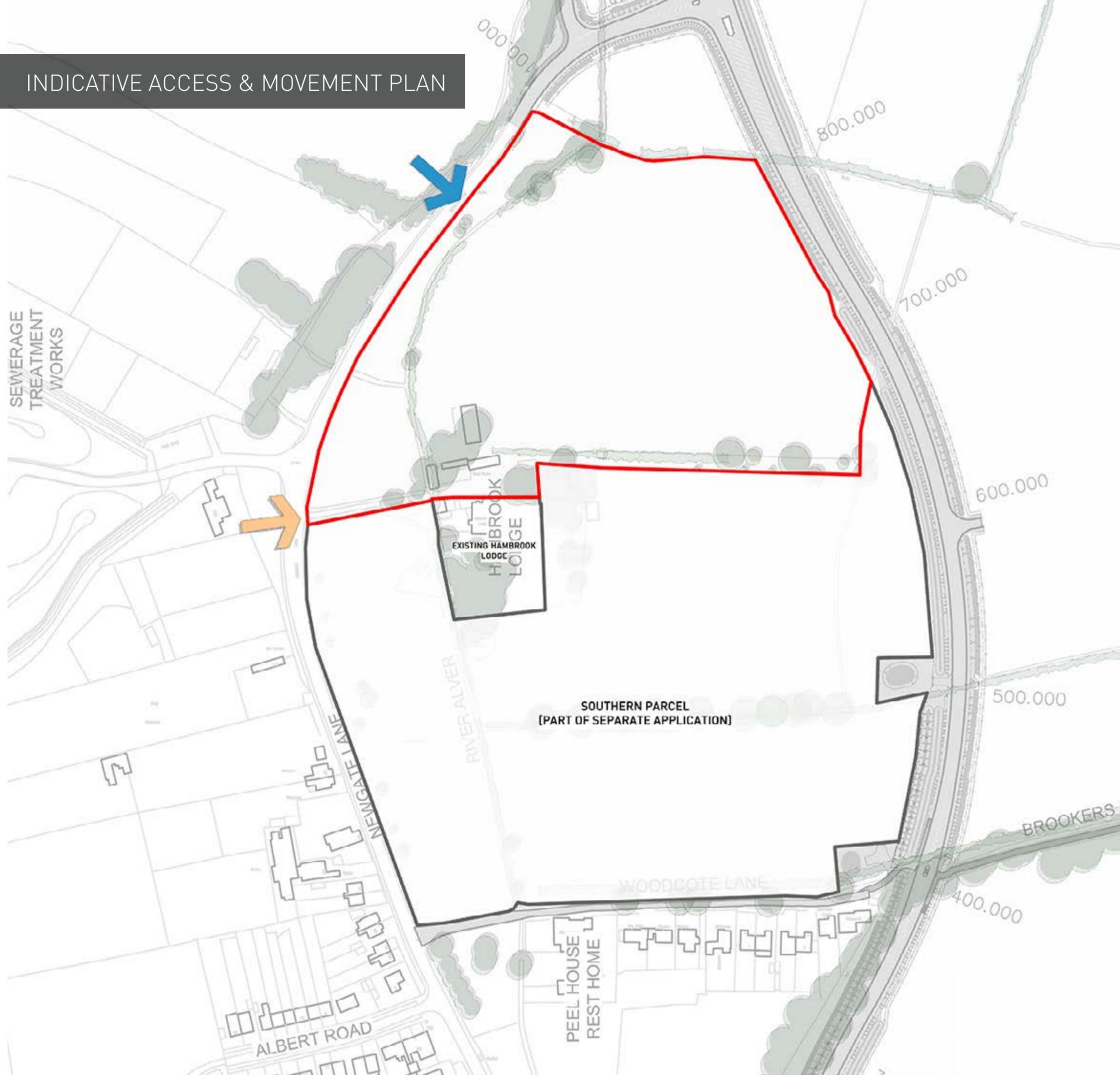
- 5.9 As this is an edge of the settlement location, some streets could incorporate a more open aspect with facades set further back, revealing front gardens of greater depth. In locations where gable ends of houses adjoin the street, additional windows may be incorporated into these elevations to add interest and increase natural surveillance of the public realm.
- 5.10 Development plots are defined by a range of boundary treatments including walls, bollards, railings and hedging (depending upon their location), in order to further define public and private spaces and to enhance the sense of local distinctiveness.
- 5.11 Key frontages such as those following the main route through the development will be particularly prominent and critical to the appearance of the development. A particular focus has been the massing and architectural style of these buildings, so that they contribute positively to the quality and character of the new development.
- 5.12 The use of landmark buildings, vistas, edges and nodes will enhance the legibility of this development. The accompanying plan illustrates how these elements have been employed to this end. Landmark buildings may incorporate variations in materials, colour, frontage treatment and architectural styles and their status does not necessarily dictate the need for increased height.

