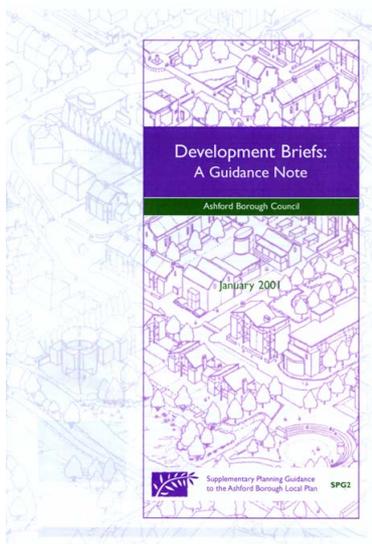


1. Introduction



**5 MASTERPLANNING PRINCIPLES
SPG 2**

1. The need to embrace principles of sustainable development in settlement layout and density to make best use of both green and brownfield layout
2. The importance of learning from and incorporating good practice from elsewhere to establish quality, contemporary design standards
3. The need for innovation and flexibility to cater for long development timescales and proper use of design standards
4. The key importance of establishing a 'sense of place' through design and of minimising any negative impact on local residents
5. The need for continuity in design proposals between sites close to each other which may be in different land ownerships.

1.1 DOCUMENT OBJECTIVES

This development brief relates to Site No. 22 as identified in the Ashford Borough Local Plan 2000 and known as the former Rowcroft and Templer Barracks and referred to in this document as Ashford Barracks.

This brief has been prepared by EDAW Ltd on behalf of the joint owners of the site – George Wimpey and Westbury Homes, subsequently referred to as the Consortium. The contents of the brief are the result of an extensive collaborative 'Enquiry by Design' consultation exercise involving local stakeholders, local residents, Ashford Borough Council and Kent County Council.

As part of the promotion of a mixed use sustainable community at Ashford Barracks this brief sets out the development concept and strategic parameters within which development will take place.

This development brief was adopted as Supplementary Planning Guidance (SPG) by Ashford Borough Council in March 2003 after the completion of an extensive public consultation exercise. The brief will provide planning and design guidance to future developers and be used for development control purposes. Whilst the development brief provides the strategic context for the development it is assumed that the reserved matters applications will provide the precise disposition of uses, residential mix and detailed highway design.

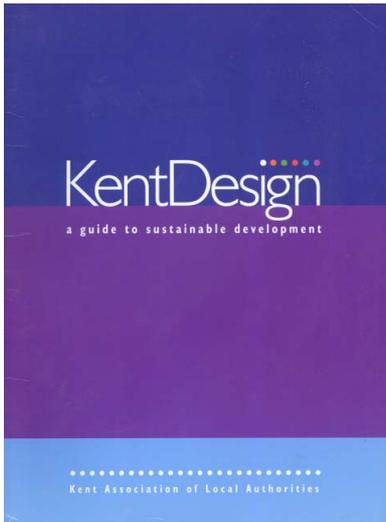
1.2 THE CONSORTIUMS COMMITMENT

The consortium is fully committed to the creation of a flagship development at Ashford Barracks and continuing their close working relationship with the Borough and County Councils.

The consortium recognises the importance of this strategic site to the future of Ashford and as such will remain closely involved throughout the design and development process.

The consortium sees its role as being long term and is proposing a number of initiatives that will ensure the developments successful completion, these include:

- Continuing to work closely with key stakeholders and local communities to keep them informed during the design and development process;
- Working closely with ABC and KCC to establish a long term management and maintenance strategy;
- Commitment to achieving high quality design, not only through the preparation of this development brief, but in the preparation of additional design briefs for key sites (these are set out in section 7);
- Significant contributions to the provision of community, education, open space and recreational facilities; and



- Appointment of a dedicated project manager to provide a point of contact and ongoing liaison with the Borough Council and local community through the construction process.

1.3 MEETING SPG2 CRITERIA

Ashford Borough Council adopted Supplementary Planning Guidance SPG 2 'Development Briefs – A Guidance Note' in January 2001. This brief takes full account of the recommendations and pays particular regard to the 5 masterplanning principles set out in SPG 2.

The development brief has also been prepared with reference to the Borough Local Plan and is largely consistent with the policies it sets out. In addition, the development brief promotes a holistic approach to design and takes on board advice contained within PPG 1 "By Design" and PPG 3 its companion guide "Better Places to Live".

This document should be read in conjunction with the other documentation and technical papers prepared by the consultant team particularly the Environmental Statement, Sustainability Statement and Traffic Assessment prepared by WSP Environmental and WSP Development.

