

DEVELOPMENT BRIEF 2003

(including Design Statement
and Masterplan)

Land to the Eastern side of Shaftesbury



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**Adopted as Supplementary Planning
Guidance
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PART 1 DEVELOPMENT BRIEF

1. INTRODUCTION

The North Dorset District Wide Local Plan

- 1.1 The North Dorset District Wide Local Plan sets the planning framework for development in the period 1994 to 2011. One of the primary functions of the Plan is to identify sufficient land to ensure that the strategic housing requirement of about 5,900 dwellings can realistically be achieved. In order to try and achieve sustainable development the principal spatial strategy of the plan is to concentrate future growth in the main towns in the District. Subsequently and in recognition of the potential that it offers as a sustainable location for additional development, the Plan identifies Shaftesbury as a 'town for major growth'. The three main towns will act as centres for population, housing and employment growth and for the development of major community services. This accords with the sustainable development strategy which *inter alia* seeks to promote transport efficiency and reduce the number of trips.
- 1.2 In accordance with its role as a town for major growth, the local plan identifies a considerable area of land on the eastern side of Shaftesbury for the development of a range of uses. This includes housing, community, commercial and employment uses as well as a proposed outer bypass. This land is identified on Fig 1 and on Plan A at back of document.

Consultation

- 1.3 A draft development brief for land on the eastern side of Shaftesbury was prepared following "Enquiry by Design" workshops held in March 2001. Enquiry by Design is a participatory approach to community design and is described in more detail in paragraphs 4.1 – 4.4. where it can be seen that the workshops constituted the first phase of consultation on development of the site. The Draft Brief was then prepared to incorporate most of the principles agreed at the March workshop and was the subject of consultation at a second Enquiry by Design workshop in June 2001. The Draft Brief was circulated for more general consultation alongside the "District Wide Local Plan: Decisions on the Inspectors Report and Proposed Modifications" between November 16th and December 21st 2001. In addition a Design Brief and Master Plan was prepared to provide more detail on specific design issues. This was circulated for consultation at the same time as the Development Brief. Representations on the two briefs were considered by the Local Planning Authority in April 2002 when it was resolved that the revised (combined) version be approved in principle subject to further consultation on details about the number and density of development through the Enquiry by Design process. A third "Enquiry by Design" consultation was held in June 2002. The general conclusion was that densities were at the lower end of the range outlined in Planning Policy Guidance Note 3 Housing, and that the layout was varied and interesting. Therefore, although amendments have been made to The Brief as a result of this consultation, no changes specific to numbers or density have been made. The Brief was adopted by Council as Supplementary Planning Guidance on 31st January 2003.

Objectives and Format of the Brief

- 1.4 The primary aim of this development brief is to set out the development principles to be applied to the future development of this land. The objective will be to assist future developers of the site in achieving a comprehensive form of development that fulfils the policy aims of the local plan and results in a high quality design and layout. Ultimately this will create both a place and a community.
- 1.5 The format of the brief is designed to guide developers through the policy framework which applies to the site (Part 1) and through the urban design principles that should be applied in order to achieve a high quality development (Part 2).

PART 1 DEVELOPMENT BRIEF

- Σ **CONTEXT:** to include an examination of the evolution of the local plan proposals with regard to Shaftesbury
- Σ **DESIGN PRINCIPLES:** to include an examination of the urban village concept
- Σ **'ENQUIRY BY DESIGN':** to include the agreed principles arising from the 'Enquiry by Design' approach
- Σ **POLICY FRAMEWORK:** to include a summary of all the appropriate local plan policies which will apply to the development as well as an indication of how they will be applied
- Σ **OTHER CONSIDERATIONS:** to include the need for Environmental Impact Assessment to accompany the submission of planning applications and the referral of such applications to the Government Office for the South West.

2. CONTEXT

Shaftesbury – The Town

- 2.1 Shaftesbury is one of the oldest towns in England and standing over 700 feet above sea level it is also one of the highest. The commanding views over the Blackmore Vale and large areas of Dorset, Somerset and Wiltshire are outstanding, as are the views of the town itself, particularly from the higher points of Cranborne Chase to the south east. The defensive position of the town helps to explain why the settlement of Shaftesbury has a history reaching back over 1,000 years. Perhaps the most important determinant of the past direction of development of the town has been the topographical constraints. The steep scarp slopes which run along the western boundary create a formidable setting for the town. The slopes have been instrumental in restricting growth in a westerly direction and the relatively flat 'plateau' land to the north and east of the centre has been identified as the most appropriate direction for future growth for a number of years. Indeed many of the genres of inter war and post war developments can be identified in this area. These topographical constraints are reinforced by latter day landscape designations including the Cranborne Chase & West Wiltshire Area of Outstanding Natural Beauty designated in 1983 and which incorporates part of the scarp slope as well as the land immediately within the Wiltshire side of the County Boundary. Despite this modern expansion, the town retains much of the charm and character associated with a Medieval town.
- 2.2 Notwithstanding these constraints, Shaftesbury is in a key position to attract additional economic development being as it is at the cross roads of the A30 and A350. There are already numerous employment opportunities in the town including on the existing industrial estates and business parks. The vibrant town centre also offers a range of shops and services and there are numerous other community facilities including schools and a leisure centre as well as health facilities. The town is therefore considered to be a sustainable location for additional growth where people can live, work and access services without having to rely on the car.

The Local Plan Context

- 2.3 The North Dorset District Wide Local Plan Deposit Draft (DWLP) was published in May 1998. Following the receipt of over 1700 representations to the Plan during the statutory consultation period, pre-Inquiry changes to the Plan were published between December 1998 and February 1999. The Plan was the subject of Local Plan Inquiry held between April and August 1999. The Report of the independent Inspector appointed to adjudicate over the inquiry was published in August 2000. Formal modifications to the Plan were published in December 2001, followed by a 6 week period of consultation. A further round of modifications were approved by Council at the end of April 2002. These were subject to a further 6 week period of consultation. The District Wide Local Plan was adopted by Council on 31st January 2003.

The Eastern Development Area

- 2.4 The Local Plan identifies Shaftesbury as a 'town for major growth'. This is in recognition of the sustainable development strategy which seeks to direct the vast majority of future growth to the existing towns in the District. These are

considered to represent the most suitable locations for additional growth because they already have a critical mass of service provision and employment opportunities. Due to the lack of well located brownfield sites greenfield urban extensions have been seen as the most sustainable way of accommodating future growth targets.

- 2.5 A considerable area of land on the eastern side of the town is identified for future development. This perpetuates past trends in terms of the direction of growth of the town. This major site is of strategic importance to the development of the town and is sufficiently remote from any of the principle Urban Areas (as identified in revised Regional Planning Guidance), so as not to promote major out-commuting flows. In order to try and create a place where people can live, work and gain access to services the Plan identifies land for the development of a range of uses including housing, employment and community infrastructure. Originally the allocation was divided into distinct zones for the development of single uses. This was made up of the following components;

- 23 hectares for residential
- 5.5 hectares for employment
- 1 hectare for community uses

These distinct land use zones are represented in diagrammatic form on Plan B. It can be seen that the easternwards limit to the future expansion of the town was to be formed by a reservation corridor for a proposed outer bypass. This was reserved for construction beyond the end date of the Plan i.e. post 2011 although it was proposed to access the adjacent housing allocation from a spine road to be built along this alignment. It can also be seen that the housing allocation was divided into three sites (A, B & C). These reflected the evolutionary process the Plan, including the rolling forward of the end date and the downward revision of allowances for windfall housing development, both resulting in the need to identify additional development land.

Site Characteristics

- 2.6 The eastern development area is approximately 0.8 km from the town centre. The allocation extends between the A30 to the south, with which it has a frontage of approximately 300 metres, to Wincombe Lane in the north and is intersected by Mampitts Lane at the midpoint. In total the site amounts to some 23 hectares and is capable of delivering at least 680 units of accommodation. A further 7 hectares of land to the south of the A30 are identified for employment development.
- 2.7 This is a greenfield site the majority of which is currently in agricultural use. It is orientated on a north/south axis and is broadly linear in character with a gentle upslope north to south and east to west. It is approximately 1.2 km in length with a maximum width of approximately 300 metres. The site is bordered on the west by housing developments, all of which are of relatively recent construction. The eastern boundary is formed by the reservation corridor for the future bypass, with the settlement boundary and the western limit of the corridor being contiguous although significantly there is no physical representation of the boundary on the ground. The land to the east of the site is open countryside and extends up to the county boundary with Wiltshire. This also represents the beginning of the Area of Outstanding Natural Beauty

designation. The minimum distance between the settlement and County boundaries is 100 metres.

- 2.8 The site is crossed by a lattice of mature hedgerows that are an important component of the landscape quality of the site. Equally a number of mature trees, which are now the subject of a Tree Preservation Order, add considerably to the amenity of the area. The whole site is contained within a Groundwater Source Protection Area. The land is in the ownership of a number of different landowners and developers.

Local Plan Inspector's Report

- 2.9 The Deposit version of the Local Plan was published for consultation purposes in the Summer of 1998. It attracted a number of objections, principally to the proposed means of access to the housing area although few to the principle of allocating the site for development.

- 2.10 The specific recommendations of the Inspector as they relate to the eastern development area are detailed below;

- Reaffirmed the principle of allocating the land on the eastern side of Shaftesbury for development but found some of the policy provisions, particularly with regard to access, deficient
- Recommended that the external spine road, proposed to be built along the alignment of the proposed outer bypass, be substituted for an internal route
- Recommended that the justification for and alignment of the proposed outer bypass be re-examined, perhaps with a view to shifting it further to the east thereby maximising the amount of land available for development (beyond the Plan period)
- Recommended that the housing site be treated as a whole rather than 3 separate sites and that a development brief be prepared to guide future planning applications

It can be seen from this list that the Inspector specifically recommends that a development brief should be prepared to guide the future development of the site. The Council is charged with considering each and every recommendation of the Inspector and with publishing appropriate modifications in response to them. Due to the wide ranging nature of the recommendations relating to Shaftesbury the Council pursued an innovative approach known as 'Enquiry by Design' about which there is more in the next section of this brief.

Consultation through the "Enquiry by Design" process is now complete. This document has been formally adopted to provide supplementary planning guidance to the interpretation and application of other local plan policies including those which are being put forward in response to the recommendations of the Inspector detailed above.

3. SITE DEVELOPMENT: DESIGN PRINCIPLES

Introduction

3.1 In recent years there has been a considerable change in emphasis with regard to the design issues to be taken into account in both formulating and considering proposals for large-scale residential development. This was primarily a response to the preponderance of amorphous housing estates using standard house designs and which were to all intents and purposes the same from one end of the country to the other. In response to this problem a considerable volume of new guidance has been issued specifically with regard to the design of new housing developments. This has included the revised Planning Policy Guidance Note 3 on Housing issued in 2000. This guidance states that local planning authorities should adopt policies which:

- create places and spaces with the needs of people in mind, which are attractive, have their own distinctive identity but respect and enhance local character;
- promote designs and layouts which are safe and take account of public health, crime prevention and community safety considerations;
- focus on the quality of the places and the living environments being created and give priority to the needs of pedestrians rather than the movement and parking of vehicles;
- avoid inflexible planning standards and reduce road widths, traffic speeds and promote safer environments for pedestrians; and
- promote sustainable residential environments incorporating sustainable drainage, bio-diversity and energy efficiency measures.

The guidance goes so far as to state that in determining planning applications, local planning authorities should reject poor design, particularly where their decisions are supported by adopted supplementary planning guidance. It also states that applicants for planning permission should be able to demonstrate how they have taken account of the need for good layout and design.

3.2 Further guidance on design considerations is provided by a number of other documents. These include 'Places, Streets and Movement' and 'By Design' both published by the DETR in 1998 and 2000 respectively. The latter document highlights a number of urban design objectives which are common characteristics of successful streets, spaces and towns. These are detailed below;

CHARACTER A place with its own identity or one which relates to its particular context	To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.
CONTINUITY AND ENCLOSURE A place where public and private spaces are clearly distinguishable	To promote the continuity of street frontages and the enclosure of space by development which clearly defines private and public areas.

QUALITY OF THE PUBLIC REALM A place with attractive and successful outdoor areas which are used and valued	To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.
EASE OF MOVEMENT A place which is easy to get around and move through in safety	To promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.
LEGIBILITY A place which has a clear image and is easy to understand	To promote legibility through development that provides recognisable routes, intersections and landmarks to help people find their way around.
ADAPTABILITY A place that can easily change without detracting from quality and character	To promote adaptability through development that can respond to changing social, technological and economic conditions.
DIVERSITY A robust environment with variety and choice	To promote diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.

- 3.3 Further guidance is provided by the 'Places, Streets and Movement' document which deals exclusively with residential development. The guide reasserts the need to create places which meet the needs of all and encourages a greater emphasis on place, community and context in the design of housing layouts. This is a pre-requisite for sustainable development. Equally the guidance emphasises the importance of a framework that provides priorities for movement firstly by foot but also by bike, public transport and car. It is emphasised that in the making of places it is not the road layout but the relationship of buildings to each other which should be paramount. Ideally the design of new developments should be based on a network of spaces rather than a hierarchy of roads.
- 3.4 The concept of the 'urban village' is now well advanced. Basically it is concerned with creating mixed-use developments on a sustainable scale. It is not just about buildings, but about working towards the creation of successful places. Perhaps the most famous example of where such an approach has been used locally is at Poundbury, Dorchester although it is recognised that there can be no transferable blueprint for success. Every area needs individual solutions to its individual nature, constraints and opportunities.

- 3.5 The Urban Villages Forum suggests that there are some key characteristics of successful neighbourhoods;
- A mix of well integrated uses
 - A range of tenures, both residential and commercial, to encourage social and economic cohesion and opportunity
 - A level of residential density sufficient to encourage sustainable mixed development and ensure basic amenities are brought/provided within walking distance
 - A high quality of urban design and architecture within the planning and development of the project
 - A coherent and legible pattern of streets, squares and connections, to promote easy movement, especially in non-car modes, both within the neighbourhood, and to surrounding areas
 - A strong input from local interests in the planning, design and onward management of the area

The Local Context

- 3.6 The District Council is keen to pursue the concept of Urban Villages. To this effect a residential design guideline summary has been adopted and this is reproduced in its entirety below;

RESIDENTIAL DESIGN GUIDELINE SUMMARY

The Urban Village Approach to the development of Major Residential Areas “High Quality Permeable” Layouts:

This summary explains the concept of “*high quality urban village*” style housing layouts and how they should be designed using the concept of “*permeability*”.

The following policies in the Local Plan are relevant:

Policy 2.5 Form of major housing development

Major new housing development should be planned as small, compact “urban villages”, utilising “high-quality” living environments, with convenient access to, and the co-ordinated development of; open space, local education, recreation, community facilities and employment opportunities by public transport, as well as a mix of housing which includes affordable housing and housing for special needs.

Policy 1.8 (4) Design & External Appearance of Buildings

The adaptation of local vernacular styles and use of local materials will be expected in existing areas which have a strong local historic character where pre-20th century properties predominate. (This will be particularly important in Conservation Areas). Buildings in a modern idiom may be approved where they are in sympathetic relationship to their surroundings. The main elevation of new buildings will be expected to face either the major road leading to, or the major road running through the development, so as to create a sense of enclosure, public security and to help integrate new development with existing patterns of development.

Policy 1.8 (6) Vehicular Access (part)

Road networks leading into new development shall be designed so as to achieve a high level of 'permeability' i.e. to have the maximum number of links and access points between all areas for pedestrians, cyclists and for motor vehicles, so as to integrate new development with cyclists and for motor vehicles, so as to integrate new development with existing patterns of development, to create a greater sense of public security and to reduce journey length.

