



Gillingham Southern Extension

Concept plan workshop - March 2013

ATLAS report on the workshop



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## 1.0 Introduction

### 1.1 Background

1.1.1 North Dorset District Council (NDDC) is in the process of producing the North Dorset Local Plan - Part 1: Strategic Policies. The North Dorset Local Plan will guide development in the district up to 2026. Together with the subsequent North Dorset Local Plan - Part 2: Site Allocations, it will become the new style Local Plan for the district. The Local Plan will include a strategic site allocation (SSA) for a major mixed-use development to the south of Gillingham. NDDC intends to produce a concept plan for the proposed SSA, which will provide the basis for more detailed and comprehensive master planning of the development. NDDC asked ATLAS to assist in planning and facilitating a public consultation workshop, involving the prospective developers and a cross section of the local community. The consultation workshop, which was designed to produce a concept plan and associated design principles, was part of NDDC's wider effort to ensure community participation in the formulation of plans for the proposed SSA. The prospective developers worked with NDDC in collating background information for the workshop. They also participated in the workshop and provided resources to help with facilitation.

### 1.2 The purposes of this report

1.2.1 The three purposes of this report are as follows.

1. Place the workshop in the context of NDDC's wider public consultation exercise on the proposed SSA.
2. Provide a factual account of the workshop and the outputs from it.
3. Demonstrate how those outputs might be translated into a concept plan, design principles and an overall development concept for the SSA.

This report has been prepared by ATLAS, on behalf of NDDC, on the understanding that it will be circulated by NDDC to all those who participated in the workshop.

### 1.3 The structure of this report

1.3.1 This report is divided into five sections. This first section introduces the report. The second section places the workshop in the context of NDDC's wider public consultation exercise on the proposed SSA. The third section provides a factual account of the workshop methodology. The fourth section describes the outputs from the workshop and ATLAS's analysis of the same. The fifth section describes how those outputs might be used to build consensus behind a single concept plan, design principles and an overall development concept for the SSA.



The site of the proposed Gillingham Southern Extension

## 2.0 Placing the workshop in context

### 2.1 The national planning system

- 2.1.1 The purpose of the national planning system is to contribute to the achievement of sustainable development. It is a system that includes both plan making and decision-making. The plan making aspects of the system are concerned with the production, monitoring and review of the development plan. The decision-making aspects of the system are concerned with determining applications, including planning applications. The system is plan-led. Planning law requires that applications for planning permission, for example, must be determined in accordance with the development plan, unless material considerations indicate otherwise. In each local planning authority area (e.g. North Dorset District) the development plan includes adopted development plan documents; i.e. the Local Plan and any neighbourhood plans, which have been made in relation to the area. The development plan documents, which comprise the Local Plan, can comprise strategic and site specific elements.
- 2.1.2 Development plans are intended to play a vital role in the national planning system, as they are intended to provide the primary basis on which applications are determined. That is not to say, however, that development plans are entirely prescriptive. It does not automatically follow that an application, which conforms to the provisions of the development plan, will necessarily be approved. Nor does it automatically follow that an application, which does not conform to the development plan, will necessarily be refused. The planning system gives decision-makers (e.g. Planning Committees) discretion to also take other material considerations into account in reaching decisions on applications. That discretion aside, the development plan approach is intended to maintain a national and consistent basis for decision-making.
- 2.1.3 In order to maintain that national and consistent basis for decision-making the system includes a planning policy hierarchy. At the top of that hierarchy is the National Planning Policy Framework (the NPPF). The NPPF sets out the Government's planning policies for England and how these are expected to be applied. Each local planning authority (e.g. NDDC) is asked to produce a Local Plan for its area. Local Plans form the next tier in the planning policy hierarchy. Local Plans must be consistent with the principles and policies set out in the NPPF. The Government expects Local Plans to address the spatial implications of economic, social and environmental change across the local planning authority area in question. Local Plans are expected to set out the opportunities for development in that area, together with clear policies on what will or will not be permitted and where. Local planning authorities are expected to set out the strategic priorities for their areas; e.g. strategic policies to deliver the homes and jobs needed in the area. As described in Section 1.0 of this report, NDDC is in the process of producing the North Dorset Local Plan - Part 1: Strategic Policies, which will guide development in the district up to 2026. One of the strategic priorities included in the Local Plan is a major mixed-use development to the south of Gillingham. This proposed development will include a significant proportion of the new homes required within North Dorset over the plan period. In order to help set out the spatial implications and opportunities arising from the proposed extension to Gillingham, NDDC intends to produce a concept plan for the proposed SSA. The concept plan will help to articulate NDDC's objectives for the proposed development. It will also provide the basis for comprehensive master planning of the same.
- 2.1.4 The SSA falls within the area of the Gillingham Neighbourhood Plan, which is being produced by the Gillingham Neighbourhood Plan Group (GNPG). Parishes and neighbourhood forums can use neighbourhood planning to set planning policies through neighbourhood plans to: (a) determine decisions on planning applications; and (b)

grant planning permission through Neighbourhood Development Orders and Community Right to Build Orders for specific development, which complies with the order.

- 2.1.5 Neighbourhood plans must be in general conformity with the strategic policies of the Local Plan. Neighbourhood plans should reflect these strategic policies, and neighbourhoods should plan positively to support them. Neighbourhood plans and orders should not promote less development than set out in the Local Plan, or undermine its strategic policies. So in this case the Gillingham Neighbourhood Plan must be in general conformity with the strategic policies of the draft New Plan for North Dorset, including the strategic allocation for a mixed-use extension to the south of the town. In order to comply with the NPPF, the Gillingham Neighbourhood Plan should plan positively to support that strategic allocation.

### 2.2 The wider consultation context

- 2.2.1 NDDC produced the draft Local Plan in March 2010 (then called The New Plan for North Dorset - The Draft Core Strategy and Development Management Policies Development Plan Document) and extensive public consultation took place between March and May 2010. Since then the Coalition Government embarked on a process of reforming the planning system. Moreover, there has also been a global economic downturn. NDDC has sought to revise the draft New Plan in light of these major changes in circumstances, and taking into account the responses to the consultation which took place in 2010. Further consultation on key issues took place from the 29th of October 2012 to the 21st of December 2012. Officers presented a report on the results of the key issues consultation to NDDC's Planning Policy Panel on the 27th of March 2013.
- 2.2.2 The concept plan workshop was part of NDDC's wider effort to ensure community participation in the formulation of plans for the proposed SSA. Prior to the concept plan workshop, for example, NDDC had undertaken public consultation on the key elements of the proposed Gillingham Southern Extension (Stage 1 consultation). Stage 1 formed part of the further consultation on key issues, as described above. During the Stage 1 consultation NDDC sought views on various components of the proposed Southern Extension, including: the composition and distribution of Green Infrastructure; allotment provision; alignment of the principal street described in the draft New Plan; potential locations for a mixed-use local centre; and potential locations for a primary school, etc. NDDC's analysis of the responses to the Stage 1 consultation exercise was made available to participants at the concept plan workshop.
- 2.2.3 It is also important to note that on the 22nd of October 2012 ATLAS facilitated a consultation workshop for the GNPG, which was designed to produce a draft vision for the Gillingham Neighbourhood Plan. Some fifty three people participated in that workshop, including representatives from Statutory Agencies, service providers, local businesses and the wider community.
- 2.2.4 In summary the concept plan workshop formed part of a wider NDDC and GNPG effort to ensure community participation, which included: public consultation on the emerging New Plan; public consultation on the vision for the Neighbourhood Plan; and site-specific public consultation on key aspects of the proposed Gillingham Southern Extension.

## 3.0 The workshop methodology

### 3.1 Workshop parameters

- 3.1.1 The workshop took place on Friday the 22nd of March at the RiversMeet Leisure Centre, Gillingham. The programme for the workshop is included as Appendix 1 to this report. Forty five people participated in the workshop, including representatives from the prospective developers, the Councils, Statutory Agencies, service providers, local businesses and the wider community. For the purposes of group work the participants were divided into six groups. A list of participants is included as Appendix 2 to this report.
- 3.1.2 NDDC's Planning portfolio holder opened the workshop and welcomed the participants. NDDC officers then explained the purpose of the Local Plan - Part 1: Strategic Policies and the rationale for proposing a major mixed-use development to the south of Gillingham. Officers also set out the key parameters for the SSA as summarized below. They went on to describe the previous consultation work referred to in Section 2.0 of this report. Analysis of the outputs from that previous work was available on the day, within the workshop space, for participants to examine.

#### Key parameters for the SSA as described by NDDC officers

- Total site area - approximately 126 hectares.
- Flood Zone areas to become informal open space - approximately 26 hectares.
- Total developable area - approximately 100 hectares.
- Number of dwellings - about 1,800.
- Employment space - about 9 hectares.
- Public Open Space (POS) including sports pitch provision - at least 7 hectares.
- Children's Play Space (equipped) - at least 1 hectare.
- Allotments - about 75 plots.
- A local centre with retail, health facilities etc. - about 1 hectare.
- Land for primary school provision - about 3 hectares.

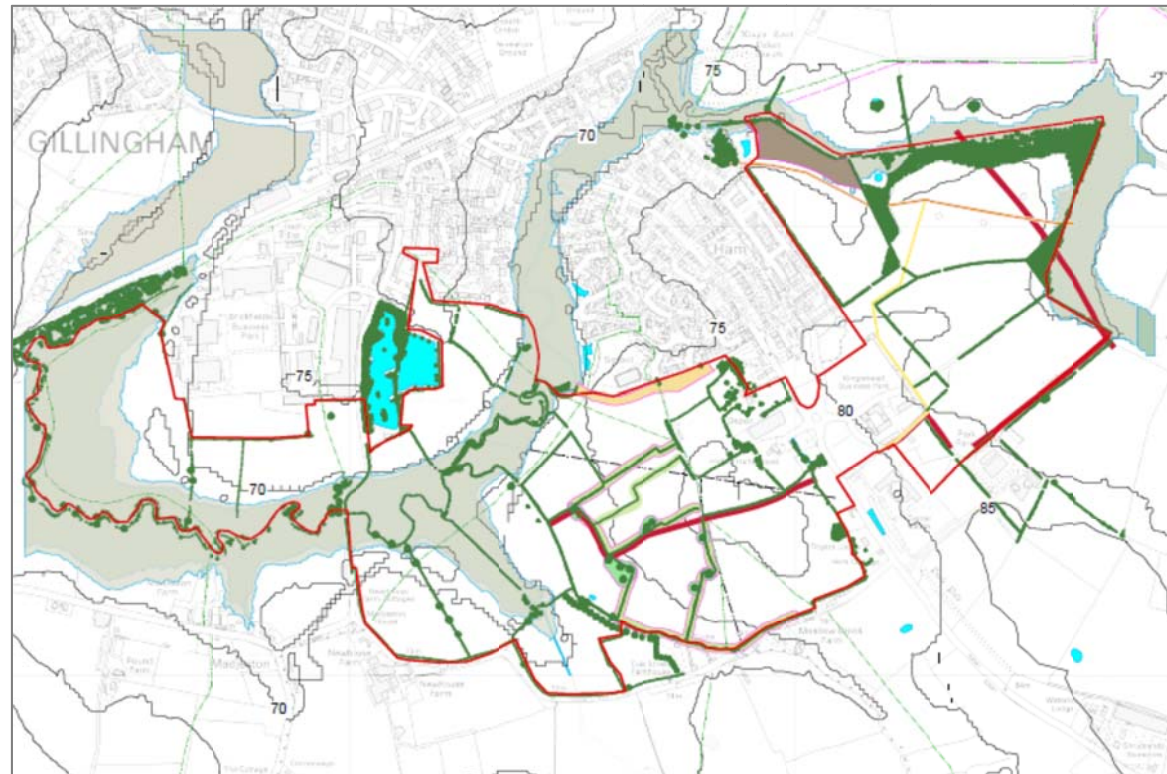
### 3.2 Workshop exercises

- 3.2.1 ATLAS then explained the programme for the day and the intended outputs. ATLAS described how the participants were not being asked to master plan the proposed development. Rather they were being asked to carefully consider the available site survey and consultation information, and work with NDDC officers and the developers' representatives to produce design briefing material in the form of a concept plan and associated design principles. This as a precursor to more detailed master planning work later in the development process. Each participant was provided with a handout showing the extent of the site and the viewing locations for the site visit. The handout also included 15 potential design principles for the participants to consider throughout the day, together with an example concept plan for another site. The potential design principles were based on national best practice and the adopted Gillingham Town Design Statement. A copy of the handout is included as Appendix 3 to this report.
- 3.2.2 The workshop day was divided into three stages. The first stage involved introduction to the site and the proposed allocation. Following that introduction participants were taken on a guided tour of the site. The tour included stops at three key vantage points, where participants were given opportunities to observe the extent and physical form of the site.



