



Supplementary Planning Document  
**Poundbury Development Brief**

December 2006





# Contents

<b>Introduction</b>	<b>5</b>
What the development brief is and why it is needed	5
Objectives of the development brief	5
Objectives for the development	5
The context - Dorchester, the Regional Spatial Strategy and the Local Plan	6
Strategic planning policies	7
Local planning policies	7
Reviewing the brief	7
How the brief has been prepared	8
The structure of the development brief	8
<b>1. An Urban Extension to Dorchester</b>	<b>11</b>
Part of Dorchester	11
Urban, not suburban, in character	11
A series of distinct neighbourhoods forming part of the town	12
<b>2. Defined Edges</b>	<b>13</b>
Clear definition between town and country	13
Outward facing development	13
Perimeter boulevard planting	13
Provide a perimeter walk/cycleway	14
<b>3. Green Spaces</b>	<b>16</b>
The Great Field and other parkland	16
The northern escarpment	18
Green squares with woodland trees	18
Avenue planting	19
<b>4. A Hierarchy of Centres</b>	<b>20</b>
Subservient to Dorchester town centre	20
District Centre	20
Neighbourhood Centres	22
<b>5. Landmarks and Vistas</b>	<b>23</b>
Major landmarks - the tower in the central square	23
Relationship of landmarks and vistas	23
Location and design of other landmark buildings	25
<b>6. Scale and Intensity of Development</b>	<b>26</b>
Edge Area	28
Village-style Area	28
General Urban Area	28
Core Urban Area - around the Central Square	29
<b>7. Pedestrian, Cycle and Public Transport Accessibility</b>	<b>30</b>
Public Transport Accessibility	30
Links to Dorchester Town Centre	30
Perimeter Walkway and Cycleway	32
Countryside Links	34
Design and Access Statements	34
<b>8. Routes and Streets</b>	<b>35</b>
A Hierarchy of Routes and Streets	35
Primary Route	35
District Distributor	37
Local Distributor	37
Feeder Road	38
Local Access Street	38
Local Street	39
Street widths related to their function	39

	A Permeable Street Network	39
<b>9.</b>	<b>Perimeter Block Development</b>	<b>41</b>
	Terraced buildings enclosing streets	41
	Variable width streets to regulate parking	41
	Corner buildings on back of pavement	41
	Buildings terminating views	41
	Doors and windows overlooking public realm	41
	Narrow entrances to parking courts	42
	Developer-led planting	42
<b>10.</b>	<b>Parking Courts Within Blocks</b>	<b>43</b>
	Parking mainly in parking courts	43
	Enclosure by walls and garages	43
	At least two access points	43
	Sentinel houses overlooking courts	43
	Bound gravel surfacing	44
	Planting to relieve space	44
<b>11.</b>	<b>A Mix of Uses</b>	<b>45</b>
	Housing provision	45
	Location of employment development	46
	Infrastructure, factories and landmarks first	48
<b>12.</b>	<b>Affordable Housing</b>	<b>51</b>
	35% affordable housing	51
	Proportion of rented and shared equity	51
	Mix of house sizes	51
	Tenure blind	52
	Pepper potting	52
<b>13.</b>	<b>Community Facilities</b>	<b>53</b>
	Community hall	53
	Education - new first school	53
	Health, social and library facilities	54
	Leisure centre	54
	Youth facilities	54
	Recreation	55
	Cemetery	55
	Retail development	55
<b>14.</b>	<b>High Quality Design and Local Materials</b>	<b>56</b>
	Predominantly traditional style: classical and vernacular	56
	Residential Amenity	57
	Quality materials sourced locally	57
	Quality of design and detailing	57
	Reduction of urban clutter	59
	Links with sustainable construction	59
	Flexibility	59
	Public Art	60
<b>15.</b>	<b>Sustainable and Energy Efficient Development</b>	<b>61</b>
	Excellent environmental standards	61
	Reducing Energy Use	62
	20% + of energy from renewable sources	62
	Water conservation and recycling	63
	Sustainable drainage	63
	Other sustainability measures	64
<b>16.</b>	<b>Off-site Environmental Enhancement and Restoration</b>	<b>65</b>
	Green Space Strategy for the site and surrounds	65
	Biodiversity	65
	Countryside management and landscape restoration	66
	Off-site planting	66

# Introduction

## This introduction covers:

- What the development brief is and why it is needed
- The context - Dorchester, Regional Spatial Strategy and the Local Plan
- How the brief has been prepared
- The structure of the document

## What the development brief is and why it is needed

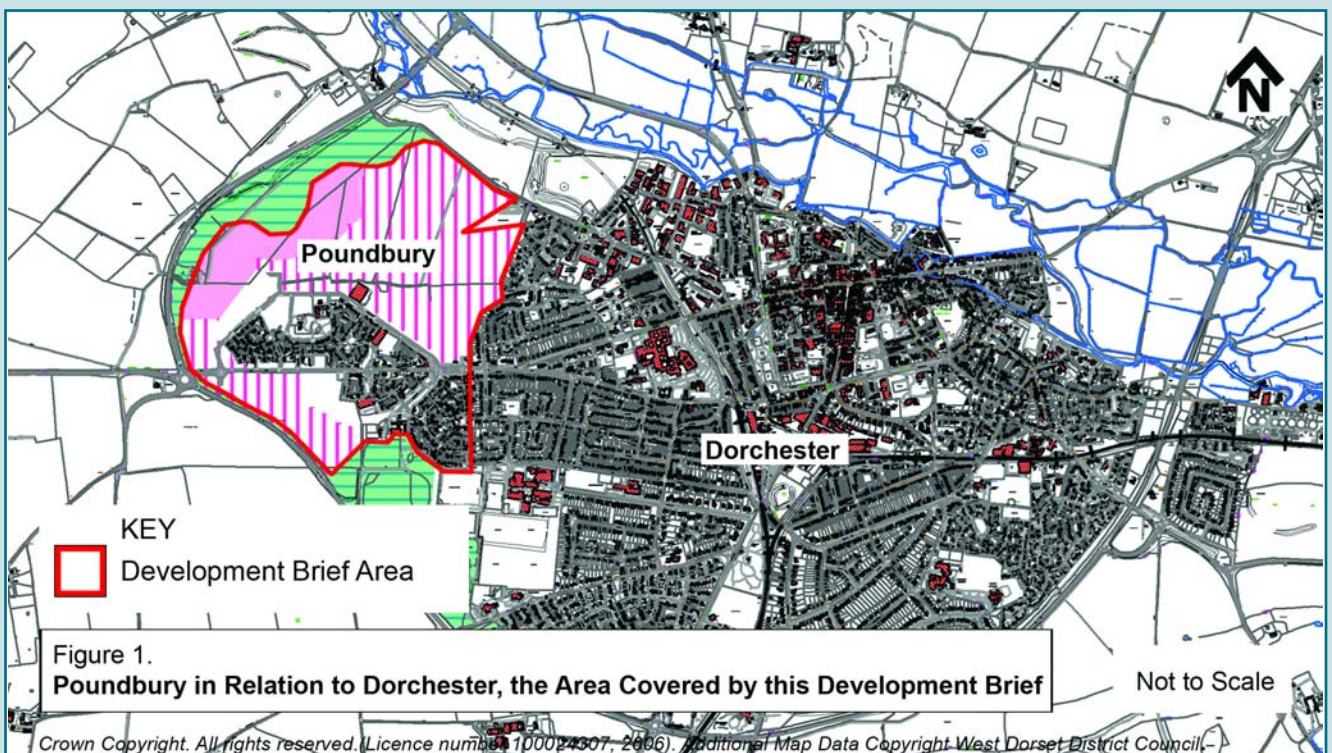
0.1 This Poundbury Development Brief has been prepared to guide decisions on planning applications for the future development of the site at Poundbury. The extent of the area covered by the brief is shown in Figure 1.

0.2 The planning system provides a framework for managing future development. Planning policies are set out in the development plan for the area, which is made up of a number of documents. These policies must be followed when making decisions on planning applications, unless there are good reasons not to. The current development plan documents that affect the future of Poundbury are described below. This development brief has been adopted as a Supplementary Planning Document in order to support and add more detail to those policies. This

means that it forms part of the local development framework, but does not have development plan status, and has not been subject to independent examination. It does however form an important consideration in determining planning applications.

## Objectives of the development brief

- 0.3 The development brief has aimed to:
- o Identify the land uses to be provided in future development at Poundbury;
  - o Show how development will be distributed across the site and how it will be phased and the rate of development controlled;
  - o Identify the infrastructure and community facilities that need to be provided;
  - o Indicate how development will relate to the surrounding environment including ways of reducing its visual and other impacts;



- o Identify the open space needed and where it will go;
  - o Set out criteria for the future design and layout of development, including sustainability and energy efficiency;
  - o Take into account the views of the local community.
- 0.4 It provides guidance to the developer and information about the future intentions for the site to the local community. It has been prepared in consultation with the local community and a wide range of service providers.

### ***Objectives for the development***

- 0.5 The objectives for the future development of Poundbury are that it should:
- o Meet the future housing, employment and community needs of the town of Dorchester and its surrounding area, and reinforce its role as the county town;
  - o Provide a sustainable development where the need to travel is reduced through the close proximity of houses, jobs and services, and where the residential environment is not dominated by the car;
  - o Provide infrastructure and community facilities to meet the needs of the new residents;
  - o Provide a distinctive and positive urban environment with a high quality of design, materials and layout;
  - o Reduce the impact of development on the environment through the efficient use of land, reduction of visual and other environmental impacts, and use of sustainable construction methods;
  - o Enhance biodiversity (the number and variety of animal and plant species) within the site and take account of the impact of development on the surrounding countryside.

### **The context - Dorchester, the Regional Spatial Strategy and the Local Plan**

- 0.6 Dorchester, the county town of Dorset, has developed as a market town and administrative centre. While the population of the town itself is small (16,500) it is an important shopping and service centre for a large rural area, as well as continuing to provide a significant amount of administrative and public sector employment. Major employers include Dorset County Council, West Dorset District Council and the county hospital. Many employees commute in from surrounding towns and villages, and the number of jobs in the town is almost twice the number of economically active residents.
- 0.7 The surrounding countryside includes areas of nationally recognised environmental quality - including the Dorset Area of Outstanding Natural Beauty (AONB), Jurassic Coast World Heritage Site, and internationally important nature conservation sites. These contribute significantly to the quality of life of residents and employees in the area, and make the area attractive to visitors. The AONB adjoins the town and limits its potential for large-scale growth. The site at Poundbury lies partly within the AONB, as the boundary follows the original municipal borough boundary. The Countryside Agency (now part of Natural England as from October 2006) has however advised that the bypass forms an acceptable limit to development and did not therefore object to the site's allocation for development.<sup>1</sup>
- 0.8 A major consultation exercise in 1987 examined options for the future expansion of Dorchester in order to meet its long-term development needs. The area to the west of the town at Poundbury was selected as the main area for expansion, as well as a smaller area for development focused on the former Herrison Hospital near Charminster, now called Charlton Down. The development of Poundbury

---

<sup>1</sup>Letter from Countryside Agency dated 16 October 1987

began in 1994 and by March 2006, 657 houses had been completed out of a projected total of around 2,200. The continuation of this development, together with the allocation of 600 dwellings as part of a mixed-use development at the former brewery site within the town itself, is a major opportunity to support the role of Dorchester as county town, administrative and service centre, and to provide for its future development needs. It will help to address the imbalance between employment and population, as well as providing community facilities, a greater mix of employment types, and more affordable housing. Greater resident population will also allow the town to develop a stronger cultural, leisure and entertainment role, and improve the quality of its shopping provision.

### Strategic planning policies

- 0.9 A Regional Spatial Strategy for the South West is currently being prepared. When it is adopted it will replace the existing Regional Planning Guidance for the South West (2001) and the Bournemouth, Dorset and Poole Structure Plan (2000).
- 0.10 The emerging Regional Spatial Strategy identifies Dorchester as one of a series of strategically significant cities and towns. Development across the region will be focused primarily at these locations and

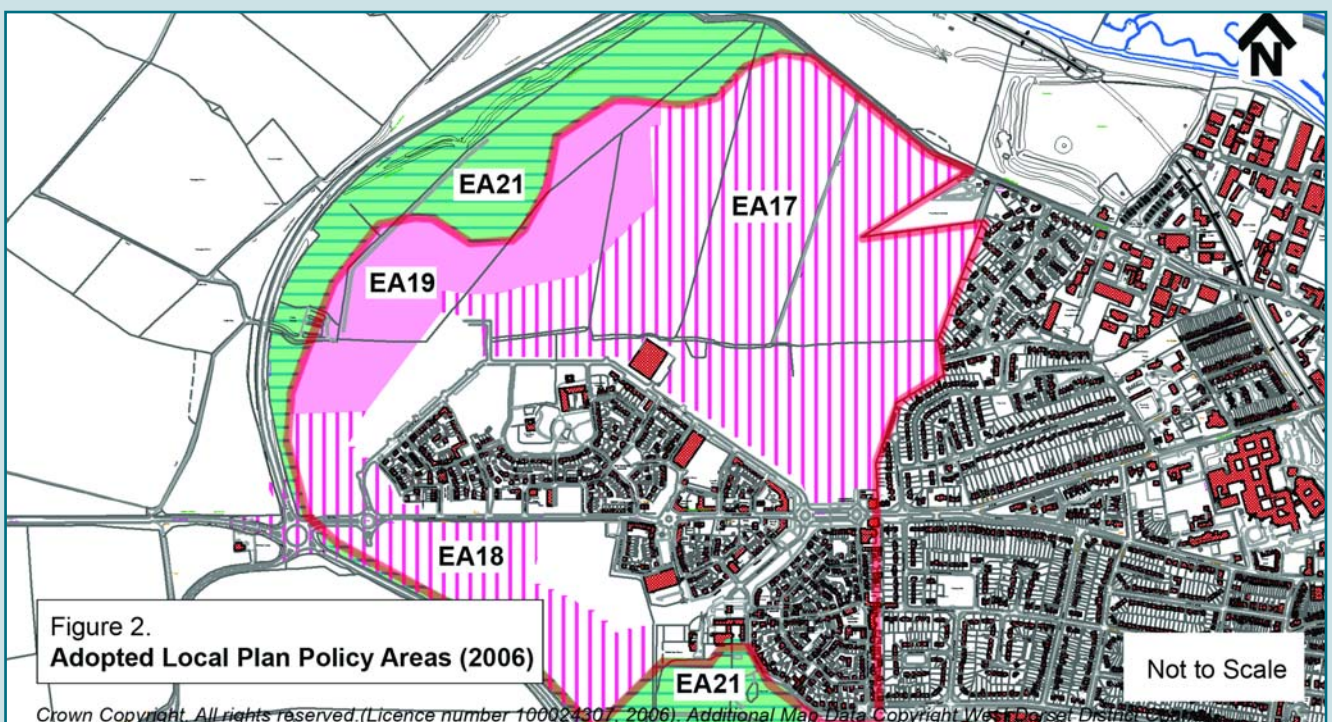
the draft strategy identifies a rate of housing development for Dorchester of 200 houses every year, up until 2026. The development of Poundbury will form a significant part of this total, in addition to development on brownfield (previously developed) sites within the town.

### Local planning policies

- 0.11 The adopted West Dorset Local Plan (2006) allocates an area of land for development at Poundbury, to meet housing needs up to 2016 and beyond. Policies EA17, EA18, EA19 and EA21 allocate areas of land for housing, employment, open space and community facilities (see Figure 2), while policies EA25, EA26, EA27 and EA29 set out transport requirements including a new distributor road and pedestrian and cycle links. These policies establish the principle of continued development at Poundbury but this development brief provides greater detail on the distribution of uses and layout of development. This is the first time that more detailed guidance has been prepared for adoption as planning policy for this site.

### Reviewing the brief

- 0.12 It is likely that the brief will need to be reviewed at some point during the life of the development. However this will only



be as a result of a significant and material change in national, regional or local planning policy, or changes in the community needs and aspirations. It is not anticipated that such a review will be required until sometime after 2011.

### How the brief has been prepared

- 0.13 The development brief has been prepared through a series of consultation events with the local community, interest groups and service providers. An initial public consultation day asked everyone for their views on the strengths and weaknesses of the development to date, and opportunities and threats presented by the continuation of development in future. This provided a large amount of feedback that was used to draw up a first set of draft principles for development. These principles were then checked with the local community through a further consultation day, and a final session provided the opportunity for further discussion of the outstanding controversial issues.
- 0.14 Summary reports of the feedback have been provided at each stage of the consultation. These are listed below:  
WDDC Poundbury Development Brief 29 March 2006 Consultation Event: Feedback Report, April 2006  
WDDC Poundbury Development Brief 10 May 2006 Consultation Event: Feedback Report, June 2006  
WDDC Poundbury Development Brief 20 July 2006 Consultation Event: Feedback Report, September 2006
- 0.15 At the same time, organisations that provide community services (service providers) have been consulted about future needs on the site, specialist organisations have commented on needs and constraints, a detailed assessment of the potential impact of the development upon the surrounding landscape has been undertaken, and a sustainability appraisal has been carried out throughout the process to ensure that the impacts of the options considered have been taken into account.
- 0.16 The draft development brief was published for a six-week formal consultation period.

The consultation period began on 6 October 2006 and finished on 17 November. All comments made during that time were considered and a number of changes recommended before the Executive Committee agreed the final version of the brief for adoption on 19 December 2006.

### The structure of the development brief

- 0.17 The development brief is based around a series of development principles that have emerged through the consultation process with the local community and service providers. These principles relate to the:
- o The form of the development
  - o Movement within the site
  - o Land uses; and
  - o Enhancing the environment
- 0.18 These principles (set out in bold text) are summarised below. Each principle is discussed in more detail in the main part of the document.

### The form of the development

1. Poundbury will be developed as an **urban extension to Dorchester** and not as a separate settlement;
2. There will be **defined edges** to the development and a clear distinction between town and country;
3. There will be a series of **green spaces** within the development, to provide areas for recreation, improve the appearance of development in the surrounding landscape, provide wildlife habitat, and add to the character of the development;
4. There will be a **hierarchy of centres** in the development, which will vary in importance. Commercial and community uses will be concentrated in these centres, including a main central square;
5. **Landmarks and vistas** will be included in the development at identified locations;
6. The **scale and intensity of development** will vary across the site, with greater scale and intensity focused on the centre. There will be lower scale and less intensive



development at the periphery and in the more visually sensitive parts of the site;

### Movement within the site

7. Access into, out of, and within the development will be made easier by the provision of **pedestrian, cycle and public transport routes** to connect the site with the town centre and surrounding countryside;
8. There will be a **hierarchy of routes and streets**, which will manage the impact of traffic in the development. **Street widths will relate to their function**. Wider streets, surrounded by taller buildings, will be on main routes that will carry the most traffic, including public transport. Narrower streets will be used elsewhere to discourage traffic. There will be a **permeable road network of joined-up streets** so that the development is easily crossed and accessed on foot and by cycle;
9. Development will take place in the form of **perimeter blocks** facing onto public streets;
10. Parking will be provided mainly in the form of **parking courts within the blocks** with other additional parking designed either within the boundary of individual properties (curtilage) or as part of the street;

### Land uses

11. **A mix of uses** will be provided on the site to meet the varied housing, employment and other needs of Dorchester. Wherever possible **infrastructure, factories and landmarks (including green spaces)** will be developed before the surrounding housing. General industrial uses will be located close to the principal road network and separated from housing by a buffer area of light industrial uses. The site is one of the options to be considered by Dorset County Council for a replacement household recycling centre. The brief therefore safeguards an access

for this potential use (see paragraph 11.13);

12. **Affordable housing** will be provided. 35% of dwellings should be affordable for local needs. This should be mixed in with open market housing and be no different in design and appearance;
13. **Community facilities** will be provided including a school, possible new leisure centre, further community hall and recreational uses;

### Enhancing the environment

14. **High quality design and local materials** will be used in order to retain the character, local distinctiveness and sustainability of the development.
15. **Sustainable and energy efficient** development will be encouraged, with all development aiming for BREEAM (Building Research Establishment Environmental Assessment Method)<sup>2</sup> 'excellent' standard or above for homes (ecohomes), offices, industrial, retail and schools, plus at least 20% of energy coming from renewable sources;
16. **Off-site environmental enhancement and restoration** will be provided as part of a wider green space strategy to minimise the impact of development on the surrounding landscape, countryside and heritage.
17. The following supporting documents to the development brief (which can be viewed or downloaded via [www.dorsetforyou.com/poundbury](http://www.dorsetforyou.com/poundbury)) have informed its contents:
  - o **The Sustainability Appraisal** sets out how the impact of the proposals on sustainability has been considered, taking into account environmental, social and economic considerations.
  - o **The Visual Impact Assessment** is a detailed technical study that has assessed the visual impact of the development within the surrounding landscape. This work has guided the content of the brief, particularly with regard to the mitigation of the visual impact.