Urban Villages

- utilise a form of development which is based on the style and layout of a traditional village.
- there are normally a variety of house types and styles, based not only on local and traditional styles of architecture, but also in the use of materials.
- they are distinctive because of their compact form, mixture of density and house type.
- houses usually front onto the edge of the public highway, creating a stronger sense of enclosure.
- the road structure does not dominate the layout, instead variable road widths create a sense of place.

"High Quality" Development

- requires an understanding of the context in which development takes place, to give the area feeling of **"local distinctiveness"**. "High Quality" therefore need not mean "high expense" - rather just a use of good design, layout techniques and the use of appropriate materials.

"Permeability"

- is the extent to which an environment allows people a choice of routes through it, thus reducing journey length for pedestrians, cyclists and vehicles by using as far as possible natural desire line links with the existing settlement.
- instead of the standard feeder road and cul-de-sac approach to housing estate design, it utilises through roads wherever possible, with pedestrians and cyclists having priority, usually in a traffic-calmed restricted 20mph area.

3.7 It can be seen from the above that the Local Plan approach is to promote a high quality urban village approach which allows a permeable movement framework to develop. It is important that this takes account of existing circumstances on the site, particularly an understanding of the key characteristics of the local context. This should include consideration of the following;

- local topography including existing boundaries
- shape and character of existing development
- existing routes and movement patterns
- trees, planting and ecological factors

Above all else it is important to interpret the urban villages concept into the specific context of Shaftesbury so as to devise an individual solution which meets its individual nature, constraints and opportunities. In order to achieve this Council pursued an innovative approach known as 'Enquiry by Design'.

4. 'ENQUIRY BY DESIGN'

4.1 'Enquiry by Design' is a participatory approach to considering the design principles to be applied to future large-scale urban extensions. It was originally pioneered by The Prince's Foundation¹ and is now a proposal of the Urban White Paper. It seeks to create both a place and a community by applying the urban village principles. In the case of Shaftesbury the approach was adopted because it was seen as a means of resolving the many outstanding issues associated with the future development of the land on the eastern side of the town in a cohesive and comprehensive manner. It would then be possible to make the conceptual leap from a plan with rigidly defined single uses (as shown on Plan B) to a distinctive area with a sense of place.

4.2 With regards to Shaftesbury the 'Enquiry by Design' approach centered around a site visit and workshop held on the 4th and 5th March 2001 respectively. These were well attended and included representatives of the following organisations;

- Landowners/developers
- Town/district/county councils
- Local residents
- Government agencies e.g. Environment Agency
- Statutory undertakers
- Housing Associations

Events were lead by representatives of The Prince's Foundation and were divided into three workshops which discussed the following topics;

- Movement/infrastructure/engineering
- Urban design principles
- Landscape/ecology/topography

Overall the 'Enquiry by Design' approach proved to be a great success. It provoked a considerable amount of debate and managed to tease out many of the future issues associated with the development. It culminated in a number of principles being agreed to guide the future development. These form the basis of the next section.

'Enquiry by Design': Agreed Principles

4.3 The following table details those principles agreed as a result of the 'Enquiry by Design' process together with accompanying summaries. The third column indicates the action that has been taken in order to implement them. There has been a further consultation period and Enquiry by Design workshop(June 2002) and the third column has been updated to take into account action agreed through these events.

¹ The Prince's Foundation was formed in April 1999 to bring together HRH The Prince of Wales' various interests in the built environment, one of which is the Urban Villages Forum, which has been working for almost a decade to promote the benefits of creating mixed-use development on a sustainable scale.

‘Enquiry by Design’: Agreed Principles

Principle	Summary	Action
1. Mix of uses not zones	The site should contain a mix of commercial, housing, leisure, community and ecological/wildlife uses rather than distinct mono-use zones shown in the Deposit Plan	Mixed use policy (SB8) introduced to guide the development of land between the A30 and Wincombe Lane. Proposal Map altered to replace distinct zones with a mixed use allocation
2. Move employment uses from proposed site to the south of the A30 to the north	Employment uses should be integrated with the mixed use development of the land to the north of the A30. Land to the south of the A30 should be protected from development.	Recommend that this is not accepted. Some employment uses e.g. general industrial are not compatible with residential areas. Important to ensure that a future supply of land for such uses is available. Landscape impact can be mitigated through appropriate landscaping. Policy on mixed use frontage to facilitate a “gateway” to Shaftesbury.
3. Mixed tenures so that they are invisible.	Different tenures such as social and open market housing should be integrated rather than segregated throughout the site.	Mixed use policy (SB8) introduced to ensure that this will be the case. Other district wide local plan policies will ensure that a range of housing tenures are provided.
4. Capacity of First School	Ensure that the capacity of the First School is sufficient to accommodate the future growth in population.	Liaison with the Education Department of the County Council has revealed that if increased numbers in excess of the 680 houses identified in the Deposit plan were to be achieved on the site then the on site provision of a new first school would be warranted. Policy SB8 includes provision for education within the mix of uses. The phasing policy (SB10) also indicates that this should be provided as

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		part of first phase of development. Financial contributions will be negotiated with developers to ensure that each makes a pro rata contribution to the overall target provision. (Changes to education system proposed mid 2002 may result in new school not being required on site)
5. Multiple use of space and buildings	Ensure that uses are not segregated e.g. shops with flats over, and that spaces are public rather than private	Mixed use policy introduced. Design principles incorporated into the development brief will encourage the provision of squares and mixed use either side of the A30 where multiple use of space and buildings can be achieved.
6. Get the structure right and don't develop piecemeal	Important that the entire site is developed comprehensively using established and consistent principles.	Development brief sets out a number of design principles. Developers will be expected to prepare a statement illustrating how their proposals conform to these principles and also how they fit into a broader masterplan so as to avoid piecemeal development. This is a requirement of Policy SB8. Design Brief and Masterplan now incorporated as part 2 of this document.
7. Principles don't just apply to that site	Important to consider not just the land within the confines of the site boundaries but also its broader context.	New paragraphs introduced to actively promote linkages between land on the eastern side of the town and the town centre.
8. Make Christy's Lane a street not a road	Christy's Lane was originally designed as an outer bypass but now has development on both sides. Does little to foster integration of the two sides of the town.	Paragraph introduced to ensure that windfall developments arising in a zone adjacent to either side of Christy's Lane actively try to promote the transition from a road to a

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		street. Improved pedestrian and cycleway linkages across Christy's Lane will be sought.
9. Make east/west links right through to the town centre	Important to ensure that the two sides of the town are effectively integrated.	In addition to the paragraph regarding Christy's Lane a further paragraph has been introduced to foster linkages along Coppice Street which is already proposed to be closed to vehicular traffic at the town centre end.
10. Density	Make use of appropriate densities of development and don't be scared of high densities.	Local Plan policies (2.4/2.10)) currently allocate the site for development at a minimum of 30 to the hectare. National planning guidance seeks developments in the range of 30 to 50 to the hectare so there is potential to increase the density in certain parts of the site, subject to careful design. This policy has been further discussed but has not been changed.
11. Future management	The future management of roads, spaces and community facilities is an important part of the ongoing future of the site.	This is a detailed matter which can be considered as part of the submission of individual planning applications & subsequent legal agreements e.g. adoption of highways and play spaces.
12. Timing	Need to link the provision of certain facilities with the provision of a critical mass of housing.	A bespoke policy (SB10) has been introduced regarding phasing of the development between the A30 and Mampitts Lane. It specifies a range of facilities to be provided in association with the development. Reference is also made to negotiating developer contributions towards the provision of community infrastructure.

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13. Drainage	Need to incorporate sustainable urban drainage schemes into the development and to consider both on and off site provision.	Details on the use of sustainable drainage are set out in paras. 5.38 – 5.42. This is a matter which still needs to be resolved although it has the potential to impact upon the site layout.
14. Public spaces	The development must include good public spaces including squares.	The provision of public spaces is sought through the development brief and associated local plan policies.
15. Edge	The eastern boundary of the development is formed by the reservation corridor for the future outer bypass. There are no physical features e.g. hedgerows to indicate this and it is a somewhat arbitrary straight line. Subsequently the edge will need careful treatment through the provision of additional soft landscaping, e.g. planting, or hard landscaping e.g. a pronounced building line.	Boundary treatment will be an important component of the development. The lack of an existing physical boundary makes this particularly important. Paragraphs 5.21 and 5.22 have been introduced to ensure that the edge is treated logically in terms of the provision of additional planting, open space, green wedges and wildlife corridors whilst ensuring that the future implementation of the bypass project is not compromised.
16. Bypass	Is the future bypass proposal a negative or positive feature for the town? There is a need for further discussion in this respect.	The bypass is a proposal of the County Structure Plan for which the Local Plan must reserve a corridor in order to remain in conformity with this document (policy SB18). There will be an opportunity to reconsider the proposal as part of the review of the Structure Plan.
17. Hedgerows	There was considerable debate as to whether the existing hedgerow features should be preserved as part of an overall scheme or whether	The existing hedgerows are an important landscape feature and they also have an important role to play as wildlife corridors.

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	they would ultimately become an alien feature of an urban development.	Paragraphs 5.18 – 5.20 seek to ensure that they are preserved as far as is practicable. They can also be enhanced through a comprehensive landscaping scheme. There are also a number of mature trees that are the subject of preservation orders.
18. Special features	The site has a number of special features particularly in ecological terms where it is known that badgers live on the site. These are a protected species.	The development brief indicates that all individual development proposals must be accompanied by a statement which examines all of the possible environmental effects of the development. This must also detail possible mitigation measures, particularly important in terms of the badgers where a licence will need to be granted by English Nature for any works that may disturb them.

- 4.4 It can be seen that the 'Enquiry by Design' process has been instrumental in interpreting the principles of an urban village into the context of the land on the eastern side of Shaftesbury. It has been possible to adopt all but one of the principles agreed at this day. In order to assist in their interpretation those principles which have land use implications are shown diagrammatically on the accompanying Plan (Plan B). Many of the principles will be actioned through bespoke land use policies (this will form the basis of the next section of the brief) whereas others e.g. future management, do not have land use implications as such and will have to be subject to legal agreements with the bodies who will be responsible for the ongoing management.

5. LOCAL PLAN POLICIES

- 5.1 Due to the size and nature of the proposed development there are a number of Local Plan policies which will be directly applicable to the determination of future planning applications. These are both site specific and District wide in their application. It is proposed to consider these in separate sections.

Local Area Policies

- 5.2 There are a number of local area policies which deal specifically with the future development of the land on the eastern side of Shaftesbury. These are considered below under individual topic headings;

Mix of Uses

Policy SB8 Land on the Eastern Side of Shaftesbury

Approximately 23 hectares of land on the eastern side of Shaftesbury extending between the A30 in the south to Wincombe Lane in the north will be developed comprehensively for a mix of predominantly residential as well as commercial, education and community uses in two phases. Individual development proposals will be assessed against the provisions of an adopted development brief and an agreed masterplan.

- 5.3 This policy seeks to take forward the Enquiry by Design principles nos. 1, 3 and 6 regarding mix of uses, tenures and piecemeal development respectively. It represents a distinct movement away from the Deposit version of the Local Plan which rigidly defined single use zones (see Plan B). The revised policy is designed to ensure that a range of uses are provided throughout the site in conjunction with the residential development. This will include commercial (e.g. small businesses, offices and local shops), community (e.g. allotments) as well as educational (possible provision for a new first school).
- 5.4 The policy is complimentary to a number of policies that apply on a District Wide basis (see next section). Together these will ensure that a mix of uses e.g. housing with commensurate childrens' play space and tenures e.g. affordable housing for rent in conjunction with open market housing, are provided. These topics are considered in greater detail in the next section.
- 5.5 It is expected that each landowner/developer will only submit a planning application covering the land that they control. It is important therefore that these individual planning applications are not viewed in isolation from the rest of the allocation. To ensure that this is the case the policy stipulates that individual development proposals will be assessed against the provisions of this development brief and an agreed masterplan. In terms of the latter document the Council does not intend to formally adopt the indicative master plan outlined here. Instead intending developers as well as other groups may choose to produce such a document in accordance with the guidance and policies in this development brief. These must show how the proposals for the development of individual parcels of land will relate to the broader development, particularly in terms of vehicular, pedestrian and cycleway linkages. It is then expected that the Council will consider all of these documents which may utilise parts of the submitted master plans.

- 5.6 This principle that individual development proposals should not be viewed in isolation from the rest of the allocation also applies to the provision of associated community infrastructure. Individual development proposals will be expected to contribute towards the achievement of targets for certain items of community infrastructure e.g. affordable housing/children's play space, on a pro rata basis.

Movement Network/Access

Policy SB9 Access requirements for land on the eastern side of Shaftesbury

Proposals for development on the eastern side of Shaftesbury, in accordance with policies SB8 and SB12, must promote a comprehensive and permeable movement network which provides for pedestrian, cyclist and vehicular linkages to all areas. This will include;

- *Two signal controlled junctions from the A30 which provide two points of access to the mixed use development area to the north, one to the east and one to the west of the property Greenacres, and which collectively create a gateway to the town*
 - *Access to the employment allocation to the south of the A30*
 - *A road network which links the A30, Mampitts Lane and Wincombe Lane*
 - *Enhanced pedestrian and cycleway linkages with the existing development on the eastern side of the town including the provision of footpath and cycleway links along Wincombe Lane and Mampitts Lane as well as links to join the development with the Wincombe Recreation Ground*
 - *Enhanced pedestrian and cycleway crossing facilities across Christy's Lane to link the eastern side of the town with the town centre (see paragraph no. 5.31)*
 - *Developer contributions towards the diversion of existing bus routes to serve the new development may be sought*
- 5.7 The aim of this policy is to encourage the creation of a coherent and legible pattern of streets, squares and connections to promote ease of movement, especially by non-car modes. This will allow a permeable movement framework to be designed which provides safe connections through and beyond the site based on natural movements in order to provide good integration with the existing neighbourhood. Importantly this must connect the A30, Mampitts Lane and Wincombe Lane and serve all areas in order to prevent piecemeal development. Some of the streets and spaces will be designed so as to facilitate a viable bus route through the development. Contributions may be sought towards the initial diversion of existing bus services to serve the development on a 'pump-priming' basis. Initial consultations with the bus operators indicates that this will be a viable option and will secure the long term provision of a bus route to serve the development. Consideration also needs to be given to the protection of the existing rights of way network through the site.

- 5.8 The signal controlled junctions on the A30 will allow two points of access to the development area to the north of the A30, one to the east and one to the west of the Greenacres property. It will be important to ensure that these access arrangements do not jeopardise access to the employment site on the south side of the A30, and that they contribute positively to a “gateway” entrance to Shaftesbury (see also paragraph 5.24 for design details). This can be achieved through the use of landmark buildings in this location as well as careful landscaping. Gateways will reinforce the identity of the area and distinctive features, such as public art, and landmark buildings can punctuate important vistas. This is also an ideal location for small scale commercial/retail proposals which will not only serve the proposed development but will also benefit from passing trade. Speed restrictions on the A30 and the treatment of the dual carriageway section of the road further to the west (running up to the Royal Chase roundabout), perhaps through the creation of right and left turning lanes on to and from the B3081, will be important considerations in the implementation of this junction arrangement.

