

**WEST WILTSHIRE DISTRICT COUNCIL
SUPPLEMENTARY PLANNING DOCUMENT**

**CONSULTATION STATEMENT
ADOPTED RESIDENTIAL DESIGN GUIDE**

INTRODUCTION

As outlined in our Statement of Community Involvement, different LDF documents require different procedures for consultation and are likely to impact on different groups. Consequently, consultation on each document should seek to identify appropriate methods and target appropriate groups and individuals as well as statutory consultees.

METHOD

Targeted Consultation

Consultation with regards to the content of the Residential Design Guide began in February 2005. Methods of consultation were as follows:

1. A Policy Project Group (PPG) was set up to consider the content of the documents. The Group contained four councillors, the Urban Design Officer and the local representative of Campaign for the Protection of Rural England (CPRE). The group met twice prior to the completion of the consultation draft being completed.
2. A letter or electronic memo was sent to the individuals and organisations as well as relevant individuals within the District and County Councils identified (see table 1) outlining the issues to be covered and inviting comments to be made within a 4 week time period.
3. A consultation letter was also included within the members information sheet which is sent to all District Council Members.
4. A display was put up outside the Planning Reception in the District Council Offices in June inviting comments and identifying that formal public consultation is scheduled for September 2005.
5. An exhibition of the issues to be covered within the document took place on the 31st May 2005. Invitations were sent to District Council Members, local agents and other relevant bodies and a press release was also put in the Wiltshire Times.
6. The content of the design guide formed part of the District Council's exhibition at the West Wilts Show, in Trowbridge Park, which took place from 28th to the 31st June 2005 and interested individuals were asked to fill out a questionnaire.

Public Consultation

The public consultation period began on the 09th September 2005 and ran for the maximum statutory period of six weeks ending on the 21st October 2005. The consultation on both the Residential Design Guide and the accompanying Sustainability Appraisal was advertised in the following ways:

1. A press release identifying that the documents were out to public consultation.

2. A public notice on the 09th September in the Wiltshire Times identified where the documents could be accessed and how to make representations.
3. Letters were sent to a number of statutory consultees who also received copies of the documents (see table 3).
4. Informative letters identifying how to access the documents was sent to all those who received targeted consultation letters and a number of other bodies including house buildings and property owners (a list is available on request).
5. Internal consultation was undertaken by email.
6. A PPG meeting took place on 03 November 2005 to consider any changes to the draft guide prior to a recommendation for adoption.

CONSULTEES AND RESPONSES

Targeted Consultation

Table 1 includes a summary of all of the consultees which were specifically included in the targeted consultation processes and the methods used for engaging them. Table 3 provides a summary of the responses received and how these issues were incorporated into the draft document.

Public Consultation

Table 2 includes a summary of all of the consultees which were specifically included in the public consultation processes and the methods used for engaging them. Tables 4a and 4b provides a summary the responses received, the Council's response and how these issues were incorporated into the final document.

Table 1

Consultee	Method adopted
Targeted individuals within the District Council (a copy of the list can be made available on request)	- Electronic memo; - Invitations to exhibition; and - Informal discussions.
Local Agents and Applicants within our development control database (a copy of the list can be made available on request)	Consultation letter and invitations to exhibition
Local Councillors	- A copy of the consultation letter was attached to the members information sheet for all district council members. - Invitations to exhibition all district council members. - PPG
Wiltshire County Council	
Head of Strategic Planning	Consultation letter or electronic memo
Highway Department	Consultation letter or electronic memo and informal discussion
Wiltshire Local Planning Authorities	
Kennet District Council Policy Manager	Consultation letter or electronic memo
North Wiltshire District Council Policy Manager	Consultation letter or electronic memo
Salisbury District Council Policy Manager	Consultation letter or electronic memo
Swindon Borough Council Structure Plan Policy and Local Plan Policy Managers	Consultation letter or electronic memo
Other Organisations	
GOSW	Consultation letter
English Nature	Consultation letter
CABE	Consultation letter
CPRE – Local Representative	Consultation letter and member of Policy Project Group
Trowbridge Civic Society	Consultation letter
Bradford on Avon Civic Trust	Consultation letter
Warminster Civic Society	Consultation letter
Local Strategic Partnership Chair	Consultation letter and invitation to exhibition
Wessex Water	Consultation letter
Local Councils	
All 5 Town Councils	Consultation letter
All 41 Parish Councils	Consultation letter