PROPOSED ACCESS

- 5.13 There is one proposed vehicular access points into the site at Newgate Lane, and one independent pedestrian connection also along Newgate Lane. This allows existing residents connection into the usable green open space buffer and extends the permeability of the site.
- 5.14 This will be further added to with footpath connections between the northern site and the proposed southern parcel.
- 5.15 The through traffic of Newgate Lane has been removed following the opening of the new relief road and the speed of this road will be reduced from 40mph to 30mph.
- 5.16 Further details regarding the proposed access arrangements can be found the Transport Assessment.

INDICATIVE ACCESS & MOVEMENT PLAN

-  APPLICATION BOUNDARY
-  PROPOSED ACCESS
-  EXISTING ACCESS TO HAMBROOK LODGE
(CROSSES BOTH NORTHERN AND SOUTHERN PARCELS)



INDICATIVE ACCESS AND MOVEMENT PLAN

“Planning should promote safe, connected and efficient streets.”

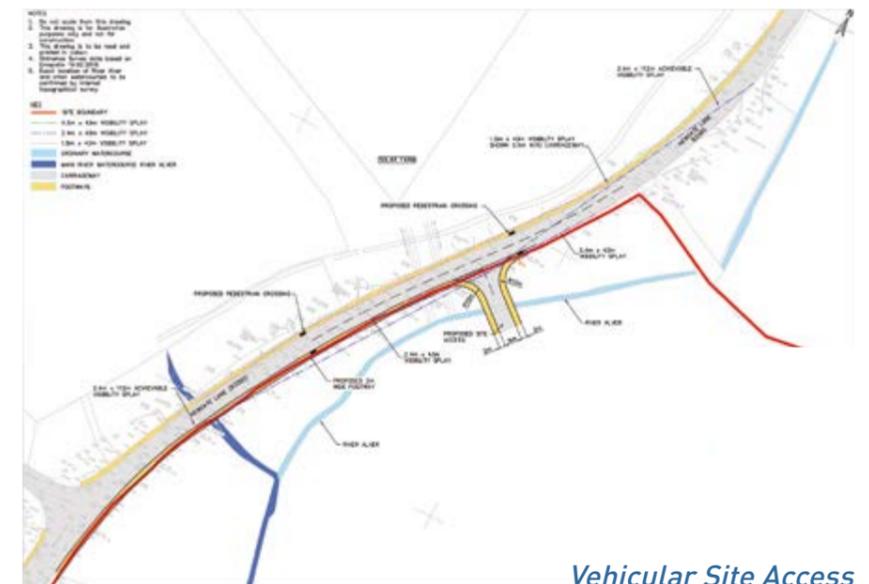
(Design section of NPPG; para. 008)