Participants at RiversMeet (above) and on site (below)





Site survey information supplied by the consultant team

Review of the concept drawings at the end of the second stage



- 3.2.3 The second stage involved production of the concept plan. During this stage the participants were divided into six smaller groups. Each group was facilitated by ATLAS staff or by urban designers from the consultant team, together with officers from NDDC. The groups were provided with aerial photographs of the site and composite constraints and opportunities plans. Base plans of the SSA and the surrounding area, together with information on local facilities, were also provided. Each group was asked to produce a concept plan drawing, using the example concept plan (for another site) as a guide in terms of questions to discuss and matters to illustrate. The six concept plan drawings are included as Appendix 4 to this report. At the end of the second stage each group was given an opportunity to explain the thinking behind their concept plan drawing.
- 3.2.4 The third stage involved a review of the 15 potential design principles, which had been suggested by ATLAS following discussions with NDDC, the GNPG and the lead developers. These draft design principles had been formulated with reference to the Gillingham Town Design Statement, which was produced by a Steering Group in consultation with the local community and with support from NDDC officers. The third stage began with a presentation on the Town Design Statement by members of the GNPG. This, together with the earlier stages, provided helpful context for the participants as they considered the appropriateness or otherwise of the 15 draft design principles. Participants were then given the opportunity to vote and comment on each of the 15 draft principles. All 15 draft design principles were set out on display panels around the room, together with relevant precedents (photographs) to illustrate the broad thinking behind each one. In each case participants were offered three alternatives: i.e. keep this principle; do not keep this principle; and, keep this principle but change the wording. The participants were provided with coloured dots to use in casting their votes. Each display panel also included space where participants could write down their suggestions for revisions to the draft wording, or any other comments they wanted to make. The results from the voting exercise are included in Section 4.0 of this report. At the end of the third stage participants were given an opportunity to discuss the various comments that had been added to the draft design principles during the voting exercise.
- 3.2.5 At the end of the workshop NDDC officers thanked the participants for attending and explained how the outputs from the day would be used to produce a single concept plan, together with a series of related design principles. Officers also explained their proposal to include the concept plan and the related design principles within the pre-submission draft of the Local Plan (i.e. in support of the SSA).



## 4.0 The workshop outputs

### 4.1 Concept drawings

4.1.1 As described earlier in this report the first stage of the workshop involved introduction to the proposed allocation and the workshop material, followed by a guided tour of the site. The second stage involved production of the concept plan. In order to generate a range of design ideas and give everyone a better opportunity to contribute, the participants were divided into six groups. Working in these smaller groups the participants were given an opportunity to review and discuss the site constraints and opportunities information. The six groups were facilitated by planning professionals from ATLAS, NDDC and the consultant team. The facilitators were able to offer advice on planning, urban design, landscape architecture and transport (among other things). The facilitators helped the participants to work through the available information and generate design proposals. Each group produced and then presented a concept plan drawing for the site. All six concept drawings produced at the workshop are included in Appendix 4 to this report.

### 4.2 Voting on the draft design principles

4.2.1 The third stage of the workshop involved a review of the 15 potential design principles, which were derived from the Gillingham Town Design Statement and national best practice material (e.g. By Design and Building for Life). At the start of the workshop each participant was provided with a handout, which set out the potential design principles. In explaining the handout during the introduction, ATLAS encouraged the participants to reflect on the potential design principles during the site visit and the concept plan work, in anticipation of the review exercise. The third stage began with a presentation on the Gillingham Town Design Statement by members of the GNPG. The presentation focussed on the contextual analysis sections of the Town Design Statement. Following that presentation participants were given an opportunity to vote and comment on the potential design principles. The results of that exercise are set out in tables 1 to 15 on pages 8 to 12 of this report.

### 4.3 ATLAS's analysis of the six concept drawings

4.3.1 ATLAS has used the outputs from the workshop to produce: a composite concept plan for the site; a revised set of potential design principles; and a potential development concept for the SSA. The intention is to provide NDDC and the landowners with an impartial interpretation of the workshop outputs. This in turn should enable NDDC and the landowners to agree final versions of the components described above, which are clearly derived from community participation, together with a sound understanding of site survey material and other relevant information.

4.3.2 ATLAS's analysis of the six concept drawings involved examining how each one responded to the questions posed on the workshop handout. In effect ATLAS examined how each of the concept drawings addressed key aspects of the proposed mixed-use development: i.e. the alignment of main streets through the site; the wider movement network and linkages; location of the local centre; the disposition of main land uses; variations in density; the extent and role of Green Infrastructure; focal points and gateways; and key views into and out of the site. The results of that analysis are set out in Figure 1 overleaf.

4.3.3 ATLAS considers that the following key points can be extrapolated from its analysis of the six concept drawings produced at the workshop.

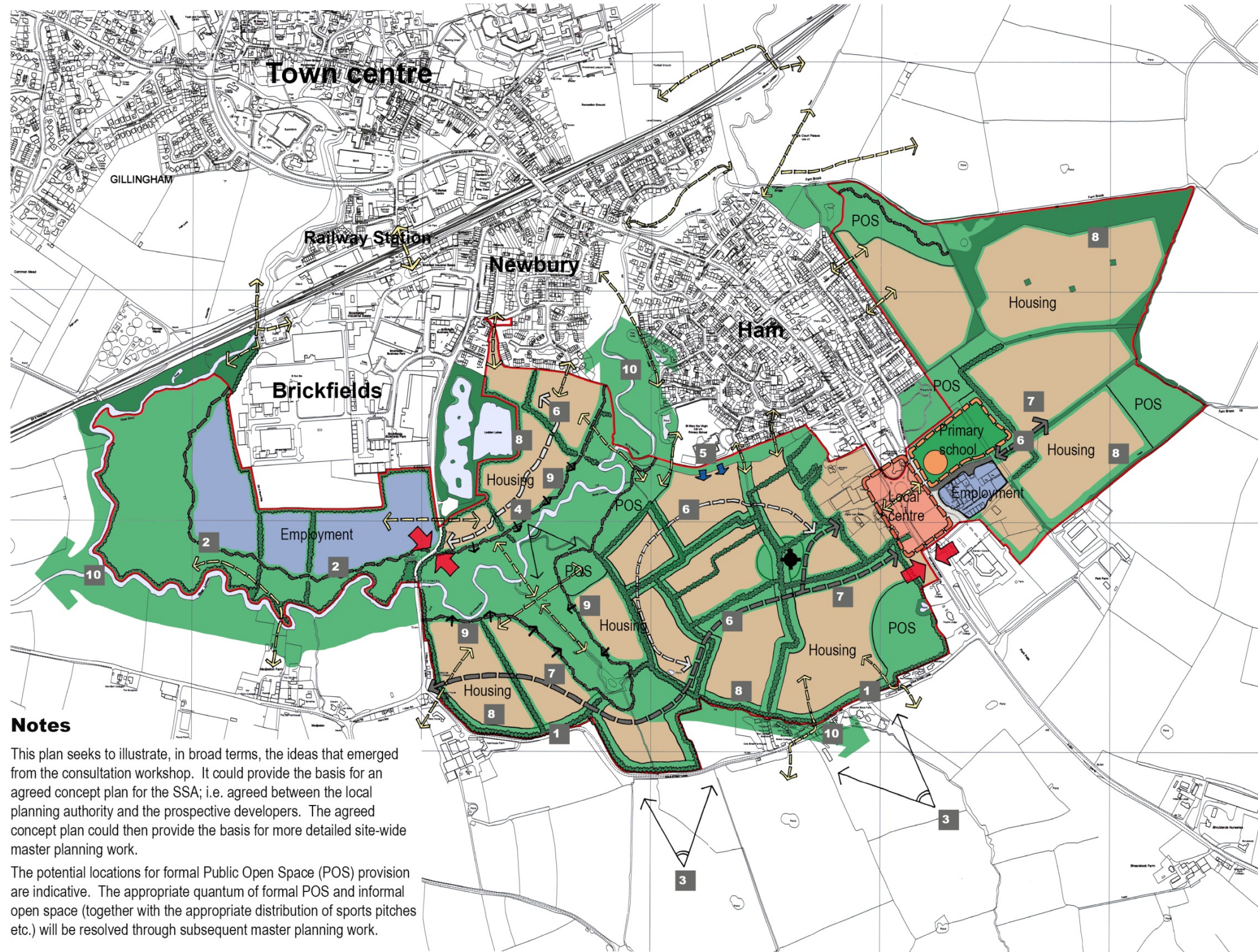
1.	Participants proposed a main street to connect New Road and the Shaftesbury Road. Most of the drawings illustrated a route from the Madjeston bends area, around the southern tip of the Flood Zone and across Ham Farm to the Shaftesbury Road. Most of the drawings showed an alignment south of the high ground, although some groups also included a loop running north of the high ground. At least one group proposed the northern loop as a potential public transport route. There were a number of options in terms of junctions with the Shaftesbury Road.
2.	Participants proposed a main street into Park Farm utilizing the existing road into the Kingsmead Business Park. At least one group also proposed a main street with Park Farm, running parallel to Cale Way.
3.	Three of the drawings showed a main street through the land adjacent the Lodden Lakes. The drawings showed a junction on New Road, south of the Lodden Lakes. They also showed a number of options in terms of junctions with Addison Close and The Meadows.
4.	Most of the groups proposed that the local centre be located on the Shaftesbury Road corridor. Three of the groups referred to extending into the Kingsmead Business Park. Most of the groups concluded that Park Farm, Ham Farm, the land north of Newhouse Farm, and the land adjacent the Lodden Lakes could accommodate residential development, together with Green Infrastructure (based on the Flood Zone) and areas of Public Open Space. In terms of the latter a number of locations were proposed (see the concept drawings). One of the groups proposed mixed employment and residential development on the land north of Newhouse Farm. And one group proposed Public Open Space on the land adjacent Lodden Lakes.
5.	Two options for primary school provision were discussed. One involved provision of a new primary school adjacent the local centre. The other involved expansion of St Mary the Virgin Primary School into the SSA. Participants stressed the need to resolve a satisfactory solution to the issue of primary sector provision for the SSA.
6.	All of the groups proposed employment uses on the land south of the Brickfields Business Park. One group proposed an energy centre on this part of the site. Some groups also referred to a secondary area of employment uses in the Kingsmead Business Park, associated with the local centre.
7.	Four groups included notations regarding variations in density. The proposals included higher densities around the local centre, along the main route through Ham Farm, close to the Kingsmead Business Park, and generally within the central parts of the site. The proposals also included lower densities towards the edges of the site. A number of groups stressed the importance of creating an appropriate transition from town to countryside along the southern edges of the site.
8.	There was a consensus that the Flood Zone areas should form part of a wider network of Green Infrastructure. Participants also proposed that the best hedgerows and trees be retained and protected within the network of Green Infrastructure. There was also strong support for creating a green route along Cole Street Lane. Other proposals included retaining the woodland planting on Park Farm, a green knoll on the high ground on Ham Farm, and dispersal of children's play areas and allotments.
9.	Key gateways were identified on the Shaftesbury Road corridor and between Brickfields and the land adjacent Lodden Lakes. Key views to the south-east from the land adjacent the Lodden Lakes, and views into the site from the south were also highlighted.