Table 2

Consultee	Method adopted
Targeted individuals within the District Council (a copy of the list can be made available on request)	<ul style="list-style-type: none"> - Email. - all those who has made previous comments were also send a paper copy of the document. - Feed back was generally in the form of informal discussions.
Local agents and applicants within our development control database (a copy of the list can be made available on request)	Consultation letter
A group of housing developers and land owners operating within the district. Including the House Builders Federation (a copy of the list can be made available on request)	Consultation letter
Local Councillors	<ul style="list-style-type: none"> - A copy of the consultation letter was sent to all district councillors - PPG
Wiltshire County Council	
Head of Strategic Planning	Consultation letter with copy of the documents
Highway Department	Consultation letter with copy of the documents
Wiltshire Local Planning Authorities	
Kennet District Council Policy Manager	Consultation letter
North Wiltshire District Council Policy Manager	Consultation letter
Salisbury District Council Policy Manager	Consultation letter
Swindon Borough Council Structure Plan Policy and Local Plan Policy Managers	Consultation letter
Bath and North East Somerset	Consultation letter
Other Organisations	
GOSW	Consultation letter with copy of the documents
SWRDA (South west Regional Development Agency)	Consultation letter with copy of the documents
South West Regional Assembly	Consultation letter with copy of the documents
English Nature	Consultation letter with copy of the documents
English Heritage	Consultation letter with copy of the documents
Environment Agency	Consultation letter with copy of the documents
CABE	Consultation letter with copy of the documents
The Countryside Agency	Consultation letter with copy of the documents
CPRE – Local Representative	Consultation letter and member of Policy Project Group
West Wiltshire Local Strategic Partnership	Consultation letter with copy of the documents
Wiltshire Constabulary	Consultation letter
Trowbridge Civic Society	Consultation letter
Bradford on Avon Civic Trust	Consultation letter
Warminster Civic Society	Consultation letter
Local Strategic Partnership Chair	Consultation letter and invitation to exhibition
Utility providers such as Wessex Water	Consultation letter
Local Councils	
All 5 Town Councils	Consultation letter and a copy of the documents were supplied along with a set for public consultation
All 41 Parish Councils	Consultation letter

Table 3

Respondent Detail	Summary of comments	Council's Response
1/RDG/TC/1 Housing Enabling Manager WWDC	Sustainability should make reference to all four elements.	Included where relevant to residential design.
1/RDG/TC/2 Housing Enabling Manager WWDC	Encourage flexibility and adaptable buildings to allow household sizes to adapt and ensure that new developments have a long future	Included
2/RDG/TC/1 Agent and resident	Provision needs to be made for private outside space and privacy	Included
3/RDG/TC/1 Agents	Bin storage space should be included	Included
4/RDG/TC/1 Development Control Manager WWDC	Access for Disabled People and Homes for Life	Included
5/RDG/TC/1 Building Control manager WWDC	Access for fire fighters should be considered at the design stage	Included
5/RDG/TC/1 Building Control manager WWDC	Landscaping schemes should consider the future impact on buildings e.g. rotes on structures etc	Included
6/RDG/TC/1 Community Leadership Manager WWDC	Is there potential to, as developments are being proposed, produce a database of advice on residential design, instead of producing a design guide.	Possible. However, it is considered that the production of a residential design guide will have a greater impact on design standards.
7/RDG/TC/1 Bradford on Avon Town Council	The need for design statements to be based on informed analysis.	Included
7/RDG/TC/2 Bradford on Avon Town Council	Will the guide have reference to the historic environment?	Yes
7/RDG/TC/3 Bradford on Avon Town Council	Include appropriateness of detailing and quality with regards to: Windows and cornice detailing Choice of materials Impact on roof lights and plastic windows	Issue included as appropriate. The Council cannot dictate materials etc only advice on good design practice.
8/RDG/TC/1 Semington Parish Council	The guide should include impact on mains services as a heading	Not considered an appropriate design issue
9/RDG/TC/1 Wessex Water	The layout of housing development should ensure that it is possible to comply with the adoption requirements of the appropriate water company	Included
10/RDG/TC/1 Agent	It is impossible to get local materials as materials are no longer produced locally	Locally sourced materials is a good design principle encouraged in RPG10. Issue included as appropriate

