



Part of the Winchester District
Development Framework

Adopted March 2013

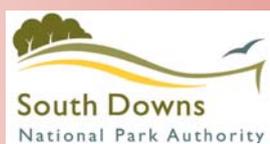
Winchester District Local Plan Part 1 Joint Core Strategy



Part of the Winchester District Development Framework

Winchester District Local Plan Part 1 – Joint Core Strategy

**Adopted
March 2013**



Winchester
City Council

**Head of Strategic Planning
Winchester City Council
City Offices
Colebrook Street
Winchester
Hampshire
SO23 9LJ**

**Tel : 01962 840 222
Email : LDF@winchester.gov.uk**

**Director of Planning
South Downs National Park Authority
Rosemary's Parlour,
North Street,
Midhurst,
West Sussex,
GU29 9SB
Tel : 0300 303 1053**

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Councillor
Rob Humby

Foreword

The Winchester District Local Plan Part 1 – Joint Core Strategy has been prepared following extensive consultation and evidence gathering since 2007. It takes forward a range of issues critical to the future of the District, looking ahead to 2031.

There have been major changes to planning in the District during the formulation of this Plan, with the introduction of Localism and revised planning guidance published in the National Planning Policy Framework. The City Council has taken on board these elements, including the need to assess development requirements, through its award winning 'Blueprint' process. In addition, a large part of the District now lies within the South Downs National Park and this Plan is a joint policy approach providing planning guidance and certainty for the whole of the Winchester District.

This Plan reflects local views and aspirations, which seek to retain the District's attractive towns, villages and countryside as desirable places to live, work and play. The City Council is keen to work with local communities and businesses in implementing the Plan's policies and proposals to achieve the Council's aspirations and to deliver sustainable communities.

Cllr Rob Humby

Deputy Leader and Portfolio Holder for Strategic Planning and Economic Development

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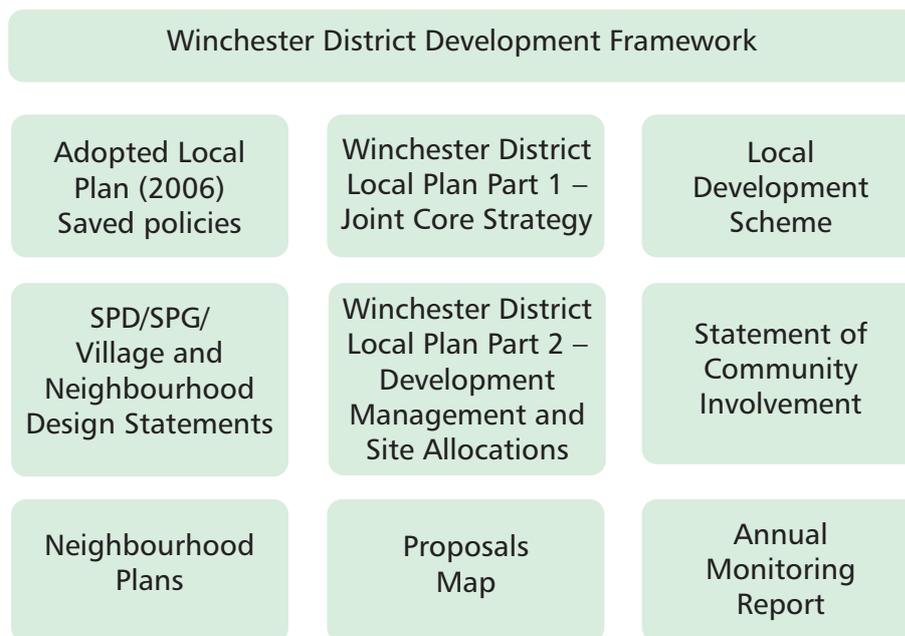
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INTRODUCTION AND BACKGROUND

The Winchester District Development Framework and Winchester District Local Plan Part 1 – Joint Core Strategy

- 1.1 The Winchester District Local Plan Part 1 - Joint Core Strategy is the key document in the Winchester District Development Framework (LDF). This is not a single Local Plan but a compilation of documents that express the Council's strategy for the development and use of land in the District, including that part within the South Downs National Park and includes the following elements:-



- 1.2 All planning documents prepared under the LDF must conform to the Local Plan Part 1. The LDF must also reflect other plans and strategies in the area prepared not only by the Council but also its partners and wider community.
- 1.3 As over 40% of the District by area (and 16.6% by population) is within the South Downs National Park the Council has been working in partnership with the South Downs National Park Authority, which since April 2011 has been the local planning authority for the National Park, in producing this Local Plan. This is therefore a joint Local Plan which has been adopted by both local planning authorities. The area covered by the South Downs National Park will have its own Local Plan in due course, which will then supersede the part of this Plan covering the National Park (references in this Plan to the Local Planning Authority may refer to Winchester City Council or the South Downs National Park Authority as relevant in each case).
- 1.4 The Winchester District Local Plan Part 1 – Joint Core Strategy, will deliver those elements of Winchester District Community Strategy¹ which relate to the use of land, setting out the strategic planning framework for the future of the Winchester District up to 2031. It will :-
- set out a spatial vision for the District, showing how it will change in the future in physical, economic, social and environmental terms to reflect the vision and outcomes of the Community Strategy;
 - set the strategic objectives and key policies for realising the vision;