<sup>2</sup>BREEAM <http://www.breeam.org/> (see also Principle 15 - Sustainable and Energy Efficient Development)

- o **The Consultation Reports** set out the results of the various consultation exercises undertaken during the preparation of the brief.
- o The Oxford Brookes University report '**Learning from Poundbury**' (2003) sets out the results of research into the effects of the first phase of development, including the results of a residents' survey.

The brief also highlights other supporting documents that will need to be prepared by the developer such as a Green Space Strategy, a Landscape Strategy, and a Public Arts Strategy.

# 1. An Urban Extension to Dorchester

## Poundbury will continue to be:

- Part of Dorchester, not a separate settlement
- Urban, not suburban, in character
- A series of distinctive neighbourhoods forming part of the town

### Part of Dorchester

- 1.1 The integration of the development at Poundbury with the rest of Dorchester was found to be a priority during early consultation on the development brief. There was a high degree of support for the idea that future development at Poundbury should be designed as an urban extension to Dorchester centred on a new public square.<sup>3</sup>
- 1.2 This does not mean however that Poundbury cannot have a distinct character of its own. Dorchester already includes recognisable districts such as Victoria Park (mainly Victorian and Edwardian housing), Manor Park and Castle Park (developed in the mid to late 20th century). Fordington for example was originally a separate settlement outside the Roman walls of Dorchester. However, it now forms a distinct character area within the larger town. See figure 3.



Fordington

- 1.3 It is also important that the development supports and does not compete with the existing town centre of Dorchester, in keeping with the Government's key objective of promoting the viability and vitality of town centres.<sup>4</sup> Local facilities, shops and services should be provided to meet the everyday needs of the new residents, but not at a scale that would result in competition with the town centre. The size and location of such facilities therefore needs careful consideration, and the hierarchy of centres in the site is considered under Principle 4.

### Urban, not suburban, in character

- 1.4 One of the underlying principles of sustainable development is the need to make the best and most efficient use of land.<sup>5</sup> The location of development where it is within easy reach of services, facilities and employment is also more environmentally friendly as it can help to reduce the need to travel. Developing housing at an efficient density with a mix of other uses is therefore encouraged.
- 1.5 Phase 1 of Poundbury, centred on Pummery Square, was designed and largely completed before these principles were incorporated into Government policy. However, this part of Poundbury clearly shows that a higher density mixed-use development can be achieved without harming the quality of the place created. During the consultation on the preparation of this brief, many people commented that they liked the style and appearance of the development to date, in particular the

<sup>3</sup>Page 8 WDDC Poundbury Development Brief 10 May 2006 Consultation Event: Feedback Report, June 2006

<sup>4</sup>PPS 6 Town Centres

<sup>5</sup>PPS 1 Sustainable Development & PPS 3 Housing

architecture and layout of Phase 1. This support comes despite the development being essentially urban in character with mainly terraced housing fronting directly onto short streets and squares. This approach contrasts strongly with the suburbs of Dorchester built during the mid to late 20th century (Manor and Castle Parks) which are characterised by long sweeping estate roads with bungalows and detached and semi-detached houses set back from the road frontage in large plots.

will include broad neighbourhoods with subtle differences in character, following the precedent set by each previous expansion of the town. These neighbourhoods will also provide local services and facilities in easily accessible locations, encouraging access on foot, cycle or by public transport and reducing the need to use a car. Paragraphs 4.3 and 4.4 also refer. For this reason the next phases of development at Poundbury should repeat what has been achieved in Phase 1 in terms of creating a distinct neighbourhood around a small local centre accommodating shops, businesses and community facilities. The pattern and location of centres is discussed in more detail under Principle 4.



Manor Park, Dorchester

### A series of distinct neighbourhoods forming part of the town

1.6 As explained above, while Poundbury forms part of the town of Dorchester, it



Historic Dorchester - High East Street

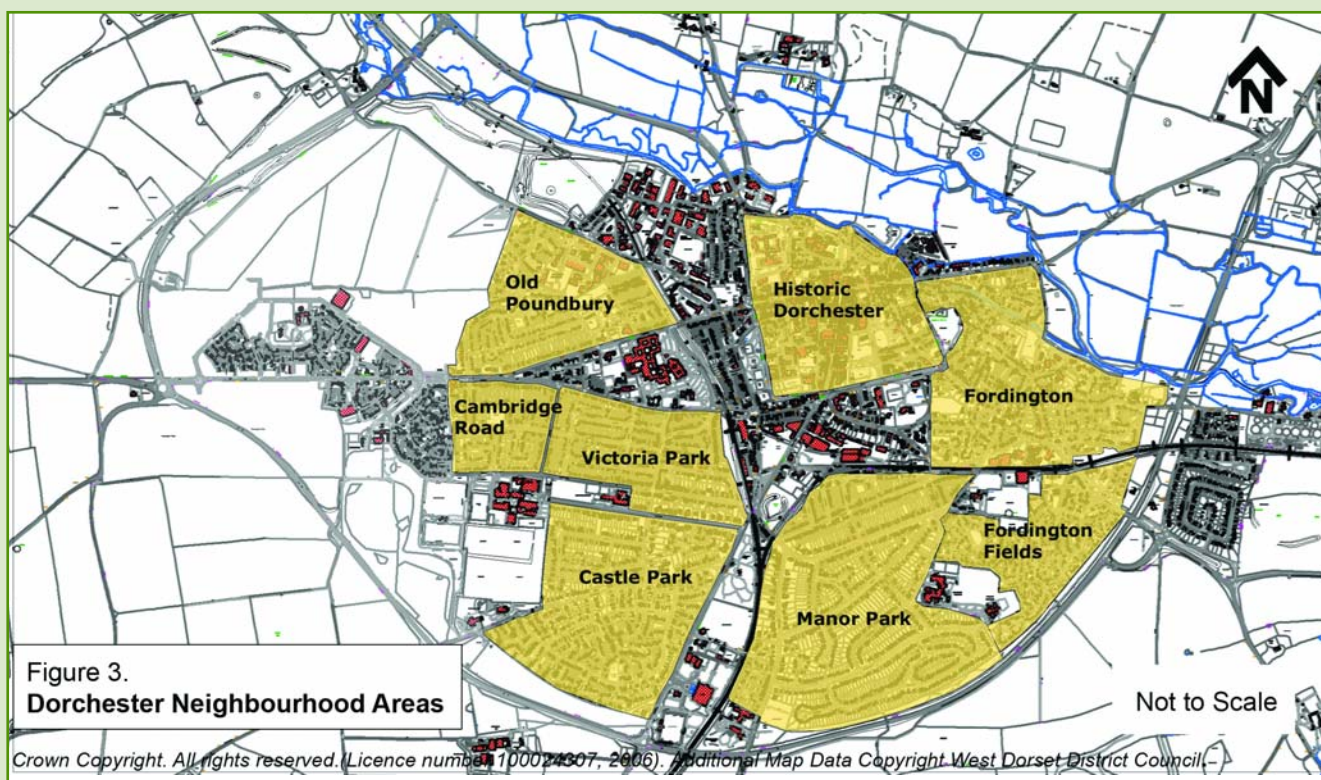


Figure 3.  
Dorchester Neighbourhood Areas

Crown Copyright. All rights reserved. (Licence number 100024307, 2006). Additional Map Data Copyright West Dorset District Council.

## 2. Defined Edges

### Further phases of Poundbury will:

- Retain a clear definition between town and country
- Continue the principle of outward facing development
- Include perimeter avenue planting
- Provide a perimeter walkway/cycleway

### Clear definition between town and country

- 2.1 One of the guiding principles used by Poundbury's original designer, Leon Krier, was the view that the uncontrolled growth of suburbs destroys the character and integrity of towns and cities. As a result, the first phases of the Poundbury development are urban in character and there is no suburban transition between the urban form and the surrounding green spaces to the south, which are available for public access.
- 2.2 This approach aims to avoid the development of an 'urban fringe' of suburban gardens backing onto what can become run down and neglected farmland, due to vandalism and informal dumping of garden waste. Instead, the relationship between the built up area and surrounding countryside will be managed in a positive way with a clear definition of the boundary between the two areas.

### Outward facing development

- 2.3 Development at Poundbury will continue to be designed to provide a positive edge to the open countryside by placing the buildings on the edges so that they look outward rather than inward. This approach ensures that when the development is viewed in the wider landscape, it is the 'public fronts' of buildings that are seen and not the 'private backs' of gardens,

service areas and parking courts.

- 2.4 In addition, the publicly accessible open space areas are made safer by the buildings overlooking them.

### Perimeter boulevard planting

- 2.5 Early public consultation on the preparation of this development brief showed that there was local concern over the visual impact of the development on the skyline and impact on views from Dorchester and the western, northern and southern approaches to the town. This is particularly apparent when the site is viewed from the Iron Age hill fort of Maiden Castle, situated to the south west of Dorchester; and from the higher areas to the north of the town. Due to well-established tree planting within parks and gardens, together with a historic network of mature avenues, Dorchester appears as an oasis of trees in an otherwise open chalk landscape. The presence of the county town is only given away by the occasional roof or chimney rising above the tree canopy.
- 2.6 The hard edge of the Poundbury development stands in stark contrast to this, and although the buildings themselves are attractive in their own right, the impact of the development on the wider landscape, and views within it, would be softened by tree planting around



Illustrative boulevard planting

the perimeter. Consultation during the preparation of the development brief showed strong support for tree planting around the edges of the site to soften the impact of the development on the landscape. This was considered particularly important where buildings would be highly visible from the approaches into Dorchester.

- 2.7 Tree planting around the perimeter of the development (within the development boundary) is therefore proposed. Tree planting on either side of the perimeter walkway will provide a softening effect while remaining in keeping with the urban character and the principle of the defined urban edge. The planting needs to be carried out as far in advance as possible, to allow the trees to become established and start to have the desired effect as the development is built. Native tree species should be used where possible as a means of enhancing biodiversity. Native trees support a greater variety of wildlife than their non-native equivalents. A recommended species list should be included in the Landscape Strategy. Biodiversity can be enhanced further by planting underneath the trees with a mix of native grassland species. A maintenance and watering regime will also need to be planned and implemented in accordance with a development-wide landscape maintenance schedule. It is intended that perimeter planting will be carried out along the perimeter walkway/cycleway running along the northern edges of the development, the western edge of the Great Field, the northern side of the Parkway and the southern side of Holmead

Walk; as shown on the "Defined Edges" plan.

- 2.8 Any engineering works such as the construction of embankments and/or retaining walls will need to be carried out before any tree planting. The impact of the actual building work on the newly planted trees must also be considered. The construction works need to be phased in such a way that an early establishment of the trees can be achieved, but without them being damaged by construction traffic and dust etc. It might be appropriate to develop the edges of the next phases of the development (along the northwest of the site) at an early stage of construction, so as to allow this planted edge to be established.
- 2.9 Where the perimeter walkway follows the top of the noise attenuation bund to the south of the Parkway, a different landscape treatment will be required. The west side of the Embankment is too steep to easily establish and maintain an avenue of trees and, due to its more rural location, a less formal approach to tree and shrub planting is justified. Although not shown on the original landscaping scheme for the construction of the Parkway, there is ample opportunity for small informal groups of trees to be planted on the north-eastern side of the embankment.

#### **Provide a perimeter walk/cycleway**

- 2.10 The provision of planting around the edge of the development as described above, would reflect the Dorchester tradition of tree planting. This has been a character of



Bowling Alley Walk, Dorchester



Outward facing development Holmead Walk, Poundbury

the town since the Walks around the Roman town walls were planted in the 18th century. All the historic approaches to the town along the London Road to Grey's Bridge, along The Grove, Weymouth Avenue and the Bridport Road are characterised by mature avenues of trees. The planting around the edge of the development will also allow for the provision of a perimeter walk/cycleway.<sup>6</sup> This will provide a sheltered and safe route (largely free from vehicular traffic) for cyclists and walkers with views out into the surrounding countryside.

2.11 It is also intended that this cycle/walk way should link into a planned route around the whole of wider Dorchester inside the line of the bypass, for example joining up with the existing walk along the Millstream (see Principle 7 on pedestrian and cycle routes). It is important that the perimeter path is easily accessible from within the areas of new development, with a number of points provided where users can join it. Good signposting of this route would be welcomed, indicating links into and out of the development to the wider countryside, including possible circular walks.



<sup>6</sup>West Dorset District Local Plan July 2006 Policy EA26 Pedestrian/Cycle Links - Poundbury

## 3. Green Spaces

### Further phases of Poundbury will:

- Provide a large area of publicly accessible parkland, provisionally known as 'The Great Field'
- Safeguard the northern escarpment in order to provide a rural setting for future development and an area in which to encourage biodiversity
- Include green public squares planted with woodland trees
- Promote avenue planting

3.1 A range of green spaces is proposed within the Poundbury development in order to provide recreational space, soften the visual impact of development in the surrounding landscape, provide wildlife habitat and add to the character and local distinctiveness of the development. The rest of Dorchester includes significant public open spaces, such as the Borough Gardens and Salisbury Field: these and the extent of tree cover provide a softening effect in views of the town from the surrounding countryside.

3.2 This section covers the green space to be provided within the site. Principle 16 at the end of the development brief covers the need for a strategy for green spaces, which will include planting outside the development and management of the countryside. Ecological and archaeological assessments will be needed for future planning applications. These assessments will identify areas of interest in the site and whether or not they are likely to be harmed by development. In addition to, or as part of, the green space strategy, the developer will need to prepare a management and maintenance plan for the green spaces and landscaped areas within and around the development.

### The Great Field and other parkland

3.3 One large area of green public open space has already been created in association with the first two phases of the Poundbury development. This area is covered by adopted local plan policy EA21 Amenity Open Space and covers a significant area of former farmland to the south of Phase 1. This open space has been laid to grass with some existing hedgerows and trees

retained. A small woodland area has also been planted. The area is crossed by a number of informal walking routes and a children's play area has been provided. This area of land needs to be included for consideration as part of the Green Space Strategy.

3.4 A further large area of open land is also proposed, extending northwards from Bridport Road, between the existing housing in the old Poundbury estate and the areas designated for development to the west. This has become known as 'The Great Field', and is intended as a recreational resource for the communities of both Poundbury and the other adjoining areas of Dorchester. This should help in the integration of the Poundbury development with the rest of the town.

3.5 The southern portion of the Great Field will include a cricket pitch and two sports pitches, as well as any other more formal recreational facilities, acting as a community focus (See Principle 13 on community facilities). The northern part will however provide a more informal recreational area, and has the potential to create new wildlife habitats and improve local biodiversity by increasing the number and type of plant and animal species in the locality. The Great Field, together with other strategic open space, also provides the opportunity for the creation and maintenance of species rich wildlife and amenity grasslands. As part of the management and maintenance plan referred to in paragraph 3.2, a grassland management plan should be prepared covering all the significant areas of grassland incorporated within the development, including the existing areas.













**POUNDBURY**  
Figure 5. Indicative Green Spaces



Poundbury Hillfort



**KEY**

-  Indicative Green Squares with Woodland Trees
-  Parkland
-  Northern Escarpment
-  Existing Woodland
-  Play Area (existing)
-  Area for Cricket and Sports Pitches
-  Avenue Planting
-  Allotments
-  Potential Sites for Ponds and Reed Beds
-  Local Plan Development Boundary (2006)

50 100 200 500  
Scale (metres)

The plan should prescribe seed mixes and / or management regimes that meet the recreational requirements while maximising the potential wildlife benefit. This could be achieved by including features such as areas of flower rich hay meadows, flower rich grassland margins, amenity grass mixes with additional nectar sources as well as more permanent long and tussock grassland wildlife refuges.

- 3.6 The Great Field and other planned green spaces will also help to divert recreational pressure from surrounding sensitive landscapes. Further consideration of off-site planting and land management is set out under Principle 16. Surfaced footpath links will be laid out across the Great Field to ensure maximum accessibility, both from the existing housing areas and the new development. The surfacing will need to be suitable for quite heavy use, but also be appropriate in texture and colour to the 'semi-natural' location. Any possible need for lighting will have to be carefully considered to ensure that it does not harm the rural character of the field.

### The northern escarpment

- 3.7 The steeply sloping area of land to the north west of the Poundbury development is proposed in the Local Plan as amenity open space. However, the steepness of the slope and the characteristically thin soil means that the escarpment is vulnerable to erosion and is not suitable for unrestricted pedestrian access. Natural England recommends that this area should be designated as a Local Nature Reserve (LNR) with a management plan aimed at restoring high quality chalk downland and managing increased recreational pressure. This designation will need to be the subject of negotiation with the developer but should include addressing the impact of dog walking, for example, dogs on lead policies. The restoration of the chalk downland on the Northern Escarpment can be undertaken in partnership with the Dorset AONB's "Pastures New Project". Access to this area will be limited but it will be viewed from the perimeter walkway. Viewpoints along the walkway will provide opportunities for including information and interpretation boards to explain the

archaeological and ecological interest of the area. See also Principle 16 on off-site environmental enhancements and restoration.

### Green squares with woodland trees

- 3.8 During early public consultation on the preparation of this brief, the existing open space provision at Poundbury was seen as a positive feature but it was hoped that the next phases would provide more green space. In particular it was considered that there was the potential to integrate open spaces more widely within the development rather than just concentrating provision on the outskirts. In addition to the Great Field, it is therefore proposed to include green squares or small urban parks within the development.
- 3.9 The inclusion of green squares, with enough space for mature 'woodland' trees, will also have an impact on views of the development within the surrounding landscape. The existing mature trees in the area of open space enclosed by Woodlands Crescent, in Phase 2, have a significant effect in breaking up the skyline with areas of green. This is also a typical feature in views across the older parts of Dorchester from sites such as Maiden Castle. The landscape assessment work carried out by the district council has identified appropriate locations for such green squares, based on their visibility in the landscape. Additional locations have also been identified for the benefit of local character and recreational use. It is intended that the green squares will be easily reached on foot by local residents, being no more than a ten-minute walk away from any residential property. These



Green space and trees at Woodland Crescent, Phase 2

green spaces will be suitable for the provision of equipped children's play areas. Consideration will need to be given to the position of any play equipment to ensure that neither the trees nor the play equipment will be affected adversely as the trees mature.

3.10 The planting of native trees in the green squares will add positively to the biodiversity of the site by providing new wildlife habitats plus roosting and nesting areas. They will also provide shade and shelter and can have a cooling effect on the local environment during hot weather. Trees also absorb carbon dioxide and can therefore help mitigate against climate change. The local community, particularly children, can be involved in planting and protecting the trees and encouraging the wildlife interest within the green squares.

### Avenue planting

3.11 Principle 7 on the hierarchy of streets describes the pattern of routes within the site, including local distributor routes (Peverell Avenue, East and West) that will be designed as formal avenues, with trees

planted along their length. The new feeder road up to the north-eastern part of the site will also be planted though possibly in a less formal style.

3.12 This avenue planting will add to the local character of the site and provide wildlife habitat. It will also, together with the width of the streets and heights of buildings along them, reinforce their importance as local distributor routes.