Respondent Detail	Summary of comments	Council's Response
11/RDG/TC/1 Planing Officer WWDC	A fictional example will have limited use as the conditions on each site differ and can result in developers mimicking the example	Fictional example not to be included
11/RDG/TC/2 Planing Officer WWDC	Should the document also make reference to issues of ecology, tree surveys, affordable housing and contaminated land?	Yes included
11/RDG/TC/3 Planing Officer WWDC	Please make it easier to follow and practically use than the Trowbridge UDF	Duly noted
12/RDG/TC/1 Housing Services WWDC	Room layouts and stairway designs should consider future costs should stair lifts etc be required	This issue has been raised where appropriate
13/RDG/TC/1 West Wilts Show Questionnaire	Houses should be built to last more than 50 years	Included
13/RDG/TC/2 West Wilts Show Questionnaire	Garden space is equally as important as parking	Included
13/RDG/TC/3 West Wilts Show Questionnaire	Attention to detail and quality workmanship is important	noted
13/RDG/TC/4 West Wilts Show Questionnaire	Larger usable rooms are more important that quantity (in particular bedrooms	noted

Table 4a

Respondent Detail	Summary of comments	Response	Changes to the RDG
1/RDG/PC/1 Home Builders Federation (HBF)	It is not possible to comment thoroughly without a complete set of illustrations	The illustrations are there to illustrate the text, consequently, they will not say more than what is said within the text.	Illustrations to be included within the final document
1/RDG/PC/2 HBF	The meeting process should identify that some developers will only require one initial meeting with the local planning authority prior to submission.	The illustration is to be used a tool for identifying what level of information will be required to ensure constructive feedback. It does not require two meetings.	None required

Respondent Detail	Summary of comments	Response	Changes to the RDG
1/RDG/PC/3 HBF	A context analysis should not be included with the planning submission.	The submission of a context analysis should ensure that designers have gone through the appropriate design processes. Not all applicants undertake a context analysis and the consequent designs do not have contextual reference and/or fail to take all of the available opportunities to enhance the location. Consequently, submitting such a document is widely recognised as a mechanism for improving design standards.	None required
1/RDG/PC/4 HBF	The guide is not clear in the fact that character areas will often only be relevant to larger schemes	The reference to character areas states “in larger development schemes a design concept may require the identification of character areas”. Putting a specific figure on this would not be appropriate.	None required
1/RDG/PC/5 HBF	Para 6.13 The requirement to use artists or craftspeople to design street furniture is likely to be problematic	It is not a requirement it is a suggestion that artists and craftspeople could be introduced at the concept design stage and could contribute to overall design of the scheme or the design of particular features such as street furniture. Nevertheless, Note: Policy I2 requires the Council to negotiate for the provision of public art .	To avoid any confusion replace “should consider” with “could consider” and reference paragraph 3.25 which identified public art policy in the district plan.
1/RDG/PC/6 HBF	The guidance should not assume developers are not qualified and experienced designers.	As a public document the RDG has had to consider interpretation by all members of the public.	None required
1/RDG/PC/7 HBF	Some design flaws identified are a product of the local authority including the Highways Authority. Therefore it should also be used as an in-house tool.	The Highway Authority is the County Council not the district authority. The impact of highway standards is recognised in the highway design section. The guide identifies in Para 2.1 that it is also a tool for decision makers etc.	To avoid confusion repeat the reference to use by decision makers in Para 1.4.
1/RDG/PC/8 HBF	No indication of how the local authority will determine appropriate mix. Developers are experienced in identifying market demand.	Policy H24 identified the need for incorporating a mix of unit types and sizes. The guide refers the applicant to the Housing Enabling Manager.	Para 8.25-8.27 Strengthen reference policy and need for justification in