¹ Winchester District Community Strategy 2010 – WCC/WDSP

- identify the amount of development and broad locations for change, growth and protection, including allocating strategic sites;
 - set out an implementation and monitoring framework, together with a delivery plan to demonstrate how the infrastructure requirements necessary for the development strategy will be achieved.
- 1.5 The adopted Winchester District Local Plan Part 1 – Joint Core Strategy replaces various policies of the Winchester District Local Plan Review adopted in 2006. Those policies to be retained are set out in Appendix A to this Plan. The adopted Proposals Map has also been amended, so that it reflects up to date policy designations and allocations as included in this document.
- 1.6 This Local Plan therefore sets out the development strategy for the whole of the District. It includes the allocation of key strategic sites that will underpin the delivery of the strategy, as well as a range of policies covering more specific matters, such as affordable housing and the provision of open space. Some policies however, are more strategic in nature and provide a framework for more detailed policy guidance to be set out in Local Plan Part 2.
- 1.7 A glossary is set out at Appendix B to provide an explanation for many of the terms used in this document. This document is set out in three key parts
- Introduction and background
 - Spatial Strategies
 - Core Policies
- 1.8 It will be necessary when considering development proposals to consider all the policies in this Local Plan along with those saved from the 2006 Local Plan Review and other elements of the Local Development Framework, as relevant.

The Winchester District Local Plan Part 1 – Joint Core Strategy Preparation, Consultation and Adoption

- 1.9 Preparation of the Local Plan Part 1 – Joint Core Strategy commenced in 2007 under the heading of the LDF Core Strategy. The Council has undertaken a number of technical studies and actively engaged on an ongoing basis with its residents and businesses during the Plan’s formulation. Full details of all the consultations and the evidence base can be viewed on the Council’s website www.winchester.gov.uk
- 1.10 In summary, during Spring 2007 the Council encouraged community participation to investigate and discuss the concept of sustainable communities, as part of its ‘Live for the Future’ process. A range of techniques were used including community and stakeholder workshops, a young person’s event plus an online questionnaire. The consultation was undertaken in the context of the requirements of the emerging South East Plan.
- 1.11 These explored the views, aspirations and concerns of the people that live, work and play in the Winchester District, and what they thought needed to change to make Winchester communities more sustainable in the future. The outcomes fed into the Issues and Options version of the Core Strategy and the first refresh of the Community Strategy, originally approved in March 2007.
- 1.12 An **Issues and Options** consultation was then undertaken during early 2008, with a series of workshops across the District. Several thousand responses were received commenting on the options and suggesting alternatives. This was followed with a number of stakeholder workshops to engage more fully with the key service providers, and to discuss community representatives’ views on the options presented and ways forward, given the evidence base and community feedback.

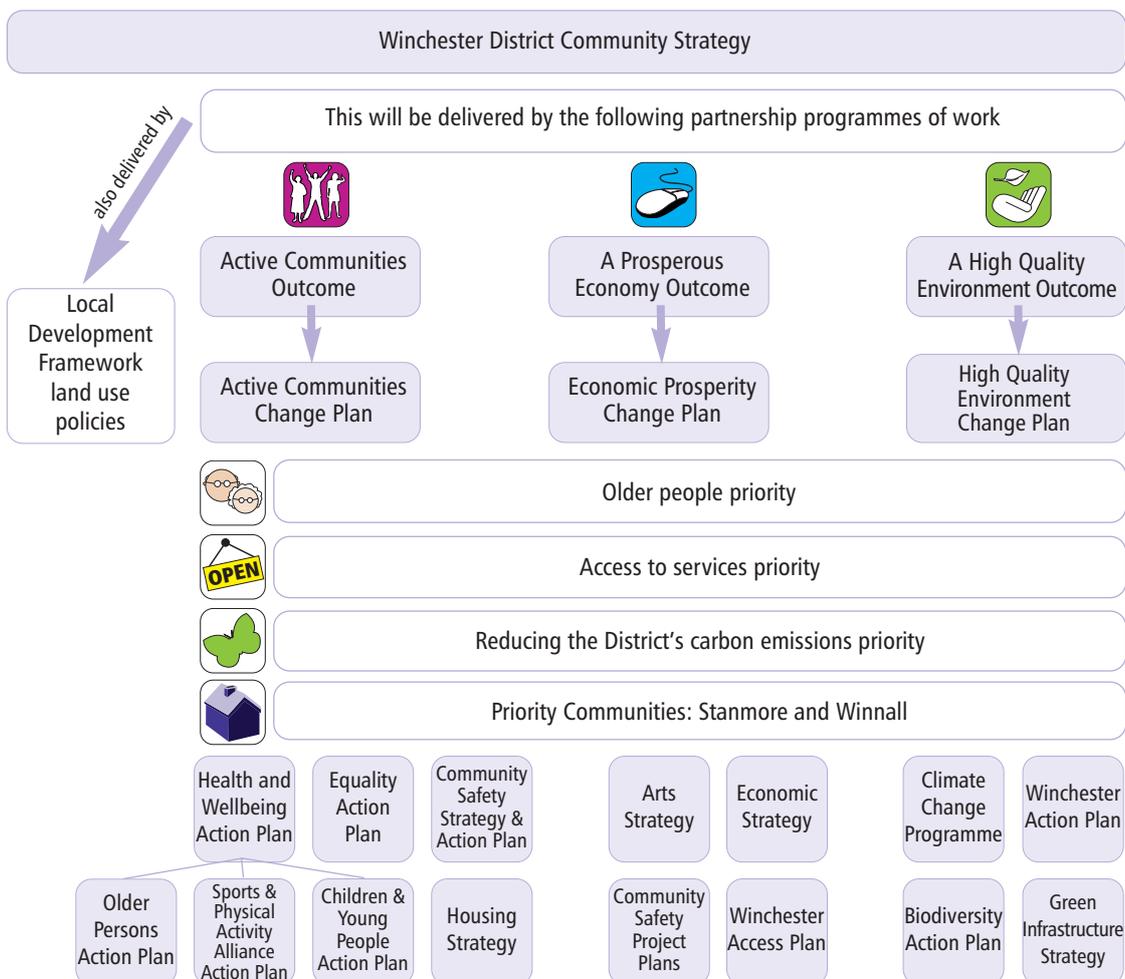
- 1.13 The Core Strategy **Preferred Option** was published in May 2009 for consultation. During late 2009/early 2010 the Council considered responses to the Preferred Option and amendments to the Core Strategy to reflect the comments and evidence base. At that time the Government announced its localism agenda and followed this with a number of statements in relation to the status of Regional Strategies and proposed changes to the spatial planning system. In response, the Council launched its Blueprint consultation toolkit to engage with local communities to allow a 'bottom –up' debate as to the amount of growth and change that should be planned for at a local level.
- 1.14 **'Plans for Places ...after Blueprint'** was published for consultation during Summer 2011. This expressed the spatial development strategies for the District, incorporating the views and aspirations revealed during Blueprint, together with updated technical evidence including locally derived housing and population projections.
- 1.15 During Autumn 2011, the Core Strategy was re-titled the "Local Plan Part 1" and was agreed for publication, following more detailed discussions with those communities where additional development was to be planned and with technical experts in relation to the delivery and implementation of the range of District wide policies to be included.
- 1.16 The **Pre-Submission** Plan was published for formal consultation as to its 'soundness' and legal conformity for a 6 week period, from January to March 2012. Following this, and taking into account changes in Government policy including publication of the National Planning Policy Framework in March 2012, the Plan was submitted to the Secretary of State for examination in June 2012.
- 1.17 An **examination** into its 'soundness' was undertaken by Planning Inspector Nigel Payne, with a pre-hearing meeting in September 2012, followed by hearing sessions between October and November 2012. The Council made further modifications to the Plan during and following the examination and these were subject to a 6 week consultation period, prior to the Inspector publishing his report.
- 1.18 The City Council received the Inspector's final report in February 2013, which found the plan sound subject to a number of modifications, which have been incorporated into the Plan. The Inspector concluded that none of the modifications altered the main thrust of the Council's policies or proposals.
- 1.19 In accordance with the constitutional procedures of Winchester City Council and the South Downs National Park Authority, the Plan was formally **adopted** on 19 March by the SDNPA and on 20 March 2013 by Winchester City Council.
- 1.20 The adopted Plan, together with the saved policies from the 2006 Winchester District Local Plan Review, now form the Development Plan for the Winchester District, until elements are superseded by the National Park Local Plan (adoption anticipated 2017) or Local Plan Part 2 Development Management and Allocations (adoption 2015).

