

# Station Road Area Design & Development Brief

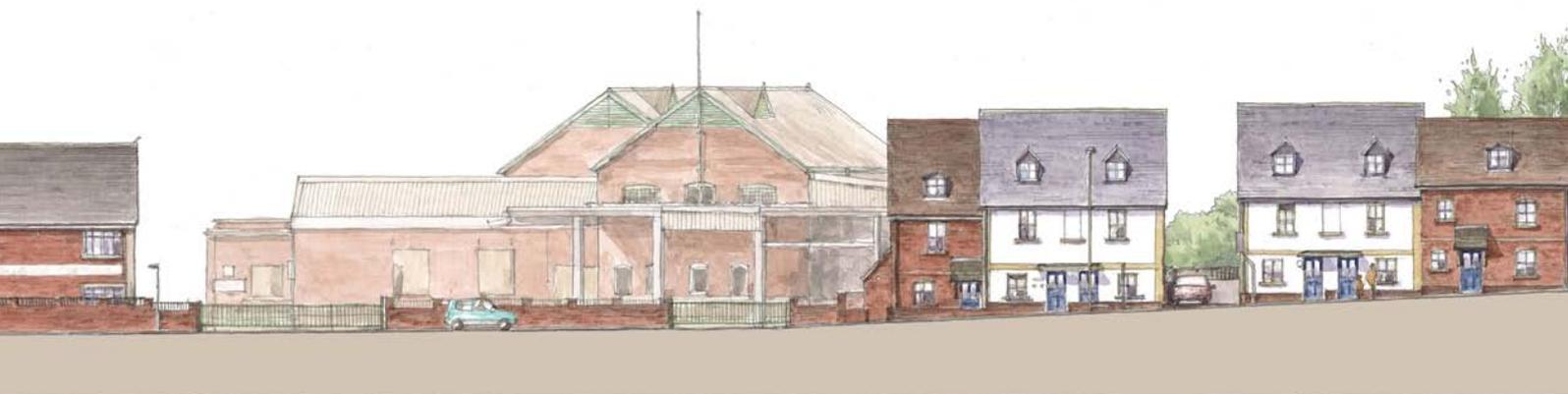
for

**SturQuest**

Prepared by

**Matrix Partnership Ltd**

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W A Y S F O R W A R D

**SturQuest**

THE STURMINSTER NEWTON COMMUNITY COMPANY

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## FOREWORD

Sturminster Newton has a proud track record of community led involvement in the planning of developments within the town. The concept of being able to have some influence over what happens to our town in the future is greatly valued and the outstanding success of the redevelopment of the former livestock market site is a visible sign of the benefits of partnership working between the community and the local authorities.

This development brief now gives us the opportunity to work in co-operation with local land owners, and the local community over a long period of time to make best use of a significant area of land very close to the town centre. It presents the opportunity to unlock the greater value of the whole area to the benefit of all. We look forward to making our contribution to the process.

We are delighted to have been able to work with North Dorset District Council and the Matrix Partnership on this Development Brief and are grateful to the South West Regional Development Agency for their funding support for the project.