- 5.17 The proposals have been influenced by “Manual for Streets 1 & 2” which encourages designers to move away from standardised prescriptive measures and adopt a more innovative approach in order to create high quality places for all users.
- 5.18 Streets should be designed as key aspects of the public space. The nature and form of the streets will vary according to their connectivity. The movement hierarchy plan shows the disposition of land uses and the proposed structure for movement within the development. The importance of each of the street types in terms of its movement and place function varies within the hierarchy. Streets are defined by the building layout, so that buildings rather than roads dominate.
- 5.19 The key aspects are:
 - Scale and setting of the street within the overall movement hierarchy;
 - Movement network should be designed to be pedestrian and cyclist friendly to maximise sustainable forms of transport. This relates both to the overall street hierarchy down to design and detail;
 - Parking strategies depending upon the site location, density and housing typology;
 - Engineering requirements including SUDS and drainage;
 - Materials and details (with emphasis on materials which support a public realm approach).
- 5.20 The street hierarchy follows the below structure;
 - i. Primary Road;
 - ii. Secondary Road;
 - iii. Tertiary Roads and Private drives;
 - iv. Cycle routes and Key Pedestrian Links.

Footpaths and Cycleway

- 5.21 The location of the site close to the established community, within reach of the town centre and close to public transport nodes, are positive attributes that have been exploited through the provision of new pedestrian/cycle connections where site boundaries and the alignment of existing public rights of way allow. As well as linking into the existing PRow (71b) proposals highlight good pedestrian connectivity within the site with several active corridors connecting key parts of the site.
- 5.22 New pedestrian connections will allow new and existing residents to easily use the proposed green space and will create permeability between the northern site and the proposed southern parcel, along with the existing surroundings.

- 5.23 The following measures to provide good accessibility by foot and cycle are proposed:
 - Movement framework designed to connect with existing public rights of way;
 - The extension of pedestrian/cycle-friendly links through the site;
 - Internal road layout design to ensure low traffic speeds;
 - Particular attention to be paid to surface quality to enhance the pedestrian experience; and
 - Facility to provide appropriate signage and crossing points of roads through the development, to include dropped kerbs, tactile paving and guardrails as appropriate.



Vehicular Site Access

BUILDING HEIGHTS PARAMETER PLAN

-  APPLICATION BOUNDARY
-  GENERALLY 1-2 STOREY WITH SOME 2.5 STOREY AT KEY LOCATIONS
-  GENERALLY 2-3 STOREY
-  GENERALLY 2-2.5 STOREY WITH SOME 3 STOREY AT KEY LOCATIONS



PARKING

- 5.24 Although only an Illustrative Layout is shown, the proposed parking provision will be provided in accordance with Fareham Borough Council’s Residential Car & Cycle Parking Standards Supplementary Planning Document. This will be subject to a reserved matters application in due course.
- 5.25 In accordance with the Manual for Streets, parking strategies should follow the below criteria:
 - Allocated parking on-plot, generally located to the side of dwellings within parking bays or garages set just back from the building line to allow ease of access to rear gardens and reduce the prominence of cars within the streetscape;
 - Unallocated visitor parking, some of which is discretely provided on-street and in small groups not exceeding 5 spaces.

SCALE

“The size of individual buildings and their elements should be carefully considered, as their design will affect the: overshadowing and overlooking of others; local character; skylines; and vistas and views. The scale of building elements should be both attractive and functional when viewed and used from neighbouring streets, gardens and parks.”