4.3.4 Using its analysis of the concept drawings produced at the workshop, and taking into account site survey work and other relevant information collated by NDDC, ATLAS has produced a composite concept plan. This composite concept plan is included as Figure 2 on page 7 of this report. ATLAS considers this to be a fair representation of the key design ideas emerging from the six drawings produced at the workshop.


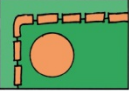
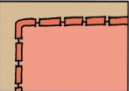




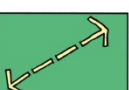



Figure 1 - Analysis of the six concept drawings

Analysis of how the six concept drawings addressed key aspects of the proposed mixed-use development								
Group	Main streets	Wider movement network and linkages	Location of local centre	Land uses	Variations in density	Green Infrastructure	Focal points and gateways	Key views
1.	From Madjeston bends around the southern tip of the Flood Zone to the Shaftesbury Road (splits across Ham Farm). Takes existing route into Park Farm. Parallel to Cale Way on Park Farm site.	Choice of movement. Resolving traffic. Links from the site to The Meadows, Kingfisher Avenue, Cale way and Brickfields. Links across the Flood Zone from Ham to Newbury. Links across the Shaftesbury Road.	Shaftesbury Road, extending into Kingsmead Business Park.	Employment at Brickfields. Opportunity for school to be situated adjacent the local centre. Public Open Space on Park Farm adjacent the school.		Flood Zone area utilized for Green Infrastructure network. Best hedgerows retained. Woodland planting on Park Farm retained. Hedges around Lodden Lakes retained. Keep landscape features.	Madjeston Bends. Link between Lodden Lakes site and Brickfields.	
2.	From New Road around the southern tip of the Flood Zone to the Shaftesbury Road (splits at southern tip of the flood zone). Takes existing route into Park Farm.	Links to Railway Station. Links across the Flood Zone from Ham to Newbury. Links from the site to St Mary the Virgin Primary School, Cale Way, Brickfields, Kingscourt Bridge and recreation ground. Links across the Shaftesbury Road.	Shaftesbury Road, extending into Kingsmead Business Park.	Employment at Brickfields. Extension of St Mary the Virgin Primary School. Pitches and Public Open Space on Ham Farm (close to the school) or on Park Farm.		Flood Zone area utilized for Green Infrastructure network. Best hedgerows retained. Woodland planting on Park Farm retained. Green route or edge along Cole Street Lane.	Across Shaftesbury Road. Link between Lodden Lakes site and Brickfields.	
3.	From Madjeston bends around the southern tip of the Flood Zone to the Shaftesbury Road. Forms a new junction south of the existing roundabout.	Links across the Flood Zone from Ham to Newbury. Links from the site to Kingfisher Avenue, Kingscourt Bridge and the recreation ground. Links across the Shaftesbury Road.	Question mark over location of local centre. Shaftesbury Road, or between Shaftesbury Road and the high point within Ham Farm.	Employment at Brickfields. Residential on Ham Farm and Park Farm. Opportunity for school to be situated on Park Farm, adjacent to the local centre. Residential within local centre. Employment and residential adjacent Lodden Lakes. Public Open Space adjacent school on Park Farm, or on Ham Farm.	Softer edge along the southern boundary. Softer edge to the north-east of Park Farm. Softer edge around Lodden Lakes.	Use Flood Zone areas as Green Infrastructure corridors. Green route or edge along Cole Street Lane.	Across Shaftesbury Road. Link between Lodden Lakes site and Brickfields.	Views to the south-east from the Lodden Lakes site.
4.	Follows western section of Cole Street Lane before diverting into Ham Farm south of the Flood Zone (splits across Ham Farm). Takes existing route into Park Farm and forms two loops therein.	Bus route through Ham Farm, following northern alignment of main street. Links from Brickfields across the railway line. Links from the site to The Meadows, Kingfisher Avenue, Brickfields, Cale Way, the Motcombe to Gillingham cycleway and the recreation ground via Kingscourt Bridge. Links across the Flood Zone from Ham to Newbury.	Shaftesbury Road.	Employment at Brickfields. Extension of St Mary the Virgin Primary School. Pitches and Public Open Space on Ham Farm, Park Farm and west of Brickfields. B1 at local centre in Kingsmead Business Park.	Higher density along the main routes through Ham Farm and adjacent Lodden Lakes. Higher density close to the expanded school and close to Cale Way.	Flood Zone area utilized for Green Infrastructure network. Best hedgerows retained. Green centres at key locations on Ham Farm. Woodland planting on Park Farm retained. Buffer around Lodden Lakes. Green route or edge along Cole Street Lane.	Across Shaftesbury Road. Link between Lodden Lakes site and Brickfields (green link). New Road, at the new western entrance to the development. Cole street Lane, where main route diverts into Ham Farm.	Ridge views. Views south over Cole Street Lane.
5.	Follows western section of Cole Street Lane before diverting into Ham Farm south of the Flood Zone. Takes existing route into Park Farm and swings northwards towards the railway line (i.e. a proposed bypass).	Links from the existing paths and tracks across the Flood Zone. Links from the site to Brickfields, Kingfisher Avenue and Cale Way. Links to the recreational routes through the flood zone and around Brickfields.	Shaftesbury Road.	Employment at Brickfields. Resolve the school question. Pitches and Public Open Space adjacent to Lodden Lakes, on Ham Farm (two locations) and on Park Farm (close to King's Court). Employment in Kingsmead Business Park.	Low density around the southern edges of Ham Farm and in the southern part of Park Farm. Higher density close to the local centre, around the high point on Ham Farm and close to the Kingsmead Business Park. Medium density elsewhere on Park Farm.	Flood Zone area utilized for Green Infrastructure network. Best hedgerows retained. Woodland planting on Park Farm retained. Green southern edge to Park Farm. Play areas located within medium density component at Park Farm.	Across Shaftesbury Road. Link between Lodden Lakes site and Brickfields.	
6.	From New Road across the southern tip of the flood zone to the Shaftesbury Road. Forms a new junction south of the existing roundabout.	Links to the open countryside. Pedestrian and cycle links over the railway close to the Railway Station. Links across the flood zone from Ham Farm to Newbury. Links to the Motcombe to Gillingham cycleway via Kingscourt Bridge. Links to Kingfisher Avenue and to the New Road and Shaftesbury Road junction.	Shaftesbury Road, extending into Kingsmead Business Park.	Small scale employment in Kingsmead Business Park. Larger scale employment on Brickfields. Opportunity for school to be situated on Park Farm, adjacent to the local centre. Small scale local centre adjacent Lodden Lakes, close to the gateway.	Harder edge around the existing Brickfields employment site. Higher density towards the centre, lower towards the edges.	Flood zone area utilized for Green Infrastructure network. Play areas and allotments dispersed. Allotments by Garden Centre. Green knoll on Ham Farm. Woodland planting on Park Farm retained. Best hedgerows retained. Green route or edge along Cole Street Lane.	Across Shaftesbury Road. Link between Lodden Lakes site and Brickfields.	Importance of views in from the south. Importance of knoll on Ham Farm.

Figure 2 - Composite concept plan



**Legend**

-  Main street through the development (and potential bus route). Other key streets shown in lighter grey.
-  Potential location for a new primary school, adjacent the local centre. Possible expansion of St Mary the Virgin was also discussed as an option.
-  Mixed-use local centre, with shops and services to meet the day-to-day needs of residents and employees.
-  Important edges around the flood zone. Some provide opportunities for development to front onto green space.
-  Species rich hedgerows and existing trees incorporated within a network of Green Infrastructure (includes allotments and community orchards).
-  Areas that could accommodate carefully designed housing development. Density to vary accordingly.
-  Existing employment within the SSA, and areas that could accommodate carefully designed new employment development.
-  Key linkages to be established and/or retained. These primarily involve links for pedestrians and cyclists.
-  POS  
Potential locations for Public Open Space, integrated within the wider network of Green Infrastructure (play areas dispersed around the SSA).
-  Key gateways, which require special attention in terms of urban design.
-  High point is a key landmark.

**Notes**

This plan seeks to illustrate, in broad terms, the ideas that emerged from the consultation workshop. It could provide the basis for an agreed concept plan for the SSA; i.e. agreed between the local planning authority and the prospective developers. The agreed concept plan could then provide the basis for more detailed site-wide master planning work.

The potential locations for formal Public Open Space (POS) provision are indicative. The appropriate quantum of formal POS and informal open space (together with the appropriate distribution of sports pitches etc.) will be resolved through subsequent master planning work.

- 1** Cole Street Lane becomes a 'green' route.
- 2** New tree planting to provide visual screen.
- 3** Note views into the site from the south.
- 4** Note views out of the site to the south.
- 5** Potential to expand St Mary the Virgin Primary School. Primary school provision needs to be resolved.
- 6** Streets not roads.
- 7** Higher density along main street/bus route.
- 8** Very sensitive approach to density/massing required along these edges.
- 9** Opportunities for housing to front onto green space.
- 10** Green Infrastructure network extends into the town centre and connects with the surrounding countryside.

**Composite concept plan based on the six concept drawings produced at the workshop**

## 1. Landscape setting

**Draft design principle proposed at the workshop**

The proposed development shall be successfully integrated into its wider landscape setting through careful design of layout, scale (height and massing), density, materials and structural planting. Particular care will be taken along its southern edges to ensure a sensitive transition between the extended town and the surrounding countryside, and retain important views into and out of the whole site.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
34	0	1

**Comments from participants**

Underpinned by understanding of landscape character at contextual and detail scale. Define the use of structure 'planting' - the discussion from today was a focus on enhancing natural greenery.

**Proposed design principle(s)**

The proposed development shall be successfully integrated into its wider landscape setting through careful design of layout, scale (height and massing), density, materials and structural planting. Particular care will be taken along its southern edges to ensure a sensitive transition between the extended town and the surrounding countryside, and retain important views into and out of the whole site.

