

**The New Plan for North Dorset
The Draft Core Strategy and Development Management
Policies DPD**

**Public Consultation
on Options for
The Southern Extension of Gillingham**

October 2012

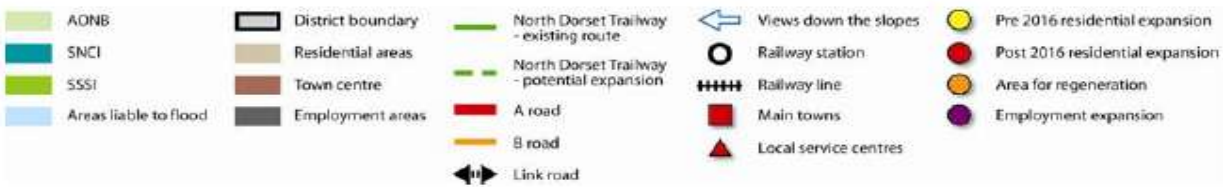
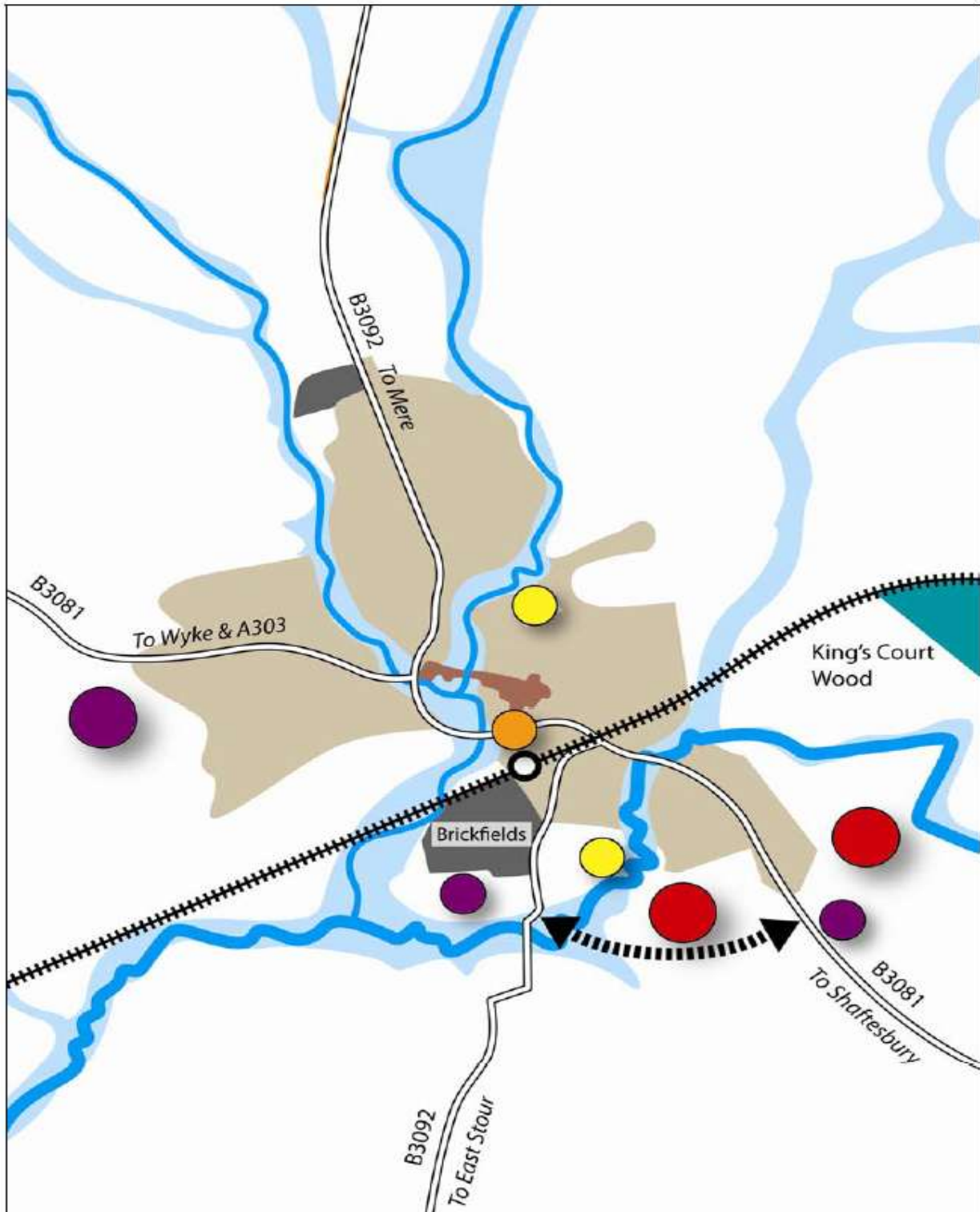
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1.0 Consultation on the Gillingham Strategic Site Allocation