Winchester District Community Strategy

- 1.21 The Winchester District Strategic Partnership (WDSP) prepared the Community Strategy for Winchester District following extensive consultation with local people, councils, businesses, voluntary organisations, and public sector services. It was originally adopted in March 2007 and refreshed in 2008 and 2010, www.wdsp.co.uk/community-strategy/ Its vision is:-

'Our vision for the Winchester District is of diverse and dynamic communities, where people work together to ensure that everyone has the opportunity to lead a fulfilling life now and in the future'.

- 1.22 The Community Strategy and Local Plan Part 1 – Joint Core Strategy have evolved together, following early joint community engagement in 2007 and utilisation of a common evidence base. This has led to the Community Strategy now reflecting the different communities and economies that exist and taking a spatial approach to its programmes for the District.
- 1.23 The Community Strategy identifies three overarching outcomes – Active Communities, Prosperous Economy and High Quality Environment. Each outcome is supported by a statement of what is to be achieved, linked with a series of programmes which will be put in place to deliver the outcome.
- 1.24 In addition to the three outcomes, the WDSP has identified a number of important issues that require more urgent attention in the period 2010-2014. These are - older people, access to services and reducing the District’s carbon footprint, with priority neighbourhoods being identified at Stanmore and Winnall in Winchester.
- 1.25 A number of the programmes and priorities identified will rely on policies within this document (and other elements of the LDF) to assist their delivery. There is not a single delivery plan for the Community Strategy, each outcome has a supporting Change Plan which is monitored by the WDSP. There are also other specific action plans and strategies which work together with the LDF, as illustrated below:



This list is not exhaustive, but gives you an idea of how the Community Strategy will be delivered. Each programme of work will contribute to more than one outcome, however for ease of presentation most have been aligned with their primary outcome.

To reinforce the relationship with the Community Strategy and its priorities, the Local Plan Part 1 – Joint Core Strategy includes a number of District-wide core policies listed under the relevant outcomes of the Community Strategy.

Sustainability Appraisal, Strategic Environmental Assessment, Habitats Regulations Assessment and Equalities Impact Assessment

- 1.26 Sustainability Appraisals (SA) which include a Strategic Environmental Assessment (SEA) have been undertaken during the production of this Plan, to ensure that the policies and proposals accord with the principles of sustainable development.
- 1.27 Strategic Environmental Assessment considers the potential impacts of planning proposals on the environment and is a requirement of European legislation. In England, Strategic Environmental Assessment is incorporated into the SA process and consideration of social and economic issues is dealt with to the same level as environmental matters. The SA of Development Plan Documents is required by UK and European legislation.
- 1.28 There is also a requirement introduced by the European Community's Habitats Regulations (HRA) - Council Directive 92/43/EEC for an Appropriate Assessment of the potential significant effects of a plan on European sites designated for their nature conservation importance. These include Special Areas of Conservation (SAC), Special Protection Areas (SPA) and International Ramsar Sites.
- 1.29 This Plan has been subject to SA/SEA and HRA and the results of these assessments can be viewed on the Council's website www.winchester.gov.uk. These have informed the evolution and formulation of this Plan.
- 1.30 Whilst the SA/SEA process examines the concept of sustainability through consideration of social, economic and environmental impacts, there is also the matter of health and equality which must be incorporated into policy formulation. Accordingly, the SA/SEA framework includes a specific section on health under the objective "to improve the health and well being of all". Equality however, falls outside this remit, but it is a requirement of the Council under the National Equality Framework to include this element in fulfilling its duties in relation to promoting equality in service provision.
- 1.31 This Plan has been assessed in accordance with the City Council's Equality Assessment Process which examines the impact of the policies on gender, age, race, disability and health, sexuality, religion and belief along with other more general categories such as those on low incomes, those living in a rural area or those with caring responsibilities, etc. The results of this assessment are also available on the Council's website.