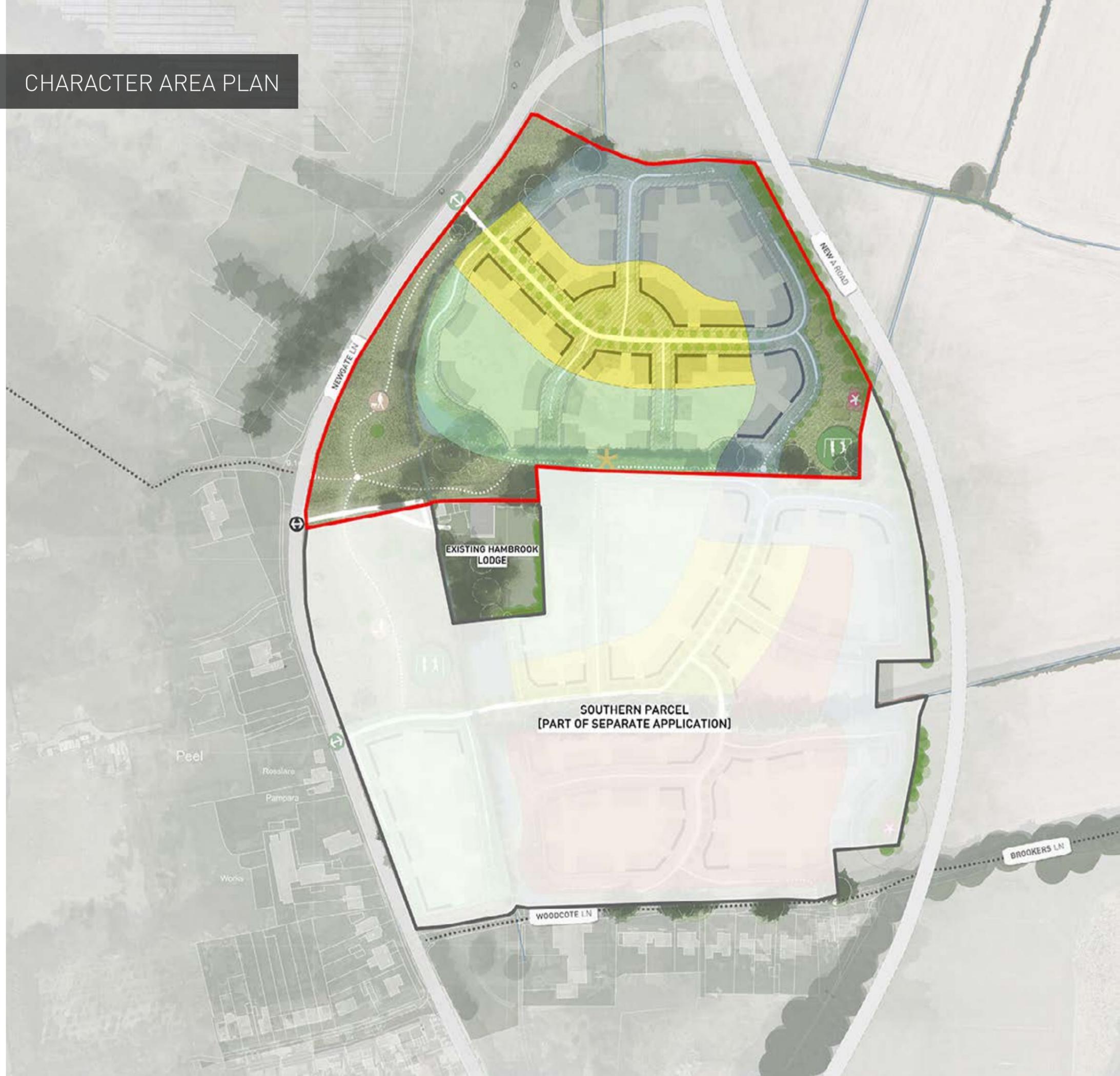
(Design section of NPPG; para. 023)

- 5.26 Generally the dwellings proposed are arranged over two storeys with garages to be one storey. There may however be occasional 2.5 storey dwellings in key locations to provide emphasis, where extra height would add presence to a key building, or where a taller element would help to balance a broader elevational composition.
- 5.27 In devising the layout, care has been taken to keep the density low around the western section of the site.