Jackie Upton

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# 01

## Introduction

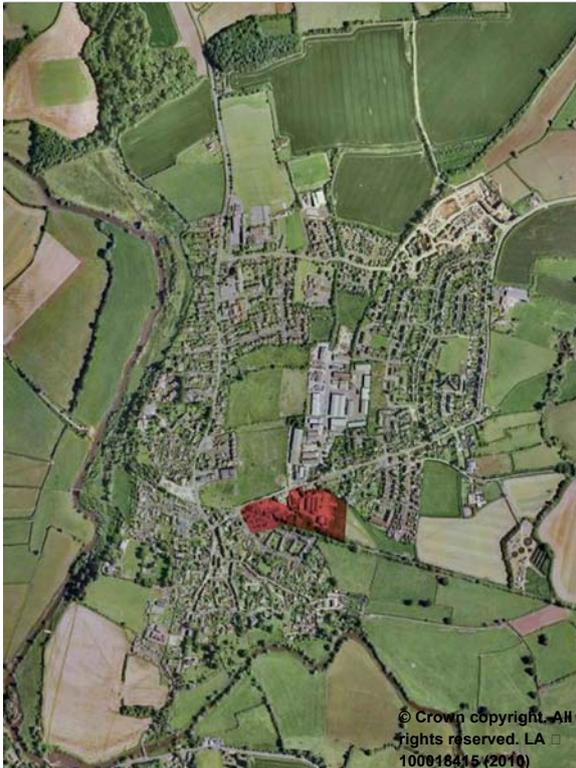


Figure 1: Site context

### 01.1 Background

This development and design brief (the brief) has been commissioned by Sturquest, the Sturminster Newton Community Partnership, as part of its work on the Sturminster Newton Regeneration Strategy.

The brief follows on from work undertaken on the Sturminster Newton Town Design Statement (TDS) which is due to be adopted as a Supplementary Planning Document (SPD) under North Dorset District Council's emerging Local Development Framework (LDF). Any proposals for the development of the Station Road area (including the former Creamery) must have regard to the character of the town and the design guidelines set out in the TDS which is a material consideration in the determination of any planning application submitted for this site.

The brief itself will not be adopted by North Dorset District Council as a SPD. However, it will form part of the 'evidence base', which will feed into the Council's emerging Local Development Framework. Rather this is a community-led brief which is intended to demonstrate an appropriate mix of uses for the site, provide a basis for the community to work with landowners and developers and to deliver high quality development that respects the character of Sturminster Newton. Although the brief will not be a SPD thorough community consultation has been undertaken on the potential future redevelopment of the area. This has been used to inform the brief which will be an important consideration in the determination of applications for development of the site.

Sturquest and the residents of Sturminster Newton recognise that the changing social and economic circumstances have resulted in the closure of local agriculturally based businesses such as the former Creamery on Station Road. As sites have become available development has tended to take place on a somewhat ad hoc basis. The Town Design Statement and Design and Development Brief are a means of providing a more proactive and positive approach to planning and future development in the town.

# 01 Introduction



Figure 2: Former Creamery



Figure 3: Town centre car park



Figure 4: Hanson's, Streeter's and Original Factory Shop



Figure 5: The North Dorset Trailway

## 1.02 Purpose - What is a design and development brief?

A design and development brief is a document that provides a framework for the development of a site, having regard to its context, constraints and appropriate new uses. It includes design guidelines which seek to ensure that new development respects both the site and its surroundings and ensure that the final outcome is of high quality.

The purpose of this brief is to help achieve the regeneration of the site by:

- Working with stakeholders to establish a shared vision for the area;
- Form a foundation for the comprehensive redevelopment of the sites within the area covered by the brief;
- Set out detailed planning and urban design guidelines by which the site should be developed. These will serve to inform the determination of planning applications and highway agreements;

## 01.3 Report Structure

The development brief comprises the following chapters:

### Chapter 1 – Introduction

Summarises the purpose of the brief the process followed and the planning policy context against which the brief has been prepared.

### Chapter 2 – Site context

Establishes the physical and historical context within which the detailed proposals have been formulated.

### Chapter 3 – Townscape analysis

Identifies the main issues and opportunities to be addressed from an analysis of the area as it currently exists.

### Chapter 4 – Planning and design principles

Presents the main body of the proposals, setting out the principles and parameters for design and development.

### Chapter 5 - Phasing and implementation

Summarises the proposed approach to implementation and the information requirements requested of applicants for outline and detailed planning permission.

# 01 Introduction



Figure 6: New Cattle Market development

## 01.4 Site Area

The Design and Development brief area occupies an important central location between the historic old town and the more recent development areas north of the former railway line, now delineated by the Trailway. The area has the potential to provide improved linkages and a new focus, uniting the historic Market Place with the newly developed Cattle Market area.