Phasing

Policy SB10 Phasing of Development, Land on the Eastern Side of Shaftesbury

Land on the eastern side of Shaftesbury extending between the A30 in the south and Wincombe Lane to the north will be developed in two phases. In the period 2001 to 2006 the following land/dwellings will be developed;

- ***Land extending between the A30 in the south to Mampitts Lane in the north***
- ***Some 75 dwellings to the north of Mampitts Lane to initially be accessed via Pound Lane***

The remainder of the site will be reserved for development post 2006. The following facilities will be provided in conjunction with the first phase of development;

- **** Two signal controlled junctions with the A30***
- **** A through vehicular link from the signal controlled junctions to Mampitts Lane and to serve the additional 75 dwellings to the north of Mampitts Lane***
- ***Improved pedestrian and cycleway crossing facilities across Christy's Lane***
- ***On site provision of a neighbourhood hall and/or a financial contribution towards an off site community hall to serve the Town as a whole***
- **** On or off site drainage infrastructure***
- ***On site provision of;***
 - **** public open space and childrens' play areas***
 - ***additional / replacement allotment land***
 - *****a new First School to support a development of 800 dwellings. Should the development be for a significantly lower amount, a financial contribution***

towards extended school facilities off site will be required. Replacement playing fields may be required if existing playing fields are required for extended school buildings.

- * a shop

*nb * see paragraph 5.15*

- 5.9 A phased programme of development will ensure that the provision of community infrastructure is co-ordinated with the release of land for housing. Equally it will ensure that the necessary transport infrastructure is provided to facilitate easy linkages between the site and the town centre as well to promote a choice of modes of transport.
- 5.10 The phasing policy will ensure that the release of land for development accords with the 'Plan, Monitor and Manage' approach of PPG3 'Housing'. In particular the 'Planning to Deliver – The Managed Release of Housing Sites' document encourages phasing policies to specifically allocate the development of a site or part of a site to a particular time frame in the plan period. In the case of the land on the eastern side of Shaftesbury there will be relatively high initial costs in terms of servicing the site and providing the necessary infrastructure, for instance in terms of drainage and highways requirements. Developers need certainty to ensure that the costs and potential revenue from the development can properly be accounted for. This must be balanced against the need to ensure that the services and infrastructure of the town are not swamped by all the development coming on stream at the same time.
- 5.11 Policy SB11 seeks to ensure the balanced development of the site taking into account all of these factors. It will also address the fact that when the site was first identified for development it was considered that on average it would achieve a density of 30 dwellings to the hectare (gross). Subsequent government guidance indicated that higher densities should be sought (in the range 30 to 50 net to the hectare). The plan was amended to indicate that the 30 figure should be viewed as a minimum and that higher densities would not be discouraged. The phasing policy will ensure that if such higher densities are achieved the future release of land for development can be properly managed to ensure that the strategic housing target for the District is not dramatically exceeded. Equally it will ensure that a constant check can be kept upon the balance between the level of development, and associated increases in population, and the provision of community infrastructure.
- 5.12 It is acknowledged that many of the more capital intensive infrastructure projects are required within the first phase of the development. This includes the signal controlled junctions from the A30 and drainage infrastructure. The badgers are also known to be concentrated in this part of the site which may also create additional development costs.
- 5.13 In order to offset this initial investment in infrastructure the phasing policy does not seek to split the development site in half at Mampitts Lane. It also allows the development of an additional 75 houses to the north of Mampitts Lane in the first phase. These will be accessed via Pound Lane and the 75 figure represents the spare capacity along this road from the point where it becomes in effect a cul-de-sac with the junction with Ten Acres.

- 5.14 This additional 75 dwellings will also offset the provision of a new First School on the site. With the potential for an increased number of houses to be achieved on the site ongoing negotiations with the County Education Department have revealed that the on site provision of a new school will be warranted and a land exchange involving the existing Shaftesbury First School and a new site within the development will need to be arranged. If this is to be provided in association with the relocation of the existing First School on Mampitts Lane then a site area of approximately 1.9 hectares will be required. If however the new school is to be provided in addition to the existing First School then a site area of approximately 1.4 hectares will be required. Should a new school not be necessary, but extended facilities at the existing school to serve new development needs to take place on school playing fields, then replacement playing field facilities will need to be provided close to the school. A specific section on the education requirements arising from the development is included in paragraphs 5.43 to 5.47 below. This includes an update on possible reorganisation from a 3 tier to a 2 tier system.

Community Infrastructure

Policy SB11 Provision of Community Infrastructure

In order to ensure the commensurate increase in the provision of community infrastructure in conjunction with additional development on the eastern side of Shaftesbury, contributions towards the necessary provision of the following Community Facilities may be sought;

<i>First and Middle School Improvements</i>	<i>Policy 4.2</i>	
<i>On site provision of a neighbourhood hall and/or a financial contribution towards an off site community hall which may serve the Town as a whole</i>	<i>Policy</i>	<i>4.3</i>
<i>Improvements to Sports Pitches</i>	<i>Policy 4.5</i>	
<i>Improvements to Barton Hill Recreation Ground</i>	<i>Policy</i>	
<i>Informal Recreation at Castle Hill Slopes</i>	<i>Policy SB3</i>	
<i>High Street Area Enhancement Scheme</i>	<i>Policy SB7</i>	
<i>Networked improvements to cycleways</i>	<i>Policy SB15</i>	
<i>Additional / replacement allotment land</i>		

Policy SB14 Recreation Development Site

Land at Wincombe Lane will be developed for general recreational purposes

- 5.15 Fundamentally this policy seeks to balance the increased level of population arising from the development on the eastern side of the town with increased provision of community facilities through developer contributions. It can be seen from the associated list, together with policy references where applicable, that these facilities are wide ranging. In order to assist the application of these policies the Council has produced a Planning Guidance Note entitled 'Planning Obligations for the Provision of Community Infrastructure' which is available on request. The obligations marked * in Policy SB10 are additional to obligations listed in the Planning Guidance Note. The obligations marked ** may be extra depending on the outcome of consultation on education reorganisation.

- 5.16 The provision of a community hall was discussed through the “Enquiry by Design” process where three options emerged. The first was to provide a neighbourhood hall on site to serve the new community. If a new First School needs to be built on site, the neighbourhood hall could be incorporated into that building, provided that appropriate security, management and availability can be agreed with the Education Authority. The second option was to require a contribution from developers towards a larger community building at the existing Youth Club site in Coppice Street, which would serve the town as a whole. It was felt that this would foster better links between existing and new communities in line with the Enquiry by Design principles but would leave the new development area without a local facility. The third option was a combination of the other two, namely a small neighbourhood hall as well as a larger community facility. A study to assess the feasibility of a larger facility and suggest a suitable site will need to be undertaken before a final decision can be taken. (see also paragraphs 5.43 – 5.47 on school reorganisation which may have an impact.)
- 5.17 Delegates at the third EBD highlighted concerns that the development would intensify parking problems in Shaftesbury town centre and suggested that some of the infrastructure contribution be used to part fund a town wide traffic survey. However money has not already been identified for this purpose through the planning obligations policy and therefore any funding of a survey would result in the loss of money to existing schemes. Negotiations are ongoing to identify alternative funding.

Landscaping

- 5.18 Perhaps the main determinants of the landscape character of the undeveloped site are the existing trees and hedgerows. Whilst many of the mature trees are the subject of tree preservation orders, and therefore are protected from development, the issue remains as to how to treat the hedgerows. There are two schools of thought on this matter. One suggests that the hedgerows would be an alien feature in an otherwise urban environment which would artificially constrain the layout and design of the development. The other school of thought is that the hedgerows are an ecological and historical as well as an aesthetic component of the site. Certainly it is known that there are badgers on the site and that there is a strong correlation between their location and the line of the hedgerows. The hedgerows therefore act as important wildlife corridors. Equally many of the trees which are the subject of preservation orders are also located within the lines of existing hedgerows.
- 5.19 In reality the correct solution lies somewhere between these two extremes. Therefore the protection of existing landscape features must be the subject of an overall design strategy for the development. To ensure that this is the case an Arboricultural Impact Assessment should be submitted with each individual development proposal. This will include a tree survey based on an accurate land survey. It will detail the trees/hedgerows to be retained as well as the measures for their protection during the development. It will also serve to categorise the trees and hedgerows according to their importance.
- 5.20 There is the opportunity to provide various forms of landscape design including street tree planting, urban woodland, parks, play areas, allotments

and large scale woodland planting to the edge of the outer bypass reservation corridor. There are also opportunities to combine the retention of features such as the hedgerows with the provision of other facilities. For instance the incidence of badger setts may demand the retention of a particular stretch of hedgerow. This can then be used as the hub for the provision of additional public open space as well as perhaps the location for drainage measures such as a balancing pond. In this way an attractive feature of the development can be created which also preserves and perhaps even enhances the ecological value of the area. Existing hedgerows can also be used as potential conduits for the provision of pedestrian and cycleway linkages. Experience suggests that their incorporation into the boundaries of domestic properties fails to ensure consistent and effective management in the long term.

- 5.21 The eastern boundary of the development area is formed by the reservation corridor for the future outer bypass. There is however no physical representation of this on the ground in that it does not follow the line of existing hedgerows. It was one of the agreed principles arising from the Enquiry by Design process that the edge will need very careful and logical treatment because of this. Subsequently the treatment of the eastern boundary will be an important consideration in terms of the consideration of future planning applications. This should be consistent with policy SB18 (see below) which is a reservation policy for the future bypass.
- 5.22 There is the opportunity in this location to introduce both hard and soft landscaping measures. In terms of the latter there is the potential to compliment existing landscape features through the provision of additional planting, open space, green wedges and wildlife corridors. It was also agreed at the Enquiry by Design workshop that a carefully designed and distinct edge to the built environment, which incorporates hard landscaping features, may also be appropriate. This could incorporate a high quality built form which fronts out from the development.
- 5.23 Therefore existing hedgerows and trees will be preserved as far as is practicable as part of an overall design strategy for the development. A comprehensive hard and soft landscaping scheme will form an integral part of any development proposals. This will include the treatment of the eastern boundary of the site which is formed by the reservation corridor for the proposed outer bypass. Provision will be made for additional landscaping measures in this location whilst ensuring that the future implementation of the bypass project is not compromised.

Employment Land

Policy SB12 Employment Land Allocation, Land South of Salisbury Road

Approximately 7 hectares of land to the south of the A30 will be developed for business, industrial and warehousing purposes subject to;

- ***Provision of a vehicular access from a signal controlled junction on the A30 (see policy SB9)***
- ***Provision of a bus stop with shelter*** ***contd.***

- ***Extensive landscaping on the western and southern boundaries of the site***
- ***Mixed use development on the frontage to the A30 may include commercial uses with flats over***

5.24 Although it was another principle arising from the Enquiry by Design process that the employment allocation to the south of the A30 should be deleted this conflicts with a specific recommendation of the Local Plan Inspector. He stated the allocation should instead be extended to the south and west. It is considered that there will be an ongoing need to accommodate larger industrial type developments (class B2), which could not be satisfactorily included within the development to the north of the A30. Therefore in accordance with the Inspector's recommendation, the allocation has been extended further to the south to ensure a sufficient land supply, although land to the west remains outside of the settlement boundary in order to protect the long range views to Melbury Beacon. Extensive landscaping on the western and south boundaries of the development will also ensure that this remains the case. The land is in a number of ownerships, and existing uses include agriculture, local authority depot, gypsy caravan site and agricultural machinery sales. In addition part of the site is a former landfill tip. It is proposed that appropriate design principles from this document should be applied to the road frontage of the employment site. This means that access to the site will need to incorporate the concept of a boulevard. This will need the cooperation of all landowners both north and south of the A30. Fig 6 shows how this may be achieved. The A30 frontage to the employment site should be designed to complement the proposed residential development on the north side and provide an attractive gateway into the town. Therefore mixed use, such as commercial with flats over and servicing and parking to the rear, will be encouraged on the A30 frontage, provided that the use of the rest of the site for industrial purposes is not prejudiced. In the interim, no development will be permitted which is likely to prejudice the long term provision of a boulevard entrance to Shaftesbury.

5.25 The employment allocation falls within the Boyne Hollow Public Water Supply Groundwater Source Protection Area, and the westernmost part of the allocation is situated in Zone 2 (the middle most sensitive zone). A drainage assessment will be required for most applications on this employment land. This assessment must aim to select the best environmental option for the protection of quality and quantity of water reaching the borehole, from alternatives which include: i) drainage to a water course (with either interceptors or a sustainable drainage system outside the GSPA or downstream of the borehole ii) connection to a surface water sewer (with either interceptors or sustainable drainage system iii) a sustainable drainage system involving pollution attenuation and then infiltration.

Bypass

Policy SB18 A350 Outer Bypass

A reservation corridor, as defined on the proposal map inset, will be safeguarded from any development proposals which would prejudice the future implementation of the proposed A350 outer bypass.

- 5.26 The A350 Shaftesbury outer bypass is a proposal of the County Structure Plan and is reserved for construction beyond the end date of the Plan i.e. post 2011. Policy SB18 seeks to ensure that in the interim period no development takes place which would compromise the future implementation of the bypass. A reservation corridor has been defined on the proposals map to highlight the extent of the application of this policy.
- 5.27 The Local Plan Inspector considered objections relating to this corridor. He recommended that the justification for and the alignment of the bypass be re-examined with a view to shifting it further to the east to maximise the amount of available land for development (see para.2.10). The local plan must show a reservation corridor in order to remain in conformity with the adopted County Structure Plan and therefore it cannot revisit the justification for this project. The recommendation of the Inspector was rejected in this respect. The most appropriate time to re-examine the principle of the outer by-pass is in conjunction with the next Structure Plan review. If the principle is reaffirmed it can then go on to re-examine the alignment of the bypass.
- 5.28 The County Council did commission a study to look again at the actual corridor defined on the proposal map. This revealed that a bypass was capable of being developed within the confines of this corridor although there was perhaps the scope to move its western boundary further to the east. The Inspector stated in his report that if the most environmentally acceptable route for a bypass left a significant gap between it and the housing allocation, then that area should be regarded as open countryside to which rural restraint policies apply.
- 5.29 In recognition of this there has been no attempt to shift the settlement boundary further to the east in the southern part of the site. However there may be the opportunity to use this freed up parcel of land for the provision of part of the infrastructure associated with the development e.g. drainage swales and balancing ponds, which would result in the opportunity to increase net densities within the allocated site and therefore make the most efficient use of land. Such infrastructure development will only be permitted where it can be shown that the development will not be prejudicial to the future implementation of the proposed A350 outer bypass.

Linkages with the Town Centre/Role of Christy's Lane

- 5.30 The Enquiry by Design process (agreed principles 7, 8 and 9) sought to promote links from the development site right through to the town centre as well as to transform the role of Christy's Lane from a "road" to a "street". Pedestrian and cyclist provision will therefore be improved along the length of Coppice Street. This will include the closure of Coppice Street to through traffic and a new cycleway/footway between St Martins Road and Salisbury Street. Development proposals arising within the corridor as defined on Plan A should contribute to creating a street scene and sense of enclosure. This will encourage pedestrian movements to and from the town.
- 5.31 With regard to Christy's Lane, this was originally constructed as the external relief road for the town and is still referred to locally as the bypass. However it now has development both to the east and to the west and is acting as a distinct barrier to movement between the two parts of the town. The role of Christy's Lane will be transformed from a road to a street. Therefore,

development proposals arising within the corridor as defined on the proposal map inset should contribute to creating a street scene and sense of enclosure. Additional traffic management measures including the provision of improved pedestrian and cycleway crossings will be implemented to facilitate linkages between the town centre and the existing and proposed developments to the east of Christy's Lane. The role that windfall development arising within the defined zone can make, in terms of creating a sense of enclosure, is also recognised.

District Wide Policies

- 5.32 The Local Plan also contains a number of policies which apply on a District wide basis. These are detailed in the table contained in Appendix 1 to this brief. Whilst the provisions of certain of these policies are straightforward and self-explanatory, others are more complicated in their construction and subsequent implementation. For instance some will need to be implemented through a section 106 legal agreement which accompanies the grant of planning permission. To assist in the future implementation of these policies three specific topics are considered below.

