

Planning, Design and Access Statement

Land adjacent to the former Rose in June public house, Selsmore Road, Hayling Island

Prepared for:

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1 Introduction

- 1.1 This full planning application is made on behalf of Monterrey Properties Ltd for the development of four dwellings with associated access, parking, amenity space and refuse storage on land adjacent to the former Rose in June public house.
- 1.2 The application site is within the administrative boundary of Havant Borough Council (HBC).
- 1.3 The application site covers a site area of approximately 0.1 hectares and comprises an area of hard standing adjacent to the former Rose in June public house. The site is within the built up area boundary of Hayling Island.
- 1.4 Chapter 2 provides details of this application and relevant planning history. Chapter 3 provides a summary of pre-application discussions undertaken during the design of the proposal. Chapters 4 and 5 of this Statement provide an assessment of the application proposals against the development plan and national policy. Chapter 6 assesses the material considerations that are relevant to the proposal and Chapter 7 provides the design assessment. Chapter 8 provides the conclusions to the statement.
- 1.5 This Statement must be read in conjunction with the associated drawings and all other documentation that forms part of this planning application.

2 The Application Site and Proposals

- 2.1 The proposed development is for four dwellings comprising of four detached dwellings within the built up area boundary of Hayling Island. The site comprises an area of former car parking for the former Rose in June public house. The site has been vacant for some time and in the intervening period the former public house has become subject to vandalism and anti-social behaviour.
- 2.2 Located on a flat parcel of land, the site bounds Selshire Road and Mengham Avenue with access currently provided from Selshire Road. The site, being a key corner site, presents the opportunity for a high quality residential development which preserves and enhances the character of the area.
- 2.3 To the west of the site is the former Rose in June public house which is subject to a separate planning application. To the south are existing residential properties with commercial development on the opposite side of Selshire Road forming part of Mengham District Centre. Development in the wider area to the south, east and west comprises detached, semi-detached and terraced dwellings, varying in age and style.
- 2.4 The site's close proximity to the district centre and a range of facilities and services with good transport links via bus, cycling and walking, as well as the residential nature of the area, makes it a sustainable location for residential development.
- 2.5 The proposed development comprises the erection of four dwellings consisting of four detached dwellings with associated access, car and cycle parking, amenity space, landscaping and refuse storage.

Site Plan



3 Pre-Application and Post Application Advice

- 3.1 Paragraphs 188 and 190 of the National Planning Policy Framework (NPPF) state that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It identifies that good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community. It also states that the more issues that can be resolved at pre-application stage, the greater the benefits.
- 3.2 Advice and dialogue has taken place with Havant Borough Council on the proposed development. Pre-application discussions have taken place with the Council prior to the submission of the application and comments received have been incorporated into the proposed development.
- 3.3 During these discussions the Council confirmed the acceptability in principle of residential development on the site and that four dwellings appeared to provide an appropriate density taking into consideration the surrounding area. The Council advised that due to the variety of dwelling types in the area including detached, semi-detached and terraced dwellings there is a degree of scope as to the form of dwellings that can be proposed.
- 3.4 The Council advised that any scheme should relate well to the established pattern of development along Mengham Avenue with opportunities taken to provide on plot parking. With regard to plot positioning, the Council advised that the curvature of this section of Mengham Avenue lends itself to a staggered building line and therefore dwellings forward of the southern plot would not be inappropriate. Landscaped gardens were identified as a defining characteristic of Mengham Avenue and therefore encouraged in proposed development.
- 3.5 In response to these comments the proposed development provides four 3 bed dwellings situated within good sized plots with parking provided to the required standards. Each dwelling has private garden space to the front and rear with hard standing reduced to a minimum. The design has taken cues from the surrounding dwellings and provides a traditional form of development. The dwellings are orientated to face on to Mengham Avenue with the northern most plot providing an active edge to Selsmore Road. The proposal is considered to make best use of this corner site taking into consideration the constraints of access, and surrounding existing built form and provides an attractive and well considered proposal which will protect and enhance the character of the area.

3.6 It is considered that the comments raised at the pre-application discussions have been taken into consideration and addressed. The proposed development provides for an acceptable form of development which will bring back this disused site into a beneficial use providing family housing and assisting in wider regeneration benefits for the local area.