- 5.28 Away from the edges of the built development, higher densities are proposed without the potential impact on the semi-rural character of the surrounding dwellings at Newgate Lane. This strategy allows for a more efficient use of the site.
- 5.29 By virtue of their varying plan depths and associated ridge heights, the overall heights of the proposed buildings will be varied, which in itself will add variety and interest to the development.
- 5.30 The heights plan overleaf demonstrates how the Illustrative Masterplan responds to the existing residential area by limiting storey heights in the more sensitive areas of the site, protecting the visual impact from Newgate Lane. There are also locations where it is desirable from a townscape and eligibility perspective to raise the height of a frontage where it encloses a key street or square.
- 5.31 As development along the eastern edge has a greater backdrop, it is proposed that the building heights on this edge will be higher and will contribute to the shielding of noise from Newgate Lane East, along with the proposed acoustic fence. This is in line with a generally accepted urban design strategy.

CHARACTER AREA PLAN

-  APPLICATION BOUNDARY
-  CA1 - OPEN SPACE & GREEN CORRIDOR
-  CA2 - PRIMARY ROUTE
-  CA3 - EASTERN EDGE
-  CA4 - SOUTHERN FRINGE



APPEARANCE AND CHARACTER

“Local building forms and details contribute to the distinctive qualities of a place. These can be successfully interpreted in new development without necessarily restricting the scope of the designer. Standard solutions rarely create a distinctive identity or make best use of a particular site. The use of local materials, building methods and details can be an important factor in enhancing local distinctiveness when used in evolutionary local design, and can also be used in more contemporary design.”

[Design section of NPPG; para. 007]

- 5.32 Character areas have been defined within the development that will create add to the diversity of the scheme and further assist it to integrate with its context. The proposed character areas for the development are as follows:

CA1: Open Space & Green Corridor

- 5.33 The Open Space & Green Corridor character area consists of dwellings located along the central pedestrian route lined with existing vegetation and the large open area along Newgate Lane.
- 5.34 The built form within this character area will create a looser development pattern, and will draw upon the existing vegetation features to inform the design with the intention of creating a more landscape dominated streetscene.
- 5.35 Dwellings should be arranged to front onto open spaces and the green corridor link and should feature larger front gardens where the scheme permits.

CA2: Primary route

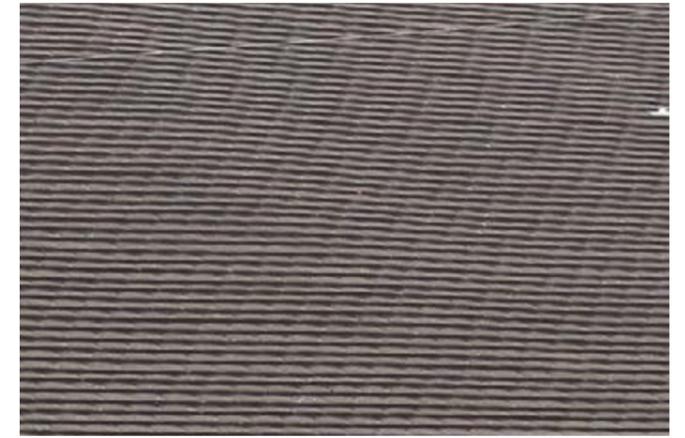
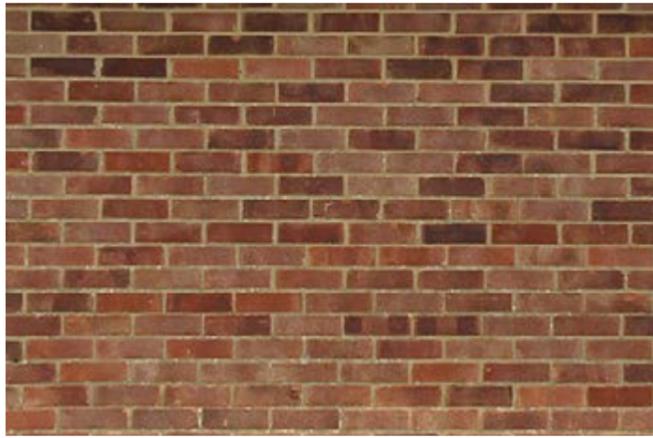
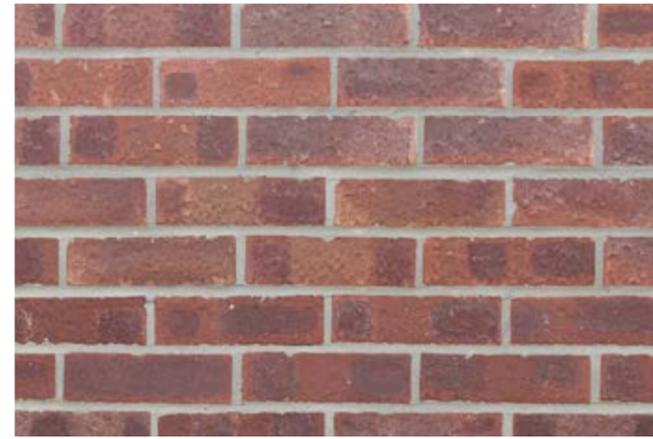
- 5.36 The built form in this area should create a denser development pattern with less breaks in elevational streetscene. Development should be expressed as formal and well-structured to give definition and legibility to the principle spine roads.
- 5.37 Dwellings can be set back from the road to allow space for landscape features and parking where suitable. In some locations the building heights may be greater to emphasize a key space or to create an enclosure. The private front amenity areas within this character area are clearly defined from the public areas through the use of low level boundary hedges.
- 5.38 The use of rear parking courts should be avoided in this character area, thus all parking provision will be located to the side of the associated dwelling, so that a clear building line is established and provides a strong frontage to a key route.

