

archaeological remains on land and how they should be preserved or recorded both in an urban setting and in the countryside.

4.116 PPG16 states that where nationally important archaeological remains, whether scheduled or not, and their settings are affected by proposed development, there should be a presumption in favour of their physical preservation in situ. Appropriate planning policies in development plans and their implementation through development control will be especially important. Local Plans should include policies for the protection, enhancement and preservation of sites of archaeological interest and their settings.

4.117 The County Structure Plan includes specific policies on archaeology which provide for the protection, investigation and preservation in situ or by record of archaeological sites and areas of interest (Policies S17 and S27). These policies are in line with PPG16 and provide the context for Local Plan policies. These are supplemented by the County Council's 'Strategy for Archaeology in East Sussex' which elaborates on the importance of archaeology, its own role and that of the broader planning process in protecting the archaeological heritage.

EN24 There is a clear presumption against development proposals which would adversely affect scheduled Ancient Monuments and other sites of national archaeological importance and their settings.

EN25 In considering development proposals affecting archaeological sites or areas of interest, the Council will not normally grant planning permission in advance of an adequate examination and evaluation of the archaeological implications.

EN26 Where, exceptionally, permission is granted for development on sites of demonstrable archaeological importance, the applicant will normally be required to provide for the in situ preservation of valuable remains. On sites where the Council is satisfied that this preferred approach is not justified, proper provision should be made for the excavation and recording of archaeological remains prior to the development.

DESIGN

4.118 The Council is concerned to ensure that the attractive environment of its towns, villages and countryside, enjoyed by residents, workers and visitors alike, is maintained and enhanced. It, therefore, attaches great importance to good design in new development, whether within or outside the development boundaries. Developers are expected to aim for a high quality of design in all proposals and early consultation prior to the submission of planning applications is encouraged.

4.119 In the consideration of development proposals, regard will be had to the sensitivity of the design and use of materials in relation to both the immediate surroundings and the general locality. In particular, the scale of the proposals and the proportion of site coverage by buildings should be compatible with that of adjoining developments. The vernacular architecture of the District displays a range of styles and materials, from weatherboarding and tile hanging in the High Weald to the traditional flint and red brick dressings of the South Downs. The design and materials of buildings should normally reflect the local vernacular and promote local distinctiveness. Regard to prevailing building traditions will be an important consideration in historic areas. Policies relating to Conservation Areas and Listed Buildings are set out elsewhere in this Chapter.

4.120 Development will not be permitted if it would result in the loss of privacy or have an otherwise detrimental effect on the amenities of nearby occupiers. Overlooking of ground floor living rooms or of private gardens will be a particularly important consideration where relevant. Proposals should also ensure the creation of an attractive environment for future occupants and give adequate attention to reducing the opportunities for crime having regard to the guidelines published by the police force in 'Secured by Design'.

EN27 Proposals for development will be permitted when the following layout and design criteria are met:-

(1) the scale, form, site coverage, density and design of the development and the use of materials and landscaping should respect the character of adjoining development and, where appropriate, promote local distinctiveness. The design, materials and landscaping should be of an appropriate high standard;

(2) the proposed development should not create an unacceptable adverse impact on the privacy and amenities of adjoining

developments and the neighbourhood by reason of scale, height, form, noise and traffic movements;

(3) the proposed development should ensure a satisfactory environment for the future occupants, including adequate provision for daylight, sunlight, privacy, garden space and/or appropriately landscaped amenity areas;

(4) the proposed development should not constitute an unacceptable backland or 'tandem' form of development;

(5) regard has been paid to crime prevention measures whenever possible and appropriate.

Access for the Disabled

4.121 Within Wealden, around 12% of residents have a limiting long-term illness, health problem or handicap which limits their daily activities or the work they can do, including problems which are due to old age (1991 Census). As outlined in Chapter 2, the Council is committed to creating an accessible environment for all persons, including wheelchair users and people with other disabilities, the elderly, and people with children in pushchairs. The development of land and buildings provides the opportunity to secure a more accessible environment for everyone.

4.122 When a new building is proposed, or when planning permission is required for the alteration or change of use of an existing building, developers should consider the needs of disabled people who might use the building. Indeed, the Council is required to bring to the attention of those applicants seeking permission for premises open to the public their statutory obligations under the Chronically Sick and Disabled Persons Act 1970. The Act requires developers to provide suitable means of access, parking and toilet facilities to meet the needs of people with disabilities in most buildings other than dwellings.

4.123 Under the Building Regulations, which enforce the 1970 Act, a developer will need to consider the needs of the disabled in designing corridors, doorways, lifts and toilet facilities, as well as the spaces around new buildings which will be open to the public. Provision for the disabled should include a level or ramped approach facilitating wheelchair access with dropped or ramped kerbs between pedestrian and vehicle areas, suitable car parking spaces, as well as appropriate signposting of disabled entrances. Regard should also be had to the layout, dimensions and construction of pedestrian areas, and positioning of any street furniture and lighting.

4.124 Comprehensive guidance on the design of buildings and the external environment is contained in the Sussex Coast and Countryside Access Guide produced by the Access Officers of the Borough and District Councils of East Sussex. In the case of alterations to, or change of use of, existing buildings to which the public will have access, the scope to undertake adaptations to provide for the disabled may be more limited by what is practicable and reasonable having regard to the characteristics of building and site. Particular care will be needed for proposals affecting Listed Buildings and other buildings of architectural or historic interest.

