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Design and Access Statement

Wellow Fields

October 2023

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INTRODUCTION & PROPOSAL

This Design and Access Statement has been prepared on behalf of Redmer Developments to accompany a planning application for outline consent for residential development of land between to the south of Main Road, Wellow. At this stage, the proposal seeks consent for the principle of development and its means of access. The application is supported by illustrative plans to help guide the Council in their decision making process.

This Design and Access Statement (DAS) will not duplicate the content of wider consultant reports which make up the suite of submission documents, bar limited duplication regarding 'Access Considerations'. The DAS will solely focus on (1) the design and (2) the access; albeit the final and fixed approach (as presented by the illustrative plans) is a construct of several material considerations, all of which are clearly detailed by the suite of supporting technical reports.

As defined by the Planning Portal:

"A design and access (DAS) statement is a short report accompanying and supporting a planning application. They provide a framework for applicants to explain how a proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users".

"A DAS is required with planning applications for major development – both full and outline. A DAS must explain the design principles and concepts that have been applied to the development. It must also demonstrate how the proposed development's context has influenced the design. The Statement must explain the applicant's approach to access and how relevant Local Plan policies have been taken into account, any consultation undertaken in relation to access issues, and how the outcome of this consultation has informed the proposed development. Applicants must also explain how any specific issues which might affect access to the proposed development have been addressed".

"The level of detail in a Design and Access Statement should be proportionate to the complexity of the application, but should not be long"

In accordance with The Town and Country Planning (Development Management Procedures) (England) Order 2013, Article 8, parts 2 and 3 confirm:

(2) An application for planning permission to which this article applies shall be accompanied by a statement ("a design and access statement") about —

- (a) the design principles and concepts that have been applied to the development; and
- (b) how issues relating to access to the development have been dealt with.

(3) A design and access statement shall —

- (a) explain the design principles and concepts that have been applied to the development;
- (b) demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;
- (c) explain the policy adopted as to access, and how policies relating to access in relevant local development documents have been taken into account;
- (d) state what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and
- (e) explain how any specific issues which might affect access to the development have been addressed.

This DAS will outline the design principles and concepts which have been applied to the development. This will be framed by the subsections entitled 'Design Principles'.

The DAS will demonstrate the iterative design approach (or steps) taken to accommodate any constraints, mitigations and enhancements so the proposal, while accepting change (as outlined by planning policy), is undertaken in a contextual and responsible way. This will be framed by the subsections entitled 'Informative Design Approach'. This approach has worked in composite with consultants (and their reporting), each of which have influenced the final design.

This DAS will outline the pre-application consultation process with the Council to ensure the design and layout is considered against salient material considerations, required mitigations and enhancements. This will be framed by the subsection entitled 'Pre-application Consultation'. This part of the DAS will only associate itself to the design of the proposal rather than other pre-application consultations detailed by supporting consultant reports.

The DAS will outline the approach to the access considerations; structured by the site design, constraints, opportunities and pre-application consultation with the Council. This will be framed by the subsection entitled 'Access Considerations'. The DAS will then conclude with relevant adopted policy analysis.

INTRODUCTION & PROPOSAL

The Proposal

The proposal seeks Outline consent for the principle of development and the means of access. All matters are reserved, bar the means of access from the adopted highway. A future (Reserved Matters) application will consider the detailed layout, siting, scale and landscaping.

The submission is accompanied by illustrative plans for 16 dwellings.

The proposal will deliver:

- A range of house types and tenures, including 50% on site affordable housing.
- A designed approach which fits within the established character and vernacular.
- Open space which will feature (via Reserved Matters) ecological mitigations and enhancements/landscaping.
- Appropriate buffers and hedge/tree protections.
- A sensitive approach to respect and protect neighbouring amenities.
- A clear understanding (via the supporting technical reports) of the constraints and opportunities to ensure it is deliverable.



LOCATION & SITE CHARACTERISTICS



Figure 1 - Isle of Wight & Site

The site sits in the west of the Isle of Wight. It is served off Main Road and also from Allotment Road.



The site is formed from a planning unit (defined by the red line) covering an area of 1.79 ha. However, the illustrative plans show that around 1.1 ha would be used for residential development (the northern section fronting the main road). The remaining approximately 0.69 ha of land would become an open space and wilderness area and deliver environmental enhancements.

The Site slopes up very gently from Main Road southwards.

The Site is a field within the centre of the built form of Wellow, with the village green, an area of public open space and play area just to the east, bus stops in very close proximity, along with the community facility at Wellow Institute and West Wight Alpacas, a tourist attraction but which also includes a small bistro that also sells convenience items such as bread and milk.

Figure 2: The Site

LOCATION & SITE CHARACTERISTICS

Main Rd, looking W (the Site on the left)



Looking NW across the Site



From Millenium Fields (the village green)



Looking N (the Site on the left, the strip of land and access track on R)



Looking SW



LOCATION & SITE CHARACTERISTICS

Main Road



Main Road comprises a mix of architectural styles and sizes, with a range of single and two storey dwellings which use a mixed palette of materials including red brick, stone and cladding.

The plots differ in shape and size and there is no set building line with several properties set very close to the road. Front boundaries with the road range from fencing, bricks and stone walls and some hedging.



LOCATION & SITE CHARACTERISTICS

Wellow Top Road

Wellow Top Road extends off at ninety degrees from Main Road, goes south, then turns ninety degrees eastwards. This southern projection comprises a mix of two storey and single storey dwellings with materials differing from Stone, render, cladding and brick elevations. The Millenium Fields open space and play area sits between Wellow Top Road and the Site.



LOCATION & SITE CHARACTERISTICS

Nearby areas

Tattels Lane is a cul-de-sac in Thorley, approximately 1.5km to the west of the Site, projecting northwards from Main Road, comprising detached bungalows with two storey houses to the end.



Whilst Wellow and Thorley generally comprise dwellings fronting onto Main Road in a linear layout, there are examples of development projecting off the main road. Wellow Top Road (as per the previous page) is to the east of the Site.