1.4 DOCUMENT STRUCTURE

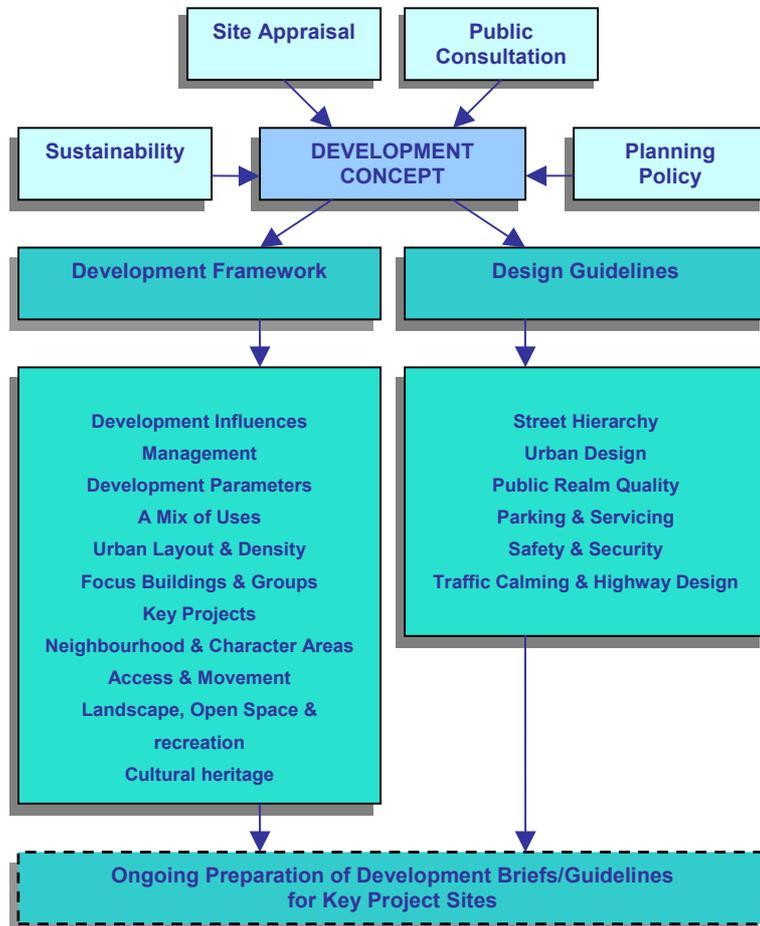
Due to the scale and complexity of the site and the likelihood that it will be developed over a number of years by a number of developers and their designers, it is considered essential that a comprehensive development brief be established.

The primary aim of this brief is to guide and inform the physical aspects of the development to bring about a high quality cohesive development that will be perceived as a carefully considered whole rather than just a collection of buildings.

The brief does not aim to impose rigid guidelines or formulae that must be adhered to but establishes a set of strategic parameters within which development will take place. Ultimately the development brief aims to:

- Provide a coherent planning and design context;
- Present a vision for Ashford Barracks that is highly illustrative, user friendly and informative;
- Provide a flexible framework that is capable of responding to socio – economic and lifestyle changes and does not have a constraining effect on the viability of the project;
- Guide and inspire developers and their designers and promote 'best practice' in architecture, urban design, landscape and sustainability;
- Define the extent, character, content and strategic development form; and
- Identify the physical characteristics and constraints of the site that will influence the ultimate development form.

It is recognised that the development will take a number of years to complete and needs to be flexible enough to respond to lifestyle and socio-economic changes. As such, the consortium does not see this as being the end of the design process but are committed to the ongoing preparation of design briefs/guidelines for mixed use sites, particularly within the district centre, as the scheme progresses.



2. The Opportunity

Key Issues

- A strategic brownfield site
- A flagship development
- Close to the town centre
- Close to public transport links
- Significant housing opportunity – about 1300 homes
- Employment opportunities
- A mixed use district centre
- New facilities and amenities for existing and new communities
- Substantial open space network

2.1 STRATEGIC ROLE

The south east has been identified as the gateway to the rest of the UK due to its transport infrastructure, including international airports, rail stations, major ports and an extensive road, motorway and rail network. The Channel Tunnel has also enabled the region to become more open and accessible to Continental Europe. These key factors will help foster the further economic success and regeneration of the south east region.

For many years, Ashford has been identified as a growth point (Kent Structure Plan, KCC) with substantial housing and economic development, however, Ashford is now set to play a crucial role in the future of the southeast region due to its allocation as a Potential Growth Area in the Regional Planning Guidance for the South East (RPG9). With the completion of the M20, the International Railway Station to serve Europe and a railway junction that serves a large part of Kent and the southeast, Ashford now offers a multi-nodal hub for the sub-regional, national and international markets.