- 1.1 The principle of the Southern Extension of Gillingham formed an important part of the draft Core Strategy produced for consultation in March 2010. This was based on the comprehensive report "Assessing the Growth Potential of Gillingham"¹ prepared on behalf of North Dorset District Council and Dorset County Council.
- 1.2 The draft Core Strategy indicated the broad locations for the proposed development with "blobs" on a schematic diagram (Figure 1). Due to the importance of the southern extension in delivering the objectives of the Core strategy, a decision has been made to add further clarity to the proposals at an early stage through a Strategic Site Allocation. The Strategic Site Allocation will show the boundaries of the Southern Extension development site on an ordnance survey base map and set out the key principles for its development. The approach of taking forward the southern extension of Gillingham through a Strategic Site Allocation received support from North Dorset District Council's Cabinet on 13th June 2011.
- 1.3 The overall strategic policy for Gillingham will remain within Core Policy 16 however this will be revised to reflect changes that have happened both locally and nationally. An important change at the national level is the introduction of the National Planning Policy Framework which states that Local Plans should "meet objectively assessed needs" and that Local Planning Authorities should identify key sites which are critical to the delivery of the housing strategy over the plan period.
- 1.4 One of the local changes is that Gillingham Town Council has elected to produce a Neighbourhood Plan for the parish. This neighbourhood plan will set local policies to influence non-strategic development within the whole parish of Gillingham. The Town Council have already successfully produced a Town Design Statement which critically assesses the character of the town and contains a number of design guidelines to influence future development. The Town Design Statement was endorsed by the District Council on 30th March 2012 and is now used to guide development in the town. Building on the work undertaken in the production of the Town Design Statement and the work commenced on the production of a Town Plan, the Neighbourhood Plan is now being progressed.

¹ Assessing the Growth Potential of Gillingham, Atkins, December 2009
<http://www.dorsetforyou.com/media.jsp?mediaid=147773&filetype=pdf>

Figure 1: The Gillingham Inset Diagram from The draft Core Strategy, March 2010



- 1.5 Consultation on the Strategic Site Allocation will take place in two stages. This consultation is Stage 1 where a number of options have been produced to address key aspects of the development. It is an opportunity for the local community in Gillingham to express their views on these options and how they would like to see the southern extension developed. There will however be other factors that need to be taken into account when deciding on the final approach adopted but the information received as part of this consultation will be taken into account. An example could be that if a local centre was to be located centrally within the site it would be sensible to locate it on the route of the principal street.
- 1.6 Stage 2 of the consultation will take forward the responses to the Stage 1 consultation alongside the technical information gathered for the site, to a workshop where a "concept plan" will be produced. This concept plan will illustrate the broad principles to guide the development. It will include the different land uses on the site, the main elements of the movement framework (for example the main roads, cycle ways and footpaths), where the local centre will be, where school provision will be made and where key elements of open space will be provided. It will also show how the site connects with the existing town.
- 1.7 The workshops will bring together officers from both North Dorset District Council and Dorset County Council; the landowners and developers who will be responsible for delivering the site; key statutory bodies such as the Environment Agency; the Gillingham Neighbourhood Plan Group and; a number of local interest groups who may have a key input into one of the elements of the site development.
- 1.8 The options detailed below tackle some of the key elements for inclusion in the concept plan where viable options exist. The intention is to seek the views of the local community on the key features which set the framework for the development as a whole. The options are based on the major landscape, ecological and transport related constraints and ways the development could be accommodated within them.
- 1.9 Certain elements which will be included within the concept plan are not included in the options below as the precise details are dictated by other factors such as the topography of the site or the outcomes of other options being considered. An example would be the provision of formal and informal open space. Informal open space will primarily be provided along the river corridors running through the site (Figure 4). Formal open space provision such as allotments, playing fields and play areas, will be provided as part of the development. The location of formal open space

