



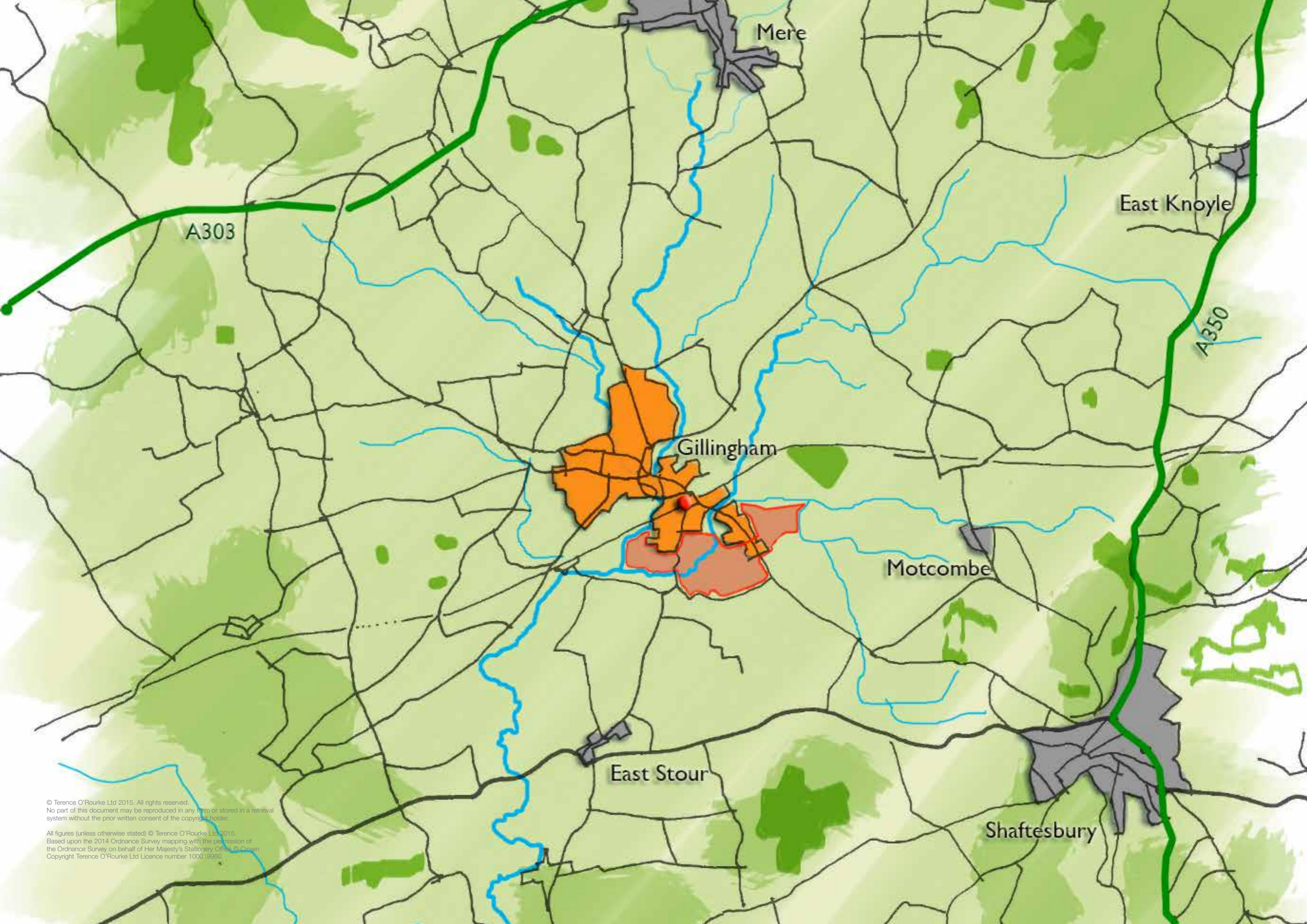
# South Gillingham

## Master Plan Framework

Draft for Consultation

November 2015





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# 01 OVERVIEW

## Purpose of the document

1.1 North Dorset District Council (NDDC) will use this Master Plan Framework (MPF) as a material consideration in the context of the requirement of the North Dorset Local Plan (NDLP) which forms the main policy basis for determining planning application on the site. This MPF addresses the following matters:

- Sets out the known constraints and opportunities presented by the site
- Outlines the collective vision for the proposed development
- Sets a development framework master plan, identifying a clear land use budget, including all master plan components
- Provides an urban design strategy outlining the strategic position of key place making components, including land use and density
- Provides a sustainable transport strategy and explains the movement and access principles both in and around the Strategic Site Allocation (SS A)
- Describes and illustrates the green infrastructure strategy
- Sets out energy efficiency principles
- Explains the social, community, transportation and other physical infrastructure to be delivered in connection with the SS A
- Provides an indicative phasing schedule of development,
- Sets the framework for establishing a detailed Infrastructure Delivery Plan and the phased delivery of this infrastructure across the SS A,
- Sets the framework for the S106 agreements that will secure infrastructure delivery across the SS A,
- Provides a framework for establishing commonality between the outline applications, the submission of reserved matters applications and discharging planning conditions.

1.2 The document builds on North Dorset District Council's (NDDC) concept plan for the site. It will provide a coordinating role ensuring that the requirements of Policy 21 are comprehensively delivered across multiple land ownerships and planning applications.

## Scope of the MPF

1.3 This MPF seeks to satisfy the requirements of NDLP Policy 21. This document has been produced by a Consortium of lead promoters for the SS A, who control the majority, but not all, of the SS A land. The lead promoters comprise C G Fry and Son Ltd, Welbeck Land, Taylor Wimpey and the Pike family, owners of Newhouse Farm.

1.4 The Consortium is engaging with other landowners within the SS A, directly and through NDDC, to seek to ensure that the MPF addresses the comprehensive development of the entire Southern extension in accordance with Policy 21.

1.5 However, other individual landowners are not sufficiently advanced with their plans for the MPF to include details of their respective proposals.

1.6 Accordingly, this MPF is primarily focused on the residential component of the SS A, known as the southern extension through the remainder of this document, but also includes other SS A landowner proposals where these have been supplied and where they comply with Policy 21.

1.7 The plan opposite shows the Southern extension boundary and key individual land ownerships.

## Consortium's position

1.8 This MPF has been produced on the assumption of multiple planning applications being submitted for the residential component of the master plan, as promoted by the consortium.

1.9 This document also provides a framework for the submission of planning applications on the other land in the SS A.

1.10 The consortium proposes to undertake a joint single Environmental Impact Assessment (EIA) and Environmental Statement (ES) to cover all the land within its control and the cumulative effects of other land in the SS A. The ES has been scoped with NDDC. The EIA process will inform the outline planning application proposals and the same ES will be submitted in connection with each planning application.



1.11 The consortium controlled land comprises Park Farm, Ham Farm, Newhouse Farm and Lodden Lakes. The northern part of Lodden Lakes has planning permission for the construction of 90 dwellings. Throughout this document Ham Farm and Newhouse Farm are referred to as the central area.

1.12 Proposals for Kingsmead Business Park and Brickfields are being developed by the respective landowners and will not inform part of the EIA process or consortium's individual outline planning applications.

1.13 Any information in this document regarding the Kingsmead Business Park and Brickfields has been provided by NDDC.

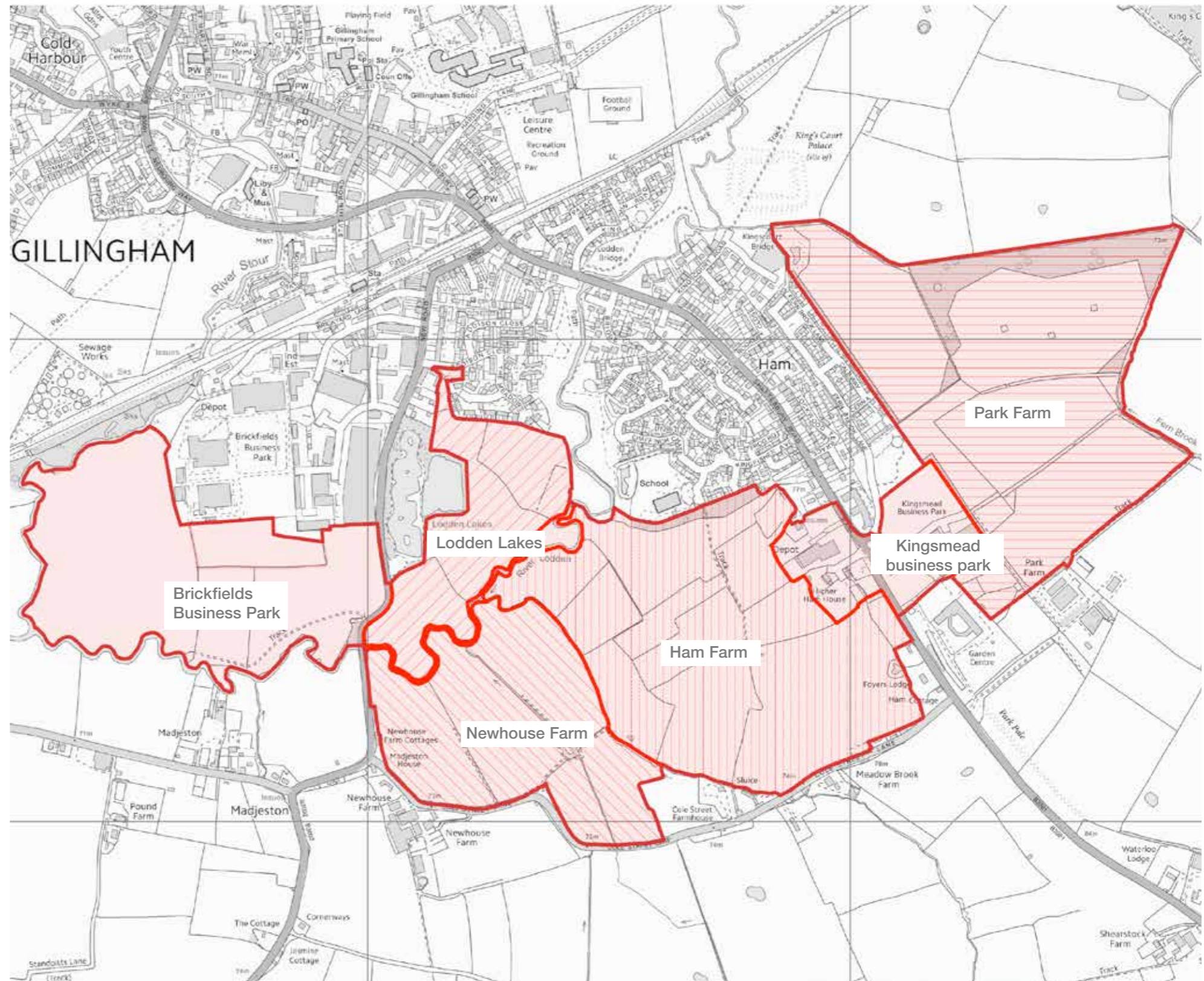


Figure 1.1: The SS A and lead developers' land holdings

## Policy context

1.14 NDLP sets out the long term land-use planning policy framework for the district to 2031. Gillingham is identified as the main service centre in the north of the district, with significant growth planned through the development of the Southern extension to the south of the town.

1.15 NDDC's development plan requirements for the delivery of the Gillingham Southern extension are set out in NDLP policy 21. This includes a requirement for a master plan framework (MPF) to be prepared to demonstrate when and how the land use allocations, infrastructure, and other requirements of the NDLP will be provided and delivered. The intention is for the MPF to be prepared by the developers who will be delivering the Southern extension, and agreed with NDDC.

1.16 Policy 21 sets out its requirements for in the MPF (see Policy 21 for the full list of requirements), including:

- Housing:
  - A total of about 1,800 houses, to 2031 with phased delivery commencing from the existing built-up edge of the town
- Economic development:
  - Development of the land to the south of Brickfields Business Park for a range of employment uses, with a new access from the B3092, and well screened in views from the south and west
  - Development of the remaining land at Kingsmead Business Park either for employment or as part of a local centre along the Shaftesbury Road
- Environment and climate change:
  - Incorporate energy efficiency measures
  - Address risk of fluvial and surface water flooding
  - Integrate development into the wider landscape
  - Conserve and enhance wildlife
  - Retain and enhance significant archaeological features and their settings

- Infrastructure:
  - A 'principal street' linking New Road and Shaftesbury Road
  - A permeable and legible network of streets and spaces with pedestrian and cycle links into the town
  - Off-site highway improvements
  - Measures to support the use of public transport, cycling and walking

- Provision of a local centre along the Shaftesbury Road corridor to include shops, school, nursery, community hall, and health facilities
- Expansion of St Mary the Virgin Primary School
- Contributions to improvements to community infrastructure
- Formal open space including sports pitches, children's play, allotments and community orchards

- Informal public open space primarily along the river corridors
- Retention of important trees and hedgerows where practicable
- Establishment of a sustainable drainage system
- Strategic landscape planting
- Off-site improvements to green infrastructure

## Concept plan legend



Main street through the development (and potential bus route). Other key streets shown in lighter grey.



Potential location for a new primary school, adjacent the local centre. Possible expansion of St Mary the Virgin was also discussed as an option.



Mixed-use local centre, with shops and services to meet the day-to-day needs of residents and employees.



Important edges around the flood zone. Some provide opportunities for development to front onto green space.



Species rich hedgerows and existing trees incorporated within a network of Green Infrastructure (includes allotments and community orchards).



Areas that could accommodate carefully designed housing development. Density to vary accordingly.



Existing employment within the SSA, and areas that could accommodate carefully designed new employment development.



Key linkages to be established and/or retained. These primarily involve links for pedestrians and cyclists.



Potential locations for Public Open Space, integrated within the wider network of Green Infrastructure (play areas dispersed around the SSA).



Key gateways, which require special attention in terms of urban design.



High point is a key landmark.

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

### Notes

This plan seeks to illustrate, in broad terms, the ideas that emerged from the consultation workshop. It could provide the basis for an agreed concept plan for the SSA; i.e. agreed between the local planning authority and the prospective developers. The agreed concept plan could then provide the basis for more detailed site-wide master planning work. The potential locations for formal Public Open Space (POS) provision are indicative. The appropriate quantum of formal POS and informal open space (together with the appropriate distribution of sports pitches etc.) will be resolved through subsequent master planning work.

## Concept plan

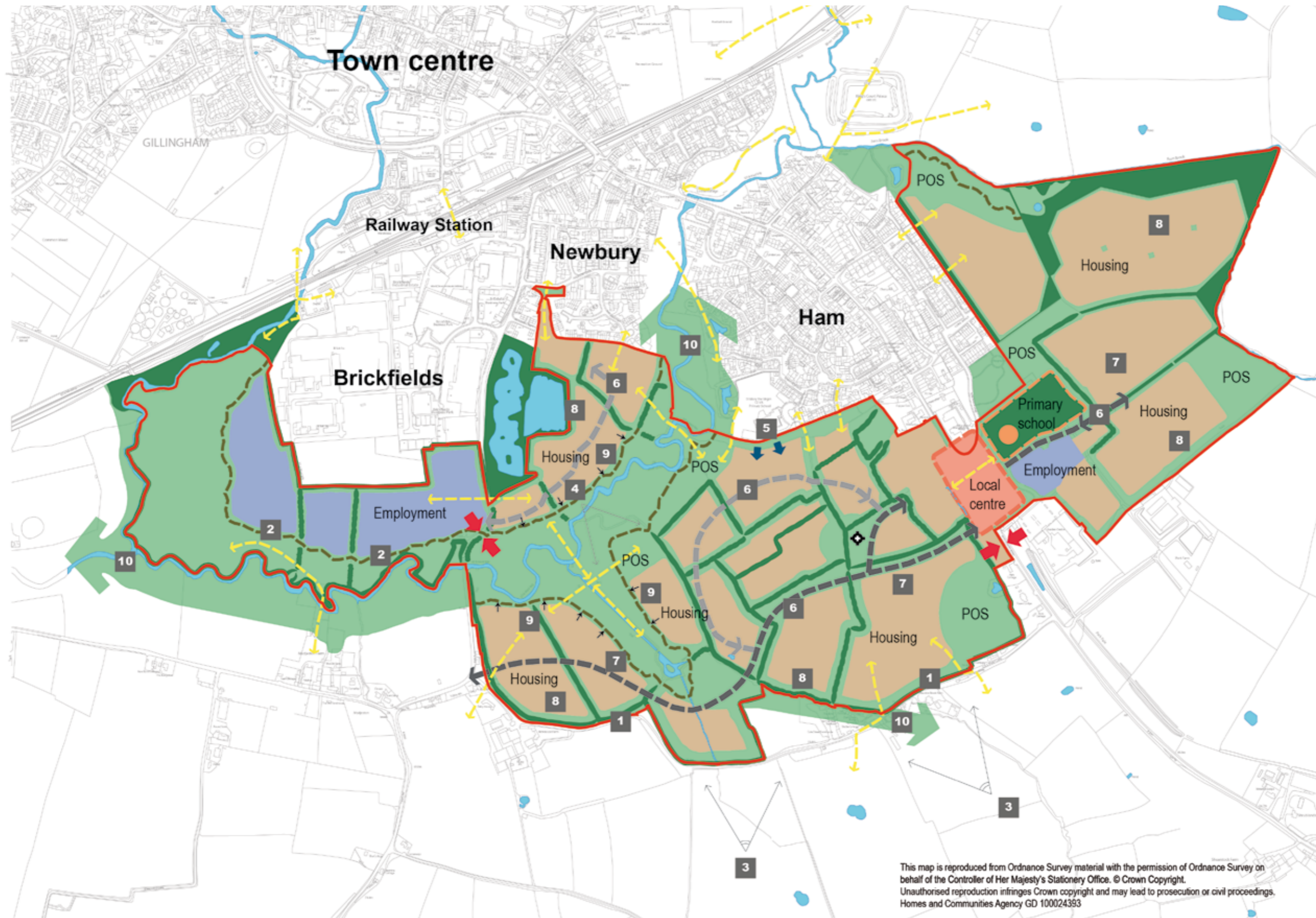


Figure 1.2: Extract from the draft North Dorset Local Plan of the Concept plan and annotation notes

## Background

1.17 NDDC and the Consortium together with a range of other stakeholders have worked collaboratively over many years to establish a vision for the southern extension to Gillingham and a policy and technical context for its consideration.