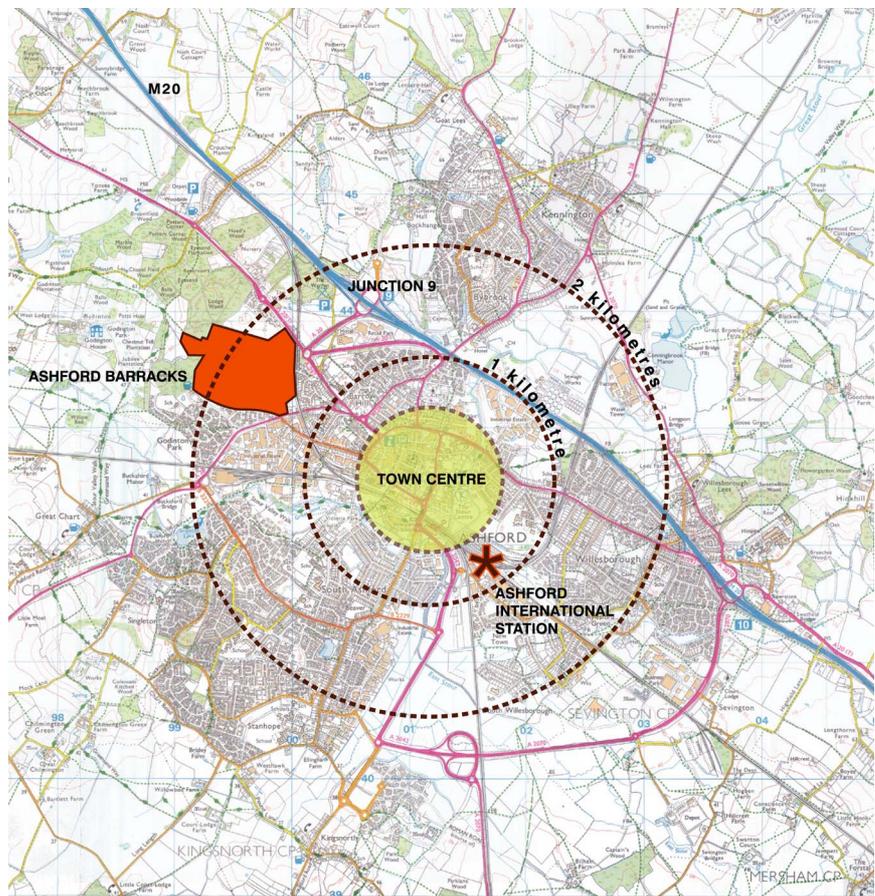


Figure 1: Wider Area Location Plan



Ashford is highlighted as one of the areas where growth will be accelerated to create rapid housing growth. With increased emphasis on better use of land, by improving design, increasing densities and using brownfield sites to the full, the Barracks site is essential to fulfilling the objectives of this recent statement.

The Ashford's Future Study has now assessed the social, economic and environmental factors affecting the town and has concluded that the 'sustainable growth option' is to be achieved up to 2016. This represents a much higher housing and job creation figure than set out in the Local Plan. The Ashford's Future Study and RPG9 highlights the need for jobs and homes to increase in parallel and the necessary infrastructure to be provided to ensure that new sustainable communities are created. The Barracks site offers the opportunity to create a sustainable development that contains a selection of jobs that could theoretically sustain a high proportion of the workforce. A wide range of housing types, community, education, sports and recreational facilities will also be provided to improve the overall quality of what Ashford has to offer.

2.2 A FLAGSHIP DEVELOPMENT

The redevelopment of the Ashford Barracks site offers the potential to redevelop a strategic brownfield site that is surplus to the Ministry of Defence requirements. This redevelopment meets the aims and objectives of the Local Plan in the provision of a well-designed community and will be a flagship development for Ashford demonstrating best practice thinking in planning, urban design and sustainability in line with central government guidance.

Ashford Barracks currently forms a physical barrier on the northwest edge of Ashford which has been further exacerbated by the introduction of the CTRL. The existing communities at Orchard Heights, Lodge Wood and Godinton Park are physically isolated from each other, local facilities and open space amenities in the area.

As such, the redevelopment of Ashford Barracks presents a strategic opportunity to integrate these communities to form a new sustainable urban community for Ashford. The development will be designed as an integral part of the urban fabric and not an isolated development. Opening up routes into and through the site and providing a range of new employment, commercial, education, open space and recreational facilities to serve the existing and new communities will be essential to its success.

The development's good accessibility in terms of vehicular access, proximity to the town centre and new public transport linkages will also ensure that this development meets sustainability criteria.

2.3 THE SITE

The main body of the site comprises approximately 48.6 hectares of brownfield land and is strategically located on the north-western edge of Ashford approximately 1.5km from the town centre.

The site is located on the strategic highway network with the A28 Templer Way, running partially along the eastern boundary and the A20 Maidstone Road running partially along the northern boundary. The remainder of the site to the north, south and west is largely surrounded by recent residential development with open field and woodlands to the northwest. The existing access points for the site are from A20 Maidstone Road and from Chart Road/ Tank



Roundabout. Additional access points will be provided for the development

The route of the CTRL runs through the site from north-west to south-east in a cutting. A landscape buffer strip to include a new linear park and to provide acoustic attenuation measures is proposed on either side of the route. The route is currently under construction and is scheduled to become operational by 2007.



A bridge link capable of accommodating vehicular, cycle and pedestrian access has been provided in the middle of the site linking southern and northern sections across the CTRL. A second pedestrian only link is provided across the CTRL further to the west outside the site boundary.

2.4 BACKGROUND

Ashford Barracks was first developed by the MOD in the early 1940's as a Ministry of Defence Intelligence Services College and was identified as surplus to requirements in the mid 1990s and subsequently decommissioned in 1997.



Aerial Photograph

Prior to this the site was formerly a Manor House and farming land. The site currently contains several groups of empty buildings including former workshops, warehousing, residential and teaching blocks and REME Workshops. An unoccupied grade II listed building (Repton Manor) and associated listed barn are located on the eastern edge of the site. The Territorial Army (TAVR) lies immediately outside the south-eastern corner of the site and the MoD does not intend to release this land for development. Other former uses on the site include sports fields, a parade ground and car parking. A more detailed site appraisal is set out in Appendix IV.



2.5 LAND OWNERSHIP

The site is primarily owned by the consortium with an area on either side of the CTRL to be under leasehold to the consortium with the freehold retained by Union Railways. In addition the consortium owns a small triangular plot of land immediately to the east of the Tank Roundabout, this is not included within this development brief.



Figure 2: The Site

3. Public Consultation

Key Issues

- Working together
- A collaborative approach
- Consensus through public involvement in the design process
- Close liaison with Ashford Borough Council, Key stakeholders and the local residents

3.1 INTRODUCTION

This section sets out the public consultation process that has been undertaken between October 2001 and November 2002.

