



**ATKINS**

# Yateley Village Design Framework

Supplementary Planning Document

June 2009

# Preface:

## *Introducing the Yateley Village Design Framework*

The Village Design Framework provides a long term planning and design framework to guide the development of Yateley centre. It has been subject to public consultation in line with Regulation 17 of the Town and Country Planning (Local Development) (England) Regulations 2004, and was adopted on 11 June 2009 as a Supplementary Planning Document. Details of the consultation are set out in the accompanying Consultation Report. The impacts of the Village Design Framework have been subject to a Sustainability Appraisal, and the Framework has been modified in the light of the Appraisal's findings. It has also been subject to an Appropriate Assessment Screening opinion. The Village Design Framework is part of the Hart Local Development Framework which sets out planning and development policy for the District to 2026.

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যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

### Hindi

यदि आपको सूचना किसी अन्य भाषा या अन्य रूप में चाहिये तो कृपया हमसे कहें

### Punjabi

ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਇਹ ਸਾਥੋਂ ਮੰਗ ਲਓ।

### Cantonese

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

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Jezeli chcieliby Państwo uzyskać informacje w innym j lub w innym formacie, prosimy dać nam znać

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Se deseja obter informação noutra idioma ou formato, diga-nos.

### Nepali

यदि नेपालीमा यस बारेमा जानकारी चाहिएमा कृपया यस नं 01252 774420 मा सम्पर्क गर्नुहोस्

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# 1. Introduction

1.1 This Village Design Framework (VDF) has been produced as a Supplementary Planning Document (SPD) in accordance with the Planning and Compulsory Purchase Act 2004. The VDF will be used with other relevant policy and material considerations in the determination of planning applications in the centre of Yateley. It provides a planning and design framework to guide the future development of Yateley centre, Hart, Hampshire.

1.2 The area covered by the VDF is shown in Figure 1.1.

## Purpose of the VDF

1.3 The VDF has three primary objectives:

- To serve as a framework to guide future development in Yateley centre;
- To establish a basis for attracting funding for environmental improvements; and
- To act as a catalyst to promote development and improvements.

1.4 The VDF supplements policies contained in the Local Plan. It does not provide comprehensive planning policies for all issues relating to Yateley, but focuses on providing design guidance to meet the primary objectives set out above.

## Supporting Documents

1.5 The VDF will be accompanied by the following supporting documents:

- A Sustainability Appraisal Report which provides an assessment of the environmental, economic and social impacts of the VDF;
- A screening Appropriate Assessment of impacts on the Thames Basin Heath SPA; and

- The Statement of Community Consultation which provides a summary of consultation undertaken to inform the preparation of the VDF.

## Background To The VDF

1.6 There is a long history of local interest in the preparation of design guidance for the centre of Yateley. The Town Centre Management Committee was set up in 1984 and various town plans were produced culminating in proposals for the centre being incorporated into the Local Plan.

1.7 In 2001, work on the Yateley Village Design Framework was initiated with involvement from Hart District Council, Yateley Town Council, the Yateley Society, Yateley Town Centre Management Group and Hampshire County Council. Draft framework proposals were presented to the public at three exhibitions. Indicative proposals for the whole town centre and detailed proposals for Church End were presented at an 'Ideas Day' exhibition in November 2003. Further rounds of consultation modified the Church End Green scheme which was implemented in 2006/7.

1.8 On 18 September 2004, participants were invited to a Yateley Village Design Workshop Day. The objective of this all-day workshop was to try to extend the VDF process to the whole of the civil parish. Representing the general public and local organisations, participants looked at a wide range of issues affecting the whole of Yateley. This VDF builds on this previous work and the comments made at the various consultation events.

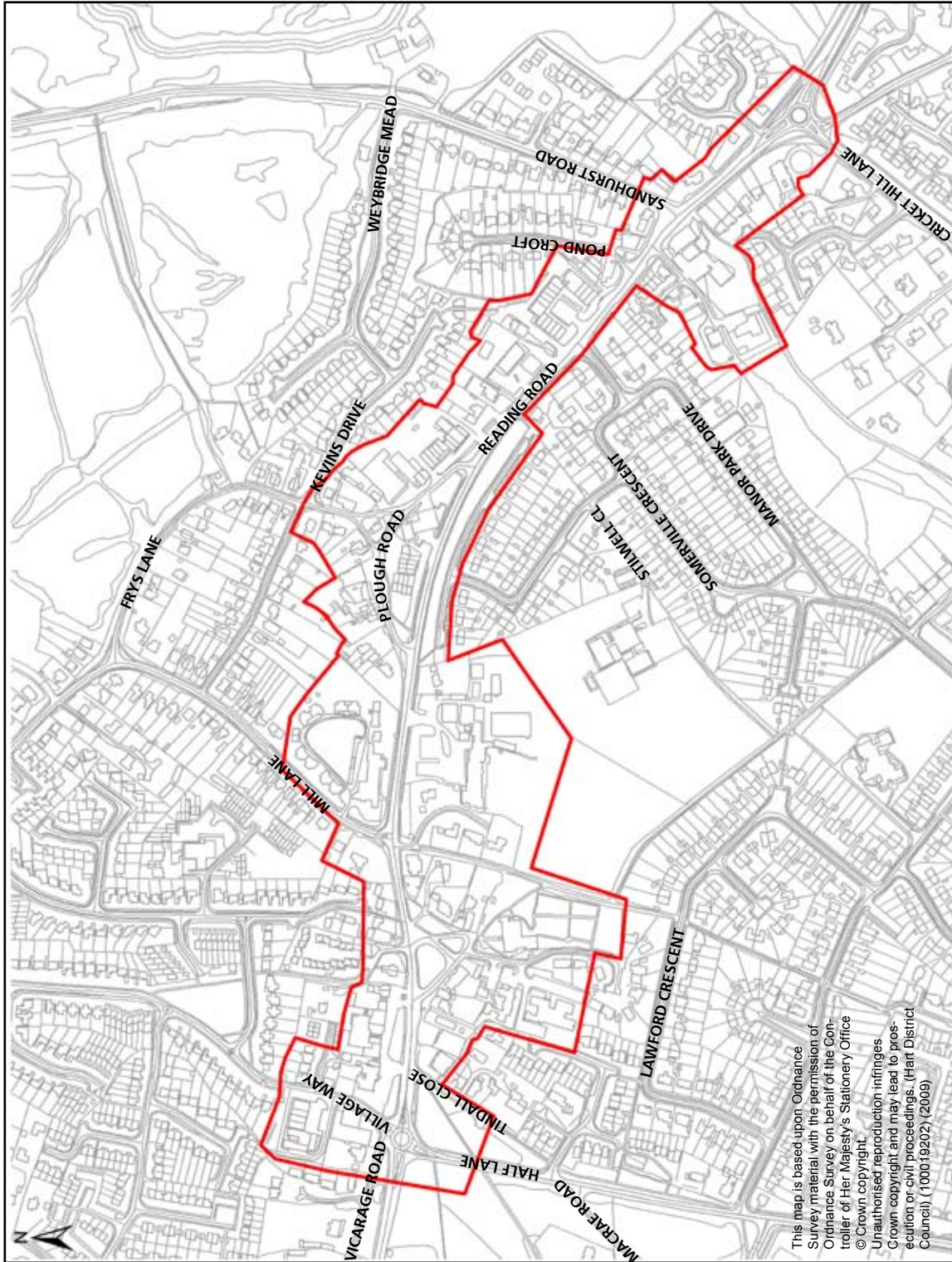


Figure 1.1: Area Covered by the VDF

## 2. Policy Basis for the VDF

2.1 The VDF is being produced to support and elaborate the following 'saved' policies from the Hart District Local Plan 1996-2006 (adopted 2002):

- Policy GEN4 which details the District's general design policy and states that development proposals will 'be permitted where they sustain or improve the urban design qualities of towns, villages and other settlements which derive from their layout and form, scale, character or appearance, special features, or the arrangement, scale and design of buildings and spaces';
- Policy URB8 which seeks to encourage new investment in retail facilities in the District's town and village centres and states that 'Retail development will be permitted in the town and village centres of Fleet, Yateley, Hook, Odiham and Hartley Wintney, if it will sustain and/or enhance the range and quality of shopping provision and the vitality and viability of the centre, maintain or improve the amenity, environment, character of the centre and be readily accessible by means of transport other than the private car'. The Local Plan explains that no need for strategic retail or leisure development was identified by the local plan process, and that retail and leisure development in the centre is not intended to be of such a scale as to change the role of the centre in the retail hierarchy.
- Policy T1 encourages the development of an integrated transport network, a choice of transport modes and the operation of efficient public transport. Policy T13 which states that 'Traffic management measures will be promoted where necessary to improve road safety and reduce the environmental impact of traffic, particularly heavy goods vehicles'; and

- Policy URB12 which allows for residential development within the main settlement boundaries, provided that the proposals are sympathetic to their surroundings, make optimum use of the site, do not result in the loss of any local feature of note, provide a reasonable mix of dwelling types and sizes and do not result in any material loss of amenity or loss of land in employment use.