1.18 NDDC has led extensive consultation with stakeholders, including: a Concept Plan Workshop, facilitated by ATLAS and attended by NDDC and DCC officers, stakeholder organisations, local community groups, and land controllers from within the Southern extension. The Parties worked together using evidence drawn from Local Plan consultation and studies shared by the land controllers to develop ideas on how the southern extension could be developed in broad terms and to establish a vision and design principles to complement the composite concept plan. A meeting also took place in October 2013 between NDDC senior officers, Portfolio Holder, and the land owners and controllers from across the southern extension to communicate the intentions of the Southern extension and promote collaborative working to ensure comprehensive delivery of the Southern extension.

1.19 NDDC officers, ATLAS and the Consortium representatives meet regularly to discuss the Southern extension and progress made on all aspects of the proposed development.

1.20 NDDC has set up a monthly technical officers group meeting whereby technical issues are discussed with a view to progressing the development of the MPF and move through the design and approval process.

## Design principles

1.21 The design principles set out in Policy 21 have been developed from the Gillingham Town Design Statement, and were initially formulated and refined during the consultation events that led to NDDC's concept plan.

These principles have informed the vision and design thinking in the production of this MPF. The table below sets out the design principles of Policy 21 and references the relevant pages where the MPF has responded. This is not an exhaustive list as the principles are imbedded throughout the design

thinking behind the MPF but it indicates the most relevant and direct responses to the 15 design principles of Policy 21.

Design Principle	Section(s)
<b>Character - Landscape setting:</b>	
The proposed development shall be successfully integrated into its wider landscape setting through careful design of layout, scale (height and massing), density, materials and structural planting. Particular care will be taken along its southern and eastern edges to ensure a sensitive transition between the extended town and the surrounding countryside, and retain important views into and out of the whole site.	Section 05 Section 06 Section 08
<b>Character - Landscape Assets:</b>	
Significant existing landscape and ecological assets, including river corridors and watercourses, important trees, hedgerows, ponds and other natural habitats, shall be successfully integrated within the public realm of the development. These assets will be retained and enhanced within a network of Green Infrastructure.	Section 05 Section 06 Section 08
<b>Character - Mix of Uses:</b>	
At the macro scale this will be a mixed-use development comprising employment, housing and community uses etc. In particular it shall include a fine grain, mixed-use local centre, to meet the day-to-day needs of residents and employees. Whilst concentrations of certain uses will be directed towards appropriate parts of the site (e.g. employment land, or the local centre) rigid allocation of uses that would not prejudice residential amenity, or have other detrimental impacts, will be avoided.	Section 06
<b>Continuity and Enclosure – Definition of Public and Private Spaces:</b>	
The distinction between public and private space shall be clearly defined throughout the development. In order to achieve this distinction in a way that is legible, buildings shall be arranged within a coherent layout that successfully defines public and private spaces.	Section 05
<b>Ease of Movement – Permeable Networks:</b>	
The building layout shall take priority over the streets and car parking, so that the highways do not dominate. The building layout will help to create a permeable network of well-defined streets and spaces, which are pedestrian, cycle and vehicle friendly. In addition to an interconnected network of streets, a finely branched network of footpaths and cycleways, linked to existing routes, will form a highly permeable grid of movement for pedestrians and cyclists, connecting the development to destinations within the town and in the surrounding countryside.	Section 05 Section 07 Section 08
<b>Ease of Movement – ‘Principal Street’ and Public Transport:</b>	
The layout shall incorporate a through route ensuring good connectivity with the existing main routes into the town. This route shall be designed to enable a bus service through the development to be conveniently established	Section 07
<b>Ease of Movement – Parking:</b>	
The development shall incorporate a range of car parking solutions that form part of the urban design strategy. These shall be designed to ensure that car parking is well integrated, accessible and situated so as to support rather than dominate the street scene.	Section 07

<b>Quality of the Public Realm – Usable Public Spaces:</b>	
The streets, squares and parks within this development will be the focus for community activity and social interaction. Streets and junctions will be designed as public spaces, accessible for all, rather than merely as functional routes for vehicular traffic.	Section 05 Section 07 Section 08
<b>Quality of the Public Realm – Public Spaces Designed to a High Standard:</b>	
All outdoor areas shall display the highest standards in terms of design, including careful consideration of materials, planting, street furniture, boundary treatment, lighting and accessibility.	Section 05 Section 07 Section 08
<b>Legibility – Townscape:</b>	
The development shall be designed to create new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood pattern of streets and other spaces. Coherent street scenes will be created by striking an appropriate balance between variety and harmony in terms of external appearance.	Section 05 Section 07
<b>Legibility – Buildings and Landscaping:</b>	
Specially designed buildings and groups of buildings, together with landscaping, will help to define important gateways, landmarks and spaces.	Section 05 Section 08
<b>Adaptability – Flexibility for Future Uses:</b>	
Building designs shall be as robust as practicable, with careful consideration given to the adaptability of internal spaces and opportunities for future conversion or extension. In all cases sufficient space will be provided for the discreet storage of recyclables bins etc.	Section 09
<b>Diversity – Range of House Sizes:</b>	
The development as a whole shall include a range of house sizes, offering choice in the amount of indoor and outdoor space provided. Where practicable the design of housing shall provide opportunities for home working.	Section 06
<b>Energy Efficiency and Environmental Performance:</b>	
NDDC will promote design solutions that incorporate low carbon energy generation and building performance that exceeds statutory minima (e.g. Building Regulations) adhering to relevant policies in the Local Plan. The development shall incorporate a wide range of site-wide features to reduce its environmental impact, including SUDs and convenient access to allotments and recycling facilities.	Section 09
<b>Safety and Security – Natural Surveillance:</b>	
A permeable network of streets faced by homes, businesses and community facilities will provide natural surveillance and reduce people's perception of their vulnerability to crime. Through successful enclosure and natural surveillance, public spaces will impart a feeling of security for all users.	Section 05

Figure 1.3: Policy 21 design principles



### Next steps

1.22 As noted above, the NDLP establishes the development plan context for consideration of the Southern extension planning applications, with the MPF being a material consideration. Once “made”, the Gillingham Neighbourhood Plan will become part of the development plan and may contain policies and provisions that will need to be taken into account in the planning process.

1.23 Concurrently with the preparation of the MPF for public consultation and NDDC ratification, the Consortium is establishing a comprehensive evidence base in connection with the preparation of a single ES (which as noted above has already been scoped with NDDC) and multiple outline planning applications. This evidence base will also assist in finalising an Infrastructure Delivery Schedule (IDS) that will identify all infrastructure associated with the Southern extension and establish delivery triggers for each element.

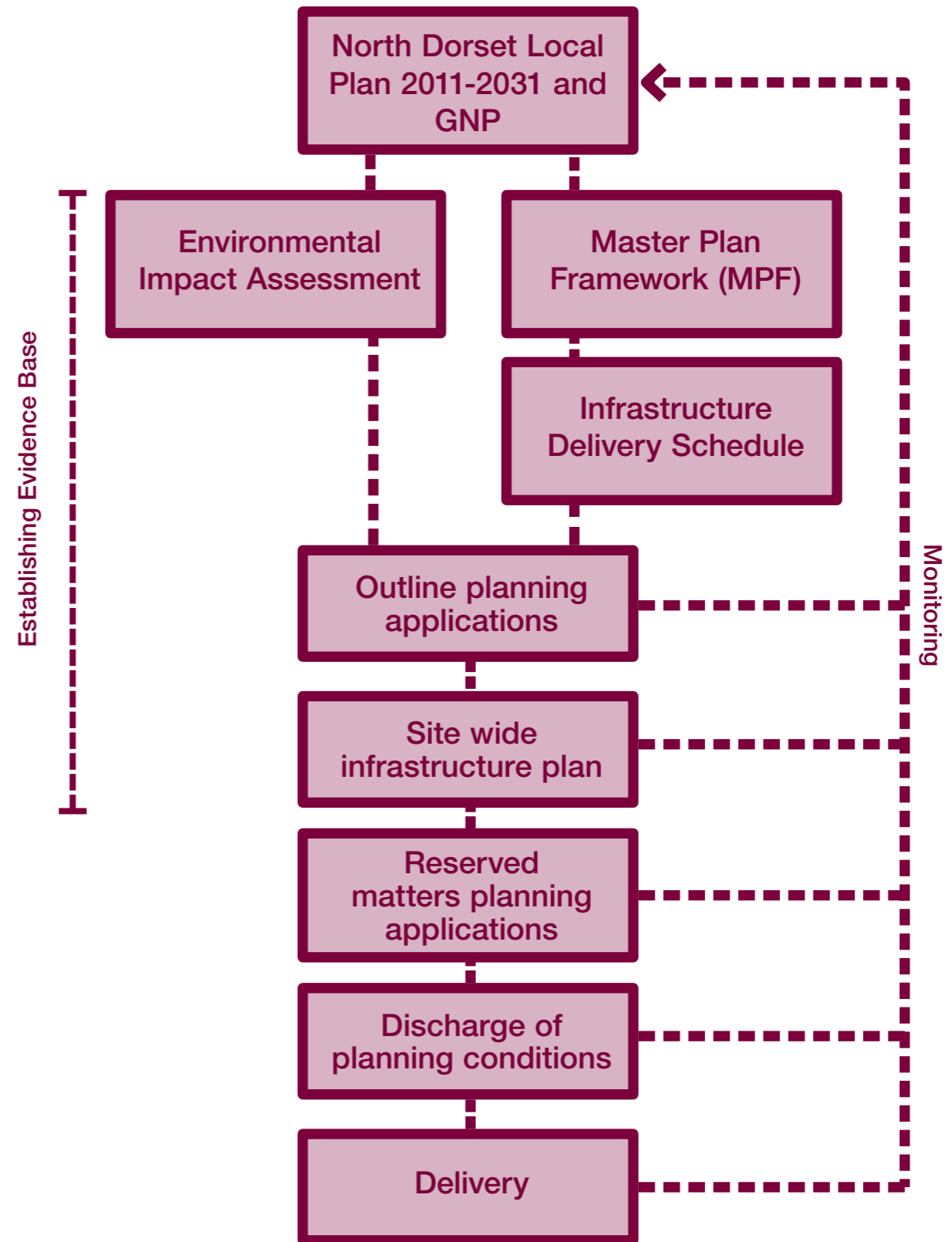
1.24 The individual Consortium members and potentially other landowners will then prepare and submit outline planning applications for their respective sites that accord with NDLP Policy 21 and the MPF. Specifically, the technical documents submitted in connection with these applications such as the Design and Access Statements, will reflect the common vision and objectives for the Southern extension as set out in policy and the MPF. They will also contain full details of all infrastructure being delivered to mitigate development from the

particular site along with communities mitigation as required from the particular site to address cumulative impacts across the Southern extension, and delivery triggers, as set out in the IDS, to ensure consistent and comprehensive infrastructure delivery across the Southern extension. A S106 Agreement will be completed for each application to secure infrastructure delivery in accordance with the IDS.

1.25 Following outline approval, the developers will then seek approval for detailed matters (known as “Reserved Matters”) and discharge planning conditions before commencing development.

1.26 The NDLP provides for comprehensive monitoring framework in Policy 21 and the housing delivery trajectory. This includes the MPF phasing and implementation strategy, as refined in planning applications, and the IDS.

### Infrastructure Delivery Process



## 02 VISION

The Consortium and landowners' collective vision for Gillingham's southern extension is for a comprehensively planned and delivered, sustainable mixed use community that is both physically and socially integrated with the existing settlement. Providing a mix of housing, jobs and supporting infrastructure, the Southern Extension will promote the self containment of Gillingham and will encourage sustainable movement choices. Set within an extensive landscape framework the Southern Extension will be a high quality, attractive, vibrant and desirable place to live, work and play.

The Southern Extension will include a local centre designed to meet the day to day needs of the new community together with appropriate provision of social and community infrastructure. The design philosophy will take account of the Concept Statement of Figure 9.2 of the NDLP and Gillingham Town Design Statement.



*A place in harmony with its natural surroundings, celebrating the riverside position and utilising the site's existing natural features*

- Enhancing and protecting the site's unique landscape assets, including the hedgerow network the River Lodden corridor and countryside outlook
- Celebrating the riverside setting and views south to Duncliffe Hill
- Sensitive response to the transition between the new urban edge and the surrounding countryside
- Opportunities for healthy living and habitat creation, as part of a holistic landscape and drainage strategy that incorporates a variety of formal and informal public open space
- New and accessible play and recreation areas will be included on either side of Shaftesbury Road as part of the well designed and comprehensive public open space provision



## NATURE

*A development incorporating community infrastructure and drawing upon Dorset traditions and local character to inform the design ethos*

- New southern gateway to Gillingham along Shaftesbury Road
- High quality design enabling a distinctive neighbourhood that reflects the best of the local vernacular, as articulated in the Gillingham Town Design Statement, both historic and potentially a contemporary interpretation of this
- A new local centre with a range of community facilities including retail provision, community hall and provision for health services to meet the day to day needs of the new community
- A simple, rational and understandable built form with a clear distinction between public and private realm creating a legible and attractive place
- A distinctive townscape with the incorporation of intrinsic variations in the development, focal points, landmarks, framing distinctive sequence of spaces
- A range of high quality, well designed, affordable, robust and adaptable new homes avoiding rootless and amorphous design
- Housing mix, range and tenure will reflect evidenced need at the time of development with opportunities for home working



## PLACE

*A development that provides links to existing communities and infrastructure and will promote access to new community facilities for the residents of Gillingham*

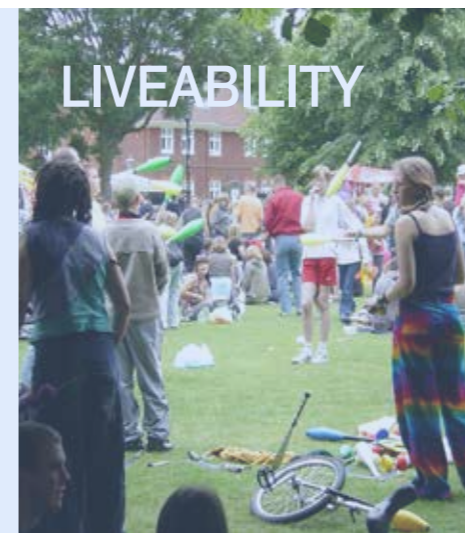
- A strategic southern principal street connecting New Road and Shaftesbury Road alongside other strategic transport improvements for Gillingham, delivered in a phased manner together with housing
- A strong network of safe and convenient pedestrian and cycle links to new education provision, the local centre, towards Gillingham railway station and Gillingham town centre, delivered in a phased manner together with housing
- Integration with existing neighbourhoods and surrounding countryside through new pedestrian/cycle and potentially some vehicular links, delivered in a phased manner together with housing
- Enhancement to existing and the provision of new public transport routes ensuring all residents are within comfortable walking distance of the service
- Attractive and highly permeable network of green recreation routes linking and extending existing routes, particularly along the River Lodden corridor
- The potential to re-prioritise and/or the partial or full closure of Cole Street Lane to through traffic



## CONNECTIONS

*A place with a mix of social infrastructure encouraging a vibrant community through a mixed use local centre as a southern gateway and employment provision.*

- Local job and employment opportunities aiding a flourishing and diverse local economy
- New civic buildings for the whole community, including schools complementing the existing excellent provision in Gillingham delivered in a phased manner together with housing
- A local centre marking the southern gateway to Gillingham
- A number of new public spaces, including much needed recreation grounds in the south of Gillingham
- Streets and spaces that encourage social interaction ahead of provision for the car, where children can play safely
- New uses and spaces that are well designed, promoting community ownership facilitating the creation of a safe and vibrant community



## LIVEABILITY

## 03 SITE CONSTRAINTS

3.1 An analysis has been undertaken of the site constraints and opportunities in order to identify the key design consideration for the southern extension. This section describes the key features of the site and the issues and opportunities these present for the master plan evolution.