4.125 The policy set out below is intended to complement the requirements under the Building Regulations by seeking a co-ordinated approach to design at an early stage, both inside and outside a building. The Council has nominated an Access Officer who acts as a central point of contact for advice and guidance. A reference to the Council's objectives for provision of housing for the disabled is contained in Chapter 6. A policy for disabled provision in pedestrian environments is contained in Chapter 8. The Council's standards for the provision of car parking for the disabled are contained in Appendix 6.

EN28 Proposals for the development of land and buildings that are open to the public or used for employment and education purposes, including extensions, alterations and changes of use of buildings where reasonable and practicable, should provide suitable access and facilities for people with disabilities.

Light Pollution

4.126 New development within areas which were previously unlit can contribute to 'sky glow' at night which is a form of light pollution. This is caused by the scattering or spillage of artificial light and can be particularly intrusive within a rural environment. Furthermore, it is wasteful of the Earth's finite energy resources and can lead to unnecessary emissions of greenhouse gases. In recent years a number of national initiatives have been launched, such as the 'Campaign for Dark Skies', which have sought to draw attention to the impact of light pollution within the environment and have called for measures for its reduction. The Council fully supports these initiatives, acknowledging the visual intrusion which can be caused in the countryside by the illumination from poorly designed lighting systems.

4.127 It is recognised that in some instances the lighting of buildings is necessary for night-time security or safety reasons. The lighting of certain outdoor recreational facilities, such as golf driving ranges, may also be appropriate when these facilities are used at night. However, in all cases the level and intensity of lighting should be appropriate to the locality and unnecessary light spillage should be minimised. The Council will expect downward directed light systems to be used in appropriate cases which can contribute to minimising light spillage and sky glow. While the lighting of major road junctions is required on safety grounds, they should be afforded sensitive treatment, especially where they involve a change in levels. The Council's policy regarding the environmental impact of overhead lighting within road improvements and new road schemes is contained in Chapter 9.

EN29 In considering development proposals which include external lighting, the Council will require:

- (1) light spillage to be minimised;
- (2) the use of the minimum intensity of light necessary to be compatible with safety and security objectives.

ADVERTISEMENTS

4.128 Advertisements and signs are generally regarded as essential to commercial and business activity. They may identify the name and nature of a business being carried on at a property, promote products and services, announce events or simply give directions. By their nature, advertisements will be expected to be visible, to attract attention and convey information. However, they can, if insensitively designed or positioned, appear brash, over-dominant or incongruous. This may be to the detriment of the design of a building, the character of the built environment or the appearance of the countryside. They may also impact on highway safety. Such objections can be emphasised where there is a proliferation of advertisements.

4.129 Many signs need the 'express consent' of the Local Planning Authority, although some are either exempt or benefit from 'deemed consent' so long as certain conditions are met. The Department of the Environment's 'Outdoor Advertising and Signs - A Guide for Advertisers' provides a useful guide to the system of advert control, and is available from the Council's Planning Department. Control over advertisements can be exercised in the interests of

'amenity' or 'public safety'.

4.130 It is found that outdoor advertisements can, without close control, be particularly intrusive in certain settings. In the countryside, away from buildings, advertisements will generally appear conspicuous against an open, rural backcloth. The high environmental quality of the countryside, much of which is of national landscape value, emphasises the sensitivity of rural locations. The main road corridors through the countryside are particularly vulnerable to a proliferation of signs and advertisements out of keeping with their rural setting. Within many settlements there are areas of high environmental sensitivity, some of which are recognised by their designation as Conservation Areas.

4.131 Somewhat stricter controls already apply within Areas of Outstanding Natural Beauty and Conservation Areas, and a measure of additional control may be gained through designation of an 'Area of Special Control of Advertisements'. The Council believes that the enhanced protection afforded by such a status is warranted throughout the High Weald and Sussex Downs Areas of Outstanding Natural Beauty and elsewhere outside the development boundaries of Crowborough, Hailsham, Heathfield, Uckfield and Polegate/Willingdon and Pevensey Bay. It is also considered that in Hailsham and Uckfield Conservation Areas the scale and form of built development and the traditional approach to shop design may warrant tighter control and these areas will be the subject of further investigation. It is therefore the Council's intention, subject to further investigation as necessary, to seek approval from the Secretary of State for the Environment for the designation of these areas as an Area of Special Control of Advertisements. Before seeking approval, consultations will be held with Parish Councils, local businesses, and other interested parties.

4.132 In individual circumstances where an advertisement which is displayed with the benefit of 'deemed consent' is considered to cause substantial injury to the amenity of the locality or a danger to members of the public, the Local Planning Authority may serve a 'discontinuance notice' requiring its removal. The Council may exert judicious use of this power, having regard to the sensitivity of the location.

4.133 The form of acceptable advertisements will always depend on the consideration of individual merits. Consideration should be given to the choice of materials, colour, size and proportion, lettering and illumination as well as the location of advertisements. The subject matter of signage is beyond the scope of planning control. In rural, residential and other areas away from commercial areas, advertisements should generally be more restrained. Traditional materials,