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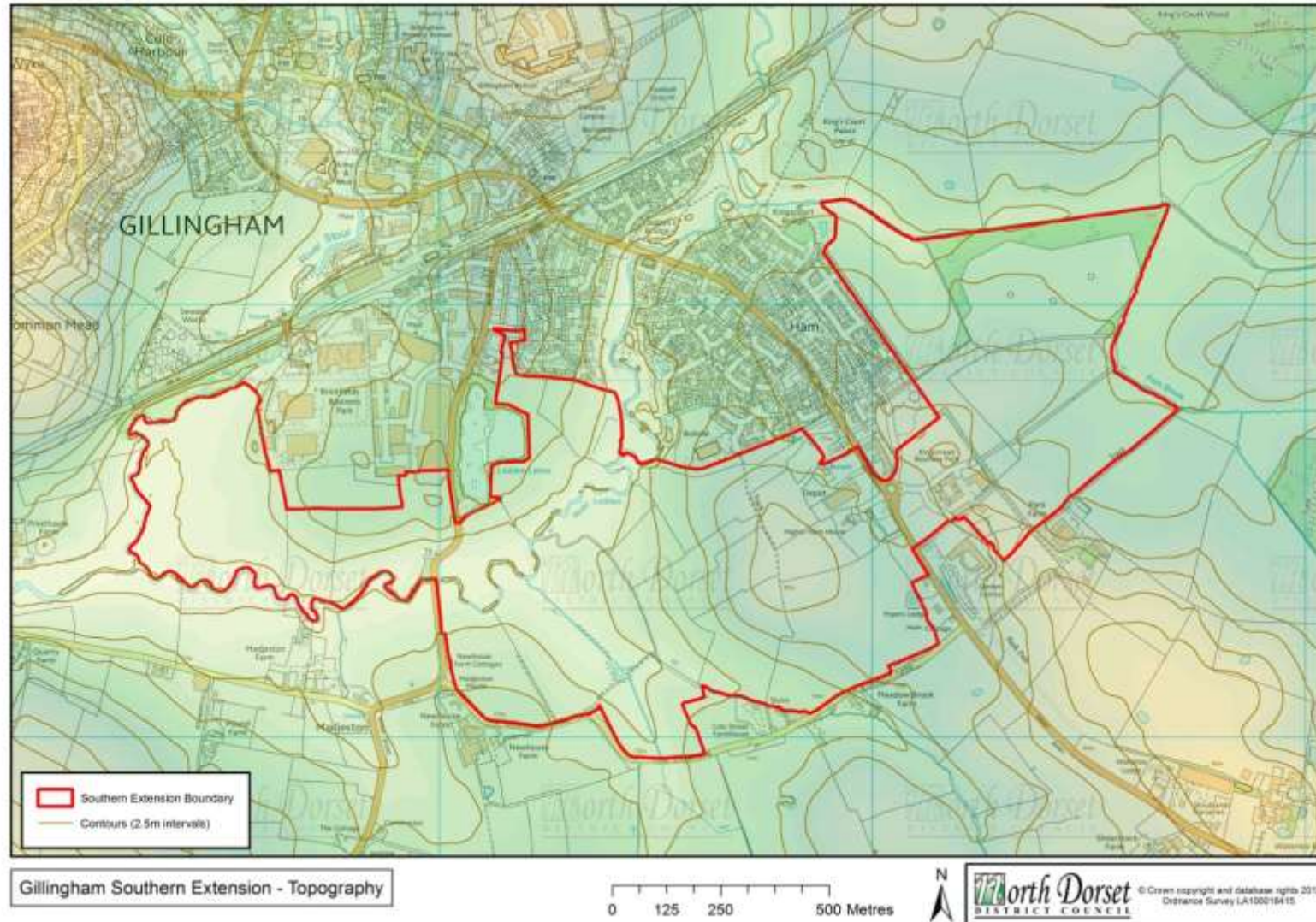
will be resolved at Stage 2 of the consultation once elements such as the movement framework and local centres have been resolved however the views expressed as part of this Stage 1 consultation will be taken on board to inform this.

