



Management Plan 2019-2024

9.3.4 Objectives and policies

C1

THE AONB AND ITS SETTING IS CONSERVED AND ENHANCED BY GOOD PLANNING AND DEVELOPMENT

- a.** Support development that conserves and enhances the AONB, ensuring sensitive siting and design respects local character. Development that does not conserve and enhance the AONB will only be supported if it is necessary and in the public interest. Major development decisions need to include detailed consideration of relevant exceptional circumstances.
- b.** The conservation, enhancement and creation/restoration of appropriate landscape features such as landmarks, artworks, boundary features, tree clumps etc, will be regarded favourably. There should be a net gain in terms of the landscape and its constituent elements.
- c.** High quality design, materials and standards of workmanship are required of developments within the AONB. Good design and material use does not have to be a cost burden, however where this requirement affects development viability, consideration will be given to the balance between the public benefits of a proposal and the significance of its landscape and visual effects. When the landscape and visual effects of a development cannot be fully addressed through primary design measures, appropriate and robust secondary mitigation measures that can be delivered, enforced and maintained will be required.
- d.** Developments will be required to make a positive contribution to the overall green infrastructure and ecological networks. All aspects of green infrastructure, e.g. sustainable drainage, also require good design that respects local character and must also make an appropriate contribution to landscape ecology. The net result of these contributions should be landscape gain.
- e.** Full consideration of geodiversity conservation is required in plans and strategies affecting the AONB, e.g. local plans, mineral plans and shoreline management plans. The close links between geodiversity, conservation, extraction industries, landscape and built environment conservation should be recognised.
- f.** The AONB's coast will be conserved and enhanced and significant weight will be given to maintaining its undeveloped and tranquil nature. The importance of the AONB's coastal areas as the setting for the World Heritage Site (WHS) will be recognised and the presentation and visitor experience of this asset will be protected from both individual developments and cumulative effects of incremental change.
- g.** Approaches to coastal management that promote natural processes will be adopted wherever possible and the objectives of coastal change management areas will be implemented.
- h.** The landward and seaward setting of the AONB will be planned and managed in a manner that conserves and enhances the character and appearance of the AONB. Views into and out of the AONB and non-visual effects, such as noise and wider environmental impacts, will be appropriately assessed.
- i.** Within the seaward setting of the AONB, support will be given to the conservation and enhancement of the coastal and marine environment. Support will be given to sustainable management, including the creation of Marine Protected Areas at appropriate locations.

LANDSCAPE ASSESSMENT & MONITORING IS EFFECTIVE AND SUPPORTS GOOD DECISION-MAKING

- a. Proposals affecting the AONB will be assessed to a high standard.
- b. Landscape and seascape character assessment will be used to consider the effects of proposals on the character and appearance of the AONB.
- c. Local and Neighbourhood Plans must be supported by a robust landscape evidence base.
- d. The key test of a proposal against the statutory purpose of the AONB will be its ability to demonstrate that the proposed change would conserve and enhance landscape and scenic beauty.
- e. The conservation and enhancement of the AONB's special qualities will be a significant consideration in the planning balance.
- f. Proposals that are harmful to the character and appearance of the area will not be permitted unless there are benefits that clearly outweigh the significant protection afforded to the conservation and enhancement of the AONB. Where impacts cannot be mitigated, planning gain and compensatory measures will be considered.
- g. Changes in landscape condition will be monitored and assessed to inform appropriate action.

NECESSARY DEVELOPMENT IS SUPPORTED

- a. Support appropriate farm diversification schemes, particularly where these contribute to the conservation, enhancement and sustainable development of the AONB.
- b. Support affordable housing within appropriate rural exception sites that meet proven local need. Good, locally-sensitive design should be pursued.
- c. Support restoration of traditional barns, buildings and other structures that maintains or enhances landscape character quality, ensuring diversification benefits are not outweighed by adverse effects on the environment.
- d. Support the working of minerals sites at an appropriate scale and density in the AONB for the supply of building materials to conserve and enhance local character. Secure appropriate and high-quality restoration of minerals sites to benefit landscape, biodiversity and access.
- e. Support measures to increase energy efficiency.
- f. Support renewable energy production where compatible with the objectives of AONB designation.
- g. Support well designed projects that reduce the impact of traffic in the AONB.
- h. Support woodland planting and management proposals that are appropriate to landscape character and deliver clear enhancements for biodiversity, habitat connectivity and public amenity.

DEVELOPMENT WHICH HAS NEGATIVE EFFECTS ON THE NATURAL BEAUTY OF THE AONB, ITS SPECIAL QUALITIES, ECOSYSTEM FLOWS AND NATURAL PROCESSES IS AVOIDED

- a.** Remove existing and avoid creating new features which are detrimental to landscape character, tranquillity, and the AONB's special qualities.
- b.** Require the use of previously developed land where this will limit the expansion of built development into sensitive undeveloped countryside.
- c.** Protect and where possible enhance the quality of views into, within and out of the AONB.
- d.** Protect the pattern of landscape features, including settlements, that underpin local identity.
- e.** Avoid and reduce the impacts of development on biodiversity. Require development to follow the hierarchy of avoid, mitigate and compensate and to achieve a net gain for biodiversity.
- f.** Avoid and reduce cumulative effects that erode landscape character and quality.
- g.** Protect the AONB from an overprovision of visitor accommodation including camping, caravanning and glamping sites particularly where existing development weakens the character and appearance of the countryside. Changes in landscape condition will be monitored and assessed to inform appropriate action.
- h.** Avoid large scale and/or high density housing and employment development at settlement edges when such development weakens the character and appearance of the countryside.
- i.** Discourage growth in the number of second homes within the AONB.
- j.** Resist proliferation of masts and other vertical structures, requiring the sharing of infrastructure by service providers.
- k.** Ensure coastal and flood defences, as well as aquaculture and fishery development, are compatible with the AONB's exceptional undeveloped coastline.
- l.** Require further permanent oil and gas infrastructure to reuse/augment existing areas of development and contribute to restoration of the wider landscape.
- m.** Avoid urbanisation and other negative impacts of highway management.