2.2 The VDF also seeks to implement specific Local Plan Policies Y1, Y5, Y7 and Y8 for Yateley as set out in Table 2.1 and illustrated in Figure 2.1.

2.3 Since the Local Plan was adopted in 2002, the Government has published a range of Planning Policy Statements providing national guidance. Planning Policy Statement 6: Planning for Town Centres (2005) promotes high quality design and the efficient use of land in town centres. The guidance promotes well-designed development, and, where appropriate, higher-density, multi-storey mixed use development, including uses such as housing, leisure and cultural activities (paragraphs 1.9, 2.19-2.22).

2.4 The Local Plan also includes policies which seek to protect and enhance the Borough's natural resources. Policy GEN 1 requires development to include provision for the conservation or enhancement of the District's landscape, ecology, historic heritage and natural resources. A wide range of other policies are also relevant to the VDF, and these are discussed in Appendix A. The Local Plan can be viewed at [www.hart.gov.uk/index/environment-and-planning/planning/planning-policy.htm](http://www.hart.gov.uk/index/environment-and-planning/planning/planning-policy.htm).



Policy	Summary
Y1	‘Within Yateley town centre development proposals, which are in accordance with other proposals in this plan and which do not detract from the vitality and viability of Yateley as a local shopping centre, will be permitted.’
Y5	‘Within the area specified “Y5” on the Yateley Town Centre inset map, proposals for redevelopment for retail units at ground floor level, with business, financial or professional services above, will be permitted where: Buildings do not normally exceed 2 storeys in height; The scale and appearance of the development reflects its surrounding environment; Car parking is provided in accordance with adopted standards; Landscaping schemes are incorporated; New premises for the Women’s Institute are secured either on the site or at another appropriate location in the town centre.’
Y7	‘With specific regard to Yateley, Local Plan Policy Y7 states that area Y7 in the town centre (as shown in Figure 3.1) is ‘considered suitable for a police station, fire station and 100% affordable housing, having regard to site and market conditions and the following criteria: Development is for affordable housing by a registered Housing Association or other appropriate body supported by the Council; Premises for the Citizens’ Advice Bureau are provided either on site or at an alternative appropriate site in the town centre; Access to the Police and Fire stations is not adversely affected; and Development does not intrude into the open and undeveloped character of the Royal Oak Valley.’
Y8	‘Proposals for the redevelopment of the area to the south of Reading Road between the “Dog and Partridge” public house and Tindal Close, for retail use at ground floor level with retail or business uses above, will normally be permitted provided that they do not adversely affect the character of the Conservation Area.’

Table 2.1: Selected Local Policies for Yateley





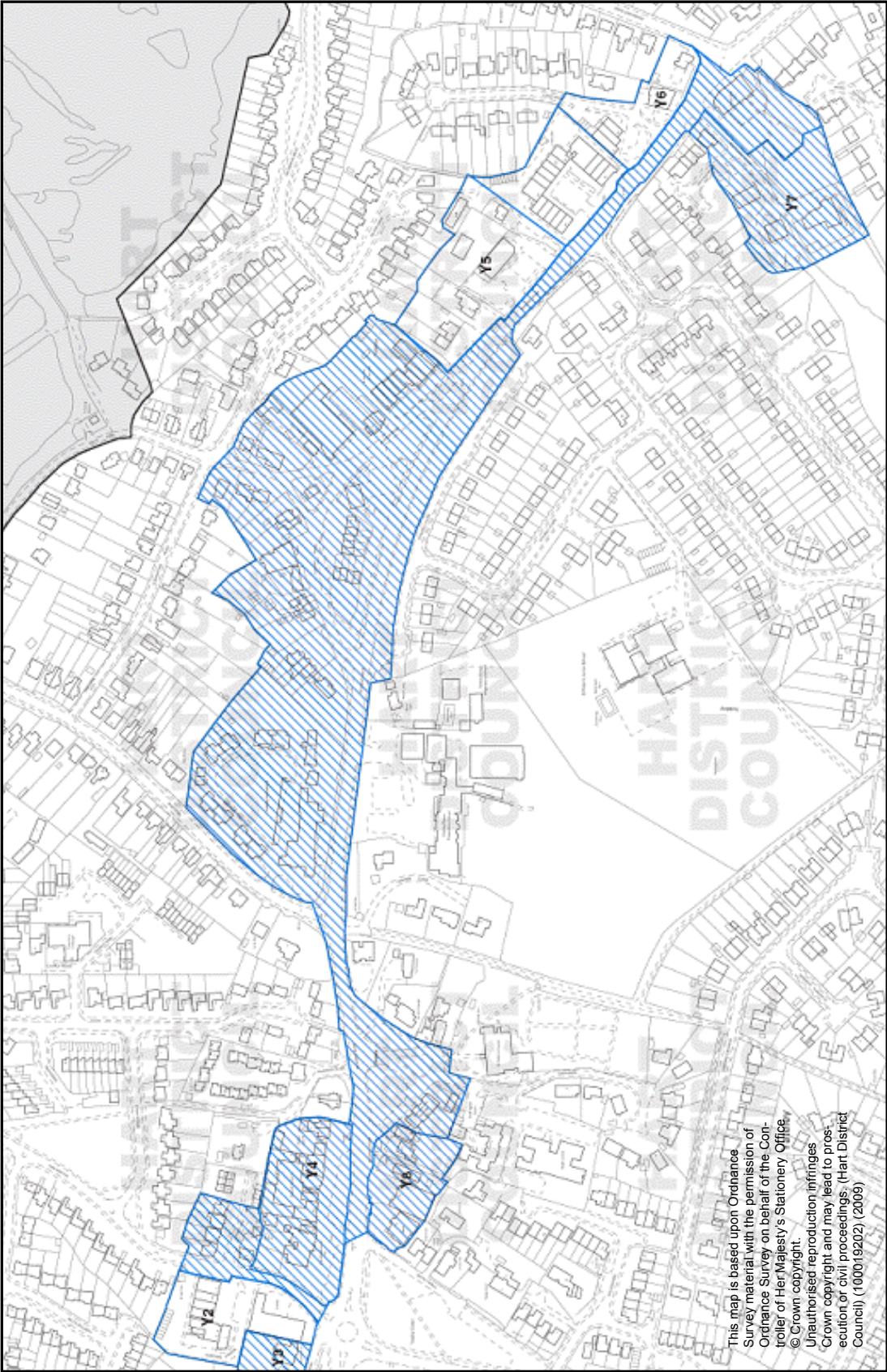


Figure 2.1: Local Plan Designations for Yateley

## 3. Analysis of Yateley

### Townscape and Built Form

- 3.1 Yateley centre stretches along the Reading Road from Hall Lane to Cricket Hill Lane. The roundabouts at either end of the centre act as important gateways to Yateley, although their design focuses on road function rather than reflecting the character of the centre, particularly at the eastern end.
- 3.2 Yateley has an agricultural history, and the centre has developed from a collection of hamlets at Yateley Green, Church End and Cricket Hill. These areas are designated as Conservation Areas, and it is here that the centre's high quality, historic buildings are found, as shown in Figures 3.1 and 3.2. The remainder of the centre consists of post-war development, constructed in the latter half of the 20th Century during the period of Yateley's rapid expansion. This large-scale residential development has given the settlement the character of a dormitory village, with large numbers of people commuting out for work, recreational and other activities.
- 3.3 The built form of the centre is of low and medium density with building heights between one and three storeys. The buildings are of varied ages, styles, form and quality, providing accommodation for a range of retail, community, institutional and residential uses. Buildings are generally well set back from the road with varying building lines providing an open, rural feel to the centre. Most buildings front onto the Reading Road and side roads, although there are backland developments such as the Women's Institute, and the two 1960s shopping parades have U-shaped layouts, facing into central parking courts.
- 3.4 The quality of the built form varies considerably throughout the centre, and includes the high quality Conservation Areas and listed buildings as set out above. However, much of the more modern commercial development suffers from

issues such as under-use of sites, dominance of parking areas, a poor state of repair and low quality materials. These areas offer opportunities for improvement and development.