3.13 Planting within the site, whether on the Great Field, within green squares or along the avenues and boulevards, should include a range of tree and shrub species. The most appropriate species should be investigated as part of the landscape and greenspace strategies which will need to be prepared in support of future planning applications. Planting proposals will need to take account of local species typical of the surrounding area, but the impact of global warming will also need to be considered to ensure that trees will thrive in the future climate. All of the tree planting throughout the development should take account of the amount of space required by each tree as it matures.



Illustrative ponds/wetlands on the Great Field



Amenity open space to south of Phase I



The Northern Escarpment

## 4. A Hierarchy of Centres

- Commercial activity on Poundbury will remain subservient to Dorchester Town Centre
- A single 'district centre' will provide facilities of a scale to meet the needs of Poundbury as a whole
- A number of smaller 'neighbourhood centres' will provide more local facilities

### Subservient to Dorchester town centre

- 4.1 The policy allocations for the development at Poundbury cover a total of around 158 hectares and when completed will include around 2,200 homes. It is quite clear that the additional population will generate demand for convenience goods, such as food, plus local facilities and services. Shops, services and facilities will therefore need to be improved to meet this greater demand.
- 4.2 Shops and services that meet the needs of a large population should be concentrated within town centres, and land at Charles Street on the edge of Dorchester town centre has been allocated in the local plan in order to meet the retail needs of the expanding population. It is important that new shops, leisure and other service facilities should not compete with or detract from the vitality and viability of existing town centres.<sup>7</sup>
- 4.3 Some shops and services (such as general 'corner' shops) are however needed on an everyday basis. Ideally they should be provided within easy walking distance (five minutes or 400 metres) of where people live to reduce reliance on the private motor car and the need to travel.



Local stores and post office at Victoria Park

- 4.4 In order to make sure these facilities are as easy to get to as possible for the local population, and to control the size and distribution of shops and services, a district centre and series of smaller neighbourhood centres have been identified within the site. New shop units should only be located in these centres. Any proposals for larger retail or other town centre uses, including leisure and tourism uses such as theatres or hotels, should, as first preference, be provided within Dorchester town centre. They will only be considered at Poundbury if an impact assessment has shown that there is no suitable site within or on the edge of the town centre, that there will be no adverse impact on the town centre, and that the location is easily accessible by a variety of modes of transport other than the car.

### District Centre

- 4.5 The provision of a district centre within Poundbury will allow the concentration of those facilities intended to meet the needs of the whole of the Poundbury population, where they are most accessible. As illustrated in figure 6, a significant proportion of the whole development will be within a ten minute walking time, or 800 metres, of the district centre. District centres have developed elsewhere in Dorchester, for example at Fordington and Victoria Park.
- 4.6 The creation of a large public square will also provide a visual focal point for the development and a focus for community activities. The scale of the square and the architecture around it will need to be appropriate to this important function. In addition, the activities within the square should also reflect its status. For this reason, larger shops and commercial uses

<sup>7</sup>PPS 6 Planning for Town Centres, March 2005

# POUNDBURY

## Figure 6. Hierarchy of Centres



Poundbury Hillfort

800m

The Northern Escarpment

400m

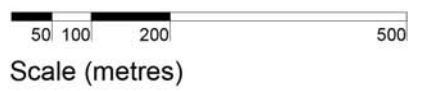
The Great Field

The Parkway

Thomas Hardy School

### KEY

-  District Centre
-  Neighbourhood Centre
-  10 Minute Walk from District Centre
-  5 Minute Walk from Neighbourhood Centre
-  Local Plan Development Boundary (2006)



will be allowed in the central square that will attract custom from a wider area than the neighbourhood centres. Uses may include a larger food store to serve the whole development. However, in order to make sure there is no harmful impact on the town centre, any planning application for a shop with a floor area in excess of 1,000 square metres will need to be accompanied by a retail impact assessment.<sup>8</sup> The square will be large enough to provide an area for community activities and an alternative location for the monthly farmers' market. The accessibility of the central square also means that it will be a suitable location for the provision of a larger community hall (see also Principle 13 on Community Facilities). However, an alternative location elsewhere in the development can be considered if it can be established that it will provide the same level of facilities, and be in an equally accessible location. For example, this would allow consideration of the shared use of the new school hall.

- 4.7 The centre will be designed to have views - and pedestrian access - out to the surrounding countryside to the north - see Principle 5 on Landmarks and Vistas.



Farmers' Market, Pummery Square

## Neighbourhood Centres

- 4.8 During the consultation process some concern was raised that the dispersed nature of the shop units in Phase 2 has led to some confusion and difficulties in finding some of the businesses. There is also the risk that if too many shops are provided on Poundbury, this will take trade away from Dorchester town centre. For these reasons, shops and customer-based services will be grouped together in neighbourhood centres.
- 4.9 These centres should consist of a limited number of small shops - with no individual retail unit exceeding 750 square metres - and businesses on a similar basis to Pummery Square in Phase 1. Each will serve somewhere in the region of 1,000 people within a 5 minute walking distance of 400m. These catchment areas have the potential to form distinct neighbourhoods within the development and should be designed to have subtly different characters from each other through the choice of street furniture, signage, planting and surfacing details. The design of street furniture is also an opportunity to integrate public art into the development. Paragraph 15.22 gives more information but public art not only refers to publicly sited sculpture, painting, prints, photographs and crafts but also includes artwork incorporated into a wide range of projects such as playground designs, signage, street furniture, lighting schemes and landscape designs.



Neighbourhood Centre, Victor Jackson Square

<sup>8</sup>National guidance in Planning Policy Statement 6, Planning for Town Centres, states that such impact assessments will be required for developments in excess of 2,500 square metres gross floorspace, but that they may occasionally be necessary for smaller developments such as those likely to have a significant impact on smaller centres. As this would apply to Dorchester a smaller limit has been set here.

## 5. Landmarks and Vistas

### Further phases of Poundbury will:

- Provide a major landmark building in the new 'district centre'
- Create and safeguard vistas to new and established landmarks
- Exploit opportunities to develop smaller landmark buildings in appropriate locations

5.1 The inclusion of landmarks - tall and distinctive buildings or structures that stand out from the rest of the surrounding development - will add variety and interest to the appearance of the development, provide points of focus within it and help people find their way round the site. Landmark buildings should normally be those that are used by large numbers of people and are significant to the surrounding community - as is the case with the traditional landmark of the church spire or tower.

5.2 Landmark buildings in the form of church spires and towers are a characteristic of other parts of Dorchester, not only in the town centre but also in surrounding neighbourhood centres such as Fordington. A planned vista also exists between the town centre and Kingston Maurward House to the east of the town.

### Major landmarks - the tower in the central square

5.3 The central square will be the district centre of Poundbury and as such the most appropriate location for a distinctive landmark building. Some sort of tower should therefore be provided as part of this square, to help to mark its significance. This could be used for some purpose that has some community significance and is used and visited by members of the public. Public access to the top of the tower to view the surrounding townscape and landscape should ideally be provided and could become a significant attraction.

5.4 The Fleur de Lis is an existing landmark building which marks the eastern 'gateway' into the Poundbury development when travelling from Dorchester. The distinctive building with its two towers is located

alongside the Bridport Road in Phase 1 at Mansell Square. Other landmark 'gateway' buildings are to be built, as part of Phase 2, at the western end of the development on the northern side of the Bridport Road close to the Monkey Jump roundabout. The landscape appraisal work carried out by the district council has indicated that this particular location needs to make sure that it creates a positive western entrance to Dorchester and not just Poundbury.

### Relationship of landmarks and vistas

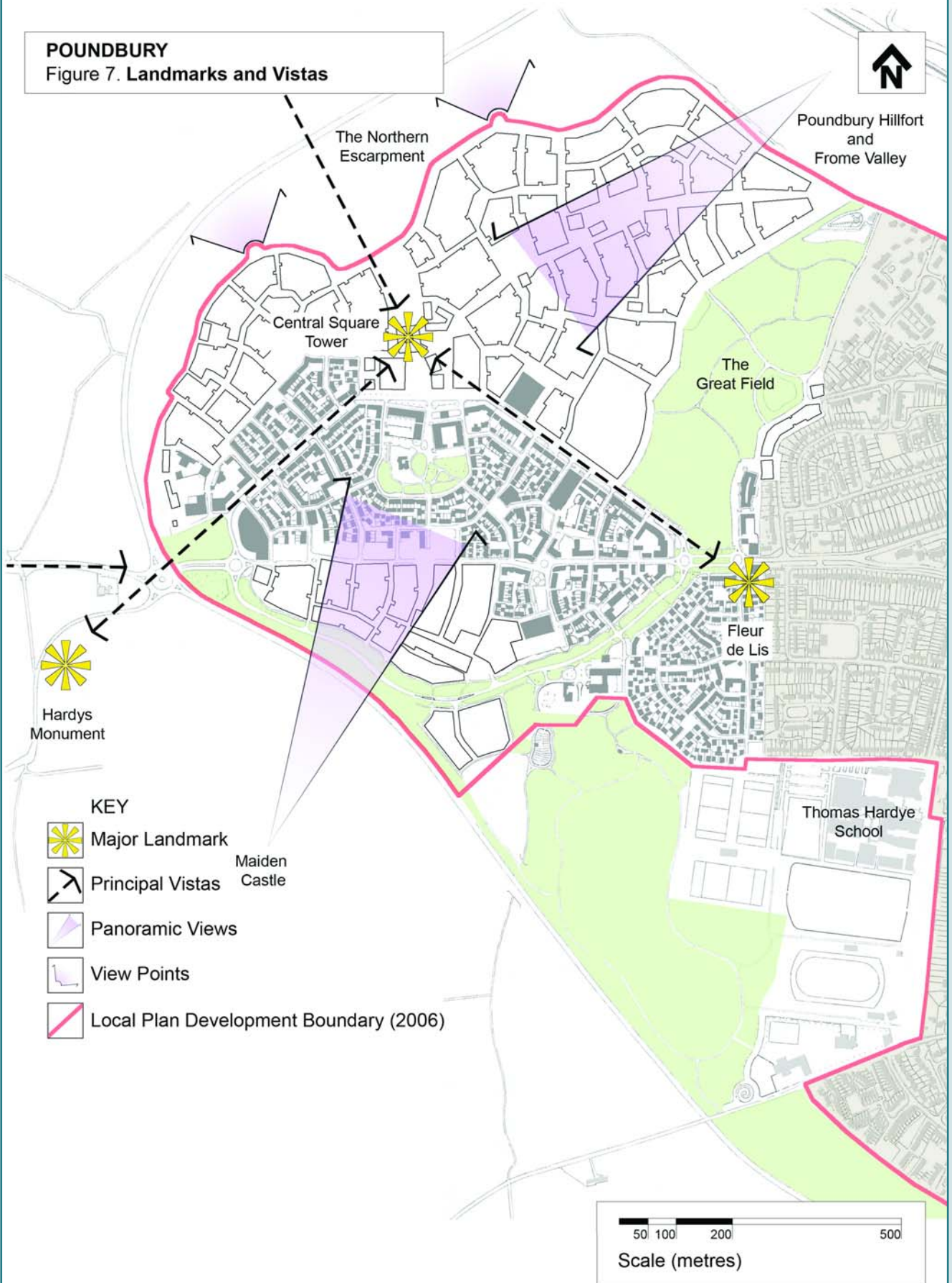
5.5 A series of key landmarks and vistas will form part of the structure of the Poundbury development, and these are illustrated in figure 7. An open area will be retained to the north of the central square so that there is a vista in to the square (and tower) from the surrounding countryside to the north - and rural views from the heart of the district centre (as is the case looking down High West Street in Dorchester towards Kingston Maurward).



High West Street, Dorchester looking east

# POUNDBURY

## Figure 7. Landmarks and Vistas





The position of the centre, and the tower, is also aligned to give a view, along Peverell Avenue West, through to the Hardy Monument to the south-east (on the South Dorset Ridge). There will also be views between the two major landmark buildings of the tower in the central square and the Fleur de Lis building in Mansell Square.

- 5.6 While the centre will look out onto countryside to the north, there are also a number of locations along the northern perimeter that offer particularly good views over the surrounding countryside. These will be developed as viewpoints, as indicated on figure 7. In addition, the places where streets and pedestrian routes intersect with the perimeter walkways provide ideal locations for public art such as sculptures, which will form navigational aids and meeting places.
- 5.7 Another significant vista will be the view in towards the development from the west, along the A35 Bridport Road. Avenue planting is proposed along this road in order to emphasise this vista. (See Principle 16 on off site enhancements).

## Location and design of other landmark buildings

- 5.8 There will be opportunities for the inclusion of other, smaller landmark buildings within the development. These should only be located within the district centre or neighbourhood centres, as identified under Principle 4, and should not normally exceed four storeys in height.
- 5.9 Landmark buildings may provide opportunities for good quality contemporary design, in contrast to the generally traditional, classical and vernacular styles followed in the majority of the development. It is important that landmark buildings should reflect local character and be designed so as not to overpower, overshadow or overlook nearby residential properties (See Principle 15 on design and materials). Whether contemporary or more traditional in design, the architecture of these buildings must be of the highest quality.



Fleur de Lis Phase I (looking west)



Armitage House, Victor Jackson Square. A smaller landmark building.

## 6. Scale and Intensity of Development

The scale and intensity of development in further phases of Poundbury will vary across the site. There will be four distinct character areas:

- Edge area - a low intensity area for visually sensitive locations
- Village-style area - reflecting the established character of Poundbury Phase 1
- General Urban Area - a higher intensity of development reflecting the established character of Poundbury Phase 2
- Core Area - the highest scale and intensity of development, focused on the new 'district centre'

6.1 The scale and intensity of development was one of the major issues raised during the early public consultation on the preparation of this brief. Consultation results showed that Phase 1 of the Poundbury development was well liked and that many of the principles underpinning its design, layout and mix of uses were supported.<sup>9</sup> The architecture of Phase 1 is familiar, being firmly rooted in the rural English tradition - despite the development being reasonably tightly packed at around 34 dwellings per hectare. The buildings are predominantly two storeys in height with the occasional three-storey building. More concerns were however raised about the scale and density of Phase 2. It is acknowledged that this later phase is more intense and 'town-like' than Phase 1, with a higher predominance of three-storey buildings, with four-storey structures mixed in and a wider range of architectural styles.

6.2 The original vision for development at Poundbury prepared by the international architect Leon Krier, shows the scale (size and height of buildings) and intensity (how close buildings are to each other) of the development progressively increasing until it 'peaks' at the new urban centre. The townscape was punctuated at intervals with towers and spires, the tallest of which was located in the town square - sitting firmly and prominently on the edge of the northern escarpment. The more town-like character of Phase 2 is part of that planned progression, but is currently seen out of its eventual context. Further lower-intensity development will be provided

around it in future phases. The southern edge of Phase 2 is currently rather exposed in appearance but will be improved by frontage development along the Bridport Road now the Parkway is open.

6.3 The variation in scale and intensity across the site, as set out in this brief, has taken account of the results of the public consultation, together with a range of other factors. It is important to make efficient use of the land, so as to ensure that the site will deliver the rates of housing development set out in the adopted Local Plan and emerging Regional Spatial Strategy, and reduce the need for other areas of land to be allocated to meet housing requirements. Making efficient use of the land also means that more homes will be in easy walking distance of jobs and facilities. At the same time Poundbury needs to appear as a part of Dorchester rather than a town in its own right: variation in scale and intensity will add to the character of the development and reflect the function of different parts of it. Another important consideration has been the landscape assessment, which has identified the most prominent areas and those less visible areas in which a greater intensity of development can be absorbed more readily.

6.4 Figure 8 proposes four different areas within the site, which represent different scales and intensities of development. The extent of these different intensity areas has been influenced by the landform (topography) of the site and the relative

<sup>9</sup>Feedback Report on first consultation - 29 March 2006

**POUNDBURY**  
Figure 8. Intensities



Poundbury Hillfort

The Northern Escarpment





The Great Field

Phase 2

The Parkway

Phase 1\*

Thomas Hardye School

- KEY**
-  Core Urban Area
  -  General Urban Area
  -  Village Style-Area
  -  Edge Area
  -  Local Plan Development Boundary (2006)

50 100 200 500  
Scale (metres)

prominence of different areas within the wider landscape. It has also been influenced by the aim to concentrate the more intense development closer to the centre of the site and more vernacular style development at the periphery.

- 6.5 Work on a visual impact assessment (carried out by the district council) highlighted the fact that some areas within the allocation of Phases 3 and 4 only have a visual impact on the immediate area. In particular the south-east facing slopes directly to the north west of the Great Field need little in the way of mitigation. They can therefore take a more intense development layout than the areas on the northern side of the ridge, which face outwards onto the Frome valley and the open chalk landscape beyond.

### Edge Area

- 6.6 These low-intensity areas will occupy the very northern and western edges of the site. These are the most visually sensitive locations as identified in the visual impact assessment.<sup>10</sup>
- 6.7 The aim within these areas is to have an intensity of development that allows mature planting to be established within and between the blocks of buildings. The hard built form will be interspersed with greenery in a similar way to existing areas within Dorchester. This can be achieved by designing larger perimeter blocks, with internal parking courts big enough to allow for groups of larger tree species to be planted.
- 6.8 Alternatively, the buildings could be laid out with either on-street parking or parking in the garden area, with direct access from the street. This arrangement would allow the rear gardens of the properties to run back to back and be large enough to allow for the growth of larger trees. While not every garden would need to include a mature tree, at least one in ten should be large enough - at least 15 metres in length, assuming the spread of

such trees to be 20 metres in diameter.

- 6.9 Two-storey vernacular buildings will be in the majority with the occasional two-and-a-half storey building where it will provide local interest or terminate a vista.
- 6.10 The use within these areas will be mainly residential. Some live/work units would be appropriate.

### Village-style Area

- 6.11 The scale and intensity of these areas is based on the same principles as Phase 1 of Poundbury, which although urban in character, can be likened to many traditional village centres in West Dorset. The areas will be characterised by the use of perimeter blocks. Buildings will be mainly two to two-and-a-half storeys in height, in the vernacular (local) style. Taller, three storey buildings will be appropriate in the neighbourhood centres (see principle 4) and can be used elsewhere within these areas to act as focal points in the streetscape. The majority of parking in the village-style areas will be provided in the form of rear parking courts, laid out as described under Principle 9. Parking within the boundaries of individual properties or on-street parking may be provided as an alternative to the rear courtyards in order to reduce the extent of hard surfaced areas.
- 6.12 The use within these areas will be mainly residential. Some live/work units would be appropriate.

### General Urban Area

- 6.13 The blocks within these zones will reflect the scale and intensity of Phase 2, which is more urban in character than Phase 1.
- 6.14 Buildings within the general urban areas will be two to three-and-a-half storeys in height. Taller buildings of no more than four storeys will only be allowed within the mixed-use neighbourhood centres (see Principle 4). There will be a mix of vernacular and classical styles, with

---

<sup>10</sup>Technical document prepared by West Dorset District Council 2006

development within the neighbourhood centres, and fronting onto the urban squares, tending to have more classical proportions.

- 6.15 Residential provision will be a mix of flats and houses. Retail uses should be located only within the identified neighbourhood centres which are located so that they are within 400 metres, or a five-minute walk, of most housing (see principle 4). However there can be greater flexibility with other low-key commercial uses such as small workshops and live/work units.

### **Core Urban Area - around the Central Square**

- 6.16 Within this very central zone, the buildings will be classical in proportion and style, and predominantly three to four storeys in height. Commercial uses and mixed-use blocks (with commercial uses on the ground and lower floors and residential above) will be the main uses. Residential accommodation will be mainly apartments and flats.