Figure 2: Gillingham Southern Extension – Proposed Boundary



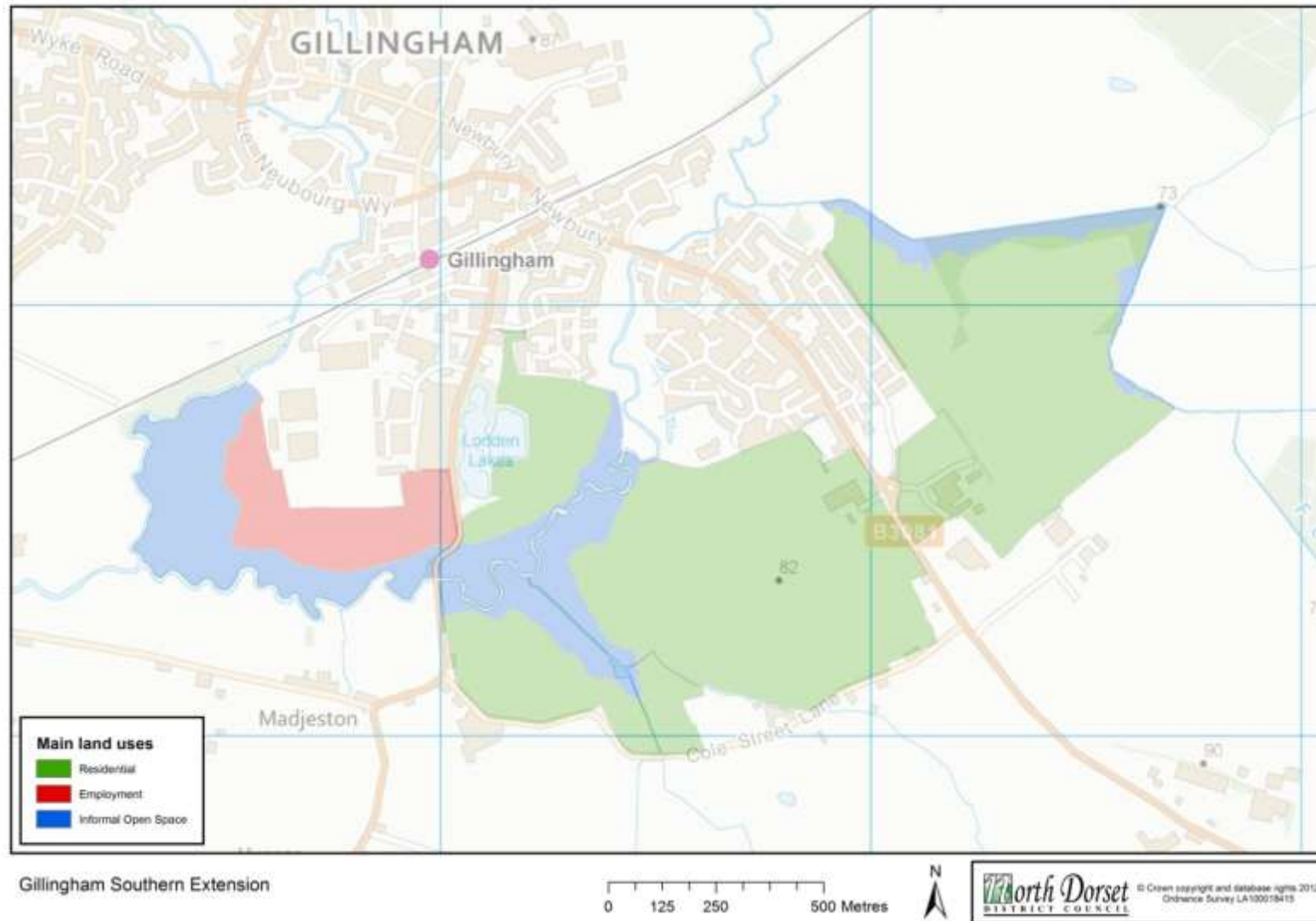
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Figure 3: Gillingham Southern Extension - Topography



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Figure 4: Gillingham Southern Extension – Proposed Main Land Uses



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2.0 Green Infrastructure provision

- 2.1 Informal open space and natural greenspace within the site will primarily be provided along the river corridors connecting to the existing established river corridor network. The southern route options for the principal street (see below) would enable the integrity of this river corridor network to be retained enabling better cycling and footpath routes to the existing town from the development site. Retention of these river corridor routes also enable the development to be better screened within the landscape.
- 2.2 Formal open space such as sports pitches, allotments and children’s play areas will be provided as part of the development. The exact location of this type of open space is difficult to pin down at this stage until some of the other elements of the development have been established. The topography of the site (Figure 3) is also likely to play a role in the location of formal open space. Children’s play areas will be provided across the site in accessible locations however the Council welcomes views on whether sports pitches and allotments should be clustered together or provided in a more dispersed way across the site.

Question G1. Would you prefer sports pitches to be provided together in one cluster or dispersed across the site? Please explain your reasons.

Question G2. What type of sports pitch provision (for example football, rugby, cricket, tennis or others) do you consider is needed within the town?

Question G3. Would you prefer allotments to be provided in one cluster or dispersed across the site? Please explain your reasons.

3.0 Principal Street

- 3.1 The evidence gathered to support the Strategic Site has identified the need for several transport improvements around the town. One of these is the delivery of a road link between the B3081 Shaftesbury Road and the B3092 New Road to add resilience to the road network and to relieve pressure on the New Road / Shaftesbury Road junction. Four options have been developed for the route of this principal street. Two of these are not favoured for the reasons set out below.

Question G4. Which option for the route of the principal street do you prefer? Please explain your reasons.

