

From: [Ellison, Mark](#)
To: [Sharpe, Summer](#)
Subject: F/23/96082 - OLD OAK FARM, WINCHESTER ROAD, FAIR OAK, EASTLEIGH, SO50 7HD
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Hi Summer

Landscape response to F/23/96082 - OLD OAK FARM, WINCHESTER ROAD, FAIR OAK

The site lies within the designated area of 'countryside' under the local plan (refer Strategic policy S5, New development in the countryside). It does not conform to one of the criteria through which development would be permitted within the countryside. It would undermine the physical extent of the countryside and have an urbanising effect detrimental to the character of the countryside. The European Landscape Convention supports the need to deal with landscape as a resource in its own right leading to the importance of landscape character. *'Character is not just about the physical elements and features that make up a landscape, but also embraces the aesthetic, perceptual and experiential aspects of the landscape.....'* (from Guidelines for Landscape and Visual Impact Assessment). The LVIA summary does not recognise the perceptual aspect: the change of the site to permanent residential use will change the perception of this area and the landscape context in a negative way.

Best regards
Mark

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