## 2. Landscape assets

**Draft design principle proposed at the workshop**

Significant existing landscape assets, including river corridors and watercourses, important trees, hedgerows, ponds and other natural habitats, shall be successfully integrated within the public realm of the development. Most of these assets will be retained within an interconnected network of Green Infrastructure.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
26	0	11

**Comments from participants**

Also seek opportunities to add/enhance - not just retaining existing. Integration with walking and cycling. Consider the species these assets support, not just the habitat; i.e. water vole, great crested newts. Conserve, enhance should be priorities, not integration. Significant existing landscape and ecological assets... natural habitats shall form the basis of an interconnected network of green infrastructure. Add infrastructure, including 'green gateways' at entrances to new development, and 'green centres' along pedestrian and cycle routes. New habitat of wildlife value will be created or enhanced where practicable. Conserve and enhance is key. Hedgerow trees are also a feature of landscape.

**Proposed design principle(s)**

Significant existing landscape and ecological assets, including river corridors and watercourses, important trees, hedgerows, ponds and other natural habitats, shall be successfully integrated within the public realm of the development. These assets will be retained and enhanced within a network of Green Infrastructure.

## 3. Mix of uses

**Draft design principle proposed at the workshop**

At the macro scale this will be a mixed use development comprising employment, housing and community uses etc. In particular it shall include a fine grain, mixed use local centre, to meet the day-to-day needs of residents and employees. Whilst concentrations of certain uses will be directed towards appropriate parts of the site (e.g. employment land, or the local centre) rigid allocation of uses that would not prejudice residential amenity, or have other detrimental impacts, will be avoided.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
31	0	4

**Comments from participants**

**Proposed design principle(s)**

At the macro scale this will be a mixed use development comprising employment, housing and community uses etc. In particular it shall include a fine grain, mixed use local centre, to meet the day-to-day needs of residents and employees. Whilst concentrations of certain uses will be directed towards appropriate parts of the site (e.g. employment land, or the local centre) rigid allocation of uses that would not prejudice residential amenity, or have other detrimental impacts, will be avoided.

### 4. Continuity and enclosure

**Draft design principle proposed at the workshop**

The distinction between public and private space shall be clearly defined throughout the development. In order to achieve this distinction in a way that is legible, buildings shall be arranged to create continuous street frontages and ensure the enclosure of space.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
11	2	24

**Comments from participants**

Why does the boundary need to be legible? Not continuous enclosure - allow for gaps and lower densities. Not enclose all space. Too prescriptive - are "continuous street frontages" always appropriate? Not necessarily important - shared spaces are important for community reasons. Break up - do not have continuous street frontages. Agree. "Enclosure of space" - keep privacy by all means, but try to offer open vistas as much as possible. "Continuous street frontages" to a developer equals "long bland terrace."

**Proposed design principle(s)**

The distinction between public and private space shall be clearly defined throughout the development. In order to achieve this distinction in a way that is legible, buildings shall be arranged within a coherent layout that successfully defines public and private spaces.

### 5. Legibility

**Draft design principle proposed at the workshop**

The development shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood hierarchy of streets and other spaces.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
25	2	9

**Comments from participants**

Do we need hierarchy? Include provision for shared space, which may not fit with a clear hierarchy.

**Proposed design principle(s)**

The development shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood pattern of streets and other spaces.

### 6. Legibility

**Draft design principle proposed at the workshop**

Specially designed buildings will mark important corners and formal groupings of buildings will define and enclose focal spaces.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
25	1	7

**Comments from participants**

Town-wide legibility should be considered (e.g. gateways to Gillingham along Shaftesbury Road and New Road). Gateways okay, but not all corners - too many corners. Formal and informal groupings. 'Enclose focal space' - not sure this is the correct word. Surely you want focal spaces as visible as possible? Green, rather than building focus. Agree.

**Proposed design principle(s)**

Specially designed buildings and groups of buildings, together with landscaping, will help to define important gateways, landmarks and spaces.

### 7. Quality of the public realm

**Draft design principle proposed at the workshop**

The streets, squares and parks within this development will be the focus for community activity and social interaction. Streets and junctions will be designed as public spaces, accessible for all, rather than merely as functional routes for vehicular traffic. Through successful enclosure and natural surveillance, public spaces will impart a feeling of security for all users.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
33	0	5

**Comments from participants**

Junction as public space? Create development so that in some areas pedestrians have priority over vehicles? Agree. Shared space/Home Zone principles.

**Proposed design principle(s)**

The streets, squares and parks within this development will be the focus for community activity and social interaction. Streets and junctions will be designed as public spaces, accessible for all, rather than merely as functional routes for vehicular traffic. Through successful enclosure and natural surveillance, public spaces will impart a feeling of security for all users.

### 8. Quality of the public realm

**Draft design principle proposed at the workshop**

All outdoor areas (including streets, public open space, informal green spaces etc.) shall be attractive and safe. They shall display the highest standards in terms of design, including careful consideration of materials, planting, street furniture, boundary treatment, lighting and accessibility.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
28	0	8

**Comments from participants**

Just first line only. Remove section in brackets. "Attractive and safe" - define! What does attractive look like? Materials need to be kept to a minimum and kept consistent throughout development for a strong identity. Locally distinctive. Agree. Functional and distinctive (food growing areas). Edges or sections of open spaces will be managed in a way that brings wildlife benefits.

**Proposed design principle(s)**

All outdoor areas shall display the highest standards in terms of design, including careful consideration of materials, planting, street furniture, boundary treatment, lighting and accessibility.

### 9. Ease of movement

**Draft design principle proposed at the workshop**

As well as providing places for interaction, each street will contribute to the creation of a comprehensive interconnected network. A finely branched network of footpaths and cycleways will complement the street network, linking into existing routes to form a highly permeable grid of movement for pedestrians and cyclists. This network will connect the development to destinations beyond the site boundaries, both within the town and also in the surrounding countryside.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
24	0	13

**Comments from participants**

Basic principle is fine but far too wordy! Agreed. Agree. Build into multifunctional accessible Green Infrastructure network. Roads to complement cycle paths; i.e. inversed priority to above.

**Proposed design principle(s)**

In addition to an interconnected network of streets, a finely branched network of footpaths and cycleways, linked to existing routes, will form a highly permeable grid of movement for pedestrians and cyclists, connecting the development to destinations within the town and in the surrounding countryside.

10. Adaptability		
Draft design principle proposed at the workshop		
The layout shall be based on block sizes and a pattern of streets that allow flexibility in terms of the variety of uses that could be accommodated over time. Building designs shall be as robust as practicable, with careful consideration given to characteristics such as height, depth and access, all of which influence how adaptable buildings are to new uses.		
Results of the voting		
Keep this principle	Do not keep this principle	Keep this principle but change the wording
21	15	4
Comments from participants		
Needs to be clarified - a bit confusing.		
Proposed design principle(s)		
Building designs shall be as robust as practicable, with careful consideration given to the adaptability of internal spaces and opportunities for future conversion or extension.		

11. Diversity		
Draft design principle proposed at the workshop		
The development as a whole shall include a range of house types, offering choice in the amount of indoor and outdoor space provided. The range of building types within individual streets will, however, strike an appropriate balance between variety and harmony, to ensure coherent street scenes. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc. Where practicable the design of housing shall provide opportunities for home working and future enlargement.		
Results of the voting		
Keep this principle	Do not keep this principle	Keep this principle but change the wording
23	0	15
Comments from participants		
Include space to store bicycles. Agree. Question particularly of designing to allow for enlargement. Choice - but buildings keeping with existing good buildings in Gillingham. Buildings to reflect the style and character, including building materials, of existing old buildings of Gillingham; i.e. brick and stone built. Agree. Sounds great in words, but there may be different interpretations and delivered very differently. Variety of house developers; e.g. eco, co-op, self-build (etc.) will create the diversity in principle!		
Proposed design principle(s)		
The development as a whole shall include a range of house sizes, offering choice in the amount of indoor and outdoor space provided. Coherent street scenes will be created by striking an appropriate balance between variety and harmony in terms of external appearance. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc. Where practicable the design of housing shall provide opportunities for home working.		

12. Environmental performance		
Draft design principle proposed at the workshop		
The development shall incorporate a wide range of site-wide features to reduce its environmental impact, including SuDS and convenient access to allotments and recycling facilities. Opportunities to incorporate low carbon energy generation and enhanced building performance will also be explored.		
Results of the voting		
Keep this principle	Do not keep this principle	Keep this principle but change the wording
25	0	16
Comments from participants		
Strengthen use of low carbon energy generation and building performance. Not an 'add on.' What recycling facilities? Not whether SuDS will work. Avoid prescription at this early stage. Enhanced building performance <u>will</u> be incorporated. What does enhanced mean? Environmental sustainability not performance. Include climate change adaptation/mitigation. Building performance - energy efficiency/generation covered by Building Regulations. What does convenient access to allotments actually mean? Opportunities to incorporate low energy generation... will be explored - very weak and loophole-like statement - needs to be strengthened. Explore decentralized energy generation; lifestyle sustainability; 'eco-zone' and passive housing (i.e. zero Carbon - e.g. Olympic Village).		
Proposed design principle(s)		
The development shall incorporate a wide range of site-wide features to reduce its environmental impact, including SuDS, on-site allotments and recycling facilities. The Council will also promote design solutions that incorporate low carbon energy generation and building performance that exceeds statutory minima (e.g. Building Regulations).		

### 13. Traffic management

**Draft design principle proposed at the workshop**

Traffic management will be integral to the urban form within this development and will be achieved through a variety of means. For example, the relationships between building frontages and the streets will be carefully designed to encourage lower vehicle speeds and create a safer environment.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
14	0	19

**Comments from participants**

More emphasis on urban design and shared space principles, and Manual for Streets. Add 'pedestrian' to management; i.e. integrate traffic and pedestrian management. How will variety of means be achieved? Minimize vehicular traffic. Careful - the recent development at Ham also sought to do this!!

**Proposed design principle(s)**

The building layout shall take priority over the streets and car parking, so that the highways do not dominate. The building layout will help to create well-defined streets and spaces, which are pedestrian, cycle and vehicle friendly.

### 14. Parking

**Draft design principle proposed at the workshop**

The development shall incorporate a range of appropriate car parking solutions, to ensure that parking is well integrated and situated so as to support rather than dominate the street scene.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
24	0	13

**Comments from participants**

Cycle parking - adequate provision to encourage leaving the car at home for short journeys. Integrate with urban design framework. Cycle parking and car sharing - car club solutions. Ensure off-street parking - electric vehicles recharging. What does appropriate mean - woolly wording! Parking needs to be legible, accessible, convenient and pleasant, to avoid on-street parking and deserted courtyards.

**Proposed design principle(s)**

The development shall incorporate a range of car parking solutions that respond to the urban design framework. These shall be designed to ensure that car parking is well integrated, accessible and situated so as to support rather than dominate the street scene.

### 15. Public transport

**Draft design principle proposed at the workshop**

The layout shall incorporate a through route ensuring good connectivity with the existing main routes into the town. This route shall be designed to enable a bus service through the development to be conveniently established.

**Results of the voting**

Keep this principle	Do not keep this principle	Keep this principle but change the wording
36	0	4

**Comments from participants**

Delete from "ensuring" to "the town." Needs to be a viable route.

**Proposed design principle(s)**

The layout shall incorporate a through route ensuring good connectivity with the existing main routes into the town. This route shall be designed to enable a bus service through the development to be conveniently established.



## 4.4 Revised design principles

4.4.1 Taking into account the results of the voting exercise, as set out in tables 1 to 15 above, ATLAS has drafted a revised set of potential design principles for the SSA. In each case the revised design principle is included at the bottom of the relevant table, allowing comparison with the original version discussed at the workshop. Each table also records the comments added by participants in respect of the original version. The 15 revised design principles are shown in Figure 3 opposite.