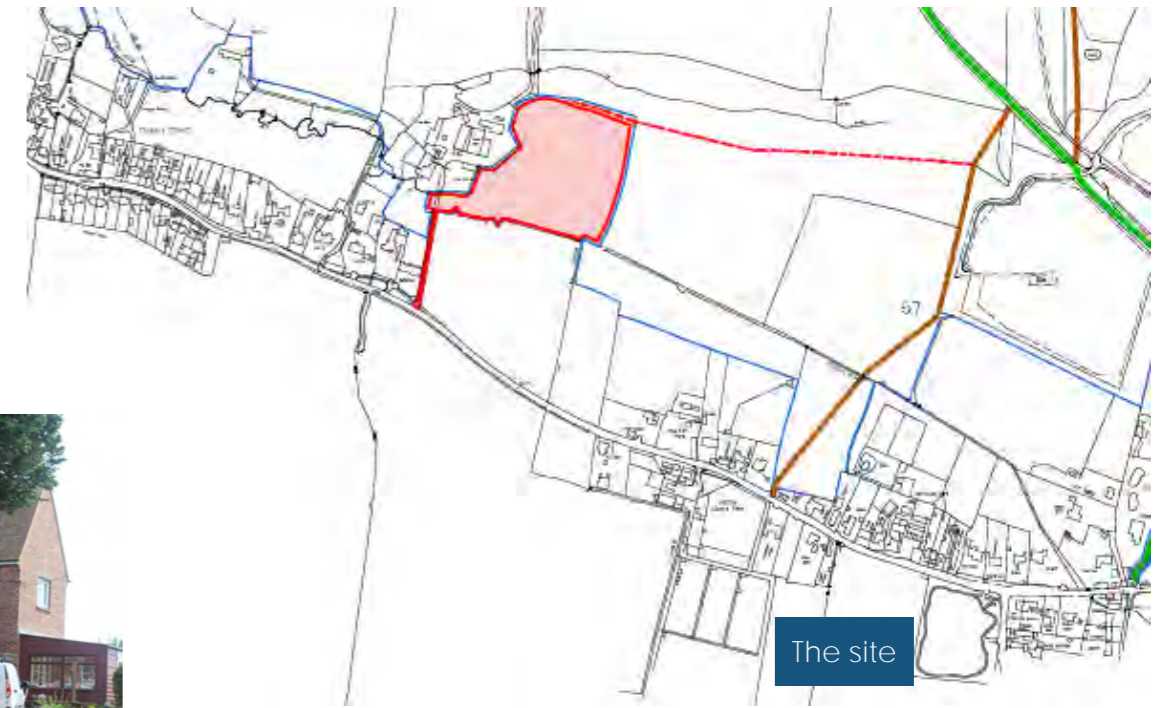


Holmfield Avenue is a cul-de-sac in Thorley approximately 1.2km to the west projecting southwards from Main Road and comprises mainly detached bungalows.



Lee Farm

To the west and the edge of Thorley is Lee Farm, which has recently been given a resolution to grant by the planning committee. This will be for 16 houses to the north of Main Road. (21/00684/FUL).



The site

CONTEXTUAL ANALYSIS

Whilst the Planning Statement accompanying this application will consider and respond to specific local and national policies, the designations of the site and the wider area warrant mention here with regard to their influence upon the scheme.

The site is located within the centre of Wellow, a small village within the rural west part of the Isle of Wight. Wellow and Thorley comprise largely ribbon development along the highway that runs between Wellow and Thorley (B3401), although there are pockets of development extending off this highway, including a southern projection to the east of the site where Wellow Top Road turns south and then east, and within Thorley where there are two cul-de-sacs with modern dwellings.

To the rear of the site, the site slopes upwards with open fields extending south towards Broad Lane, approximately 1.3km to the south and then the Middle Road (B399) approximately 2km away. The AONB and Downs are then further south.

Therefore an important consideration was ensuring that the development does not harm the landscape including the distant AONB, and thus meeting the objectives of the Core Strategy Policy DM12 which refers to protecting the landscape. Furthermore, Policy DM2 states:

“The Council will support proposals for high quality and inclusive design to protect, conserve and enhance our existing environment whilst allowing change to take place.”

Government policy and the NPPF refers to fostering well-designed and beautiful places (paragraph 8), with paragraph 73 then setting out there should be a variety of well-designed and beautiful homes. Paragraph 124 refers to the desirability of maintaining an area's prevailing character and setting and the importance of securing well-designed, attractive and healthy places.



DM2 Design Quality for New Development

The Council will support proposals for high quality and inclusive design to protect, conserve and enhance our existing environment whilst allowing change to take place. A robust design process with the use of skilled designers and pre-application discussions will be promoted.

Relevant information according to the site's size, location and context will be required in order for the Council to determine planning applications properly and quickly. All new development should respond to a clear understanding of physical, social, economic, environmental and policy context.

Development proposals will be expected to:

1. Provide an attractive, functional, accessible, safe and adaptable built environment with a sense of place.
2. Optimise the potential of the site but have regard to existing constraints such as adjacent buildings, topography, views, water courses, hedges, trees, wildlife corridors or other features which significantly contribute to the character of the area.
3. Be appropriately landscaped to provide an attractive setting for the development that integrates with the surroundings.
4. Complement the character of the surrounding area, particularly in Conservation Areas and AONB, as defined in Conservation Area Appraisals, Village Design Statements or other Supplementary Planning Documents that define locally distinctive areas.
5. Minimise the consumption of natural resources and the production of waste or pollution.

Development proposals which preserve or enhance a Heritage Asset or the setting of a Heritage Asset will be supported.

DM11 Historic and Built Environment

The Council will support proposals that positively conserve and enhance the special character of the Island's historic and built environment. Development proposals will be expected to:

1. Deliver economic led regeneration.
2. Relate to the continued use, maintenance, rescue/refurbishment, repair and re-use of heritage assets and historic places, especially where identified as being at risk, or likely to become at risk.
3. Relate to the conservation, enhancement and enjoyment of the Island's heritage assets and public realm.
4. Consider and balance the relationship between the quality of place, economic, social and environmental characteristics.
5. Be informed by sufficient evidence to reveal impacts upon the significance of heritage assets and their settings which may include the Council's Conservation Area Appraisals and Management Plans and the Local List Supplementary Planning Document.