3.2 The consortium has gathered sufficient technical evidence to enable the production of the MPF covering the consortium controlled land.

This evidence is summarised in figure 3.1 below. The evidence base will be developed further in connection with the EIA and planning application process.

Survey	
Flood mapping and drainage assessment	On-site soak-aways undertaken Full drainage assessment
Topographical survey	On site survey undertaken
Arboricultural survey	On site survey undertaken
Utilities mapping	Desk top information (on site survey will be required to confirm alignments)
Access and public rights of way mapping	Desktop mapping
Archaeology and heritage	Desktop survey
Extended Phase 1 Habitat Survey	Full suite of surveys completed October 2015
<ul style="list-style-type: none"> <li>• Badger</li> <li>• Bats (activity and climbed tree inspections)</li> <li>• Great crested newts</li> <li>• Dormouse</li> <li>• Reptiles</li> <li>• Barn Owl</li> <li>• Breeding birds</li> </ul>	
Transport and traffic	Range of traffic surveys undertaken Micro-simulation traffic modelling

Figure 3.1: Existing evidence base

### Flood Risk

3.3 Based on an analysis of data sourced from the Environment Agency's on-line resource the River Lodden flood zone extends across a significant area of the Southern extension. This has an impact on the development and proposed landscape framework. A full drainage assessment has been undertaken to inform the surface water drainage strategy including attenuation basin sizes and locations

Key design considerations

- Only appropriate development to be placed in flood zone constrained areas
- Incorporate sustainable drainage systems and attenuation areas

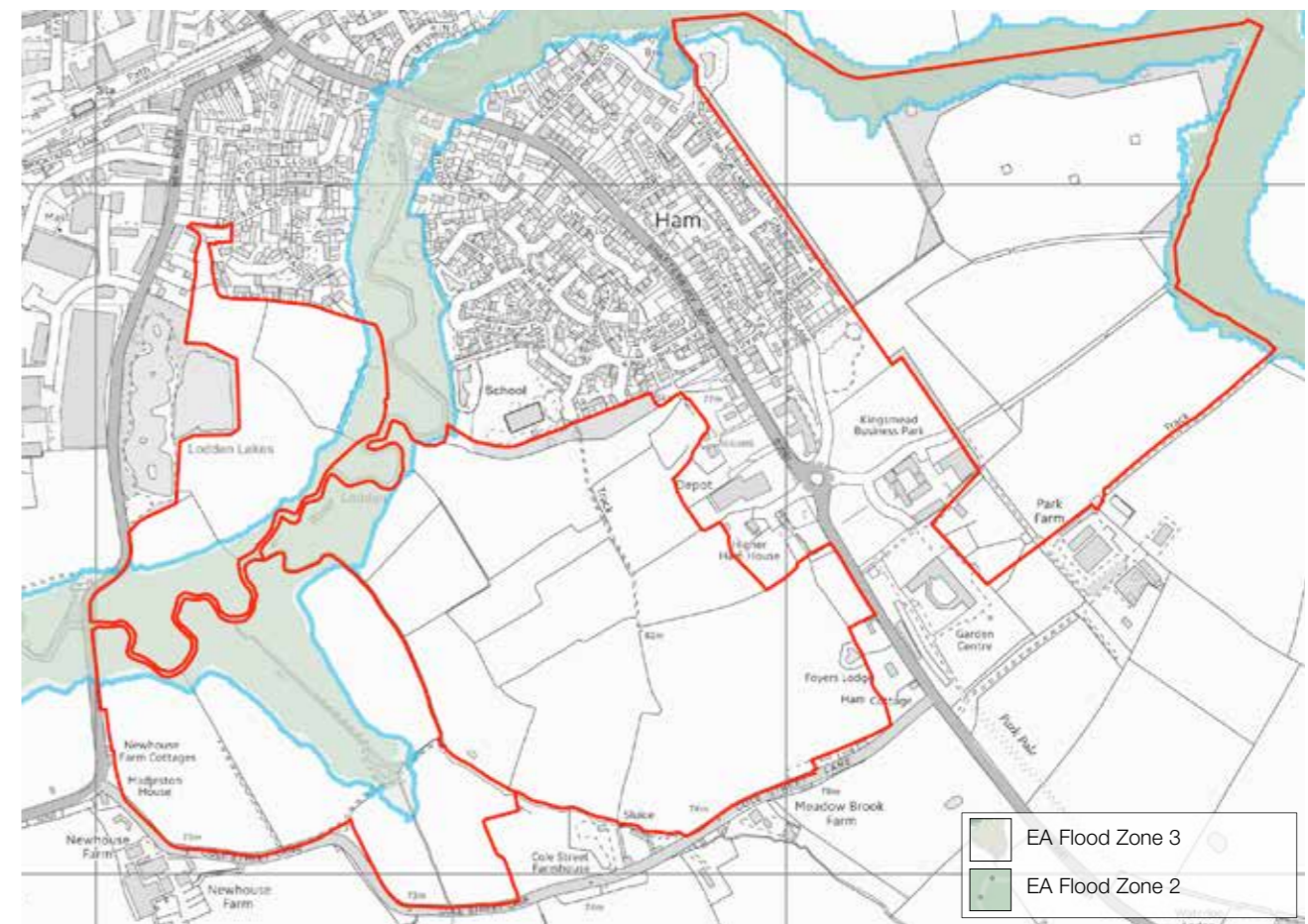


Figure 3.2: Flood mapping

### Topography

3.4 The Southern extension has a varying topography. Two high points sit either side of Shaftesbury Road. The high point to the west of Shaftesbury Road falls westwards to the lowest point in the Southern extension area in the River Ludden valley. The high point to the east of Shaftesbury Road gently falls away to the east on a shallow gradient.

#### Key design considerations

- Use topography to enhance townscape features, especially in the highest parts of the Southern extension
- Avoid major infrastructure elements on the highest ground to minimise the visual impact of development
- Respect long distance views to key landmarks within the Blackmore Vale
- Maximise the use of sustainable urban drainage systems (SUDs) by utilising the site's topography

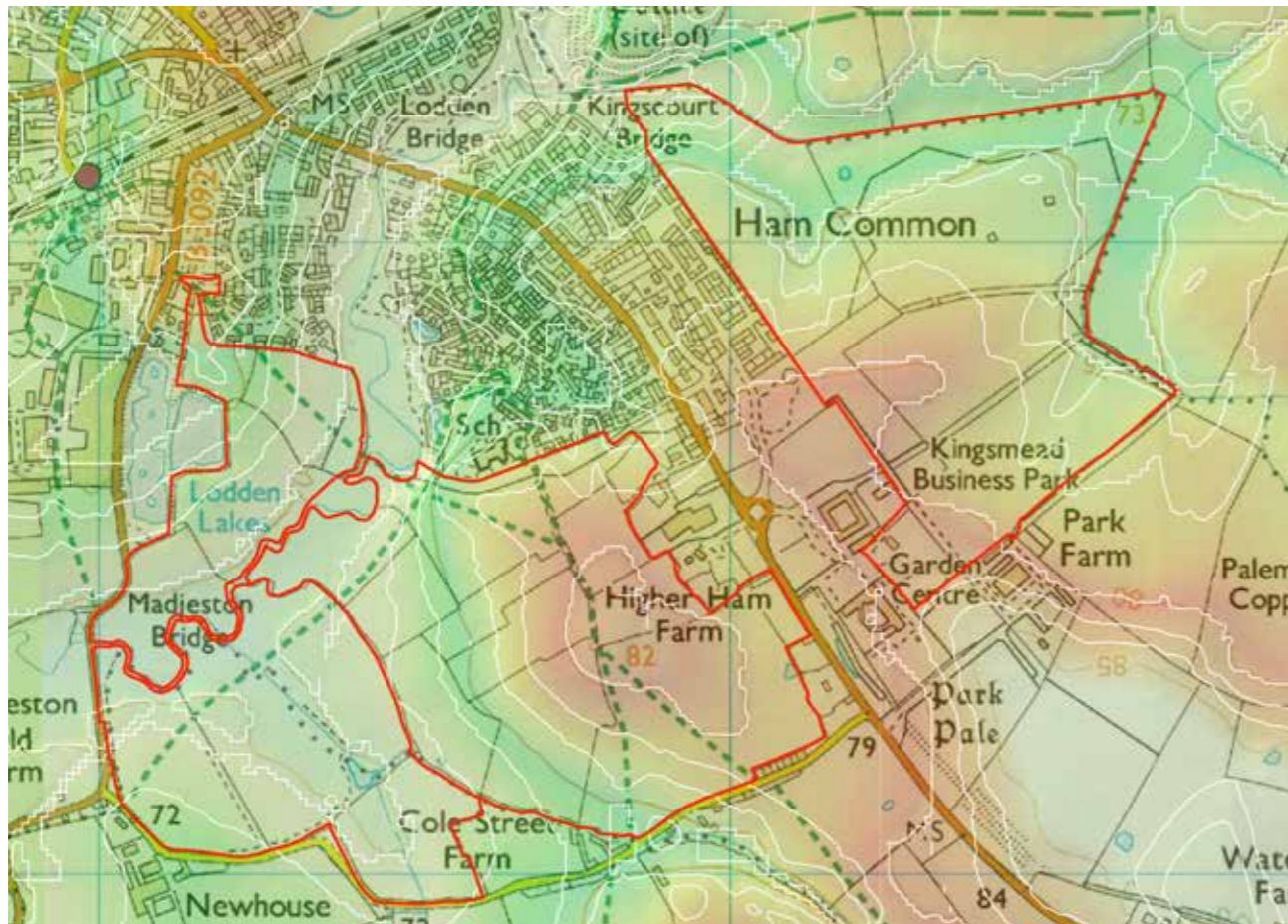


Figure 3.3: Topography

### Landscape

3.5 There are a number of significant amenity trees throughout the site, a network of well-maintained hedgerows and some newly planted wooded areas. Generally the trees are in good condition and are mainly oak and ash with some crack willow, apple, white poplar, hawthorn and wild cherry. Some of the hedgerows throughout the site are relatively new, whilst others are mature. The hedges have been regularly trimmed by mechanical means and offer wildlife connectivity and add to the character of the area. The hedgerow species consist mainly of blackthorn with some hawthorn, hazel, elder, elm and willow. Tree condition surveys and

tree constraints plans should be undertaken prior to the design development and category A (trees of high quality) and B (trees of moderate quality) trees and hedgerows and hedgerows of ecological value should be retained within the proposals unless there are strong urban design reasons to remove them.

#### Key design considerations

- Retain existing vegetation where possible
- New planting should complement and enhance the existing landscape
- The position of new planting should be carefully considered to reduce the visual impact of development and major infrastructure

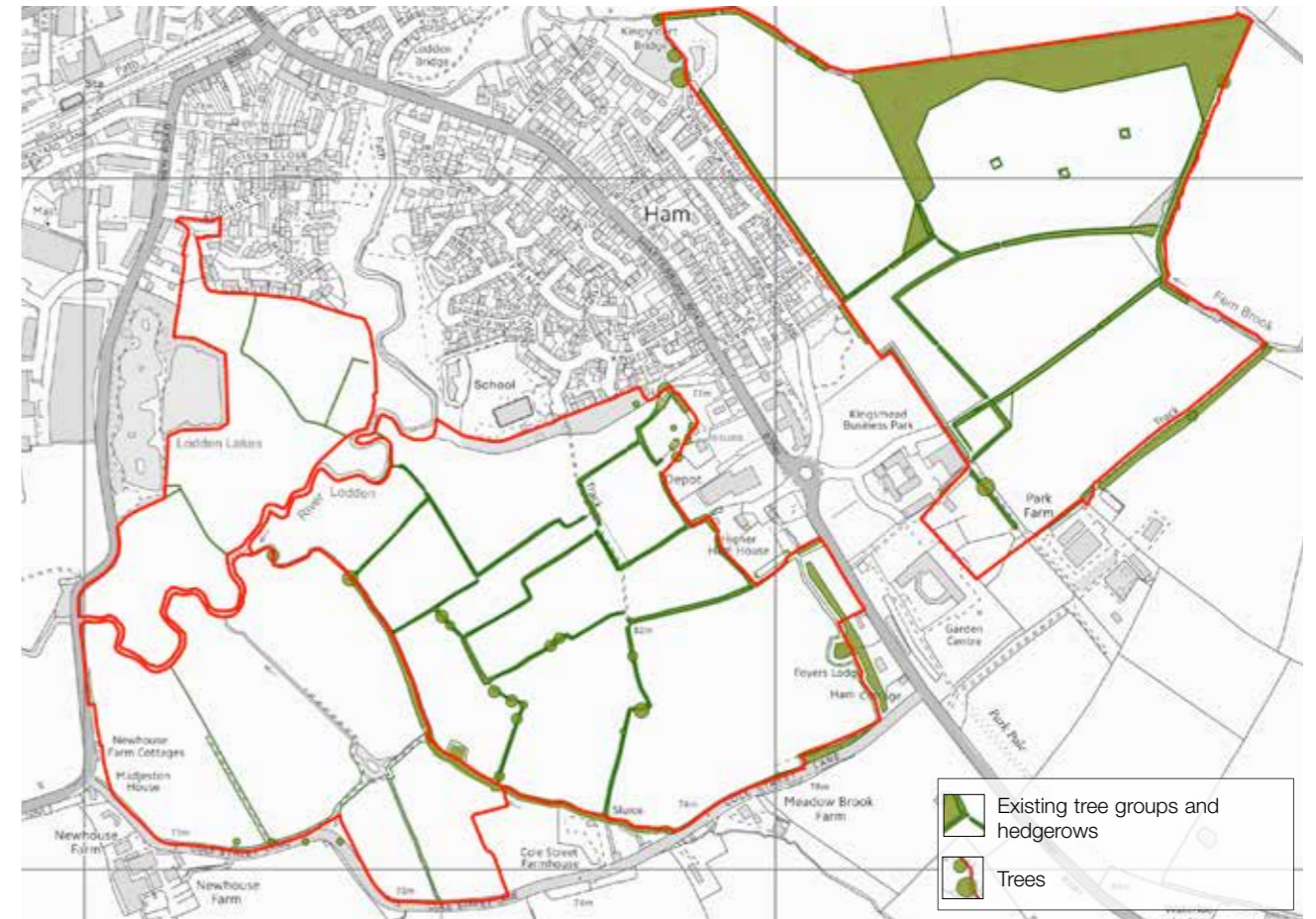


Figure 3.4: Existing trees and hedgerows

### Utilities

3.6 The Southern extension has a several utilities running across it. The easements associated with these create a constraint to development.

#### Key design considerations

- Avoid development on utility easement corridors
- Where possible/appropriate incorporate the easement corridors into the internal street or green infrastructure routes

### Public rights of way

3.7 Several public rights way cross the Southern extension. Where possible these will be retained, or diverted whilst maintaining the desire line. A number of informal walking routes have also been established through parts of the Southern extension.

#### Key design considerations

- Establish new walking routes to reflect the desire lines of the existing public rights of way
- Divert existing public rights of way where appropriate
- Establish new circular walking routes as part of the movement framework within the Southern extension.
- Provide and enhance leisure routes along the River Lodden corridor

### Transport and access

3.8 There is the potential for vehicle access from Shaftesbury Road to the west and New Road to the east for the central part of the Southern extension. Development proposals are required to provide a new road connecting these two roads. A number of other local roads abut the Southern extension boundary and could provide secondary vehicle access points.