Government guidance emphasises the role of public consultation in the development of large strategic sites and in the preparation of Supplementary Planning Guidance (SPG). PPG1 Annex A states that the weight attached to SPG will be increased where it has been prepared in consultation with the public who's lives and work the development may effect.

As such, an extensive public consultation and involvement process was undertaken in relation to development at Ashford Barracks. The consultation approach adopted is known as 'Enquiry by Design' a process that has been piloted in partnership between the DETR, CPRE, English Partnerships and the Prince's Foundation.

This is an intensive and collaborative process bringing together local communities, key stakeholders and interest groups, local authorities, developers and designers allowing local people to have a meaningful input into the decision making process and the future of the local environment.



Figure 3: Aerial view of October 2001 Enquiry by Design Workshop Masterplan



Plan from October 2001

3.2 ENQUIRY BY DESIGN 3 DAY EVENT – OCTOBER 2001

In October 2001 a 3 day 'Enquiry by Design' workshop was held to discuss the future development of the former Rowcroft and Templer Barracks site and agree a set of design principles. This event was undertaken on behalf of the then site owners, The Ministry of Defence, by Broadway Malyan Architects and was facilitated by The Prince's Foundation.

Following this workshop an illustrative masterplan and a 'Development Principles Statement' was produced. These reflected the key principles agreed by the stakeholders at the workshop. The masterplan was conceptual only and established broad land uses, site capacity and the principles of urban form.

The key principles agreed by the stakeholders at the workshop were:

- A high density scheme possibly in the order of 1400 residential units;
- A mix of residential types and tenures;
- An urban not suburban character;
- A mix of uses focused around a High Street including retail, primary healthcare, employment and live/work units;
- Creation of employment land;
- Community facilities including a primary school, a multi-purpose community facility, sports and leisure provision;
- Promotion of public transport, walking and cycling;
- A strategic open space network, the focus of which would be the linear park running along the route of the CTRL; and
- Providing a link in the vicinity of Godinton Park local centre.

3.3 MARKETING OF THE SITE

Between October and December 2001 the MoD marketed the site to potential developers and in December 2001 a consortium of George Wimpey and Westbury Homes was selected to enter contract negotiations.

In January 2002 the consortium appointed a team of consultants to develop the emerging masterplan to a more detailed level. The consultant team was led by EDAW (Urban Design and Masterplanning) and supported by WSP Development (Highways and Civil Engineering); WSP Environmental (Environmental Assessment); GVA Grimley (Commercial Advice); Wardell Armstrong (Sustainability Issues) and Martin Associates (Cost Consultants).

In April 2002 the consortium completed the purchase of the site.

Between February and June 2002 the consultants and the consortium:

- Held discussions with Ashford Borough Council and Kent County Council;
- Undertook more detailed site survey work and in particular looked at the potential noise impact from the CTRL;
- Considered the commercial viability of the development and the high street concept and identified a potential range of uses; and
- Held an Enquiry by Design follow up workshop in June 2002.



Enquiry by Design follow up workshop June 2002

3.4 ENQUIRY BY DESIGN FOLLOW UP WORKSHOP - JUNE 2002

As the masterplan concept was emerging another Enquiry by Design workshop was undertaken in June 2002. This workshop involved those who attended the previous workshop; the consortium; the consultant team; officers and members from Ashford Borough Council and Kent County Council and was again facilitated by the Prince's Foundation.

The workshop provided the opportunity to update people on the progress that had been made over the previous six months and gave everyone the opportunity to be involved in the ongoing design process.

A revised masterplan and set of strategic design principles was presented at the workshop and extensively discussed. The masterplan and development approach was generally supported by the workshop and the comments and suggestions made were incorporated in the revised scheme.

3.5 CONSULTATION ON THE DEVELOPMENT BRIEF - SEPTEMBER TO DECEMBER 2002

Following the Enquiry by Design event in June 2002 a revised masterplan and comprehensive development brief was prepared in close consultation with Ashford Borough Council officers and Kent County Council. As it was intended that the brief be adopted by the Council as Supplementary Planning Guidance it was the subject of an extensive public consultation exercise. This involved a four stage process.

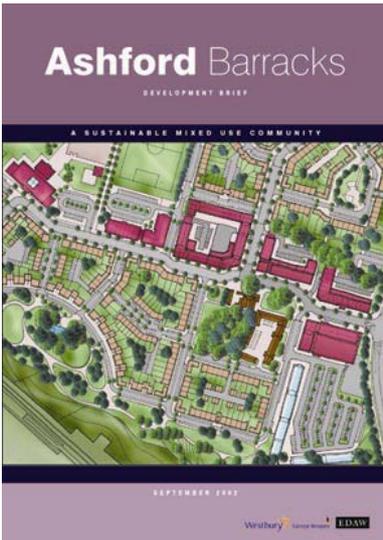
STAGE ONE: STATUTORY CONSULTEES

The Development brief was circulated to the following organisations and agencies in September 2002 inviting formal comments. These included:

- Ashford Borough Council (Strategic Planning, Cultural and Leisure Services, Highways and Transportation, Development Control, Housing, Landscape and Environment, Borough Tree officer);
- Kent County Council (Highways and Transportation; Land Use and Policy, Strategic Planning, Regeneration and Design, Heritage and Conservation; Education, Library Services, Nature Conservation);
- Environment Agency;
- Highways Agency;
- English Nature;
- Kent Wildlife Trust;
- Countryside Agency; and
- English Heritage (South East Region).

