

Identity

NPPF Section 12: *Achieving Well-designed Places*, states that development must be sympathetic to local character and history, including the surrounding built environment and landscape setting (paragraphs 126-131).

CHARACTER AREAS

Three character areas are proposed to integrate the development into the surrounding area and establish a strong sense of place:

1. Halebank Fringe

2. Rural Edge

3. Historic Edge

Each character area is defined by subtle variations in materials, detailing, landscape, streetscape and built form to form distinctive places which are responsive to the Site features and local context.

The character areas should blend into one another, with no abrupt transitions or clashes of style. Where necessary, changes in character should occur behind built form frontages, not along streets, to ensure that public spaces and streets have a unified character.

The guidance on the following pages is intended to set out the envisaged character in response to context, and which should be taken forward as the scheme is developed through subsequent Reserved Matters planning applications.