#### Key design considerations

- Provide a southern principal street connecting New Road and Shaftesbury Road - the principal street
- Ensure the alignment of the principal street utilises the existing topography and landscaping to minimise the visual impact
- Establish a network and hierarchy of streets and other linkages within the Southern extension
- Reflect the role and function of streets on the design of new buildings and landscaping together with street furniture where appropriate
- Ensure suitable public transport provision through the Southern extension

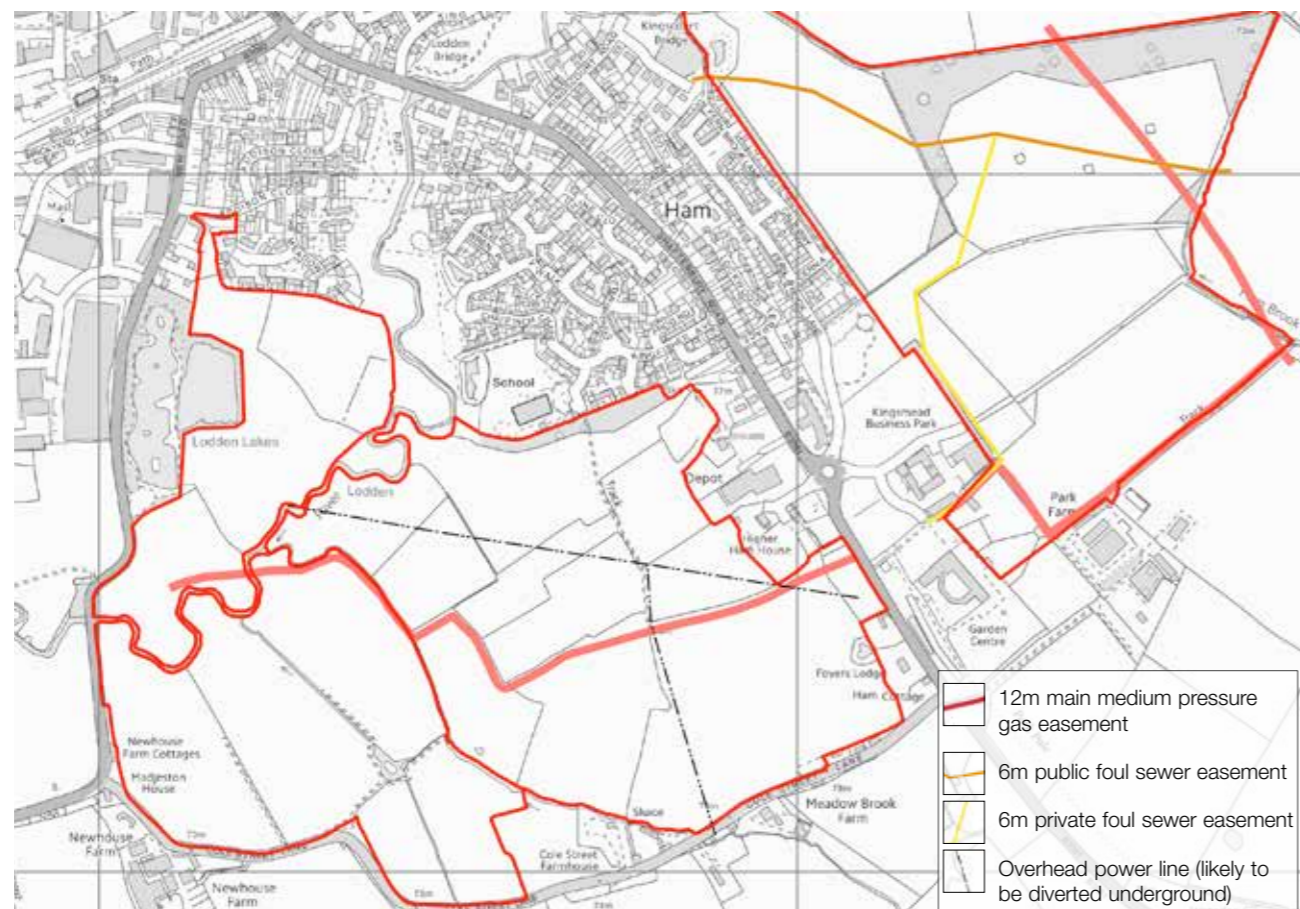


Figure 3.5: Utilities

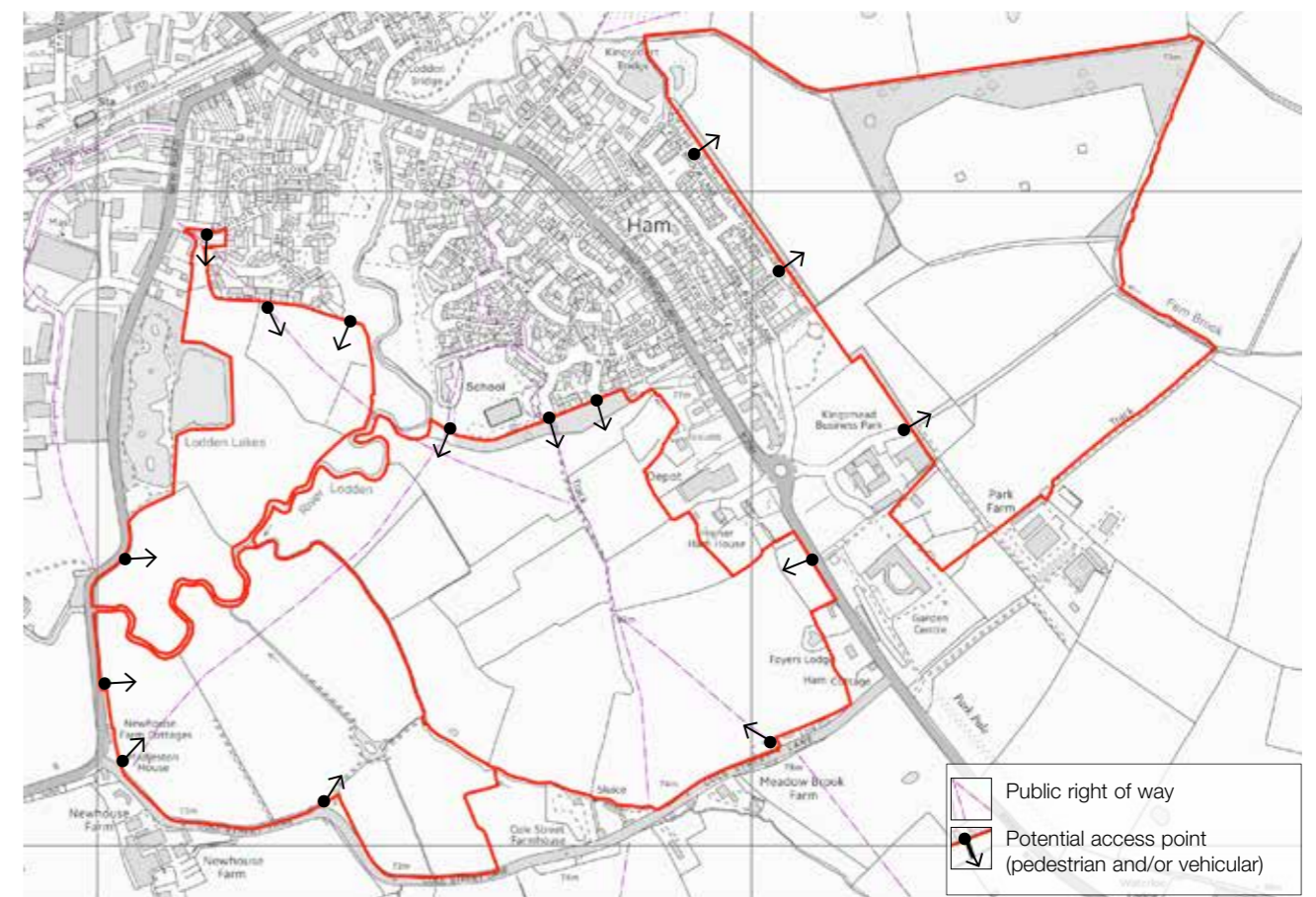


Figure 3.6: Potential access points and public rights of way

### Archaeology and cultural heritage

3.9 There is potential for archaeological interest in the area, including potential for buried remains of Anglo-Saxon and medieval activity, and possibly from the prehistoric and Romano-British and later periods.

3.10 Site boundary screening provides a visual barrier to any designated heritage assets within the wider zone of visual influence (ZVI).

3.11 Development of the site would entail a change in land use and so a cumulative loss of HCL in the wider area - the scale of loss is slight in the context of the common occurrence of this HCL type in the wider area - adverse impacts would be limited.

3.12 Some of the on-site hedgerows are considered to be historically important under the Hedgerows Regulations 1997. Limited removal to create gaps for access roads / streets would require separate approval from the local planning authority.

3.13 Development on Park Farm will need to consider the setting of Kings Court Palace schedule monument.

#### Key design considerations

- Respect the setting of Kings Court Ancient Monument
- Retain hedgerows where possible

### Ecology

3.14 The site comprises pasture fields and improved grassland bounded by tall, well-managed treed hedge-banks. A belt of young broad-leaved plantation woodland containing a pond is present along the north eastern margin of the site. The Fern Brook runs along the eastern and northern boundaries, the River Lodden runs through the south western part of the site.

3.15 Field surveys undertaken to date have shown that at least seven species of bat forage over the site and a number of trees with potential to support roosting bats were identified, predominantly on the boundaries of the site. Evidence of otter, including a potential holt, and water vole were recorded

along the Fern Brook. Great crested newt, whilst not recorded breeding in ponds within the site boundary, (the ponds have potential to support great crested newts) was present within three ponds within 500m of the site boundary and therefore is likely to be present in terrestrial habitat within the site boundaries. The site supports low density populations of slow worm and grass snake, and badger is also present on site. Dormouse was not recorded during the field surveys. The River Lodden valley is a breeding bird and foraging habitat of at least district nature conservation value. Birds also breed and forage in the hedgerows and woodland throughout the site.

3.16 The mature hedgerows on site are all of local value to wildlife. Some of the hedgerows are of important status owing to the presence of Red Status breeding birds of conservation concern.

3.17 The concept plan retains all mature trees and ponds within the site. It provides appropriate buffers along watercourses to provide for otter and water vole mitigation as well as foraging and nesting birds. Hedgerows are retained where possible, including a buffer either side. Where development encroaches within 500m of a pond containing a population of great crested newts, an EPS licence will be sought from Natural England which will involve the submission of a method statement that may include translocation, together with mitigation. Compensation will include retaining and enhancing existing habitat and creating new habitat such as ponds. All ecology mitigation can be delivered within the Southern extension boundary on land controlled by the Consortium.

#### Key design considerations

- Protect and enhance existing water bodies and water courses
- Incorporate wildlife corridors as part of a connected green infrastructure network
- New areas of habitat creation to help enhance biodiversity

### Combined constraints

3.18 The plan shows a summary of all the known Southern extension constraints. Full surveys will be undertaken, as required as part of any outline or full planning applications. The plan on pages 20-21 outlines how the framework master plan has responded to the identified constraints.

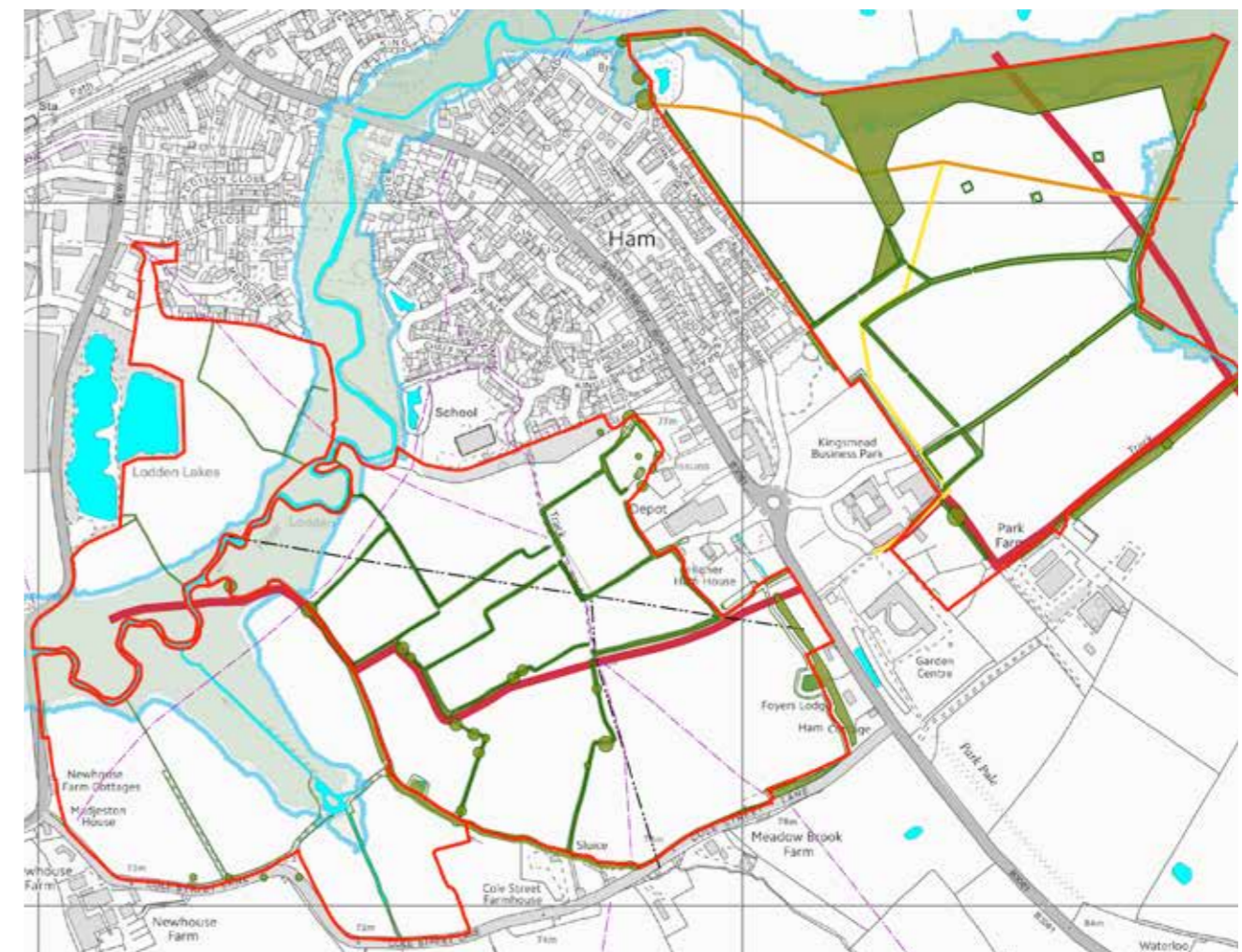
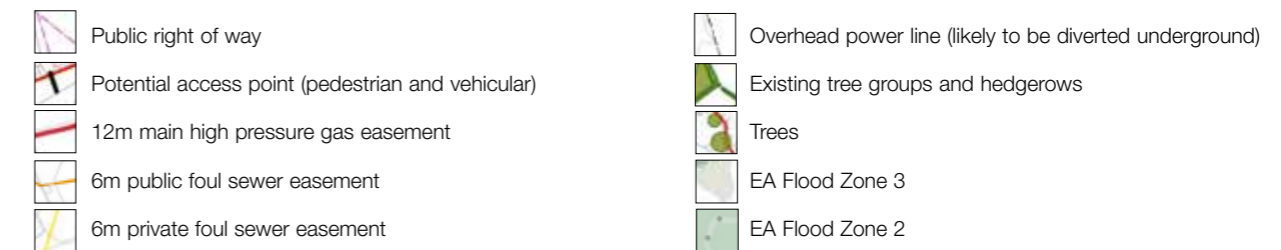


Figure 3.7: Combined constraints

## 04 SITE OPPORTUNITIES AND RESPONSE TO THE CONSTRAINTS

4.1 The following sequence of diagrams outline the response to the constraints and opportunities outlined in the previous section and the key design principles that will be carried through the design

process. The response to these have influenced the form, capacity and location of different land uses within the Consortium controlled land. The principles drawn from these responses are carried through to

the final framework master plan and the resulting land use plan and budget.