DM12 Landscape, Seascape, Biodiversity and Geodiversity

The Council will support proposals that conserve, enhance and promote the landscape, seascape, biodiversity and geological interest of the Island. Development proposals will be expected to:

1. Protect the integrity of international, national and local designations relating to landscape, seascape, biodiversity and geodiversity and the reasons for these designations and the weight given to them and enhance their features of interest wherever possible.
2. Ensure new development avoids both direct and indirect adverse effects upon the integrity of designated sites and, if necessary, provides appropriate mitigation measures.
3. Promote the maintenance and enhancement of the links between designated sites, especially through the provision of, and/or enhancement to, Green Infrastructure and appropriate local designations.
4. Reflect the aims and objectives of the AONB Management Plan, the Council's Landscape Character Assessment, Historic Landscape Characterisation and any further relevant landscape assessment.
5. Positively contribute to meeting the aims and objectives of the Isle of Wight's Local Biodiversity Action Plan and Local Geodiversity Action Plan.
6. Minimise the threats and promote the opportunities arising from climate change on the Island's landscape, seascape, biodiversity and geodiversity

PLANNING CONTEXT

Strategic Housing Land Availability Assessment

November 2018



The 2018 Strategic Housing Land Availability Assessment (SHLAA) assessed the site (reference: IPS096) as 'Deliverable' with a yield of 15 units.

The SHLAA assessment acknowledges Wellow does not have a settlement boundary but that there is access to public transport, a network of public rights adjacent and nearby, that the café at West Wight Alpacas sells some limited produce and that the play area/open space is immediately to the east.



Island Planning Strategy

Regulation 19 version

Temporary front cover

Please note that final formatting and graphic design will occur prior to publication

Appendix 1

Priority Locations for Housing Development and Growth

G2 Priority Locations for Housing Development and Growth Strategic

The focus for sustainable housing growth is within the settlement boundaries of the island's Primary and Secondary settlements and the Rural Service Centres:

Primary Settlements: Cowes (including Gurnard & Northwood), East Cowes, Newport, The Bay (Sandown, Lake and Shanklin) and Ryde.

Secondary Settlements: Bembridge, The West Wight (Freshwater and Totland), Wootton and Ventnor

Rural Service Centres: Arreton, Brading, Brighstone, Godshell, Niton, Rookley, St Helens, Wroxall and Yarmouth

Housing development at Sustainable Rural Settlements will be carefully managed and will only take place where it represents infill development or addresses local need through Exception Sites:

Sustainable Rural Settlements: Calbourne, Chale Green, Havenstreet, Nettlestone, Newchurch, Seaview, Shalfleet, Wellow and Whitwell

Development proposals for non-allocated sites will be expected to:

1. Be located within the settlement boundaries of the Primary Settlements, Secondary Settlements and Rural Service Centres (as shown on the Policies Map);
2. Clearly contribute to delivering the Island's identified housing need, economic aspirations or achieving Island-wide regeneration aspirations; and
3. Make as much use as possible of previously developed land in line with H9; and
4. Deliver all policy requirements of the Island Planning Strategy.

Outside the defined settlement boundaries, proposals for housing development will only be supported if they accord with H4 - Infill Opportunities outside Settlement Boundaries, H6 Housing in the Countryside, H7 Rural & First Home Exception Sites and H9 New Housing on Previously Developed Land.

H7 Rural and First Homes Exception Sites Strategic

Rural Exception Sites

To help contribute to meeting the affordable housing need across the Island, the council will support the principle of affordable housing in perpetuity to meet an identified local need on rural exception sites.

The council will consider a small number of market homes on a rural exceptions site, where it can be demonstrated they will facilitate the delivery of the whole scheme.

Rural Exception Sites should be proportionate to the scale of the settlement or rural area they are meeting an identified need for.

First Homes Exception Sites

First Homes exception sites should be located adjacent to an existing settlement (as defined in policy G2), must be proportionate in size, not have a negative impact on any protected areas and meet any local design policies.

In line with Government policy, First Homes Exception Sites will not be acceptable in designated rural areas therefore would not be supported within the Area of Outstanding Natural Beauty (AONB) on the island.

DRAFT ISLAND PLANNING STRATEGY DEVELOPMENT PLAN



Paragraph 3.24: "There will be planned for growth in Wellow that will contribute to the sustainability of the settlement, especially by achieving the delivery of affordable housing. Development will be located to create a central point around the Millenium Green, and not extending the linear form of the settlement. The introduction of the West Wight - Newport cycle track will provide leisure, commuter and tourism opportunities to the benefit of the community."

Draft Island Planning Strategy

July 2021 version



Settlement	Settlement Status (G2)
Freshwater (including Totland and Colwell)	Secondary
Yarmouth	Rural service centre
Brighstone	Rural service centre
Wellow	Sustainable rural settlement
Shalfleet	Sustainable rural settlement
Calbourne	Sustainable rural settlement

The 2022 Draft Island Plan Strategy builds on previous draft policies and includes Wellow as a 'Sustainable Rural Settlement' within Policy G2.

Draft Policy H7 refers to Rural Exception Sites and proving affordable housing.

DESIGN PRINCIPLES—THE LOCATION

The Proposal is within the centre of the village with housing to the west and opposite. Just to the east Wellow Top Road projects south from Main Road with housing.

The site is very close to bus stops offering services to Yarmouth and Newport. It is adjacent to the Village Green and play area and is close to West Wight Alpacas and the shop there which offers basic groceries. Wellow Literary Institute, a community hall that runs coffee morning, quizzes and other events is nearby.

A primary school, is approximately 2.5 km away (Shalfleet CE School).

Yarmouth is approximately 3.5km to the west (via roads).

There are numerous Public Rights of Ways around the site and the site is close to the proposed West Wight Cycle Way (this will be to the north of the site).

The site is included as a SHLAA site (IPS096) and positive comments from the SHLAA process showed it is considered deliverable under the latest November 2018 SHLAA Report, with a yield of 15 and is seen as suitable for allocation.

Positive pre-application advice from the Council's Planning Officer in terms of location of housing and proposal for 50% affordable, but with improved layout and slight reduction in housing numbers to provide better spacing (which has now been incorporated into the scheme).



DESIGN PRINCIPLES—CONSTRAINTS ANALYSIS

As a starting point The Proposal has been located (and selected) on land which is not:

- Environmentally sensitive or,
- Designated (as a landscape, ecological or heritage resource (or similar).

The site does not contain any protected trees, nor does it sit within a flood zone or a Conservation Area. It has limited (direct) interaction with adjacent dwellings/neighbours, bar the house on the west boundary and which is separated by a hedge which will be retained and reinforced, and the dwellings opposite which are separated by the road, along with the boundary treatments including hedges.