The Design and Development brief area includes the former Creamery site, recently sold and awaiting redevelopment, the town centre car park and the adjacent retail premises including, Streeter's, Hanson's and The Original Factory Shop. A small area of paddock is included within the Development Brief area, immediately to the east of the Creamery site.

The Station Road area now looks shabby and has the potential for improvement, particularly the Creamery Site, which will be redeveloped in the short-term.

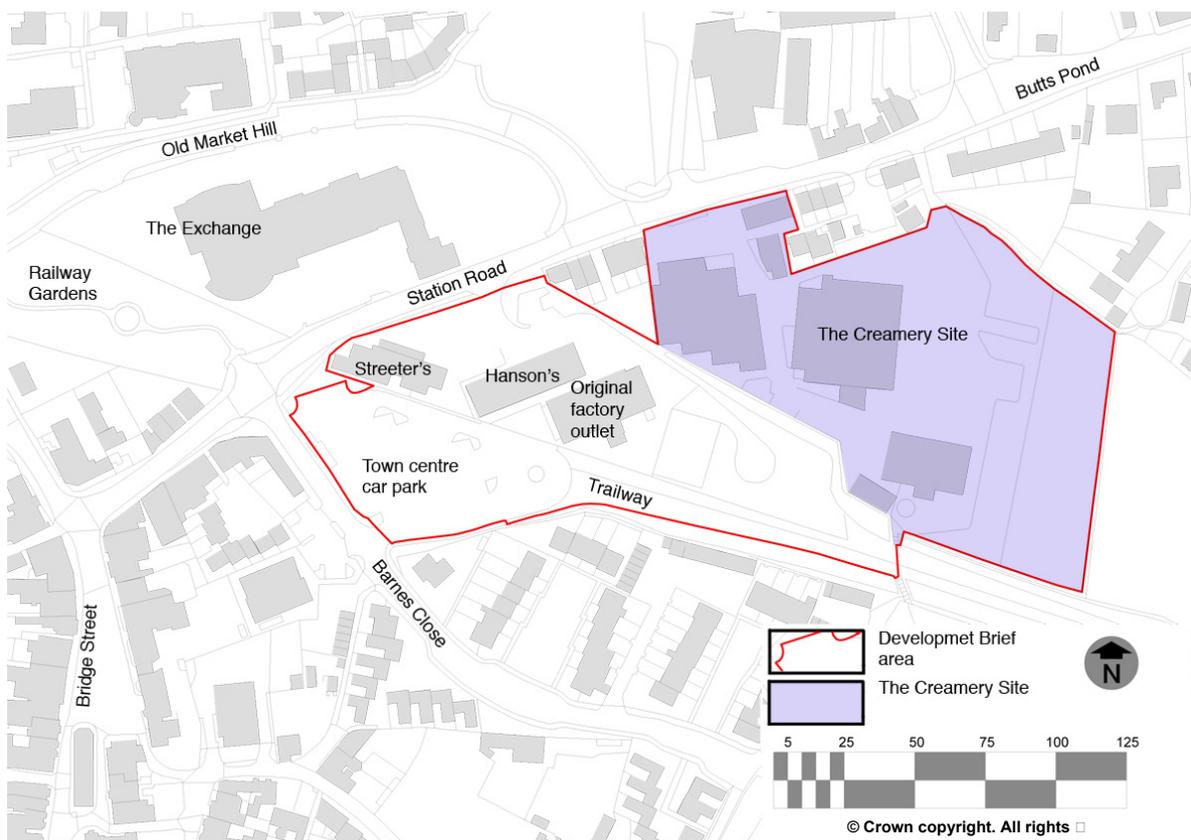


Figure 6: Design & development brief boundary

# 01 Introduction

## 01.05 Planning Policy Context

This design and development brief has been prepared during a time of change within the current planning system. Existing planning policies are contained within the North Dorset District Wide Local Plan (1st Revision adopted January 2003) against which applications for development are assessed.

However, at the same time North Dorset District Council is in the process of preparing its Local Development Framework (LDF) which will eventually replace the existing District Wide Local Plan. As such it is important that the guidance within this brief has regard to both the existing planning policy framework but is also considered against the background of an emerging LDF.