### 1. Topography

- a. Protect the highest points on the sites by creating twin hill top parks
- b. Reduce the intensity of the development around the lower slopes next to the River Lodden



*Protect the highest ground on Ham Farm by creating a hill top park which will act as a focal point for the new community*

*Protect the highest ground on Park Farm by creating a hill top park which will act as a focal point for the new community*

### 2. Views from the site

- a. Create a green infrastructure framework which protects the vistas to key landmarks within the Blackmore Vale





### 3. Views into the site

- a. Create a green infrastructure framework which protects the vistas into the site from Duncliffe Wood and Hunger Hill



*Break of slope at Ham Farm is noticeable from the south west*

*Create a series of green 'breaks' in development by protecting hedgerows and planting new woodland on this slope and incorporate strategic open space*

### 4. Green Infrastructure

- a. Create a green infrastructure framework which reinforces the existing wildlife corridors along hedgerows and existing woodland blocks
- b. Ensure the green infrastructure network links to public rights of way and the River Loddan corridor



*Remove this hedgerow to assist in creating a coherent street and block pattern in this part of the site*

*Protect the complex hedgerow network at Ham Farm*

*Retain flattest parts of the two main sites for playing pitches*

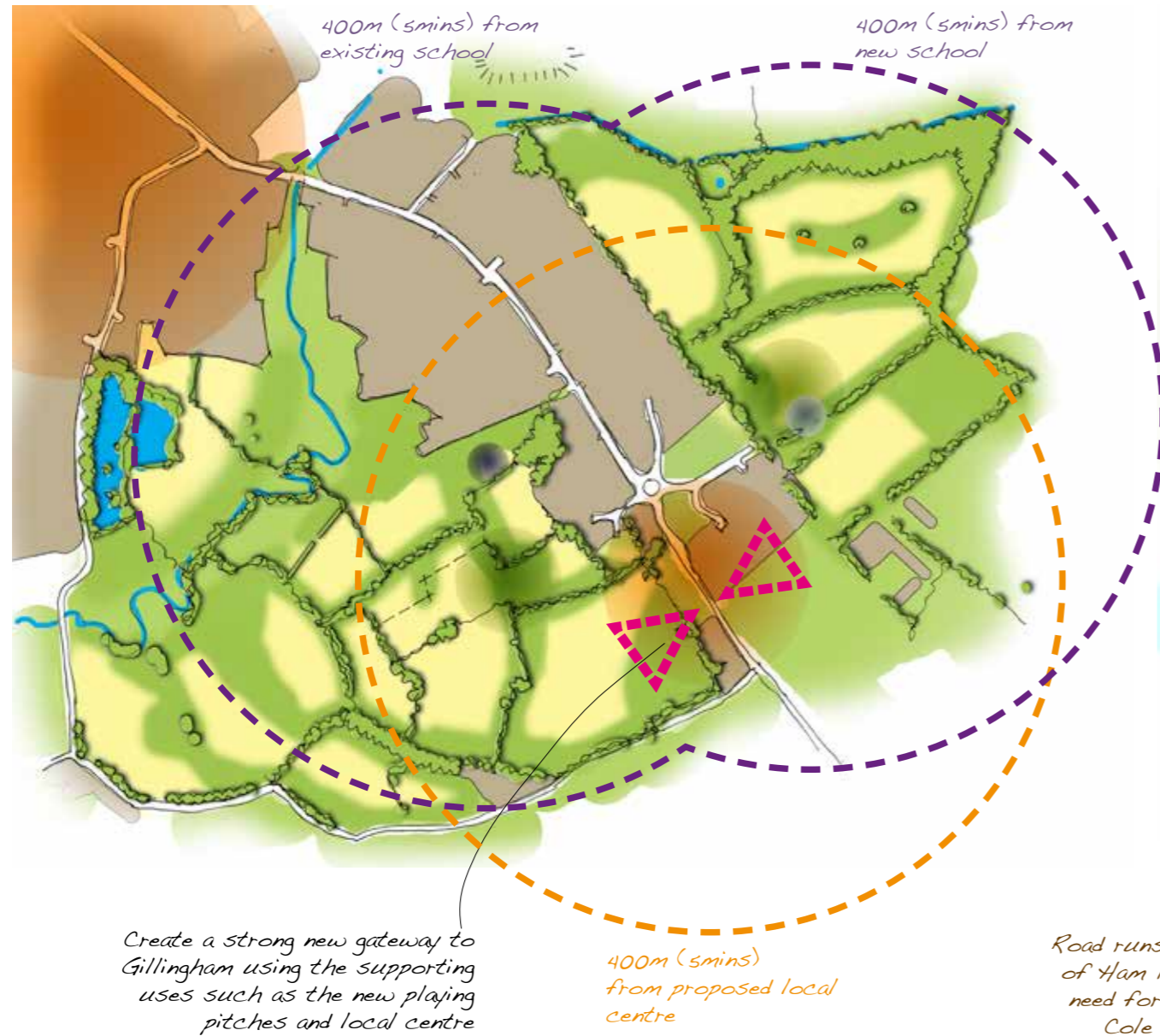
*Opportunity to include structural landscape referencing the historic Kings Court Deer Park*

*GI network at Park Farm follows the main hedgerows*

*River Loddan valley parkland*

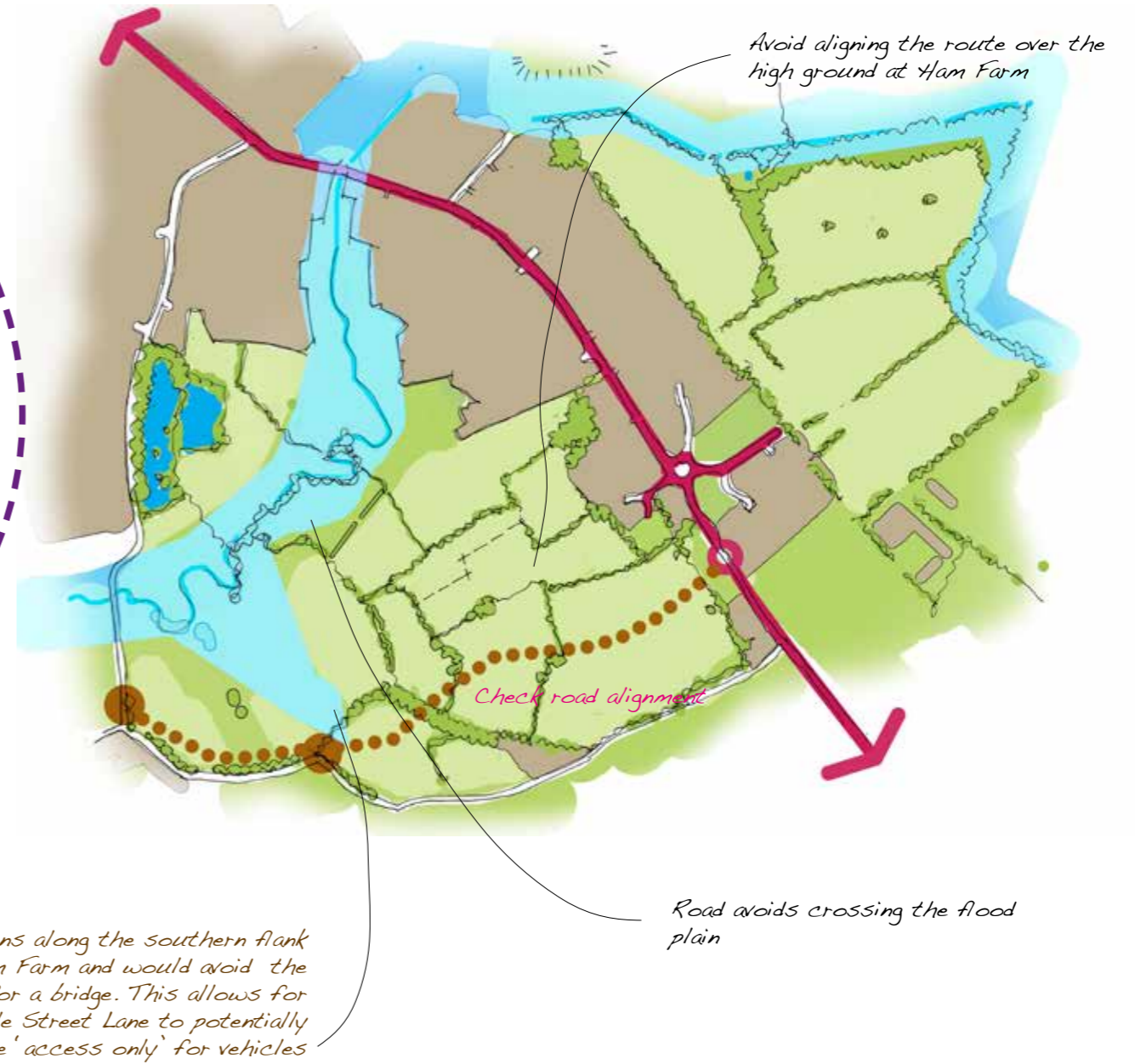
**5. Create a walkable neighbourhood**

- a. Create a new southern gateway to Gillingham
- b. Establish a local centre and other facilities on land adjacent to Shaftesbury Road
- c. Potential Primary School on Park Farm to complement the existing school that will potentially be extended
- d. A permeable and legible street and green infrastructure network
- e. Improved linkages to the town centre



**6. Create a road link between the B3081 Shaftesbury Road and the B3092 New Road (Principal Street)**

- a. Connect New Road to Shaftesbury Road
- b. The principal street should avoid the high ground at the centre of Ham Farm
- c. The alignment avoids having to create a new bridge across the River Lodden and undertaking works in the flood zone



### 7. 'Feather' densities & create parks

- a. Reduce densities towards the outer edges of the sites so that the intensity of the development is reduced on its outer flanks
- b. Ensure that there are green spaces and linear parks which permeate the development area to break up the urban form and reduce the impact upon the new rural edge



### 8. Improve quality of pedestrian routes

- a. Greenways and quiet streets should connect to existing pedestrian routes into the station and the town centre
- b. Where appropriate, improve the pedestrian/cycling environment on Shaftesbury Road, New Road, and through the existing residential area to the north, to provide good quality links between the site and Gillingham town centre and railway station, and other local facilities



## The response to site constraints

4.2 The plan and commentary below highlights how the master plan framework has responded to the constraints identified from the survey undertaken to date, as outlined in section 03.

### Flooding and drainage

- 1 Appropriate development only in the Flood Zone
- 2 Attenuation basins have been located to maximise their effectiveness at the lowest points of the site, outside the flood zones
- 3 Swales are incorporated into the design as part of a comprehensive drainage solution
- 4 The principal street is aligned to avoid the flood zones

### Topography and views

- 5 The hill top park not only limits the visual impact looking towards the site but also offers views out of the site towards Duncliffe Wood, Alfred's Tower and St Mary's Church
- 6 Retention of the majority of the existing hedgerows together with the hill top park soften the built form when viewed from the south and west providing layers of landscaping up the slope
- 7 The proposed new primary grounds protect the highest point of Park Farm
- 8 The principal street is aligned to avoid the highest parts of the site
- 9 Strategic view corridor from the B3092 south towards Duncliffe Wood

### Landscape

- 10 One hedgerow has been identified to be removed as part of the framework. This is to assist in creating a coherent street and block pattern in this part of the site. Breaks in the other hedgerows will be restricted to allow streets to cross them
- 11 Existing trees and tree groups have been retained where possible and in some cases are a key feature of the place making rationale
- 12 The pedestrian movement framework and green infrastructure form follows and enhances the existing hedgerow network
- 13 The recreation grounds have been placed on the flattest parts of the site to reduce the ground works required

### Ecology

- 14 A network of wildlife corridors are included within the framework, utilising and adding to the existing hedgerow network
- 15 New habitat areas will be incorporated within the informal open space provision - details of these will be provided at the outline application stage

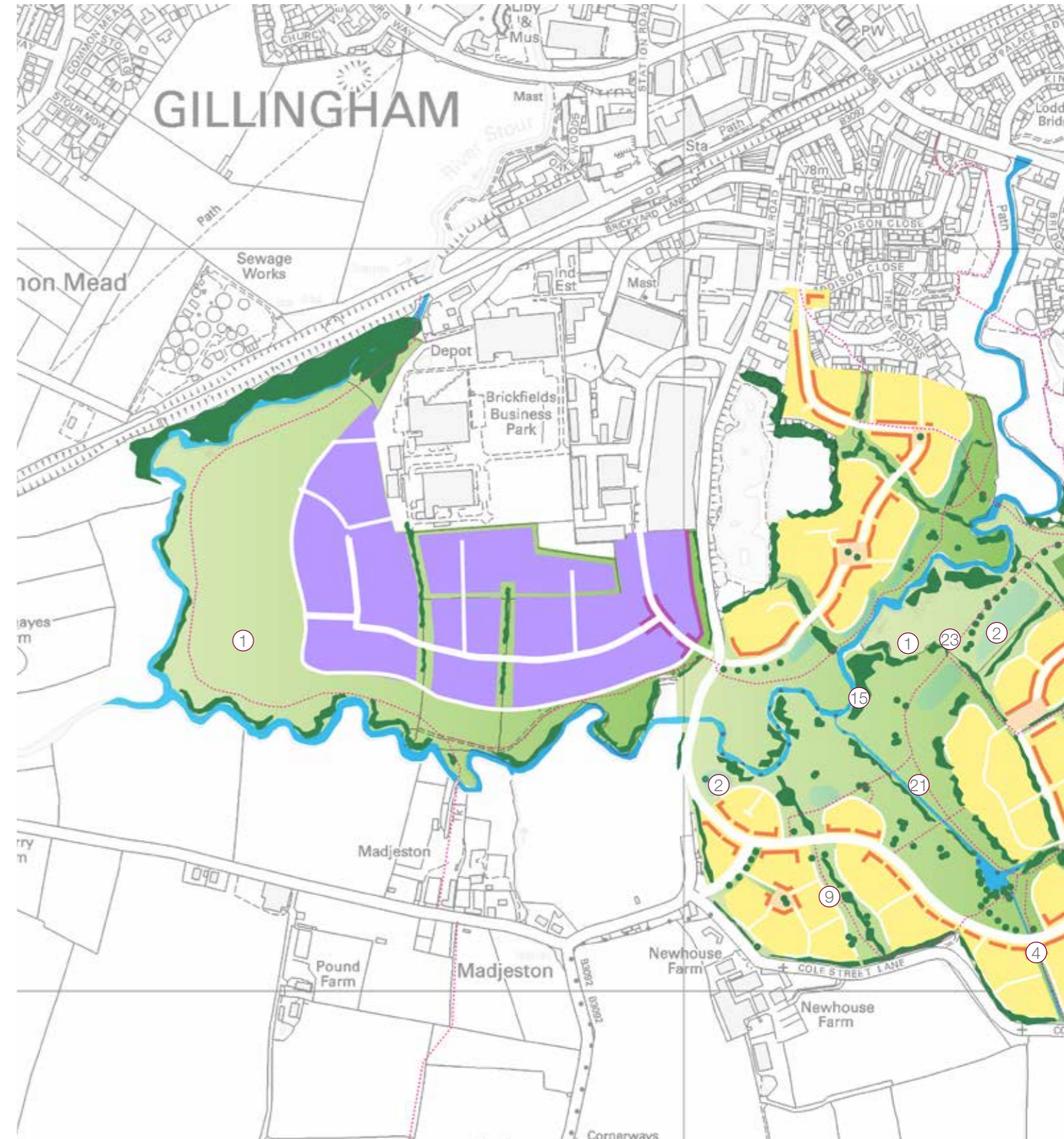
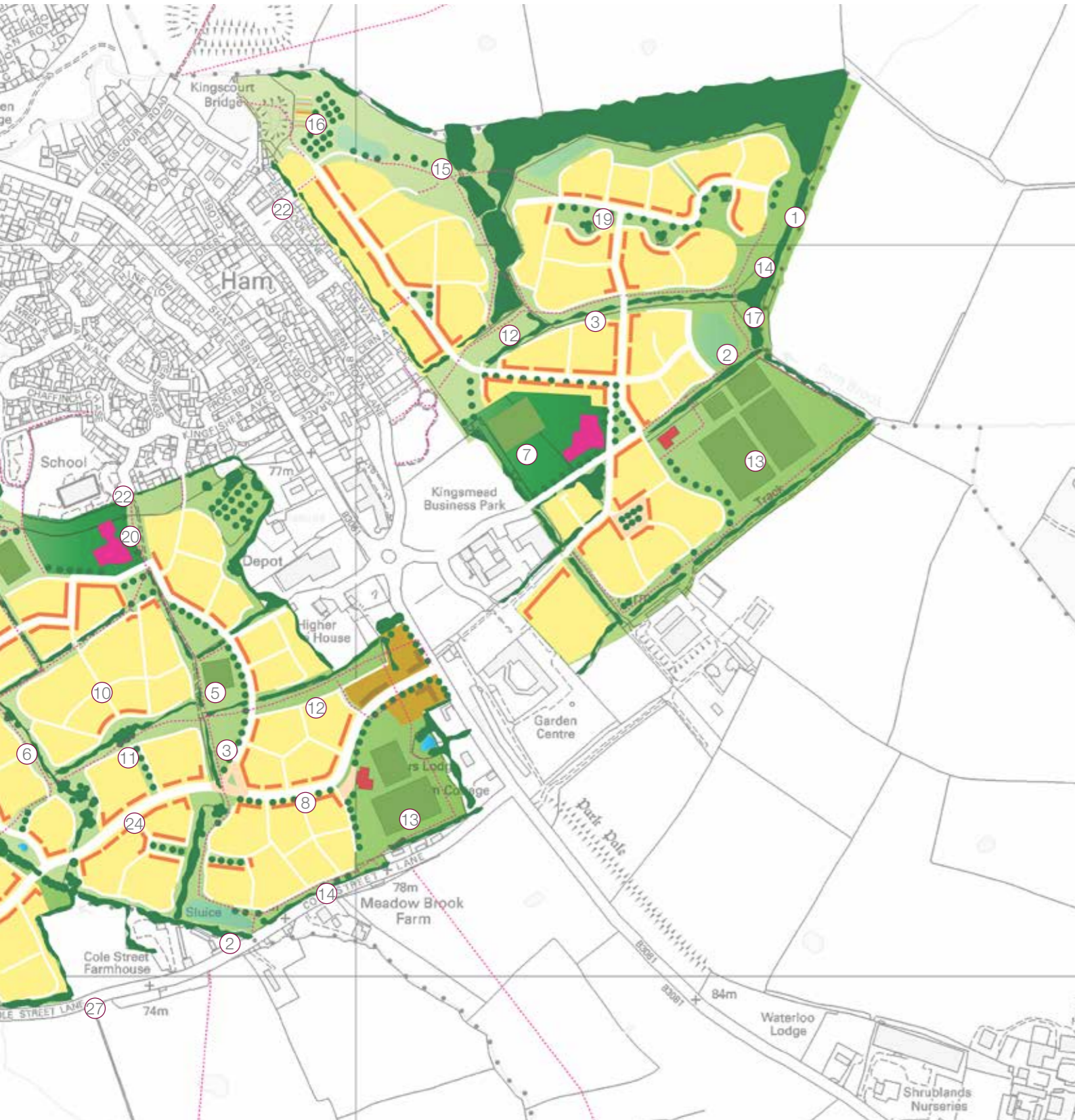


Figure 4.1: illustrative framework master plan: response to the site constraints



### Archaeology and heritage

- 16 Opportunity to create an appropriate buffer to Kings Court Palace scheduled monument, subject to agreement with heritage stakeholders
- 17 Park Farm will include new planting to complement the existing planting in recognition of the site sitting within the former deer park

### Utilities

- 18 Built and/or sensitive development uses avoid easement corridors and being sited close the utility constraints
- 19 Internal street arrangements, where appropriate, use the easement alignments to maximise the efficiency of development

### Public rights of way

- 20 The framework plan incorporates some of the existing public rights of way, however, others will be diverted. Where this is the case the desire line of the routes have been retained
- 21 New pedestrian routes throughout the Southern extension area will provide a number of circular walking and recreation routes

- 22 Connections into the existing rights of way and routes adjacent to the site have been made
- 23 Increased pedestrian accessibility along the River Ludden corridor has been accommodated

### Transport and access

- 24 A road link between Shaftesbury Road and New Road, the 'principal street' is a key component of the framework
- 25 The principal street has been developed with consideration for accommodating public transport
- 26 A number of access points, vehicular and pedestrian, are incorporated ensuring a high degree of permeability and connectivity into the existing town
- 27 The framework allows for opportunity to restrict vehicular traffic on Cole Street Lane to 'access only' and create improved pedestrian and cycle links. Pedestrian and cycle links from the consortium controlled land to Cole Street lane will be included in detailed designs

## 05 FRAMEWORK MASTER PLAN

5.1 The framework plan outlines the structure the Southern extension development could take, setting out the key development areas and green infrastructure as informed by the constraints in section 03 and the design principles in the previous section.