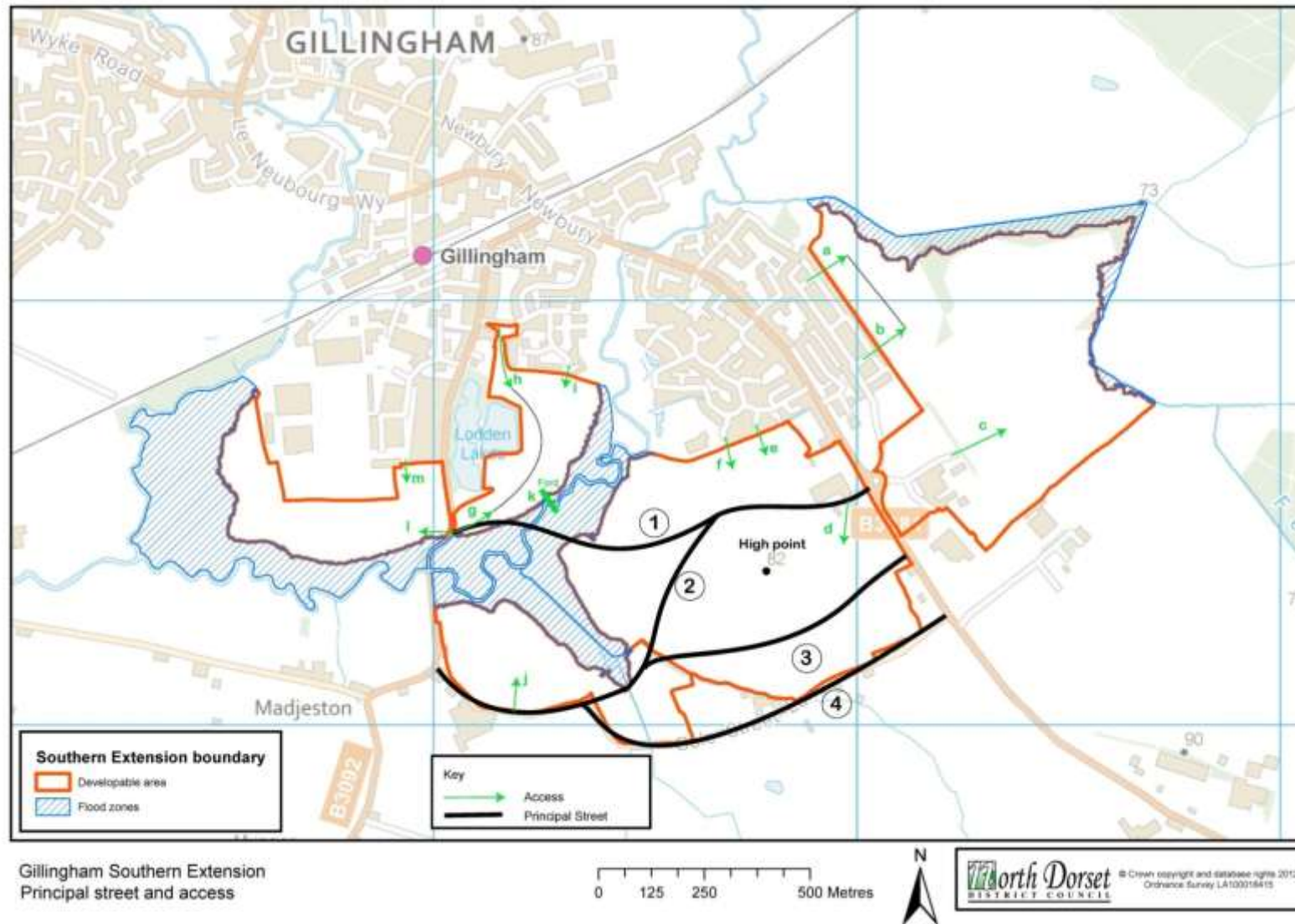
Gillingham Strategic Site Allocation

Theme	Option	Description	Benefits	Disadvantages	Conclusion
Principal street - will connect the B3092 New Road with the B3081 Shaftesbury Road and will provide the main access route for the land to the west of the B3081 (Figure 5)	Option 1 – Northern route	The most direct route, crossing the River Lodden and its flood plain, running between Orchard Park roundabout (B3081) and just south of Lodden Lakes (B3092). Requires a substantial bridge to cross the flood plain	<ul style="list-style-type: none"> • Shortest route across site • Allows direct access into Brickfields extension • Creates an east-west link across the river corridor open space 	<ul style="list-style-type: none"> • Severs the north-south river corridor open space • Landscape impact of bridge • Reduces available finance for other on site infrastructure due to cost of bridge 	Not a favoured option
	Option 2 – Southern route A	A route avoiding the flood zone of the River Lodden, running between Orchard Park roundabout (B3081) and joining Cole Street Lane prior to its junction with the B3092 New Road. This route runs to the north of the higher ground within the site. Southern alignment would make further land available for additional housing.	<ul style="list-style-type: none"> • Avoids flood plain reducing landscape impact and severance of river corridor open space • Increased housing numbers increases funds available to deliver supporting infrastructure • Utilises existing roundabout on B3081 Shaftesbury Road so no additional junction is required 	<ul style="list-style-type: none"> • Longer route across the site • Access to Brickfields extension is less direct • Requires upgrade to parts of Cole Street Lane 	To be considered further
	Option 3 – Southern route B	The route avoids the flood zone of the River Lodden, running between a new signalled junction on the B3081 Shaftesbury Road and joining Cole Street Lane prior to its junction with the B3092 New Road. This route runs to the south of the higher ground within the site. Southern alignment would make further land available for additional housing.	<ul style="list-style-type: none"> • Opportunity to create a more attractive entrance to the town at Shaftesbury Road • Avoids flood plain reducing landscape impact and severance of river corridor open space • Increased housing numbers increases funds available to deliver supporting infrastructure 	<ul style="list-style-type: none"> • Longer route across the site • Access to Brickfields extension is less direct • Requires upgrade to parts of Cole Street Lane • An additional junction would be required on B3081 Shaftesbury Road 	To be considered further