In North Dorset the Development Plan comprises:

- Regional Planning Guidance for the South West (RPG 10) – the current Regional Spatial Strategy (RSS);
- The Bournemouth, Dorset and Poole Structure Plan (the Structure Plan); and
- The North Dorset District Wide Local Plan.

The Sturminster Newton TDS is also being prepared as a SPD, which will be supplemental to a number of policies in the Local Plan.

In due course RPG 10 and the Structure Plan will be replaced by the emerging Regional Spatial Strategy for the South West and the Local Plan will be replaced by the LDF. The main strategic policies for the District will be included in the Council's Core Strategy (which is currently being prepared) and more detailed policies for Sturminster Newton will appear in the Small Towns and Large Villages Allocations Development Plan Document (DPD). The detailed timetables for the production of these documents are set out in the Council's Local Development Scheme (LDS).

The Station Road Area Design and Development Brief will be used to inform the policies in the Core Strategy and the Small Towns and Large Villages Allocations DPD. It has also been prepared with regard to the draft Sturminster

Newton TDS and reflects the design principles and guidelines in that document.

This brief provides an overview of the main policies in the Local Plan that relate to this site and sets out how the community would like to see policy amended to achieve regeneration in the context of the emerging RSS and LDF. Developers are advised that the brief does not refer to all the relevant policies. They should refer to the documents mentioned above in order to gain a more comprehensive understanding of the existing and emerging planning policy framework.

### **Housing Provision Figures in the Local Plan**

Policy 1.3 of the Local Plan identifies Sturminster Newton as a town for "moderate growth". Policy 2.3 states that 640 dwellings will be built in the town between 1994 and 2011 at an average annual rate of 38 dwellings per annum (dpa). In the period up to the end of March 2007 housing in Sturminster Newton has been delivered at 21% above the planned rate (46 dpa). At the end of March 2007 601 dwellings had been constructed, with outstanding consents for a further 100 units. These figures show that there are already sufficient completions and outstanding consents in Sturminster Newton to meet current housing targets without releasing this site for development.

The "oversupply" of housing is an issue not only in Sturminster Newton, but also District Wide. In response to this the Council has adopted a SPD: Managing Housing Land Supply in North Dorset, which sets out how the release of housing both on allocated and non-allocated sites will be managed. The Council's approach is set out in detail in Sections 7 and 8 of the SPD.

### **The Creamery Site (and Paddock to the East) in the Local Plan**

Most of the site is shown on Inset Map 47A of the Local Plan (Sturminster Newton Town Centre) with the paddock at the far eastern end shown on Inset Map 47 (Sturminster Newton). The former Creamery site is a "Defined Employment Area" under Policy 3.2 (E/47/3) and the policy seeks to protect it from non-employment uses.

In April 2007 the Council produced its Employment Land Review: Review of Existing Sites (ELR). The

# 01

## Introduction

purpose of this document was to assess the suitability of existing employment sites against a range of market attractiveness, sustainable development and strategic planning factors. Paragraph 5.12 of the ELR concludes:

*"this site scores well in terms of the sustainability test and an employment use would be acceptable on this site. However, this site should be assessed further through the LDF process as it is an edge of town centre site and has the potential to complement the Livestock Market scheme, as a mixed use site."*

There is a discrepancy between Inset Maps 47 and 47A of the Local Plan with regard to the precise location of the settlement boundary at the eastern edge of the Creamery Site. The status of the paddock to the east of the site is unclear. However, given the undeveloped nature of this area, it has been assumed that it forms part of the countryside for the purposes of this brief and that Local Plan Policy 1.6 (and the Local Plan's other countryside policies) should apply.

### **Town Centre Car Park and Adjacent Retail Premises in the Local Plan**

The Town Centre Car Park and the adjacent retail premises including Streeter's, Hanson's and The Original Factory Shop all fall within the defined settlement boundary of Sturminster Newton, as shown on Inset Map 47A. The retail premises lie outside the defined primary and secondary shopping frontages and are not therefore subject to Policies 3.15 and 3.16, which seek to protect existing shops in town centres.

