

## LANDSCAPE CHARACTER

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| <p><b>SOC147</b></p> | <p><b>LANDSCAPE CHARACTER</b></p> <p><b>Development proposals and their associated landscaping schemes must demonstrate the following: -</b></p> <ul style="list-style-type: none"> <li><b>a) They take fully into account the current Landscape Character Assessment;</b></li> <li><b>b) They are clearly appropriate to the character and setting of the landscape and the settlement patterns;</b></li> <li><b>c) They at least conserve the main characteristics and important features of the local and cross boundary / border landscape and wherever possible enhance those that are of primary significance.</b></li> </ul> <p><u>Reasoned Justification</u></p> <p>The landscape of South Worcestershire is a significant asset that is a contributory factor in the relatively high quality of life experienced by local residents. It is also a distinctive heritage feature and the reason why tourism is an important part of the local economy.</p> <p>To allow development to compromise the essential quality of the landscape would be detrimental to health and wellbeing. It would also undermine the viability of the area. The policies on Areas of Outstanding Natural Beauty, Green Infrastructure, Green Belt and Significant Gaps will also help to conserve landscape character.</p> | <p><b>To ensure that the SWDP is adequately justified the plan needs to be amended</b></p> <p>With the publication of the NPPF and the deletion of detailed policy set out in the Planning Policy Statements it is considered necessary to draft a new local policy on landscape character.</p> |
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