Figure 3 - Revised design principles

Revised design principles - taking into account the voting exercise and participants' comments on the original versions	
1.	The proposed development shall be successfully integrated into its wider landscape setting through careful design of layout, scale (height and massing), density, materials and structural planting. Particular care will be taken along its southern edges to ensure a sensitive transition between the extended town and the surrounding countryside, and retain important views into and out of the whole site.
2.	Significant existing landscape and ecological assets, including river corridors and watercourses, important trees, hedgerows, ponds and other natural habitats, shall be successfully integrated within the public realm of the development. These assets will be retained and enhanced within a network of Green Infrastructure.
3.	At the macro scale this will be a mixed use development comprising employment, housing and community uses etc. In particular it shall include a fine grain, mixed use local centre, to meet the day-to-day needs of residents and employees. Whilst concentrations of certain uses will be directed towards appropriate parts of the site (e.g. employment land, or the local centre) rigid allocation of uses that would not prejudice residential amenity, or have other detrimental impacts, will be avoided.
4.	The distinction between public and private space shall be clearly defined throughout the development. In order to achieve this distinction in a way that is legible, buildings shall be arranged within a coherent layout that successfully defines public and private spaces.
5.	The development shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood pattern of streets and other spaces.
6.	Specially designed buildings and groups of buildings, together with landscaping, will help to define important gateways, landmarks and spaces.
7.	The streets, squares and parks within this development will be the focus for community activity and social interaction. Streets and junctions will be designed as public spaces, accessible for all, rather than merely as functional routes for vehicular traffic. Through successful enclosure and natural surveillance, public spaces will impart a feeling of security for all users.
8.	All outdoor areas shall display the highest standards in terms of design, including careful consideration of materials, planting, street furniture, boundary treatment, lighting and accessibility.
9.	In addition to an interconnected network of streets, a finely branched network of footpaths and cycleways, linked to existing routes, will form a highly permeable grid of movement for pedestrians and cyclists, connecting the development to destinations within the town and in the surrounding countryside.
10.	Building designs shall be as robust as practicable, with careful consideration given to the adaptability of internal spaces and opportunities for future conversion or extension.
11.	The development as a whole shall include a range of house sizes, offering choice in the amount of indoor and outdoor space provided. Coherent street scenes will be created by striking an appropriate balance between variety and harmony in terms of external appearance. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc. Where practicable the design of housing shall provide opportunities for home working.
12.	The development shall incorporate a wide range of site-wide features to reduce its environmental impact, including SuDS and convenient access to allotments and recycling facilities. The Council will also promote design solutions that incorporate low carbon energy generation and building performance that exceeds statutory minima (e.g. Building Regulations) adhering to relevant policies in the Local Plan.
13.	The building layout shall take priority over the streets and car parking, so that the highways do not dominate. The building layout will help to create well-defined streets and spaces, which are pedestrian, cycle and vehicle friendly.
14.	The development shall incorporate a range of car parking solutions that respond to the urban design framework. These shall be designed to ensure that car parking is well integrated, accessible and situated so as to support rather than dominate the street scene.
15.	The layout shall incorporate a through route ensuring good connectivity with the existing main routes into the town. This route shall be designed to enable a bus service through the development to be conveniently established.

## 5.0 Using the workshop outputs

### 5.1 Policy making

- 5.1.1 NDDC intends to produce a concept plan for the proposed SSA, which will provide the basis for more detailed and comprehensive master planning of the development. Officers propose to include the concept plan in the Local Plan, in support of the proposed SSA policy. NDDC wanted to give the community an opportunity to participate in producing the concept plan, which is why officers asked ATLAS to facilitate the consultation workshop. This report provides NDDC and the landowners with a composite concept plan, derived from the six concept drawings produced at the workshop. ATLAS anticipates that NDDC and the landowners will use the composite concept plan as a basis for further discussion, with a view to agreeing a final version to meet NDDC's policy making requirements.
- 5.1.2 NDDC has already made clear its requirement that the proposed mixed-use development be comprehensively master planned. Discussions are continuing between officers and the landowners on how best to meet this requirement. Given that a number of different landowners are involved, however, it seems likely that some form of master plan framework for the site will be required to supplement the SSA policy. ATLAS considers that there are a number of potential routes whereby such a master plan framework could achieve formal status in the decision-making process described in Section 2.0 of this report. For example, it could take the form of a Supplementary Planning Document, designed to assist successful delivery of the development. Alternatively it could be jointly produced by the landowners and NDDC as part of their pre-application work (see below). In either of these scenarios the composite concept plan and revised design principles, which have been produced with community participation, should prove helpful in formulating any such master plan framework for the SSA.

### 5.2 Pre-application consultation

- 5.2.1 ATLAS is also conscious that the landowners will want to undertake pre-application consultation on their emerging proposals. This is good practice in any case, but may become mandatory for certain types of planning applications if the Government decides to press ahead with secondary legislation to supplement the relevant provisions of the Localism Act 2011.
- 5.2.2 In light of the discussions referred to above the landowners may conclude that jointly preparing some form of site-wide framework master plan document, in collaboration with officers, is an appropriate way of addressing NDDC's requirement for comprehensive master planning of the SSA development. The process of preparing a master plan framework document could be designed so as to fulfil any statutory requirement for pre-application consultation, should this become necessary. In any case having an impartial record of the workshop outputs should prove helpful in this regard, as a means of demonstrating the extent to which community participation is reflected in any subsequent development proposals.

Figure 4 - Potential development concept for the SSA

#### Potential development concept for the SSA, based on the revised design principles

The development will sit comfortably within the gently undulating landform south of Gillingham, successfully incorporating significant trees and hedgerows within a network of Green Infrastructure. This network will help to define smaller, recognizable neighbourhoods within the development. Particular care will be taken along its southern edges to ensure a sensitive transition between the extended town and the surrounding countryside. A variety of formal and informal public open spaces will also help to 'green' the place.

In its town planning the development will reflect the best Dorset traditions. It shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood pattern of streets and other spaces. Within the layout focal points and landmarks will be highlighted with distinctive buildings and spaces. All buildings will exhibit architectural quality. The external appearance will avoid pastiche whilst preserving contact with the best local building traditions, not least in the use of high quality materials. Overall the built environment will strike a successful balance between variety and harmony. Public spaces will be well designed, with suitable management and maintenance arrangements in place to ensure their continued upkeep. All public spaces and routes will be overlooked to ensure they feel safe.

The development as a whole shall include a range of house sizes, offering choice in the amount of indoor and outdoor space provided. The mix of homes and tenure types will reflect evidenced local needs. Building designs shall be as robust as practicable, with careful consideration given to the adaptability of internal spaces and opportunities for future conversion or extension. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc. Where practicable the design of housing shall also provide opportunities for home working.

Residents will have convenient access to community facilities such as schools, shops, health care and play areas. Sufficient employment land and buildings will be provided to ensure a wide range of job opportunities, and these will be closely integrated with residential uses where practicable. All properties will have convenient access to public transport and to a finely branched network of safe and direct walking and cycling routes, linking people to schools, work places and services, both within the development and beyond. Integration with existing streets and paths in the vicinity will ensure this new part of Gillingham is well connected to the rest of the town and the countryside beyond.

This new part of Gillingham shall incorporate a range of site-wide features to reduce its environmental impact, including SuDS, on-site allotments and recycling facilities. The Council will also promote design solutions that incorporate low carbon energy generation and building performance that exceeds statutory minima (e.g. Building Regulations) adhering to relevant policies in the Local Plan. Allotments and gardens will provide opportunities for residents to grow their own food. The development will promote innovation in residential, commercial and infrastructure design with a view to achieving more sustainable ways of living and a place that is future-proof. Essential infrastructure and services will be fully integrated in the design of the place from the outset and delivered in phase with the building work.

## 5.3 Conclusion

- 5.3.1 ATLAS has used the outputs from the workshop to produce: a composite concept plan for the site; a revised set of potential design principles; and a potential development concept for the SSA. The intention is to provide NDDC and the landowners with an impartial interpretation of the workshop outputs. This in turn should enable NDDC and the landowners to agree final versions of the components described above, which are clearly derived from community participation, together with a sound understanding of site survey material and other relevant information.
- 5.3.2 Whatever route NDDC and the landowners decide to take towards comprehensive master planning of the development, ATLAS considers that reaching agreement on an overall vision or development concept for the SSA will be a critical stage in the process. Given the number of landowners involved and the timeframe for delivering the development as a whole, it is imperative to achieve and maintain an agreed understanding of the ultimate goal. Again the workshop outputs should prove helpful in this regard. The composite concept plan and the revised design principles should enable NDDC and the landowners to formulate an overall development concept for the SSA, which is responsive to community participation. Figure 4 shows how the outputs from the workshop could be summarized in a development concept.
- 5.3.3 ATLAS hopes that NDDC, the landowners and the wider community will find this report to be a useful record of the concept plan workshop and its outputs. For its part ATLAS will continue to work with all the parties as the policy making and pre-application work progresses.



# Appendices



# Appendix 1 - Workshop programme





Programme for the concept plan workshop | [RiversMeet](#) | Friday the 22nd of March

	09:00 - 09:15	Arrival and registration
	09:15	Start
	09:15 - 09:20	Welcome to the workshop
Stage 1 - Introduction	09:20 - 09:30	Introduction to the site and the proposed allocation Officers will describe the extent of the site and the Council's proposals for it.
	09:30 - 09:40	Explanation of the programme for the day The Advisory Team for Large Applications (ATLAS) will explain the programme and describe the objectives for the day.
	09:40 - 11:15	Guided visit to the site by coach (sturdy footwear advisable for short walks around the site)
	11:15 - 11:40	Break and refreshments
Stage 2 - Producing the concept plan	11:40 - 11:45	Introduction to the concept plan exercise ATLAS will introduce the concept plan exercise.
	11:45 - 12:45	First exercise - producing the concept plan Participants will be organised into groups. Each group will have a designer and facilitator who will sketch a concept plan from participants guided input.
	12:45 - 13:15	Participants' views on the emerging concept plan A spokesperson from each group will explain their group's concept plan and ATLAS will identify and record areas of consensus.
	13:15 - 14:00	Lunch (Buffet provided. Please advise of any specific dietary requirements when replying to the invitation)
	14:00 - 14:30	Refining the concept plan ATLAS will provide a composite concept plan based on the morning's workshop and participants will make suggestions on how it ought to be refined.
Stage 3 - Agreeing the design principles	14:30 - 14:35	Introduction to the design principles exercise ATLAS will explain the rationale for identifying design principles.
	14:35 - 15:00	Summary of previous work on the Town Design Statement The Gillingham Neighbourhood Plan Group will describe the design analysis and guidance work undertaken in producing the Gillingham Town Design Statement.
	15:00 - 15:45	Second exercise - design principles for the southern extension Participants will vote on preferred design principles.
	15:45 - 16:00	Break and refreshments
	16:00 - 16:35	Refining the design principles Gillingham Neighbourhood Plan Group and ATLAS will ask participants for comments on principles that have received majority votes and then moot revised principles.
	16:35 - 16:45	What happens next? Officers will explain how the workshop material will be used.
	16:45	Finish



# Appendix 2 - Attendance list



## Gillingham Southern Extension

Concept plan workshop - 22nd of March 2013

Actual attendance list. The names of those who were invited but could not attend are struck through.