CA3: Eastern Edge

- 5.39 It's important to define the eastern edge as a singular character area due to its presence and visual impact from Newgate Lane East relief road.
- 5.40 Generally, buildings will be 2-3 storey and will act as a shield, along with the proposed acoustic barrier, to protect the development from noise generated from the relief road.
- 5.41 The development pattern is likely to be dense and will feature, semidetached, terrace and apartment buildings.

Summary Note

- 5.42 Each character area will contain its own individual design elements which aid in making it distinct from other areas. It will vary according to built form, changes in height, setbacks, landscape treatments, architectural detailing, colour and use of materials. The boundaries between character areas are not prescriptive and will naturally evolve as the detailed design progresses.



ARCHITECTURAL DETAILS AND MATERIALS PALETTE

- 5.43 Currently, Fareham Borough Council does not provide any detailed guidance concerning Urban Design to support the CS15-17 policies. However, the authority advocates the use of the guidance listed below when designing new places.
- Urban design compendium;
 - By design – urban design in the planning system: towards better practice;
 - By design – better places to live;
 - The councillor’s guide to urban design;
 - Building for life: delivering great places to live;
 - Manual for streets;
 - Hampshire companion document to manual for streets;
 - Landscape checklist for new development;
 - Biodiversity by design;
 - Design and access statements: how to write, read and use them;
 - Safer places – the planning system and crime prevention;
 - Planning and access for disabled people: a good practice guide.

Building Materials

- 5.44 The analysis of the surrounding area revealed that the primary facing material is red and buff brick. There is also presence of cream render and stonework on the historic Grade II Listed buildings. All materials should be suitable for purpose and of high quality.

Roofs and Chimneys

- 5.45 Roof pitch should conform to the pitch of existing nearby buildings, including hipped and pitched roofs. Dormer windows and dropped dormers are present in the surrounding context and may be suitable for buildings of 2.5-3 storey, if this height was to be pursued.
- 5.46 Flat roofs are not appropriate and should be avoided wherever possible. Grey and terracotta tiles should be used to match the surrounding context, but plastic tiles should not be avoided.
- 5.47 Brickwork chimneys should always be in keeping with the character and style of the immediate surroundings.