3.7 The planning application is accompanied by the required supporting studies and assessments which provide further detail on the proposal.

4 Conformity with the Development Plan

4.1 This chapter outlines the relevant policies of the development plan and assess whether the proposed development is in conformity with the development plan policies.

4.2 The Development Plan comprises:

- The saved policies of the Havant Borough District Wide Local Plan (HBDWL), adopted September 2005. Those saved policies were confirmed by Direction to the Secretary of State in September 2008; and
- The Havant Core Strategy, adopted March 2011

Havant Borough Core Strategy March 2011 and Havant Borough Saved Policies of the Local Plan

4.3 The Core Strategy contains a number of objectives including the need to ensure new development maximises economic, social and environmental regeneration for the Borough and the requirement to ensure all new development is built to a high quality sustainable design. With regard to Hayling Island, page 11 of the Core Strategy highlights that this area is in need of redevelopment and regeneration. Approximately 25% of the population are over the age of 65 which presents a unique challenge in terms of the housing requirement. Policy CS6 of the Core Strategy states that planning permission will be granted for development which positively contributes by type of use and design and by its comprehensive approach to the social, economic and/or physical regeneration of the Borough, particularly when it is focussed in key locations including South Hayling Island.

4.4 The proposed development will positively contribute towards the social, economic and physical regeneration of South Hayling Island by bringing back into active use a currently redundant site. The proposed development will provide housing for facilities or elderly people in close proximity to a range of services and facilities. Public realm and physical improvements will occur as a result of the reuse of the site, associated landscaping and high quality design. In addition the site is located in a sustainable location being easily accessible by public transport, walking and cycling and providing the opportunity for linked trips.

4.5 In accordance with policy CS9 the proposed development will provide housing of a suitable density on previously developed land. The proposal will provide family/ mid-sized dwellings in keeping with the character of the area and to meet identified need.

4.6 With regard to design policy CS16 of the Core Strategy states that planning permission will be granted for development that is designed to a high standard, which helps create places where people want to live, work and relax. Development is required to respond to and respect local context, be well connected to and integrate with the immediate and wider local area by linking to existing pedestrian and cycle routes and ensure that it does not cause unacceptable harm to the amenity of neighbours. Development must produce a positive relationship between buildings, streets and spaces, contribute to the improvement of the public realm, be inclusive and mitigate negative environmental impacts.

4.7 The proposed development will result in a traditional design in keeping with the local area and providing an attractive and high quality development. Materials used will reflect the wider area and respect the existing former Rose in June public house. The dwellings will be orientated to face on the Mengham Avenue with the northern dwelling designed with an active edge facing on to Selsmore Road. Each dwelling is designed with on-plot parking to the required standard with access from Mengham Avenue. Each dwelling is provided with refused and cycle storage. Private amenity space to the front and rear of the dwellings is also proposed. Full details of the design rationale and proposed materials are contained in Section 7 of this statement.

4.8 The site is brownfield land and located in a sustainable location being close to a range of services and facilities and located next to Selsmore Road providing easy access and transport links via foot, cycle, bus and car. The design, landscaping and access improvements proposed will result in an improvement to the public realm and ensure the development is inclusive. Resource efficiency will be achieved through the careful selection of materials.

4.9 The western part of the site does not form part of the planning application.

4.10 Policy CS17 of the Core Strategy states development will be permitted where it ensures that it makes the most effective use of existing infrastructure, the delivery of new infrastructure, if required, is provided and new infrastructure will support the local economy. The site is located in a sustainable location providing access by foot, cycle, bus and car which links to the district centre and further afield. The existing access to this part of the site will be closed and access to the properties provided from Mengham Avenue.

4.11 With regard to transport and access policy CS20 states that development will be permitted that is consistent with and contributes towards the implementation of the reduce, manage and invest strategy, does not increase congestion and promotes better use of transport networks, improves accessibility to goods and services, provides transport management measures, ensure that highways design responds positively to the

characteristics of the area and delivers a high quality public realm, maintains or improves the range of transport modes accessible and improves highway, cycling and pedestrian links. Policies DM11 and DM12 require opportunities to be taken to increase integration of sustainable modes and availability of non-motorised modes, and to mitigate travel impacts. Policy DM14 refers to car and cycle parking and states that development will only be permitted where it provides parking for cars and cycles in accordance with the relevant standards and such parking provision must be appropriately located in relation to the development and be practical for its intended use.