Respondent Detail	Summary of comments	Response	Changes to the RDG
1/RDG/PC/9 HBF	Private outdoor space is not essential in all situations, the flexibility to produce high quality housing without private space must be recognised.	This is a reference to CABE documentation. Nevertheless, the guide states “private outdoor space is generally desirable ”	None required
1/RDG/PC/10 HBF	Some sections look to have been written for decision makers, if this is the case it should be made clear.	Key questions and issues have been written for the benefit of a designer and a decision maker assessing a scheme.	Remove questions and include as a check list.
1/RDG/PC/11 HBF	The issue of adaptable homes and access provision are dealt with in Building Regulations. It is not reasonable to create a further level of control and standards.	All of the guidance in this document accords with Building Regulations (BR) consequently, this is not a new set of controls. It is important that the designs which achieve planning permission are capable of meeting BR requirements otherwise poorly designed amendments may be required.	None required
2/RDG/PC/1 Cramborne Chase & West Wiltshire Downs Area of Outstanding Natural Beauty	Congratulations of a very accessible and readable publication.	Yours support is welcome	None required
2/RDG/PC/2 CC&WWD	The use of the word landscaping is non-specific and open to mis-interpretation. Suggest the use of landscape matters, landscape assessment, landscape treatment, and landscape enhancement etc	Agreed	Restructure and amend Section 7
2/RDG/PC/3 CC&WWD	Link landscape character to the use of local materials, traditional design and scale.	Agreed	Include reference in Section 7
2/RDG/PC/4 CC&WWD	Innovative design solutions seem to follow fashion rather than realistic analysis of local areas resulting in anywhere or nowhere designs.	District plan policies put emphasis on contextual reference. This is also carried through the RDG in an effort to avoid “anywhere” designs. Standard designs are discouraged in the Design Guide –Principles SPG therefore a strong stance should be taken on this issue	Identify standard house designs as unacceptable in Section 8 under Building Design heading
2/RDG/PC/5 CC&WWD	Clutter from a mixture of materials, traffic signs and traffic calming schemes is undesirable.	There is a section on street design in the public realm, which covers all these issues, however, reference to clutter could be strengthened	Include additional reference to reducing clutter under an independent heading in Section 6

Respondent Detail	Summary of comments	Response	Changes to the RDG
2/RDG/PC/6 CC&WWD	There should be more specific reference to the CC&WWD AONB.	Agreed	Include in sections 12 and 14 with specific reference under a new sensitive sites heading.
2/RDG/PC/7 CC&WWD	Specific reference should be made to lighting pollution in particular highway lighting and tranquillity/ noise disturbance in particular highway noise.	Agreed	Reference to light pollution to be made in section 14 under an independent heading.
3/RDG/PC/1 Friends of Woolley	Strengthen reference to retention of existing mature vegetation.	Agreed	Reference to be made in section 7
3/RDG/PC/2 Friends of Woolley	New development should pay attention to existing housing and undeveloped spaces.	Utilising and retaining existing views of spaces or feature buildings is identified in Section 4.	None required
3/RDG/PC/3 Friends of Woolley	Optimal density is not just about design but must be set against claims of safety, public areas, water run off and biodiversity etc. Guidance on how these conflicting aims can be reconciled.	These are not considered to be conflicting aims. These are all factors which will impact on the design of a scheme, but they do not necessarily conflict with the principles of building at efficient densities.	None required
3/RDG/PC/4 Friends of Woolley	Most of the guidance refers to greenfield development.	Most of the guidance is not aimed at greenfield developments but seeks to cover all relevant design issues for any residential development with significant emphasis on context.	None required.
3/RDG/PC/5 Friends of Woolley	More detail on significant infill development is required.	Some sections are brief in order to prevent excessive repetition.	None required
4/RDG/PC/1 Westlea Housing Association	Disappointed that the opportunity to spell out in more detail a West Wiltshire Vernacular has not been taken.	The character of West Wilts is vast. There is some concern over stifling new design and advocating poor mimicking. If this issue can be overcome perhaps an additional informative document should be considered. Conservation Areas Appraisals and Village Design Statements should be encouraged as tools for identifying such issues.	Illustrative photographs from West Wilts and additional information such as traditional building materials to be included.

Respondent Detail	Summary of comments	Response	Changes to the RDG
4/RDG/PC/2 Westlea Housing Association	Effective early contact with officers is only workable if the planning department has sufficient resources and the urban design officer can attend	Unfortunately we must work with the resources we have, and our one urban design officer does not have sufficient capacity to attend all meetings.	None required.
4/RDG/PC/3 Westlea Housing Association	The statement that affordable housing should be indistinguishable from market housing conflicts with current practice.	This is national government guidance and is in our adopted Affordable Housing SPG.	None required
4/RDG/PC/4 Westlea Housing Association	With regard to housing mix it is unlikely that on smaller sites a mix of housing types will be possible.	This is an existing policy requirement in accordance with Policy H24. If a site is unsuitable for a mix of units, it is up to the developer to put forward sufficient justification.	None required
5/RDG/PC/1 English Nature	English nature would like to highlight their support for: Reference to biodiversity in particular Para 7.12 – 7.21; the reference to SUDS; The whole of Section 12	Yours support is welcome	
5/RDG/PC/2 English Nature	SUDS should be used wherever physically possible.	Your views are noted, however an SPD cannot make requirements.	The views of EN to be referenced in section 12
5/RDG/PC/3 English Nature	English Nature would encourage more emphasis on light pollution as it is also a serious issue for many nocturnal animals.	Agreed	Additional information to be included in section 14.
6/RDG/PC/1 Wessex Water	Paragraph 3.17 – development applications should not be approved until it can be demonstrated that provision of adequate infrastructure can be provided.	Yours views are noted	The views of WW should be referenced in paragraph 3.17
6/RDG/PC/2 Wessex Water	Paragraph 3.19 – reference should be made to policies U1-U5	Agreed	To be included