Affordable Housing

- 5.33 Policy 2.4 identifies an indicative affordable housing target of 24% of total provision. At the density shown this equates to approximately 164 units of accommodation although this could rise if higher net densities are achieved. This figure is based on the most up to date housing needs survey available. It will be used as the basis for negotiation and may be subject to amendment if subsequent surveys reveal a different pattern of housing need.
- 5.34 The Local Plan's definition of affordable housing in the Plan accords with that in DETR Circular 06/98. It includes both subsidised and low cost market housing. The latest survey evidence suggests that these should be provided in equal measure. It is expected that the subsidised housing will be provided by a registered social landlord.
- 5.35 The Council has defined an upper price ceiling (which is regularly reviewed), for the Low Cost Market housing element of affordable housing. This is based on what is deemed to be affordable by those households defined as "in need" in the latest Housing Needs Survey undertaken by the Council, (currently the 1998 Survey). Households in need are defined in the Local Plan. The formula "3 x household income plus 5%" is used to calculate the maximum price a household in need might be able to afford. At March 2002 the maximum price was deemed to be £70,500, based on a household income of £22,380. Developers will thus be expected to provide a mix of small (1 and 2 bed) units in the form of flats and terraced housing at or below this price. (The upper price limit is regularly reviewed in line with any increase or decrease in average earnings in the District.) It is expected that Low Cost Market properties will be actively marketed as such to ensure that qualifying households are fully aware of their availability.
- 5.36 It is expected that affordable housing units will be distributed throughout the site rather than concentrated in one particular area. Equally it is expected that the overall provision will be made on a pro-rata basis with each planning application or land area making a proportional contribution to the overall

target. The precise requirements for the provision of affordable housing will be finalised through the signing of a section 106 legal agreement which is a pre-requirement of the granting of planning permission.

Provision of Open/Play Space

- 5.37 The Local Plan has two main policies (4.5/4.8) aimed at delivering easily accessible recreation and play areas and amenity open space as part of residential developments. The following table explains the operation of these policies in the context of the eastern side of Shaftesbury. Contact details for the Town Council and the Technical Services section of the District Council are contained in the final section of this brief. Again it is expected that the overall provision will be made on a pro-rata basis with each planning application or land area making a proportional contribution to the overall target.

PLAY AREAS

Using a minimum figure of 800 dwellings, a population figure of 1835 (taken from the average household size figures in the Local Plan) and the National Playing Fields Association standard of 0.5 ha per 1000 population of casual play space and 0.3 ha per 1000 of equipped play space the following areas are required;

0.9 ha of casual space
0.55 ha of equipped space

It is necessary to examine the existing nearby play areas to check if there is any existing capacity. The nearest equipped play area is at Ash Close. There are several items of equipment but there is some scope for additional equipment and improvement of the area. Any alterations to this play area could lead it to accommodating the children from the northernmost part of the development area.

The land at Wincombe has a kickaround area, a multi purpose play wall and the possibility of a BMX area. It is not considered suitable for a play area for young children, however. There may be scope for some additional equipment for older children so it can fulfil the NPFA function of a 'NEAP' (Neighbourhood Equipped Area for Play).

If there is scope for these additions to these two areas then this will reduce the requirement for on site provisions. Discussions need to be held with Shaftesbury Town Council and the Technical Services section of the District Council to determine what, if anything, can be achieved.

REQUIREMENTS FOR 'LEAPS' AND 'NEAPS'

If the additions to Ash Close are feasible then a contribution should be sought by negotiation from the development at the northern end of the site. If the additions to Wincombe are feasible then a contribution should be sought by negotiation from the development of the whole site. contd.

If the addition to Ash Close is not feasible then a small local equipped area for play will be required to serve the northernmost part of the site (a LEAP).

If the addition to Wincombe is not feasible then a NEAP will be required towards the south of the site. This could be combined with a LEAP to cover the age ranges set out in the 'Six Acre Standard'. LEAPs will be required on the central and southern parts of the site.

LAPs (LOCAL AREAS FOR PLAY)

These are small areas for the youngest children and should be located throughout the development according to the NPFA set out in 'The Six Acre Standard'.

OLDER CHILDREN/TEENAGERS

Groups of older children and teenagers can cause problems for residents in meeting in groups. It is preferable to design an area for them to minimise disturbance to residents and to minimise their use of (and possible vandalism) of play areas designed for younger children. The use of Wincombe and/or the provision of another NEAP may help to minimise this, but in any case the provision of a basketball net with a hardstanding and a shelter with a seat in two locations on the development is recommended.

TOWN COUNCIL

As the Town Council normally have responsibility for the maintenance of play areas, it is important to discuss the type of equipment with them.

TYPES OF PLAY EQUIPMENT

The Technical Services section of the District Council can provide information on types of play equipment, basket ball equipment and shelters.

'THE SIX ACRE SITE STANDARD'

This book from the National Playing Fields Association details areas and equipment required for LAPs, LEAPS and NEAPs. (Revised 2002).

Drainage Requirements

- 5.38 Policies 1.14 and 1.15 of the Local Plan set out the required arrangements for dealing with surface water run off and foul water drainage. It was one of the agreed principles (no. 13) arising from the 'Enquiry by Design' event that there was a need to incorporate sustainable drainage into the development and to consider both on and off site provision. This is in accordance with current national planning guidance (PPG25) which seeks to encourage the use of Sustainable Drainage by promoting the use of infiltration e.g. soakaways and drainage swales, over the use of positive drainage measures e.g. pipes draining to rivers and other water courses.

- 5.39 Foul water and surface water disposal must be considered on a comprehensive basis for the total development area. This should also include consideration of the industrial land allocation to the south of the A30. Design must provide for capacity of the whole area but allow for construction on a phased basis.
- 5.40 Wessex Water has carried out a drainage study to assess the impacts on the existing sewerage systems arising from the development of this area. With such a large site there are several different points of connection which could be proposed to the existing systems.
- 5.41 The first phase of the development area is low lying relative to the level of the existing foul and surface water sewerage systems. This first phase north of the A30 road will require a new on site foul sewage pumping station, long off site rising main and length of gravity sewer to connect with the existing sewerage system. The pumping of surface water from the site is not acceptable and new on site and off site surface water drainage and disposal systems will be required to ensure satisfactory drainage of roads and buildings. Close liaison with both the Environment Agency and Wessex Water will be necessary to ensure that an acceptable scheme is achieved. Contact details for both of these organisations are contained in the last section of this brief.
- 5.42 If surface water balancing ponds or other infiltration facilities are to be provided on site then they should be designed to enhance the ecological, landscape and recreational value of the area. Again it is expected that the overall provision will be made on a pro-rata basis with each planning application or land area making a proportional contribution to the achievement of an acceptable drainage scheme.

Educational Provision

- 5.43 Since the drafting and approval of policies regarding education provision to serve the proposed new development, there has been a proposal by the education authority to reorganise schools in the Shaftesbury area from a 3 tier to a 2 tier system. A final decision on this proposal is not expected until the end of 2002. The masterplan included in this document (fig 3) includes a site for a replacement first school at the heart of the development site. Any change in the organisation of local schools will therefore have a major impact. Future use of the reserved school site was discussed at the third "Enquiry by Design" where it was agreed that the school site should continue to be reserved but should be reviewed following the final decision on school reorganisation. The site should not be used for extra housing. Open space and community facilities could be future options. Policy SB10 and paragraphs 5.44-5.47 should therefore be read in the knowledge of this possible change in school organisation.
- 5.44 When the site was originally identified for development of 680 houses it was considered that demand for additional child spaces in the existing schools could be accommodated by seeking developer contributions to the provision of new extensions at the existing First and Middle Schools. With the potential for the development site to now supply well in excess of this 680 figure ongoing dialogue with the County Education Department has revealed that there is a need for additional First School provision to serve the development.

Policy 4.2 of the Local Plan indicates that this should be provided within the confines of the development site.

- 5.45 There are two main options as to how this requirement can be achieved. Either the existing First School on Mampitts Lane can be relocated and extended or an additional First School can be provided. In the case of the former course of action a site area of approximately 1.9 hectares would be necessary although there may be potential to redevelop the existing site. In the case of the latter option a site area of 1.4 hectares would be required. It is expected that ongoing negotiations with the County Education Department will reveal the most appropriate course of action. Contact details for the Senior Education Officer are contained in section 8 of this brief.
- 5.46 Again it is expected that the overall educational provision will be made on a pro-rata basis with each planning application or land area making a proportional contribution to the achievement of the overall target. In particular this will take account of the preferred location for the new school site. Initial discussions with County Education Department have revealed that a location in close proximity to Mampitts Lane is the preferred option because this would be highly accessible from all parts of the development.
- 5.47 Additional child spaces will also be required at King Alfred's Middle School as a result of the development. The County Education Department remains of the opinion that this can be satisfactorily accommodated through extensions to the existing school. Again appropriate contributions will be sought from developers towards the cost of these extensions and the replacement of any playing fields lost as a result of extending built facilities.

6. OTHER CONSIDERATIONS

Environmental Impact Assessment

- 6.1 Guidance on the need for development proposals to be the subject of Environmental Impact Assessment (EIA) is provided by Department of the Environment, Transport and the Regions Circular 02/99. Housing Developments fall within the definition of Urban Development Projects in schedule 2 of the Regulations. The circular sets an indicative threshold of 5 hectares above which size development sites are more likely to require Environmental Impact Assessment. Clearly this site far exceeds this threshold although this in itself is not a reason for requiring EIA. The crucial question is whether the development is likely that to have significant environmental effects. It is considered that that due to the scale of the development and its location in a Groundwater Source Protection Area and close to an Area of Outstanding Natural Beauty that Environmental Impact Assessment will be necessary in this instance.
- 6.2 It is preferable for just one environmental statement, covering the entire site, to be prepared. This can then be utilised in conjunction with the submission of a particular planning application even if this did not include the entire site. This approach will however require the agreement and co-operation of all the landowners and developers involved. In the absence of such agreement it is likely that individual statements will have to be prepared to support each and every application. They must continue to consider the potential environmental effects of the development of the entire site however. Individual applications within the confines of the site could not be considered without EIA because,

due to the conjoined nature of the site, such applications could not proceed independently of the rest of the site.

6.3 In terms of the scope of any environmental statement it is likely, from the information available at present, that it will need to concentrate upon the following issues;

- Planning issues
- Local population
- Need and alternatives
- Landscape and visual issues
- Ecology
- Agriculture
- Transport/Traffic
- Air quality
- Noise environment
- Cultural heritage and archaeology
- Hydrology and hydrogeology
- Water supply and sewerage infrastructure

It is expected that applicants will work closely with bodies such as English Nature, Dorset Wildlife Trust and the Environment Agency to ensure that all these points are covered comprehensively. The relevant contact details are listed in the final section of this brief.

6.4 An Environmental Statement should accompany each application for outline or full planning permission. The relevant legislation specifies that such a statement must cover the following points;

- a description of the development comprising information on the site, design and size of the development
- a description of the measures envisaged in order to avoid, reduce and, if possible, remedy significant adverse effects
- the data required to identify and assess the main effects which the development is likely to have on the environment
- an outline of the main alternatives studied by the applicant and an indication of the main reasons for the preferred option, taking into account the environmental effects
- a non-technical summary of the information provided under points outlined above

The statement will allow all the potential effects of the proposed development on the environment to be assessed in a comprehensive and robust manner. This will include an examination of the need for the development and the alternatives considered as well as the mitigation measures to be employed to ensure that any potential environmental effects are either eliminated or minimised.

6.5 The court case (*R v Rochdale Metropolitan Borough Council ex parte Tew, Milne and Garner [1999]*) has illustrated that there is a potential problem when conducting EIA in support of outline planning applications. By their very nature outline applications do not include, for instance, the total number of houses for which permission is being applied for as they deal primarily with establishing the principle of development for a certain parcel of land. The

Rochdale case illustrated that a detailed description of the development must be given in order to assess the potential environmental effects properly and that any permission granted should be tied to the scheme that is assessed. This will be assisted by the production of masterplans in conjunction with the requirements of Policy SB8. In order to properly assess all of the potential effects of the development, EIA must be for the site as a whole, even if a planning application is only being submitted for part of it. To be in accord with the European Directive on EIA, any application must conform to the master-plan that has been subject to EIA., unless that is, a further Environmental Statement is submitted.

PPG3 and the Greenfield Direction.

- 6.6 Revised Planning Policy Guidance (PPG) Note 3 'Housing' was published in March 2000 and represented a fundamental change in national policy with regard to the housing planning system. It introduced a sequential approach to the identification of sites for residential development which broadly speaking requires the development of well located brownfield sites before greenfield land is released for development. Equally it seeks to encourage the most efficient use of the land that is identified for development by encouraging higher densities. Maximum limits are set for the number of parking spaces per dwelling and guidance on encouraging good design is given (see paragraph 3.1 above).
- 6.7 In order to enforce the application of this guidance the PPG included provision for all applications for residential development which fulfil certain criteria to be referred to the former Secretary of State for the Environment, Transport and the Regions before planning permission is granted. This Direction came into force on the 17th October 2000 and in effect it means that where the Council does not propose to refuse a planning application for residential development which falls within the qualifying criteria it must first be referred to the Government Office for the South West (GOSW) for a three week consultation period.
- 6.8 The qualifying criteria include developments which would involve the provision of 150 or more houses or flats on greenfield land or the provision of houses or flats on 5 hectares or more of greenfield land. The Direction also states that if a local planning authority receives a planning application for development which they consider forms part of a more substantial proposed development on the same or adjoining land they shall for the purposes of the Direction be treated as an application for planning permission for the more substantial development.
- 6.9 In terms of the land on the eastern side of Shaftesbury it is considered that much in the same way as each initial application for outline or full planning permission within the confines of the overall site must be supported by an Environmental Statement such an application must also be referred to the GOSW under the terms of the Greenfield Direction. This is because necessarily each application will form part of the wider allocation from which it cannot be divorced.
- 6.10 The Greenfield Direction indicates that when referring an individual application to the GOSW it should be accompanied by a statement demonstrating how the guidance in PPG3 has been taken into account in reaching a decision. This will include such matters as density, parking

spaces and phasing as well as the sequential approach to the release of land for residential development. With regard to the latter consideration policy 2.2 of the District Wide Local Plan states that before granting planning permission for the development of a major greenfield site it must be demonstrated why the proposed development could not be accommodated on a previously developed site. Therefore in conjunction with the submission of individual planning applications it is expected that a statement will be produced to demonstrate how the application accords with the guidance in PPG3 and in particular the sequential approach to the release of land for residential development. It must be emphasised that the Local Plan Inspector concluded that the policies and proposals of the Local Plan were broadly consistent with the revised guidance in PPG3. It is also understood that provisions of the Direction only apply to the initial grant of planning permission and not to the subsequent approval of reserved matters.

Badgers

- 6.11 A 1997 survey confirmed the existence of badgers on the site. These are a protected species and the Local Planning Authority is required to take them into account when considering planning applications. The leaflet 'Badgers: Guidelines for Developers' published by English Nature indicates that it is the planning authority's job to weigh up each application and to decide on the most appropriate approach. English Nature should be consulted as part of the processing of the application and that before granting planning permission appropriate conditions should be attached or planning obligations entered in to secure the protection of the badgers.
- 6.12 It is expected that the Environmental Statement to be prepared to support each initial application for outline or full planning permission will include a detailed section on the potential effects on the badger population. This will include an up to date wildlife survey as well as the mitigation measures to be employed so as to ensure the survival of the badgers, reduce disturbance to a minimum, or to provide an adequate alternative habitat.
- 6.13 Due to the fact that Badgers are a protected species a licence must be obtained if there is to be any sett interference. Such licenses can only be obtained after full planning permission has been granted. The licensing authority is English Nature. The appropriate contact address is contained in section 8 of this brief.