Example of village style area, Poundbury, Phase 1



Example of village style area, Poundbury, Phase 1



Example of general urban area, Poundbury, Phase 2



Example of general urban area, Poundbury, Phase 2

## 7. Pedestrian, Cycle and Public Transport Accessibility

### Further phases of Poundbury will provide:

- Good access to public transport;
- New pedestrian and cycle links to Dorchester town centre - including a new cycleway along Bridport Road, and other pedestrian and cycle links to improve connection to the rest of Dorchester;
- A new perimeter walkway and cycleway;
- New links to the surrounding countryside, including improvements to the public rights of way network.

Future planning applications will be accompanied by a Design and Access Statement where appropriate.

7.1 The sustainability appraisal of the Poundbury development brief indicates that the reduction of dependency on the car in the development is an important aim in achieving sustainable development. Research carried out in 2003 showed that Poundbury does not score well in terms of providing alternatives to car based transport. It is therefore critical that bus services are planned as part of the future phases and that walking and cycling are made to be more attractive alternatives to the car.<sup>11</sup>

### Public Transport Accessibility

7.2 The site must be accessible by public transport, in particular to Dorchester town centre but also to surrounding areas. An existing bus route follows the Bridport Road but regular and frequent bus services should be provided around a local loop within the development, including the local distributor roads of Peverell Avenue East and West, with a stop at the central square. A possible route is shown on the plan opposite. This ensures that the majority of the development will be within 400 metres, or a five-minute walk, of the bus route. Contributions will be required from the developer towards the provision of associated infrastructure such as bus stops, and towards the running of services for the first few years. It is also important that street widths are designed so that they are suitable for public transport access, and that public transport routes are agreed before the design of streets is

finalised, so that public transport routes are not compromised.

7.3 The transportation services section at Dorset County Council have expressed the view that Dorchester town bus services, and those that will eventually connect with Poundbury, will need to be commercially viable to ensure on-going subsidy will not be required. For this reason it is likely that there would be a need to link any future bus services with those services already operating nearby, particularly in Victoria Park and 'Old Poundbury'. This could be achieved by using driver-controlled devices to allow bus-only access through existing and proposed traffic restrictions, for example at the end of Coburg, Cambridge Road and onto Poundbury Road.

### Links to Dorchester Town Centre

7.4 Well sign posted and easily recognizable pedestrian and cycle links into Dorchester town centre are essential to encourage travel to the centre by safe and sustainable transport. This would also support the development's relationship with the town centre, and help to integrate the development with the rest of Dorchester. The need to improve pedestrian and cycle routes into the town centre was raised during early public consultation on the development brief.

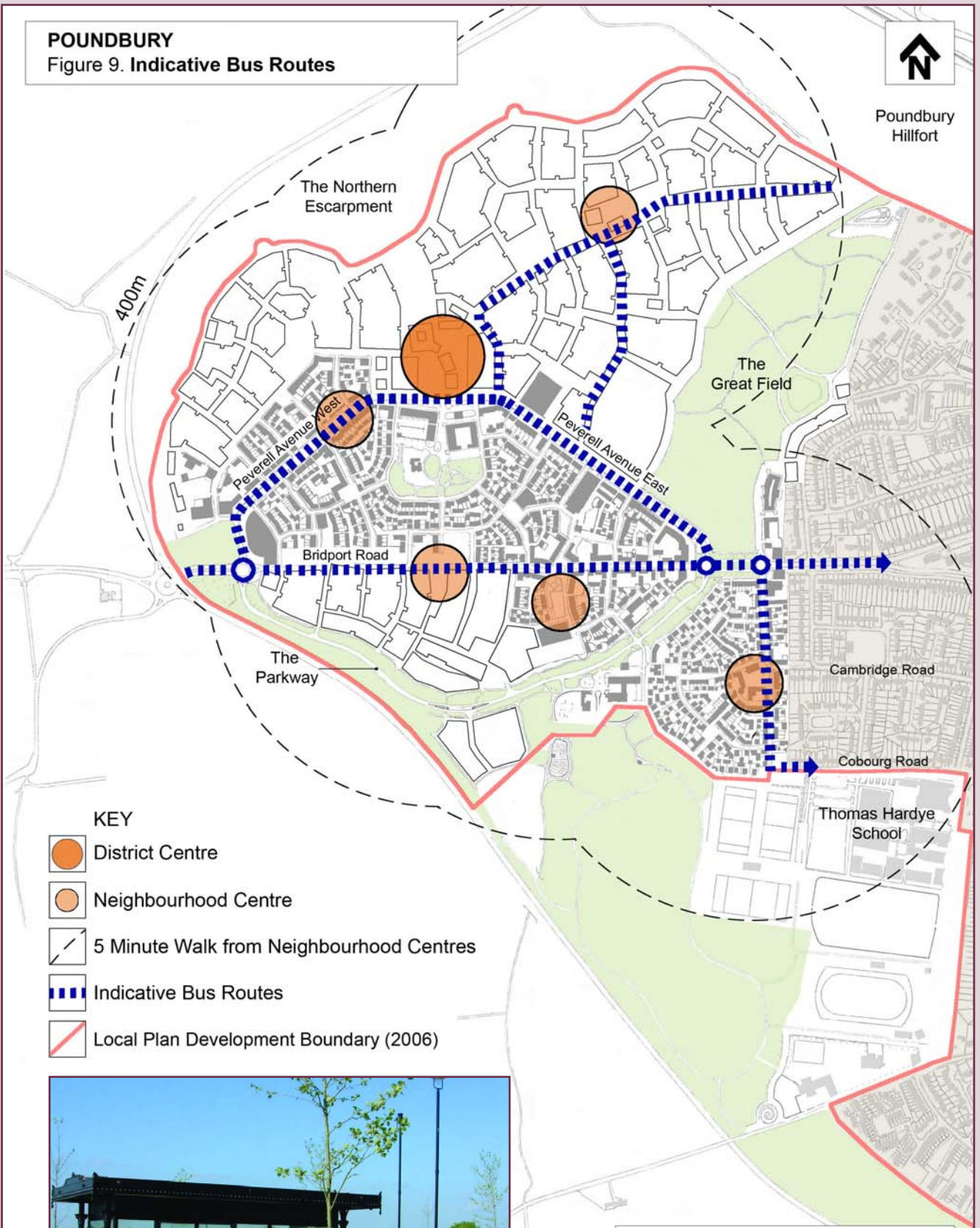
7.5 Further vehicular links into Dorchester have been avoided in order to minimise 'rat running' through the development. The


<sup>11</sup>Learning from Poundbury, Oxford Brookes University, 2003

**POUNDBURY**  
Figure 9. Indicative Bus Routes



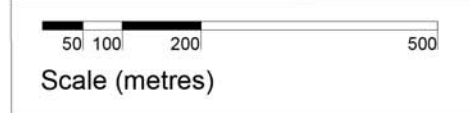
Poundbury Hillfort



- KEY**
-  District Centre
  -  Neighbourhood Centre
  -  5 Minute Walk from Neighbourhood Centres
  -  Indicative Bus Routes
  -  Local Plan Development Boundary (2006)



Bus stop, Mansell Square, Poundbury



road at the southern edge of the site (Holmead Walk) has the potential to link through to the Thomas Hardy School but has bollards to prevent traffic doing so, although pedestrians and cyclists have access. A similar arrangement is proposed at the north of the site adjoining the cemetery, in order to avoid heavy traffic from the nearby industrial estate cutting through residential areas in Poundbury. Alternative options would have been to open up some or all of these routes (so as to maximise accessibility and integration between Poundbury and the rest of Dorchester) or for some (such as the northern link) to be opened to traffic but with a width restriction to prevent their use by industrial traffic. However, the opening up of these routes was tested as part of the formal consultation of the draft development brief. The majority of respondents commenting on the issue felt that allowing through traffic from Coburg and Cambridge Roads would cause rat running along unsuitable roads and would harm highway safety, particularly for pedestrians and local residents. It was pointed out that school children use these routes to walk to and from Thomas Hardy School. It is not, therefore, proposed to remove the traffic restrictions. It may be at some time in the future that public transport access could be allowed by the use of driver controlled devices such as rising bollards (see paragraph 7.3).

- 7.6 Existing and proposed pedestrian links into town are shown on the plan in figure 10. Developer contributions will be negotiated towards the provision of new and/or improved pedestrian and cycle routes. The highway authority has supported the creation of a segregated cycle route running along the Bridport Road from east of Mansell Square into Dorchester and this is also shown in figure 10. The inclusion of this cycle route on the plan does not preclude alternatives being explored - particularly any that might be less steep and therefore easier for cyclists.

## Perimeter Walkway and Cycleway

- 7.7 The principle of a perimeter walkway and cycleway is set out in the Local Plan.<sup>12</sup> A formal pedestrian and cycle route is proposed around the whole edge of the development from Maiden Castle Road to Poundbury Road. It will also be extended to the south of the Castle Park Estate. This will provide an attractive and sustainable link between various parts of Poundbury as well as other facilities such as the Weymouth Avenue supermarket and football ground, the Middle School and Thomas Hardy School. In parts it will be planted with trees, which will help to soften the edges of the development as well as providing an attractive route. (See Principle 2 on defined edges). This route will be provided as part of the Poundbury development. The cycle and footway link between Coburg Road and Maiden Castle Road, proposed in the Local Plan, has now been constructed. This cycleway joins the National Cycle Network Route 2, which extends from Dorchester to the Devon border. The use of cycles for everyday short journeys, rather than just for leisure purposes, requires suitable cycle parking facilities. There is therefore a need for properly designed and well located cycle parking to be provided - particularly in the neighbourhood and district centres. Cycle parking provision should also be incorporated within domestic garden areas, the rear parking courts and in association with commercial and community uses.
- 7.8 In addition, an informal perimeter walkway is proposed around the whole of the outskirts of Dorchester. In places this will follow the route of the more formal Poundbury walkway/cycleway but in other areas (including parts of the south-eastern and north-eastern edge of the Poundbury site) it will follow a separate route. The Poundbury sections of the route will be provided as part of the development. Parts of the route that are shared by pedestrians and cyclists should be clearly signed.

<sup>12</sup> West Dorset District Local Plan 2006, Policy EA26



# POUNDBURY

## Figure 10. Pedestrian and Cycle Routes



## Countryside Links

- 7.9 Safe pedestrian and/or cycle routes, particularly across the A35 by-pass, from the development out to the countryside will be provided. These routes will need to create links to the existing public rights of way network and help facilitate sustainable recreation. Currently, the public right of way to the west is severed by the by-pass and is not safe to use. This right of way is closest to the "general urban area" where recreational need will be greatest. A bridge could be considered across the by-pass. This project could provide an opportunity to combine good engineering with public art, with the bridge designed as a landmark in its own right.
- 7.10 The cycle and footway link between Coburg Road and Maiden Castle Road, proposed in the Local Plan, has now been constructed and forms an important link to the south of the site. An additional link is also proposed from the other side of the Thomas Hardy School.
- 7.11 Two further important links to the public rights of way network are identified on the plan in figure 10. In both cases improvements are needed to enable safer access from the development to existing rights of way. One involves developing a dedicated right of way for pedestrians through the underpass from the south of the development towards Maiden Castle. It is important that pedestrian access is managed so as to minimise any adverse effect on the use of this land for keeping livestock, particularly sheep grazing, but this does potentially provide an important direct and safe link out to surrounding countryside. Another involves creating a dedicated right of way out from the north-west sector of the development, again using an existing underpass to provide a safe access under the Dorchester by-pass. This will be needed in conjunction with the final phase of development.

- 7.12 Finally, there is a need to consider access to the Poundbury Hillfort, as part of the green space and recreation strategy referred to under Principles 3 and 16. This site is a scheduled ancient monument, susceptible to erosion and currently suffering from some degradation. Access needs to be better managed, including identification of the most appropriate access route. All routes should be established to agreed good maintenance and 'easy to use' criteria and comply with Disability Discrimination Act 2005 guidelines.<sup>13</sup>

## Design and Access Statements

- 7.13 In the future, the majority of planning applications will need to be accompanied by a Design and Access Statement, explaining and justifying the proposals and demonstrating the commitment to good design and sustainable access. The access part of this statement should explain how access arrangements would ensure that all users have equal and convenient access to buildings, spaces and the public transport network. It should make particular reference to the inclusion of disabled people, and should also indicate how access for emergency and service vehicles will be provided.<sup>14</sup>



Footpath links to the countryside

<sup>13</sup> The Disability Discrimination Act 2005 and guidelines can be viewed via the following link <http://www.opsi.gov.uk/acts/acts2005/20050013.htm> A print version (ISBN 0 10 541105 1) is available to buy and is published by The Stationery Office (TSO).

<sup>14</sup> Town and Country Planning (General Development Procedure) Order 1995. More detailed guidance can be found on the changes in DCLG Circular 01/2006 on [www.dclg.gov.uk](http://www.dclg.gov.uk)

## 8. Routes and Streets

### Further phases of Poundbury will continue to:

- Promote a hierarchy of routes and streets
- Provide variable street widths related to the function of routes
- Provide a permeable street network

### A Hierarchy of Routes and Streets

8.1 Roads are designed and engineered to different specifications depending on their size and function, which in turn is based on the amount and size of vehicles that will be using them. Within the existing development at Poundbury a hierarchy of road types has been established which is shown on the accompanying plan (figure 11) and explained in more detail below. This hierarchy will be used to inform the creation of a movement framework for the remaining phases of the development. The movement framework will reflect the relevant national guidance on residential layouts and street design.<sup>15</sup>

### Primary Route

8.2 These routes are the A roads and trunk road network which are of national and regional importance. The A35 trunk road bypasses Dorchester to the south and forms part of the east-west route along the south coast, from Folkestone to Honiton. The A37 Dorchester to Yeovil road bypasses the town to the north-west and joins the A35 at the Monkey's Jump roundabout which is situated immediately to the west of the Poundbury development. None of these primary routes pass through the development site, but they will be affected by any increase in traffic movements generated by the development.

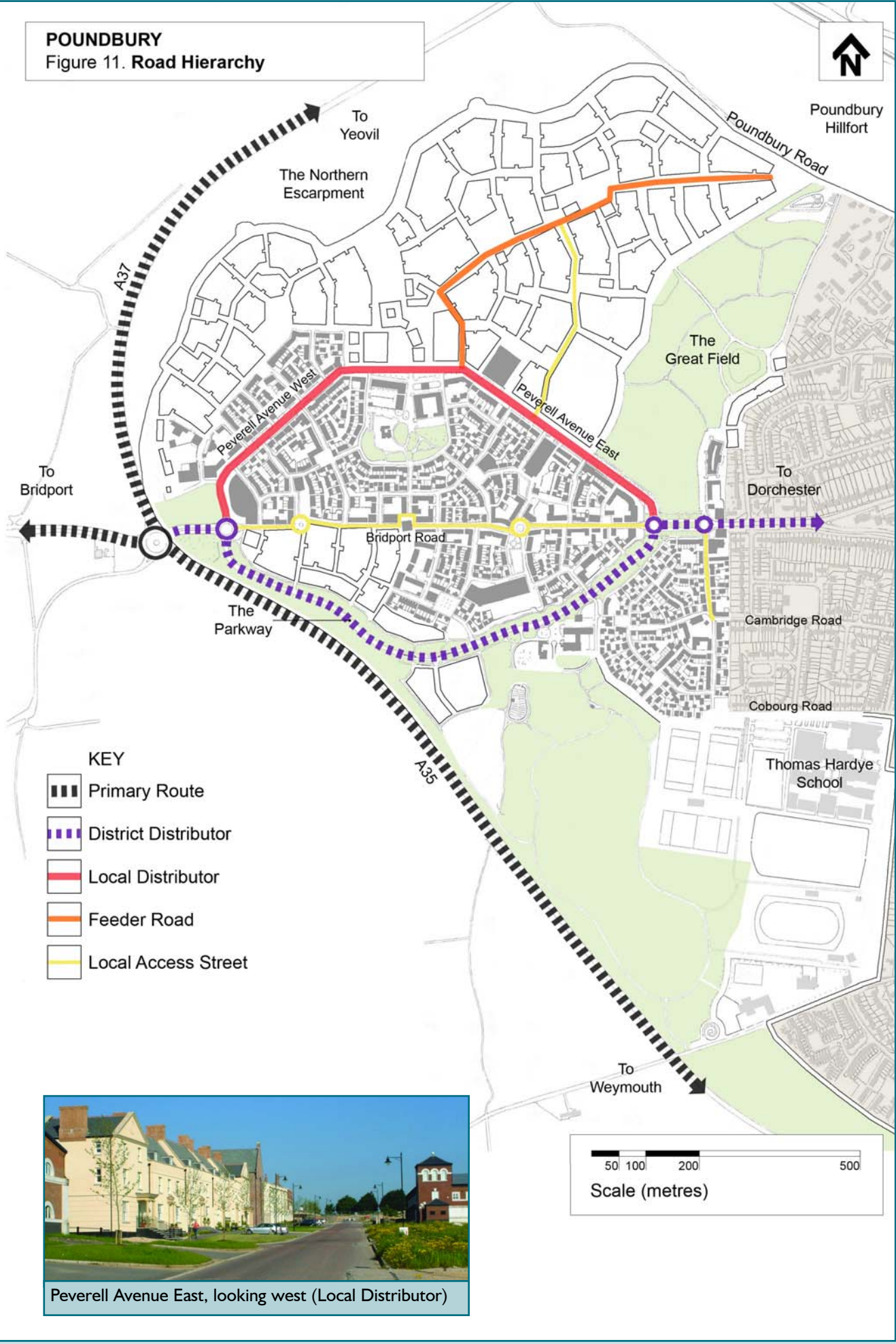
8.3 The Highways Agency manages and maintains the trunk road network. The agency has indicated that a detailed Transport Assessment is required in association with the next phases of development at Poundbury, in order to examine the impact of development on the strategic road network and identify where infrastructure improvements will be required.

8.4 The Highways Agency has confirmed that the Monkey's Jump roundabout will need to be improved and widened to accommodate additional traffic associated with additional development at Poundbury. Discussions are taking place between the Duchy of Cornwall, Dorset County Council (as the Highways Authority) and the Highways Agency, to establish the level of likely traffic generation from the development, which will then inform the design of the improvements. A trigger point for the improvement works (in terms of how many houses and commercial units can be occupied before the roundabout needs to be enlarged) will also need to be agreed between the relevant highway agencies and the Duchy of Cornwall, and incorporated into a legal agreement.

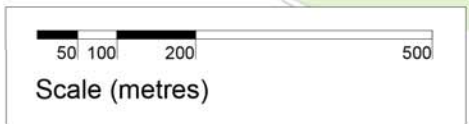
8.5 A contribution towards improvements to the Stadium Roundabout at the junction of the A35 Dorchester Bypass and the A354 to Weymouth may also be required if the traffic modelling evidence suggests that it will be

<sup>15</sup> By design: better places to live (A companion guide to PPG 3)" Sept 2001 ISBN 0 7277 3037 1 and Places, Streets & Movement (A companion guide to design Bulletin 32) Sept 1998 ISBN1 85112 113 7. These documents will be replaced by the forthcoming "Manual for Streets" due to be published jointly by DCLG and DfT in Spring 2007.

**POUNDBURY**  
Figure 11. Road Hierarchy



- KEY**
- Primary Route
  - District Distributor
  - Local Distributor
  - Feeder Road
  - Local Access Street



affected by the development. There may also be a requirement for contributions towards the improvement of other junctions within the town centre particularly for pedestrians and cyclists. As set out in Principle 7, developer contributions towards public transport and improvements to walking/cycling will also be sought.



Parkway - Middle Farm Way looking west  
(District Distributor)

### District Distributor

8.6 The Parkway is a new district distributor road that has very recently been constructed, along a route swinging to the south of the new development at Poundbury, as shown on the plan opposite. This replaces the Bridport Road that formerly functioned as district distributor, carrying in the region of 7,700 vehicles per day.<sup>16</sup> With the introduction of frontage development along either side of the Bridport Road, its capacity has been reduced and it is no longer appropriate to have such a large volume of through traffic using this route. The Bridport Road will therefore be developed as a local access street.