Respondent Detail	Summary of comments	Response	Changes to the RDG
6/RDG/PC/3 Wessex Water	Reference early consultation with Wessex Water	Agreed	To be included
6/RDG/PC/4 Wessex Water	Paragraph 3.20 – the use of water efficient appliances are often more appropriate and less expensive than grey water reuse schemes.	Grey water re-use schemes should be considered and demonstrated as inappropriate or none cost effective if they are not to be considered as part of the sustainability submission required in Policy C31a	Included reference to water efficient appliances.
6/RDG/PC/5 Wessex Water	Paragraph 3.20 and 3.21 - If waste water refers to sewerage Wessex water should provide treatment as the most safe and efficient disposal route.	Natural treatment methods for waste water refer to grey water as the treatment of sewerage on site is unlikely to be appropriate.	Be more specific about grey water in accordance with existing policy.
6/RDG/PC/6 Wessex Water	Insert reference to 2 documents on designing sewers	Agreed	Identify Wessex Water design documentation.
6/RDG/PC/7 Wessex Water	Reference U1a and U5 in Appendix 1	Agreed	Include
7/RDG/PC/1 Cotswolds Conservation Board	Congratulations on a comprehensive document.	Yours support is welcome	None required
7/RDG/PC/2 Cotswolds Conservation Board	Paragraph 3.6 should include reference guidance produced by the Cotswolds AONB Partnership " <i>Local Distinctiveness and Landscape Change</i> "	Agreed	Include
7/RDG/PC/3 Cotswolds Conservation Board	Appendix 1 should reference Policy C2 on AONBs	There are a large number of site specific policies and this appendix has tried only to summarised those specifically relevant to general housing development. Consequently I do not think this would be appropriate.	None required
7/RDG/PC/4 Cotswolds Conservation Board	The design guide should reference the Cotswolds AONB Management Plan.	The only form of housing development appropriate within the AONB is likely to be replacement dwellings these areas reference to Cotswolds AONB documents will be appropriate.	Include in section 14 reference to development affecting the AONB

Respondent Detail	Summary of comments	Response	Changes to the RDG
8/RDG/PC/1 Wiltshire Constabulary	Responsibility for crime reduction is not adequately portrayed. Include referenced in paragraphs 1.1	To include reference to safe developments, public health, crime prevention and community safety in the first paragraph is unnecessary as these are all aspects/benefits of good design principles and the other good design issues are not listed in this paragraph.	Reference to crime reduction in objectives (page 6).
8/RDG/PC/2 Wiltshire Constabulary	Para 1.3 should specifically reference "Secure By Design"	To make reference to secure by design in paragraph 1.3 is inappropriate as this references only district council adopted documents.	None required
8/RDG/PC/3 Wiltshire Constabulary	There may be circumstances where it is acceptable to consider imposing a condition requiring particular target hardening measures to be incorporated into a development e.g. window locks, or glazing standards	It would be inappropriate to prescribe such measures with an SPD such as this.	None required
8/RDG/PC/4 Wiltshire Constabulary	Paragraphs 2.3 and 2.4 should advise pre application advice from the Police Liaison Officer.	It is not requirement to obtain a secure by design qualification on developments. Considering there is a specific section on designing out crime it would be more appropriate to include this reference in that section.	Include in Section 10
8/RDG/PC/5 Wiltshire Constabulary	Secure By Design applications should be submitted at the same time as planning	Noted	Include in Section 10
8/RDG/PC/6 Wiltshire Constabulary	3.2 should make reference to Safer Places: The Planning System and Crime Prevention	The relationship between planning and crime is outlined in Section 10	None Required
8/RDG/PC/7 Wiltshire Constabulary	Open Space and Recreation Section 3 should identify the need to provide adequate surveillance of play areas	This issue is identified within section 4 Making Connections and Section 7 Landscaping	None required
8/RDG/PC/8 Wiltshire Constabulary	Page 9 should identify the connection between waste bins and visual amenity in particular not encouraging anti-social behaviour	The waste section makes reference to the amenities of the locality.	None Required
8/RDG/PC/9 Wiltshire Constabulary	Parking provisions on page 9 should identify	The design of parking spaces is covered in section 8.	Identify constabulary preferences in section 8