Design Statements

- 6.14 In order to ensure that the principles of the urban village are incorporated in to each and every proposal for development it is expected that individual planning applications will be supported by a design statement that illustrates how the guidance in this brief and the agreed principles arising from the Enquiry by Design process are being taken forward. Part 2 gives more detailed advice on design issues and a master plan for the area.

Part 2 DESIGN STATEMENT AND MASTERPLAN

7. INTRODUCTION

- 7.1 This Design Statement and Masterplan has been prepared as an aid to the formulation of development proposals for the area and supplements the principles set out in Part 1 of the document.



Barton Hill, Shaftesbury.

- 7.2 The primary aim of Part 2 of this document is to set out the design principles to be applied to the future development of this land. The objective will be to assist future developers of the site in achieving a comprehensive form of development that fulfils the policy aims of the local plan and development brief resulting in a high quality design and layout. Ultimately this will create both a community with integral links with the historic town and a definable sense of place.
- 7.3 The format of Part 2 is designed to guide developers through the issues which need to be addressed through the urban design principles that are set out in Part 1. It is important that a high quality development should be achieved.



Bell Street illustrating the variety of building forms in the local vernacular.

- 8.3 Shaftesbury has historically been prosperous, the town evidently had a market from early in its history. A market was formally granted in 1252 and there are references to it in 1269, 1274/5, 1278 and 1349.
- 8.4 In contrast to the western end of the spur, with its extensive views, the town centre is essentially inward looking, with a network of narrow lanes linking the three principal streets - High Street, Bell Street and Bleke Street. Within the historic core, buildings tightly and compactly line the frontages, creating a strong and distinct sense of enclosure with occasional glimpses of the surrounding countryside between buildings. Streets also contain gentle curves which are sufficient to ensure constantly changing view-points thus adding to its character and general interest of the townscape. This is often reinforced with the narrowness of the street tending to increase the apparent height of some buildings. Views within the town centre are often closed by key buildings such as the Grosvenor Hotel or the Town Hall. In addition to buildings, high boundary walls, often constructed from the local sandstone, also reinforce the sense of enclosure. However, not all streets are narrow. The High Street widens markedly in the vicinity of the Town Hall and St Peter's Church, the two most important buildings in the street. The accumulated effect of these various elements in addition to the use of traditional materials in different combinations, provides considerable variety and interest the result of which is to create a town with a distinctive character and appearance.
- 8.5 Subsequent to this however, are the more recent developments, mostly residential which, due to their form, layout, design and use of materials, pay little regard to the established distinctiveness and which have, over the years, diluted the quality of the built environment. Future development in the town should respect historic principles of form and layout to prevent further dilution of character and to enable the creation of a more robust and responsive environment.



Late twentieth century residential development, Shaftesbury.

9. SITE DEVELOPMENT: DESIGN PRINCIPLES

- 9.1 Paragraph 3.1 reminds us that Planning Policy Guidance Note 3 on Housing issued in 2000 states that local planning authorities should adopt policies which:
- create places and spaces with the needs of people in mind, which are attractive, have their own distinctive identity but respect and enhance local character;
 - promote designs and layouts which are safe and take account of public health, crime prevention and community safety considerations;
 - focus on the quality of the places and the living environments being created and give priority to the needs of pedestrians rather than the movement and parking of vehicles;
 - avoid inflexible planning standards and reduce road widths, traffic speeds and promote safer environments for pedestrians; and
 - promote sustainable residential environments incorporating sustainable drainage, bio-diversity and energy efficiency measures.
- 9.2 The Council embraces these objectives and has adopted urban design principles for the development of the land east of Shaftesbury as set out in paragraphs 3.2 – 3.7.

The Local Context

- 9.3 The District Council is keen to pursue the concept of Urban Villages and to reflect the latest thinking on design in addition to taking into account the agreements at the Enquiry by Design' meetings held in 2001. The 'Enquiry by Design' process has been instrumental in interpreting the principles of an urban village into the context of the land on the eastern side of Shaftesbury. In order to assist in their interpretation, those principles which have land use implications are shown diagrammatically on the accompanying masterplan (Fig 3)

Design Philosophy

- 9.4 'Primacy of the Common Space' (streets, squares and major public open spaces) and 'Secondary Common Space' (lanes, courts and local play areas) define the underlying principles of redevelopment. This approach seeks to provide legibility and a reinforcement of established design principles. The development should create a 'sense of place' in terms of both character and appearance, which will encourage a sense of ownership and belonging.
- 9.5 The pattern and arrangement of street blocks (which should range between 40 and 70metres), plots and their buildings in a settlement creates a specific built grain. Historically, within Shaftesbury this is relatively fine, reflecting the organic evolution of the settlement. Whilst it will not be possible or indeed necessary to attempt to reproduce historic Shaftesbury, it is evident that this pattern has created a successful urban environment. New development should reflect the established layout to create a pattern of blocks and plot

subdivisions of a domestic nature. This approach also facilitates a wide variety of form and detailing allowing the opportunity to create distinct character areas.

- 9.6 The interface between common space and private plots will in the main be created by buildings and masonry walls. Other means of enclosure together with landscaping will supplement these. The edge will therefore normally be defined either by a building façade or by a means of enclosure (consisting of a garden wall at least 2m in height).



Park Walk towards Gold Hill

Open Space

- 9.7 There is a need to provide primary and secondary open space both private and public. This should provide both hard and soft landscaped areas which include public and private amenity space, gardens, greens, parks, children's play and more formal recreation for adults and older children. A guide to the amount required is set out in paragraph 5.37. All public open space should be located where it is well related to surrounding houses and overlooked to promote a safe environment. Opportunities should be taken to incorporate, where appropriate, the existing landscape features. Consideration will need to be given to existing badger setts (see below). In providing landscaped public spaces, the opportunity should be taken to provide a series of punctuations along the eastern boundary of the site to enable a visual connection with the surrounding countryside. Secondary common space i.e. courts and lanes can be used for providing access to parking areas as well as houses.

Access and Parking Requirements

- 9.8 The framework of routes and spaces within the development area that connect locally and more widely, should provide the basic plan on which all other aspects of the form and uses of the development will depend. Permeability is key to this. However too many routes should be avoided as they can lead to under use and the creation of lonely and potentially dangerous areas.
- 9.9 The layout should be designed to restrict vehicle speeds to 20mph although the initial section of highway leading from the A30 may well have to be subject to a 30mph limit for as short a road length as is possible. There is a need to ensure that the area is permeable, for pedestrians, cyclists and vehicular traffic. Whilst a distinct north/south principal access through the site is required, the design should ensure that straight line distances are limited to reduce traffic speed. Gentle curves will also reduce speed together with facilitating sequential views throughout the development. Main squares, courtyards and buildings should be provided to act as focal points and terminate streets. Buildings should provide edges to leading routes through the area.
- 9.10 The principal points of access to the site are via the A30 to the south and from Wincombe Lane to the north. The opportunity should be taken of linking the area to the existing residential area to the west with existing boundaries being opened to facilitate access. A movement plan is shown by Fig 4.
- 9.11 Generally, street and lane widths will vary to cater for the anticipated usage, i.e., those which need to provide bus routes or access for delivery vehicles will need to satisfy the requirements of the Local Highway Authority. However, it is necessary to create an environment which is less car dominant and a series of streets rather than roads are envisaged with a mix consisting of main streets, other streets, lanes useable by motor traffic and lanes useable by cyclists and pedestrians only. All pedestrian and cycle routes should be short, direct, well lit and overlooked. Widths will vary to create a safer and more stimulating environment and detailed discussion will need to be held with the planning and highway authorities. In general, streets have carriageways and pavements defined by kerbs. Lanes and courts have shared surfaces. Secondary common space i.e. courts and lanes may be used for providing access to parking areas as well as houses. A typical streetscape is shown by Fig 5.
- 9.12 Parking should be well sited and convenient. In general it is anticipated that between 1 and 2 parking spaces will be required for each dwelling. Further clarification should be sought from the Planning Department in conjunction with the Local Highway Authority.

School

- 9.13 If the need for a new school is proved, this should be located to ensure access by all forms of transport. In addition, its location within the area defined for development should ensure the use of public squares and other areas of focus within the development. Its scale should also reinforce the defined characteristic for the area as far as possible. Consideration should also be given to shared community facilities including a neighbourhood hall.

Uses

- 9.14 Guidance has already been provided on the anticipated uses defined for the area. In general terms it is anticipated that business/commercial uses will be located at the southern portion of the site adjacent to the A30 together with the main squares adjacent to the possible location for a new school. In these areas, building design should be robust and able to accommodate and enable a variety of uses to take place on the ground floors, without detracting from architectural quality. It may also be possible to extend this philosophy to other parts of the site. The purpose is not to create another “centre”, but to ensure that convenient facilities and places of work are provided, the cumulative effect of which is to ensure vitality and definition of place.
- 9.15 Non-segregation of social/low cost housing is paramount, both in physical and design terms, it is essential that the provision of low cost and social housing is incorporated into the design. In a similar manner, provision will also need to be made for the provision of accommodation for the elderly.

Boulevard and land south of A30

- 9.16 Land to the south of the A30 is allocated as an employment site to cater for larger industrial developments which would not be acceptable in a mixed use area where residential uses predominate. It is proposed that appropriate design principles from this statement should be applied to the road frontage of the employment site. This will assist in providing an attractive gateway to the town and will be achieved by providing a “boulevard” along the A30 with a mixed use frontage incorporating, for example, commercial with flats over and servicing to the rear. Further guidance on access and boulevard design are provided in Part 1 of this document in Policies SB9 and SB12, paragraph 5.24 and figure 6.

Trees and Hedgerows

- 9.17 Landscaping should be seen as an integral part of the design process and the retention of existing vegetation can provide an enhanced setting for development together with an immediate maturity. All trees, particularly those protected by preservation orders should be retained. In addition, the retention of hedgerows which contribute to defined wildlife objectives and the creation of a sense of place should be incorporated into the urban pattern. This can be achieved in a number of ways in different parts of the site. They could be used to define the edge of public open spaces or subdivide a space into separate areas. It may be possible for hedgerows to provide a boundary between back gardens or define streets or lanes with back gardens on one side and a lane on the other.
- 9.18 New planting should be introduced both in public and private spaces. Native species only should be used so that local bio-diversity is maintained. Grassed areas should be avoided in parking areas.

Nature Conservation

- 9.19 Development should fully consider nature conservation and every opportunity should be taken to provide a range of habitats to enhance the ecological value of the site. The council will seek and act on the advice of wildlife

conservation bodies in order to safeguard the habitats of protected species such as badgers, which are known to be present on site, or to seek appropriate mitigating works. Efforts should be made to ensure that the existing badger setts on the site are considered in formulating proposals. If retained in situ, setts should be provided with a sufficient buffer comprising an open area and the provision of a green corridor to the open countryside.

Sustainable Construction Methods.

- 9.20 The District Wide Local Plan is underpinned by the concept of sustainable development as set out in Policy 1.1 and explanatory paragraphs. In this context new housing should seek to minimise its impact on the environment. This can be achieved by using high standards of thermal and noise insulation, using environmentally friendly materials and alternative forms of energy. The orientation and design of dwellings can also be used to conserve daylight and solar heat. Both energy and water conservation should be an integral part of the design process. Private sector developers will be encouraged to adopt the “Ecological Housing Code” which sets out the standards by which registered social landlords are already judged until such time as more detailed supplementary planning advice can be prepared. It is recognised that alternative technologies are coming on stream all the time and that it is therefore difficult to be prescriptive about which specific solutions will be encouraged. Proposed measures should not however be at the expense of the other design considerations set out in this statement.

Scale: Height

- 9.21 Scale is an important factor in defining character and identity and relates to the size of a building in relationship to its surroundings, or the size of parts of a building or its details particularly in relationship to the size of a person. It is evident that the established scale within Shaftesbury is predominantly two and three storeys. This approach should be followed within the development area although exceptions could be made where a positive impact is required, for example to terminate or frame a particular view. However, reliance on the number of floors is not sufficient to determine the overall height of a building, as its height to parapet, ridge or eaves level will also depend upon the style chosen for a particular building. It will therefore be important to ensure that “cottages” have ceiling and external ridge and eaves height, which create a particular visual scale when viewed from the street. In contrast, more “polite” forms of architecture or those that constitute public buildings may well have a greater ridge and eaves height. The creation of an “organic” mix should include buildings of varying height and visual scale. It is probable that the public buildings, together with commercial/workshop will be located around main squares.

Scale: Massing.

- 9.22 Massing is the combined effect of the arrangements, nature and shape of a building or group of buildings in relation to other buildings or spaces. This relates to the three-dimensional expression of the buildings and much depends upon the height and visual scale of the buildings as outlined above. As is evident in Shaftesbury, the visual height is also relative to the width of the street, with the apparent height of a building being increased by the narrowness of the street. Narrow streets and lanes create an increased sense of enclosure and intimacy. Wider streets with buildings of a similar

height create more open, less intimate spaces. The development proposals should provide for a variety of spaces and massing, a general pattern illustrated by the masterplan. The arrangement and mass of buildings will also reinforce the primacy of space and contribute to local distinctiveness. A variety of volumes, forms and massing is required to create a more organic appearance creating variety and allowing greater architectural expression.



Bell Street looking towards Barton Hill

Appearance.

- 9.23 Details are an important element in the creation of local identity and character. The craftsmanship, building techniques, decoration, styles and lighting of a building or structure, whether of traditional or contemporary design, is key to the representation of a particular architectural approach.

Appearance Materials.

- 9.24 The texture, colour, pattern and durability of materials and how they are used, creates a particular character and provides the opportunity to reinforce the local vernacular. Greensand provides Shaftesbury with its specific vernacular identity. This is still produced locally. To ensure the development relates to its general context, the local sandstone should be used. Other materials are also evident however. Walling materials also contain brick, predominantly red/orange together with a limited amount of weatherboarding. Roofs tend to be thatched, tiled in plain clay tiles or clay pantiles for ancillary buildings. Slate and corrugated iron are also common.



View looking towards Parsons Pool

Design features

- 9.25 As previously stated, it is recognised that later 20th Century developments in Shaftesbury have paid little respect to those aspects which define Shaftesbury as a special place within which to live, work and play. This development provides the opportunity to strengthen, clarify and identify established characteristics which provide quality, local identity and a sense of place and ownership.

Standards/requirements.

- **Block sizes** should relate to permeability, be designed to reinforce a sense of enclosure and provide a definable edge to the development. The maximum length of a block should be no more than 50m. An indicative block plan is attached for guidance.
- The grain of the **built form** should reflect that which exists in Shaftesbury. Broken building lines and limited terraces together with a variety of form and scale should be considered.
- The **predominant material used** in the construction of the vernacular in Shaftesbury is greensand. This is still available locally and the new development should pay due regard to its contribution to reinforcing local identity. Care should be taken not to over elaborate the range of materials used for individual buildings or the development generally.
- Evidence indicates that successful **domestic design** is often relatively simple in form and detail. Care will need to be taken to ensure that buildings are of an appropriate form with a variety in height and scale commensurate with the building style being adopted i.e. lower heights for cottages, greater ceiling heights for buildings of a higher status and those occupying key nodal points. Over dressed buildings (in the use of architectural adornment) should be avoided but the facility for individuals to personalise their buildings should be catered for in the formulation of building designs.
- With traditional designs, **windows** should be in proportion with the host building. Most should be set within a reveal to add visual interest and help articulate the elevations. If sashes are provided these should generally be vertical sliding. Casements should generally be side hung. Mock sashes, top hung with horns should be avoided. Timber will also be the preferred material. This is sustainable and has less impact on the use of diminishing natural resources. **Dormer windows** are generally preferred to large numbers of roof lights which can form visually intrusive features. They should be designed to compliment the scale and character of the host building and should generally be subservient in form.
- **Chimneys** form an important feature of existing buildings within Shaftesbury. They add visual interest and punctuate ridgelines. Consideration should be given to their use in any new development.
- **Principal entrances** to buildings should as far as possible be from the street. Their scale should be commensurate with the overall proportions of the building and not appear unduly decorative.
- **Railings** can add significantly to providing visual texture and defining boundaries between the private and public realm. Short front gardens can also enable personalisation to take place. Opportunity should be taken to provide railings where appropriate. They are particularly useful to enclose thresholds between buildings and the street and can punctuate long street elevations.