- 4.12 The proposed houses would each be served by individual driveways accessing on to Mengham Avenue via a vehicle crossover arrangement. The driveways would require vehicles to either reverse in or out of the driveways as there would not be sufficient space to turn a vehicle on site. This arrangement is in keeping with many of the existing driveway accesses on Mengham Avenue which also do not provide turning space. Vehicle speeds on Mengham Avenue have been observed to be significantly below the 30mph speed limit due to the traffic calming effects of the relatively narrow carriageway, road alignment and its close proximity to the Selsmore Road junction. The low vehicle speeds and quiet residential environment would support safe entering and exiting of the proposed driveways.
- 4.13 The wide 4m verge/pavement fronting the application site would also assist in provision of suitable visibility conditions which in many cases would offer more favourable conditions when compared to existing driveways on Mengham Avenue in the vicinity of the site. The low intensity of use of the driveways also serves to minimise potential for vehicle conflict.
- 4.14 The relocation of the site's access on to Mengham Avenue means that vehicle movements associated with the proposed development would not conflict with the adjacent proposed convenience store's service lay-by.
- 4.15 Parking for the development is provided on plot in accordance with Hampshire County Council (HCC) Parking Standards is provided. Cycle space/ storage is also provided. The supporting Transport Statement provides the full justification for the access arrangements and level of parking proposed.
- 4.16 With regard to developer contributions policy CS21 states development will be permitted if on-site and/or off-site infrastructure requirements are met. Existing and predicted traffic flow details are proposed in the accompanying Transport Statement which should be read when determining transport contributions payable. Any required S106 contributions will be negotiated with the Council as part of the determination of the planning application.

- 4.17 With regard to the site's former use, this loss was accepted by the decision of planning application 09/55136/002. The Council confirmed during pre-application discussions that this was still the case. The public house has now been closed and boarded up for a considerable number of years and the proposed redevelopment will allow this redundant site to be bought back into active use for the benefit of the community and local economy.
- 4.18 With regard to the adjoining site, policy DM6 of the Core Strategy states that proposals will only be permitted where they do not undermine the future development potential of adjacent sites. The remainder of the site not proposed here for development is planned to be developed at some point in the future. The residential use proposed here will not compromise the ability of the remainder of the site to accommodate a complimentary use. Specifically, the proposed development will not compromise access to the remainder of the site, result in any noise or odour issues and will not be of a scale and orientation which will cause overshadowing, dominance or overlooking of future proposals.
- 4.19 Policy DM8 of the Core Strategy requires development to provide new landscape works that integrate successfully with the local environment and existing natural features, using local materials and plant species. The proposed development incorporates landscaped areas to the front and rear of dwellings to provide greening and an overall aesthetically pleasing environment. Additional tree and shrub planting is proposed throughout the site and materials proposed to be used compliment those in the locality and the development will result in an overall positive improvement to the natural and built environment.
- 4.20 All required surveys and assessments have been submitted in support of this planning application.

5 Conformity with National Policy

5.1 National Planning Policy is a material planning consideration; this chiefly includes the recently published National Planning Policy Framework (NPPF), as set out at paragraphs 2, 12 and 13 of the NPPF. The NPPF largely replaces Planning Policy Statements and Planning Policy Guidance.

5.2 Paragraph 214 of the NPPF states that for 12 months from the day of publication of the NPPF, decision takers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with the NPPF. The footnote (no 39) to paragraph 214 is explicit that this refers to development plan documents adopted in accordance with the Planning and Compulsory Purchase Act 2004. This is applicable in the case of the Core Strategy which was adopted in 2011; however the Local Plan was adopted in 2000 and therefore produced under the old regulations. In addition 12 months has now passed since the day of publication of the NPPF and paragraph 215 advises that following this 12 month period, due weight should be given to relevant policies in existing plans according to their degree of consistency with the framework.

5.3 Accordingly, paragraph 215 applies and due weight should therefore be given to relevant policies in existing plans according to their degree of consistency with the NPPF.