Respondent Detail	Summary of comments	Response	Changes to the RDG
8/RDG/PC/10 Wiltshire Constabulary	Context Analysis should identify crime features and Community Interaction then under detailed design glazing and door specifications.	Crime Features or glazing and door specifications issues are not appropriate in the context analysis. Community interaction in relation to the site is identified through the movement network.	None required
8/RDG/PC/11 Wiltshire Constabulary	The Making Connections section should identify the need for routes to be clear direct and well used.	This is identified in the key principles box	None required
8/RDG/PC/12 Wiltshire Constabulary	Footpaths should be wide, avoid hiding places and be overlooked	The need to overlook public spaces including footpaths is covered in the Key Principles Box. Secure design issues is covered in Section 10.	None required
8/RDG/PC/13 Wiltshire Constabulary	It is desirable to restrict public access to rear gardens etc	Covered in Section 10	None required
8/RDG/PC/14 Wiltshire Constabulary	Paragraphs 6.2 and 6.6 should not discourage lighting and should identify that lighting vulnerable areas can improve safety	Section 6 states avoid unnecessary lighting and does not discourage lighting for security reasons. The benefits of lighting are identified in section 10	None required
8/RDG/PC/15 Wiltshire Constabulary	Street furniture can have a crime prevention function by defining ownership etc	The emphasis is that street furniture should be functional, that function may be related to defining ownership boundaries etc.	None required
8/RDG/PC/16 Wiltshire Constabulary	Landscaping section – should consider the need for visibility and discourage functionless space	The landscaping section already makes a specific point of discouraging functionless space. Nevertheless visibility issues should be identified	reference visibility in key principles box .
8/RDG/PC/17 Wiltshire Constabulary	Designing buildings and blocks should promote active frontages and discourage blank elevations for reasons of surveillance and discouraging graffiti.	These issues are already addressed	None required
8/RDG/PC/18 Wiltshire Constabulary	Cul-de-sacs can be highly secure and building lines should be kept as straight as possible.	Not appropriate statement for this document	None required.
8/RDG/PC/19 Wiltshire Constabulary	In larger schemes the a mix of dwellings increases potential for day time surveillance.	This is included in section 10. Nevertheless could be used to strengthen the argument in Section 8.	Make reference to Section 10 under Housing Mix heading.

Respondent Detail	Summary of comments	Response	Changes to the RDG
8/RDG/PC/20 Wiltshire Constabulary	The use of locks bolts and bars in building design would contribute to crime prevention.	Not appropriate statement for this document	None required
8/RDG/PC/21 Wiltshire Constabulary	The statement submitted should consider crime and disorder issues with regard to the location of utility boxes	Not appropriate statement for this document	None required
9/RDG/PC/1 Persimmon Homes	The objectives on page 6 are unclear. What do the separate bullet points mean.	They are an expansion of the main objective.	To avoid confusion amend format
9/RDG/PC/2 Persimmon Homes	Objective No 2 should refer to Policies C31a and C34a	Agreed	Include reference to these as significant policies.
9/RDG/PC/3 Persimmon Homes	Paragraph 3.6 should refer to the final Character Assessment	This will not be adopted until after the residential design guide is finished	Make reference to the draft with a view to adoption.
9/RDG/PC/4 Persimmon Homes	Paragraph 3.7 should refer to landscape policy C32	Policies are outlined in Appendix 1	Add to Appendix 1
9/RDG/PC/5 Persimmon Homes	Paragraph 3.11 should refer to the forthcoming DPD	At the time this was written only the needs assessment was being undertaken the policy background will be updated for the final document	Update policy
9/RDG/PC/6 Persimmon Homes	Persimmon welcome reference to Places Streets and Movements		
9/RDG/PC/7 Persimmon Homes	Para 3.18 sites within the district plan have already been subject to scrutiny in terms of access to services and facilities etc.		
9/RDG/PC/8 Persimmon Homes	Paragraph 3.20 should refer to "potential grey water or other water recycling systems" as the technology has not been proven	This refers to Policy C34a therefore the onus is on the applicant to identify why such technologies are not practical in their submission.	Use the word potential
9/RDG/PC/9 Persimmon Homes	The context analysis should refer to listed buildings and their settings.		Done