- ① The Lodden Lakes site northern access point from Addison Close
- ② New junction to provide access for the housing development site, with land safeguarded to allow for the provision of a suitable junction to serve the future expansion of the Brickfields Business Park
- ③ A new road alignment will provide easier movement options and could provide pedestrian access alongside the carriageway
- ④ The gateway to this northern part of the site will have expansive views across the River Lodden valley and long distance views to Duncliffe Wood in the south.
- ⑤ A new local centre will serve the new and existing residents and act as the southern gateway to Gillingham.
- ⑥ A landscaped gap will retain long distance views to Duncliffe Wood
- ⑦ Low density housing clustered around small incidental spaces will retain a semi-rural character and low key western gateway
- ⑧ The existing pond and planting will be the focus of a small 'village green' acting as the transition into a more urban environment.
- ⑨ Opportunities for new habitat creation to enhance and protect the biodiversity of the river Lodden flood zone
- ⑩ Allotments will be provided in small groups across the site, offering easy access to all

5.2 This section provides a clear urban design framework that will be developed and reflected in design stages of the outline and reserved matters planning applications.

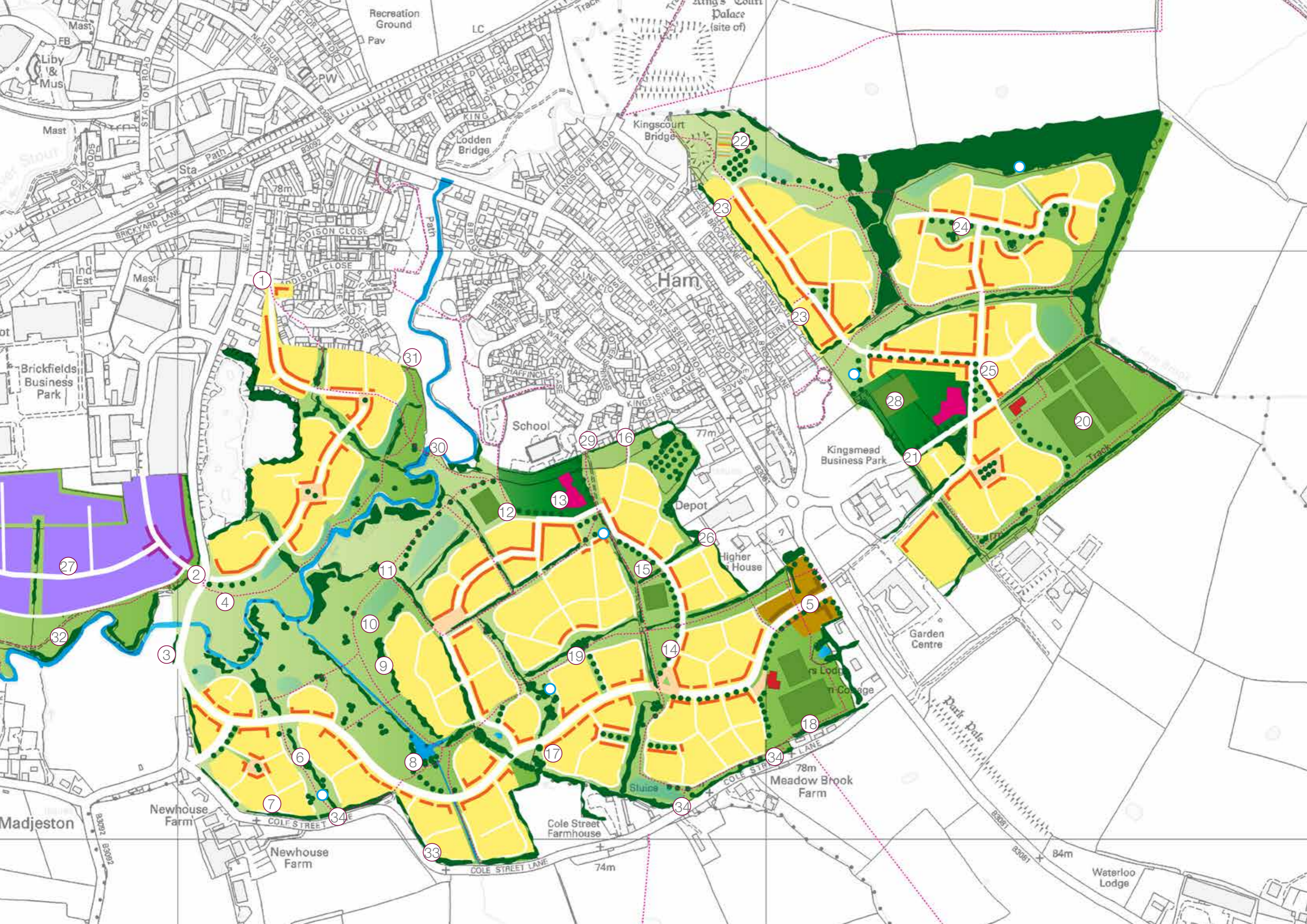
- ⑪ New footpath connections will open up the Lodden valley for recreational walking
- ⑫ Sports facilities adjacent to the school could be shared use, providing the school extra facilities in school hours and a public resource at other times
- ⑬ Potential to expand St Mary the Virgin Primary School
- ⑭ A common-like open space acts a focal point to Ham Farm and protects views to and from the highest part of the site
- ⑮ Formal sports provision, such as bowls, tennis or kick about area could be located in this slightly elevated position
- ⑯ Limited vehicle link for approximately 100 dwellings, also pedestrian and cycle connection
- ⑰ Informal open spaces will be located around the existing tree groups and hedgerows
- ⑱ Playing fields will be located in the south eastern corner of the site
- ⑲ Greenways follow the alignment of the existing hedgerows
- ⑳ Formal recreation provision could be accommodated in this flatter part of the site
- ㉑ Primary access point will be from Shaftesbury Road
- ㉒ Landscaped open space or community uses create the potential to preserve the setting of Kings Court Palace scheduled monument

5.3 These plans are:

- Townscape strategy
  - Character areas plan
  - Density plan
  - Land use plan and budget
  - Movement framework
- ⑳ New housing will have vehicular, pedestrian and cycling links to and from the existing housing along Cale Way
  - ㉑ Existing tree planting could be retained in the northern part of the site
  - ㉒ A central square marks the convergence of the two access streets and will act as a focal point to this part of the neighbourhood
  - ㉓ The illustrative master plan does not prejudice potential future connections to land outside the Consortium's control but within the Southern extension
  - ㉔ Employment sites will be an extension to the Brickfields Business Park and Kingsmead Business Park not promoted by the Consortium
  - ㉕ Possible new school site to serve the Southern extension
  - ㉖ Pedestrian and cycle (but not vehicular) access to Pheasant Way
  - ㉗ Low key upgrade to the existing public footpath bridge over the River Lodden
  - ㉘ Together with NDDC a footpath connection in this area will be sought
  - ㉙ Pedestrian connections to the River Stour (outside control of the consortium)
  - ㉚ Structural planting strip along the Cole Street Lane boundary will limit the visual impact from the south
  - ㉛ Potential pedestrian and cycle link connections to Cole Street Lane



Figure 5.1: illustrative framework master plan



## Townscape strategy

### General principles

5.4 The townscape strategy has been guided by a number of general layout and architectural

principles. These principles, set out below, should be followed through and demonstrated in all stages for the design and planning application process.

### Urban form principles

#### Buildings & streets

- Buildings should directly address the street or the space by aligning the primary frontage parallel to the street or space
- Where the street or space is curved, buildings should be angled rather than positioned in a sawtooth, staggered layout
- Primary entrances to the building must be visible from the public realm



Housing directly addresses the street

#### Enclosure

- Continuity of built frontage should be used to enclose routes and spaces, whilst relating to identity areas and density parameters
- Enclosure can be achieved by:
  - Dwellings joined in terraces (dependent on density)
  - Where access for cars is required within terraces, continuity can be maintained by bridging over first floor
  - Enclosure can be created with detached units by the overlapping of corners at right angles



Enclosure is created along a pedestrian lane through careful placement of buildings

#### Permeability

- The network of pedestrian and cycle routes should be connected and serve the new and existing development
- Where a vehicular route results in a dead end (e.g. private drives) pedestrian routes must be continued to the nearest route of space
- Street arrangements should reflect the characteristics of their position in the street hierarchy



A comprehensive network of pedestrian routes will provide alternative transport choices

#### Building line

- Along primary routes and spaces, the building line should remain constant (unless specific townscape features allows a departure from this)
- Where a tighter enclosed street is required buildings should be placed at the back edge of footpath, requiring parking to be sited between buildings, beneath upper storey structures, or within garages to the rear



A strong building line defines the edge of the space

#### Corners

- Identifiable plot corners must be designed to address both streets (or the street and space) through the positioning of entrances and windows.
- The primary building frontage should address the highest order street or space
- Building form should address the corner through an increase in height or change in form, such as a turned gable
- L-shaped buildings should be used on corners where possible.



A corner building is designed to overlook two sides

#### Vista

- Where streets or spaces create an internal vista, this should be terminated through a landmark, marker or key building, public open space, or a significant landscape feature
- Where a building terminates a vista, it must be the primary elevation of that building
- Key buildings should be used to frame views along key internal vistas.



A landmark building terminates a vista along a primary street

#### Frontages

- Natural surveillance must be promoted through the position of openings within the building facade. Habitable rooms must overlook routes, spaces and play areas
- Blank elevations facing the street or public realm are to be avoided



Windows and doors are placed to create an active frontage whilst maintaining some privacy through a set back

#### Groupings

- Building type and groupings will be used to define spaces
- Building groupings should either be a cluster of units around a space or a more formal arrangement of dwellings that define the street or space.



Buildings are grouped to define a space

#### Set piece layout

- Built form should positively respond to key features such as topography, individual trees, tree groups water features
- A local set piece design will create a focal point and aid legibility by positively responding the site's unique features.



Set piece layout around an existing mature tree



## Architectural principles

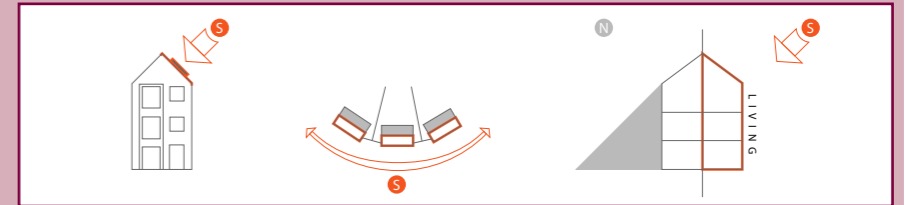
### Form relates to context

- Building form should reflect the context of the site, for example larger apartment buildings should only be situated along the principal street close to the local centre or at key corners and spaces. Detached properties should be more frequently situated in the River Lodden corridor and parts of the site closer to the main rural edges.



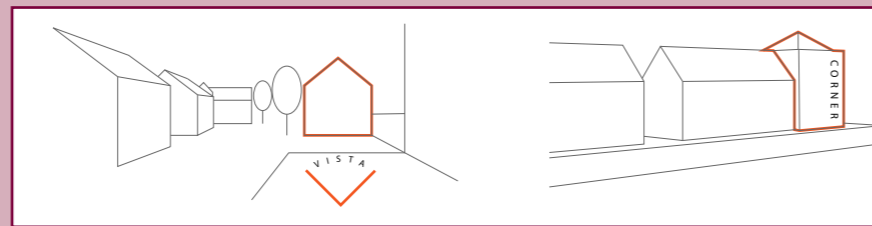
### Orientation

- Building form should optimise the use of south facing roofs for the use of solar photovoltaic panels
- Habitable rooms should be positioned in the south-facing portion of the dwelling



### Vistas & corners

- Landmark and marker buildings should be used to terminate vistas
- The vistas should be emphasised through the placement buildings along key view corridors
- Landmark and marker buildings can be used to 'hold' prominent corners of blocks



### Creating unity

- Repeated dwelling types in suitably sized groups will assist in creating unity and order
- Repetitive building types will create interest through the creation of distinctive groups of eaves and ridgelines



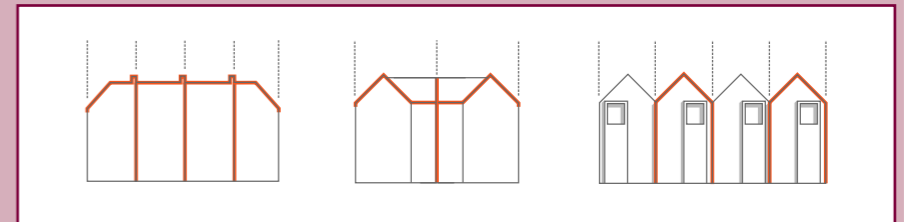
### Animate frontages

- A vital public realm will enhance a sense of place. To encourage this, doors and windows which open and overlook the street should be positioned accordingly.
- The safety of the public realm will be greatly enhanced if windows overlook the public realm and facilitate natural surveillance



### Define individual units

- Within terraced groups, individual units should be clearly expressed to create variety and interest
- This should be achieved through careful design of elevations using down pipes, part wall projections and projecting bay windows



## Townscape strategy

5.5 The plan opposite sets out the townscape framework, with a further explanation of the principles outlined over the following pages. The key overarching principles are:

- Key spaces
- Landmark and marker building
- Vistas and opening views
- Edges and frontages
- Key interfaces

5.6 These together with the land use, density and street hierarchy will combine to create distinctive, legible and variable townscape across the new neighbourhood at South Gillingham

### Traditional block form

5.7 The block structure of future proposals will be used to shape these townscape principles within the use of traditional perimeter blocks. The traditional perimeter block structure has many advantages, clearly defining between the public and private realms ensuring that all routes, amenity spaces, and entrances are actively fronted creating a development with a high degree of natural surveillance. This structure should also ensure that there are no 'dead' or 'hidden' areas within the scheme, in accordance with *Safer Places: The Planning System and Crime and Secured By Design*. The diagram below illustrates how the traditional perimeter block structure maximises safety and security by clearly defining public and private areas.