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Theme	Option	Description	Benefits	Disadvantages	Conclusion
Principal street (continued) (Figure 5)	Option 4 – Cole Street Lane upgrade	Utilising the existing route of Cole Street Lane. This route would require the existing road to be upgraded and improved along its whole length. The more southern alignment would make further land available for additional housing.	<ul style="list-style-type: none"> • Makes use of existing route • Increased housing numbers increases funds available to deliver supporting infrastructure 	<ul style="list-style-type: none"> • Substantial change to Cole Street Lane resulting in loss of character • Removal of hedges along road length resulting in ecological impact • Impact on existing properties • Reduces available finance for other on site infrastructure due to costs associated with the substantial upgrade of the road 	Not a favoured option

Figure 5: Gillingham Southern Extension – Principal Street and Access Options



4.0 Access

4.1. There are a number of points within the existing built-up area of Gillingham at which access could be gained into the Strategic Site Allocation. To enable the greatest connectivity between the development site and the existing built-up area of Gillingham it is proposed to utilise the largest number of suitable access points possible.

Question G5. Do you have any comments on establishing any of the potential access points into the site? (please indicate which ones you are commenting on)

Theme	Option	Description	Benefits	Disadvantages	Conclusion
Access – vehicular access to the site will be achieved at several points to ensure connectivity with the existing built up area of Gillingham (Figure 5)	a. East from Fern Brook Lane at Trent Square	Continuation of existing estate roads to gain access to a relatively small part of the site, creating a link between Fern Brook Lane and Cerne Avenue	<ul style="list-style-type: none"> Enables development of the field adjacent to the recent Fern Brook Lane development without the need to remove hedgerows 	<ul style="list-style-type: none"> Would increase traffic along Fern Brook Lane and through the existing developed area 	To be considered further
	b. East from Cerne Avenue				To be considered further
	c. East from Orchard Park roundabout	Access from Orchard Park roundabout using existing road	<ul style="list-style-type: none"> Uses existing road infrastructure to unlock the majority of the land to the east of B3081 	<ul style="list-style-type: none"> Access through existing established industrial area which is not aesthetically pleasing 	To be considered further
	d. West from Orchard Park roundabout	Access from Orchard Park roundabout using existing road	<ul style="list-style-type: none"> Uses existing road infrastructure Enables one end of the principal street to be established 	<ul style="list-style-type: none"> Access through existing established industrial area which is not aesthetically pleasing May require the relocation of some existing businesses 	To be considered further

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Theme	Option	Description	Benefits	Disadvantages	Conclusion
Access (continued) (Figure 5)	e. South from Woodpecker Meadow	Access from existing Ham area serving approximately 75 new dwellings but with no vehicular connection to the remainder of the site and the principal street	<ul style="list-style-type: none"> Links the new development with the neighbouring residential areas 	<ul style="list-style-type: none"> Would increase traffic through the recent Ham development 	To be considered further
	f. South from Pheasant Way				To be considered further
	g. East from just south of Lodden Lakes on B3092 New Road	To gain access to land adjacent to Lodden Lakes, north of the River Lodden, linking in with Addison Close and The Meadows	<ul style="list-style-type: none"> Creates a link, north to south to the east of Lodden Lakes rather than creating cul-de-sacs Access via Addison Close reduces traffic on existing estate roads 	<ul style="list-style-type: none"> Access south from The Meadows would increase traffic levels on local estate roads 	To be considered further
	h. South from Addison Close				To be considered further
	i. South from The Meadows				To be considered further
	j. North from Cole Street Lane	Access to limited parts of the development site via Cole Street Lane	<ul style="list-style-type: none"> Utilises existing road to gain limited access to the developable area 	<ul style="list-style-type: none"> Would require some upgrading of the junction of Cole Street Lane with the B3081 Shaftesbury Road Would increase traffic levels along parts of Cole Street Lane 	To be considered further