There are Listed buildings nearby—the two closest being June Cottage, to the east (opposite the Millennium Fields open space and Wellow House to the west).



Legend	
	Area of Outstanding Natural Beauty
	Listed Building
	Site of Importance for Nature Conservation (SINC)
	Open Space (2010 Audit)
	Flood Zone 2
	Flood Zone 3
	Flood Zone 2 - SFRA
	Flood Zone 3 - SFRA
	Ancient Woodland

None of these apply or physically interact with the subject site

PROW

The site

DESIGN PRINCIPLES—CONSTRAINTS ANALYSIS

Setting of Listed Buildings

Consideration was given to the surrounding built form but also to the setting of nearby Listed buildings. There are four Grade II Listed buildings nearby. However, given the site circumstances, none will be impacted on directly or on their setting.



Wellow House



Listed Building (Wellow House; Grade II)

Listed Building (June Cottage; Grade II)

The Site

Listed Building (Sixpenny Cottage; Grade II)

Listed Building (Post Office, Southview, 1 And 2; Grade II)



June Cottage



Sixpenny Cottage



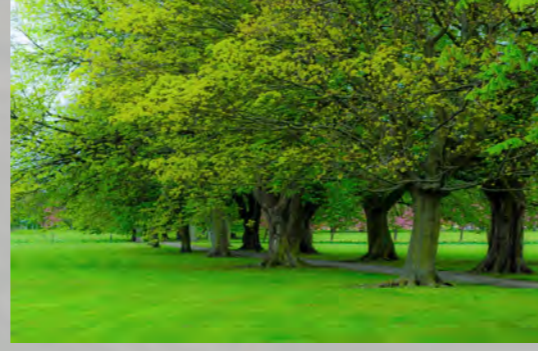
Post Office, Southview, and telephone box



June Cottage is approximately 22m from the Site but close to and set back from the neighbouring property and oblique to the site. With the retention of the hedge and this separation distance then there will be minimal impacts on this Listed building and its setting. The other heritage assets are situated some distance away (the heritage assets on Wellow Top Rd are approximately 100m away) and with other buildings, trees, hedges in between so that there will be no impact on these heritage assets, in line with Policies DM2 and DM11 of the Island Plan Core Strategy.

INFORMATIVE DESIGN APPROACH—INITIAL CONCEPT

Spatial Approach



The initial approach was to provide a high number of affordable housing units in an area of high need. The land is seen as being relatively sustainable for housing with a very good bus service and links to public rights of ways and the proposed West Wight cycle way. It is also close to the West Wight Alpaca shop and the community centre and is seen to be within the centre of the hamlet.

The design concept was to provide this housing with good landscaping and buffering and that would fit into the character of the area and respect the rural landscape. At the initial concept stage, the open space and wilderness area to the rear of the site formed an opportunity to provide a significant benefit to future occupiers but also the overall existing community, allowing a space to enjoy whilst providing biodiversity enhancements.

With good landscaping and high quality design, the vision becomes a positive addition to Wellow and becomes part of the rural fabric.

There were several other core objectives which included:

- Adopting a sensitive approach to development adjacent to existing dwellings.
- Taking a landscape and nature based approach.
- To deploy a range of technical consultant studies to understand any constraints and opportunities.