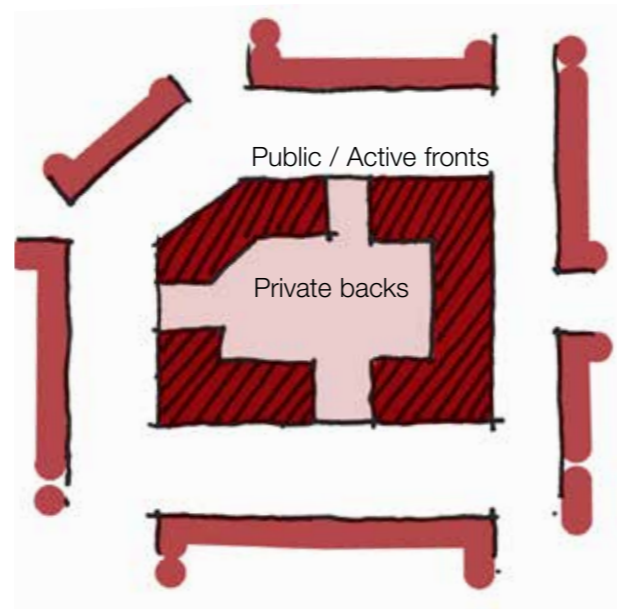


Figure 5.2: Perimeter block form diagram

### Townscape framework key






















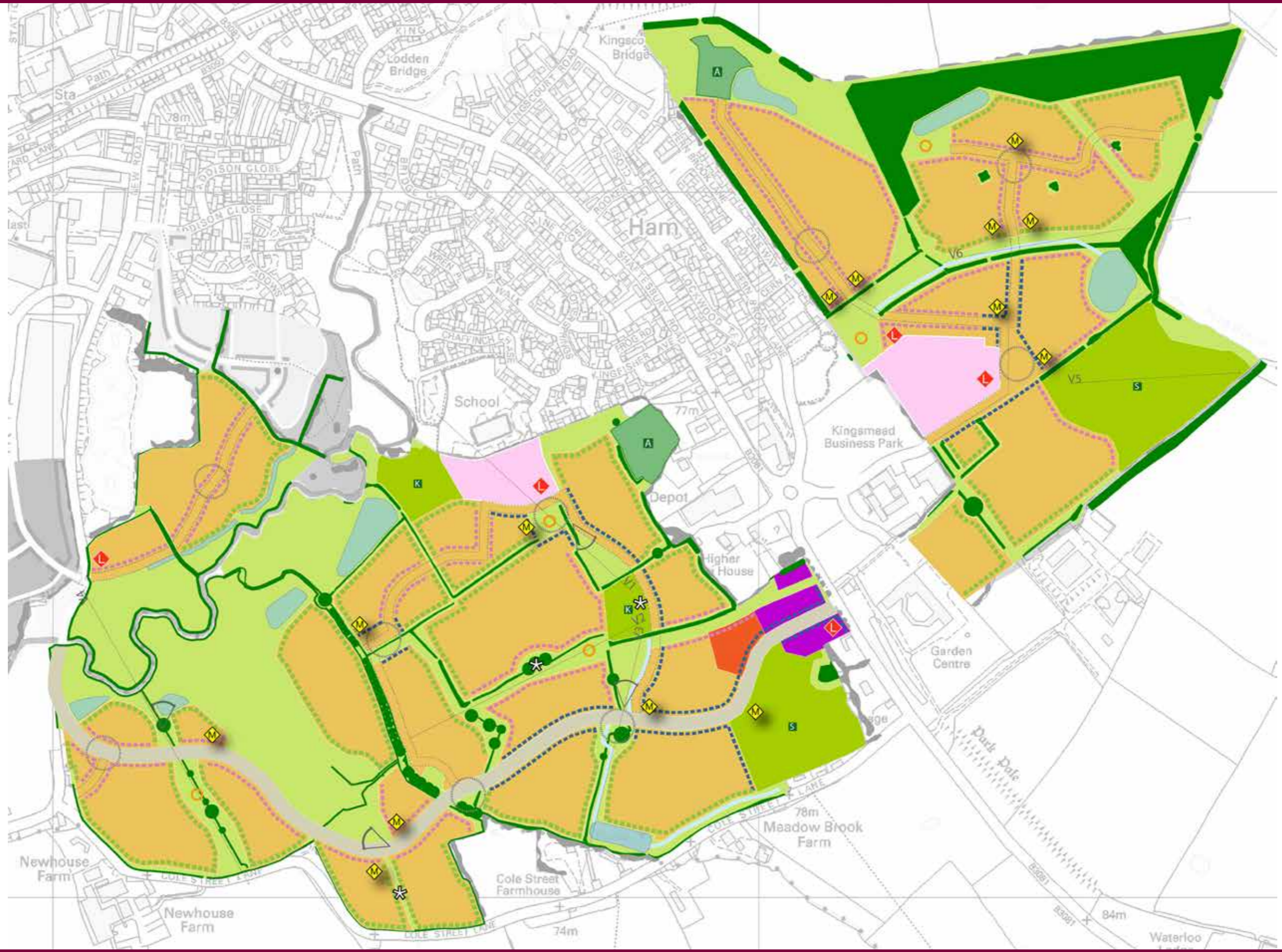
-  Key spaces
-  Landmark building
-  Marker building
-  Important vista
-  Opening view  
(from compressed urban to expansive open space)
-  Stepped and sinusoidal frontage
-  Green edge frontage
-  Linear frontage
-  Retained trees/woodland
-  Allotments
-  Kickabout area
-  Formal sports pitches
-  Children's play area location
-  Attenuation pond location
-  Principal street
-  Secondary street  
(Indicative location)
-  Residential
-  School
-  Extra care
-  Local centre
-  Public open space

Figure 5.2: Townscape strategy plan



## Townscape framework

### Design strategy: A series of interconnected spaces

5.8 The framework master plan aims to create a highly legible and permeable development. Key to this is establishing a series of events, or nodal points along the primary and secondary streets linking the community assets. The plan below outlines where these strategically placed nodal points should be positioned. These points are further reinforced by the street hierarchy and landscape strategy as outlined in sections 07 and 08.

5.9 The nodal points will have different townscape functions and therefore the aspiration for each of these spaces will differ. The following aspiration for each of these space is outlined below:

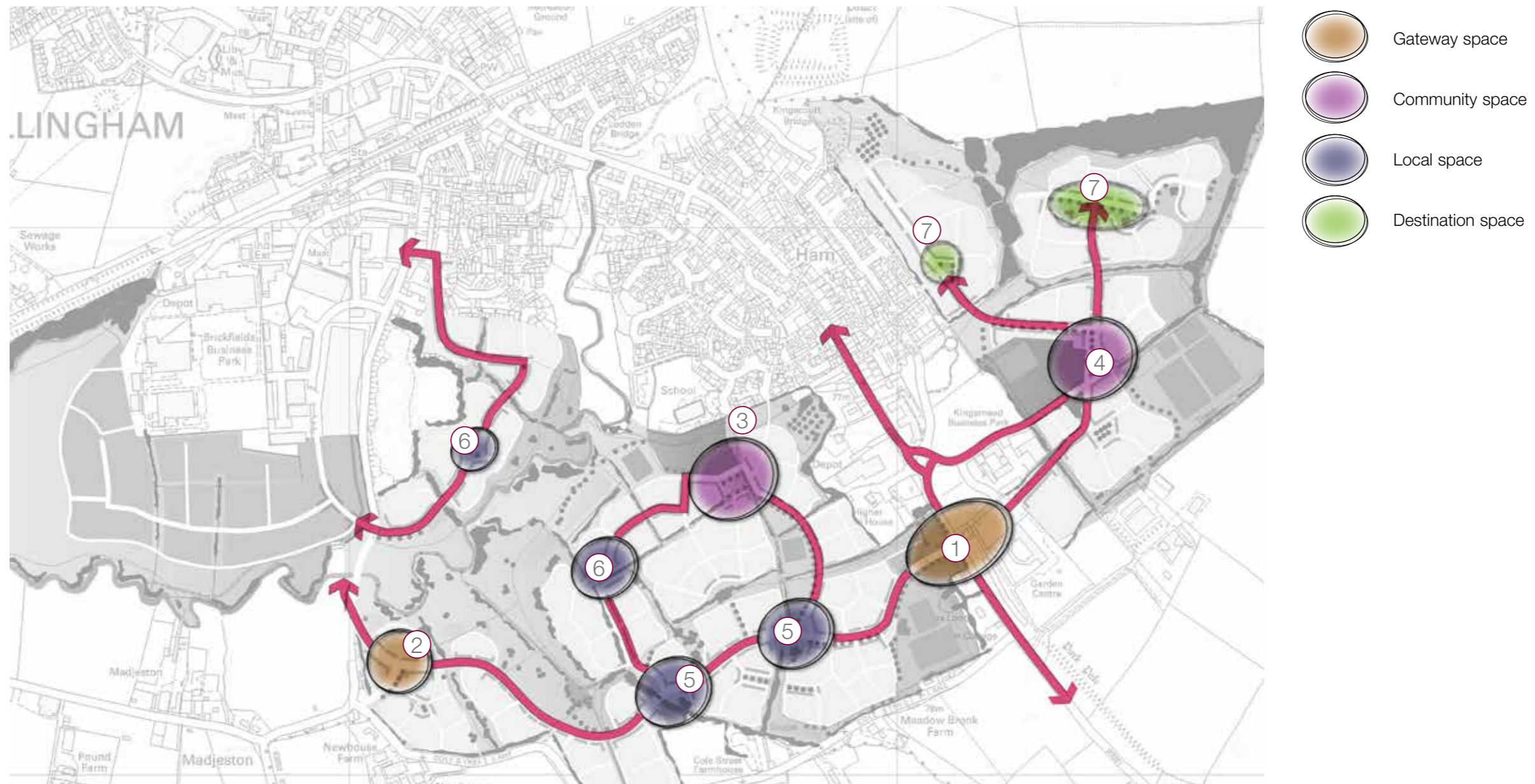


Figure 5.3: Key spaces in the framework master plan

## Gateway spaces

5.10 Two primary vehicular entrances to the site will become gateway ‘places’ that will contribute to the character of the Southern extension. These have extra significance as these gateways will also mark the southern entrance to Gillingham when approaching from the south on either Shaftesbury Road or New Road. The key design aspirations for these ‘places’ are set out below.

### 1 Shaftesbury Road gateway:

This will act as the primary arrival point to Gillingham from the south. As such the form, layout, scale and landscaping should reflect this. This gateway space should exhibit the following characteristics:

- It will be defined by a mix of uses
- Include a number of landmark buildings and or marker buildings or groupings that emphasise the space in relation to the surrounding urban form
- The Shaftesbury Road, principal street junction should be incorporated into the gateway
- Dedicate pedestrian/cycling crossing facilities on Shaftesbury Road to enable safe and convenient access between the central area and eastern parcel
- Buildings should frame a public space, which should allow for a variety of uses, including parking
- Landscaping should have a formal arrangement and used to soften the highway treatments

### 2

#### New Road gateway

This is expected to be a low key gateway reflecting the rural nature of the approach to the south western edge of the site. The key characteristics will be:

- Low key and open with the use of landscaping a key component
- Marker buildings or groupings should close internal vistas and have an informal arrangement
- Subtle changes in the highway surface treatment could help to articulate the space and junction

## Community spaces

5.11 Two community spaces will form the focus of the neighbourhoods either side of Shaftesbury Road. Both these spaces will perform a similar functions as a community hub, anchored by the proposed primary school buildings. The key design aspirations for these ‘places’ are set out below:

- Provide a setting to the landmark school buildings
- Have a strong sense of enclosure and visual containment with a high degree of continuous frontage
- Marker buildings could be used to break the prevailing urban form, creating visual interest
- The spaces should include an element of soft and hard landscaping that allows residents to gather informally providing the opportunity for social interaction
- Formal planting arrangements should emphasise the shape of the spaces and add further enclosure

5.12 Although the spaces will fundamentally perform the same townscape function there may be some specific attributes to each. Those space specific attributes are outlined below:

### 3 West of Shaftesbury Road

- The existing hedgerow should be incorporated into the space
- Children’s play could be accommodated in the space
- The space should have a direct connection (potentially using the existing track) to Pheasant Way, providing a link between the existing and new communities

### 4 East of Shaftesbury Road

- The existing hedgerow should be incorporated into the space

## Local spaces

5.13 A number of local spaces have been identified in strategic positions to provide way finding points, providing structure and variety in the built form aiding legibility throughout the development. Those located on the principal street will be of a more significant scale to reflect their position in the urban hierarchy and importance of the principal street.

### 5 Local spaces along the principal street

- Provide enclosure to the space
- Landmark and/or marker buildings should be used to define the spaces and terminate internal vistas
- Subtle changes in the highway surface treatment could help to articulate the space and junction
- Landscape corridors cross the spaces which should be reinforced. There is potential to incorporate landscape features into the highway design e.g a landscape island with strategic planting or a narrowing of the carriageway to reduce the gaps required in the existing hedgerows and tree belts

### 6 Other local spaces

- Should exhibit a tighter urban form to the prevailing form
- Building groups should define the space
- The spaces should be regular in form
- Shared surfaces could be appropriate
- Landscaping should be incorporated to soften the urban form

## Destination spaces

5.14 These spaces will perform a similar function to the local spaces but are located towards the boundary of the development area offering the final way finding point before the development edge is reached. The key characteristics of these spaces will be:

- 7 • Low key in nature articulated by the use of a marker building or buildings that only subtly differ from the prevailing urban form. These will be positioned to terminate internal vistas
- Landscape will be the key component of the spaces
- Gaps in the urban form will provide views to landscaped areas, or the countryside/ woodland beyond the built elements of the scheme
- Limited enclosure

## Townscape strategy

### Design strategy: Landmark and marker buildings

5.15 Landmark and marker buildings are strategically positioned to terminate key vistas. These buildings will be used to create local identity and to contribute to townscape quality, providing reference points to enhance legibility and way finding. Landmark and marker buildings will be defined through an alternative approach to architectural design so that the buildings are distinguishable from the prevailing urban form, this could be through a change in materials and/or scale.

5.16 However, these buildings will still sit comfortably and be appropriate in relation to the surrounding urban form. The design of these buildings, their orientation and positioning should take account of views within and from the surrounding areas.

- Landmark buildings will be in the most prominent locations and terminate the most significant vistas within the scheme.
- Marker buildings will assist in creating a more legible scheme and be located at highly visible positions which are secondary to the more prominent landmark buildings.



### Design strategy: Vistas and opening views

5.17 As outlined in the Gillingham Town Statement an integral part of the character of Gillingham is the rural setting. A key component of this is views from within the town to the surrounding countryside.

5.18 The development of the framework master plan (see section 04) highlights a number of key countryside views that have been retained responding to this town characteristic.

5.19 Detailed design proposals should retain these views and countryside outlooks. This could be through careful alignment of streets, building spacing and/or green corridors together with an understanding of the site's topography will enable retention of these views. These views are shown opposite.

#### Opening views

5.20 To complement the wider long distance views a number of opening views will also add to the character of the new neighbourhood. Identified on the townscape framework plan, these views will add drama to the townscape by revealing expansive green views from existing compressed enclosed urban spaces or streets.

V1 - Views from the high point of Ham Farm with St Mary's church tower in the foreground and wider expansive countryside views in the distance

V2 - Views along the existing mature hedgerow with Hunger Hill in the distance






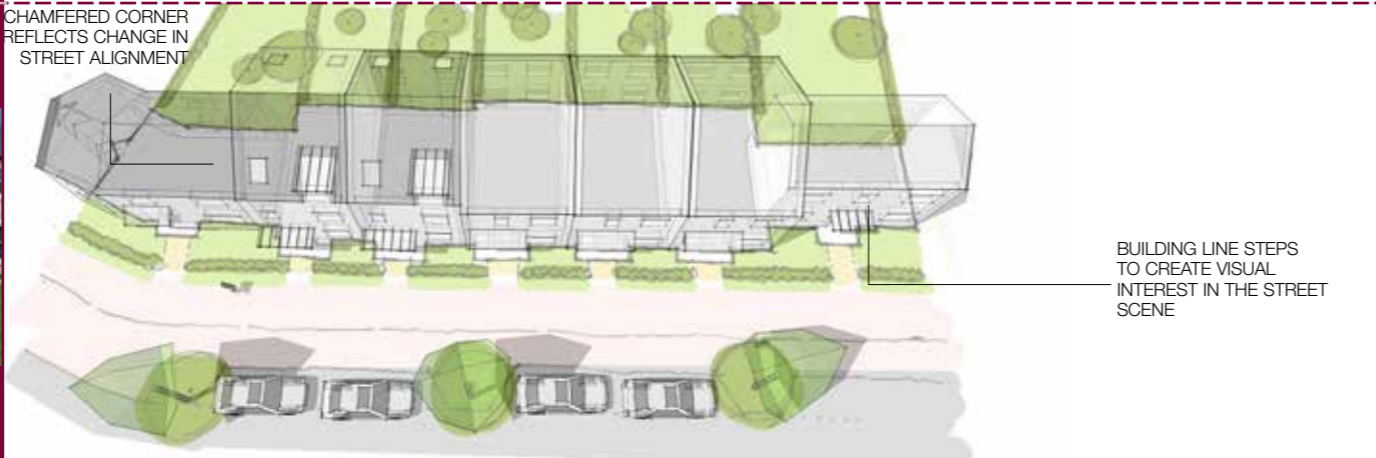
V3/V4 - Views south towards Duncliffe Wood. One view from the high point of Ham Farm and another across and through the site from New Road

V5/V6 - Views east from Park Farm offer views over expansive countryside and the Shaftesbury ridge



## Edges

5.21 The following matrices set out the built frontage treatments that are suitable within the new neighbourhood. The location of suitable frontage types is set out within the master plan is prescribed in the identity area section.