In addition other non-statutory organisations were invited to comment including:

- Union Railways;
- Churches Together in Ashford;
- County Constabulary, Architectural liaison officer;
- SEEDA;
- English Partnerships;
- Locate in Kent; and



The Development Brief September 2002

- Council for the Protection of Rural England.

STAGE TWO – ENQUIRY BY DESIGN FOLLOW UP PRESENTATION 13TH NOVEMBER 2002

The development brief and revised masterplan were also presented at a follow up Enquiry by Design event held at Godinton Village Hall on the afternoon of 13th November 2002. This presentation involved those who attended the previous workshop; the consortium; the consultant team; officers and members from Ashford Borough Council and Kent County Council.

The presentation provided the opportunity to update people on the progress that had been made over the previous four months and the details of the development brief and emerging masterplan. The presentation was followed by an open question and answer session through which a number of issues were raised and debated.

STAGE THREE – PUBLIC CONSULTATION

In October 2002 a leaflet was prepared illustrating the proposed masterplan and key design components of the development. This leaflet invited people to a public exhibition held at Godinton Village Hall on 13th November from 4.30-9.00 pm and informed them that the full development brief was available to view at the Borough Council Offices. The leaflet was circulated to around 1200 homes in the local area. The exhibition gave the local residents the opportunity to view the proposals and discuss them with officers from the Borough Council; the Consortium and the consultant team. A questionnaire was also available for people to provide more detailed comments and feedback.

The exhibition was attended by around 300 people, 58 of whom filled in questionnaires.

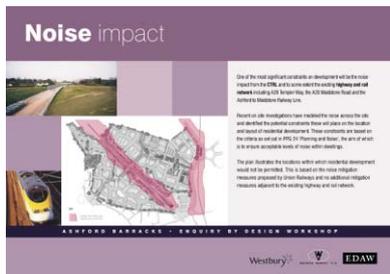
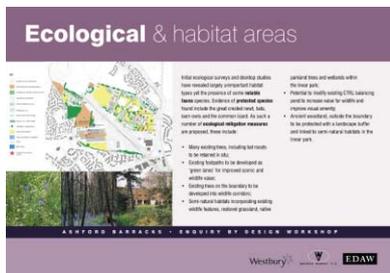
STAGE FOUR - MEETING WITH COUNCILLORS AND WARD MEMBERS

In addition the consortium has had the benefit of a very informative and productive meeting with Borough Council Officers, local Councillors and Ward Members to discuss the proposals in detail. Their views and concerns raised at the meeting have also informed changes to the proposed development.

3.6 ADOPTION OF THE DEVELOPMENT BRIEF AS SUPPLEMENTARY PLANNING GUIDANCE

Informed by this extensive consultation process the consortium in consultation with the Borough Council made a number of changes to the development brief and these changes were reviewed at a Planning Advisory Group in February 2003 and the brief was formally adopted as Supplementary Planning Guidance (SPG) at the Planning Executive Meeting in March 2003.

This document will now be used to guide the detailed design of all future development within Ashford Barracks and be the basis against which the Borough Council will review subsequent planning applications within the development site.



4. Planning Policy

This section summarises the planning policy context and relays how the new development at Ashford Barracks adheres to these policies and promotes best practice thinking. A detailed appraisal of how the proposals relate to local, regional and central government guidance is set out in Appendix I. The development brief has also been drawn up in close consultation with the Council to ensure that the development proposals meet all the Council's requirements.

4.1 LOCAL PLAN ALLOCATION

The Ashford Borough Local Plan (June 2000) identifies the site as a strategic development opportunity, 'Site no. 22 Land at Former Rowcroft and Templer Barracks'. The plan identifies the site for a mix of residential and commercial development comprising approximately 500 new dwellings and 10 hectares of employment land up to 2006 and then a mix of housing and employment uses thereafter. A summary of the requirements of Policy S22 is set out in Appendix II

Planning Policy Guidance Note 3: Housing was published by the Government in March 2000 and has had a substantial effect on the way in which local planning authorities allocate housing throughout their areas. In terms of creating a more sustainable pattern of development and maintaining a supply of housing, the guidance states that the Government is committed to assessing the urban capacity of areas to accommodate more housing within the existing built-up area, particularly on previously developed land. Importantly, the guidance also adopts a sequential approach to the allocation of land for housing.^{Para 21}

The Ashford Interim Urban Capacity Study (June 2001) shows that there is a requirement for over 4000 dwellings to be accommodated on brownfield land in the Borough up to 2006. The study states that better use should be made of existing brownfield sites by increasing densities to approximately 40 dwellings per hectare in line with PPG3. This study also highlights the potential for the Barracks site to provide 'at least a doubling in the potential capacity of this one site in the light of PPG3 policy – to give a total of 1300 dwellings'.

The unique opportunity to provide a high quality residential development on a significant brownfield site, in line with PPG3 requirements, gives the scope for the provision of a sustainable residential community. As such an increase in the density of new residential accommodation is proposed to make best use of the land resource. The development will also provide a district centre within which there will be a variety of uses including a foodstore, community centre, primary school, local shops, primary health care facility and a health and fitness centre (more detail in Section 8) that will serve the local community's population (including the adjacent developments at Godinton Park, Loudon Way and Orchard Heights). The incorporation of the district centre will offer a range of facilities to the new residents in close proximity to their homes to encourage alternative modes of transport other than the private car reducing the need to travel to other parts of the town.