INFORMATIVE DESIGN APPROACH—DESIGN EVOLUTION: ACCESS

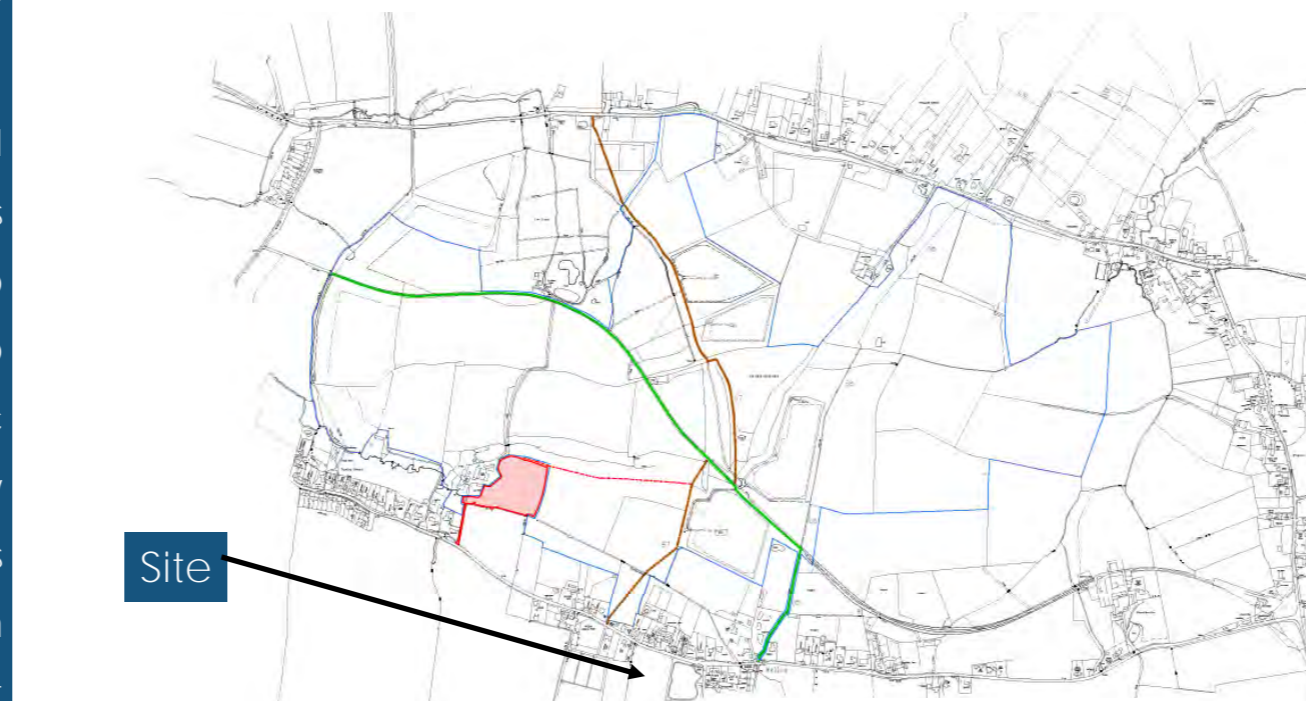
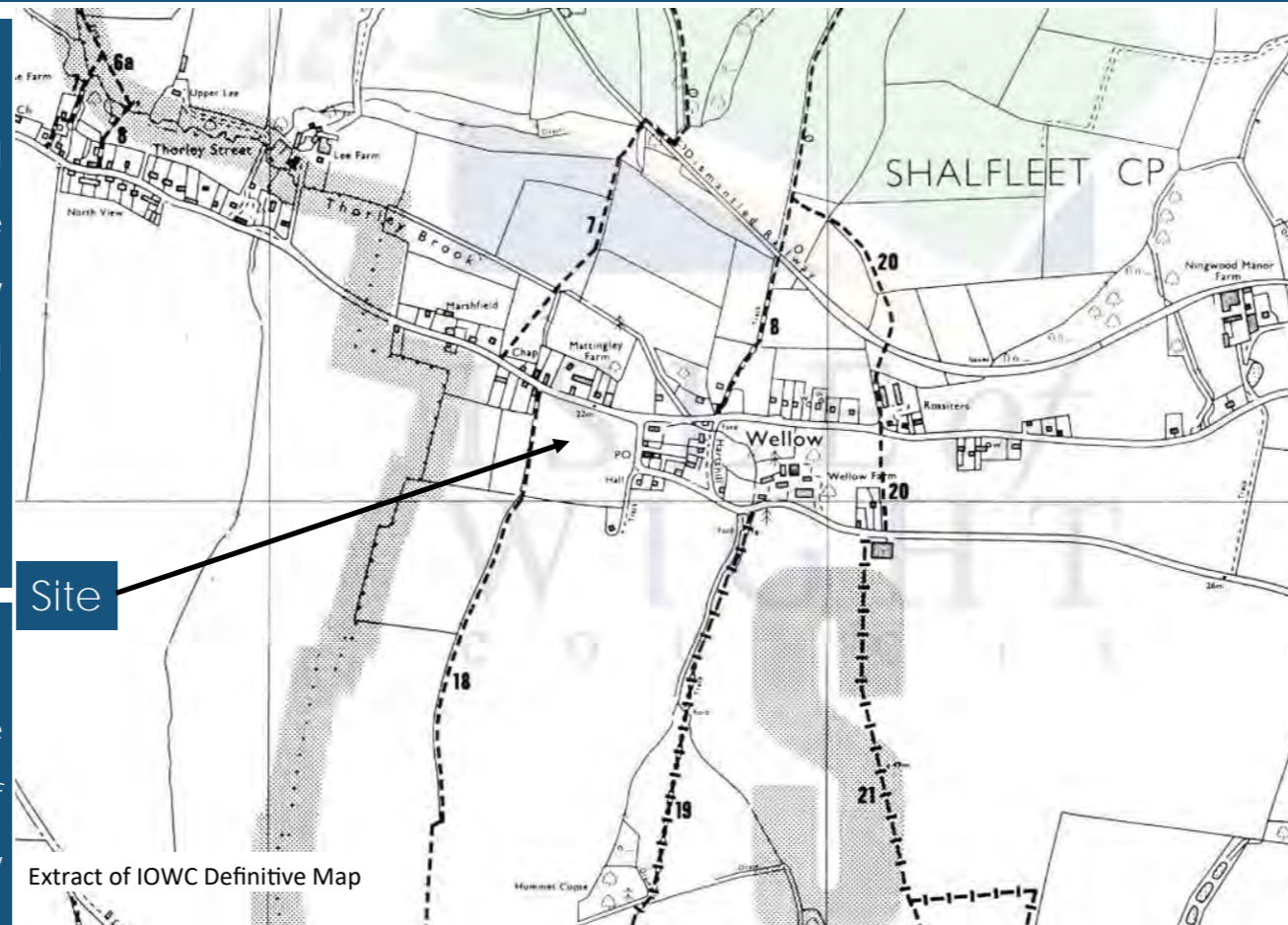
Pedestrian & Cycle Access

The NPPF states that planning decisions should aim to achieve healthy, inclusive and safe places which include layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods and well designed, clear and legible pedestrian and cycle routes.

Vehicle Access

A hedgerow extends along the frontage of the site. There is an existing field gate on the strip of neighbouring land to the east. However, the new access will require the removal of a section of the hedge.

The initial concept considered it to be beneficial to have the access to as close to the bus stops as possible, enabling easy and safe access to promote and deliver pedestrian connectivity to the bus stops but also to the adjacent public open space and play area and the nearby community facility. Main Road at this point is relatively straight so offers good visibility in both directions and thus appropriate and compliant visibility splays were designed.



Extract of plan showing the proposed West Wight Cycle Way (submitted with the Lee Farm planning application)

- GREENWAY ————
- FOOTPATH 67 - - - - -
- PRIVATE FOOTPATH - - - - -

Cycle Access

As can be seen from the Council's Definitive map for Public Rights of Ways, the site is in close proximity to a networks of footpaths and bridleways including S18 which runs alongside the site.

As existing there is good and safe cycling to Bouldnor (2.5km) along quiet rural lanes. From Bouldnor an existing cycle path extends to Yarmouth and then Freshwater Bay. The Site is on the Round the Island Cycle Route.

In the opposite direction, quiet rural lanes go to Shalfleet, Newbridge and Calbourne and beyond.