Other Plans and Strategies

- 1.32 The Local Plan Part 1 – Joint Core Strategy has been influenced by various plans and strategies, produced by the Council, its partners and neighbouring authorities. This is crucial to ensure that it takes into account the many elements that impact on the lives and businesses of individuals and communities within the District. Relevant documents are referred to within the text and listed in Appendix C as they form part of the evidence base. <http://www.winchester.gov.uk/planning-policy/evidence-base/>
- 1.33 In addition, there are a number of local documents that have been prepared by the community, these include Parish Plans, Market Town Health Checks and Village and Neighbourhood Design Statements. These have informed the preparation of this Local Plan, particularly where more local matters have required assessment, and will contribute to the implementation and delivery of the wider development strategy.

Map 1 – Location Map



- 1.34 A large portion of the District lies within the South Downs National Park. The Park Authority is preparing its own Local Plan with anticipated adoption in 2017. In the meantime the Winchester District Local Plan Part 1 – Joint Core Strategy is jointly adopted by the National Park Authority and the City Council, to provide the strategic planning framework for the Winchester District, including those parishes that are wholly or partially within the National Park.
- 1.35 Map 1 (opposite) illustrates the location of the District. The geographical position of Winchester means that it has a common boundary with a number of neighbouring local authorities. Some elements of the evidence base have been jointly commissioned with those authorities that have common issues to explore.
- 1.36 The nature of the District and the way it functions depends upon a variety of inter-relationships with its neighbours for employment, leisure, shopping and housing needs. In particular, those settlements in the south of the District often look to the urban areas of Portsmouth and Fareham rather than to Winchester itself, requiring an understanding of the plans and strategies of these and other areas. Part of the District falls within the South Hampshire sub-region, known as the 'PUSH' area (Partnership for Urban South Hampshire) and Winchester City Council is one of the ten local authorities involved in PUSH and its associated cross-boundary joint working.
- 1.37 The Council is also working closely with adjoining authorities, particularly Fareham and Havant to plan for large-scale development either crossing District boundaries or on the edge of the District.
- 1.38 Two Local Enterprise Partnerships to the north and south of the District, have been established. This Local Plan reflects their emerging philosophies where relevant.
- 1.39 More specifically, policies and proposals for the development of mineral resources and sustainable waste management across Hampshire including Winchester District are included in the Hampshire Minerals and Waste Plan www.hants.gov.uk.
- 1.40 The joint working and liaison described above positively contributes towards the 'duty to co-operate', which came into effect in November 2011 as part of the Localism Act. Joint working will be continued through the implementation of the policies and proposals in this Plan where appropriate.

Statutory Compliance Requirements

- 1.41 Government guidance and regulations set out specific procedures for the preparation and subsequent approval of LDF documents including the Local Plan Part 1 – Joint Core Strategy, which was prepared in accordance with the 'duty to co-operate', accords with legal and procedural requirements and is 'sound'.
- 1.42 To achieve legal compliance the document was prepared in accordance with the Local Development Scheme; had regard to the Community Strategy; was in compliance with the Statement of Community Involvement; was subject to sustainability appraisal, complied with the Development Plan Regulations (2012), and was in general conformity with the Regional Strategy for the area, in force at the time.
- 1.43 Soundness required the Winchester District Local Plan Part 1 - Joint Core Strategy to be justified (founded on robust and credible evidence and the most appropriate strategy when considered against reasonable alternatives), effective (deliverable, flexible and able to be monitored) and consistent with

national policy. These matters were the focus of the examination of the Plan and the Inspector concluded that these elements were met.

Policy Framework

- 1.44 The Local Plan Part 1 – Joint Core Strategy is consistent with national planning policy, therefore national guidance is not repeated but the text and policies apply national principles to the local situation of the Winchester District.
- 1.45 Similarly the policies and proposals are in general conformity with the Regional Strategy (The South East Plan) which was in existence during the Plan's preparation and examination, although its revocation (on 25 March 2013) was expected and the Plan was assessed and provides for the District's objectively assessed development needs.

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2 Profile of Winchester District