It is proposed that the development provides a range of commercial and employment uses, both within the district centre and within specific employment areas. Although the development will provide less employment land than that allocated in the Local Plan it aims to generate a similar level of employment floorspace and jobs created through a higher density urban environment. It is proposed that the total commercial floorspace within the development will be approximately 32,800 sq m rather than the 35,000 sq m estimated from the Local Plan scenario. As such, the total employment to be generated from the development is estimated to be about 1144 (base figure) jobs serving all aspects of the community in comparison to 1045 (base figure) jobs within the Local Plan scenario.

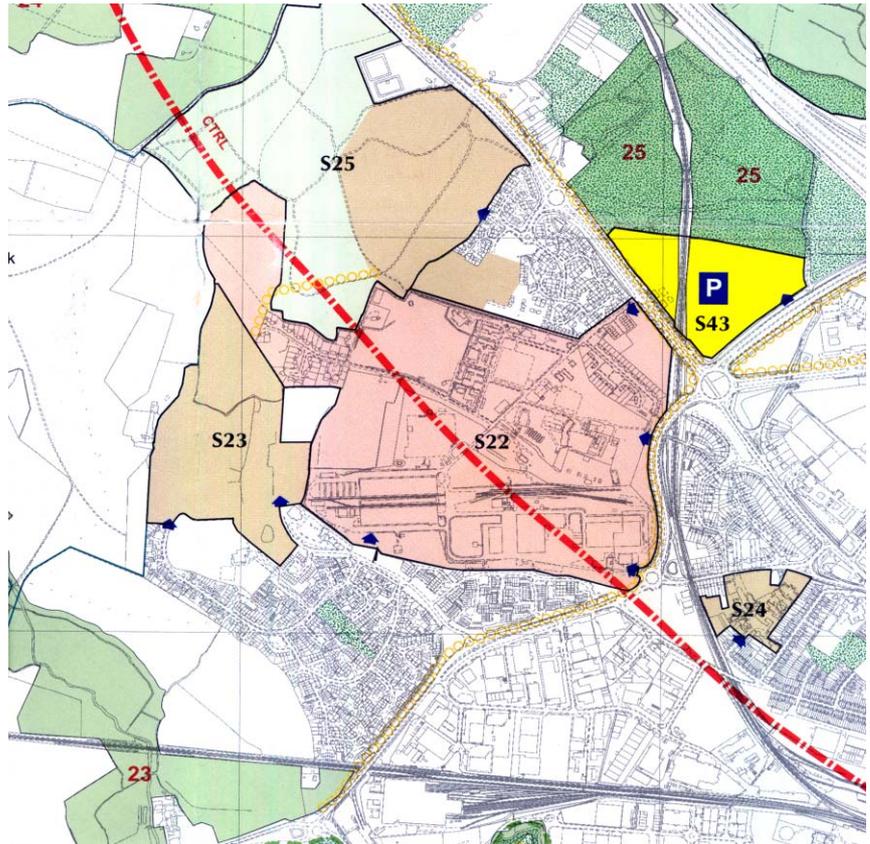


Figure 4: Extract from local plan policy map

The consortium has worked very closely with the Borough Council to establish the key components of the development that meet the aspirations of the Local Plan and respond to the emerging strategic policy context for the town. The consortium believes that the proposed development will provide a high quality residential community that will benefit from sustainable design principles in line with PPG3 and provide benefits for both the proposed community and existing residents in terms of local amenities, employment opportunities and quality of the environment.

5. Sustainability

Core Objectives

- Stakeholder involvement in the design process
- Reducing the need to travel
- Minimising resource use
- Protecting local environmental capital
- High quality of life
- Equity and social inclusion
- Commercially viable Community

This section sets out the consortiums overall objectives and commitments to creating sustainable development. A full sustainability statement is set out in Appendix III.

5.1 SUSTAINABLE DEVELOPMENT

Sustainable development is now a well-recognised concept that touches all aspects of our life today and seeks to protect our natural environment as well as improve our quality of life. Initiatives such as the Kyoto protocol have raised our awareness of greenhouse gas emissions, traffic congestion and pollution, etc. With these issues and more in mind, development has rightly become the most important challenge facing the planning system.

In seeking to provide the homes needed by Ashford's rising number of households, the principal focus is on achieving greater local self-sufficiency and a reduction in carbon dioxide emissions and overall resource use in both construction and use.

As well as an attractive high quality design, the scheme includes a range of measures that will significantly reduce the need for car use and overall carbon dioxide emissions, create employment opportunities and encourage "community spirit", whilst at the same time minimising the impact on the wider area.

5.2 CONSORTIUM COMMITMENTS TO SUSTAINABLE DEVELOPMENT

The Consortium has adopted a number of core objectives for the project, which are summarised in the box above. These have been translated into a number of tangible and deliverable strategies, which are summarised below;

The Consortium seeks to reduce the need to travel by car, through:

- Provision of footpaths which complement a broad network designed around public transport priority, and designing the layout provide safe walking routes to school;
- Building all homes and workplaces within an easy walk of a bus route;
- Working with local transport providers in the provision of a public transport route through the development, through extending current bus routes to the north-west of Ashford; and
- Facilitating rapid public transport linkage with the nearby Ashford railway station through off-site road improvements.