### Transport and Movement

- 3.5 The Reading Road and the traffic travelling along it dominate Yateley centre. Yateley is one of the largest Hampshire towns without a rail station, and has high levels of car ownership. The high flows of traffic along the Reading Road are mainly generated locally rather than being a result of through traffic. HGV flows across the centre are low, as through traffic tends to use the A327 and A30, avoiding Yateley, although through HGVs are evident between Sandhurst Road and Cricket Lane on the eastern side of the centre. Hampshire County Council is committed to producing a Town Access Plan for Yateley by 2011.
- 3.6 The Reading Road is designed to facilitate traffic movement, rather than acting as a street providing space for a mixture of town centre activities. The carriageways are wide, up to 12m in places, with lighting appropriate for a fast moving road. Some junctions have generous turning radii or slip lanes and guard rails, underlining the impression of a space designed for vehicles travelling at high speeds. The constant flows of traffic cut off one side of the centre from another, making it difficult for pedestrians to cross.
- 3.7 Facilities for pedestrians vary within the centre. There are continuous footways both sides of the Reading Road, although only two signalised crossings are provided, one at each end of the centre. Some junctions are inconvenient, with pedestrians having to negotiate guard rails or wide junctions. Parking in front of shops can cause obstructions and safety issues for

pedestrians, particularly between Plough Road and Sandhurst Road. The centre has only two bus stops and facilities for cyclists are limited to cycle parking. Traffic on the busy Reading Road creates noise and fumes, and can make the centre feel unsafe for cyclists and pedestrians.

## Retail and Local Facilities

- 3.8 Yateley is a local shopping centre which forms part of a complex hierarchy of larger retail centres including Farnborough, Fleet, Bracknell and Reading.
- 3.9 Yateley has a strong role as a local convenience shopping centre, with a range of facilities on offer and local supermarkets providing a significant draw. However, the centre has relatively limited comparison shopping for most types of goods. Reinforcing the dominance of vehicular traffic in the area, the town centre has two petrol stations as well as prominent outlets for cars, motorcycles and accessories. Retail facilities are fragmented with the majority of facilities being concentrated at Church End Green and at the eastern end of the centre. Yateley Manor School and Yateley Industries occupy two large sites, on either side of the Reading Road between Church End Green and the retail area to the east. The centre has a range of community facilities including the citizens advice bureau, police station, health centres, a library, community centres, the Tythings and the Village Hall. However, many of these are poorly sited and difficult to find.
- 3.10 A recent retail study (Retail Capacity Assessment, July 2006, Atkins) indicated that the centre is functioning well with low levels of vacancies, the study also found that shoppers perceive the centre to be lacking in distinctiveness. The study identified a need to ensure on-going reinvestment in retail provision and to encourage a greater diversity in retail and related facilities. While the study also identified scope for the provision of new small convenience facilities, it concluded that there is no need for strategic retail or leisure development, supporting the approach set out in the Local Plan (as set out above).

## Natural Features

- 3.11 Much of the centre of Yateley has a semi-rural village character, and the area's natural features are an important part of its character. Key natural features include large mature trees, open meadow and verge areas of grassland, heathland scrub and hedges. A number of watercourses also run through the centre to the Blackwater River, largely in culverts under roads, as shown in Figure 3.3.

## Character Areas

- 3.12 Analysis of the centre of Yateley suggests that it is made up of five principal character areas. Each area has a distinct and separate identity and together they form the basis of what makes Yateley unique. The key features of the character areas, and the opportunities available to address specific issues provide a guide for future developments that will respect Yateley's uniqueness. The character areas are shown in Figure 3.4.

## Important Characteristics

- 3.13 In its pastoral origin and development, Yateley is similar to Hartley Wintney, Dogsmersfield and Hazeley. Although it is considered by some to be a small town with the hallmarks of a suburb, Yateley has managed to retain many of the features of a village. Yateley shares some key broad characteristics with these settlements. It is important that these characteristics guide future changes:
- Scale of buildings – built with generally narrow roof spaces, local traditional dwellings are mostly of modest proportions reflecting their original status as farm cottages and similar uses;
  - Pattern of development – reflecting their scattering around the edges of common land, buildings tend to sit on small plot sizes, packed relatively tightly together. Buildings tend to be well set back from the Reading Road;

- Architectural detailing – dwellings are mostly of brick, render or pebbledash exterior walls under plain clay tiled or natural slated roofs. Chimneys are also generally an important feature of housing in this area. There is variety in window forms, dormers, bays, timber cladding, tile hanging and occasional ornate barge boards (see Figure 3.2).
- Landscaping – open meadow grassland running right up to the road or lane edge, large oaks around the edges, simple heathland scrub and hoggin and gravel paths are the elements of the

village landscape still shaped by its agricultural origins. Boundaries are marked by hedges, commonly holly, and simple timber post and rail fences.

## Issues

- 3.14 Yateley has many strengths including an interesting history, some high quality buildings, a good location and a strong community. However, the village also faces some challenging issues. The issues illustrated in Figure 3.5 can be seen at a number of sites throughout the centre.



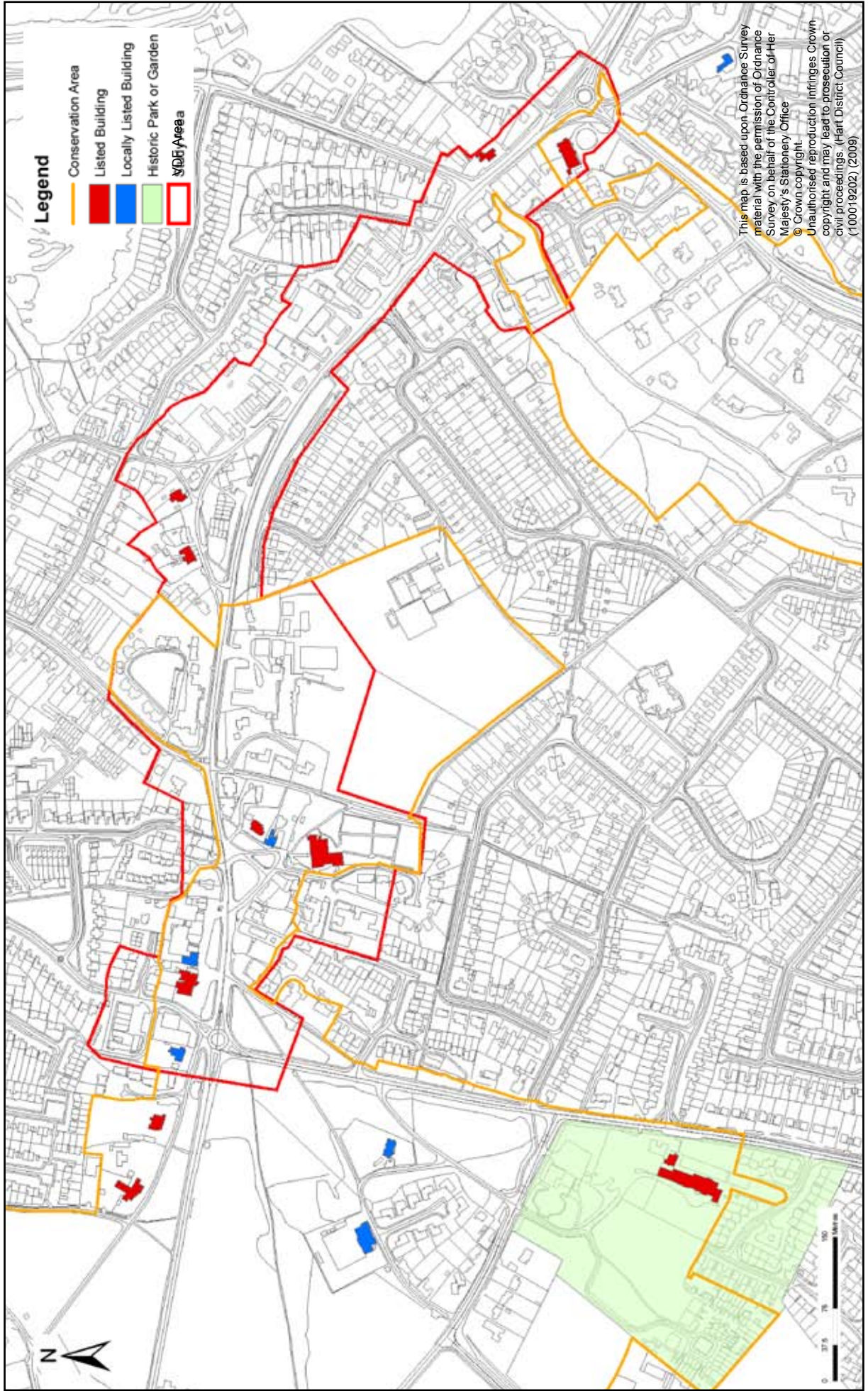


Figure 3.1 – Historic Designations in Yateley



Chaddisbroke House



Glebe Cottages



The Old Vicarage



White Lion Pub



Gayton House



Corner House



Saddlers and Forge Court

Key features include:

- Exterior walls of brick or render
- Plain clay tiled or natural slated pitched roofs
- Various window forms including dormers, sash windows and flat-roofed bay windows
- Courtyard access through carriageway arches
- Architectural detailing including pitched porches, brick string courses, decorative barge boards and hanging tiles