Architectural Details

- 5.48 Generally, red and buff brick facing is to be encouraged.
- 5.49 The suggested approach to window styles is to incorporate standard casement with the use of bays both on the ground floor and two storey to reflect those found in the locality. Stone cills and window headers should be used to contrast the primary facing material.
- 5.50 Porch canopies are widely used in the surrounding locality and can be used to create variety and interest in the development. Styles could incorporate a mix of pitched, sloped and flat canopies depending on the character area.

Landscape Strategy

- 5.51 Landscape design is a key component for creating a successful development. The green spaces are an integral part of the place and create a strong landscape structure across the site. The existing green infrastructure has been a driving factor in the creation of new routes and spaces within the masterplan and the landscape helps to further define the public and private space.
- 5.52 The landscaping has been paid particular attention where it will play the important role of softening the transition between the existing landscaping and built development. As well as protecting the amenity of existing residents and providing defensible planting to Newgate Lane East.
- 5.53 The following components of the landscape strategy have been incorporated into the initial design of the proposed development:
- The east-west hedgerow with large class A trees has been retained and kept within the public realm from at least one side. This will not only permit access for maintenance to the vegetation and watercourse but also provides biodiversity in the public realm and becomes a key placemaking feature;
 - Structural planting along the eastern boundary to the soften the visual impact from Newgate Lane East and provide the residents with a strong buffer to the newly opened road;
 - The creation of open space along Newgate Lane provides the new and existing residents with a space to use, walk and enjoy for their pleasure. A once private space becomes open for public use;
 - Incorporation of private garden space and street scene with capacity to hold a number of street and garden trees which will contribute to the green infrastructure framework across the site, reflecting the character of Fareham; and
 - The proposed LEAP provides an equipped play space, as per policy specification, for children of the new and existing development to use. The space has been designed to benefit from natural surveillance and will be screened from Newgate Lane East with a strong landscape buffer. The LEAP can be accessed by the filtered pedestrian link that runs alongside the east-west retained vegetation and links back into the public open space along Newgate Lane.

SUSTAINABLE DESIGN

“The structure, layout and design of places can help reduce their resource requirements in terms of energy demands, water and land take, and help to sustain natural ecosystems. Having a mix of uses and facilities within a neighbourhood can reduce travel demand and energy demands.”

(Design section of NPPG; para. 013)

- 5.54 The presumption in favour of sustainable development is at the heart of the planning system as government drives legislative change through the Localism Act 2011 and subsequently through the National Planning Policy Framework (NPPF) and Local Policy Frameworks. Resolution 24/187 of the United Nations General Assembly define sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED Report “ Our Common Future” (1987)) and is captured within the NPPF. As set out within paragraph 6 of the NPPF, “the policies in paragraphs 18 to 210, taken as a whole, constitute the Government’s view of what sustainable development in England means in practice for the planning system. The NPPF goes on to describe a presumption in favour of sustainable development should be seen as a golden thread running through both plan-making and decision-taking.

Adaptability

5.55 The development should be flexible enough to respond to future changes in use, lifestyle and demography. This means creating flexibility in the use of property, public spaces and service infrastructure and introducing new approaches to transportation, traffic management and parking. The development should therefore be flexible in order to accommodate future changes of use and circumstances through evolving social, technological and economic conditions.

Sustainable Building Techniques

5.56 Where appropriate, sustainable building construction techniques will be used in line with current building regulations. Sustainable construction measures typically comprise a combination of the following:

- Improved energy efficiency through siting, design and orientation;
- Water conservation measures;
- Considering fabric efficiency in the design of buildings;
- Use of building materials capable of being recycled; and
- An element of construction waste reduction or recycling.

Crime Prevention

“Planning should address crime prevention.”