The overall Masterplan will allow the creation of new urban areas in an urban form which is compact, allowing ease of access to essential daily needs such as





work, leisure, education and shopping facilities by foot, cycle and public transport.

Community involvement in the design is encouraged from the outset, through a commitment to undertake public consultation through the 'Enquiry by Design' process. A continued forum for input from local stakeholders will be provided through the construction process via the Considerate Constructors scheme.

The Consortium commits to minimise production of CO2 and the wastage of resources through the design and construction of the new development. All buildings in the new development will exceed the revised 2002 Part L building regulations with regard to insulation levels. Energy efficient gas space and water heating systems will be used, and the consortium will investigate sources of funding to assist with the installation of renewable energy production systems.

The project will adhere to a strict Sustainable Materials strategy, including the use of ozone-safe insulation products, and the use of sustainably produced timber certified by FSC or PEFC for at least 75% of structural and internal timbers. The BRE Green Guide to Housing Specification will also be used to inform the design, to ensure environmental good practice in materials specification.

Water efficient appliances will be used in all properties, including 6 litre flush or dual flush toilets, and aerated/flow control taps where appropriate. High flow power showers will be avoided, and water butts will be provided in all gardens where space is available.

Waste will be minimised through retention and reuse of existing building materials where possible, and a commitment to maximise use of reclaimed aggregates for the construction of roads, footpaths and cycleways. A comprehensive demolition and salvage strategy has been developed to maximise re-use of resources. Extensive use of high quality prefabrication will significantly reduce waste and energy use in construction, as well as providing significantly better thermal performance than conventionally constructed housing.

The Consortium will also work with the local authority to develop appropriate recycling facilities either through extension of the Box Clever scheme, or provision of neighbourhood recycling facilities. Composting bins will also be provided in all gardens where space is available.

The twin social goals of Equity and social inclusion and the development of a commercially viable Community are addressed through provision of a mixed development of social and market value housing, together with a healthy mix of business uses, and provision for a range of community facilities.

6. Development Concept

Key Issues

- A mixed use community
- A 'sense of place'
- An integrated development
- Pedestrian friendly & walkable
- Low car use
- Flexible & adaptable over time
- High quality architecture & public realm
- Neighbourhoods & character areas



6.1 STRATEGIC OBJECTIVES

This section sets out the strategic design objectives that were established at the outset of the project and that form the basis of the development proposals. Figures 6, 7 and accompanying sketches are intended to convey the overall character, feel and quality of the development rather than being a prescriptive masterplan. The strategic objectives can be summarised as follows:

- A new mixed use sustainable community that will provide a range of house types and tenures and other facilities to meet the needs of all;
- To provide a range of employment uses to ensure a balanced sustainable community;
- An integrated development that will act as a focal point for the currently fragmented and isolated residential areas;
- A development that is urban not suburban in character and complies with PPG3 recommendations;
- A place that has its own unique identity generated by the sites individual context and characteristics;
- A development that promotes the unique history of the site;
- Optimises linkages, particularly for pedestrians and cyclists, between the existing and new communities;
- A high quality development that accords with current best practice thinking in urban design, architecture and energy efficiency;
- Establishes a new district centre north of the CTRL providing commercial, retail, education, community and employment facilities to serve the needs of the new and adjacent communities;
- Improves the existing Godinton Park local centre and provides a new road/public transport link in this location;
- Creates a series of interrelated neighbourhoods and character areas to provide variety and legibility in the urban form;
- Is pedestrian friendly and walkable – a place that is highly accessible, easy to find your way around and is not focused primarily on the requirements of the car;
- 'Design in' flexibility in the built form that will allow the place to adapt to changing lifestyle, technological, economic and market demands;
- Provide a comprehensive open space network that retains existing vegetation, habitat areas and landscape features where possible and creates new ones;
- Reduces car travel by providing for alternative modes of transport, especially public transport, pedestrian and cycle routes and gives them priority within the road layout;
- Minimises the noise and visual impact of the CTRL; and