Railings enclosing an existing front yard.

- **Buildings** should generally **face the street, lanes or squares**. This creates a sense of enclosure and, additionally, provides natural surveillance making public areas feel safer.
- **Floorscape**. There is a need to use materials to reinforce the character of the streets and lanes being created. Contrasting materials can reduce the visual scale of primary routes and enhance the quality of the street environment. By Design has indicated the need to provide contrasting materials within the squares and other

public areas. However, the use of different material should be kept to a minimum to avoid visually discordant floorscape. Tar sprayed chippings should be avoided although resin bound gravel provides an acceptable alternative.

Pavements will be required for the wider streets and the materials used in their construction could include large paving slabs or bound gravel. Another characteristic feature of Shaftesbury is the use of cobbles for surfaces. The use of natural or manmade materials should however facilitate the use of wheelchairs and pushchairs.

Kerbs should also be of a high quality. Standard concrete kerbs will not be acceptable.



Existing cobbled paving.

- **Lighting** should wherever possible be located on buildings. References to traditional lighting forms or good quality contemporary forms should be considered. In general whilst there will be need to satisfy engineering requirements, unreasonably high levels of illumination should be avoided with the lowest possible being provided for lanes.
- **Street Signs** should be located on buildings as far as possible.
- **Street furniture** should be kept to a minimum. Overly decorative forms should be avoided.

- **Monuments** or other items or features which represents the community should be used in public areas to provide enhancement features and reinforce local identity.
- **Security** is key and designing out crime should influence the arrangement of streets and spaces. Well used and overlooked streets and public spaces make the criminal feel uncomfortable and exposed. Clear routes through an area for all types of movement are desirable but should not undermine the “defensible space” of particular neighbourhoods.

10 CONCLUSION

- 10.1 The proposed development on the eastern side of Shaftesbury will undoubtedly have a major impact upon the town. By pursuing the innovative ‘Enquiry by Design’ approach with the help and assistance of The Prince’s Foundation the necessary mechanisms are now in place in order to achieve a very high quality development. By utilising the principles of an urban village this will create both a place and a community. This development brief seeks to ensure that these principles and policies can be translated right the way through into the submission of individual planning applications.
- 10.2 To ensure that this is the case the following documents must be submitted in support of individual planning applications;
- A plan illustrating how the proposal fits into the broader context of the eastern development area indicative masterplan included in this document.
 - A design statement illustrating how urban village principles and the guidance in this development brief have been incorporated in to the proposal
 - An Environmental Statement which considers all of the potential environmental effects of the development
 - An aboricultural impact assessment which includes a tree survey and an accurate land survey
 - A statement illustrating how the proposal conforms to the guidance in PPG3 and in particular the sequential approach to the release of development sites

11 CONTACTS

11.1 The following list details those people who will have an important input in to the future processing of planning applications;

<u>Name</u>	<u>Position</u>	<u>Organisation/Address</u>
Mr Mike Cox	Developers Group Manager	Wessex Water Claverton Down Claverton Down Road BATH BA2 7WW Tel (01225) 526000 Fax (01225) 528938
Mr Nick Squirrel	Conservation Officer	English Nature Slepe Farm Arne WAREHAM Dorset BH20 5BN Tel (01929) 557450 Fax (01929) 554752
	Licensing Officer (for badgers)	Licensing Department English Nature Northminster House Peterborough PE1 1UA Tel (01733) 455136
Ms Imogen Davenport	Conservation Officer	Dorset Wildlife Trust Brooklands Farm Forston DORCHESTER Dorset DT2 7AA Tel (01305) 264620 Fax (01305) 251120
Mrs Tiffany Gallop	Team Leader, Planning Liaison	Environment Agency Sunrise Business Park Higher Shaftesbury Road BLANDFORD Dorset DT11 8ST Tel (01258) 483374 Fax (01258) 455998
Mr Tim Furmidge	Planning Liaison Officer	Tel (01258) 483305 Fax (01258) 455998

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Mr Tim McCombe	Regional Planning Officer	Somerset & Dorset Team, Government Office for the South West, 2, Rivergate, Temple Quay, BRISTOL BS1 6ED Tel (0117) 9001700 Fax (0117) 9001917
Cllr Lester Dibben	Chairman, Planning Committee	Shaftesbury Town Council Town Hall SHAFTESBURY Dorset SP7 8JE Tel (01747) 852420 Fax (01747) 843055
Mr Andrew Williams	Planning Case Officer, Development Control	North Dorset District Council Nordon Salisbury Road BLANDFORD FORUM Dorset DT11 7LL Tel (01258) 484222 Fax (01258) 484230
Mr Mark Hemming	Trees & Landscape Officer	Tel (01258) 484216 Fax (01258) 484230
Mr Ben Heath	Community & Sports Development Officer	Tel (01258) 484270 Fax (01258) 484020
Mrs Janet Parffett	Planning Officer, Local Plans	Tel (01258) 484213 Fax (01258) 484230
Mr Kevin Morris	Policy Manager Conservation & Design	Tel (01258) 484276 Fax (01258) 484230
Mr Mike Coker	Principal Technical Officer	Tel (01258) 484275 Fax (01258) 484278
Mr Richard Dodson	Senior Transport Planner (Strategic)	Dorset County Council County Hall Colliton Park DORCHESTER DT1 1 XJ Tel (01305) 224232

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Mr Steve Savage	Development Control, Highways	Transport Planning Area Office (East) Stour Park BLANDFORD Dorset DT11 9LQ Tel (01258) 454540 Fax (01258) 454899
Mr Keith Armstead	Senior Education Officer	Strategic Services Access & Premises County Hall Colliton Park DORCHESTER DT1 1XJ Tel (01305) 224780 Fax (01305) 225057

APPENDIX 1: LIST OF RELEVANT DISTRICT WIDE LOCAL PLAN POLICIES

<u>Policy</u>	<u>Title</u>	<u>Function</u>
1.1/ 2.2	Sustainable Development Strategy	<i>Includes criteria on the development of major new housing sites using the 'Urban Village Approach'. Major greenfield developments must pass a sequential test.</i>
1.8	Standard Assessment Criteria	<i>Comprehensive criteria used to assess all Planning applications. Includes residential design guideline summary.</i>
1.14/ 15	Drainage Requirements	<i>Indicates that all development must make adequate provision for the attenuation of surface water run off and the drainage of foul water.</i>
1.16	Groundwater Source Protection	<i>Development which creates an unacceptable risk to drinking water quality will not be permitted.</i>
1.18	Waste Recycling Centres	<i>Communal waste recycling facilities to be provided for all housing developments in excess of 10 dwellings.</i>
1.37	Other Landscape Features of Nature Conservation Importance	<i>Highlights the need to protect and enhance the continuity and integrity of landscape features. Makes allowance for compensatory provision.</i>
1.39	Tree Preservation Orders	<i>Details the criteria used to make Tree Preservation Orders.</i>
1.40	Landscaping of New Development	<i>Highlights the need for detailed surveys of existing features. Makes provision for the submission of detailed</i>

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		<i>hard and soft landscaping schemes.</i>
1.41	Amenity Tree Planting	<i>Promotes the planting of locally occurring trees, shrubs and hedges in conjunction with development proposals.</i>
2.4	Settlement Allocations	<i>Details the residential allocations around the District including land on the eastern side of Shaftesbury. Includes indicative targets for the provision of affordable housing and phasing periods.</i>
2.10	Density of New Development	<i>Highlights the need to make the most efficient use of land taking on board the principles of the urban village approach.</i>
2.13	Affordable Housing within defined Settlement Boundaries	<i>Highlights the circumstances under which the Council will seek to negotiate the provision of an element of affordable housing.</i>
4.2	Land Required for Educational Use	<i>Indicates that residential development in Shaftesbury may be required to contribute towards the extension of first and middle schools in the town.</i>
4.3	New Community Buildings, Village Halls and Libraries	<i>Reserves land for the provision of a neighbourhood hall off Mampitts Lane.</i>
4.4	Percent for Arts	<i>Sets out the basis upon which negotiations may be held to secure up to 1% of the cost of major development towards works of art.</i>
4.5	Provisions of Outdoor Sports Pitches and other Recreational Open Space	<i>Highlights the standards to be applied for outdoor</i>

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		<i>sports pitch provision. Indicates that contributions may be sought towards the provision of facilities on land south of Wincombe Lane.</i>
4.8	Play Areas and Amenity Open Space for Residential Estates	<i>Sets out the standards to be applied for the provision of both casual and equipped childrens' play space.</i>
5.5	New Urban Local Distributor Roads	<i>Such roads will be planned as an integral part of the layout of new development areas, including provision for footway and cycleway systems.</i>
5.7/ SB15	Provision for Cyclists	<i>Appropriate cycle facilities should be incorporated within proposed development.</i>
5.8	Provision for Pedestrians	<i>Safe and accessible pedestrian facilities will be provided in conjunction with development.</i>
5.12	Traffic Calming	<i>The internal layout of all new residential developments shall be designed to achieve traffic calming.</i>
5.15	Bus Services	<i>New residential roads will be designed to allow for the movement and efficient operation of bus services.</i>
5.20	Development Obligations	<i>Development should make appropriate provision for transport infrastructure.</i>

APPENDIX 2: SUMMARY OF CONSULTATION PROCESS

- A2.1 The District Wide Local Plan for North Dorset identifies Shaftesbury as a “town for major growth”. The allocation of land east of Shaftesbury for mixed use (predominantly housing) is a policy of that Plan. Consultation on development of the site therefore began as part of the consultation process on the District Wide Local Plan and has continued to run alongside that process.
- A2.2 The Consultation Draft Plan was published in Summer 1997, followed by the Deposit Draft in May 1998. Publication of the Deposit Draft attracted over 1700 representations, including a number of representations relating to policies concerning the allocation of land east of Shaftesbury. Objections were heard at the Local Plan Inquiry held between April and August 1999. The Local Plan Inspector’s Report published in August 2000, made a number of recommendations specific to land east of Shaftesbury. These included the production of a Development Brief to consider the whole of the proposed allocation site in a comprehensive manner.
- A2.3 The production of this Development Brief has been guided by three “Enquiry by Design” workshops as explained more fully in the main text (paragraphs 4.1 - 4.16). Consultation on the Brief has run concurrently with consultation on the Local Plan.
- A2.4 The following objections to policies on land relating to land east of Shaftesbury have been received during the consultation process and have been given due consideration by Council and modifications to the Local Plan and Development Brief made where appropriate. Representations have been grouped together in this summary for clarity. A full report on individual objections can be obtained from the Local Planning Officer (see list of contacts, page 49)
- A2.5 Access and Infrastructure
There were 52 objections relating to policies affecting access and infrastructure in the Consultation Draft. These were considered by the Local Plan Inspector who felt that policies on access and infrastructure were basically flawed. In view of the wide range of recommendations and his view that the site should be planned comprehensively the Council resolved to consult further on policies for land east of Shaftesbury through the “Enquiry by Design” process. Two workshops were convened which resulted in 18 agreed principles. These incorporated the recommendations of the Inspector together with the aspirations of the local community, and formed the basis for the policies and masterplan set out in this document. They were subject to a further round of consultation as part of the Local Plan process. The following representations were received:
- (i) Representation - That text should be amended to give more site specific detail on access into the site.
Response - That text was sufficiently flexible to allow detailed consideration of future access arrangements. Further negotiation has now resulted in an indicative layout being incorporated into the Development Brief to show how access from the A 30 might be achieved.

- (ii) Representation - Objection to access from Mampitts Lane and requirement for financial contributions towards pedestrian and cycle provision across Christy's lane and towards diverting bus routes.
Response – The aim of the policy is to provide a permeable layout to provide integration with the existing neighbourhood and beyond. Developer contributions will be required to enable these links to be made. Council therefore resolved to make no further changes to the Plan.
- (iii) Representation – Objection to provision of cemetery and allotments on site
Response – Agreed that cemetery could expand onto existing allotment site when required and that allotments could be provided off site if a suitable “sustainable” site could be identified. However with existing allotment sites being fully let it was considered that until a suitable off site area was identified the policy should remain. Council therefore resolved to delete need for cemetery but retain requirement for allotments on site.
- (iv) Representation – Lack of flexibility on provision of school site
Response – Council resolved to make further modifications to expand policy and provide more flexibility.
- (v) Representation – Objection to omission of drainage requirements from list of infrastructure requirements
Response – Council resolved to modify policy to include these requirements.
- (vi) Representations – Objection to wording of requirement for community hall. Also objection to principle of providing such a facility
Response – Council resolved to modify policy to provide more flexibility, but resolved to make no further change to the principle of provision.
- (vii) Representation – Objection to “A shop” being used as an example of mixed use
Response – Council resolved to modify policy to read “small businesses, offices and local shops”.

A2.6 Phasing

There have been ongoing concerns regarding phasing, both at the strategic level and at the local level.

- (i) Representation – Objection from the Government Office that the scale and growth of development proposed at Shaftesbury was not consistent with new Regional Planning Guidance which states that development outside of principle urban areas should meet local needs only.
Response – it was argued that at this late stage in the Plan process, conformity with new guidance could not be accommodated. However Council resolved to make some modifications to indicate how phasing policies would adequately address these concerns.
- (ii) Representation – objections from local land owners that phasing from the south and working northwards is not the “best” approach for a variety of reasons.
Response - It has been argued consistently by the Council that development from the south recognises the heavy infrastructure requirements which have to be provided at the beginning of the scheme, and also allows for the

“community heart” of the scheme to be provided as the development progresses. Council therefore resolved that no further modification be made.

A2.7 Land south of Salisbury Road

Representations – That the proposed employment site should be enlarged and used for the relocation of Shaftesbury livestock market. These were considered in conjunction with a representation seeking a new allocation for the livestock market north of the A30.

Response – The site boundaries were reconsidered and Council resolved to extend the site southwards. There was a further representation following publication of this modification but no further amendments were made because of the need to prevent contamination in the ground water protection zone.

A2.8 Pedestrian and cycle links

Representations - There were technical representations relating to these policies but no objections to the principle of providing the links.

Response – Council resolved to make modifications in accordance with representations.

A2.9 Outer bypass

There were 14 representations some of which concerned the “need” for the bypass and some of which concerned its relationship to the proposed development.