Figure 3.2 – Examples of High Quality Local Buildings

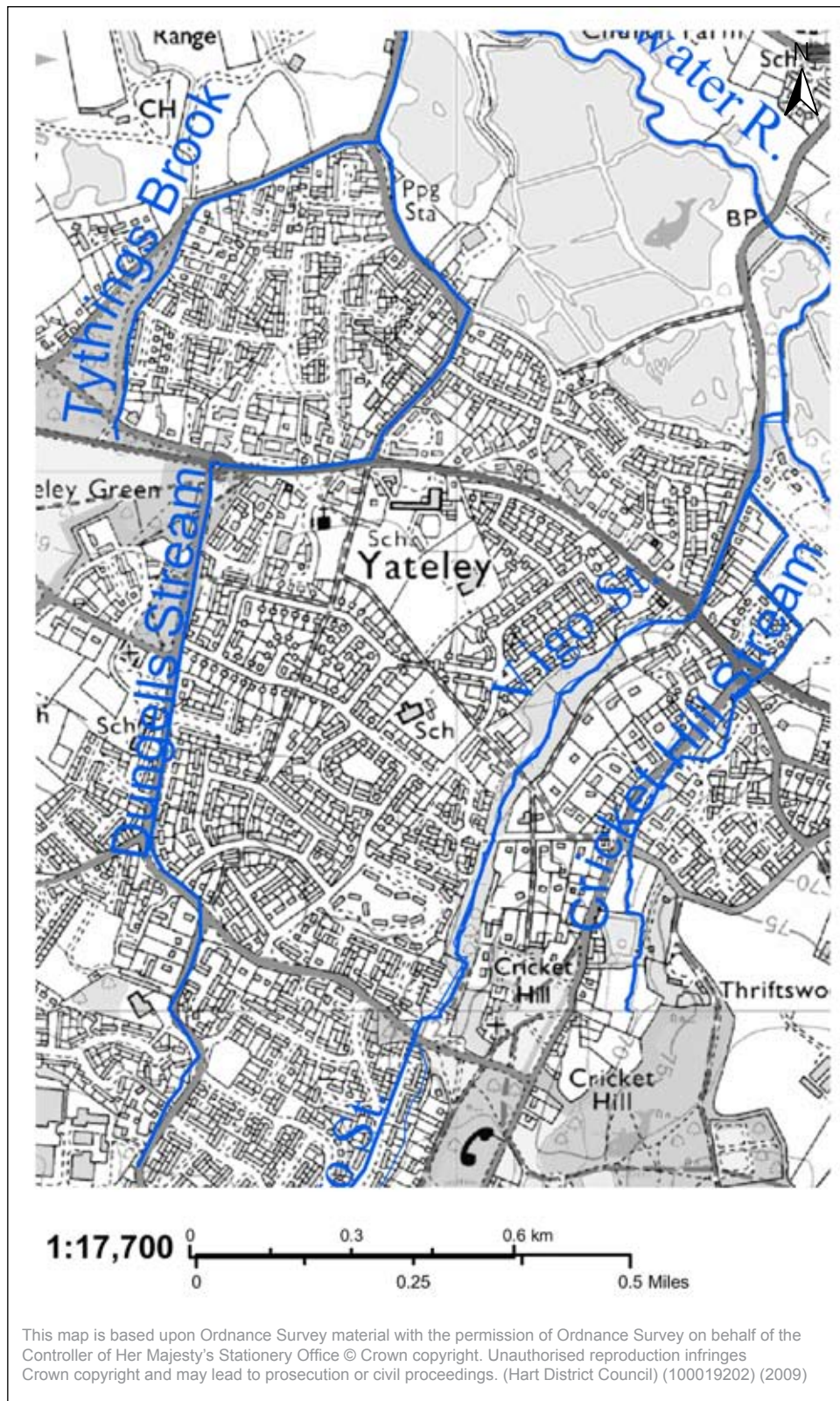


Figure 3.3 – Watercourses in Yateley

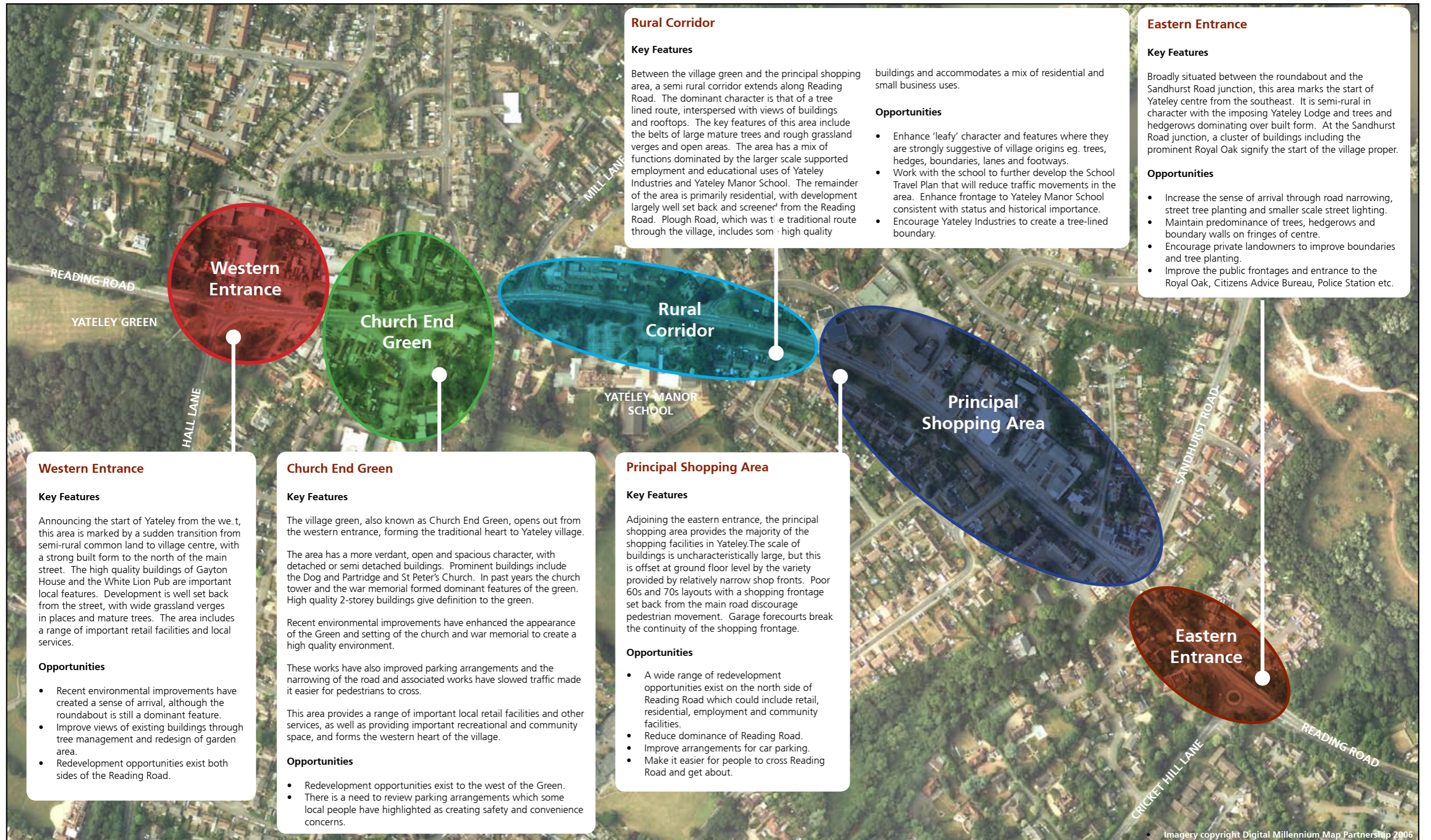


Figure 3.4 Character Areas



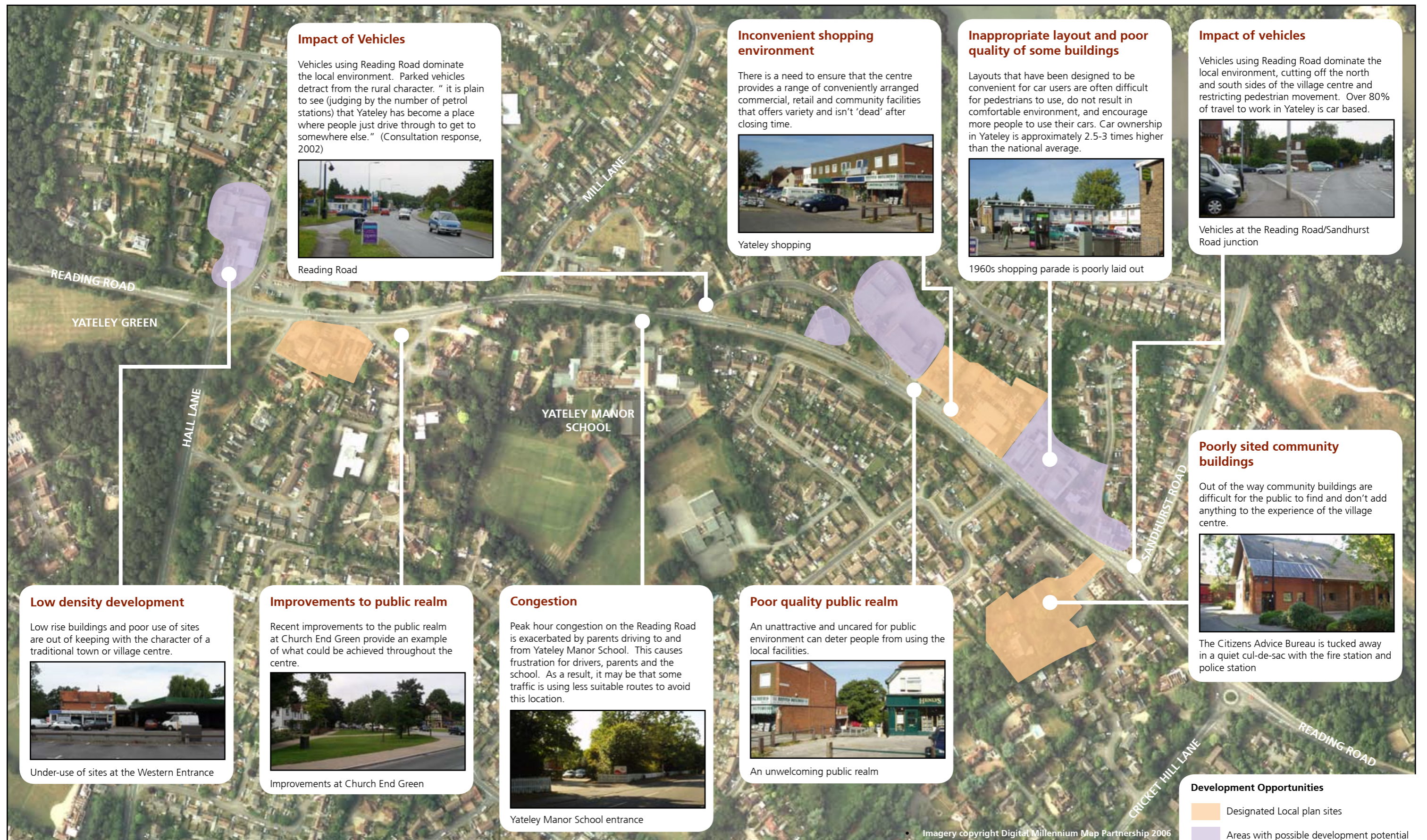


Figure 3.5 Issues

## 4. Village Design Framework

### Guiding Principles of VDF

- 4.1 The guiding principles of the VDF are based on Government guidance, current best practice, local planning policy and the results of previous public consultation. They are:
- (i) Strengthen local village identity by preserving and enhancing local character and sense of place;
  - (ii) Care for the environment through the protection and enhancement of important local features including Conservation Areas, listed buildings, valued local buildings and open spaces;
  - (iii) Encourage community spirit by creating a high quality public realm and developing a vibrant, safe and inclusive town centre;
  - (iv) Create a place that can adapt by developing buildings which can accommodate changes of use in future years and investing in good quality materials;
  - (v) Bring more interest and variety to the centre by encouraging a mix of uses, encouraging local enterprise and the evening economy and exploring opportunities for town centre housing; and
  - (vi) Make it easier to move about by encouraging people to walk, cycle and take the bus, providing new connections and reducing the impact of vehicular traffic.

### Design Guidance

- 4.2 This section provides a framework to guide the development of the centre of Yateley. It provides a basis for implementing the principles set out above. The guidance is not intended to be comprehensive or cover every aspect of development. Instead it focuses on particular

design issues. As explained in Section 2, the guidance provided below supplements the 'saved' policies GEN 1, GEN 4, URB 8, URB 12, T1, T13, Y1, Y5, Y7 and Y8, and has been prepared in the light of Planning Policy Statement 6. It should be read in conjunction with other relevant policies (see Appendix A) and applies to the area shown in Figure 1.1 except where indicated otherwise.

### Working with the Traditional Village Structure and Grain

- 4.3 The centre of Yateley is primarily developed with a fine grain, with small street blocks and plot sizes accommodating generally small scale, lower rise, low and medium density development typical of a traditional village. New development should respect and reinforce the existing pattern, with buildings of an appropriate scale, height and massing. Development of larger plots, for example in the Principal Shopping Area, should reinforce the traditional village structure. Larger buildings should be broken up at ground level, for example by a variety of shop fronts.

### Reflecting Yateley's Important Characteristics

- 4.4 Section 3 describes Yateley's important characteristics in terms of architectural detailing, trees and open space. New development should reflect these characteristics, using the special features of the area to guide design.

## Reinforcing Character Areas

4.5 The different nature of Yateley's five character areas is described in Section 3. Development should respond to the particular character of its location, respecting and enhancing the nature and function of the character area concerned.

## Creating an Active, Attractive, Safe and Convenient Public Realm

4.6 Yateley centre's public realm consists of a network of open spaces and streets stretching from Yateley Green along the Reading Road and including Church End Green, to Yateley Common. The quality of the public realm varies from the attractive environments at Yateley and Church End Greens to the traffic dominated principal shopping area.

4.7 Figure 4.1 sets out a framework for possible changes to the Reading Road. The framework is indicative only, giving an overview to guide environmental improvements. Detailed designs will need to be developed through further consultation and feasibility studies and implementation will be subject to funding. The main elements are:

- Reduction in the width of the carriageway where appropriate. This will reduce the dominance of the carriageway, encourage drivers to slow down, make it easier to cross the road and help to make the Reading Road feel more like a village centre street rather than a through route for cars;
- Reduction in slip lanes and turning radii at junctions to encourage drivers to slow down and reduction of junction widths to make them more convenient for pedestrians;