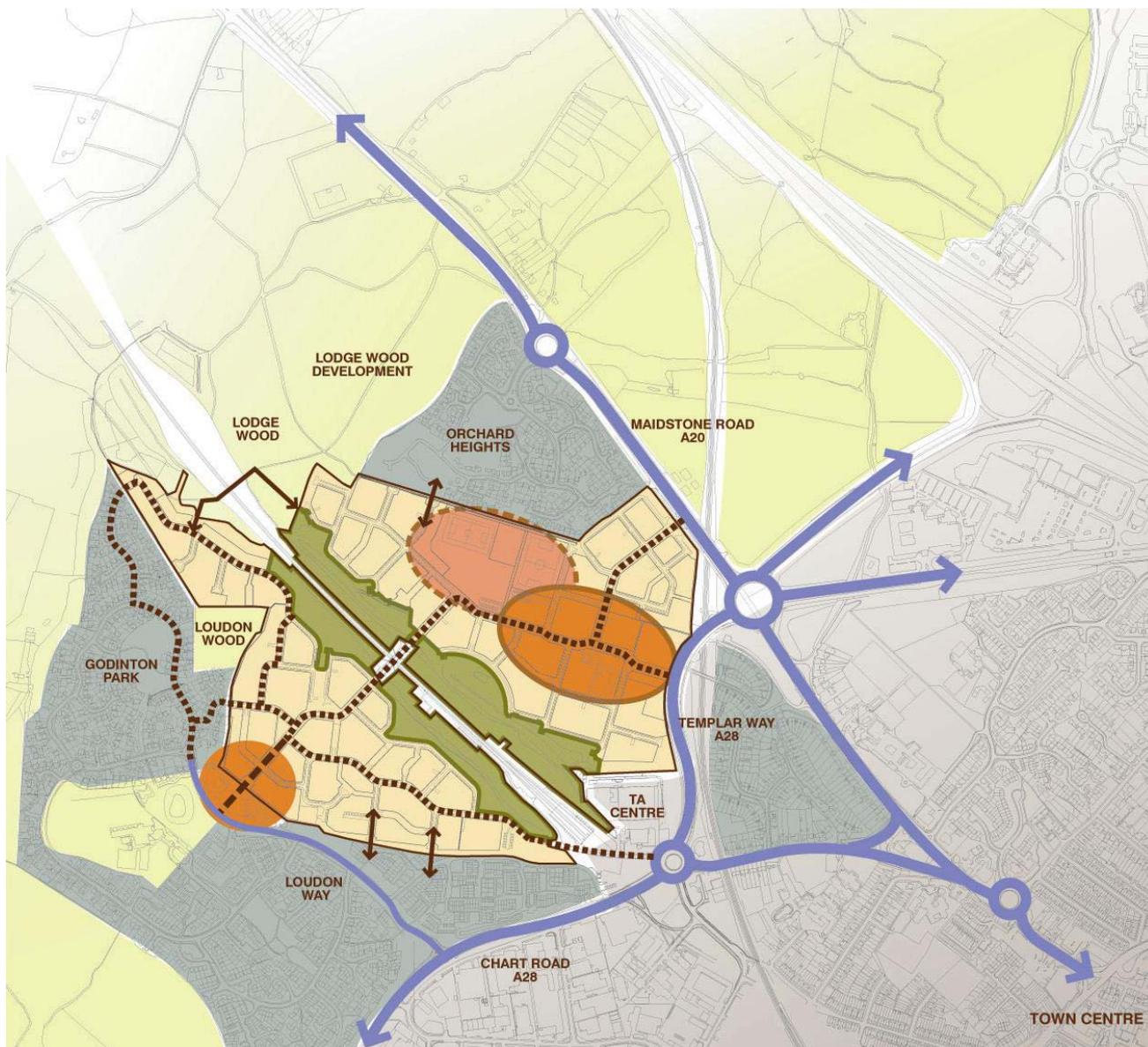


Figure 5: Development Concept Plan

KEY

-  Site Boundary
-  Existing Road Network
-  New Road Network
-  Potential Pedestrian Linkages
-  Existing Residential Communities
-  New Community
-  New District Centre
-  New Neighbourhood Centre - Long Term
-  Education, Community and Recreation Focus
-  Linear Park

- Creates a high quality public realm – a place where the spaces between the buildings are as important as the buildings themselves.

6.2 DEVELOPMENT COMPONENTS

The proposed development will be truly mixed use comprising a variety of residential, commercial, employment, educational, recreational and community uses. The key components of the plan include:

- A new residential community with about 1300 dwellings comprising a mix of residential types and tenures – residential development will cover approximately 30 hectares of the site at an average density of 40 units to the hectare;
- A mix of unit types and sizes including 1 and 2 bed apartments, 2, 3, 4 and 5 bed houses and live/work units. Approximately 41% of which will be 1 and 2 bed units;
- 20% affordable housing comprising a mix of unit sizes;
- 50 sheltered housing units;

Key Components

- About 1300 dwellings
- A mixed use High Street
- A primary school
- A multi-purpose community facility
- Linear Park
- Play and sports areas
- Employment uses
- Public transport



- A range of employment uses including a small business hub and workshop/starter unit cluster comprising approximately 2.5 hectares of land and 60 live/work units;
- A series of new neighbourhoods each with their own character and open space focus;
- A mixed use District Centre comprising approximately 3.1ha incorporating a range of uses including;
 - A foodstore;
 - Neighbourhood shops;
 - Small scale office and workshop space for local businesses;
 - A primary health care facility including doctor, dentist and pharmacy;
 - A health and fitness centre;
 - A nursery and/or crèche;
 - A3 uses including cafés, restaurants and bars; and
 - Conversion of Repton Manor and associated barns into active uses this may include a family pub, small business space and workshops.
- Provision for a small mixed use local centre of approximately 0.3 ha at Godinton Park. This may include local shops and small business space on the ground floor with residential uses above;
- 420 pupil two-form entry primary school and associated recreation and play facilities to be designed in close collaboration with KCC;
- A multi-purpose community hall to be designed in close consultation with the local community;
- Flexible floorspace on the ground floor of buildings along the high street that can be converted to accommodate commercial, workspace and home working as and when demand arises;
- Open space and footpath network that incorporates existing trees, hedgerows and habitat areas, providing a range of formal and informal recreational facilities and providing access to existing public footpath network and woodland areas;
- Formal recreation facilities including 2 district play areas; 2 neighbourhood play areas; an adult football pitch 90 x 60m; a flood-lit multi-purpose all weather pitch 60 x 50m; changing and parking facilities;
- A permeable and fully publicly accessible new street network that positively promotes and encourages the use of public transport, walking and cycling over the car. This will be based around a network of streets and squares; and
- A new bus route from Templer way through the site to Godinton Park and the town centre.