8.7 The Parkway has been constructed at a width of seven to eight metres, with wide grass verges planted with heavy standard trees. Development will face on to the parkway but there will not normally be direct access to it. The design will make quite clear that vehicular traffic is the dominant user, and there will be clear segregation of pedestrians and vehicles. A number of pedestrian crossing points will be provided and a controlled pedestrian/cycle crossing will be installed at the point where the cycle route crosses from the northern side of the parkway to the south, at the bottom of Victor Jackson Avenue.



Parkway - Middle Farm Way looking east  
(District Distributor)

### Local Distributor

8.8 The other main routes within the development at Poundbury, which will lead to the central square, are currently Peverell Avenue East and West (see plan opposite). These roads will function as local distributor roads, serving in excess of 300 dwellings.<sup>17</sup> These roads form the link between the district distributor (The Parkway), the district centre (at the central square) and nearby residential streets. They have been laid out as avenues with the importance of the route, in terms of its destination, being reinforced by the

<sup>16</sup> Two-way flow based on a traffic count in April 2001

<sup>17</sup> Dorset County Council Residential Design Guide Roads and Streets

overall width of the street and the scale of the buildings fronting onto it. (See Principle 6 on scale and intensity).

- 8.9 Buildings completed so far along these routes have been set back a minimum of 10 metres from the edge of the carriageway to allow for a grassed verge and two-metre footway on either side. The street width and position of the verge will allow the planting and establishment of large street trees. On-street parking has been provided in bays on the side of the carriageway. These local distributor routes are still characterised by the segregation of vehicles and pedestrians, with a clear definition between carriageway and footway. There is no direct vehicular access from the local distributor road to residences. The fact that Peverell Avenue East and West are relatively long straight roads could encourage higher traffic speeds. It is therefore important that design options are considered that will preserve the visual strength of the avenues but at the same time incorporate 'natural' traffic calming.

### Feeder Road

- 8.10 The extent of the next phases of development at Poundbury justifies the construction of an additional road, performing a similar function to the local distributor roads but not quite on the same scale. The route will provide the main access into the north-east neighbourhood in Phase 3. The road must therefore be capable, in width and alignment, of taking very large commercial vehicles to service shops, offices and light industry. This is particularly important where it joins the central square.
- 8.11 The street will be laid out on a similar principle to Peverell Avenue East and West, but will not be so formal and regular in design. The Dorset County

Council design guidance refers to this type of route as a "Transitional Link" or "Feeder Road" which provides the change between the local distributor roads and the residential access roads. Planting alongside the road will again be an essential feature, but this may be more varied and less urban in style.



Middlemarsh Street (Local Access Street)

### Local Access Street

- 8.12 Local access streets still provide important routes to local neighbourhood centres, but will not be as wide or carry as much traffic as the avenues or feeder road. A footway will still be required on both sides of the street. Parking will be on street rather than in designated bays. There will be a varied scale of buildings along these routes and less definition between the carriageway and footway, as these routes will not normally have grass verges.
- 8.13 Examples in the existing phases 1 and 2 are the Bridport Road (following the opening of The Parkway) and the route to Pummery Square from Mansell Square.
- 8.14 It is intended to create a further local access street from Peverell Avenue East to the neighbourhood centre in the northeast of the site. Further details about the neighbourhood centres are set out in Principle 4.



Stokehouse Street (Local Street)

### Local Street

8.15 Local streets will be more minor routes within the development, providing access to residential properties and safe pedestrian routes. Street widths will vary along their length. Separate footways will still normally be provided. Where regular on-street parking is expected, this margin should be increased to 2 metres. Informal tree planting can be provided where space is available. To keep traffic speeds low, the uninterrupted length of the streets between junctions should be kept to around 60 metres. The aim in these streets is to design in natural traffic calming, rather than introduce additional features such as speed humps.

### Street widths related to their function

8.16 Within the hierarchy of routes and streets as set out above, the width of streets - and the height of buildings fronting on to them (within the height ranges proposed for each area of the site under Principle 6) - will vary

according to the importance of the route in the street hierarchy. The widest route will be the primary route, designed to accommodate through traffic, while the local streets, on which pedestrians have the priority, will be the narrowest.

8.17 These changes in width will help manage the amount and speed of traffic. Drivers will be discouraged from using the narrower streets unless they are visiting properties in those areas. The varying width will also indicate the relative importance of the street and help navigation around the development. At the same time, however, it is important to ensure that street widths are sufficient to allow public transport access, and bus routes need to be agreed before the details of the road hierarchy are finalised.

### A Permeable Street Network

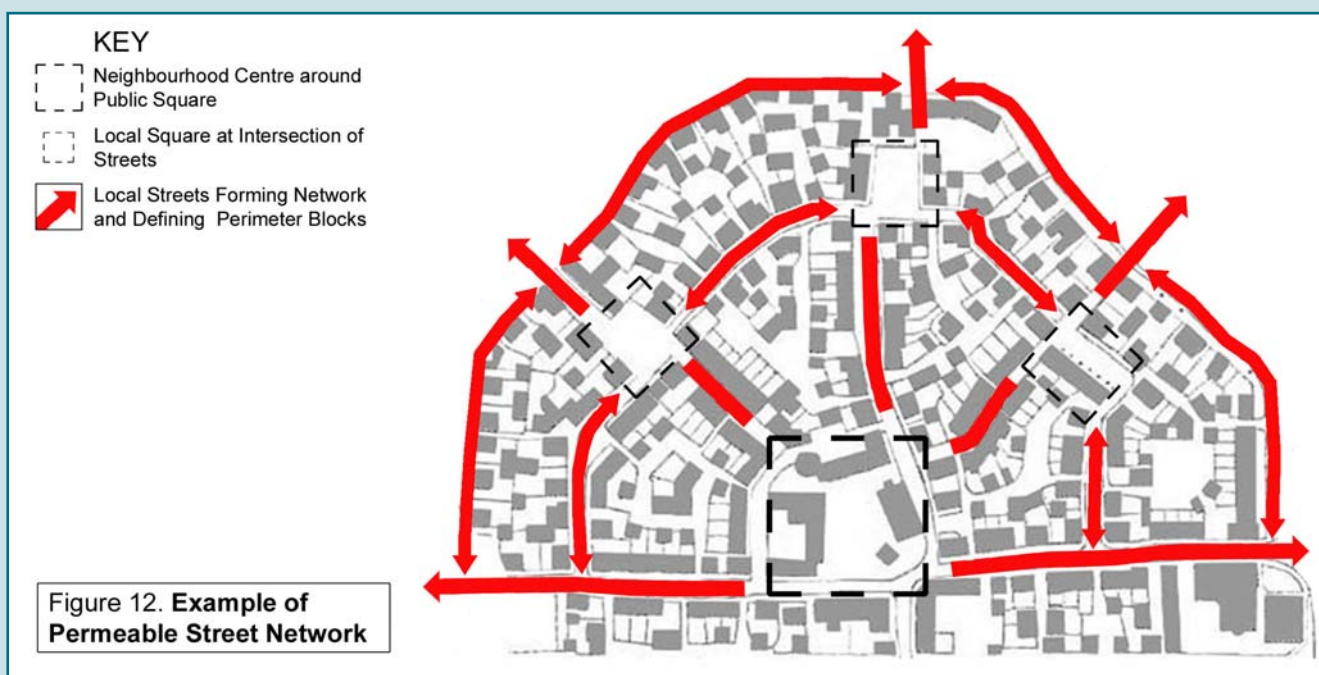
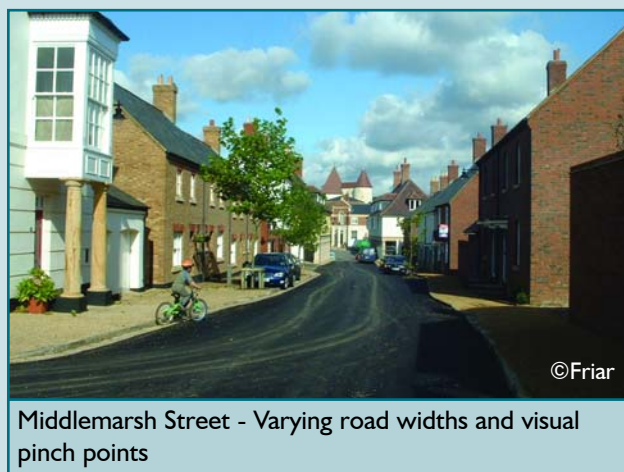
8.18 As far as possible within the development it is intended that there should be a permeable network of streets - in which streets link together at both ends - rather than culs-de-sac. This will maximise pedestrian and cycle accessibility within the development, helping pedestrians to move about anywhere within the site on a short and direct route. This permeable network approach is a feature of traditional towns and has been a feature of the development at Poundbury from the beginning - see figure 12 which is based on Phase 1 of the Poundbury development.

8.19 Exceptions to this principle will be made only where this could lead to 'rat-running' by traffic that should not be using such local routes or cutting through parking courts. Such restrictions already exist on two routes from Phase 1 to the adjoining areas of Dorchester. In both cases, pedestrians and cyclists have full access. It is

proposed that vehicular access will be restricted between the north-east part of the site and the existing routes of Poundbury Road, Whitfield Road and Chestnut Way (though all would be open to pedestrians and cyclists).

naturally slow traffic speeds within the development to 20 miles an hour or less - without installing speed humps and speed limit signs.

8.20 As a matter of normal practice Dorset County Council as local highway authority do not introduce formal 20mph zoning on new residential development. Instead a more sophisticated, holistic, approach is taken which uses urban design to affect driver behaviour through the design of the physical environment. This approach uses natural traffic calming techniques such as designing the streetscape with such features as short forward visibility and visual pinch-points. Drivers are not encouraged to accelerate due to the limited length of road that is actually visible. In addition the position of buildings can be used to restrict visibility at junctions. This forces drivers to proceed slowly and with caution - particularly where there is no clear priority or right of way. By introducing an element of doubt into the driver's mind, the dominance of the car is challenged. The overall effect is to





## 9. Perimeter Block Development

Further phases of Poundbury will continue to:

- Use terraces of buildings to enclose streets
- Encourage variable street widths as a means of regulating and providing parking
- Create positive street scenes by placing corner buildings on the back edge of the pavement
- Use buildings to terminate views
- Position doors and windows to improve safety and security of the public realm
- Provide narrow entrances to parking courts in order to regulate traffic speeds and reduce the visual impact of parked cars
- Promote developer-led planting

### Terraced buildings enclosing streets

9.1 Within the permeable street network outlined under Principle 7, development will take place in 'perimeter blocks'. This means that development will take place in blocks, surrounded by streets on all sides and with the buildings at the edges of the blocks, close to and enclosing the streets. This makes good use of space, allows the use of a permeable road network and provides a strong relationship between the buildings and the street. Buildings will need to be mostly terraced in order to achieve the effect. Perimeter blocks will normally be between 60-80 x 115-140 metres in size, and should not normally be significantly larger than this as this would reduce the permeability of the layout. An indicative block layout is shown on the maps in this development brief.

### Variable width streets to regulate parking

9.2 The hierarchy of streets described under Principle 7 includes variation in the width of different streets depending on their position in the hierarchy. In addition to this variation, the width can vary along different parts of the same street, so that parking is possible in some but not all parts of the street. This will ensure that on-street parking is available but is not spread along the whole length of every street, so that the car does not dominate the street scene.

### Corner buildings on back of pavement

9.3 Good use needs to be made of the corners of the blocks to create a strong and positive street scene. For example, corner plots can be suitable for taller buildings with more robust architecture - designed to make more of a visual statement than the terraces they adjoin.

### Buildings terminating views

9.4 Buildings that are positioned so that they are the main element of the view along the length of a street are particularly important in the street scene and should be designed with this in mind. The irregular grid pattern of the local street network will ensure that buildings regularly terminate the views along the streets, preventing the longer stretches of road that would enable higher speeds on these local streets, and providing points of focus. The scale and massing of individual blocks, together with their form and placement also influence the behaviour of users of the space adjacent to the block. The built form can have a positive influence on driver behaviour by way of natural calming. This is also referred to at paragraph 8.20 and further information is provided in the Manual for Streets Consultation Draft.<sup>18</sup>

### Doors and windows overlooking public realm

9.5 Throughout the development, buildings will be designed so that they face onto the

<sup>18</sup> By design: better places to live (A companion guide to PPG 3)" Sept 2001 ISBN 0 7277 3037 1 and Places, Streets & Movement (A companion guide to design Bulletin 32) Sept 1998 ISBN1 85112 113 7. These documents will be replaced by the forthcoming "Manual for Streets" due to be published jointly by DCLG and DfT in Spring 2007.

street, overlooking the street and other areas of the public realm. This provides natural surveillance and contributes to a sense of safety.

### Narrow entrances to parking courts

9.6 The design and layout of the parking courts to be included in the centre of the blocks is described in Principle 10 that follows. There will however be narrow entrances into these courts, to reduce speeds, retain the sense of enclosure of the blocks, and avoid the parking areas being overly visible from the surrounding streets. Larger non-domestic vehicles will not be able to access to these parking courts and this will prevent refuse collection vehicles being able to collect refuse from the rear of properties. Refuse containers (either bags or bins) will inevitably be put out on the street and this should be taken into account in the design of the blocks. More detail is set out in Principle 14 on design.

### Developer-led planting

9.7 The public consultation highlighted support for the inclusion of more 'greenery' in Poundbury - particularly in Phase 2. Planting of trees, shrubs and climbing

plants within the public realm, but also in private gardens, adds interest and colour to the street scene. In the more mature parts of the development in Phase 1, for example, planting within the gardens has now begun to have a real and positive impact on the surrounding street scene. The importance of tree planting within the rear parking courts is also recognized in Principle 10 at paragraph 10.7.

9.8 In some situations, for example where gardens run adjacent to the street, consideration should be given to the developer planting suitable tree species within the boundary of the property. Given the appropriate time and space to mature, such trees will make a significant contribution to the streetscape. The position of such planting must take into account the size of the tree or shrub when fully grown, particularly in relation to nearby properties. The aim should be to avoid the tree causing physical damage to buildings and/or loss of light. The Landscape Strategy should include details of appropriate tree species for planting within the built development area. Native trees and shrubs should be used where possible as they make a far greater contribution to biodiversity than non-native or ornamental species.



## 10. Parking Courts Within Blocks

Further phases of Poundbury will continue to:

- Accommodate the majority of parking in parking courts

Parking courts will:

- Be enclosed by garages and walls
- Be provided with at least two access points
- Use 'sentinel houses' as a form of passive security
- Employ gravel surfacing as a means of softening their appearance
- Use tree and shrub planting to further soften their appearance

### Parking mainly in parking courts

10.1 The amount of parking to be provided within the next phases of development will be influenced by the Government guidance set out in Planning Policy Guidance 13 - Transport (PPG13)<sup>19</sup> and the Dorset County Council parking standards, which are currently under review.<sup>20</sup>

In the majority of the development parking courts will form the main way of providing parking. Consideration will also need to be given to providing secure covered cycle parking. These parking courts will be provided within the centre of the perimeter blocks described under Principle 8. Parking will therefore be located away from the main public areas, and will not dominate the street. Additional visitor parking will however continue to be provided on parts of the streets.

10.2 Parking courts have been provided within both Phase 1 and Phase 2 of the development. The most successful examples however have been in Phase 1, where a larger proportion of the court was taken up with parking spaces rather than garages, and where trees were included in the centre of the court in order to relieve the expanse of hard surfacing and provide character, shade and wildlife habitat. This section sets out some of the criteria that help to make a successful parking court.

### Enclosure by walls and garages

10.3 Parking courts will be enclosed by walls and garages so that the privacy of back

gardens is retained and consistent and attractive boundaries provided. Garages may also form part of this boundary though it is important that the standard garage court layout, with long 'terraces' of garages, is not followed as this can lead to large expanses of built and hard surfaced areas. It is also important that boundary walls are not too high, as this can result in a harsh and restrictive feel to the space within, and reduce the light to surrounding properties. A height of around two metres is sufficient to provide privacy without excessive enclosure.

### At least two access points

10.4 There will be at least two access points to each parking court so that vehicle movement within them is easier, and so that there is pedestrian access through them and into different parts of the surrounding streets. As discussed under Principle 8, these will be narrow in design.

### Sentinel houses overlooking courts

10.5 'Sentinel houses' form an important part of the layout of parking courts. While the majority of houses will be located around the edges of the blocks, facing outward over the street, one or two houses will be included within and overlooking each parking court so that they are under some natural surveillance.

<sup>19</sup> Planning Policy Guidance 13 - Transport (PPG13)

<sup>20</sup> Dorset County Council parking standards

## Bound gravel surfacing

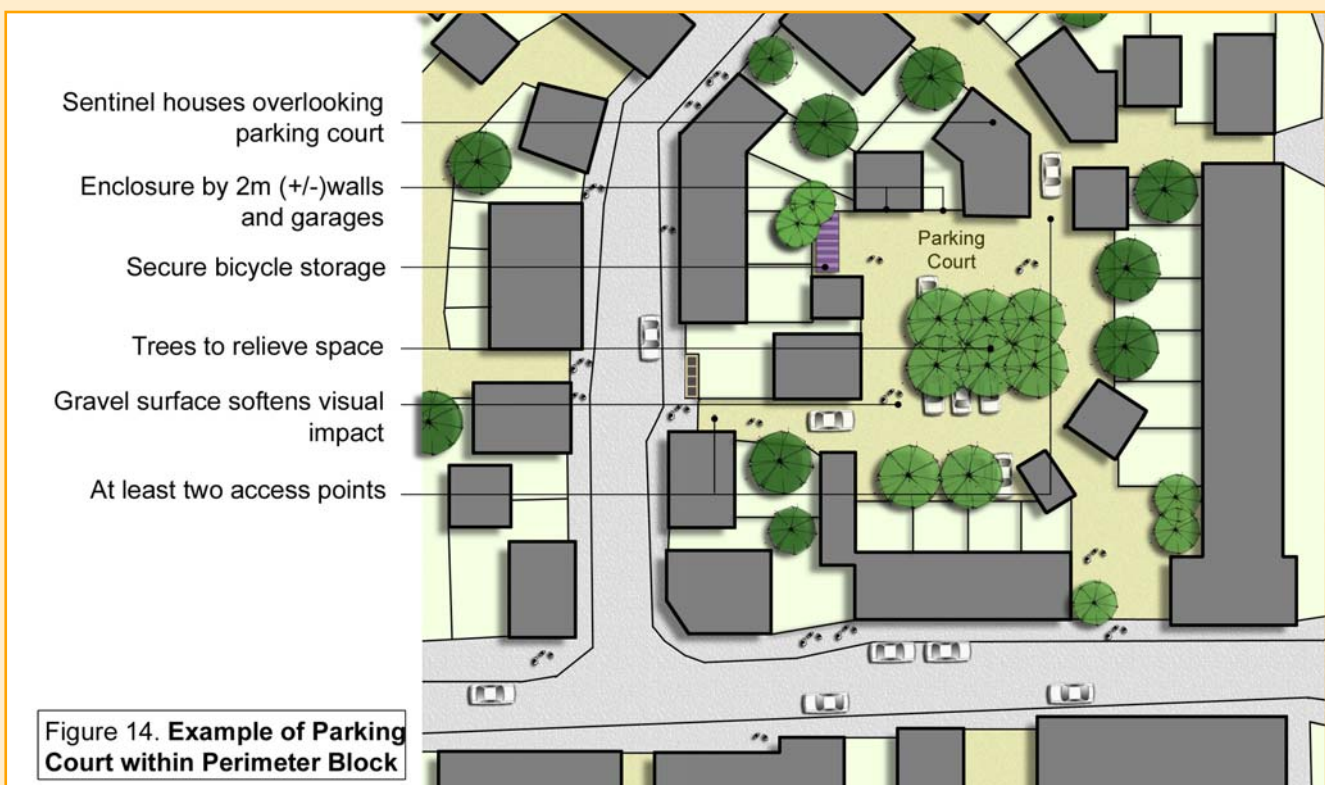
10.6 Parking courts will inevitably involve large areas of hard standing, and the use of gravel rather than black tarmac surfacing can help to soften their appearance. However, the use of loose gravel in Phase 1 has led to problems due to it being walked into houses, washed into the roads and highway drains and picked up and spread by street cleaning vehicles. Loose gravel on a hard tarmac surface can also cause a slipping hazard to pedestrians and cyclists and hinder disabled access. For this reason, gravel surfaces will need to be fixed, for example by being resin bonded or bound into the tarmac surface. Black tarmac areas can also be made less intrusive if they are combined with smaller areas of higher quality surfacing or paving. This has been particularly successful on the esplanade in Lyme Regis. Consideration should also be given to using specially designed permeable asphalt or block surfacing. This would significantly reduce the amount of surface water run-off generated by the extensive areas of hard surfacing within the development.