Table	Name	Organisation
1	Trevor Warrick	NDDC (Planning Policy)
1	Wayne Sayers	DCC (Transport Development Management)
1	Jonathan Young	Woolley Wallis (Newhouse Farm)
1	Ed Preece	Hopkins Developments Ltd (Kingsmead Business Park)
1	Ben Thomas	i-Transport
1	Mike Gould	GNPG
1	Fiona Taylor (am)	St Mary the Virgin School
1	Phil Wheatley	Gillingham Rotary
1	John Parker (pm)	Shaftesbury Task Force
2	Terry Sneller	NDDC (Planning Policy)
2	Richard Dodson	DCC (Planning Obligations)
2	Will Edmonds	Monatgu Evans (Ham Farm)
2	James Parkin	Dorset Wildlife Trust
2	Mick Lodge	GNPG & Riversmeet
2	Lorna Lyons	Gillingham School (Head Teacher)
2	Jo Reeves (am)	St Mary the Virgin School
<del>2</del>	<del>Trish Walker</del>	<del>Gillingham Youth Centre</del>
<del>2</del>	<del>John Lower</del>	<del>Shaftesbury Town Council</del>
3	Nicola Laszlo	NDDC (Planning Policy)
3	Steve Savage	DCC (Transport Development Management)
3	Tim Hoskinson	Savills (Lodden Lakes)
3	James McCracken	Grass Roots Planning (Kingsmead Business Park)
3	Andrew Laskey	Dorset Fire and Rescue
<del>3</del>	<del>Jane Dawes (am)</del>	<del>North Dorset Primary Care Trust</del>
3	Sylvie Dobie (pm)	Clerk GTC
3	Simon Kidner	GNPG
4	Sarah Jennings	NDDC (Planning Policy)
4	Sue McGowan	DCC (Transport Policy)
4	Susan Woodhouse	DCC (Flood Risk Management)
4	David Beaton	GNPG
4	David Lloyd	Gillingham Museum and Local History Society
4	<del>Youth Representative</del>	<del>Gillingham Youth Centre</del>
4	Hattie Wood	Gillingham School (student)
4	<del>Anita Busby Wilcocks</del>	<del>Partnership for Older People Project</del>
4	Hannah Gibbons	Gillingham Community Church
5	Hannah Smith	NDDC (Development Services)
5	Joseph Rose	DCC (Transport)
5	David Lohfink	CG Fry (Park Farm)
5	George Lyle	Campaign to Protect Rural England
5	Val Pothcary	NDDC/GTC
5	Alan Frith (am), Belinda Ridout (pm)	GTC
5	Mark Hebditch	GNPG
5	George Ovendon	Gillingham School (student)
6	Paul McKintosh	NDDC (Conservation)
6	Tony Harris	DCC (Landscape)
6	David Walsh	NDDC/GTC
6	Sarah Reeves	Three Rivers Partnership (Community Resource Worker)
6	Christine Mitchell	NorDDis
6	Alison Appleby	Natural England
6	Joseph Pestell	STC



# Appendix 3 - Handout for participants





**The proposed site for the southern extension to Gillingham**



Notes

**ATLAS**

**Where might the main routes go?**

**How might significant landscape features (e.g. hedgerows and trees) be retained?**

**Is there a good route for new bus services?**

**What role could the floodzone area play?**

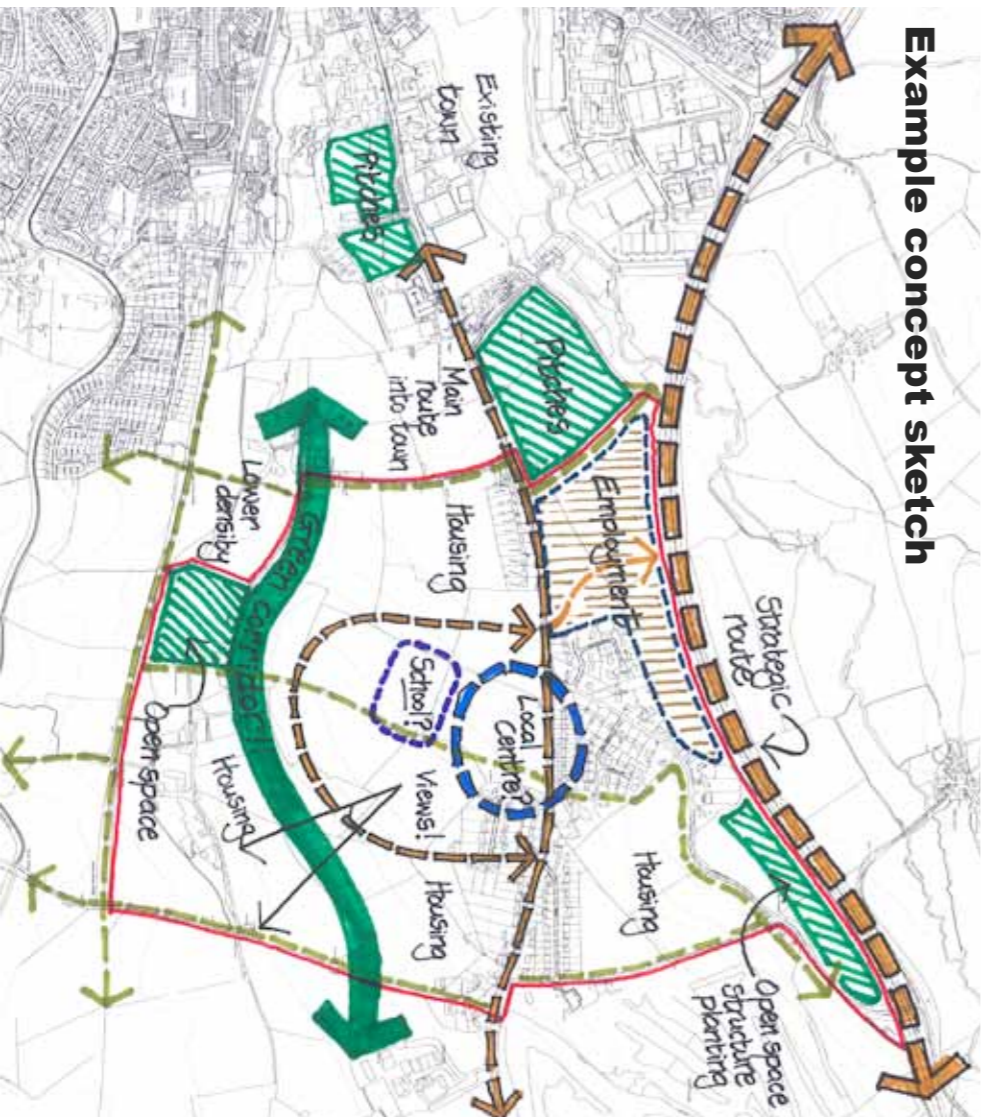
**Where might a local centre with convenience shopping thrive?**

**Should there be variations in density?**

**Where might be a good location for a primary school?**

**Where are the important views?**

**Are there any flatter areas that might suit sports pitches?**



**Example concept sketch**

**How should the different uses be arranged?**

**Are there any important linkages to be made with the town and/or the countryside?**

**Are there any obvious focal points that will need special attention?**

# Potential design principles to consider

## 1. Landscape setting

The proposed development shall be successfully integrated into its wider landscape setting through careful design of layout, scale (height and massing), density, materials and structure planting. Particular care will be taken along its southern edges, to ensure a sensitive transition between the extended town and the surrounding countryside, and retain important views into and out of the whole site.

## 2. Landscape assets

Significant existing landscape assets, including river corridors and watercourses, important trees, hedgerows, ponds and other natural habitats, shall be successfully integrated within the public realm of the development. Most of these assets will be retained within an interconnected network of green infrastructure.

## 3. Mix of uses

At the macro scale this will be a mixed use development comprising employment, housing and community uses etc. In particular it shall include a fine grain, mixed use local centre, to meet the day-to-day needs of residents and employees. Whilst concentrations of certain uses will be directed towards appropriate parts of the site (e.g. employment land, or the local centre) rigid allocation of uses that would not prejudice residential amenity, or have other detrimental impacts, will be avoided.

## 4. Continuity and enclosure

The distinction between public and private space shall be clearly defined throughout the development. In order to achieve this distinction in a way that is legible, buildings shall be arranged to create continuous street frontages and ensure the enclosure of space.

## 5. Legibility

The development shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood hierarchy of streets and other spaces.

## 6. Legibility

Specially designed buildings will mark important corners and formal groupings of buildings will define and enclose focal spaces.

## 7. Quality of the public realm

The streets, squares and parks within this development will be the focus for community activity and social interaction. Streets and junctions will be designed as public spaces, accessible for all, rather than merely as functional routes for vehicular traffic. Through successful enclosure and natural surveillance, public spaces will impart a feeling of security for all users.

## 8. Quality of the public realm

All outdoor areas (including streets, public open space, informal green spaces etc.) shall be attractive and safe. They shall display the highest standards in terms of design, including careful consideration of materials, planting, street furniture, boundary treatment, lighting and accessibility.

## 9. Ease of movement

As well as providing places for interaction, each street will contribute to the creation of a comprehensive interconnected network. A finely branched network of footpaths and cycleways will complement the street network, linking into existing routes to form a highly permeable grid of movement for pedestrians and cyclists. This network will connect the development to destinations beyond the site boundaries, both within the town and also in the surrounding countryside.

## 10. Adaptability

The layout shall be based on block sizes and a pattern of streets that allow flexibility in terms of the variety of uses that could be accommodated over time. Building designs shall be as robust as practicable, with careful consideration given to characteristics such as height, depth and access, all of which influence how adaptable buildings are to new uses.

## 11. Diversity

The development as a whole shall include a range of house types, offering choice in the amount of indoor and outdoor space provided. The range of building types within individual streets will, however, strike an appropriate balance between variety and harmony, to ensure coherent street scenes. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc. Where practicable the design of housing shall provide opportunities for home working and future enlargement.

## 12. Environmental performance

The development shall incorporate a wide range of site-wide features to reduce its environmental impact, including SuDS and convenient access to allotments and recycling facilities. Opportunities to incorporate low carbon energy generation and enhanced building performance will also be explored.

## 13. Traffic management

Traffic management will be integral to the urban form within this development and will be achieved through a variety of means. For example, the relationships between building frontages and the streets will be carefully designed to encourage lower vehicle speeds and create a safer environment.

## 14. Parking

The development shall incorporate a range of appropriate car parking solutions, to ensure that parking is well integrated and situated so as to support rather than dominate the street scene.