2

Profile of
Winchester
District

- 2.1 Winchester District is amongst the twenty most affluent districts in the country. It is the least densely populated in Hampshire covering some 661 square kilometres with over 50 rural settlements, centred around the county town of Winchester itself. It has a well educated and healthy population with 30% being qualified to professional status compared to 20% nationally. 74% of residents consider themselves in good health compared to 68% nationally. Population projections² indicate that by 2031 over a third of the District's population will be of pensionable age. The population is typically white British with only a 2% representation by black, minority and ethnic groups.
- 2.2 Car ownership is high with the number of households with two or more cars approximately 50% higher than the national average. High car ownership provides more freedom of choice in terms of access to goods and services but also has a negative impact on the District's carbon footprint.
- 2.3 The District has many special heritage characteristics with over 2,000 listed buildings, more than 30 conservation areas, over 100 scheduled ancient monuments and 10 historic parks and gardens and a registered battlefield. The natural environment is also valued with a range of local, national and European designations. The tidal area of the River Hamble/Solent within the District is both a Special Area of Conservation and a Special Protection Area, and the Itchen Valley, which covers a large part of the District including the source of the River Itchen is also a Special Area of Conservation. At a more local level there are over 600 sites of importance for nature conservation and 17 Sites of Special Scientific Interest. 40.4% of the District now falls within the South Downs National Park.
- 2.4 A number of these factors, particularly when combined, present some key challenges for the District. Many of the affluent, mobile population commute to higher paid employment elsewhere, driving house prices higher than surrounding areas and creating a significant demand for more affordable housing for those who work in the District and wish to live locally rather than commute in. There is a particular need to address the needs of the aging population and their housing requirements along with the needs of young people and families to retain sustainable mixed communities, which support a strong local economy.
- 2.5 The District has a strong local economy with effectively full employment and a high skill base. A high proportion of residents are employed in knowledge based industries, the public sector (primarily governance, education and health) and business services. The wider service sector – retailing, hotels, restaurants is also strong, but there are significantly lower proportions of people employed in manufacturing, construction and transport/communications.
- 2.6 In recent years between 2003 and 2009 there was a 4% increase in jobs resulting in a total of 69,090 jobs across the District³. There remains considerable uncertainty over future employment growth, but the main growth sectors in the District are expected to be the service sector (primarily business services), health, distribution and retail, construction and transport.
- 2.7 In terms of retail growth, updated evidence⁴ indicates that the projections of spending on convenience shopping are slightly higher than projected in 2007,

² *Housing Technical Paper 2010 - WCC*

³ *Review of Employment Prospects, Employment Land and Demographic Projections DTZ 2011*

⁴ *Retail and Town Centre Uses Study NLP 2012*

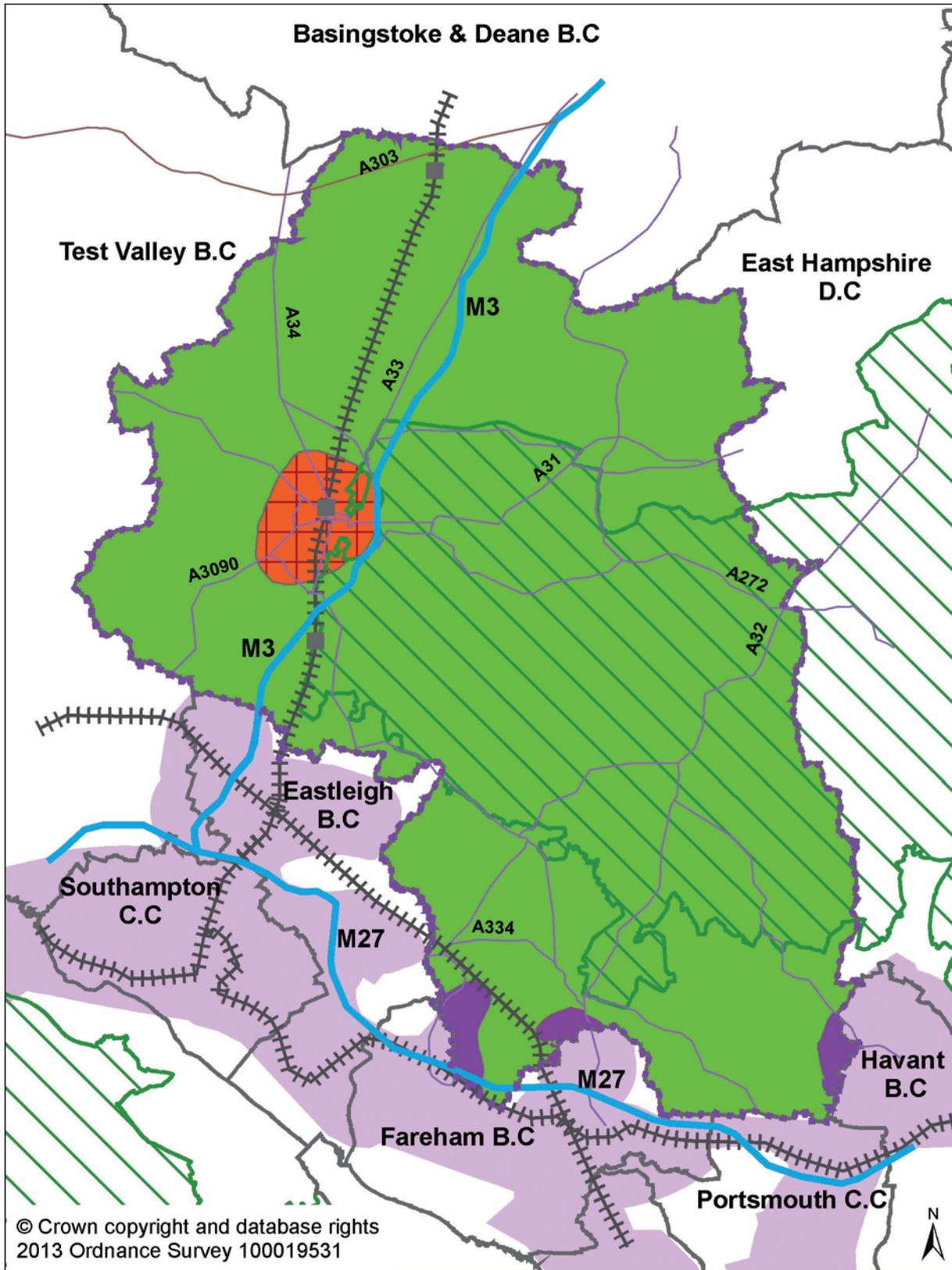
although the need for additional floorspace is minimal due to recent developments and commitments. Conversely, projected expenditure for comparison goods is lower than estimated in 2007 due to the effects of the recession, but there remains a need for additional floorspace taking account of commitments, especially in the latter part of the Plan period. The Retail Study suggests that there is expected to be a need for about 12,000 sq m (net) of new retail (A1) floorspace across the District to 2031, mostly comparison floorspace, taking account of commitments.