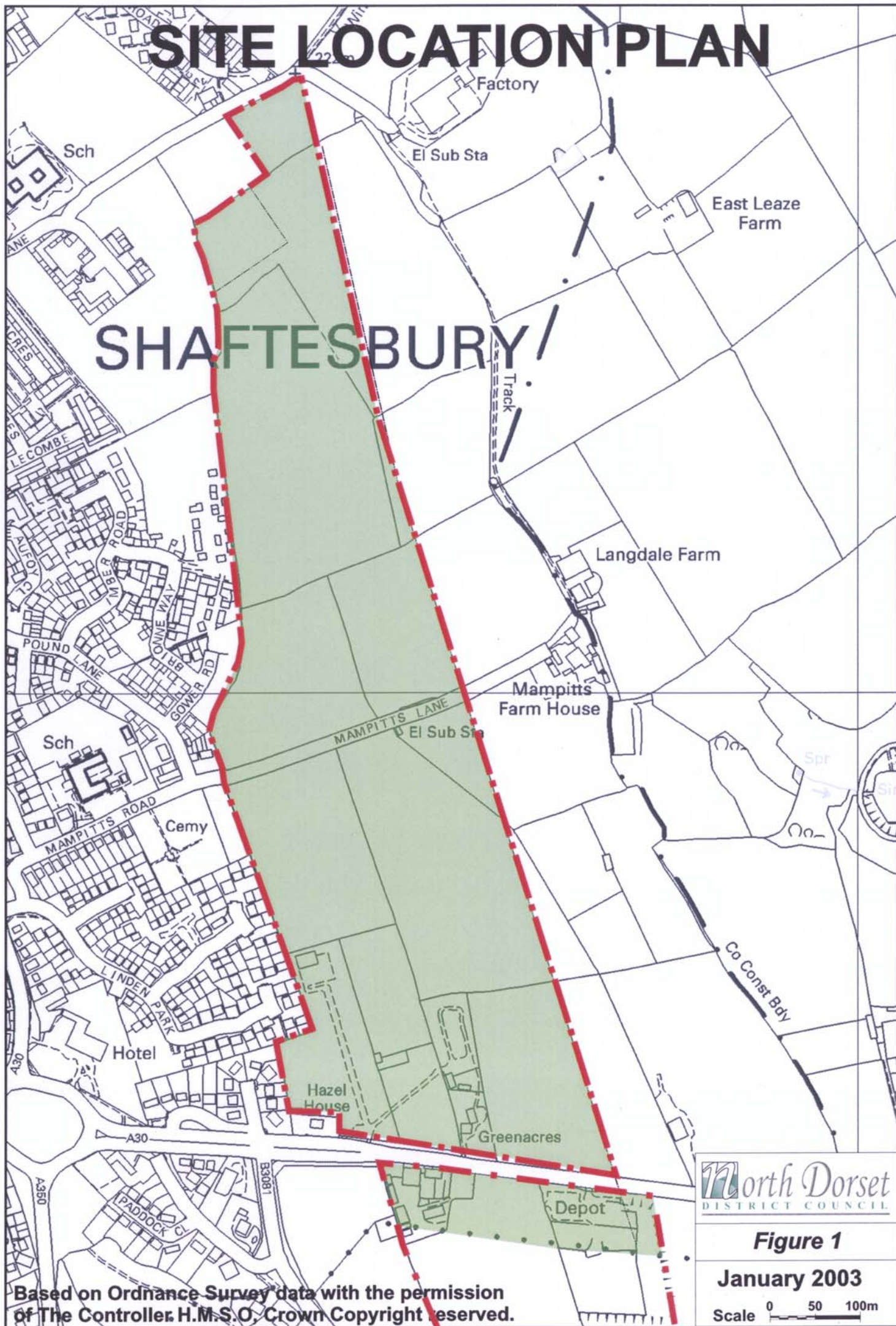
- (i) Representation – Whether there is a need for an outer bypass.
Response – The Inspector recommended that the need for, and the alignment of, the outer bypass be revisited and policies modified accordingly. A study was commissioned by the Highways Authority into issues raised by the Inspector and the results used to inform modifications to the Plan. Council resolved to modify the policy to refer to the safe guarding of a “reservation corridor”.
- (ii) Representation – Detailed concerns relating to relationship between bypass and new development.
Response – Considered by Inspector in conjunction with all other issues relating to land east of Shaftesbury. Access issues were considered as part of the Enquiry by Design process which resulted in production of the Development Brief which includes a masterplan showing how access will be obtained and how permeability of the site will be achieved.

A2.10 Further Representations

A third Enquiry by Design workshop was convened following consultation on the first round of Local Plan modifications and Draft Development Brief. This was held in June 2002 in response to further concerns expressed by Council and in response to receipt of an outline planning application for part of the site. The aims of this workshop were to 1) give further opportunity to comment on the draft Development Brief, especially with regard to housing densities, and 2) consider the outline planning application and environmental statement and assess its compatibility with the Development Plan principles as agreed by the two previous workshops. The following issues were discussed and modifications agreed by Council as appropriate.

- (i) Housing densities were discussed but it was the general consensus that densities were at the lower end of the scale set out in Planning Policy Guidance 3, and that the proposed layout was varied and interesting. No further modifications were made.
 - (ii) Parking and the effect of the proposed housing development on problems in the town centre were discussed. A working group has been set up in response to these concerns as they are outside the remit of this Development Brief.
 - (iii) Access north and south of the A30 was discussed. Negotiation with interested parties has taken place since the workshop and an indicative “boulevard” design has now been produced and incorporated into the Brief. This shows how access to the various landholdings can be achieved. It does not however provide direct access from one
 - (iv) On site school provision was discussed in the light of a possible change to the structure of education facilities in the Shaftesbury area. A decision on restructuring had not been taken at the time of the workshop . No changes therefore have been made to policy, but an explanatory paragraph has been added to the Brief.
 - (v) Concern that “sustainable” construction methods be used was expressed at the workshop. Following discussion with development and building control officers it was suggested that the existing wording be retained until more stringent policies are enforceable.
- A2.11 Council resolved to approve the further modifications and adopt the Development Brief as Supplementary Policy Guidance at its meeting on 31st January 2003.

SITE LOCATION PLAN



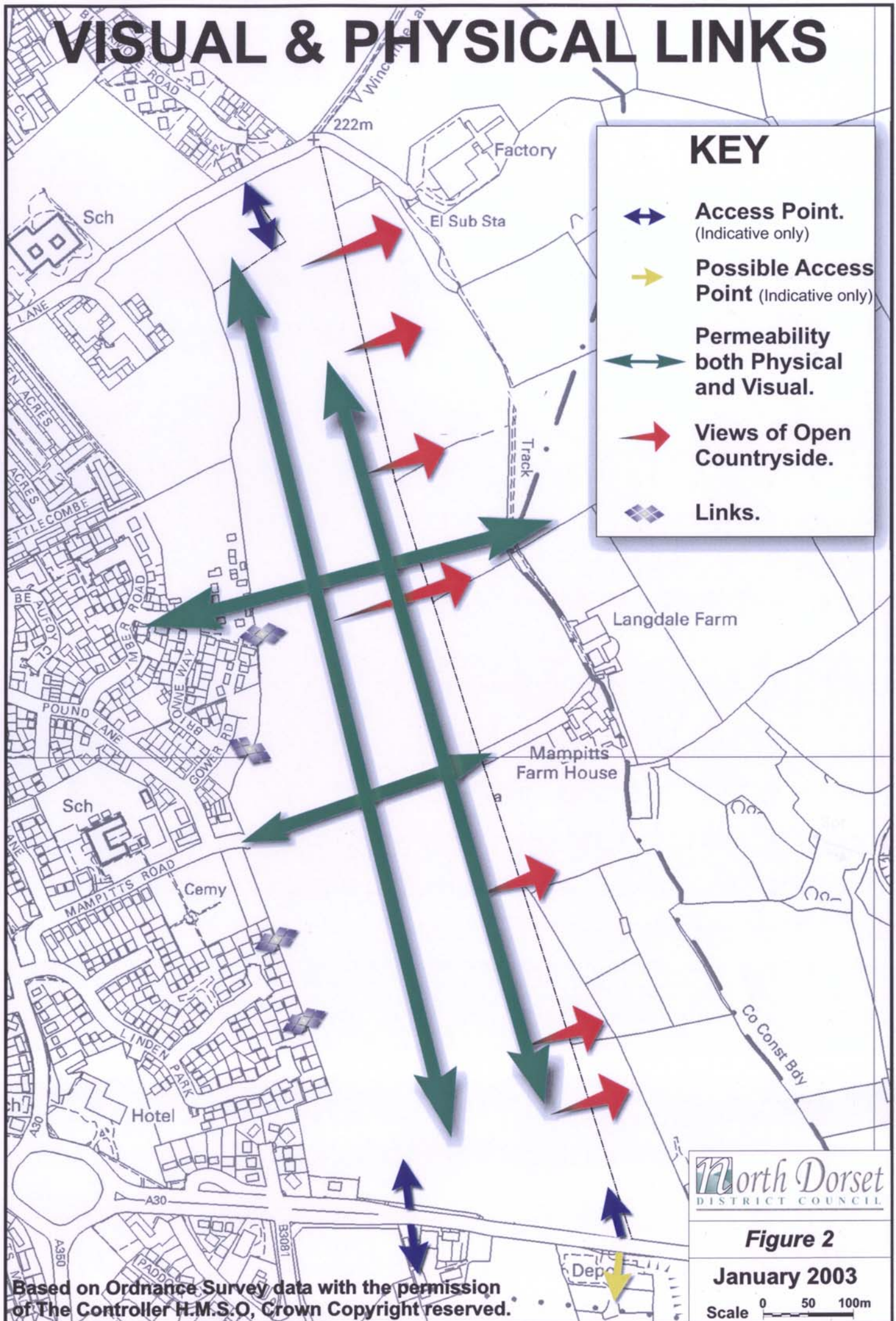
North Dorset
DISTRICT COUNCIL

Figure 1

January 2003

Scale 0 50 100m

VISUAL & PHYSICAL LINKS



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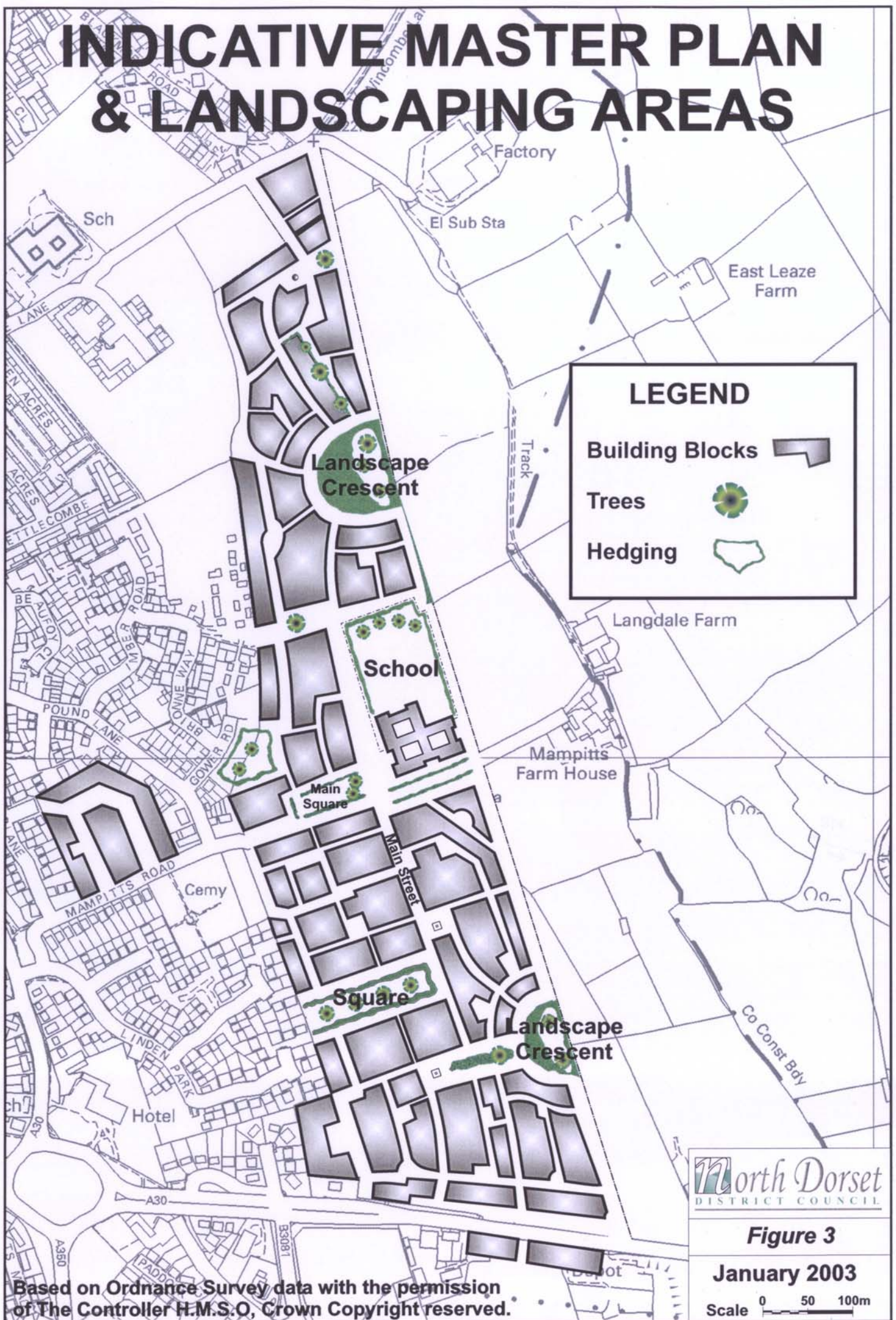
North Dorset
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Figure 2