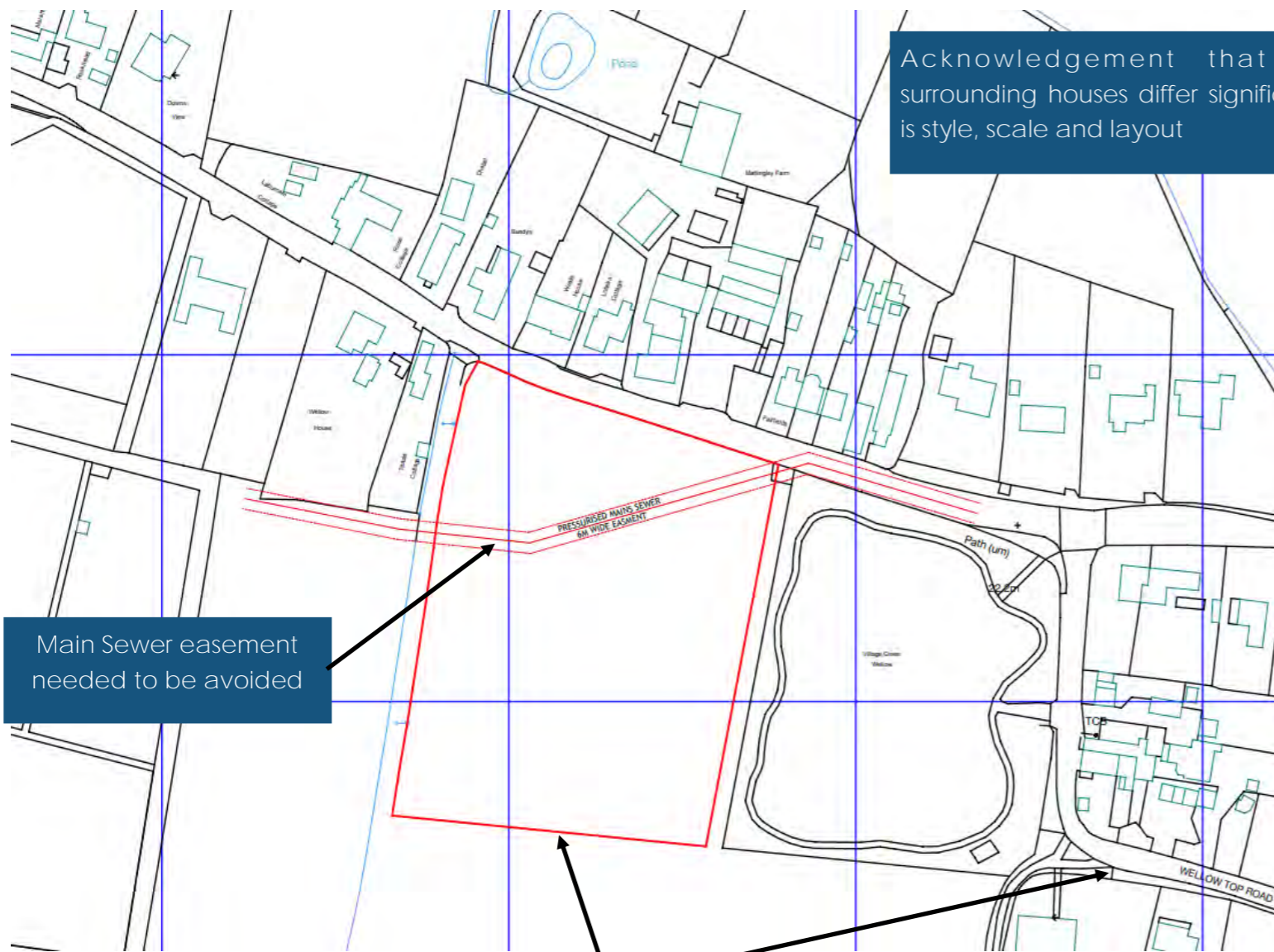
The Site is also very close to the proposed Greenway West Wight Cycle Path which will extend from Freshwater and Yarmouth to Newport. An extract of a plan submitted with the nearby Lee Farm application shows the proposed route and links form Main Road—of which the Site is very close to both links.

These are significant considerations and benefits to future occupiers of the dwellings.

INFORMATIVE DESIGN APPROACH—FIRST ITERATION

The developable areas, as a result of undertaking a ‘constraints first’ approach led to the first iteration layout. That layout considered all principle constraints but without deep diving into further technical considerations and site specific requirements.

The layout also was evolving against initial drainage, ecological and landscape and visual considerations to ensure the Proposal was appropriate against those disciplines and what (if necessary and reasonable) mitigations were required which would influence future iterations. From that point, enhancements could then be approached. A revised scheme but based on this scheme was submitted to the Council for engagement through their pre-application .



Acknowledgement that the surrounding houses differ significantly in style, scale and layout

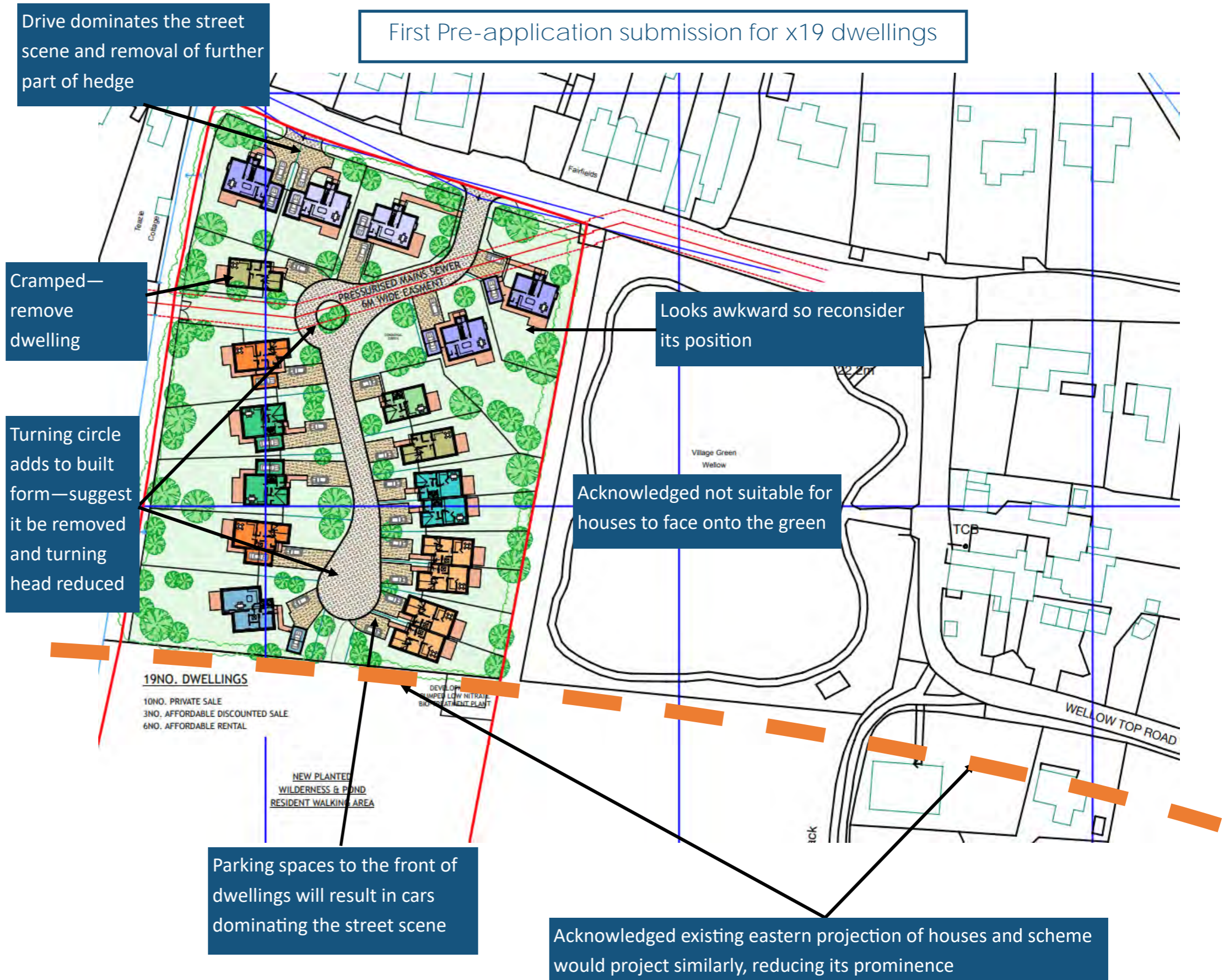
Desire to keep land as open space to rear, for biodiversity enhancements and which could also be used for drainage attenuations once this element was finalised. This also ensured the development site did not project southwards of the existing housing to the east.