## Planting to relieve space

10.7 Including trees, shrubs and climbing plants within the parking courts can create a much more attractive environment, relieving the expanse of hard surface, providing shade over parked cars and providing variety of scenery, as well as additional wildlife habitat. This has created some of the most successful and attractive parking courts on Phase 1 of the development. It is important that appropriate tree species are planted that will not grow too large for the location, and advice is included in the preliminary landscape strategy.



Parking court - Poundbury Phase I



# 11. A Mix of Uses

Further phases of Poundbury will provide:

- Housing at the rate of 100-130 dwellings per annum, to include affordable housing (see Principle 12);
- Light industrial / office uses (B1);
- General industrial uses (B2) south of the Parkway and the western end of the Parkway, but only where a buffer of B1 uses can mitigate the harmful effects upon existing and proposed residential development.

The development of key infrastructure projects - including employment sites and new landmark buildings - should, where possible, precede the development of adjoining residential areas.

11.1 It is important that the Poundbury development provides a mix of land uses. As the principal allocation of development land for Dorchester, it is important that it meets as many as possible of the town's future development needs. Providing a variety of different uses close together will also mean that employment and facilities are easily accessible from people's homes.

11.2 See also Principle 13 on community facilities.

## Housing provision

11.3 The Poundbury development will continue to provide a major contribution towards the housing needs of Dorchester and West Dorset. 657 houses have now been completed on the site (as at 1st April 2006), another 520 are allocated in the local plan for completion by 2011, and the total capacity of the site is approximately 2,200 dwellings. While development started at a more gradual rate with an average rate of 42 houses each year over the first ten years from 1994 to 2004, annual housing completions were 104 in 2004-5 and 137 in 2005/6. It is likely that development needs to stay around this level in order to meet the rate of development identified for Dorchester (200 per year, including brownfield development within the town) in the emerging Regional Spatial Strategy.

11.4 The Local Plan sets out a development rate of 130 per annum at Poundbury until 2011 to meet the structure plan provision for the district. This structure plan will

however be replaced by the Regional Spatial Strategy, which in its current form proposes a lower housing provision for the district, so that an annual rate of around 100 at Poundbury would be necessary in later years.

11.5 The council intends to manage the delivery of housing land to ensure that the rate of development is as close as possible to the annual rate set out in the adopted Structure Plan and the emerging Regional Spatial Strategy. When considering planning applications for future phases, the council will look at the latest information on housing completions at Dorchester and in the district, to see if these planned rates of development are being met. Planning permissions may if necessary be withheld or brought forward in order to adjust delivery to the planned rates.<sup>21</sup>

11.6 Detailed work on the appropriate scale and intensity of development, informed by the visual impact assessment, has confirmed that the total capacity of the development is approximately 2,200 including the 657 already completed. A forecast of housing completions on the different areas of the site are set out in figure 15, and the proposed phasing of development is shown in figure 16. This shows the areas covered by Phases 2, 3 and 4 and broadly indicates the years of anticipated completions within the phases. This needs to be read in conjunction with the plan of scale and intensity across the site under Principle 6 (figure 8).

<sup>21</sup> See Policy HS1a of the West Dorset District Local Plan 2006.

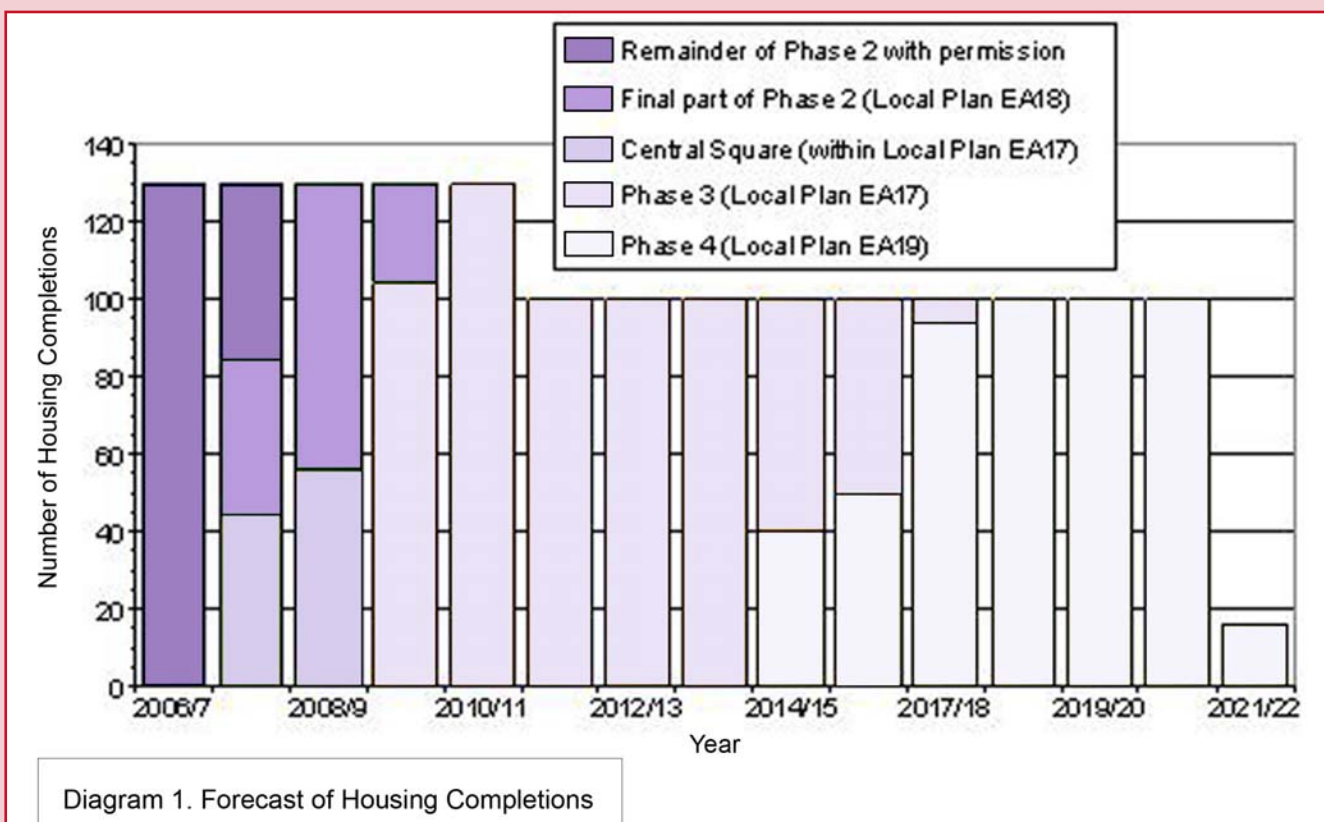
11.7 The next phase of development will be in the southern area of the site, south of the Bridport Road. (This forms the final part of 'Phase 2' that does not yet have detailed planning permission - within the area covered by Policy EA18 of the local plan). This will be followed by the north-eastern area of the site (covered by Policy EA17, and including most of 'Phase 3'), and finally by the north-western segment (covered by Policy EA19 of the local plan and including part of 'Phase 3' and all of 'Phase 4'. The development of buildings on the northern edge of the development at an early stage of construction of these phases would be an advantage in order to provide a firm edge and allow avenue planting around the edges to be established as soon as possible.

Poundbury needs to meet Dorchester's employment needs, and allow people the opportunity to live close to their work, but at the same time make sure that industrial development does not harm people's residential amenity.

11.9 An employment land review is currently under way which will provide further information on current needs. The Local Plan currently identifies approximately 6 hectares of employment land to be developed within the sites allocated by policies EA17 and EA18, with further land to be reserved within the Policy EA19 site. Dorchester is already a significant employment centre with many jobs in the service and administrative sectors: it has almost twice as many jobs as it has economically active population. The development of further housing at Poundbury will help to address this imbalance and support existing employment. There is however still demand for new and expanded employment premises, and for a wider variety of employment types. A study of economic prospects in 2004 identified a

### Location of employment development

11.8 The first phase of Poundbury succeeded in providing a similar number of jobs to houses though only 15.5% of economically active Poundbury residents worked on the site in 2003.<sup>22</sup> Employment development on the future phases of

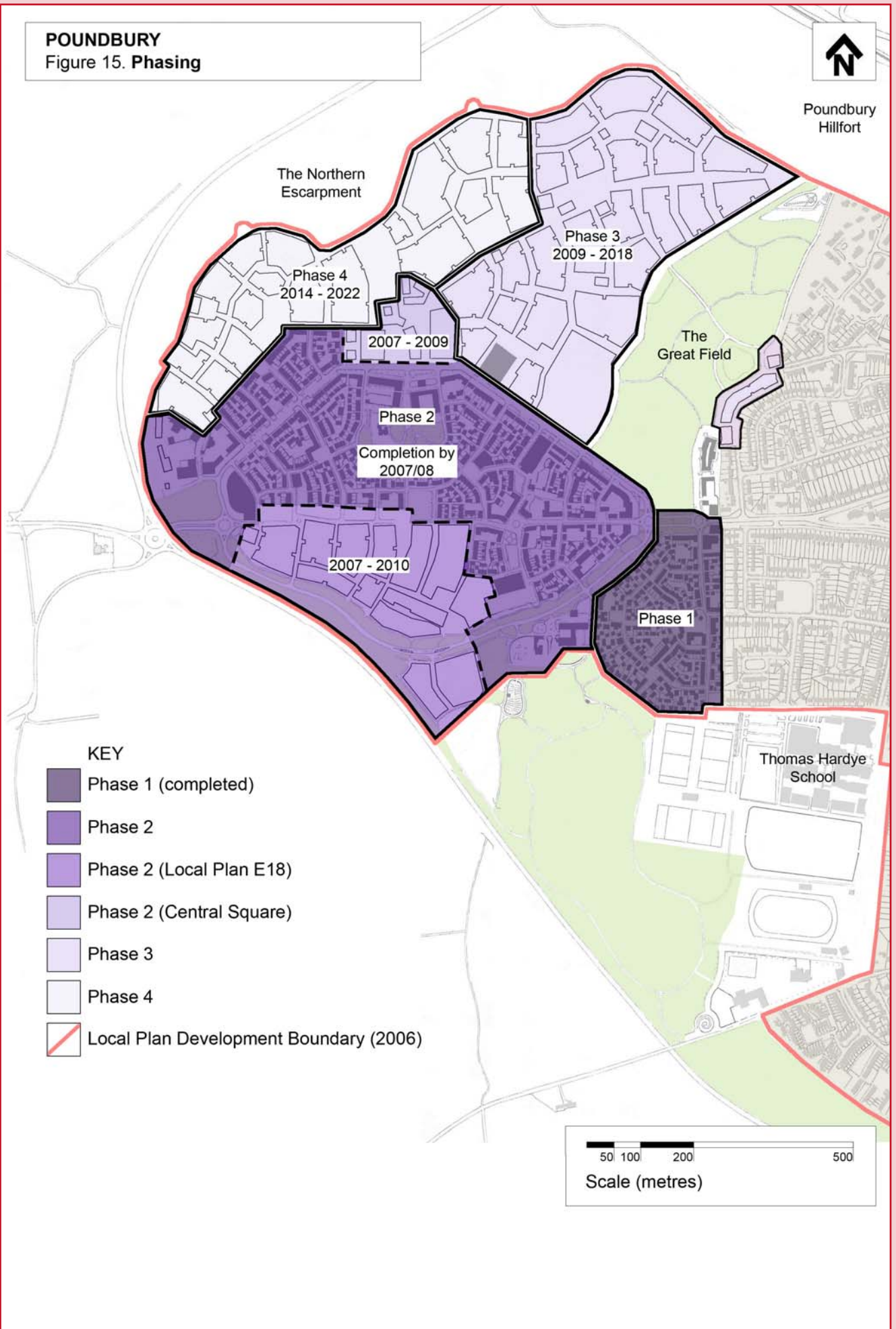


<sup>22</sup> Learning from Poundbury, Oxford Brookes, 2004








**POUNDBURY**  
Figure 15. Phasing



Poundbury Hillfort



**KEY**

-  Phase 1 (completed)
-  Phase 2
-  Phase 2 (Local Plan E18)
-  Phase 2 (Central Square)
-  Phase 3
-  Phase 4
-  Local Plan Development Boundary (2006)

50 100 200 500

Scale (metres)

lack of general use industrial land in the town and demand for modern business premises. It showed that most growth had come from local existing companies rather than inward investment, and that the Poundbury development had helped to upgrade the image of the area, but there was also a need for more affordable premises.<sup>23</sup>

- 11.10 Light industrial and office (B1)<sup>24</sup> development can be located within residential areas without harming residential amenity through excessive noise, dust or smell. This type of employment development can therefore successfully be mixed with residential development in any part of the site. Larger units will be best located within the central or urban zones where the scale and intensity of development will be greater (see principle 7). Small units including 'live and work units' will be appropriate throughout the site.
- 11.11 General industrial (B2) development however is not appropriate immediately adjoining residential uses. Rather than being mixed through the site this needs to be concentrated in specific areas. Two areas have been identified and are shown in figure 17. These include a main site south of the Parkway and an additional smaller area at the western end of the Parkway. Both have road access directly onto the Parkway. The local plan states that approximately 2.14 hectares of B2 use should be provided. This figure could be subject to variation once the employment land review for Dorchester has been completed.
- 11.12 A buffer area of light industrial and office (B1) employment development will be provided between the general industrial (B2) development and the residential areas. This means that the general industrial (B2) development will never directly adjoin the residential areas. Any detailed proposal for the site will need to be accompanied by a landscape and planting scheme (to be prepared in line

with the Preliminary Landscape Strategy) to address the need for the mitigation of the visual impact.

- 11.13 It is vital that a replacement household recycling centre for the existing site at St George's Road, Dorchester is identified. The reference in the draft brief to a possible household recycling centre attracted considerable opposition from Poundbury residents. It remains one of the options to be considered by the County Council and this brief therefore safeguards access through the B2 land into adjoining land to the south. This brief does not safeguard the site itself but the access to it, and does not pre-empt a decision to be made by Dorset County Council. The County Council will either prepare a development plan document to identify a specific site for a household recycling centre to serve Dorchester, or a site may be proposed as part of a planning application. In either case, a full examination of alternative sites would be presented and the County Council is currently reviewing all previously identified site options, and others that have been more recently suggested, against planning criteria and policy guidance.

### **Infrastructure, factories and landmarks first**

- 11.14 Where infrastructure is needed to serve development, it is important that it is phased either in advance of the construction of houses and smaller business units, or at the same time. This approach has a number of benefits. Early occupiers of the development do not lack essential community facilities and do not get into the habit of going further away to visit facilities that will later on be provided on the site. The site therefore functions as a mixed-use area from an earlier stage. It also helps to ensure that existing infrastructure elsewhere in the town is not overloaded while new infrastructure is being developed and that reserved plots within the built up area are

---

<sup>23</sup> Study of the Economic Prospects of Dorset and Neighbouring Towns, Roger Tym & Partners, 2004

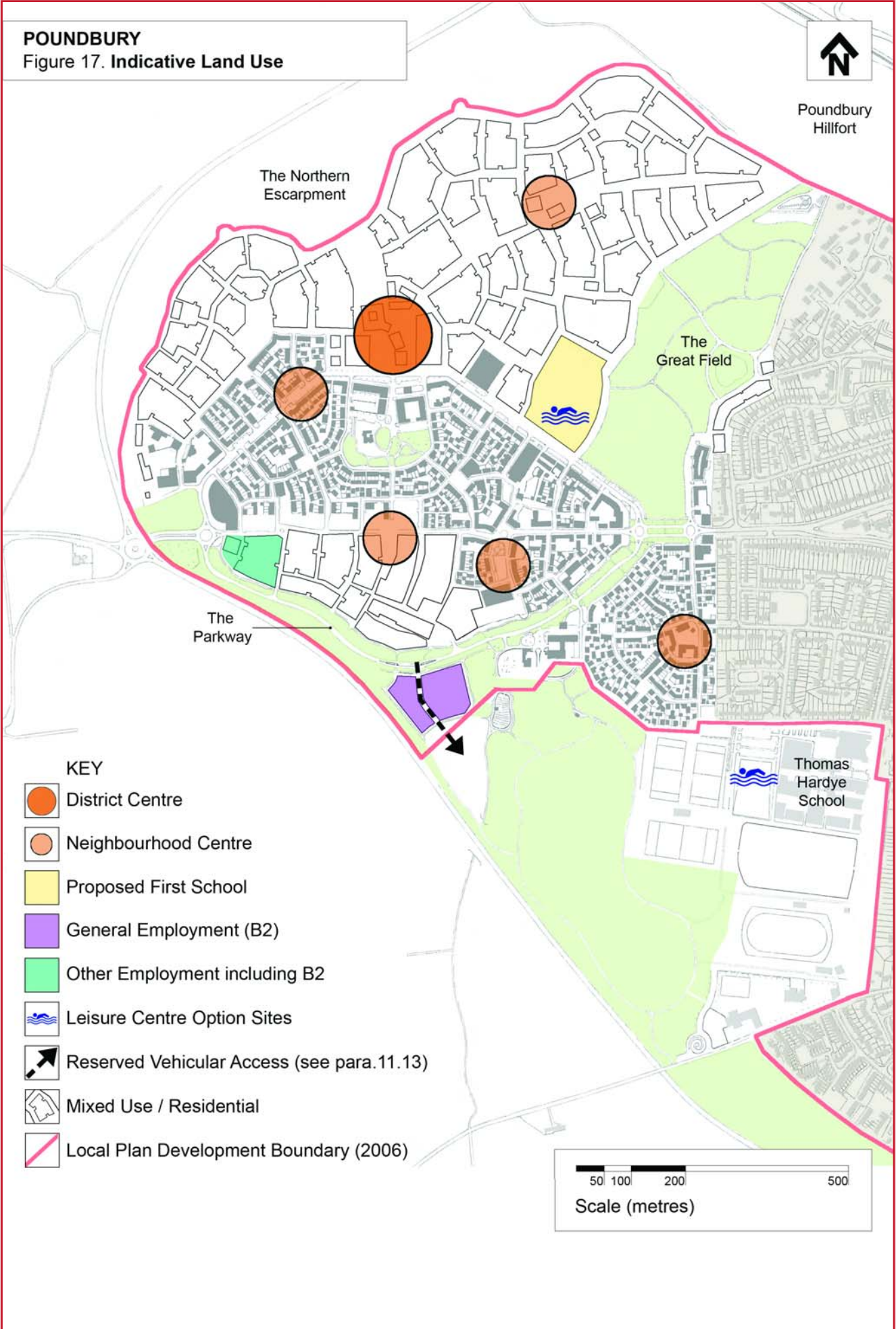
<sup>24</sup> As classified in the Use Classes Order 1987 and subsequent amendments



**POUNDBURY**  
**Figure 17. Indicative Land Use**



Poundbury Hillfort



**KEY**

-  District Centre
-  Neighbourhood Centre
-  Proposed First School
-  General Employment (B2)
-  Other Employment including B2
-  Leisure Centre Option Sites
-  Reserved Vehicular Access (see para.11.13)
-  Mixed Use / Residential
-  Local Plan Development Boundary (2006)



not left as vacant for a long time. In addition, people moving into the site can see clearly where infrastructure is located and there is no risk of them unexpectedly finding that a road or factory is beginning to be built adjoining their house. On the earlier phases of development, the mix of housing and employment has worked well where the employment uses were provided first, so that new residents could clearly see that those uses were not unpleasant to live next to. The same is likely to be the case where landmark buildings are created.

