

WAVERLEY BOROUGH COUNCIL

EXECUTIVE – 29 MAY 2012

Title:

HASLEMERE DESIGN STATEMENT

[Portfolio Holder: Cllr Bryn Morgan]

**[Wards Affected: Haslemere Critchmere and Shottermill,
Haslemere East and Grayswood and Hindhead]**

Summary and purpose:

The purpose of this report is to recommend that the Haslemere Design Statement (HDS) be adopted by the Council as a material consideration when determining planning applications. The document has been prepared by Haslemere Town Council.

How this report relates to the Council's Corporate Priorities:

The HDS supports the environmental priorities of the Council. The document not only sets out the distinctive character of Haslemere, but it also encourages good quality design in new developments.

Equality and Diversity Implications:

There are no equality and diversity implications.

Environment and Climate Change Implications:

The document identifies the need for all new developments to be sustainable, both in terms of location and also in terms of energy consumption.

Resource/Value for Money implications:

There are no resource implications. The use of the document as a material planning consideration will be managed within existing resources.

Legal Implications:

The Haslemere Design Statement will be a material consideration to be used by Waverley when assessing planning applications in Haslemere.

Background

1. A Town Design Statement is a published document that gives a detailed guide to the character of a town. It sets out the specific nature of the buildings and landscape which make the town distinctive, with recommendations on how to encourage new development that enhance and compliments what already exists. A Town Design Statement is similar in concept to a Village Design Statement but the scale and complexity of towns means that a carefully coordinated approach is required in its production (The Countryside Agency, March 2003).
2. Haslemere Town Council decided to prepare its own Design Statement to set out what makes the area distinctive and to ensure that future development sits comfortably within the town. The document is expected to give guidance to residents, developers and the Planning Service for consideration when preparing plans for development, for pre-application discussion and in the determination of planning applications.

The Haslemere Design Statement

3. It is intended that the HDS will serve a number of purposes. It contains specific design guidelines that are intended to be used in the consideration of proposed new development within the town. The specific aims of the HDS are to:
 - Develop guidelines which have a positive influence on development throughout Haslemere and the surrounding area, and
 - Ensure a sustainable and attractive environment for future generations.
4. Haslemere Town Council began work on the HDS in 2010. A copy of the latest version of the document is available to view on the Waverley website (www.waverley.gov.uk) and printed copies are available on request from Democratic Services.
5. The HDS will directly relate to the Development Plan. In this case the policy to be amplified is Saved Policy D4 (Design and Layout) of the Waverley Borough Local Plan 2002. It also accords with the ambition of the National Planning Policy Framework to place a strong emphasis on good design which responds to the local character of an area. In addition the HDS will help support future developers discuss schemes with the local community, showing how the proposal accords with the community's long term vision for the area.
6. The document is split into a number of chapters, both thematic (i.e. landscape and natural environment) and based on character areas (i.e. Haslemere South of Town Centre etc.). This approach acknowledges the similarities and differences between the different areas and ensures that the design guidelines respond directly to an areas character, and is in addition to design guidelines that are relevant to the whole of Haslemere.

The Consultation Process

7. The HDS has been subject to a comprehensive consultation process, ensuring that it will be a robust document and stand up through the planning process. The following table outlines the key dates and events in the consultation process:

Key Date	Event
6 October – 1 December 2012	First (informal) consultation including: <ul style="list-style-type: none">• 3 interactive workshops,• publicity in local papers and magazines,• flyers and posters distributed. Over 4,000 comments received.
September – December 2011	Discussions with Waverley Planning Services.
12 January 2012	Haslemere Town Council agrees to formal consultation.
16 January – 26 February 2012	Formal 6 weeks consultation including: <ul style="list-style-type: none">• a website,• document put on deposit in various locations throughout the town• formal adverts in The Haslemere Herald• 500+ flyers and posters distributed around the town, put in local newspapers and displayed in shops,• exhibitions at 3 locations in the town,• comment sheets. Over 40 different respondents made comments.
April 2012	Haslemere Town Council give formal approval and agree to submit to WBC to request its adoption.
4 May 2012	Letter requesting adoption received by WBC.

8. Haslemere Town Council has considered all of the responses (including from WBC), and where practicable accommodated changes in the document. This process has been supported by WBC Officers.

Conclusion

9. The HDS is a well constructed document providing a comprehensive study of the character of the town. It has also been subject to a robust and transparent consultation process to ensure that residents and interested stakeholders have had the opportunity to comment on, and shape the final document. This means that the document is considered ready to be published as a material planning consideration when determining planning applications.

Recommendation

It is recommended to the Council that the Haslemere Design Statement be adopted as a material planning consideration.

Background Papers

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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