INFORMATIVE DESIGN APPROACH—PRE-APPLICATION PROCESS

The Council confirmed the following key considerations:

- Acknowledged the Council has not delivered sufficient housing to meet the Islands 5-year land supply obligations
- The Presumption in Favour of Sustainable Development is triggered by paragraph 11(d) of the NPPF.
- Acknowledged the Island Plan is out of date against policies SP1 (Spatial Strategy) and SP2 (Housing).
- Acknowledged the site is in a rural location but is not isolated with limited services and facilities and close to bus stops offering a good service.
- Acknowledged the positive assessment of the site within the SHLAA process and that it is allocated for x15 houses.
- Referenced the built form further east – with Wellow Top Road and its dwellings projecting south – the proposed development would project a similar distance south which would reduce this development's prominence.
- Reduce the number of dwellings.



INFORMATIVE DESIGN APPROACH—PRE-APPLICATION PROCESS

The Council confirmed the following key considerations:

- Acknowledged no change to the principle consideration of houses here, stating: it is still considered that such a scheme to provide a slightly reduced number of dwellings – by two ..., AND with over half being affordable housing (minimum) would provide a much-needed housing provision in a location where such housing is required
- If designed correctly, this housing could also reduce the visual impacts and fit into the character of the area, noting the southern projection of Wellow close by.
- In terms of layout and design, this response acknowledges the reduction in the scheme of one dwelling, however, they stated it would still need to be reduced by another two, for spacing and parking dominating plots (to the front of the properties).
- Elevations were submitted and some concerns over artificial cladding, rooflights, buff brick. And also that some dwellings are large and out of scale with this rural location.
- Further reduce the number of dwellings (by two).

No concerns raised over the x3 houses to the front (with removal of driveway) but appear overly prominent and need to ensure design is in keeping

Second Pre-application submission for x18 dwellings

Curved road and landscaping with cars not dominating the frontages is more appropriate for this rural setting



Improved spacing

Eastern side appears cramped—remove two dwellings to allow better spacing in-between and to remove parking to front of dwellings

Prominent position and appear as very suburban with the garages. Needs to be re-considered to have a more rural appearance and setting

INFORMATIVE DESIGN APPROACH—EXPERT ADVISORS INPUT

Ecology

A Preliminary Ecological Appraisal (PEA) was undertaken early on (2019) which concluded that from an ecological perspective the species habitat and activity on site is limited to a potential reptile habitat but that a Reptile Survey should be conducted. The initial survey found one grass snake although did not consider it was 'occupying' the site. Given the time elapsed, a new PEA and Reptile Survey was undertaken prior to submission. The PEA again concluded the site is of limited ecological value and that there will be enhancements and connectivity with the proposed open space/wilderness and landscaping.

Drainage

Drainage considerations included that the site was not at risk of flooding from fluvial or tidal sources. However, the drainage consultant advised of a high pressure mains sewer running across the site ('Seaclean') and therefore there is an easement. This fed into the layout design to avoid housing along this easement. The creation of an open space to the rear of the site allowed an area for drainage to be incorporated into the scheme, whilst still at outline stage.

Nitrates

As above, drainage considerations dictated the design and layout of the proposed development. Whilst 'Seaclean' runs through the site, this is a high pressurised mains and cannot be connected to. The closest connection point to the mains is too far from the Site and therefore a Waste Water Treatment package is required. In order to make the development nitrate neutral, appropriate mitigation is proposed—planting and/or credits.

INFORMATIVE DESIGN APPROACH—DEVELOPMENT

Development Palette—Illustrative House Types

The proposal has been informed by the site constraints and the outcome of pre-application discussions along with a desire to produce a high quality environment for new and existing residents. Appearance and Scale are Reserved Matters, however, the indicative layout and footprints show a mix of detached and semi-detached dwellings. Given the rural location and the desire to provide a high quality development, and taking into account the styles and materials in surrounding dwellings, the following house types are illustrative of the type of housing envisaged.

A mix of materials is shown, noting that the Planning Officer at Pre-Application stage stated “*use of a range of natural materials/finishes would be in keeping with the development’s rural location, such as brick, stone, render, timber cladding and slate tiling. The use of traditional designs and materials is encouraged here in this rural location.*” With a good landscaping scheme the illustrative plans and design/materials shown in this application will result in the softening the existing built form of and provide a high quality development in Wellow which will integrate into the existing built form.



INFORMATIVE DESIGN APPROACH—FINAL ILLUSTRATIVE LAYOUT

With further comments from the specialisms—Highways, Landscape, Ecology and Drainage and from the Planning Officer resulted in final changes to the scheme, with the plans evolving to:

Planning Officer: Reduction of total number of dwellings to 16 which follows the Planning Officer's advice

Ecology consultant : Hedgerow Regulations (1997) Assessment (HRA) does not qualify as "important"

Planning Officer: Careful consideration of frontage appearance and built form viewable through the main entrance.