5.4 The NPPF contains an overarching theme on the presumption in favour of sustainable development and states that Local Planning Authorities should approve development proposals that accord with the development plan without delay. The proposed development would contribute towards sustainable development, providing housing on a vacant brownfield site in an accessible and sustainable location in close proximity to a range of local services and facilities. The proposed development will contribute towards supporting strong, vibrant and healthy communities by providing a supply of housing, creating a high quality built environment with accessible local services and reusing an area of brownfield land in accordance with paragraphs 6, 7 and 9 of the NPPF.

5.5 The proposal upholds the core planning principles set out at paragraph 17 of the NPPF including:

- Delivering housing and responding to opportunities for growth (3rd core planning principle)
- Seeking to secure high quality design (4th core planning principle)
- Promotes the vitality of our main urban areas (5th core planning principle)
- Takes full account of flood risk (6th core planning principle)

- Development of the land is of lesser environmental value, therefore, is suitable for development (7th core planning principle)
- Encourages the effective use of land by reusing land that has been previously developed (8th core planning principle)
- Focuses development in a sustainable location which can make the fullest use of public transport, walking and cycling (11th core planning principle)

5.6 Paragraph 49 states that housing applications should be considered in the context of the presumption in favour of sustainable development. With regard to design paragraph 57 of the NPPF states that it is important to plan positively for the achievement of high quality and inclusive design for all development. Decisions should aim to ensure that developments will function well and add to the overall quality of the area, establish a strong sense of place, optimise the potential for the site to accommodate development, respond to local character and reflect the identity of local surroundings and materials, create safe and accessible environments and be visually attractive as a result of good architecture and appropriate landscaping. In addition, paragraph 111 states the decision should encourage the effective use of land by reusing land that has been previously developed.

5.7 The site is brownfield land and is not subject to any environmental constraints and is suitable and available for development. It presents a key opportunity for a high quality scheme to provide housing. The proposed development will provide four detached dwellings with a traditional design reflecting the local character of the area. Dwellings will front on to Mengham Avenue with the northern dwelling providing an active edge to Selsmore Road with its principle elevation being on to Mengham Avenue. Dwellings have been orientated to make best use of the site, provide usable front and rear amenity space and ensure no overlooking or loss of light to existing properties. Landscaping is proposed throughout the site to provide a visually attractive development.

5.8 The proposed development presents the opportunity to bring back into use a dilapidated site and to provide social benefits to the area through the delivery of housing. The design evolution of the development has developed through discussions with the Council and in response to the constraints and opportunities identified at the pre-application stage. Materials and the overall design has been chosen to reflect the character of the area through the provision of a traditional design using high quality materials. The development will result in an efficient and effective use of the site.

5.9 The importance of achieving good design is set out in more detail in Section 7 of this statement to satisfy the requirements of the NPPF, notably paragraphs 56, 57 and 60 to 66. These state that it is important to plan positively for the achievement of a high quality and inclusive design for all development and that decisions should aim to ensure that they

function well and add to the overall quality of the area, establish a strong sense of place, optimise the potential of the site to accommodate development, respond to local character and reflect the identify of local surroundings and materials, create safe and accessible environments and be visually attractive as a result of good architecture and appropriate landscaping. The effective use of land is also encouraged by reusing land that has been previously developed.

5.10 With regard to transport, paragraphs 32 and 35 of the NPPF states that developments should give priority to pedestrian and cycle movement, and have access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter; and consider the needs of people with disabilities by all modes of transport.

5.11 The proposed development is located in a sustainable location being on a main road through Hayling Island and in close proximity to the district centre. The site is well served by public transport with bus stops outside the site and cycle and pedestrian links. The proposed houses would each be served by individual driveways accessing on to Mengham Avenue providing parking spaces in accordance with the required standards. Vehicles would reverse in or out which is an arrangement in keeping with many of the existing driveways accessing on to Mengham Avenue. The low vehicle speeds along this road and the quiet residential environment would support safe entering and exiting of the proposed driveways with the wide verge assisting with suitable visibility conditions. The relocation of the site's access on to Mengham Avenue means that vehicle movements associated with the proposed development would not conflict with the adjacent proposed convenience store's service lay-by. The full transport rationale for the proposed development is provided in the supporting Transport Statement.