January 2003

Scale 0 50 100m

INDICATIVE MASTER PLAN & LANDSCAPING AREAS



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Figure 3

January 2003

Scale 0 50 100m

MOVEMENT PLAN

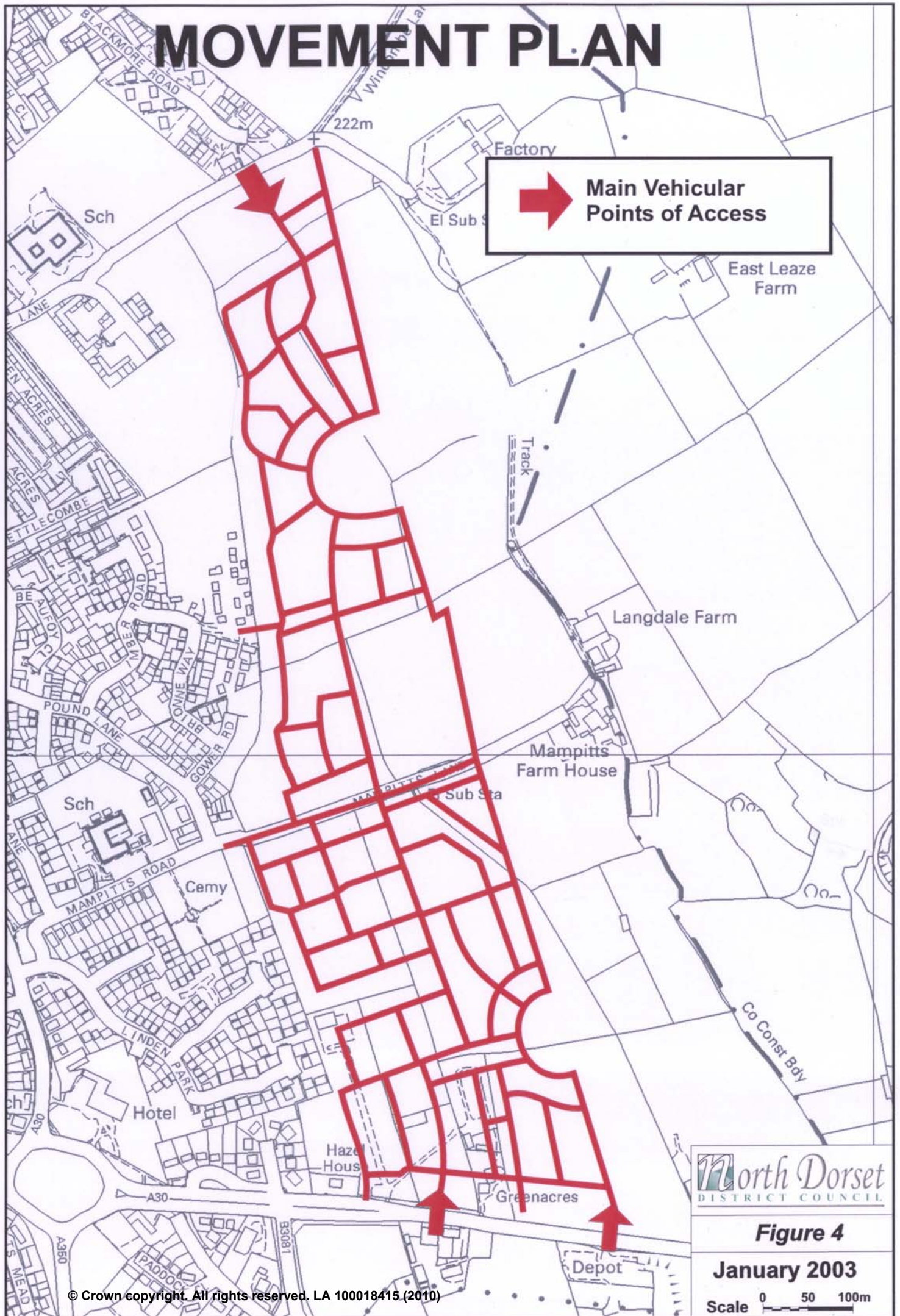


Figure 4

January 2003

Scale 0 50 100m

MAIN SQUARE



Source: Percy Thomas Architects

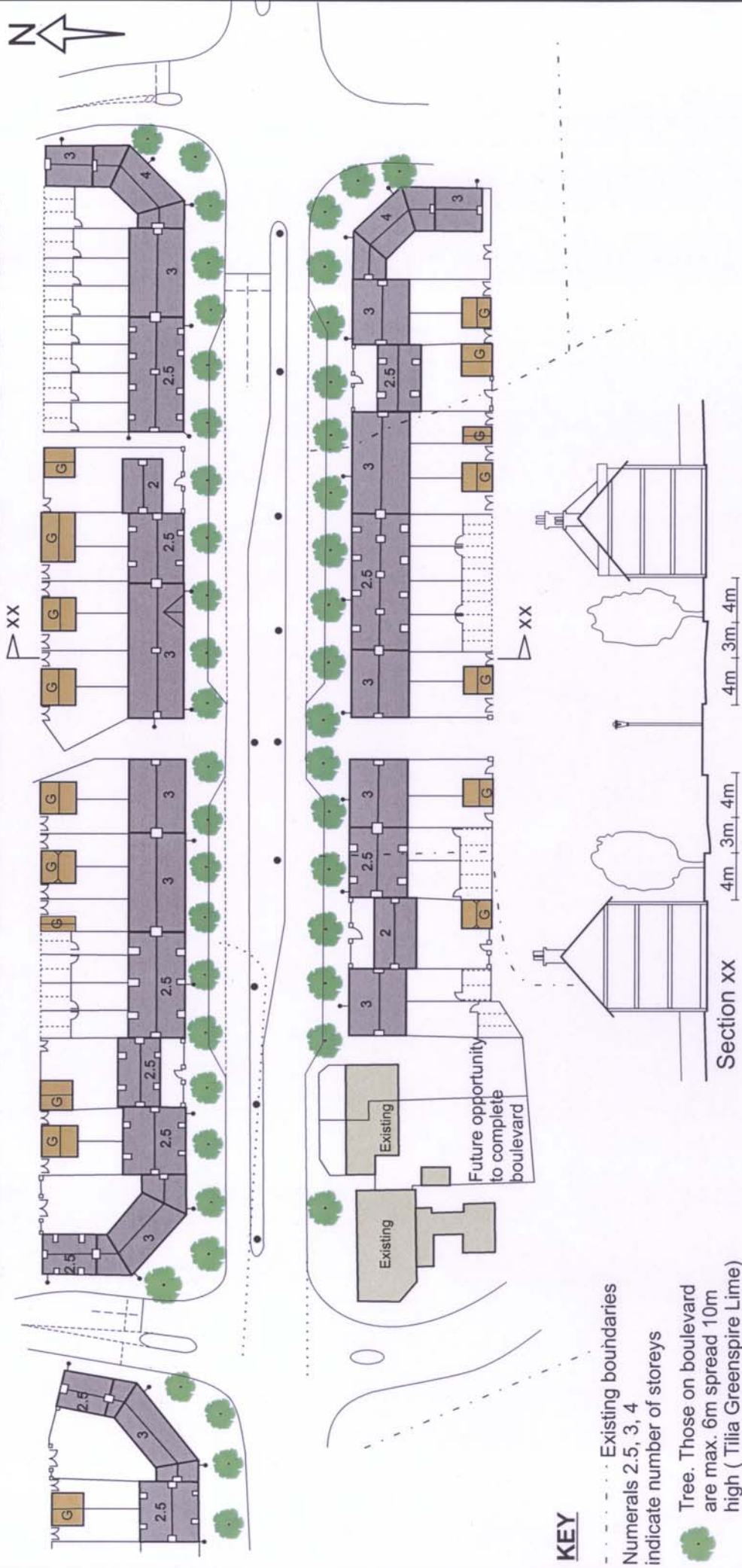
TYPICAL STREETSCAPE

North Dorset
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Figure 5

January 2003

INDICATIVE BOULEVARD DESIGN



KEY

- - - Existing boundaries
- Numerals 2.5, 3, 4 indicate number of storeys
- Tree. Those on boulevard are max. 6m spread 10m high (Tilia Greenspire Lime) in centre of boulevard
- 8m high lighting column in centre of boulevard
- ⌈ Wall hung lamp
- G Garage block
- Existing carriageway



Part north side boulevard elevation

SHAFTESBURY PLAN A

Policy Ref:	Para. 1.32
Key Road Network	Para. 1.32
Existing Distributor	Para. 1.32
Regular	Para. 1.32
Frequency	1.7
Settlement	1.9
Important Open or	1.16
Ground Water	1.24-27
Source	1.24-27
Boundary	1.24-27
Conservation Area	5B 2-6
Conservation Sub-Area	5B 2-6
Ancient Monuments (AM) & Sites of Archaeological Importance	1.28-30
Area of Outstanding Natural Beauty (AONB)	1.32
Wharfedale	1.33
Northern Scarps Hills Landscape Character	3.1
Rural Priority Area (RPA)	1.34-36
Sites of Nature Conservation	2.4 & 37.4.11
Conservation and State of Special Scientific Interest	Para. 37.4.2
Mixed Use	2.1
Predominantly Housing	3.1 & 5B 12
Mixed Use	3.2-3.3
Predominantly Employment	4.10
Housing - Committed	5B 9, 16/17
Employment: Proposal	5B 14
Employment: Committed	5B 15
North Dorset	5B 18
Highways	Para. 37.4.15
Recreation Development	5B 18
Improvements for	5B 18
Outside Bus / Consultation	5B 18
Town Centre Linkages	5B 18

WILTSHIRE - Salisbury District

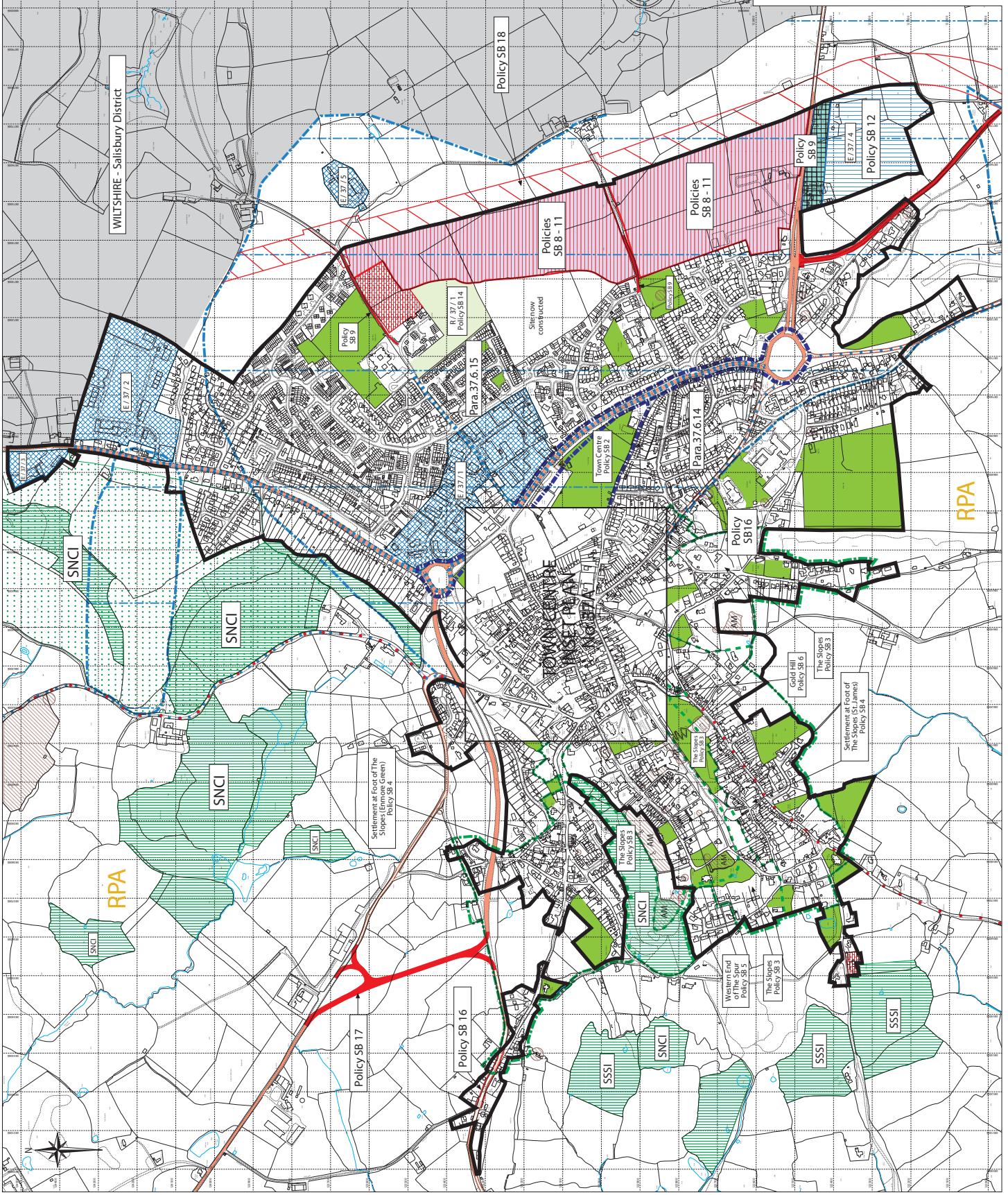
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NORTH DORSET
DISTRICT - WIDE
LOCAL PLAN
(1st Revision)

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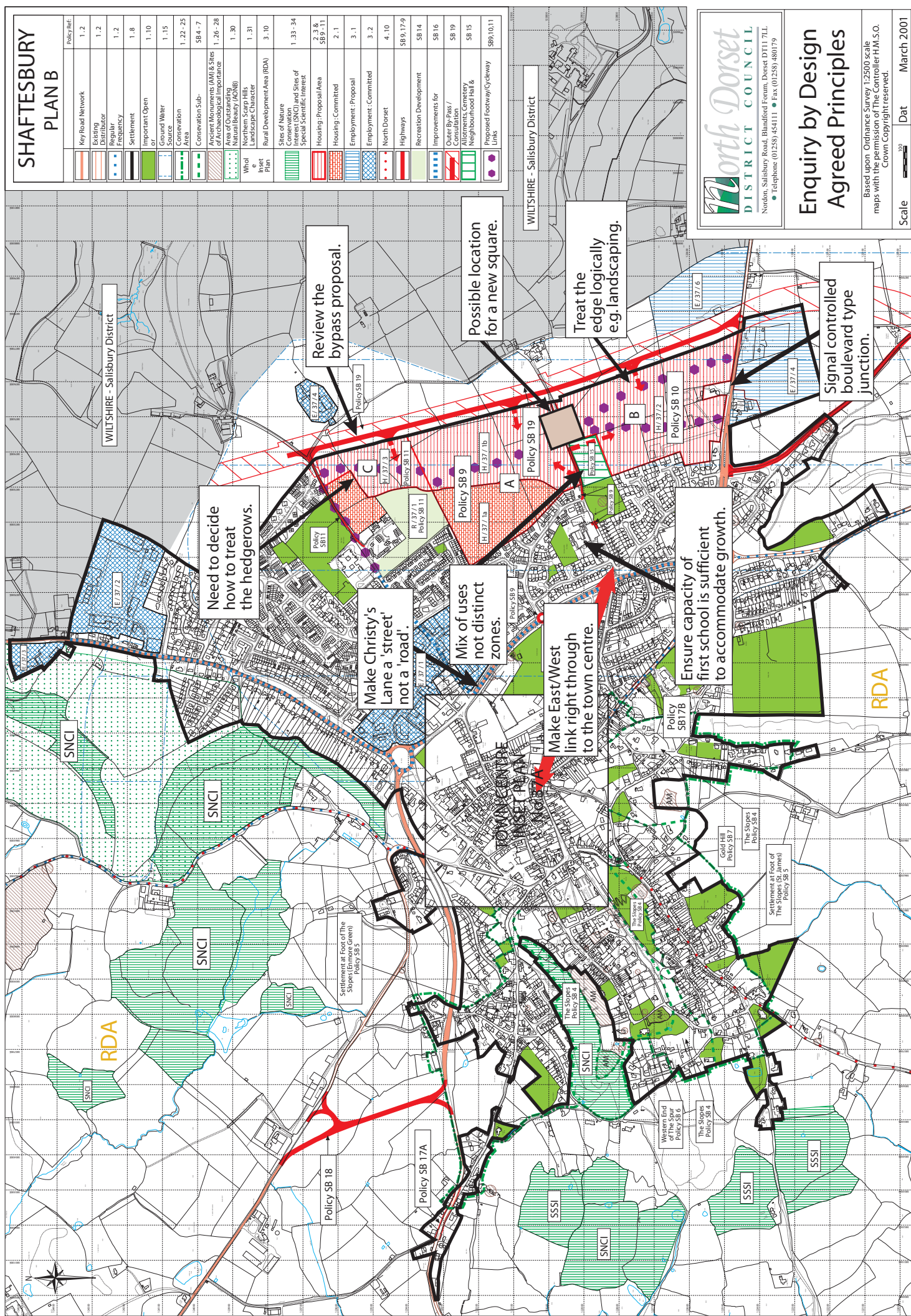
Scale

Adopted: Jan. 2003



SHAFTESBURY PLAN B

Policy Ref.	Policy Ref.
Key Road Network	1.2
Existing Distributor	1.2
Regular Frequency	1.2
Settlement	1.8
Important Open or	1.10
Ground Water	1.15
Source	1.22-25
Conservation Area	SB 4-7
Conservation Sub-	SB 4-7
Antient Monuments (AM) & Sites	1.26-28
Archaeological Importance	1.26-28
Area of Outstanding Natural Beauty (AONB)	1.30
Whole	1.31
Inset Plan	3.10
Rural Development Area (RDA)	1.33-34
Sites of Nature	2.3 & SB 9-11
Conservation Interest (SNCI) and Sites of Special Scientific Interest	2.1
Housing: Proposed Area	3.1
Housing: Committed	3.2
Employment: Proposed	4.10
Employment: Committed	SB 9, 17-9
Highways	SB 14
Recreation Development	SB 16
Improvements for	SB 19
Outer By-Pass /	SB 15
Alignments, Cemetery	SB 10, 11
Neighbourhood Hall &	
Proposed Footway/Cycleway	
Links	



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Enquiry by Design Agreed Principles

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