(Design section of NPPG; para.010)

- 5.57 The design proposals are based on an understanding of best practice guidance and reference has been made to the relevant documents including “Safer Places: the Planning System” and “Manual for Streets, ACPO ‘New Homes 2014’ guidance.
- 5.58 When designing new developments, these should create areas that are attractive and contain clearly defined public and private areas that relate well with one another and create no ambiguity. In addition, the development should enable residents to take pride in their surroundings without the fear of crime, which in turn will create a sense of shared ownership and responsibility.
- 5.59 Landscape design is essential in achieving an environment that creates a sense of place and community safety. In this context, landscape design encompasses the planning, design and management of external, public spaces. Well-planned public lighting increases the opportunity for surveillance at night and will be integrated into future reserved matters applications.

- 5.60 Natural surveillance may be established through the careful positioning of doors and windows to overlook streets. Pedestrian routes and public open spaces will generate activity throughout the day, thereby enhancing the perception of a safer public realm and discouraging criminal activity by increasing the risk of detection.
- 5.61 The following points inform the design proposals:
- Buildings generally orientated back to back to ensure rear gardens are prone to access by unwelcome individuals;
 - Open spaces, and in particular children’s play space, are positioned in view of surrounding buildings;
 - All routes are necessary and serve a specific function or destination;
 - The internal street network forms a loop within the site, whilst lower category roads serve smaller groups of dwellings but with a different character to express a semi-private realm;
 - Semi-private clusters of courtyard parking serving a limited number of dwellings to encourage ownership by residents;
 - The ownerships and responsibilities for external spaces will be clearly distinguished with ease of access for maintenance and management; and
 - Architectural details which promote natural surveillance are to be designed into dwellings, not only through window positioning, but also through the use of bay windows in key locations to give a broader outlook.







06 SUMMARY

“Achieving good design is about creating places, buildings, or spaces that work well for everyone, look good, last well, and will adapt to the needs of future generations.”

“Good design responds in a practical and creative way to both the function and identity of a place. It puts land, water, drainage, energy, community, economic, infrastructure and other such resources to the best possible use – over the long as well as the short term.”

(Design section of NPPG; para.001)

- 6.1 The application that this Statement supports proposes the residential development of Land at Newgate Lane, Fareham.
- 6.2 The application is in outline form, so the layout provided at this stage is indicative. Nevertheless, the research undertaken has identified the key constraints and opportunities to comfortably deliver the proposals. The layout demonstrates that the site can comfortably accommodate up to 75 dwellings, a suitable amount of publicly accessible open space, play space, appropriate landscaping and allowance for required drainage features.

Functionality – the scheme at has been designed to serve the needs of its users and will be legible, safe and comfortable to use.

Use & tenure – the scheme will provide a mix of uses and tenures designed in accordance with local Policy and sufficient to make it economically and socially successful in a location that allows ease of access to services and facilities.

Lively public space – the streets and open spaces within the site have been designed to foster activity through careful consideration of positioning, alignment, integration with building openings/entrances and detailing.

A place that is adaptable & resilient – the proposed buildings have been positioned and orientated to afford natural surveillance to public spaces, whilst their internal layouts will allow for the changing needs of its users.

Spaces with character – from the pattern of streets and blocks, through to the elevation and detailing of buildings and their landscape setting, the proposal has been informed by function, history and culture of Fareham.

Attractive spaces – The streetscapes, landscapes, buildings and other elements will contribute to the attractiveness of the new development as expressed through colour, texture, shape and pattern, and will guide the views that have been carefully aligned to frame key buildings and landscape features.

Ease of movement – the scheme has been designed so that it will feel safe and be well connected, readily understood and easily navigated by all users, irrespective of mobility or mode of transport.

- 6.3 The proposal is soundly based upon the principles of high quality design and best practice and will be characterised by varied townscape that possesses its own identity, yet is sensitive to context.

- 6.4 This Design and Access Statement has undertaken a thorough analysis of the various aspects of site and context, given full consideration to design-relevant policy and guidance, and has presented a comprehensive account of the proposal in terms of the criteria identified within those policy and guidance documents.



Wider allocation plan

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