Respondent Detail	Summary of comments	Response	Changes to the RDG
9/RDG/PC/10 Persimmon Homes	In the connections section the Council should not seek to impose connections that cannot readily be achieved.	Agreed , this should not be implied	Noted
9/RDG/PC/11 Persimmon Homes	Paragraph 4.9 should refer to the diversions of footpaths and bridleways.		Done
9/RDG/PC/12 Persimmon Homes	Paragraph 8.20 regarding dormers should note that they can be a requirement for achieving required floorspace.	It is the excessive use of dormers which creates visual clutter. This paragraph does not rule out the use of dormers.	None required
9/RDG/PC/11 Persimmon Homes	Paragraph 8.25 should recognise that people rise up the housing ladder and that household formation must be balanced against other factors arising in the housing market	Personalisation and ability for buildings to adapt are the important issues in this section. The housing market needs to react more to peoples needs and in particular local needs.	Noted
9/RDG/PC/12 Persimmon Homes	Paragraph 8.27 reference the Wiltshire Housing Market Assessment	Agreed	Noted
9/RDG/PC/13 Persimmon Homes	Paragraph 10.3 sprinkler systems are not a suitable technological solution in terms of cost and practical use	More appropriate to public buildings	Remove reference
9/RDG/PC/1 Persimmon Homes	With reference to SUDS there use can be inhibited by geological conditions such as the Clay at Melksham	The developer may identify this as a justification for not incorporating them into the design	None required
9/RDG/PC/15 Persimmon Homes	Photovoltaic modules and solar panels are still be developed and are not ready to transfer to the volume house building market.	Not including reference to these methods of creating renewable energy would not be appropriate as they are a effective way of producing energy that should be considered within all developments.	None required
9/RDG/PC/16 Persimmon Homes	There remain strong market demands for detached houses.	People will pay more for a detached house, but in terms of cost and the overall mix within the development this should respond to local need as well as market values.	None required
9/RDG/PC/17 Persimmon Homes	Paragraph 11.13 The mix for a site should not be imposed in an arbitrary manner	What this paragraph identifies is that the site constrains will also influence the most appropriate form of development and a desire to building large house which would be in cramped conditions should not outweigh the need to achieve both good design and increased densities in urban sites	Not required.

Respondent Detail	Summary of comments	Response	Changes to the RDG
9/RDG/PC/18 Persimmon Homes	Appendix 1 should refer to noise surveys, flood risk assessments and public transport improvements		Included
10/RDG/PC/1 Tenants Executive Committee, West Wiltshire Housing Society	The Committee meets on the last Tuesday of the Month and realistically there was insufficient time to comment. Please send future correspondence to an alternative address	The time scale accorded with the national government requirement as outlined in PPG12.	The alternative address has been put into the database for future reference.
11/RDG/PC/1 Environment Agency	The Guide is useful to those preparing development proposals and is welcomed by the Environment Agency.		
11/RDG/PC/2 Environment Agency	SUDS should be sought as a prerequisite.	An SPD cannot make prerequisites.	Include the views of the EA in section 11
11/RDG/PC/3 Environment Agency	The sections on street design and other design details should not identify things as desirable or encouraged by should demand.	An SPD cannot make policy only provide guidance.	
11/RDG/PC/4 Environment Agency	Consultation should take place with the EA when watercourses are affected	Agreed	Noted
11/RDG/PC/5 Environment Agency	Section 11 is strongly supported – justification for not including sustainability measures and design techniques must be required.	This can be a requirement as it is already adopted policy in C34a. Inclusion here is intended to draw attention to this policy and how to meet its requirements.	None required
11/RDG/PC/6 Environment Agency	It would be useful to use the word species in Para 12.3	Agreed	Insert word “species”
11/RDG/PC/7 Environment Agency	Appendix 1 – U2 reword to say “sustainable drainage must be incorporated unless demonstrated that they will have an adverse impact on the water environment”	Agreed	“reworded within the remit of policy and the EA recommendation”

Respondent Detail	Summary of comments	Response	Changes to the RDG
11/RDG/PC/8 Environment Agency	Appendix 1 – U3 reword to say “Development schemes need to retain existing water/drainage systems, ensure run-off does not create or exacerbate flood risk to others and , avoid being placed in high flood risk areas”	Agreed	Reword in accordance with EA recommendation
12/RDG/PC/1 Carole King	Some previous development has been allowed to have blank elevations onto the street. This should not be permitted especially in public areas	This issue is addressed in Section 8	None required
12/RDG/PC/1 Carole King	New technology needs to be used in modern building such as external light which are activated by movement.	This guide in accordance with adopted policies seeks to encourage sustainable technology, however the lighting system you are referring to could not be justified in accordance with current policy.	None required
13/RDG/PC/1 Bradford on Avon Town Council	Not submitted with time to influence the document. Three weeks after the consultation deadline.		