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Theme	Option	Description	Benefits	Disadvantages	Conclusion
Access (continued) (Figure 5)	k. Creation of a ford across the flood plain of the River Lodden	Access to the Ham Farm area via a ford and/or via a pedestrian / cycle bridge across the River Lodden	<ul style="list-style-type: none"> Enables greater connectivity between development areas either side of the River Lodden Enables greater permeability through the development site 	<ul style="list-style-type: none"> Would not be passable during times of flood May result in a break-up of the open space associated with the river corridor Reduces available finance for other on site infrastructure due to cost of ford 	To be considered further
	l. West from just south of Lodden Lakes on B3092 New Road	Access to the extension of Brickfields Business Park	<ul style="list-style-type: none"> Enables an alternative access to be gained into the proposed employment area 	<ul style="list-style-type: none"> May result in a busy junction on the B3092 opposite the access to the Lodden Lakes residential area 	To be considered further
	m. South from Brickfields Business Park	Access gained through the existing business park adjacent to Dextra Lighting	<ul style="list-style-type: none"> Enables further access for the expansion of Brickfields 	<ul style="list-style-type: none"> Would increase traffic through the existing business park and may impact on Dextra Lighting Reducing parking in this area 	To be considered further

5.0 Local Centre

5.1 Due to the size of the Southern Extension, there is a need to provide for some local facilities within the vicinity of the new residential and employment areas. Two potential locations are suggested for this local centre.

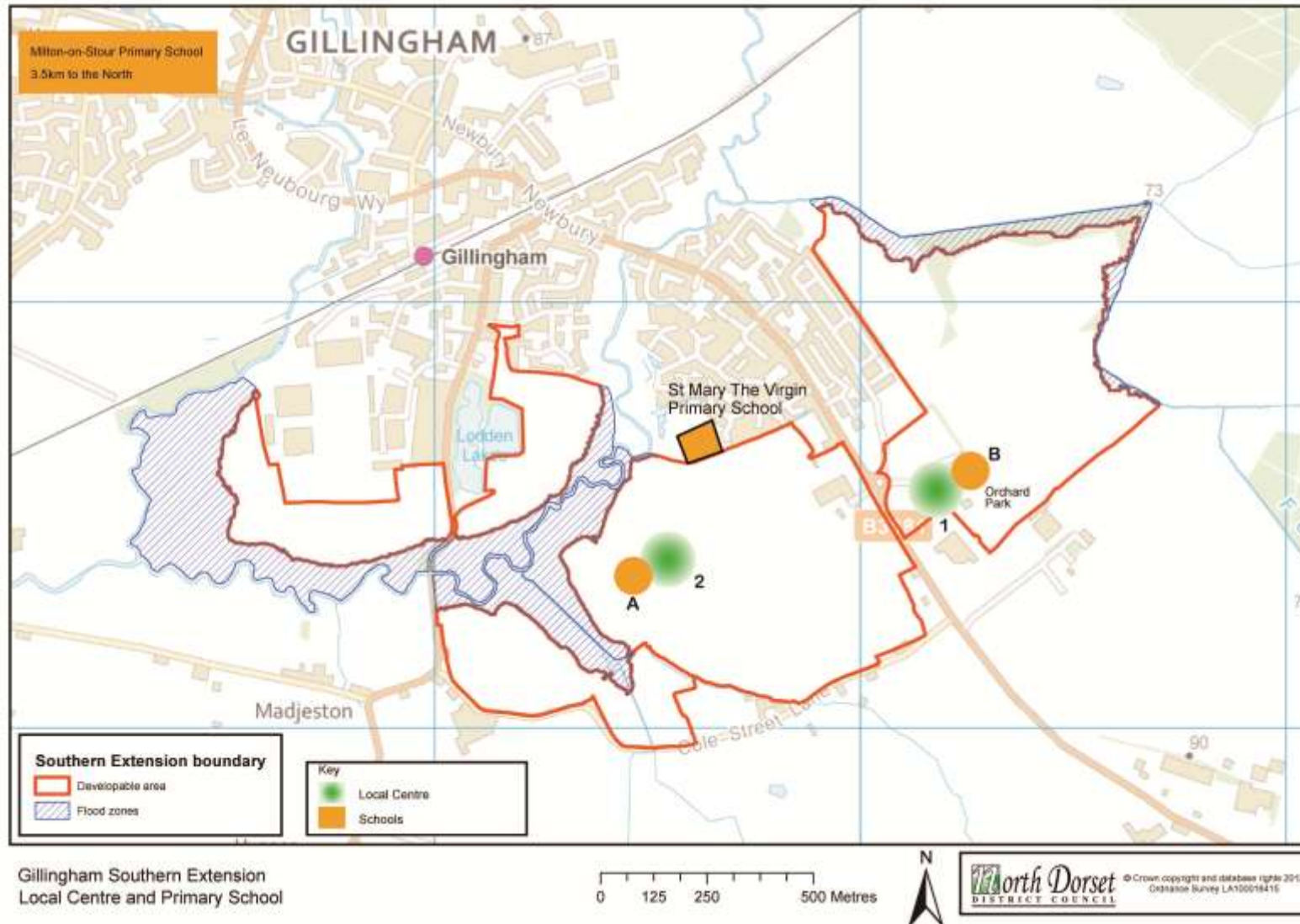
Question G6. Which option for the location of the local centre do you prefer and why?