- A review of the internal parking and drop-off arrangements for Yateley Manor School as part of their continued work on the school Travel Plan to reduce congestion exacerbated by the school run;
- The reduction in the width of the carriageway will provide opportunities to improve pedestrian and cycle facilities. Opportunities to provide specific facilities for cyclists, either on or off-road should be explored, as well as improvements to footways and separation of footways from the carriageway with green verges where space allows;
- The possible addition of new pedestrian crossings, subject to a detailed review. Possible locations include: in the middle of the centre opposite Stilwell Close which could tie in with redevelopment in the area; and at the junction of Mill Lane;
- The possible provision of two new bus stops in the middle of the centre. These could be located either side of a new pedestrian crossing to encourage use of the bus;
- Reduction of the impact of the roundabout on the south eastern side of the centre through remodelling and the use of appropriate materials;
- A review of speed limits and traffic management measures on the Reading Road;
- The palette of materials used should be based on the improvements already implemented at Church End Green to extend the village centre feel throughout the centre. The approach should be to create an uncluttered, high quality village environment, which reflects the character of the centre; and
- There are a number of opportunities to enhance the rural character of the centre through tree planting or hedging. The key opportunities are: at the eastern entrance; on the northern side of the Reading Road within the principal shopping area; and at the pocket garden in front of Saddlers Court.

4.8 A further important element of creating a high quality public realm is to provide attractive, active frontages around and along them. The redevelopment areas identified provide the opportunity to develop consolidated building lines in these locations, with development fronting onto the public realm providing surveillance, enclosure and definition to open spaces and the street. Building lines should be set back from the road, reflecting the traditional village layout of Yateley, and providing space for green verges and tree planting. There is also an opportunity to create a new village green through the redevelopment of the petrol station at Plough Road, as indicated in Figure 4.2. Redevelopment would also provide the opportunity to re-organise car parking provision, consolidating parking behind buildings or in defined areas on street for short stay and disabled spaces. Parking should be provided in line with adopted standards. On-street parking should be carefully designed to ensure that vehicles and pedestrians can move safely around the area. There are also opportunities to improve the layout of existing off-street parking areas in terms of efficiency, safety and the quality of the environment. This includes the car park adjacent to Somerfield.

## Making and Improving Connections

4.9 Making it pleasant and convenient to walk and cycle is important in encouraging people to choose these travel modes. The measures

explained above will deliver key improvements to pedestrian and cycle facilities in the centre, making it easier to cross the Reading Road and safer and more pleasant to cycle and walk along it. There are also opportunities to improve connections between the centre and surrounding areas at: Tindall Close and across Yateley Green; the footpath between Kevins Drive and Reading Road; and to the south east of the junction of Sandhurst and Reading Roads. New development may also provide opportunities to create new linkages, and opportunities to improve the wider pedestrian and cycle network should be explored. Connections should be well lit and maintained, as well as being overlooked or visually open where possible.

## Introducing a Better Mix of Uses

4.10 As shown in Figure 3.2, Yateley centre has a range of areas with development potential. These are focused at the western entrance/ village green and in the principal shopping area. These areas are suitable for mixed use development, with retail uses along the ground floor frontage combined with residential and small scale business uses on upper floors or to the rear of plots. These areas are also appropriate for cultural, tourism and community uses which would make welcome additions to the centre, including facilities for young people, and for the relocation of key community uses which are currently sited in less central locations.