5.12 Paragraph 188 identifies that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It states that good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community and the more issues that can be resolved at pre-application stage, the greater the benefits. Pre-application discussions have been undertaken with the Council to discuss the principle of development, number of units and design. Comments received confirmed the density and number of units appeared acceptable in principle and advice was provided that there is flexibility on design due to the varied character of the area. It was advised that consideration be given to the dwelling to the south of the site to ensure there would be no noise impacts as a result of traffic movements. Feedback and comments received as part of the pre-application discussions have been considered as part of the design evolution.

5.13 With regard to planning obligations, when considering these Local Planning Authorities must have regard to the importance of viability as set out at paragraph 173 of the NPPF. Paragraphs 203 – 206 state that local planning authorities can seek planning obligations, but these should only be sought where they are necessary to make the development acceptable in planning terms; directly related to the development; and fairly and reasonably related in scale and kind to the development. Local Planning Authorities are required to take account of changes in market conditions over time, and wherever appropriate, be sufficiently flexible to prevent planned development being stalled. Planning conditions should only be imposed where they are necessary, relevant to planning and the development to be permitted, enforceable, precise and reasonable in all other respects. Planning obligations and planning conditions will be negotiated during the determination of the planning application and should be sought in accordance with the NPPF.

5.14 Paragraph 70 of the NPPF states that decisions should plan positively for the provision and use of community facilities and guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs. The former public house has been closed for a number of years and the loss of this facility is accepted by planning application ref 09/55136/002. Therefore the loss of the facility has been previously demonstrated and it is not necessary to repeat this here.

6 Material considerations

6.1 The site is previously developed land in a key location in Hayling Island in terms of a development opportunity and accessibility. In 2009 a planning application was submitted on the site (ref 09/55136/002) for the demolition of the modern extensions to the Rose in June building and its change of use to provide residential use in the form of 2 x 2 bed flats and 1 x 2 bed house. 9 additional dwellings were proposed on the site with associated parking, bin storage and landscaping. Alterations to the access were also proposed. The application was granted permission. The fire damaged barn was dealt with separately by a planning application for its demolition.

6.2 The consented application for residential development demonstrates that in principle residential is acceptable on the site. In addition as part of application 09/55136/002 the loss of the public house was accepted. As such it is considered that the principle of the loss of the public house does not need to be re-justified here and the Council confirmed this as part of the pre-application discussions. The acceptability of the site to provide residential development was also accepted.

7 Design Assessment

Layout, concept and amount

- 7.1 The site is broadly rectangular in shape occupying a corner position on Selshire Road and Mengham Avenue. The site is brownfield land and consists of the former car parking area for the former Rose in June public house which is boarded up. The site is bounded on all sides by existing residential development with a public car park to the north and some commercial development. The site is in a sustainable location and presents a key opportunity for redevelopment.
- 7.2 The site consists of a tarmaced area which provided parking for the former public house. Current access is provided off Selshire Road. There are a number of smaller trees along the eastern boundary of the site and a Walnut tree in the grounds of the southern property, which overhangs the southern boundary of the site. Built form within the vicinity of the site consists of detached, semi-detached and terraced dwellings. The site itself is 0.1ha.
- 7.3 The planning application seeks consent for the development of four x 3 bed detached dwellings with associated access, parking, landscaping and refuse storage. Mengham Avenue has a large variety of modern properties, however there are also a number of common clay brick detached and terraced traditional properties which are more prevalent along Selshire Road. The development has sought to link the more traditional Selshire Road into the top of Mengham Avenue to match the adjacent vernacular appearance along the main road and provide a high quality development.
- 7.4 Each dwelling is set back to reflect the character of properties along Mengham Avenue with private driveways serving each dwelling. The dwellings will be two storey in height and designed in a more traditional appearance with the use of brick and slate. A density of development has been proposed which reflects the character of the area. Piling is an option that may be used for the southern plot to take account of the tree protection area in this part of the site. Access is provided to all dwellings from Mengham Avenue due to the lower traffic flows and opportunity to orientate the dwellings to face Mengham Avenue. Providing access from Selshire Road would conflict with the existing and proposed access and lay-by for the remainder of the site and would result in cars having to pull out into a more highly trafficked road.
- 7.5 Each dwelling is provided with private amenity space to the front and rear with car and cycle parking provided on-plot to the required standards. Bin storage is also accommodated on site. Additional tree planting is proposed to provide an attractive and greened development.