Table 4b – Consultation Responses on Sustainability Appraisal

Respondent Detail	Summary of comments	Response	Changes to the SA
1/SA/PC/1 Persimmon Homes	Persimmon support the objective to improve design quality. The SPD will greatly assist in the achievement of this goal.	Your support is welcome	None required
1/SA/PC/2 Persimmon Homes	There is a need to accelerate the delivery of new housing in West Wilts in order to meet the social and economic objectives of providing everyone with the opportunity of a decent home	This cannot be influenced by the SA. Nevertheless the SPD aims to clarify the consultation procedure and submission requirements etc to assist in the decision making process.	None required
1/SA/PC/3 Persimmon Homes	Bringing forward development on the allocated sites will ensure greater provision of public transport.	It would be inappropriate to reference proposals which do not have planning permission.	None required
1/SA/PC/4 Persimmon Homes	An increase in employment opportunities would help achieve a more balanced development.	This SA relates to a residential SPD	None required
1/SA/PC/5 Persimmon Homes	Energy efficiency can be achieved through building regulations	Agreed. Nevertheless this is a policy guidance document which cannot influence building regulations. The policy requirements in C34a should also not be ignored	None required
1/SA/PC/6 Persimmon Homes	The existing housing stock influences the key sustainability issues.	Agreed, however, new housing development should not exacerbate these problems.	None required
1/SA/PC/7 Persimmon Homes	The achievements of new residential developments should be an indicator rather than the design awards	The design awards is a measurable indicator and is mechanism for recognising design achievements, therefore it is a relevant indicator.	None required
1/SA/PC/8 Persimmon Homes	The indicators in table 4 need to identify when measures will be taken i.e. annually biannually etc	The impact of policies is monitored in the annual monitoring report. Over time the content and range of issues considered will diversify to address Sustainability Appraisals.	None required
1/SA/PC/9 Persimmon Homes	Not all the objectives are likely to apply to one development	This is understood but all these issues nevertheless need to be addressed.	None required
1/SA/PC/10 Persimmon Homes	The Council must recognised the need for volume house builders to utilise “Off the Shelf” designs in terms of marketing considerations, quality assurance and	Off the Shelf designs go against the most fundamental principles of good design and insufficient justification is give to support this view.	None required

Respondent Detail	Summary of comments	Response	Changes to the SA
	economies of scale.	Nevertheless this issue is already addressed in the adopted Design Principles SPG	
1/SA/PC/11 Persimmon Homes	Is should be recognised that new residential development can provide opportunities to create new habitats and link existing habitats	That is what Para 5.17 says	None required
1/SA/PC/12 Persimmon Homes	It is down to the consumer to reduce water consumption, however design measures can assist in the reduction of water consumption. The technology has yet to be tested for reducing water consumption	This is a contradiction and the SPD can only address design matters. See 9/PDG/PC/8 comment above	None required
1/SA/PC/13 Persimmon Homes	Page 28 the council needs to clarify whether only new developments will be considered and how this will be implemented.	The design guide can only influence future development so it would only be appropriate to consider new development. It will be possible to identify densities through the planning submission.	Change wording to "Average density of new developments...."
1/SA/PC/14 Persimmon Homes	How will energy efficiency be measured, will it relate only to new development? What time period?	The impact of policies is monitored in the annual monitoring report. Over time the content and range of issues considered will diversify to address SAs.	None required
1/SA/PC/15 Persimmon Homes	The "Not Compatible" symbols in Table 4 do not appear to be correct.	The not compatible category has been used where there might be conflict between the aspirations of different design criteria and objectives.	Review Table 4
2/SA/PC/1 English Nature	English Nature Supports Para 5.17	Your support is welcome	None Required
2/SA/PC/2 English Nature	English Nature supports Para 5.20 and suggests contacting Wessex Water to assist the development of targets	Your support is welcome	The Council will consider monitoring data and sources in due course
2/SA/PC/3 English Nature	Suggest the inclusion of "percentage of new developments to protect existing habitats or create new" as a target	agreed	Change wording in Table 4