4.11 Food, drink and leisure uses, which can provide activity in the evening, will also be acceptable here, provided they are of a form and scale that is appropriate to the centre. The Local Plan sets out guidelines for the proportions of non-retail uses. In shopping frontage such as in the principal shopping area in Yateley, Class A2 –A5 uses are permissible only if the development would not lead to non-shopping uses occupying more than 15% of the frontage within 50 metres on either side of the centre of the application site, and more than 25% of the frontage in other shopping areas. Proposals for food, drink and leisure uses should comply with policies in the adopted Local Plan and will not be permitted if they are likely to create any of the following impacts: impacts on transport networks; crime or anti-social behaviour; and loss of amenity to nearby residential uses through noise, disturbance, noxious fumes, dust, litter or pollution.

4.12 In all cases, the mix of uses must sustain and enhance the vitality and viability of the centre and support the primary function of the centre as a local shopping centre. Specific requirements for sites allocated in the Local Plan are set out in Section 2. For allocated sites Y5 and Y8, the uses set out in the Local Plan could be supplemented with residential, food and drink and small scale business uses as appropriate in line with PPS6.

4.13 Yateley centre falls within the five kilometre buffer to the Thames Basin Heath Special Protection Area (SPA), in particular Castle Bottom to Yateley and Hawley Commons Site of Special Scientific Interest. The site supports three internationally rare bird species, the nightjar, woodlark and Dartford warbler. Increasing the number of dwellings, in combination with other dwellings proposed near the SPA, would be likely to have a significant effect on the SPA. An Appropriate Assessment screening exercise has been carried out on the VDF which concluded that the framework is not likely to have a significant impact on the integrity of the SPA, and

therefore that a full Appropriate Assessment is unnecessary. This is on the basis that the VDF only provides an indicative guide to development potential rather than allocating sites for development, and any applications involving residential units will be subject to an Appropriate Assessment and/or mitigation as necessary (see below). The screening exercise is available as a separate document.

4.14 Planning applications involving an increase in residential accommodation should be accompanied by sufficient information to enable the Council to carry out an Appropriate Assessment of the implications of the development on the SPA. The Appropriate Assessment may identify the need for mitigation of any effects through the provision of, or contribution to, additional green space of an appropriate form. Alternatively the applicant may be able to make a financial contribution towards avoidance measures provided off-site in accordance with the Council's Interim Avoidance Strategy for the Thames Basin Heaths Special Protection Area. This would be secured via a Section 106 Planning Obligation and would avoid the need to undertake an Appropriate Assessment.

## Making the Best Use of Sites

4.15 National, regional and local policy seek to guide development to accessible locations well served by public transport and local jobs and facilities, and to make the best use of previously-developed land. Section 3 highlighted the issue of under-used sites. There is potential for some intensification of use within the designated town centre, particularly within the development opportunities identified in the principal shopping area and at the corner of Village Way and the Reading Road. The density of development could be increased to levels currently found within the centre, for example at Forge Court, through the introduction of a mix of uses.

## Protecting and Enhancing the Built and Natural Environment

4.16 Development should protect or enhance Yateley's natural and built environment. There are opportunities to enhance the character of Yateley centre's two Conservation Areas at Cricket Hill and Yateley Green, through improvements to the public realm and the redevelopment of sites. There are also opportunities to improve the setting of key buildings within the centre, particularly at Forge Court and the Royal Oak. Landscaping should be enhanced including planting of trees and provision of or improvements to hedges and verges to provide linkages for wildlife. Opportunities to naturalise the centre's culverted watercourses (see Figure 3.1) through opening of the culverts and re-instatement of a more natural river profile should be explored.

## Flexible and Sustainable Development

4.17 New development should be designed to accommodate changes of use in the future, should use high quality materials and should be of sustainable design meeting the current BREEAM 'Very Good' standard as a minimum where relevant, and Level 3 of the Code for Sustainable Homes. Sustainable construction methods and materials should be used as far

as possible both for new development and for improvements to the public realm. Schemes should incorporate measures to: encourage the use of sustainable transport modes (e.g. providing facilities for cyclists); reduce crime and the fear of crime; encourage the sorting and recycling waste; ensure that there is no impact on surface water run-off and localised flooding and maximise opportunities for sustainable drainage (e.g. through incorporation of Sustainable Urban Drainage Systems); reduce energy use and maximise use of renewable energy; and encourage nature conservation (e.g. through development of green roofs where appropriate).

## Indicative Design Framework for Areas with Development Opportunities

4.18 Figure 3.2 highlights a number of development opportunities within the centre of Yateley. Some of these are sites allocated within the Local Plan, others are broad areas where analysis and consultation has highlighted issues and opportunities. Figure 4.2 illustrates the design framework for these sites, providing an indicative layout based on the guidance set out above. The indicative layout is not intended to provide a definitive guide to development – instead it provides an illustrative example of the form development might take.



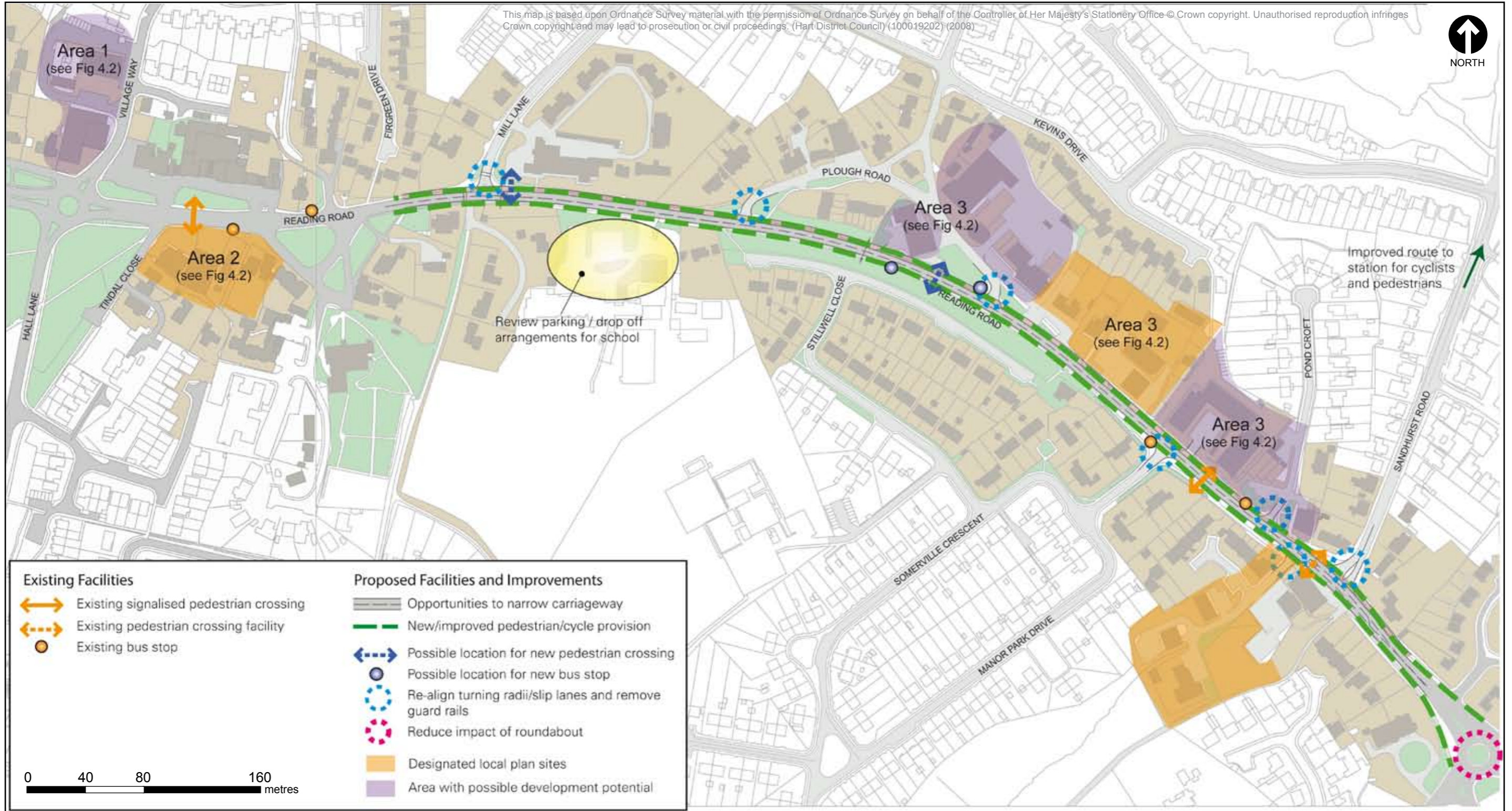
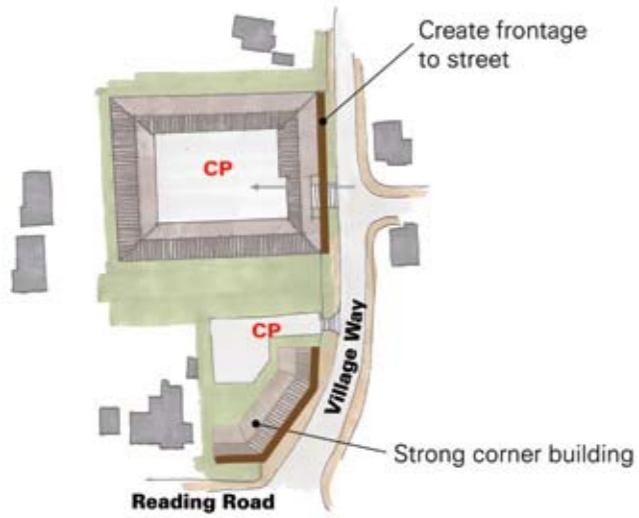