- 2.8 The form and quality of the natural and built environment of the District is a fundamental feature and highly valued. This creates challenges for addressing both housing and employment growth whilst protecting environmental assets.
- 2.9 Early technical evidence and community engagement identified those things that residents valued most including a strong sense of community spirit, the positive benefits of being close to the countryside and having ready access to local facilities. Winchester Town itself is a hub as a main employment, retail and leisure centre for both its residents and those in nearby villages. Urban areas on the southern fringes of the District have a strong functional relationship with the Southampton/Portsmouth conurbation, rather than Winchester. The remainder of the District has dispersed villages and market towns which vary in their size, character and functional relationships with each other.
- 2.10 In determining the vision for the Winchester District, these local variations have provided an opportunity to look at both the overall issues facing the wider District as well as those facing the different areas that exist. Accordingly, three spatial areas have been defined in the District, based on evidence and community engagement. These are :-
- 2.11 Winchester Town - As the largest settlement in the District, Winchester is home to 36% of the District's population and about 50% of the total District employment provision. There are significant patterns of in and out commuting due to the mis-match of workers and residents. It is a hub for many services and facilities which benefit residents and businesses in the District and beyond, and is a sustainable location for growth and change. The challenge is to provide for the future needs of residents and businesses in a way which ensures that it retains a balanced and growing economy whilst respecting its key qualities and features. The historic, cultural, aesthetic, visual and nature conservation elements of Winchester and its setting are of exceptional quality. These remain relevant today in how the Town responds to its development requirements whilst retaining its compact form and sense of place.
- 2.12 South Hampshire Urban Areas – This spatial area has been defined as a local response to planning for the part of the District which lies with the Partnership for Urban South Hampshire (PUSH) area. The Council supports the updated PUSH economic development strategy (October 2012) and proposes to play its part in meeting this through the provision of housing (6, 000 dwellings), facilities and employment areas. The emphasis is to provide mixed communities with a range of housing types and tenures. This scale of development has the potential to impact on the existing character of the locality and on the landscape, infrastructure, wildlife and sensitive habitats. It will be necessary for development schemes to fully assess such impacts and provide adequate avoidance or mitigation measures. A further challenge and opportunity is to ensure that these new communities build a strong sense of identity and are sustainable, with access to both community and physical infrastructure, through early pro-active engagement with the community and service providers.

- 2.13 Market Towns and Rural Area - This area of Winchester District includes 50 or so smaller settlements, which range from larger villages to small hamlets. The varied nature of the settlements in this part of the District requires a strategy that will allow local opportunities to be realised whilst protecting the rural nature and character of the villages and surrounding countryside, many of which now lie in the South Downs National Park. Approximately 76,000 people live in this spatial area which covers a large proportion of the District. The key objective is to secure the right amount and type of development, to ensure that existing communities can remain viable, with access to the services they need. The mobile nature of the population adds a further complexity as residents travel to alternative destinations, whether by necessity or desire. The rural nature of this part of the District is a constraint, but there are numerous opportunities to address local needs and maximise attractive rural settings.
- 2.14 This spatial approach, as illustrated on the following plan, allows the Winchester District Local Plan Part 1 – Joint Core Strategy to fully explore the potential that these different parts of the District can offer in terms of growth, sustainable development and diversity. Nevertheless, existing linkages and interactions between the different areas are recognised and maintained, so that these areas are not considered in isolation.



Map 2 – Spatial Strategy



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Key:

Spatial Areas

- | | | | |
|---|-----------------------------|---|---|
|  | Winchester Town |  | Winchester District Boundary |
|  | South Hampshire Urban Areas |  | National Park |
|  | Market Towns and Rural Area |  | South Hampshire Urban Areas outside Winchester District |

Spatial Planning Vision

- 2.15 The Community Strategy's vision and outcomes have influenced the LDF and this Local Plan. Below these are translated into a locally distinct spatial planning vision and a series of strategic objectives which will provide the link between the Community Strategy and the Winchester District Local Plan Part 1 – Joint Core Strategy.

“Winchester District is a special place characterised by a rich historical and cultural heritage and attractive countryside and is home to a diverse population and a variety of business sectors. The District should retain the distinctive characteristics of the three key areas so as to maximise opportunities to address change in a positive way that ensures it remains an attractive place to live, visit, work and do business:-

- *the County Town of Winchester needs to meet its housing and community requirements and to diversify its economy through the promotion of the knowledge, tourism, creative and education sectors, whilst respecting the highly valued features and setting of the Town;*
- *areas at Waterlooville and Whiteley on the southern fringes of the District need to provide homes, jobs, physical and social infrastructure whilst creating a strong sense of community identity and protecting nearby environmentally sensitive sites, to create extended communities in this part of South Hampshire;*
- *the market towns and many villages that fall within the rural area are to remain viable settlements offering where possible a range of local services and facilities, and be allowed to grow to respond to local needs, whilst retaining their individual identity and rural character. Development in those settlements that lie in the South Downs National Park should respect its purposes”.*

- 2.16 This vision will be delivered by the application of the following spatial objectives and policies across the District during the Plan period. These collectively will achieve sustainable development to ensure that proper consideration is given to the environment, economy and society together.