7.6 The pattern and density of development is considered to provide for an acceptable form of development taking into account the site characteristics and the built form of the locality.

Scale and orientation

7.7 Careful consideration has been given to the scale of the development. In terms of height, the dwellings are proposed to be two storey. The dwellings will front on to Mengham Avenue with the northern unit providing an active elevation facing on to Selshire Road.

7.8 The scale and orientation of the development has been formed to make the most efficient and effective use of the site whilst enhancing the character of the area.

Appearance

7.9 The development has sought to provide a design in keeping with the existing dwellings in close proximity to the site and in particular those along Mengham Avenue to enhance the character of the area and provide a strong sense of place. Development in the vicinity of the site consists of a variety of styles including detached, semi detached and terraced dwellings of 2 and 2.5 storey. The principle design cues have been taken from dwellings along Selshire Road and Mengham Avenue with the aim of providing a traditional form of development making the best use of this corner site. Detailing including bay windows and decorative stonework heads are proposed with gabled and hipped roof forms proposed to accord with the character of properties along Mengham Avenue and Selshire Road. Each dwelling will be detached and set back from the road frontage with soft landscaping provided to the front. The driveways are proposed to be paved and private garden space is provided to the rear of each dwelling.

7.10 Overall the design and appearance of the residential units respond to the character of the area and present a visually attractive traditional form of development as a result of good architecture and appropriate landscaping throughout the site.

Materials and landscaping

7.11 With regard to materials these will be of a high quality. Common clay brick walls with mortar courses colour (white) is proposed. Windows will be high quality uPVC double glazed sliding sash and doors will be high quality uPVC with glazing panels or uPVC French doors. Slate tiles are proposed for the roofs.

7.12 With regard to landscaping it is important to ensure that development is sensitive to avoid any adverse impacts on neighbouring properties by maintaining adequate separation of the built form to protect privacy, sunlight/daylight and outlook. Landscaping can also enhance the attractiveness of a development and provide biodiversity interest.

7.13 A landscaping scheme will be implemented as part of the development in the form of shrub and tree planting which will improve the appearance of the site, add visual interest and enhance both the ecological value of the site and the public realm. Landscaping is proposed both to the front and rear of dwellings to accord with the character of the area and enhance the overall appearance of the development.

7.14 Storage areas for bins and cycles are provided in accordance with standards.

Access

7.15 Access to each of the dwellings is provided off Mengham Avenue. Each dwelling will have its own private driveway with parking in accordance with standards. Occupiers of the site will be able to safely and conveniently enter and exit the dwellings. The accompanying transport statement provides the full transport rationale for the development proposed.

Foul Sewage and Utilities

7.16 Utilities and foul sewage for the proposed development will be connected to the main drainage system.

Safety and Security

7.17 The proposal benefits from good natural surveillance from surrounding development as well as the proposed development. Each dwelling has secure garden space fronting on to Mengham Avenue which is overlooked by a number of properties and passers by. The development has been designed to provide natural surveillance and will provide a safe and secure environment to reduce the fear and risk of crime.

8 Conclusions

- 8.1 The existing site comprises a former car parking area for the Rose in June public house which is no longer in operation. The site as it currently stands presents a negative impact onto Selsmore Road. This planning application proposes the redevelopment of the site for 4 dwellings within the built up area boundary of Hayling Island.
- 8.2 The proposed development will bring this vacant site back into active use and will provide housing in a sustainable location providing wider social, economic and regeneration benefits to the local area.
- 8.3 Each dwelling will have a private driveway with access provided off Mengham Avenue. Parking and cycle parking is provided in accordance with standards along with bin storage and private amenity space to the front and rear of the properties.
- 8.4 This statement has demonstrated that the proposed development will be in compliance with the development plan policies contained within the Havant Borough Council Core Strategy and with guidance set out in the NPPF. The development will provide housing development in a key location to meet identified need.
- 8.5 The proposal will also contribute towards the regeneration of the Island as required by the Core Strategy and has been designed sympathetically to respond positively to the character of the area and opportunity the site presents. The development proposal makes efficient use of a vacant brownfield site by providing high quality development within the built up boundary. The site is well situated with regard to access to services and facilities and is within an established residential area. The design provides a well considered style which will compliment and enhance the local character of the area.