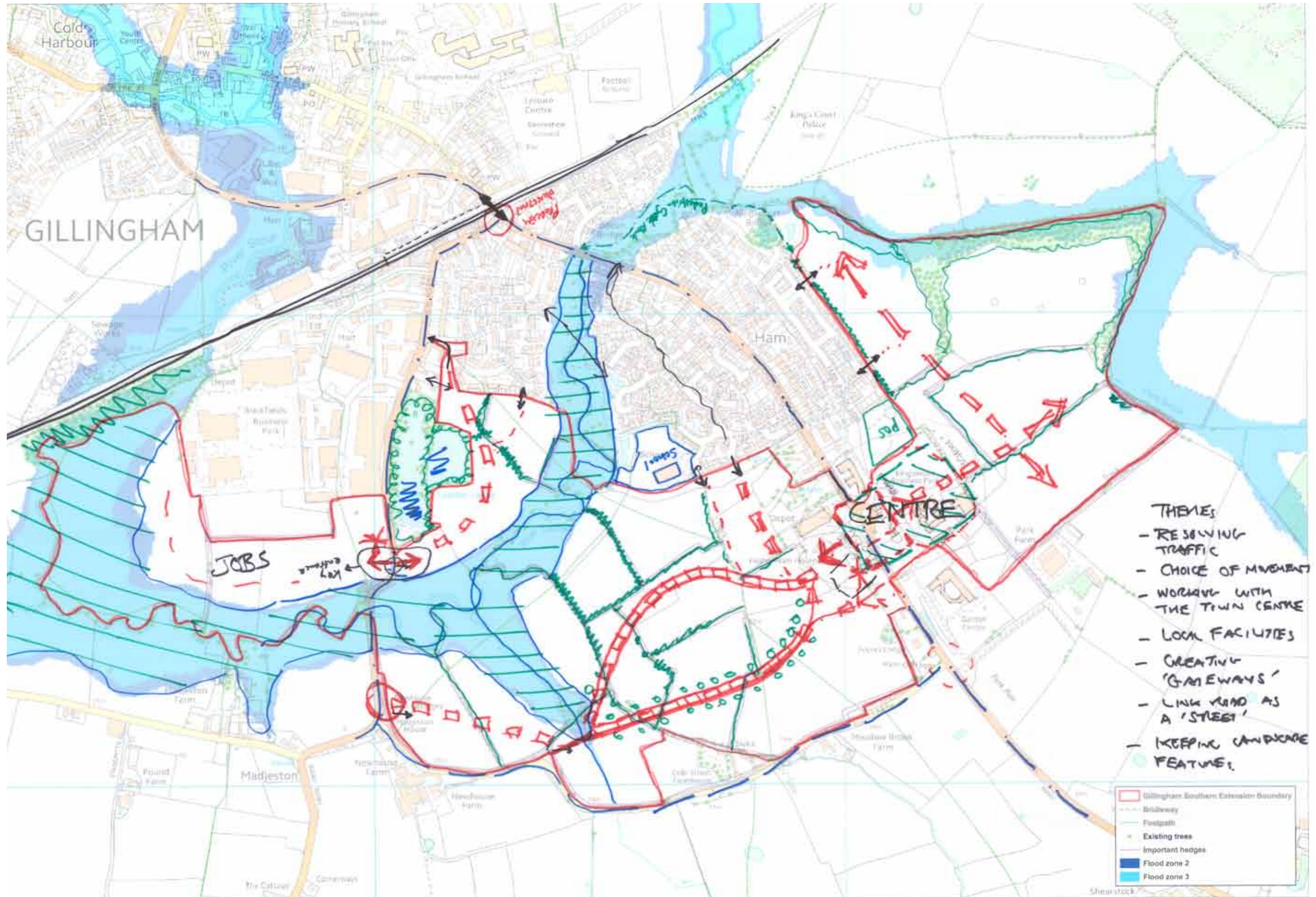
## 15. Public transport

The layout shall incorporate a through route ensuring good connectivity with the existing main routes into the town. This route shall be designed to enable a bus service through the development to be conveniently established.

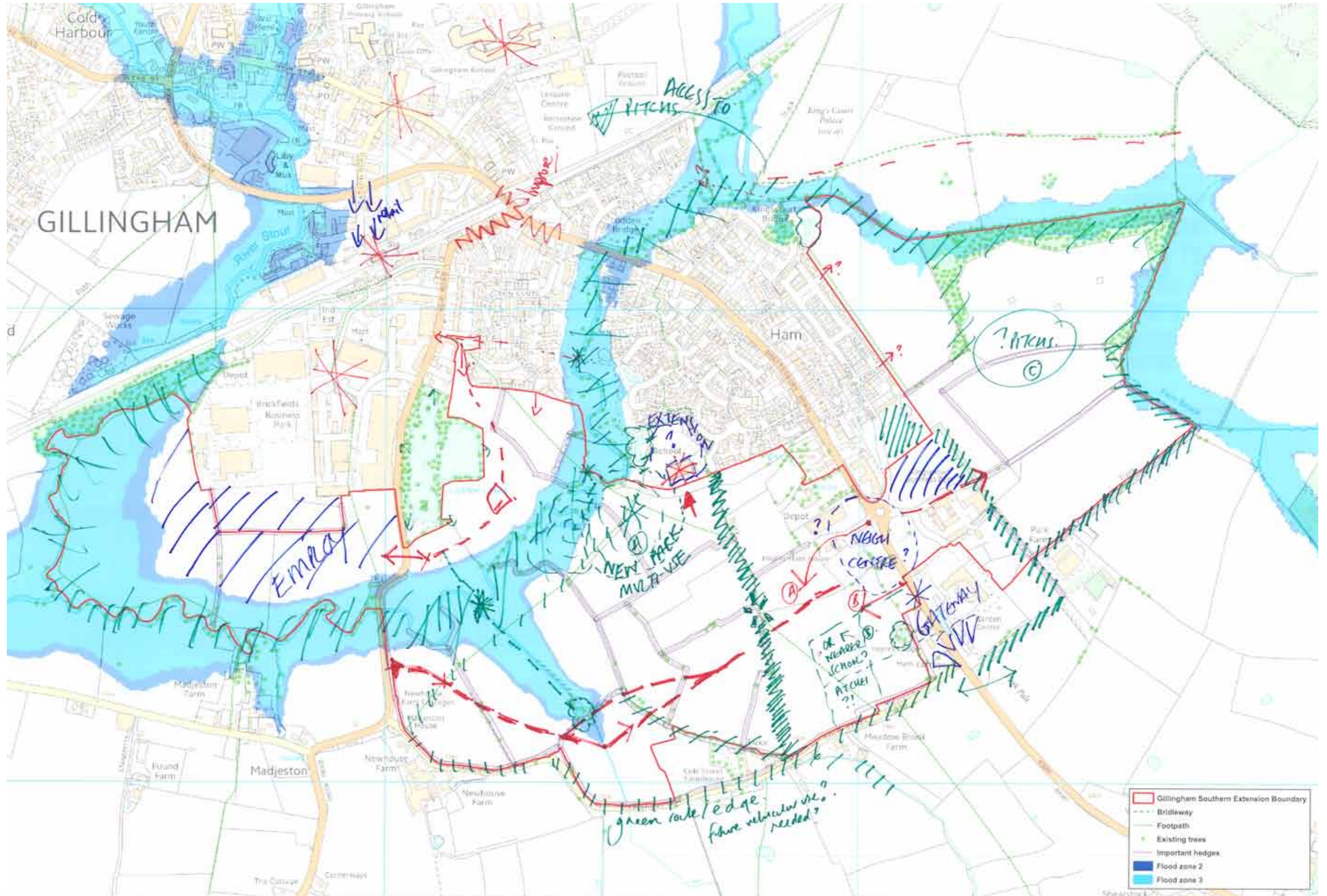
## Appendix 4 - The six concept drawings from the workshop