Figure 4.1 - Indicative Proposals for the Reading Road



NORTH

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Area 1 (see Fig 4.1)

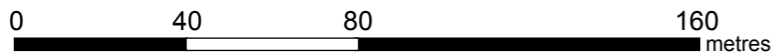


Area 2 (see Fig 4.1)



Area 3 (see Fig 4.1)

- Respect traditional urban form with medium density redevelopment, fine urban grain, appropriate heights.
- Introduce a mix of uses e.g residential, small scale employment, community uses with retail dominating the ground floor.
- Make best use of sites through backland development where appropriate.



- Existing bus stop
- ↔ Existing pedestrian crossing
- Possible location for new bus stop
- ↔ Possible location for new pedestrian crossing
- CP Car parking to rear
- Strong building frontage
- Cycle/footway
- ↔ Green link
- CP Indicative examples of opportunities for limited on-street parking

Figure 4.2 - Indicative Urban Design Framework for Areas with Possible Development Potential



## 5. Implementation

- 5.1 The VDF sets out a framework to guide the future development of the centre of Yateley in the short, medium and long term. It is envisaged that the centre will develop gradually as buildings reach the end of their lives, and owners and businesses bring forward proposals for buildings in terms of refurbishment, conversion or redevelopment. The VDF provides a framework to guide development as opportunities arise.
- 5.2 The VDF envisages the development of sites to re-provide space for existing uses, with some intensification of use including through the introduction of a better mix of uses.
- 5.3 The implementation of the possible improvements to Reading Road will be a costly exercise, and the development of the environmental improvement works is likely to occur incrementally. It is indicatively suggested that the implementation of improvements for the Reading Road should be prioritised as set out below, although this may change as funding sources are identified:
1. Improvements at the Principal Shopping Area near Plough Road including narrowing of the carriageway, possible provision of new bus stops, pedestrian crossing and cycle/pedestrian facilities and improvements;
  2. Improvements in the rest of the principal shopping area between Plough Road and Sandhurst Road including narrowing of the carriageway and provision of the cycle/pedestrian facilities and improvements;
  3. Improvements to the rural corridor including narrowing of the carriageway and provision of the cycle/pedestrian facilities and improvements; and
  4. Improvements to the eastern entrance including narrowing of the carriageway, provision of the cycle/pedestrian facilities and reducing the visual dominance of the Cricket Hill Lane roundabout.
- 5.4 As no large scale development is planned, environmental improvements will be funded from a range of sources as opportunities arise including:
- Funding from development through planning obligations – these legal agreements or undertakings provide a means of ensuring that development is acceptable in planning terms. New development within the centre of Yateley may add to the regular usage of areas within the public realm and contribute to the need for higher standards of quality of the public realm. Planning obligations will be sought in relation to environmental improvements within the centre and pooling of funds may be necessary to enable larger scale works; and
  - Funding from other sources – a range of funding sources should be explored.
- 5.5 There may also be opportunities for more proactive implementation of VDF framework. The Council will explore ways of facilitating redevelopment of key areas, such as the Parade.



## APPENDIX A: POLICY CONTEXT

This Appendix summarises the local, regional and national policy context within which the VDF exists at the date of adoption. Figure 2.1 provided an extract from the Hart District Local Plan Inset Map for Yateley Town Centre which shows the planning policy designations for the town centre, while Figure 3.1 shows the historic designations within and surrounding the study area.

The VDF was prepared before the Regional Spatial Strategy for the South East (The South East Plan) was published when saved policies in the Hampshire County Structure Plan 1996-2011 and RPG9 (Regional Planning Guidance for the South East) applied. These have now been superseded by the South East Plan which, along with saved policies from the Hart District Local Plan 1996-2006, comprise the development plan for the area. In time the Hart District Local Plan will be replaced by Development Plan Documents in Hart Local Development Framework.

Table A1 provides a schedule of key relevant policies. The remainder of the appendix then considers key topic areas relevant to the Yateley VDF.

## National Planning Guidance and Statements

PPS1: Delivering Sustainable Development, Supplement to PPS1: Planning and Climate Change, PPS3: Housing, PPG 4: Industrial, Commercial Development and Small Firms, PPS6: Planning for Town Centres, PPS 9: Biodiversity and Geological Conservation, PPS12: Local Development Frameworks, PPG13: Transport, PPG15: Planning and the Historic Environment, PPG17: Open Space, Sport and Recreation

## South East Plan (2009)

Sustainability and Climate Change: CC1, CC2, CC3, CC4, CC6  
 Housing: H5  
 Transport and Parking: T1, T2  
 Historic Environment: BE6  
 Town Centres: TC2,  
 Employment and Land Provision: RE3  
 Natural Resource Management: NRM2, NRM4, NRM5, NRM6, NRM11

## Hart District Local Plan (1996-2006)

General Development and Design: GEN1, GEN4, GEN7, GEN 8, GEN 12  
 Conservation: CON1, CON3, CON4, CON 5, CON 6, CON 8, CON 11, CON13, CON14, CON15, CON16, CON17, CON18, URB19  
 Town Centres: URB3, URB4  
 Retail: URB8, URB10, URB11  
 Housing: URB12, URB13, URB15  
 Transport: T1, T2, T10, T13, T16  
 Development of Yateley: Y1-8 inclusive

## Cricket Hill Conservation Area Proposal Statement (1999)

Alteration, Extension and Development: CH1  
 Building Materials: CH2

## Yateley Green Conservation Policy Statement (1988)

General Development: YG1-7 inclusive  
 Buildings and Form of Development: YG8-11 inclusive  
 Setting and Landscape: YG12-16 inclusive  
 Land Use and Development: YG17-19 inclusive  
 Access and Car Parking: YG20-24 inclusive

## Other Strategies and Best Practice Guidance

Hampshire Local Transport Plan 2006-2011  
 Yateley Town Centre Retail Study (2002)  
 Hart Retail Capacity Assessment (2006)  
 Yateley Health Check  
 Sustainable Communities: Building for the Future (2003)  
 By Design  
 Urban Design Compendium  
 Towards an Urban Renaissance  
 People, Places and Movement: A Companion Guide to Design Bulletin 32

Table A1 – Relevant Planning Policies and Guidance

## Sustainable Development

PPS 1 provides the Government's overarching principles for delivering sustainable development, whilst PPG13 guides development to locations well-served by jobs and local facilities. Key themes include: making the best use of brownfield land; introducing mixed uses into town centres; creating sustainable, mixed communities; and promotion of sustainable design and construction. These themes flow through regional and local policy.

## Design

PPS1 sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. It contains general guidance on urban design in new development and states that inappropriate design or design which fails to improve the character and quality of an area and the way it functions should not be accepted. Instead, good design should:

- address the connections between people and places by considering the needs of people to access jobs and key services;
- be integrated into the existing urban form and the natural and built environments;

- be an integral part of the processes for ensuring successful, safe and inclusive villages, towns and cities;
- create an environment where everyone can access and benefit from the full range of opportunities available to members of society; and
- consider the direct and indirect impacts on the natural environment.

The South East Plan encourages development which emphasises good design and achieving a high quality of built environment (Policy CC) and expects that all new construction, redevelopment and refurbishment will incorporate sustainable construction standards and techniques (Policy CC4) and measures to mitigate the effects of climate change (Policy CC2).

Hart District Local Plan Policy GEN1 sets out the criteria for new development which includes issues of design, scale, massing and height. Policy GEN4 details the District's general design policy and requires that development proposals maintain or enhance the urban design qualities of their surroundings.

## Town Centres and Retail Activity

According to PPS6, it is essential that town centres provide a high quality and safe environment in order to remain attractive and competitive. The guidance states that policies for the design of development in town centres should promote high quality and inclusive design, in order to improve the character and quality of the area in which such development is located and the way it functions.