Question G7. What facilities do you think should be provided at the local centre; for example should a convenience store be provided?

Theme	Option	Description	Benefits	Disadvantages	Conclusion
Local centre – provision of a centre within the site (Figure 6)	Provide a local centre at Orchard Park (location 1)	Locate a local centre alongside the existing commercial activity at Orchard Park through the provision of a convenience store and other local facilities	<ul style="list-style-type: none"> Builds on existing commercial activity at Orchard Park Captures passing trade along B3081 Shaftesbury Road 	<ul style="list-style-type: none"> Not centrally located within the development site Some of the existing uses are not necessarily compatible with local convenience uses 	To be considered further
	Provide a local centre more centrally within the site (location 2)	Locate a local centre in a more central location on the principal street to enable easier access for the whole development site	<ul style="list-style-type: none"> Enables easier access for the whole southern extension site including the expanded Brickfields Industrial Estate Offers the opportunity to design a “purpose built” local centre 	<ul style="list-style-type: none"> It may be difficult to establish a completely new commercial centre especially when Orchard Park is in reasonable close proximity Does not capture passing trade 	To be considered further

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Figure 6: Gillingham Southern Extension – Local Centre and Primary School Options



6.0 Primary School

6.1 Due to the size of the Southern Extension site, there is a need for additional primary school provision within the town to serve the development. There are a number of options for meeting the need for additional school places arising from the growth of the town.

Question G8. Which option for increasing primary school capacity do you prefer and why?

Theme	Option	Description	Benefits	Disadvantages	Conclusion
Primary School - development of the site will require some further provision of primary school capacity to serve the town (Figure 6)	Expand St Mary the Virgin school and expand Milton on Stour school	Expand existing schools to accommodate growth (Outline permission exists to expand St Mary the Virgin school)	<ul style="list-style-type: none"> Provision is accommodated within existing sites reducing the need for further schools Expansion of existing schools makes them more viable and cost efficient to run Capacity exists within Milton-on-Stour school 	<ul style="list-style-type: none"> Milton on Stour school is on the opposite side of the town distant from the site School catchment boundaries would need to be redrawn The town may grow to the north in the future, closer to the Milton on Stour school 	To be considered further
	Expansion of St Mary the Virgin school and the provision of an additional school at location A	A new primary school could be located centrally within the site	<ul style="list-style-type: none"> enabling easy walking and cycling to the school Locate school alongside local centre creating a focal point within the development 	<ul style="list-style-type: none"> The site is in close proximity to the existing St Mary the Virgin primary school All proposed school provision for the development would be on the western side of the busy B3081 Shaftesbury Road 	To be considered further
	Expansion of St Mary the Virgin school and the provision of an additional school at location B	A new primary school could be located to the west of the B3081 Shaftesbury Road and on the opposite side of Shaftesbury Road to St Mary the Virgin school	<ul style="list-style-type: none"> Reduces the need for pupils to cross this busy road Locate school alongside Orchard Park creating a focal point within the development 	<ul style="list-style-type: none"> Access to the school would be through the existing Orchard Park commercial area with associated LGV and HGV vehicular movements 	To be considered further

7.0 **Employment Growth**

7.1 The growth of Gillingham should not be solely residential but should incorporate some growth in employment. The provision of land for employment growth will form part of the Southern Extension and could be delivered through the expansion of two existing employment sites.

Question G9. Which option for the location of employment growth do you prefer and why?

Theme	Option	Description	Benefits	Disadvantages	Conclusion
Employment growth (Figure 7)	Provide additional employment at Orchard Park and Brickfields	Provision of additional employment land (for B1 uses - offices and light industry) at Orchard Park alongside the expansion of Brickfields (for B1, B2 and B8 business related activities)	<ul style="list-style-type: none"> • Would reinforce Orchard Park as an additional commercial centre for certain uses • Would provide a choice of sites for businesses to expand onto 	<ul style="list-style-type: none"> • Would run the risk of creating a less attractive entrance to the town (ie through an industrial estate) 	To be considered further
	Provide additional employment at Brickfields only	Concentration of all business uses on the southern side of town at the expanded Brickfields site	<ul style="list-style-type: none"> • Would focus all employment growth at the one location, creating one centre for employment provision and associated infrastructure 	<ul style="list-style-type: none"> • Provides only one option for new commercial development • Would result in limited growth at the Orchard Park site 	To be considered further

Figure 7: Gillingham Southern Extension – Employment Growth Options