### **Implications of the RSS's Policies on the Scale and Location of Development**

The emerging RSS seeks to concentrate housing development in the region's Strategically Significant Cities and Towns (SSCTs) (to which RSS Development Policy A relates) with "locally significant development" being promoted in the region's main market towns (to which RSS Development Policy B relates). A more limited role is envisaged for the region's small towns and villages (to which RSS Development Policy C relates - N/B revised by Panel Report, Dec 2007,

to Policy C1).

The Council has undertaken some work on applying the draft RSS strategy to the settlements in North Dorset and has identified Sturminster Newton as a "likely Development Policy C Settlement". The Council consulted on this matter in its Core Strategy: Issues and Alternative Options consultation in June / July 2007.

The responses to the consultation were mixed and whilst some respondents welcomed a lower overall level of development in Sturminster Newton, others were concerned that "Development Policy C status" might be too restrictive and not enable the town to meet its future needs. The Sturminster Newton TDS and this brief both recognise that there are opportunities for regeneration on land between the 'old' and 'new' towns. Whatever status the Council determines that Sturminster Newton should have, this should not prevent these opportunities from being exploited to meet the future needs of the town.

### **Implications of the RSS's Housing and Associated Policies**

Policy 2.3 of the Local Plan indicates that about 347 dwellings (gross) should be built each year in North Dorset during the period 1994 to 2011. However, Table 4.1 in the draft RSS suggests that this rate should be reduced to 290 dpa (net) for the period 2006 – 2016, falling to 220 dpa post-2016. It is recognised that these figures may be higher in the final version of RSS, largely as a result of more recent population projections.

Indeed, the panel's report recommends 350dpa for the whole 20 year period. The increased emphasis of concentrating development in the District's three main towns, means that there is likely to be less pressure for Sturminster Newton to meet District-wide housing needs in the future.

The draft RSS also seeks to promote more self-contained, sustainable communities in rural areas where development supports the 'role and function' of settlements. The emerging policies therefore favour more mixed developments with housing supporting economic activity and extending the range of services available.

# 01 Introduction

The site is a brownfield site, which lies adjacent to the existing town centre, directly opposite the new Exchange building and directly opposite the main employment site within the town (i.e. Butt's Pond Industrial Estate). It is, therefore, very well placed to deliver the kind of mixed use scheme that the draft RSS envisages in the South West.

## Conclusions

Policies in the adopted Local Plan seek to retain the former Creamery as an employment site, but do not protect the existing retail units outside the town's main shopping areas from other forms of development. Also at the present time there is no need to release further land to meet current strategic housing targets.

The Council will need to develop new policies in its LDF to address the longer term needs of Sturminster Newton both in relation to housing and other forms of development. This brief has had regard to the emerging RSS and has developed an approach which is consistent with those draft policies. It is considered that the brief will also provide the District Council with the evidence necessary to develop planning policies at the more local level.

The Station Road site represents a major opportunity to make the town more self-contained, support small-scale economic activity and extend the range of services available to local people, as envisaged in the emerging RSS. The regeneration of this site should deliver a mixed use scheme that both supports the role and function of Sturminster Newton and helps the town to meet its future needs for housing, employment, community facilities and recreation. It is hoped that the content of this brief will be reflected in the Council's LDF and in any planning application for development on the site.

## 01.6 Sturminster Newton Town Design Statement – Design Guidelines

The Sturminster Newton Town Design Statement has been prepared in conjunction with Sturquest and North Dorset District Council and will be adopted as a Supplementary Planning Document (SPD) following public consultation.