The South East Plan states that local centres are likely to be a focal point for development and should develop their distinctive features and nature. Policy BE4 encourages local authorities to strengthen the viability of small rural towns.

The Hart District Local Plan contains several policies that relate to retail development in the District's urban areas. Policies URB8, URB10 and URB11 form the main policies relating to retail activity in Hart.

Policy URB8 takes a positive approach to encouraging new investment in retail facilities in town and village centres on the premise that the range and/or quality

of provision will be improved and amenity maintained. Policy URB10 states that large scale retail development (over 2,500m<sup>2</sup>) should be concentrated in defined town centres, district shopping centres and local centres. Large scale development outside these areas is not to be encouraged.

Policy URB11 allows for the provision, alteration or replacement of shop fronts but requires that traditional shop fronts are not destroyed and that the design, materials and detailing of the new or altered shop fronts are in keeping with the character of the building and its surrounding shopping frontage.

The Local Plan also contains a number of policies which relate specifically to the function of Yateley town centre. The policies correspond with the designated areas shown in Figure 2.1 and are listed in Table 2.1. The Local Plan explains that shopping is the main use on the ground floor within town centres, although recognises the importance of other uses. In parts of the centres where shopping is the predominant use, the Local Plan provides a guide that Class A2 and A3 uses will only be permitted in shopping frontages if the development would not lead to non-shopping uses occupying more than 15% of the frontage within 50m on either side of the application site. However, the Plan states that all proposals will be treated on their merits.

## Transport, Movement and Parking

PPS1 states that key design objectives should aid accessibility by ensuring that development optimises the potential of the site to accommodate development, create and sustain an appropriate mix of uses and support local facilities and transport networks.

PPG13 seeks to integrate new development with sustainable transport by promoting good design and pedestrian orientated layouts. A key planning objective of the guidance is to ensure that jobs, shopping, leisure facilities and services are accessible by public transport, walking, and cycling. PPG13 states that local authorities should consider the potential for changing overall travel patterns by utilising development plan allocations and transport improvements to increase the sustainability of existing developments.

The Hampshire Local Transport Plan 2006-2011 sets out the County Council's full Local Transport Plan (LTP) for the next five years and identifies issues within Yateley to be addressed. The long-term transport strategy for Yateley is to improve public transport links to Farnborough and Fleet, where interchange opportunities with rail exist.

The Plan also aims to improve accessibility to services and facilities and tackle local congestion problem areas. The Plan states that a study will be commissioned to evaluate the cost and benefits of providing a dedicated rail bus service from Yateley and surrounding settlements to Fleet, Farnborough or even both to reduce the high car usage levels that currently exist.

Policy T1 of the Local Plan encourages the development of an integrated transport network and a choice of transport modes, while Policy T2 supports public transport proposals which reduce the adverse effects of road traffic. Policy T10 seeks to improve provision for cyclists and pedestrians. The Local Plan promotes traffic management measures where necessary to improve road safety and reduce the environmental impact of traffic, particularly heavy goods vehicles (Policy T13). Policy T16 states that funding for improvements to the local transport infrastructure, including highways, cycleways, footpaths and public car parking, which are made necessary by new development or redevelopment will be sought by the Local Planning Authority.

## Historic and Landscape Character

PPG15 promotes good design in new development to safeguard the character and appearance of historic buildings and support their continued use. However, paragraph 2.14 states that that new buildings do not have to copy older architectural styles in detail and states: 'Some of the most interesting streets include a variety of building styles, materials and forms of construction, of many different periods, but together forming a harmonious group.'

The South East Plan Policy BE6 states that local authorities should support the conservation and, where appropriate, the enhancement of the historic

environment and its contribution to local and regional distinctiveness and sense of place.

Policy GEN 1 of the Local Plan requires development to include provision for the conservation or enhancement of the District's landscape, historic heritage and natural resources. The Local Plan also provides protection for Conservation Areas and states that development proposals which fail to conserve or enhance the character or appearance of these areas will not be permitted (Policy CON13). Demolition of buildings within Conservation Areas which unacceptably harms the special character and/or appearance of the area will not be permitted (Policy CON14).

Policy URB19 of the Local Plan also prohibits development within Yateley's Conservation Areas that would adversely affect the semi-rural character of the area, particularly by increasing the density of development.

Listed Buildings are also afforded protection from demolition (Policy CON15), development which has a material adverse impact on their settings (Policy CON16), and extension and alteration which materially changes the scale of the building or incorporates design which is inappropriate to its character and setting (Policy CON17). The change of use of Listed Buildings or buildings of local interest will only be permitted where it does not materially affect features of historic or architectural importance (Policy CON18).

There are two Conservation Areas impacting the study area, and these are shown in Figure 3.1. The Cricket Hill Conservation Area Statement (1999) and the Yateley Green Conservation Policy Statement (1988) sets out specific policies to guide development, land use and building materials in these designated areas.

Within the Local Plan, Policy Y8 states that proposals for redevelopment of the area south of Reading Road between the Dog and Partridge public house and Tindal Close (area Y8 as shown in Figure 2.1) should not adversely affect the character of the Yateley Green Conservation Area.

## Housing and Community Facilities

PPS3 identifies the Government's main objective in terms of planning for housing as ensuring that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

PPS3 highlights the role of good design in the development of high quality new housing and encourages the creation of places, streets and spaces which meet the needs of people, which are attractive, safe, accessible, functional and inclusive, which have their own distinctive identity, and which maintain and improve local character.

The South East Plan seeks to raise the quality of new housing, facilitate future adaptation, encourage sustainable construction and make good use of available land (Policy H5).

Hart District Local Plan Policy URB12 allows for residential development within main settlement boundaries that is of a sympathetic design, does not result in the loss of any feature of note, provides a reasonable mix of dwelling types and sizes, does not result in a significant loss of amenity to adjoining residents, and does not result in the loss of land in lawful use or with lawful use rights for business (B1) or industry uses (B2).

The First Alterations to the Local Plan (adopted in 2006) sets out an overall guideline target of 40% for the provision of affordable housing for new housing developments on sites of 0.5ha or more providing 15 dwellings or more (Policy Alt Gen 13).

Policy URB15 allows for changes of use to or from residential use, above ground floor level within defined town centres, where this will support the vitality and viability of the centre.

Policy URB20 is concerned with maintaining, improving or enhancing social infrastructure. Proposals which retain or provide new social and community facilities will be permitted.

With specific regard to Yateley, Local Plan Policy Y7 states that area Y7 in the town centre (as shown

in Figure 3.1) is 'considered suitable for a police station, fire station and 100% affordable housing, having regard to site and market conditions and the following criteria:

- (i) Development is for affordable housing by a registered Housing Association or other appropriate body supported by the Council;
- (ii) Premises for the Citizens' Advice Bureau are provided either on site or at an alternative appropriate site in the town centre;
- (iii) Access to the Police and Fire stations is not adversely affected; and
- (iv) Development does not intrude into the open and undeveloped character of the Royal Oak Valley.'

## Employment

Encouraging investment and creating additional employment opportunities is one of the Government's objectives for town centres as set out in PPS 6. PPG 4 explains the Local Authorities should encourage business development in locations which minimise the number and length of car trips.

Policy RE3 of the South East Plan encourages Local Authorities to provide a range of sites for employment uses based on criteria including accessibility to the labour supply, efficient use of land and a focus on urban areas.

The Hart Local Plan includes a number of policies which relate to employment uses in town centres. Policy URB 3 states that changes of use to business (B1) above ground floor level will be permitted, while URB 4 states that changes of use from retail to business at ground floor level will not be permitted where this leads to a fragmentation of retail frontages. The explanatory text to Policy URB 3 explains that the Council aims to support business development, and that small scale office and business development is considered generally appropriate in town centres. Policy URB 5 encourages the provision of facilities for small businesses.

## Nature Conservation

PPS 9 states that the aim of planning decisions should be to prevent harm to biodiversity and geological conservation interests. Policies to protect natural resources are also included in the South East Plan.

The Local Plan includes policies CON 1 which protects areas with a European designation (Special Protection Areas and Special Areas of Conservation), CON 3 which refers to Sites of Special Scientific Interest, Con 4 which seeks to mitigate against impacts, CON 5 which refers to legally protected species and CON 6 which seeks to protect heathland habitats. CON 8 protects trees, woodlands and hedgerows of landscape or amenity value.

Policy GEN 1 requires development to include provision for the conservation or enhancement of the District's ecology and natural resources.

## Flexible and Sustainable Development

Sustainable design and construction are increasingly important themes in planning policy. PPS 1 includes a key objective of ensuring that developments are sustainable, durable and adaptable. These themes are reiterated in regional guidance. Policy GEN 1 of the Local Plan seeks to ensure that development is sustainable, conserving and enhancing the District's resources and avoiding impacts on the environment.

PPS 25 seeks to reduce flood risk by using opportunities offered by new development to reduce the causes and impacts of flooding, including incorporating sustainable drainage systems.

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