11.15 Public consultation on the emerging development brief showed strong support for the provision of infrastructure in step with development. Infrastructure, employment development, and landmark buildings should therefore be constructed before the surrounding housing. Shops and community facilities should be provided at the same time as housing, or at an early stage of its development, so that there is a population there to use them but they do not have to wait for



Dorset Cereals - Peverell Avenue East



Offices - Ansbury House, Pendruffle Lane



House of Dorchester, chocolate factory,  
Victor Jackson Avenue



Commercial uses mixed with housing,  
Peverell Avenue East

## 12. Affordable Housing

35% of all new dwellings in further phases of Poundbury will be provided as affordable housing, to comprise 20% rented housing and 15% shared ownership.

Affordable housing will:

- Be provided in a mix of house sizes
- Look the same as market housing - 'tenure blind'
- Be mixed, in small groups, throughout the development

### 35% affordable housing

12.1 In accordance with the affordable housing policy HS3 of the adopted local plan (2006), 35% of the houses or dwellings provided on the further phases of Poundbury should be affordable housing. The policy makes clear that the precise figure will be subject to negotiation in each case. It is recognised that the Poundbury development is providing a range of community facilities and infrastructure including contributions to the leisure centre and highway improvements. However, it is a greenfield site without abnormal development costs. Affordable housing needs are also higher in Dorchester than anywhere else in the district, the Housing Needs Survey having identified a net affordable need of 721 in Dorchester, 43% of the total district need.<sup>25</sup>

12.2 Poundbury therefore provides a very significant opportunity to provide affordable housing to meet some of this need, and 35% is sought. The council will enter into a legal agreement with the developer to ensure the provision of this affordable housing.

### Proportion of rented and shared equity

12.3 The Local Plan and adopted supplementary planning guidance on affordable housing both identify that a range of types of provision may contribute towards meeting the need for affordable housing.<sup>26</sup> The majority of need is for social rented

housing but intermediate housing such as shared equity units can also help to meet other housing needs, as well as adding to the diversity of housing types on the site. The supplementary planning guidance indicates that around 65% of need in the district is for social rented housing. It is therefore proposed that the further stages of the Poundbury development should include at least 20% social rented housing, with the remainder consisting of shared equity or other models of affordable housing provision. The final mix of rented and other tenures will be negotiated at the time that a planning application is submitted. Other models may be considered if it can be demonstrated that the units will be affordable to those in housing need, and that they will continue to be available and affordable for as long as there is a need, rather than solely benefiting the initial occupant.

12.4 Analysis of the data from the Housing Needs Survey, relating to those concealed households whose locational preference was Dorchester, showed that none had annual incomes above the approximate average UK household income, and that the proportion with annual incomes below £10,000 was well above the average of recent surveys in other areas.<sup>27</sup> This should be taken into account when assessing whether proposed affordable housing will meet needs.

### Mix of house sizes

12.5 The housing needs survey information

<sup>25</sup> West Dorset Housing Needs Survey, 2002, David Couttie Associates, paragraph 8.12. The survey was updated in 2004 but the update does not include an area breakdown.

<sup>26</sup> West Dorset District Council Interim Supplementary Planning Guidance - Affordable Housing, January 2004.

<sup>27</sup> Additional analysis of Dorchester information from Housing Needs Survey above - carried out by David Couttie Associates in 2004

suggested that a significant proportion of concealed households seeking accommodation in Dorchester needed smaller properties (66% one-bedroom, 33% two-bedroom) though preferences were for larger units (10% one-bedroom, 65% two-bedroom and 21% three-bedroom).<sup>28</sup> The brewery site development close to the town centre is however proposed to include a significant proportion of smaller units. A wider mix, including larger properties, is likely to be appropriate on Poundbury.

### Tenure blind

12.6 One of the successes of the first phase of development at Poundbury has been the integration of affordable housing within the development. This has been confirmed by residents surveyed by Oxford Brookes University, and during the consultation on the preparation of this brief, when the integration of affordable housing was identified as a strength of the development to date. This integration has been achieved partly by design that does not distinguish between the rented and private housing. This approach needs to be continued in future phases of development.

### Pepper potting

12.7 The integration of affordable housing with private housing has also been achieved through the scattering or 'pepper potting' of affordable housing throughout the development, rather than concentrating affordable housing in one part of the site. In conjunction with the lack of distinction in design, this means that it is not visible which units are affordable housing. The dispersal of affordable housing through the development also avoids social division.



Affordable housing, Poundbury Phase I, Mansell Square



Affordable housing, Poundbury Phase 2, Challacombe Street

<sup>28</sup> Analysis of Housing Needs Survey, as above

## 13. Community Facilities

Further phases of Poundbury will provide, or make contributions towards, the following facilities:

- A community hall
- A new first school
- Health and social facilities
- A leisure centre
- Youth facilities
- Recreation (see also Principles 3 and 17)
- Retail development (see also Principle 4)

13.1 A significant range of community facilities will be needed to meet the further needs of the expanding population of Poundbury. A number have already been included on the early phases, including the Brownsword community hall and the medical centre currently under construction. Planning permission has also been recently granted for an inter-denominational oratory (chapel) building situated to the west of Poundbury Farmhouse.

### Community hall

13.2 The Brownsword Hall in Pummery Square, on Phase 1 of the development, is successfully meeting the needs of the early phases of development but a larger hall will be needed for the additional population in future. This was emphasised during early public consultation on the development brief. The additional hall should be located so that it is within easy walking distance for as many residents as possible. It should include a main hall sufficiently large to accommodate 300 people, and should include a range of rooms of varying sizes so as to enable flexible use. The main hall should be capable of accommodating a range of community uses, which could include performances by amateur or touring theatre or music groups. It is therefore important that the design takes into account the special technical requirements (acoustics etc) necessary for performance. The potential for accommodating the hall in the central square, or as a shared facility (for example with the new school) is outlined in paragraph 4.6.

### Education - new first school

13.3 A new first school is proposed within the future development of Poundbury. This will replace the existing Damers First School and will serve both Poundbury and adjoining areas of Dorchester. As such it should be located where it is accessible on foot to as many of the catchment population as possible. A site immediately west of the Great Field is proposed: this is within 800 metres or a 10-minute walk of the majority of the Poundbury development, as well as significant surrounding areas of Dorchester. The school building should front onto the road forming a positive element in the street scene. The location adjoining the Great Field will also enable the open space there to be used by the school, for example for sports days. An alternative location to the north of the Great Field, adjoining the cemetery, has been considered but was decided to be less accessible to the catchment population and more likely to result in people driving their children to school.

13.4 The school will be a first school for children aged between 4 and 9, and will have the eventual capacity of 450 pupils (three form entry with 90 pupils each year), plus about 20 further in a speech and language unit. The ultimate gross built area would be 2,526 square metres and a total site area of 1.74 hectares would be required, to include buildings, access, car parking, pitches and play areas. Playing areas and pitches will be required on the site, for security reasons and so that they are specifically designed for the relevant age range, though as mentioned above the school will be able

to use the Great Field for activities requiring more space. The school should be designed in such a way that it could be easily used for other community uses outside school hours. As a need for an additional community hall has been identified (see paragraph 13.2), it may be particularly useful if the school hall could be secured separately from the rest of the school building, with its own external access and kitchen facilities, side rooms etc.

- 13.5 The development should provide both the site for the new school and a contribution towards the cost of construction. Negotiations on the level of developer contribution will be based upon the most up-to-date Department of Education guidelines.

### **Health, social and library facilities**

- 13.6 A new medical centre is currently under construction north of Mansell Square on the Bridport Road. A dental practice has also located at Poundbury, on Winslade Street.
- 13.7 The social services authority has indicated that they are seeking premises for a 40-place Day Resource Centre for people with learning disabilities, in the Dorchester area. There is currently a single centre at Bridport, serving a wide area. The replacement of this by centres at both Dorchester and Bridport would enable future needs to be met and travelling to be reduced. A specific location has not yet been identified but it could be accommodated within the Poundbury development, in an accessible location, such as near the central square.
- 13.8 Contributions will be sought towards the increased provision of other health, social and library facilities that will be required to cater for the needs of the new population. The level of contribution sought will be based upon the need for such services arising from the increased population at Poundbury. This will involve

consultation with the relevant service providers.

### **Leisure centre**

- 13.9 A new leisure centre is needed at Dorchester as the present centre has insufficient capacity to meet the needs of its catchment area and the general condition and age of the buildings is not appropriate for a modern leisure service. Poundbury is one appropriate location and land is therefore reserved on the site for this use, adjoining the first school and Great Field. Another possible site for a new pool is at the existing leisure centre at Thomas Hardy School. Both locations are reasonably accessible to the remaining population of Dorchester and close to the outdoor recreation facilities proposed on the Great Field. The major requirement is for a 25 metre, six-lane swimming pool, suitable for competition use, plus a learner pool. Should the Poundbury option be pursued, commercial leisure uses such as a fitness suite and dance studio could also be provided on the site. Other dry-side activities such as the existing sports halls could continue to be located at the existing Thomas Hardy leisure centre.<sup>29</sup>
- 13.10 If located as part of the Poundbury development, it is expected that the developer will provide the land. An area of approximately one hectare will be required for the new building. In either case a financial contribution from the developer towards the provision of recreational facilities, either on or off-site, will be negotiated.

### **Youth facilities**

- 13.11 A survey carried out by Dorchester Youth Extra in 2005 highlighted the lack of youth facilities at Poundbury and in Dorchester. Play areas are designed for younger children and while it is necessary to provide further play areas in the development, it is also important that the needs of older age groups such as

---

<sup>29</sup> See: Leisure Centre Procurement and Management - Final Report of the Community Overview and Scrutiny Committee, 18 October 2005.

teenagers are met. Facilities for young people such as outdoor meeting spaces need to be provided. A youth shelter and ball wall are currently being provided at the Great Field but further provision will also be necessary to accommodate additional need, and should be provided as part of the development.

- 13.12 The possible location of a new youth club at Poundbury was raised during consultation on the brief but the county youth service has advised that there is currently insufficient demand and therefore no likelihood of provision. Should this situation change, then the preferred location would be somewhere adjoining the Great Field and close to the school and possible leisure centre site.

### Recreation

- 13.13 The proposed location of open space within the development is discussed in more detail under Principle 3. This section however deals with the uses and facilities to be provided on that open space.
- 13.14 Existing recreation facilities include an equipped children's play area and older children's kickabout area south-west of Holmead Walk on Phase 1, an equipped children's play area on the area enclosed by Woodlands Crescent on Phase 2, and boules playing area adjoining the Belvedere.
- 13.15 Uses identified for provision on the Great Field include a cricket pitch, two junior football pitches, sports wall and basketball net. These more formal facilities should be located at the southern end of the Great Field, which will become a focus for the local community, from both Poundbury and adjoining parts of Dorchester. As discussed in Principles 3 and 16, the northern part of the Great Field should provide a more informal recreation area, also managed for chalk grassland wildlife habitat, and providing an attractive rural setting for walking, running and picnics. This area also provides an excellent opportunity for community involvement, particularly young people, to help with

practical habitat creation and management work.

- 13.16 Further equipped children's play areas will be needed on the site. These may be located on the Great Field and within the proposed green squares within the development (see Principle 3).
- 13.17 Allotments have been granted planning permission on a site south of Middle Farm House but there is likely to be a need for further allotments within the development, particularly as most has been developed with relatively small gardens. A further site will be reserved for allotments in the northern part of the Great Field, adjoining the cemetery.

### Cemetery

- 13.18 Land to the north of the Great Field is currently reserved for an extension to the existing cemetery. The outline of this area could however be amended so as to maximise the area available to the south for recreational uses, and avoid dividing off an area of the Great Field.

### Retail development

- 13.19 Retail development is discussed under Principle 4 on the hierarchy of centres. The site already includes a local foodstore at Pummery Square in Phase 1, and this square also includes a range of shops and cafes. More recently a range of retail uses have been developed in Phase 2, some in small local centres but some more scattered. As covered under Principle 4, a new local foodstore is likely to be required in the central square: this will be larger than the existing store at Pummery Square in order to meet convenience shopping needs of a wider local population, but should not compete with Dorchester town centre. Other future retail development should be concentrated at the district centre, or at the smaller neighbourhood centres, rather than being scattered throughout the site.

## 14. High Quality Design and Local Materials

All buildings and structures within further phases of Poundbury will:

- Be predominantly traditional in style, with more classical styles in the centre and more domestic vernacular styles in the lower intensity areas
- Provide for residential amenity
- Be built of high quality materials, sourced locally where possible
- Show quality of design and detailing
- Help reduce urban clutter
- Reflect sustainable construction principles (See Principle 15);
- Be flexible for future needs
- Provide opportunities for public art

14.1 The quality of design and materials has been one of the most obvious characteristics of development at Poundbury to date. This has been the result of the principles set through Leon Krier's vision, the involvement of architects and the high level of control established through the 'Poundbury design code' to which the architects work. The Duchy of Cornwall sets these controls as site owner and developer, and do not in themselves form part of the statutory planning system. It is not intended that the development brief should replicate or 'set in stone' the existing controls, but instead this section of the brief aims to set out some of the broad principles that should be followed in future phases. As referred to previously in Principle 7, any further planning applications for new buildings will need to be accompanied by a Design and Access Statement, explaining and justifying the proposals and demonstrating the commitment to good design and sustainable access.<sup>30</sup>

### **Predominantly traditional style: classical and vernacular**

14.2 Poundbury has been developed with a predominantly traditional style, and this characteristic should be continued in future phases to retain the character of the development. The traditional character and design quality were regarded as strengths of the development during public consultation.

14.3 Principle 6 indicates the variation in scale and intensity of development proposed across the site. This variation will also be reflected in the design of buildings, with a more formal classical style within the central core area, a classical approach also picked up in the general urban area, and vernacular styles in the village-style and edge areas.

14.4 As a traditional approach is being followed it is important that design cues are taken from local buildings within Dorchester and surrounding villages, so that the development reflects the local distinctiveness of the area.

14.5 While a traditional style will continue to predominate there may also be opportunities for more contemporary design to be incorporated in the development. This might include the design of landmark buildings for example, or the occasional building located at a node or corner within the site. Within the existing development there are already a number of buildings that have interpreted traditional architectural influences in a contemporary way. It is important that all buildings, whether of traditional or more contemporary architecture, are designed to a high standard to respect their individual setting and location (see also paragraphs 14.12 to 14.16.).

14.6 It is important that landmark or focal point buildings make a positive

<sup>30</sup> Town and Country Planning (General Development Procedure) Order 1995. More detailed guidance can be found on the changes in DCLG Circular 01/2006 on [www.dclg.gov.uk](http://www.dclg.gov.uk).



contribution to the street scene. The scale and design of these buildings should fully exploit the location and present an interesting facade onto the public space. The positioning of windows and doors is important and large areas of blank wall facing onto the street should be avoided.

- 14.7 Windows onto side and front elevations not only add interest to a façade by breaking up areas of walling, but also ensure that the streets and side passages are overlooked. This overlooking or "passive surveillance" provided by "active frontages" helps alleviate the fear of crime and discourage anti-social behaviour. For this same reason, the creation of long narrow alleyways between high walls or fences should be avoided.



### Residential Amenity

- 14.8 A high intensity of development, with buildings positioned relatively close to one another, does not automatically mean that adequate privacy and the 'quiet enjoyment' of residential properties for the occupiers cannot be provided. The design of individual buildings and the position of doors and windows, together with the position of buildings in relation to one another, can be used to ensure that unacceptable levels of overlooking (of what should be private areas) and overshadowing can be avoided.

### Quality materials sourced locally

- 14.9 Building materials should continue to be of high quality: this has been a key

feature of the development to date. A variety of materials has been used, preventing a repetitive appearance but with controls providing sufficient consistency. Materials should also be locally sourced wherever possible, for reasons both of local distinctiveness and sustainability. Materials used to date in the development have included Purbeck and Portland stone, as well as architectural salvage. The choice of materials for individual buildings will also need to have regard to the prevailing weather conditions. The selection of facing materials and construction details, such as roof tile fixings, must ensure that the finishes are durable and remain secure over time.

- 14.10 Render as an external finish has been used successfully throughout the existing phases of the development and has added interest and variety to the street scene. However, the use of render on properties on the outward facing edge of Phase 1 has added to the visual impact of the development in the wider landscape. For example the houses facing outwards along Holmead Walk are very prominent in the views northwards from Maiden Castle. The use of render should therefore be limited on the edges of the development, where the preference will be for a mixture of brick and rendered elevations.

- 14.11 The principles of good design and use of quality materials apply equally to development associated with walking, cycling, recreation routes and spaces. There is the opportunity for the development to be an exemplar in terms of providing high quality and appropriate signposting of urban and countryside paths/links. This also applies to the choice of surface materials, gates and other street furniture.

### Quality of design and detailing

- 14.12 Building design should continue to be of high quality, with the attention to detail that has characterised the development to date, and continuing to avoid overly elaborate or fussy detailing. This approach has extended to the control of

the type of brickwork used. For example the use of traditional Flemish and English Garden Wall bonds in the development, which involve bricks laid side on (stretchers) being interspersed with bricks laid end on (headers), has created variety and texture in the brickwork. The use of specially shaped or 'rubbed' bricks for the construction of arches above windows or doors has also been important in achieving a quality finish. So too has the use of painted softwood timber windows (which can be double glazed) with either casement or sash opening mechanisms. In addition, windows have generally been set back from the face of the buildings in a 'reveal'. This traditional approach adds interest and depth by creating shadows on the face of the building and should be continued.

sense of presenting an ominous blank front to the street scene.

14.13 The variety of designs and styles on the development has added character and interest to the development and avoided its becoming monotonous. It is however important that the development is coherent and does not appear jumbled. While people commented during the public consultation that the design and quality were strengths of the development, some also felt that there was too much variety and that 'too many architects' were now involved - though there has been no increase in the number of architects between Phases 1 and 2.



Window detail

14.14 The feel of design quality across the development has also been achieved through controlling the positioning of meter boxes and external boiler flues. Occupiers are also subject to controls over the colour in which doors and windows may be painted, and individual television aerials and satellite dishes are not allowed. The Duchy also strictly controls extensions and alterations - controls that go above and beyond the need for planning permission.



Doors and windows

14.15 Secondary details such as boundary treatments and gateposts are also important in maintaining a quality environment. The height of boundary walls should be kept to the minimum needed to ensure privacy. It is important to avoid an overbearing effect or the

14.16 Where access points into rear courtyards or service areas are gated or marked by pillars, they should appear to be of the same height. It is also important that ornamentation (such as stone copings and balls) is appropriate in size and scale to the wall or column on which it is placed. There may be the opportunity, as the development grows larger, to use subtle differences in ornamentation, street furniture and planting to indicate the different neighbourhood areas within the development.

## Reduction of urban clutter

- 14.17 The reduction of urban clutter surrounding the buildings and streets of Poundbury has been another distinctive feature, developed partly as a result of the comprehensive approach to the management of traffic and the public realm, and partly as a result of controls over the occupiers of buildings.
- 14.18 The approach to traffic management, building in natural traffic calming through the width of streets and positioning of buildings, has avoided the use of traffic signs, which in so many places results in a cluttered and unattractive appearance. High standards of attention to detail in the design of the public realm have also had a significant effect and should continue. For example, freestanding lighting columns and signs are not always necessary. As shown in the early phases of the Poundbury development, street names and street lighting can, where possible, be fixed directly on to the buildings.
- 14.19 The Duchy of Cornwall also exerts additional controls over occupiers that prevent urban clutter. Keeping caravans or boats outside properties is not allowed, and garden sheds may not be introduced without permission from the Duchy. This has helped to maintain the quality of the public realm. The creation of a truly sustainable place for people to live and work in, should however, allow for the practical day-to-day needs of the occupants to be met. The collection and separation of waste for recycling, for example, requires somewhere for the storage of a range of waste containers. General domestic storage such as for garden tools, bicycles and hobby equipment also needs to be provided for. These features need to be considered and built into the development in future so that it remains practical and sustainable, as well as attractive, to live in. The issue of rubbish collection also needs to be addressed to avoid unsightly mounds of black refuse sacks directly outside houses. Consideration should be given to the inclusion of suitable areas for this purpose

as part of the block design (see Principle 9).