Spatial Planning Objectives

- 2.17 The following objectives follow the Community Strategy outcomes and are not in priority order. The key policies delivering each outcome are shown below:

Active Communities

- Maximise new and existing opportunities for walking, cycling, sport and recreation/play to promote healthy lifestyles for all members of the community
DS1, WT1, WT2, WT3, SH1, SH2, SH3, SH4, MTRA1, MTRA2, MTRA3, MTRA4, CP5, CP7, CP15
- Provision of 12,500 new homes across the District by 2031.
DS1, WT1, WT2, SH1, SH2, SH3, MTRA1, MTRA2, CP1, CP2, CP3, CP4
- Provision of a range of housing types and tenures to address the varied housing needs of the District's resident and working population and ensure inclusion for all.
DS1, WT1, WT2, SH1, SH2, SH3, MTRA1, MTRA2, MTRA3, CP2, CP3, CP4

- Retention of existing and provision of new services and support facilities in the right places at the right time, including health, education, cultural, leisure and shopping, etc, to ensure existing and new communities are attractive and safe places to live and work and to allow our ageing population to participate.

DS1, WT1, WT2, SH1, SH2, SH3, MTRA1, MTRA2, MTRA3, CP6, CP7

- Encourage sustainable transport alternatives that reduce the use of the private car and enable people to live close to where they work or participate in activities.

DS1, WT1, SH1, SH3, MTRA1, CP10

Prosperous Economy

- Promote the varied talents of the District, building on the creative and knowledge based industries that exist, whilst developing the agricultural, tourism and cultural assets of our historic towns and villages and valued landscapes.

DS1, WT1, SH1, MTRA1, MTRA4, MTRA5, CP8, CP19, CP20

- Ensure that there are a range of sites and premises available for businesses and commercial enterprises to set up and expand to meet their full potential and adequate infrastructure is available, including the provision of communications technology.

DS1, WT1, WT2, WT3, SH1, SH2, MTRA1, MTRA2, MTRA4, MTRA5, CP6, CP9, CP21

- Maximise the economic opportunities offered by the designation of the South Downs National Park, utilising its tourism, recreation and cultural opportunities whilst supporting its purposes.

MTRA2, MTRA3, MTRA4, MTRA5, CP8, CP19

- Encourage the development and adoption of energy efficiency and renewable energy technologies and enable their take-up by new and existing businesses, through the creation and promotion of a low carbon economy.

DS1, WT3, CP8, CP11, CP12, CP13

High Quality Environment

- Maintain, protect and enhance Winchester District's valuable environments and wildlife assets, whether these are urban or rural areas or involve the built or natural environments. Ensure that change restores, maintains or enhances the biodiversity, landscape character and historic environment of the District as a special place, whilst respecting its setting within the South Downs National Park.

DS1, WT1, WT3, SH1, SH3, MTRA1, CP13, CP14, CP15, CP16, CP20

- Ensure that the status of the water environment (both ground and surface water systems) in the District is maintained and improved through the development strategy promoted.

DS1, WT2, SH3, CP17

- Provide, protect and enhance green infrastructure to include open spaces, green links and wildlife corridors.

DS1, WT1, WT2, WT3, SH1, SH3, SH4, MTRA1, CP7, CP15, CP16, CP18

- Mitigate against the impacts of, and adapt to the effects of, climate change through promoting lifestyles and businesses which are sustainable for the environment and maximising the use of technologies that are available to reduce waste and carbon emissions.

DS1, CP11, CP12, CP13, CP14

- Maximise the use of sustainable construction methods and drainage systems and encourage the use of locally sourced materials, to protect the integrity of the natural systems and resources that exist in the District.

DS1, WT3, CP11, CP17, Hants Minerals and Waste Core Strategy/Local Plan

- Ensure high quality design takes account of character, local distinctiveness and sustainable design principles.

DS1, WT1, WT2, SH1, SH2, SH3, MTRA1, MTRA2, MTRA3, MTRA4, CP13

- Maximise the use of the District's land resource through the promotion of higher densities and creative design where these are appropriate and make a positive contribution to the public realm.

DS1, CP13, CP14



Development Strategy



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3 Development Strategy

3

Development Strategy

- 3.1 The principal focus for new development across the District will be within the urban areas of Winchester Town and the South Hampshire Urban Area. These will accommodate the bulk of the objectively assessed development needs of the District, including the requirement for 12,500 new dwellings and about 20 hectares of new employment land to assist economic and community development during the Plan period as indicated on the following Key Diagram. More locally focussed development will occur in the Market Towns and Rural Area reflecting the needs and requirements of those communities and to ensure that they offer a range of services and facilities and sustainable opportunities for change, consistent with their scale and function.
- 3.2 The emphasis will be to follow a sequential approach to development by establishing the capacity of previously developed land first before allocating sites outside existing settlement boundaries through future development plan documents or Neighbourhood Plans.

Policy DS1 - Development Strategy and Principles

When considering development proposals across the District, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. The Council will work proactively to find solutions which mean proposals that accord with planning policies can be approved wherever possible and to secure development that improves the economic, social and environmental conditions in the area.

The Local Planning Authority will support the delivery of new housing, economic growth and diversification through the following development strategy:-

- Winchester Town will make provision for about 4,000 new homes through a range of accommodation to meet the needs of the whole community and to ensure that the local economy builds on its existing and growing strengths in higher education, creative and media industries, and other knowledge-based activities, whilst respecting the town's special heritage and setting.
- the South Hampshire Urban Areas will make provision for two sustainable new neighbourhoods to provide about 6,000 new homes and contribute towards meeting the PUSH strategy of improving economic performance by providing major housing and economic growth and community and physical infrastructure.
- the Market Towns and Rural Area will make provision for about 2,500 new homes, and support economic and community development that serves local needs in the most accessible and sustainable locations, promotes the vitality and viability of communities, and maintains their rural character and individual settlement identity.