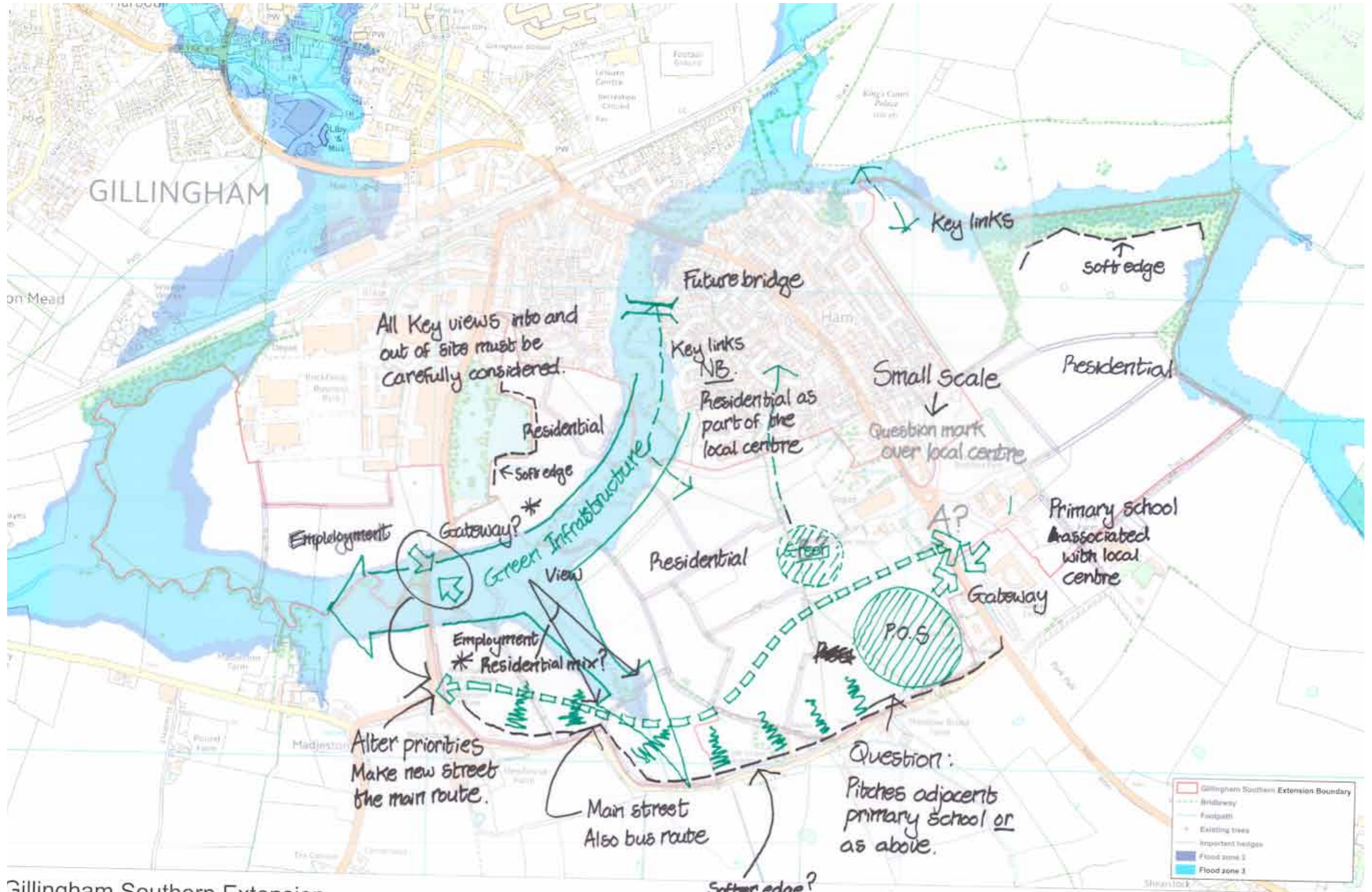
# Group 1 - concept drawing



# Group 2 - concept drawing



### Group 3 - concept drawing

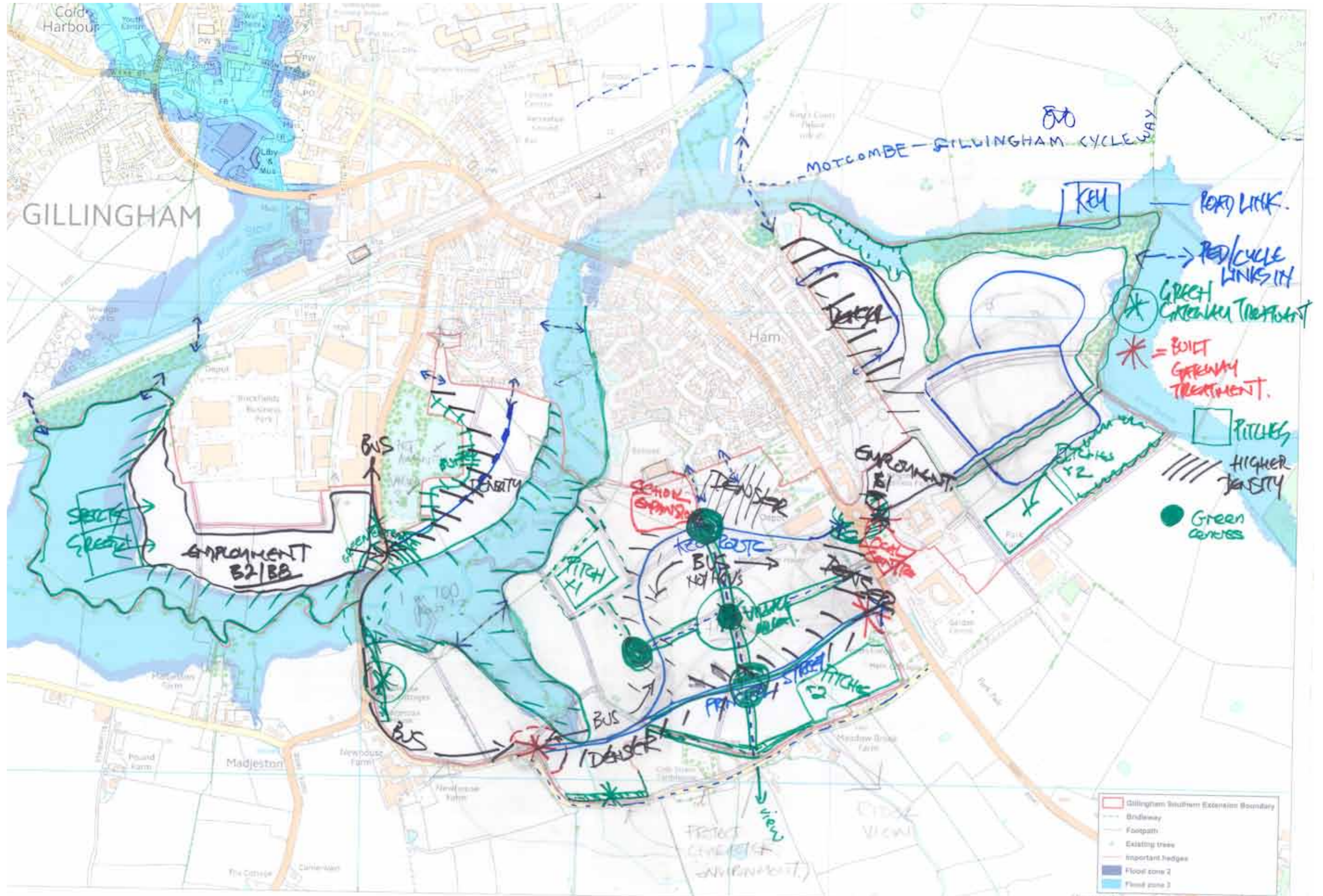


Gillingham Southern Extension  
Key constraints

Scale: 1:2,500

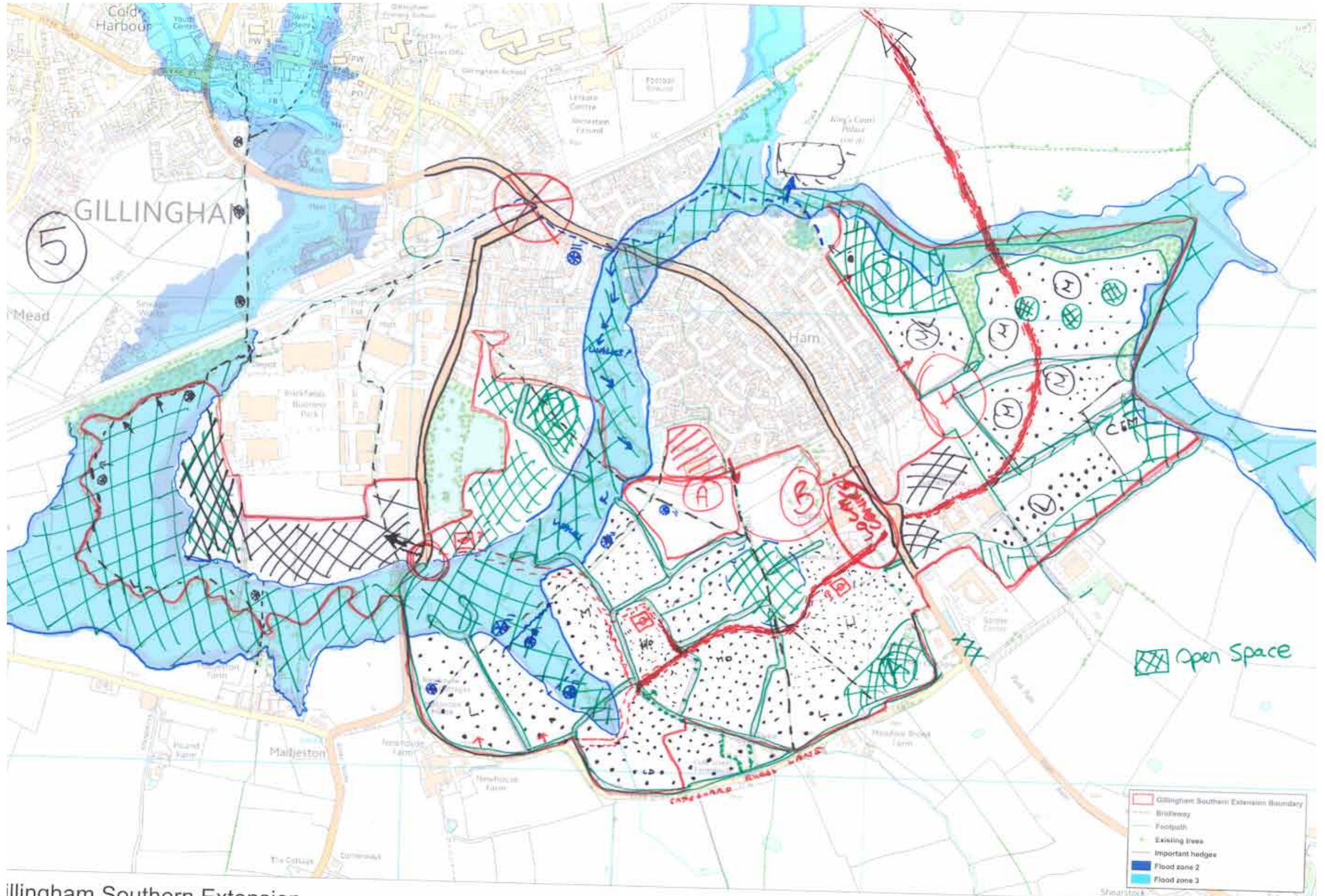
But what about future expansion?

# Group 4 - concept drawing



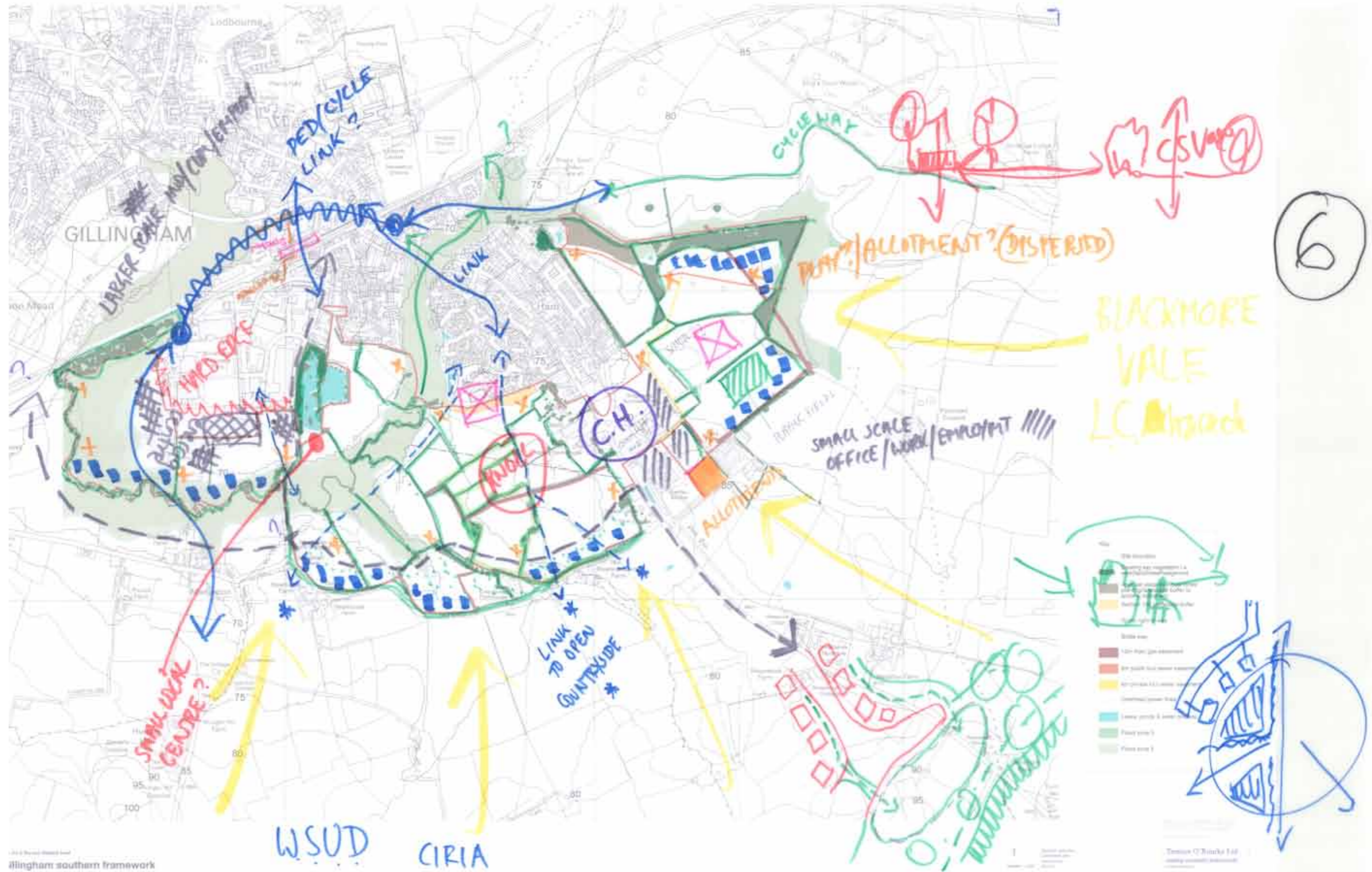


# Group 5 - concept drawing



Gillingham Southern Extension

**Group 6 - concept drawing**



W





## ATLAS

Central Business Exchange  
414-428 Midsummer Boulevard  
Central Milton Keynes  
MK9 2EA

2 Rivergate  
Temple Quay  
Bristol  
BS1 6EH