Drainage Officer: Consideration of layout due to 'Seaclean' high pressurised mains running through the site. However, need for WTP for foul due to position of mains sewer

Planning Officer: Variation of housing types and design to be traditional/rural

Drainage consultant—avoid buildings on the 'Seaclean' high pressure mains easement which through the site

Planning Officer: reduce dwellings here to create more space between dwellings

Ecology consultant : Opportunities for biodiversity enhancements and improved connectivity for wildlife—within the site and open space/wilderness to the rear



Planning Officer: Removal of dwellings to ensure appearance is less cramped

Planning Officer: Remove parking directly in front of houses and landscaping to frontages to ensure development is not dominated by cars and add visual interest and blend site into its surroundings

Planning Officer: Reduce prominence of these houses

Planning Officer: Acknowledged that site circumstances mean that it is not appropriate to front the housing onto the green (strip of land in between). However, good landscaping will ensure the site does not impact on this open space.

LANDSCAPE & VISUAL RECEPTORS

Viewpoints around the Site

The following are viewpoints or potential viewpoints from surrounding areas around the site—from public rights of ways and roads. Many of these receptors have no or limited views of the Site given existing built form, topography and trees/vegetation.

A) from former railway line



B) from S7



C) from Broad Lane



D) from Broad Lane



E) from S18



F) from S18



J) from Wellow Top Road



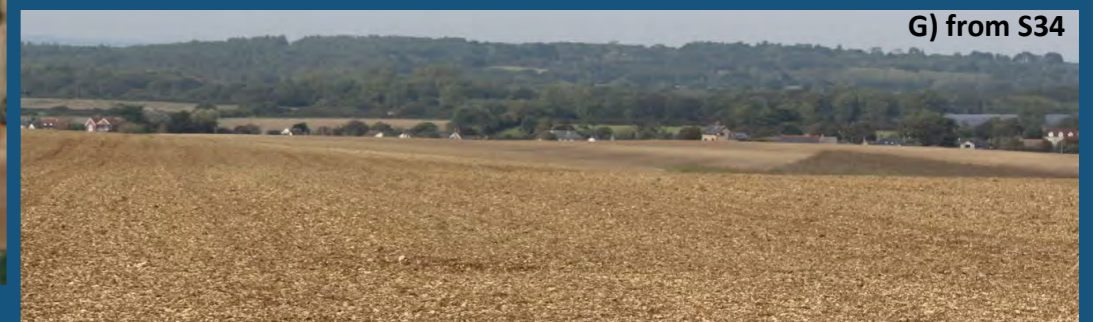
I) from S19



H) from S19



G) from S34



LANDSCAPE & VISUAL RECEPTORS

Landscape and Visual Impacts—conclusion

The Site and surrounding land is relatively flat and there are minimal views from the north. The existing houses in linear form along Main Road, along with their boundaries with the road, ensure there are minimal views of the Site from the east and west along Main Road.

The topography of these fields mean that the site is on lower ground and cannot be seen from much of this southern area, including from Broad Lane and the PROWs, noting also that the existing hedgerow provides some screening and that the proposed dwellings will be seen against the backdrop of existing houses. It is noted that the higher land of the Downs are to the south, and whilst there may be some views, however, these views will be approximately 2.5km away and from that distance the development will not be prominent and will be viewed with the back drop of existing houses along main road and the southern projection of Wellow Top Road.

It is noted that Hartshole Cottage is a prominent dwelling to the south of Wellow Top Road, approximately 150m south-east from the edge of the development site and situated on a higher land level to the Site. The images below are the key points from the surrounding area, with Hartshole Cottage denoted. This helps demonstrate that there are limited views of the Site from surrounding area with glimpses set against the backdrop of other buildings and houses.



CONCLUSION

- The Proposal has evolved by a robust design process, informed by the site constraints and the outcome of pre-application discussions with the Council, along with a desire to produce a high quality environment for new and existing residents.
- In terms of the pre-application discussions, the schemes followed advice with the final, now **submitted scheme carefully following the Council's advice.**
- As a result the proposal is strategically located in an area which is not:
 - Environmentally sensitive or,
 - Designated (as a landscape, ecological or heritage resource (or similar)).
- There are wider designations beyond the site which The Proposal does not harm.
- The Site is within a relatively sustainable location close to some services and facilities but very close to a good bus service and the proposed West Wight Cycle path.
- The Proposal has evolved with a clear understanding of all physical, social, economic, environmental and policy considerations. This DAS must be read in composite with other technical supporting reports to consider that clear understanding.
- From a land use consideration, The Proposal has understood the constraints to provide a suite of appropriate and robust mitigations to optimise the potential of the site providing much needed housing and fifty percent on-site affordable but also an area of Open Space which provides landscape and biodiversity enhancements
- Through wider technical assessment and reporting the proposal has had regard to the views, landscape setting and character, ecology, trees and amenity of adjacent users so it integrates within the surroundings appropriately, while accepting change to take place.
- The Proposal, amongst other policy considerations (assessed by other technical reports) is compliant with the adopted Local Plan and in particular DM2 (Design Quality for New Development).
- From a design and access perspective The Proposal is suitable and supportable and this should be given significant material weight.

DM2 Design Quality for New Development

The Council will support proposals for high quality and inclusive design to protect, conserve and enhance our existing environment whilst allowing change to take place. A robust design process with the use of skilled designers and pre-application discussions will be promoted.

Relevant information according to the site's size, location and context will be required in order for the Council to determine planning applications properly and quickly. All new development should respond to a clear understanding of physical, social, economic, environmental and policy context.

Development proposals will be expected to:

1. Provide an attractive, functional, accessible, safe and adaptable built environment with a sense of place.
2. Optimise the potential of the site but have regard to existing constraints such as adjacent buildings, topography, views, water courses, hedges, trees, wildlife corridors or other features which significantly contribute to the character of the area.
3. Be appropriately landscaped to provide an attractive setting for the development that integrates with the surroundings.
4. Complement the character of the surrounding area, particularly in Conservation Areas and AONB, as defined in Conservation Area Appraisals, Village Design Statements or other Supplementary Planning Documents that define locally distinctive areas.
5. Minimise the consumption of natural resources and the production of waste or pollution.



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