

Proposed General Design Principles.

All new development proposals will be required to demonstrate how they have taken account of the following:

- New development should enhance and reinforce the local distinctiveness of the area and proposals should show clearly how the general character, scale, mass, and layout of the site, building or extension, fits in with the character of the surrounding area within layout and design statements and be in accordance with the guidelines within the LCH Design Statement.
- New development should be of a scale, mass and built form which responds to the characteristics of the site and its surroundings. Care should be taken to ensure that building(s) height, scale, and form, including the roofline, do not disrupt the visual amenities of the area and impact on any significant wider landscape views. Proposals should not feature generic designs and should display how they take account of the locally distinctive character of the area in which they are to be sited, within design and access statements. Materials should be chosen to compliment the design of a development and add to the quality or character of the surrounding environment. Materials that blend and integrate with the landscape will be favoured with natural hedgerow boundaries rather than walls or fences, and existing hedgerows retained.
- Building alterations or extensions should be sensitive to the local context in terms of materials, design, colour scheme, scale and structure.

Retention of Affordable Housing

Where planning permission is granted for affordable housing, first and future occupation of each affordable dwelling will be controlled by planning obligation. This will ensure that occupation is limited in the first instance, and in subsequent sales or lettings, to people meeting local needs and, where appropriate, local connections criteria. Where this cannot be achieved a cascade arrangement for first and future sales and lettings shall be set out in the planning obligation. This will require occupation first by people in housing need in the parish, then those from adjoining parishes, then those in need across Tewkesbury borough. This mechanism shall have permanent effect in controlling the occupation of the dwelling as affordable housing.