## Links with sustainable construction

- 14.20 This subject is covered in more detail under Principle 15. The existing environmentally friendly 'Integer' homes built on Peverell Avenue East, have demonstrated that high standards of sustainable construction can be achieved while having the same traditional appearance as other development at Poundbury. Features such as high levels of insulation and the use of energy efficient appliances have no effect on the outward appearance of the building. Some characteristics of the development such as the use of natural stone can have positive sustainability benefits, in ensuring that the buildings have a high thermal mass and are more likely to retain comfortable temperatures. Some features such as solar collector panels (for heating water) and small wind turbines could have a significant impact on the appearance of the street scene and should be designed to take this into account.

## Flexibility

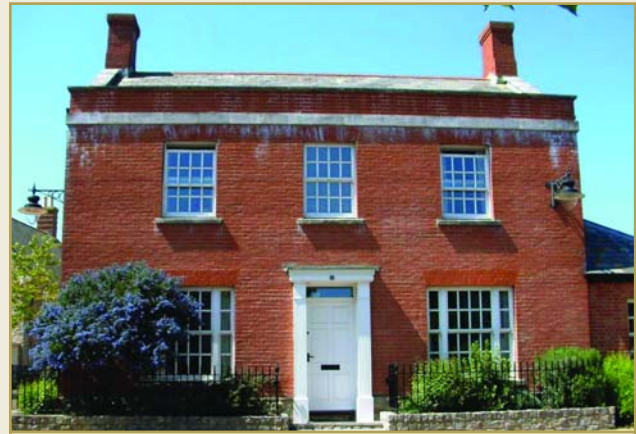
- 14.21 Another issue to be considered in future is the flexibility of housing to meet its occupiers' future needs. It may be appropriate for at least some of the development to be built to 'Lifetime Homes' standard so that it can readily meet the needs of those with disabilities.
- 14.22 The extension of properties can enable future needs to be met without people having to move - but the compact form of development suggests that there will be limited scope for extensions and alterations. Where such development can take place, it will be important to ensure that it does not result in overlooking or detract from the appearance of the street scene or the individual building. The external appearance of buildings on the existing phases of Poundbury has benefited from the inclusion of chimney stacks, which add interest and variety to the roofscape. However, some of these chimneys are merely design features

without any practical function. If working flues were provided inside the houses and linked to the chimneys, the occupiers would immediately have far greater flexibility in terms of heating and their choice of fuel - which has the potential to come from renewable sources. For example, the occupier could install a wood burning fire or stove.

## Public Art

14.23 Public art is any work of visual art or craft produced by an artist, craftsman or by a collaborative process involving other design professionals or members of a local community, and sited in a location that is freely accessible to the public. The term not only encompasses publicly sited sculpture, painting, prints, photographs and crafts but also includes artwork incorporated into a wide range of projects, from playground designs, signage, street furniture, lighting schemes and landscape designs to the internal detailing of a building, its furniture, flooring or even its crockery. Public art can also refer to artist-in-residence schemes and temporary projects - from video projections to Internet projects - where the emphasis is on public work.

14.24 The further development of Poundbury will provide a significant opportunity for the provision of public art and this needs to be planned in to the development at an early stage, through the preparation of a public arts strategy for the site. Appropriate locations for public art will include the district and neighbourhood centres, as well as at nodes and access points along the perimeter walkway as mentioned under Principle 5.



Traditional design



Traditional vernacular design



Public art

## 15. Sustainable and Energy Efficient Development

Further phases of Poundbury will include features that will allow for:

- Excellent environmental standards in all development
- Reducing energy use through passive solar gain and high insulation
- 20% + of energy use in new development to come from on-site renewable sources
- Water conservation and recycling
- Sustainable drainage
- Other sustainability measures

15.1 During public consultation leading to the preparation of this brief, the local community expressed strong support for the incorporation of high standards of sustainability and energy efficiency in all new development. The Poundbury development offers a significant opportunity for the incorporation of the latest technology to minimise the impacts of development and day-to-day living on the environment, and in particular for reducing carbon dioxide (CO<sub>2</sub>) emissions. A terrace of 11 environmentally friendly 'Integer houses' completed in 2005 has led the way - and shows that there is no need to compromise on architecture or design quality. The development can also assist in reducing the use of fossil fuels and carbon dioxide (CO<sub>2</sub>) emissions by reducing the need to travel and reliance on the private motor car. As explained in Principles 4 and 7, positive planning can encourage more sustainable travel patterns by making walking, cycling and public transport attractive and safe alternatives to the car.

### Excellent environmental standards

15.2 The Buildings Research Establishment Environmental Assessment Method (BREEAM)<sup>31</sup> is a standard by which the environmental performance of new and existing buildings can be assessed. It is regarded as a measure of best practice in environmental design and management. The 11 'Integer' houses completed at Poundbury in 2005 met the highest level, 'Excellent', of the standard. Standards can apply to housing (EcoHomes) and other uses.

15.3 Many of the broader, more strategic, aspects of the standard are met by proposals elsewhere in the development brief. Although Poundbury is a greenfield rather than brownfield site, it is an urban extension to a strategically significant town, developing in a location that is accessible to a range of jobs and services by a variety of transport modes. The site itself is developing with a mix of uses to minimise the need to travel, and at an intensity that ensures the efficient use of the land as well as accessibility between uses. The proposals for on-site and off-site greenspace provision and management will enhance biodiversity.

15.4 The way that new buildings are developed can, however, contribute further towards reducing the environmental impact of the development. Adaptations to existing buildings to improve their environmental performance can be expensive, but if these are built into the development at the start, the cost is much less. Over the longer term, outgoings for residents and businesses are also likely to be reduced, as for example higher insulation and use of solar energy will reduce heating bills.

15.5 It is considered that the 'Excellent' standard can be met or exceeded throughout future phases of development. Features of the 'Integer housing' have included: high 'thermal mass' of buildings and additional insulation; photovoltaic roof tiles; solar water heating; heat recovery ventilation and 'grey' water (from sinks and baths) recycling.

<sup>31</sup> BREEAM <http://www.breeam.org/>

## Reducing Energy Use

- 15.6 The position of buildings relative to the sun can help to reduce the need for heating by maximising the 'passive solar gain' or amount of heating the building receives from the sun. Where blocks or terraces are laid out so that principal rooms (those that are used most often and therefore require the most heating and lighting) and the majority of glazing are south-facing, buildings can benefit significantly from this solar gain. Research carried out on Phase 1 of Poundbury<sup>32</sup> suggested that the development was well laid out to benefit from solar gain, but it is important that this is continued or improved in the future phases of development. Ideally, buildings should be orientated with the ridgelines running generally in an east - west direction. Solar panels are most effective when the roof is facing no more than 30 degrees either side of due south.
- 15.7 Insulation is also important to reduce the need for heating (or indeed air conditioning in hot weather). A high thermal mass of buildings can help to maintain steady temperatures - thick walls help to keep buildings warmer in winter and cooler in summer.<sup>33</sup> Sheep's wool loft insulation can provide maximum insulation (from a renewable source) and the double or even triple glazing of windows will reduce heat loss.
- 15.8 Appropriate tree planting can also help reduce energy use, particularly in exposed windy locations. Once mature, trees can act as a windbreak that will lower wind speeds and reduce the rate of cooling. The perimeter tree planting proposed in Principle 2 will assist in this - particularly where it is situated to the south-west of the development, which is the direction of the prevailing wind. Trees can also provide shade in the summer to prevent overheating. Deciduous trees are the most effective as they allow maximum solar

gain during the winter months when the leaves have fallen. Tree planting can also help offset CO<sub>2</sub> emissions as CO<sub>2</sub> is absorbed by plants and used in photosynthesis.

- 15.9 Significant energy savings could be made if all new public lighting, including streetlights, is energy efficient (for example high pressure sodium as installed on the Parkway). A further reduction in energy consumption could be achieved if the streetlights were switched off during the very early hours of the morning. Street lighting should also be designed to focus the light downwards and minimise light pollution.

### **20% + of energy from renewable sources**

- 15.10 The Government's Energy White Paper in 2003 set a target to generate 20% of UK electricity from renewable sources by 2020. Government policy and a recent ministerial statement outline that it is expected that all planning authorities should include policies in their development plans that require a percentage of energy in new developments, where viable, to come from on-site renewables. As a flagship sustainable development it is considered Poundbury can achieve a target of 20% + reduction in carbon emissions, above and beyond Building Regulation requirements, through the incorporation of on-site renewable energy production equipment - a target that is being set by several other local authorities in the country. This will help to limit the impact of the development on the global environment. Where it can be demonstrated that a percentage of the development's carbon emissions have been reduced through passive solar design principles, this total can be deducted from the overall target percentage.
- 15.11 Such carbon reductions could include energy produced from wind, biomass,

---

<sup>32</sup> Learning from Poundbury - Oxford Brookes 2004

<sup>33</sup> Thermal mass is the ability of a material to absorb heat. A lot of heat energy is required to change the temperature of a high-density material like stone or concrete. High thermal mass materials absorb heat during the day, which has a cooling effect on the building. At night, as the outside temperature drops, the building is warmed as heat is released back into the building.

ground source heat pumps, photovoltaic cells (electricity from light), and solar hot water. The council would seek to ensure that the technology is appropriate to the location in question, in terms of any visual or amenity impact it may have, and will therefore encourage discussion on schemes as early as possible."

15.12 With careful design this need not impact on the architecture and design ethos of Poundbury. With the high design quality that the development has been noted for, it provides an excellent opportunity to demonstrate how local energy generation can be sensitively designed into new development, and to develop approaches that can then be used elsewhere.

15.13 It may also be possible to develop a combined heat and power plant within the site to generate energy from renewable sources, such as locally produced wood chippings or biomass crops. The development of the school and leisure centre would provide a good opportunity for this.

### **Water conservation and recycling**

15.14 The conservation and recycling of water should be built into development. For example this can be achieved by:

- o Introducing measures to reduce water consumption, such as the use of low or dual flush lavatories and spray taps;
- o Providing facilities for the collection of rainwater, for use in flushing toilets, washing machines and watering gardens for example;
- o Recycling 'grey' water (that has been used for washing) for further use for example in flushing lavatories or watering gardens;
- o Introducing sustainable urban drainage systems (SUDS).

### **Sustainable drainage**

15.15 The future development at Poundbury should include sustainable urban drainage systems (SUDS) as part of the development, and any obstacles to this should be clearly justified.

15.16 A development the size of Poundbury can generate significantly increased surface water run-off. The primary aim should be to reduce this as much as possible but the drainage system needs to be designed to allow for the residual surface water run-off to be safely disposed of without causing problems either on or off site. A Flood Risk Assessment will be required in conjunction with planning applications for further development. This needs to confirm that it is feasible to balance peak rainfall surface water run-off from the development, with the equivalent greenfield run-off rate, for all events up to the 1 in 100 year critical storm, including climate change, and to set out how this will be achieved. Parts of the site are underlain by a series of ephemeral streams, which flow through the more porous sections of the underlying chalk during periods of very wet weather when ground water levels are at saturation point. In the past, this has resulted in extensive flooding in the Manor Park area of Dorchester, where the ground water reaches the surface. The routes of these streams need to be taken into account in the Flood Risk Assessment and in the design of any proposed drainage system.

15.18 Sustainable urban drainage systems involve controlling surface water run-off as near to its source as possible. This can involve a range of techniques including soakaways, infiltration trenches, permeable pavements, grassed swales, ponds and wetlands to reduce flood risk by attenuating the rate and quantity of surface water run-off. They can include multi-purpose features that combine water conservation benefits with public amenity space and wildlife habitats. On Poundbury, there is the opportunity to create a shallow wetland area within the Great Field site (in the central area, north of the cricket square) where it could form an amenity feature as well as contributing to sustainable urban drainage. There is also scope to provide similar features in the open area to the south of the Parkway.

## Other sustainability measures

15.19 Other adaptations or features that should be provided in order to contribute towards the overall environmental standard include:

- o The use of timber that meets Forestry Stewardship Council (FSC) standards<sup>34</sup>
- o The use of recycled and/or renewable building materials
- o Aluminium down pipes and guttering (rather than plastic)
- o Energy saving electrical fittings and low energy light bulbs
- o Electrical appliances that are highly rated for energy efficiency
- o Recycling - with increasing separation and recycling of waste, and roadside collections, there is a need for better refuse storage within properties.
- o Secure bicycle storage
- o Outdoor drying spaces
- o Home offices
- o The inclusion of bird and bat boxes on houses, provided at development stage.

These features should include different nesting ledges and boxes designed for swift, house martin, swallow, starling house sparrow and kestrel. Bat roosting features should include boxes and bat bricks incorporated into the new buildings. In addition, dedicated bat roosts should be created within suitable roof spaces of properties located on the edge of the development.



Solar panels and photovoltaic cells on south facing roof slopes



Integer housing, Peverell Avenue East

<sup>34</sup> The Forest Stewardship Council (FSC) is an international network to promote responsible management of the world's forests. <http://www.fsc.org/en/about>



## 16. Off-site Environmental Enhancement and Restoration

The continuing development of Poundbury will require the preparation and implementation of:

- A Green Space Strategy for the site and surrounds
- Countryside management and landscape restoration proposals
- Off-site planting proposals

### Green Space Strategy for the site and surrounds

- 16.1 The provision of green spaces within the site has been addressed in Principle 3. The inclusion of the Great Field and other parkland, a series of green urban squares and boulevard and avenue tree planting, together with planting within gardens and parking courts, will all help to soften the impact of the development in the landscape. These areas will also provide space for recreation, provide new wildlife habitat and add to the local character of the development.
- 16.2 However, to reduce the impact of the development on the landscape and environment, it is also necessary to undertake some landscape and countryside management work away from the site. This will help to address both the visual impact of development, and the impact of additional recreational pressure from the development on the surrounding countryside.
- 16.3 These off-site works need to be considered in association with the provision of green space on the site, through the preparation of a comprehensive green space strategy by the developers. The strategy should set out how the recreational areas within and surrounding the site will function, particularly in terms of the control of public access and future management of surrounding sensitive sites. The strategy will take into account the interests on and around the site identified through ecological and archaeological assessments.
- 16.4 The larger areas of open space on the site, particularly the Great Field and other parkland, will help to divert recreational pressure from the surrounding countryside and the more sensitive areas. The Great

Field is large enough to be semi-rural in character and can be designed to provide an attractive area for walking, exercising dogs, informal games and picnics.

- 16.5 The strategy should also address the need to integrate the green spaces within, and adjoining the site, with the surrounding public rights of way network (See Principle 8).

### Biodiversity

- 16.6 Planning Policy Statement 9 - Biodiversity and Geological Conservation (PPS9) sets out national policies for the protection of biodiversity and geological conservation through the planning system. It explains the Government's vision for conserving and enhancing biological diversity in England, with the broad aim that construction, development and regeneration should have minimal impacts on biodiversity and enhance it wherever possible. Planning should conserve, enhance and restore the diversity of England's wildlife and geology by sustaining, and where possible improving, the quality and extent of natural habitat and geological and geomorphological sites; the natural physical processes on which they depend; and the populations of naturally occurring species which they support. In the case of Poundbury, the development will not only displace populations of birds (some such as skylarks are on the 'red' list of endangered species) and other wildlife from the area to be developed, but will inevitably result in increased disturbance to existing semi-natural habitats and farmland beyond the boundaries of the site. Mitigation of these effects is not an option but an essential requirement which must be addressed to enable the next phases of the development to proceed. The Landscape

Strategy should include guidance on how the mitigation could be carried out and it remains the responsibility of the developer to undertake this work in detail.

## Countryside management and landscape restoration

16.7 As explained above, the Great Field, together with the other planned green spaces, will help to divert recreational pressure from other areas such as the sensitive chalk grassland on the escarpment that runs to the north and west of phase 4, some of which is designated as a local Site of Nature Conservation Interest (SNCI). The escarpment area also contains two Scheduled Ancient Monuments - the Dorchester Roman Aqueduct and the Iron Age hillfort of Poundbury Camp.<sup>35</sup> Both these monuments are very susceptible to erosion and show signs of degradation and are in need of careful management. This will become even more important as the development at Poundbury progresses and the local population increases, potentially bringing additional recreational pressure. There is also a First World War shooting range, with what could be trenches dug for training purposes, located to the north-west of the Poundbury hillfort. Although not scheduled, such archaeology is important as part of Dorchester's military past. An essential part of the green space strategy will therefore be a management plan for the ancient monuments and other historic features, to ensure that future generations will be able to appreciate and benefit from the archaeological heritage.<sup>36</sup>

<sup>37</sup>

16.8 Another environmentally sensitive area close to the site is the open access land along the Frome River valley.<sup>38</sup> This area lies within the floodplain of the River Frome and a large part is designated as a Site of Nature Conservation Interest

(SNCI). It is inevitable that there will be greater recreational pressure as a result of the development, and the strategy should also look at the opportunity for more proactive management of this land, in liaison with other landowners and the Dorset Wildlife Trust, to enhance both its recreational and nature conservation value.

16.9 To the south of the development, land between Poundbury and Maiden Castle forms the setting of this important monument - and the setting of the development when viewed from it. The land is currently very open farmland with few hedgerows and provides an important open habitat for nesting birds. The area has traditionally been an open landscape and this character should be conserved. Opportunities for permanent grassland creation, around the setting of archaeological features, should be explored. The aim should be to strengthen the existing landscape character and its value for bird communities such as golden plover, quail, corn bunting and lapwing. Features that would achieve this are the restoration of species rich permanent grassland on the northern perimeter of Maiden Castle; the provision of uncultivated field corners and buffer strips; and planting crops that are designed to benefit farmland birds. Any public access should focus on dispersing walkers and riders to reduce adverse visitor impact.

## Off-site planting

16.10 The need for planting outside the site has also been identified in the preliminary landscape strategy. The priority locations for such off-site planting include footpaths and bridleways, public roads, or areas of housing where there is a significant, largely uninterrupted view of the development. It is intended to mitigate the impact of the development by introducing appropriate planting in the foreground of

<sup>35</sup> SM DO166 and SM 12501

<sup>36</sup> Further guidance on the preparation of Green Space Strategies can be obtained from Cabe space at [www.cabespace.org.uk](http://www.cabespace.org.uk) or telephone 020 7960 2400

<sup>37</sup> Further advice on the preparation of Ancient Monument Management Plans can be obtained from English Heritage South West Region at [www.english-heritage.org.uk](http://www.english-heritage.org.uk).

<sup>38</sup> Designated under the provisions of the Countryside and Rights of Way (CROW) Act 2000

these views. These primarily consist of avenue planting along the approach roads to Dorchester, including significant planting along the Bridport Road from the west. Planting will also be used to mitigate the impact of development on views from within the Frome and Cerne River valleys and from the village of Charminster.



The Roman Aqueduct



Chalk grassland species - Poundbury Camp



Pedestrian access - Poundbury Camp



Shooting range and River Frome



Bridleway to Maiden Castle



West Dorset District Council  
Stratton House, 58/60 High West Street  
Dorchester, Dorset DT1 1UZ

Tel: 01305 251010 Fax: 01305 251481  
Typetalk calls welcome

[www.dorsetforyou.com](http://www.dorsetforyou.com)

*Working for West Dorset*