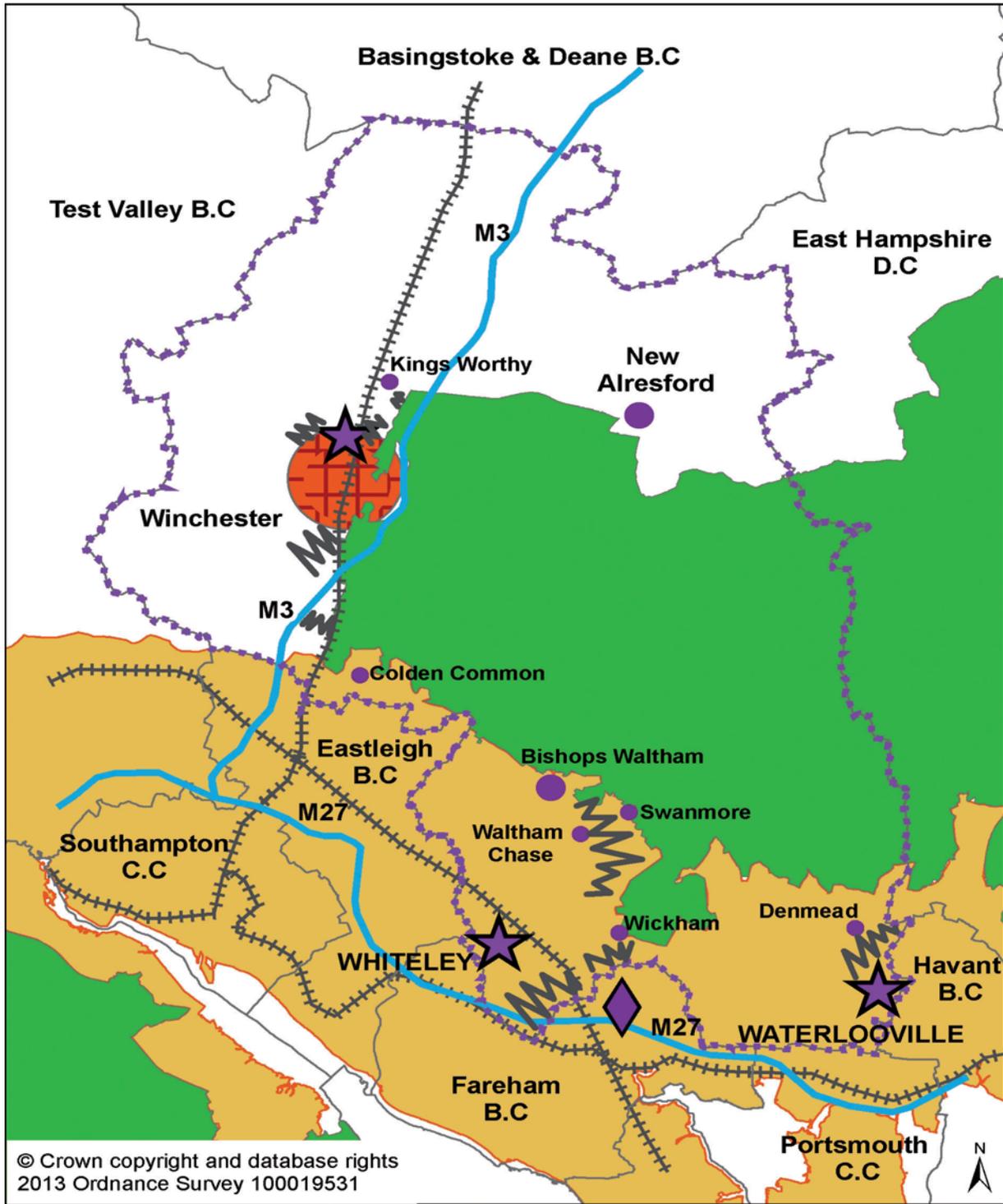
Development proposals will be expected to make efficient use of land within existing settlements, and prioritise the use of previously developed land in accessible locations in accordance with the development strategies set out in Policies WT1, SH1 and MTRA1.

In delivering the District's housing, employment and community requirements development proposals will be expected to demonstrate conformity with the following principles:-

- maintaining and enhancing the importance of environmental, heritage and landscape assets and making efficient use of scarce natural resources;
- making the use of public transport, walking and cycling easy, to reduce non-essential car use;
- integrating development of homes, jobs, services and facilities;
- applying a town centres first approach to retail, leisure or other development proposals that are high attracters of people, in accordance with the following hierarchy of centres:
 - Sub-regional town centre – Winchester
 - Town centre – Whiteley
 - District centres – Bishops Waltham, New Alresford, Wickham
 - Local centres – Denmead, Kings Worthy, and in Winchester Oliver's Battery, Stockbridge Road/Andover Road, Weeke;
- achieving high standards of design and sensitivity to character, setting and cultural heritage;
- contributing to individual and community wellbeing, health and safety and social inclusivity;
- testing existing infrastructure and service capacity to serve new development and making arrangements in a timely manner for appropriate increases in capacity or measures to mitigate impact;
- addressing the impact on climate change, renewable energy, air quality, green infrastructure, recycling/waste, flooding issues and the water environment.

- 3.3 This policy will be delivered through the implementation of the policies within this Plan, key infrastructure requirements are summarised at Appendix E. Full details are set out in the Council's Infrastructure Delivery Study.

Map 3 – Key Diagram



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Key:

- Winchester Town
- Other Large Settlements
- Strategic Allocations
- Strategic Development Area
- Winchester District Boundary
- National Parks
- Partnership for Urban South Hampshire Area
- Settlement Gap