STEPPED AND SINUOUS FRONTAGE		
TYPE	3D VIEW OF EXAMPLE	KEY FEATURES
<p><b>MIXED</b></p> 		<ul style="list-style-type: none"> <li>• Sinuous building line</li> <li>• Mixed housing forms including             <ul style="list-style-type: none"> <li>- linked</li> <li>- detached</li> <li>- semi-detached</li> </ul> </li> <li>• Varied roof profile</li> <li>• Prominent corner buildings</li> <li>• Stepped building line for corner buildings</li> </ul>
<p><b>BROKEN</b></p> 		<ul style="list-style-type: none"> <li>• Sinuous building line</li> <li>• Regular forms             <ul style="list-style-type: none"> <li>- detached</li> <li>- semi-detached</li> </ul> </li> <li>• Unified roof profile</li> <li>• 'Book End' corner buildings</li> </ul>
<p><b>CONTINUOUS</b></p> 		<ul style="list-style-type: none"> <li>• Stepped building line</li> <li>• Mixed housing forms including             <ul style="list-style-type: none"> <li>- linked forms</li> <li>- terraced</li> <li>- semi-detached</li> </ul> </li> <li>• Varied roof profile</li> <li>• Prominent corner buildings</li> <li>• Stepped building line for corner buildings</li> </ul>



REGULAR FRONTAGE		
TYPE	3D VIEW OF EXAMPLE	KEY FEATURES
CONTINUOUS 		<ul style="list-style-type: none"> <li>• Linear building line</li> <li>• Terraced forms</li> <li>• Unified roof profile</li> <li>• Defines a strong edge to a key space or strategic route</li> </ul>
LINKED 		<ul style="list-style-type: none"> <li>• Linear building line</li> <li>• Linked individual or semi-detached forms</li> <li>• Unified roof profile</li> <li>• Defines a Primary Street</li> </ul>
BROKEN 		<ul style="list-style-type: none"> <li>• Linear building line</li> <li>• Linked individual or semi-detached forms</li> <li>• Unified roof profile</li> <li>• Suitable on all street types</li> </ul>

GREEN EDGES					
TYPE	3D VIEW OF EXAMPLE	KEY FEATURES	TYPE	3D VIEW OF EXAMPLE	KEY FEATURES
<b>SINUOUS</b> 	 <p>SHARED DRIVE LEADS TO SHORT FOOTPATH LINK WHICH IS OVERLOOKED</p> <p>GAP NEXT TO WOODLAND</p>	<ul style="list-style-type: none"> <li>• Sinuous building line</li> <li>• Mixed housing               <ul style="list-style-type: none"> <li>- detached</li> <li>- semi-detached</li> </ul> </li> <li>• Varied roof profile</li> <li>• Prominent corner buildings</li> <li>• Set against a shared drive</li> </ul>	<b>COURTYARD</b> 	 <p>BUILDINGS FRONT ONTO THE COURTYARD AND ALSO ONTO ADJACENT WOODLAND</p> <p>SHARED DRIVE LEADS TO SHORT FOOTPATH LINK WHICH IS OVERLOOKED</p>	<ul style="list-style-type: none"> <li>• Chamfered building line</li> <li>• Mixed housing forms including               <ul style="list-style-type: none"> <li>- linked</li> <li>- semi-detached</li> </ul> </li> <li>• Smaller courtyard buildings angled to overlook the adjacent woodland or open space</li> </ul>
<b>VARIED</b> 	 <p>SHARED DRIVE LEADS TO SHORT FOOTPATH LINK WHICH IS OVERLOOKED</p> <p>OUTER EDGE OF SHARED DRIVE RUNS ALONGSIDE ROOT PROTECTION ZONE</p>	<ul style="list-style-type: none"> <li>• Sinuous building line</li> <li>• Mixed housing               <ul style="list-style-type: none"> <li>- detached</li> <li>- semi-detached</li> </ul> </li> <li>• Varied roof profile</li> <li>• Prominent corner buildings</li> <li>• Set against a shared drive</li> <li>• Outer edge of shared drive defined by root protection zone</li> </ul>	<b>PERPENDICULAR</b> 	 <p>FORMAL ARRANGEMENT OF BUILDINGS IS SHOWN SIDE ON TO WOODLAND</p> <p>SHARED DRIVE LEADS TO SHORT FOOTPATH LINK WHICH IS OVERLOOKED</p>	<ul style="list-style-type: none"> <li>• Linear building line</li> <li>• 'Side on' interface</li> <li>• Mixed housing               <ul style="list-style-type: none"> <li>- detached</li> <li>- semi-detached</li> </ul> </li> <li>• Similar roof profile</li> <li>• Symmetrical layout</li> <li>• Set against a shared drive which leads to footpath</li> </ul>

### Design strategy: key interfaces

5.22 A number of key interfaces between the consortium controlled land and surrounding land uses will require careful design consideration. Details of how these interfaces will be addressed will be included within future planning applications. The key interfaces are:

- Cole Street Lane - This interface will allow pedestrian and cycle to cross between the consortium controlled land and Cole Street Lane. Options to enhance this should be available to accommodate even greater permeability should Cole Street Lane become a green way with vehicles using the lane for access only. Landscaping along the route should be retained and enhanced as part of detailed landscape proposals in future planning applications.



- Adjacent to Sydenhams land - The interface adjacent to the eastern boundary of consortium controlled land on Ham Farm is important to allow for future connections. The land parcels between Shaftesbury Road and the consortium owned land are shown to be within the Gillingham Southern extension. However, as these are outside of the consortium's control it will be important that future detailed design proposals allow for pedestrian and cycle links and potentially vehicle access. This is a key element of this part of the site to ensure that these parcels within the Southern extension could become a cohesive part of the wider south Gillingham expansion and are positively linked to the consortium controlled part of the Southern extension.



- Adjacent to Kings Court - The land adjacent to Kings Court Scheduled Monument will need to carefully consider views to and from Kings Court and its setting. Future detailed design proposals should demonstrate how this has been considered.



### Design strategy: set pieces

5.23 The townscape framework identifies three areas that present an opportunity for a specific set piece in urban form layout. These features are in addition to the previously identified spaces. Set pieces are where the layout will positively respond to key features such as topography, individual trees and tree groups. A local set piece design will create a focal point and aid legibility by positively responding the site's unique features. The following outlines the set piece locations and the aim of the design responses:

- Hill top park - As the highest point of the Southern extension, this point has expansive views to the surrounding countryside. These should be retained, as identified on the townscape plan, and enhanced by the buildings that bound the space. Buildings should positively address the space and could be articulated, individually or as a group, to help mark the space out as a unique part of the site.



- Central tree group - The small group of trees, sitting within the hedgerow, will form the focus of a new space



- Existing field drainage ditch - The existing field drainage ditch will form the focus of a linear space.



### Design strategy: character areas

5.24 At this stage of the development process the character areas are principally involved in shaping the fundamental form of the local centre and residential parts of the development in its immediate context. These principles should be further expressed at the detailed design stage through the use of architectural details, materials and boundary treatments amongst other details.

5.25 The character areas are intrinsically linked to the surrounding built context and landscape structure. Subtle changes to the built form, frontage and boundary treatments, together with the density and building heights, will help to identify clear and distinctive character areas across the Southern extension.

5.26 The site has been split into five distinct areas. These perform specific functions relating to their overall role within the scheme and their position in the Southern extension and their relationship to specific site features, such as topography or landscape. In formulating these character areas the existing settlement character has been considered as expressed within the Gillingham Town Statement. Detailed design proposals should refer to this document to provide further details relating to materials, boundary treatments and street furniture. The character areas are:




-  Local centre (potential locations)
-  Principal street corridor
-  Park Farm traditional streets
-  Ham Farm streets and greens
-  Green edges



Figure 5.4: Character areas plan

## Local centre options

### Characteristics and rationale

5.27 The local centre has several roles as the heart of the new neighbourhood, meeting residents' day to day needs, and acting as the southern gateway to Gillingham. This high profile location will enable easy access for both new and existing residents, as well as picking up passing trade. The characteristics of this space are described on page 23 under the Shaftesbury Road gateway.

5.28 Subject to commercial considerations, the local centre will provide the range of facilities as identified in Policy 21. These uses include:

- The 2 form entry primary school - The rationale for the position of the school sites is outlined on page 34.
- Pre-school nursery
- Health facilities
- The multipurpose community hall - It is considered that a combined community and changing facility associated with the playing pitches would be an efficient use of land and reduce maintenance costs. This would be located with the pitches to the west of Shaftesbury Road, remaining close to the proposed local centre option sites and adjacent to the principal street.
- Other essential local facilities including a public house with restaurant to increase the vitality of the local centre

5.29 Access will be provided via a junction from the new principal street and Shaftesbury Road. Sufficient parking will be provided to serve the local centre and any adjoining development.

### Location

5.30 The NDLP provides for flexibility in the location of the local centre within the Salisbury Road corridor. The broad location is likely to be established through the outline planning application, with detailed designs established at reserved matters and subsequent stages. However, it is envisaged that the junction of Shaftesbury Road and the Principal Street provides a potentially sound location in commercial and policy terms.

### Design

5.31 Detailed design proposals and the final mix of uses will be developed through the planning application process and market viability assessments.

### Delivery

5.32 The delivery trigger for the constituent elements of the local centre will be set through the Infrastructure Delivery Plan (IDS) and further discussions with NDDC and potential operators.



Figure 5.5: Illustration of the local centre

## Principal street corridor

5.33 The southern principal street extends through the western part of the new neighbourhood, connecting Shaftesbury Road to New Road. This street will act as a new strategic route for the town and will be articulated in a way to emphasise its importance in the street hierarchy, whilst retaining a intimate feel akin to its residential setting.

5.34 Its sinuous alignment will reveal a series of views that will be terminated by strategically positioned buildings or landscaping in addition to a

number of spaces acting as key nodal points, aiding legibility and way finding, as identified on page 22.

5.35 There will be subtle changes to the building form reflecting the changing densities along its route with higher densities close to the local centre and lower densities to the west. However, built form fronting the route will retain continuity and harmony through repeated architectural patterns, public realm treatment and a suitable materials palette.

### Local reference

5.36 The principal street will be the newest strategic route in Gillingham and will draw upon influences from the historic strategic routes into the town.

5.37 Existing routes into Gillingham and other local centres of activity, such as Wyke Brewery, provide the inspiration for the form of the principal street. These streets, Shaftesbury Road, Newbury and Wyke Road have changing characters as they approach a centre. The characteristics of these changes could be reflected in the principal street.

### Relevant characteristics:

- Tighter terrace form and continuous frontages close to activity nodes (south section of Newbury and the approaches to Wyke Brewery)
- Small set back and threshold space fronting the street - allows for planting and greening of the street
- Lower densities and larger properties to the west of the principal street with cues from Shaftesbury Road and the eastern section of Wyke Road



Figure 5.6: Illustration of the principal street corridor character area



## Park Farm traditional streets

5.38 This eastern neighbourhood will centre on a key central space with a series of traditional streets emanating from it. The general form will reflect the more historic and regularised street layouts, as recommended by the Gillingham Town Statement. These streets will have a clear focus towards the central space and generally have straight alignments with only gently curves acceptable that reveal views.

5.39 The central community space will exhibit a tighter urban form to the surrounding streets

to emphasise the spaces significance in this neighbourhood, see page 23.

5.40 This form will be reflected in the highest densities in this area around the central space and then feathering towards the boundaries of the site in the north, east and south.

### Local reference

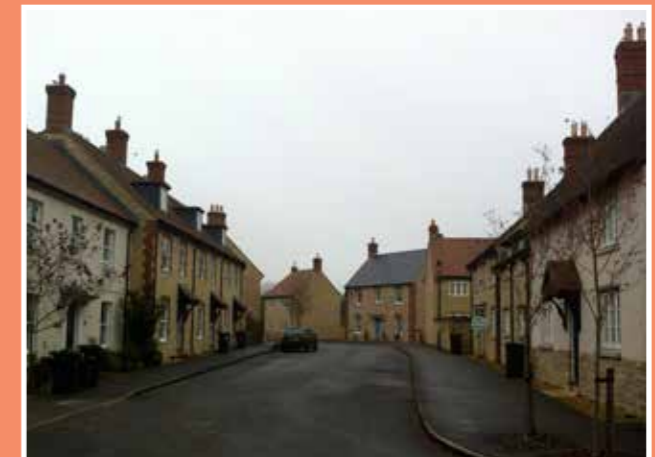
5.41 As the Gillingham Town Statement identifies the majority of the town has a simple regularised street pattern, with irregular, winding layouts being uncharacteristic. This character area aims to reflect this town wide characteristic. The area will be further articulated at the detailed design stage through the use of finer design details including materials and boundary treatments.

### Relevant characteristics:

- Relatively straight street alignments with only gently curves incorporated to allow for vistas to be revealed - organic grid layout
- Buildings should positively address the street
- Landscaping will provide foils that punctuate the urban form. These will be part of the landscape strategy or sufficient garden space should be provided to the front and/or side of dwelling to allow for planting
- Relatively wide streets that allows for suitable on-street parking with a narrow threshold space to dwellings



Figure 5.7: Illustration of the traditional streets character area



## Ham Farm streets and greens

5.42 The lanes and greens character area responds to the parts of the site with an intricate hedgerow and tree network. These are primarily in the Ham Farm part of the Southern extension.

5.43 The character area will respond to these linear features by creating a series of lanes, that run adjacent to and in between the hedgerows. These will be punctuated by a series of inter-connected small green spaces, or planted hard spaces. The formality of the linear lanes will be broken by informal planting treatments and landscaping, emphasised by the use of front gardens and large and varied building setbacks.

### Local reference

5.46 The existing site features are the key reference point for this character area. The form and structure will be similar to the Traditional streets character area, reflecting the general street form of Gillingham. However, the existing hedgerows will form a backdrop to the streets offering a variation in the character.

5.47 Vistas and set pieces centred on existing trees will provide a number of greens providing relief from the urban form.

5.44 This character area also incorporates the hill top park. This space adjacent to the secondary street has a reference to the historic road side commons that were a feature on Shaftesbury Road. The hierarchy of this space will be emphasised by higher densities along its edges.

5.45 The hill top accommodates formal sports provision and offers long distance views to Duncliffe Hill, and the school green focal space in front of the proposed extension to St Mary the Virgin Primary School.

### Relevant characteristics:

- Softer green spaces as focal points
- Primary school space a link between the existing and new communities
- Broken and set back frontages
- Existing landscape to be the key influence on the form of development
- Interplay between built form and mature landscape



Figure 5.8: Illustration of the lanes and greens character area





## Green edges

5.48 The character area will offer a sympathetic response to the extensive green edges on the site. As explained at the outset of the character area, at this stage the areas are primarily defined by the structure and form and not the details. Therefore, this character area covers a large extent of the development area that will have a similar form. The details and interfaces of these edges will be articulated further at detailed design stages, where varying approaches should be defined to articulate the following edge types:

- River Lodden outlook
- Hedgerow/woodland outlook
- Rural/countryside outlook

5.49 Low to medium density housing, generously spaced in an informal loose perimeter block form offering expansive views out of the urban area, will be connected by a number of green spaces will characterise these areas. Low order intimate streets, resembling country lanes, with landscaping and soft boundary treatments will further emphasise the low key nature of this character area.

### Local reference

5.50 The existing site features will provide the first reference points, with the built form structured to create key view lines out toward the countryside, woodland or river corridor.

5.51 The rural edges of Gillingham and particularly the Bay character area as identified in the Gillingham Town Statement will provide key design cues for the character area

### Relevant characteristics:

- Streets aligned to provide viewing vistas over green space
- Low to medium density housing
- Varied building lines
- Housing clusters



Figure 5.9: Illustration of the rural edge character area



**Design strategy: location of key facilities - a walkable neighbourhood**

**Primary school location**

5.52 The proposed school locations have been carefully considered to reflect the principles of a walkable neighbourhood.

5.53 The location of the schools ensure that all residents are within a maximum 800m (10 minutes walking) with the majority within a much closer distance, encouraging sustainable movement choices.

5.54 The form of the proposed extension to St Mary the Virgin primary school will be determined at the detailed design stages in discussion with the Education Authority. The illustrative master plan shows an optimum location for an extension to perform townscape functions. These include providing enclosure to the nodal space, acting as a landmark building aiding legibility and would provide a transition from the existing settlement to the new.

5.55 Opportunities for the provision and/or upgrades to pedestrian and cycle routes to Gillingham School will be considered at the outline planning application stage in discussion with NDDC and DDC.



Figure 5.10: Proposed school and their catchments in relation to the existing schools

**Design strategy: location of key facilities - a walkable neighbourhood**

**Local centre location**

5.56 The local centre will serve the day to day needs of new and existing residents. It is strategically positioned to be within easy walking distance of all new residents and existing residents in southern Gillingham, as well as being able to benefit from passing trade on Shaftesbury Road. Page 37 further outlines the role of the centre.

5.57 Opportunities for the provision and/or upgrades to pedestrian and cycle routes to Gillingham town centre will be considered at the outline planning application stage in discussion with NDDC and DDC.



Figure 5.11: Proposed local centre and its catchments in relation to Gillingham town centre