The guidance notes that apply to the Central Regeneration Area including the brief area are as follows:

D1 Scale of development

D2 Building lines

D3 Building frontage

D4 Development density

D6 Views of countryside

D7 Architectural treatment

D8 Front areas/entrances

L1 Development adjoining countryside

L2 Trees

L3 Landscape design

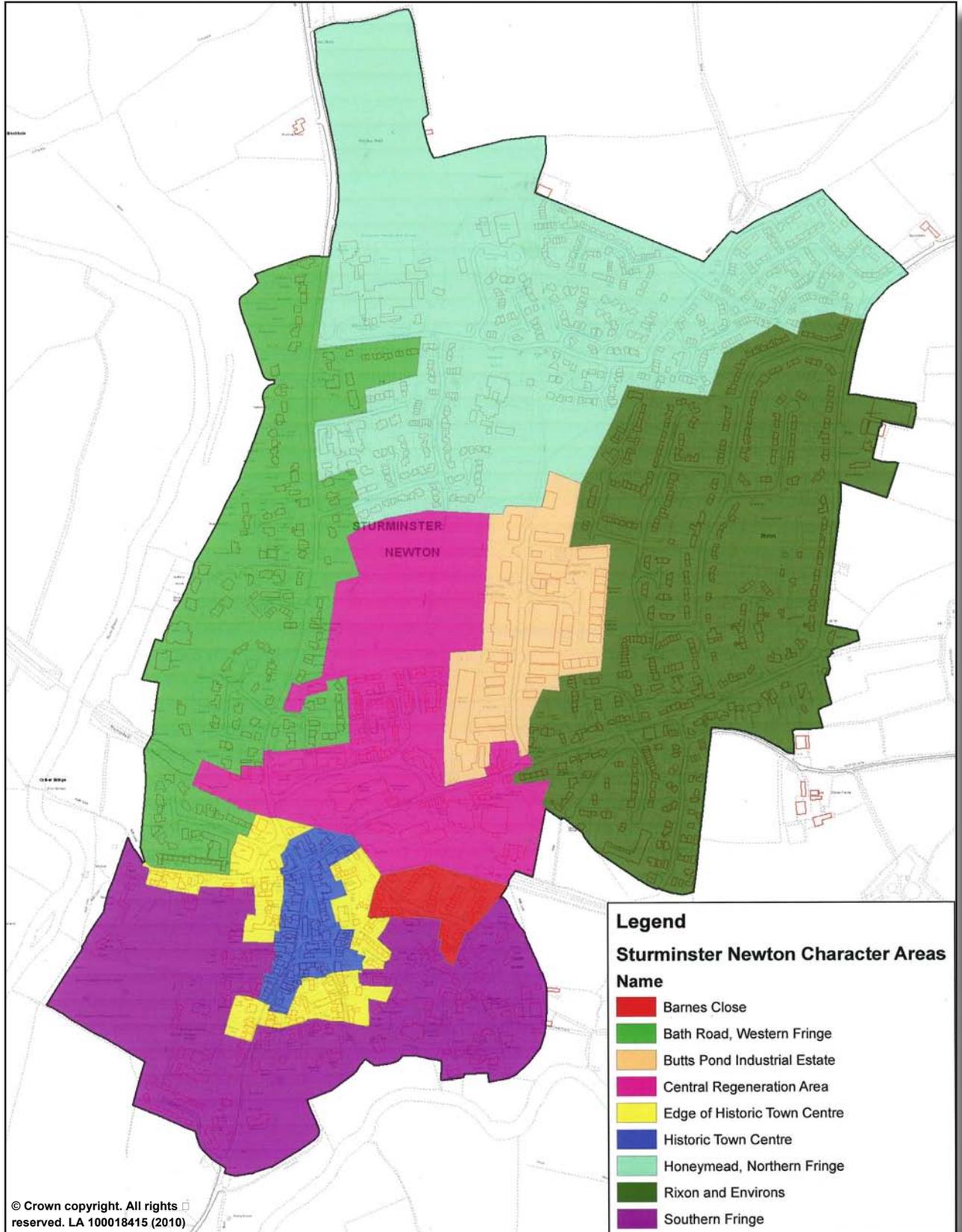


Figure 8: Sturminster Newton Town Design Statement character areas

## 02 Site context



Figure 9: Sturminster Newton Station 1898



Figure 10: The cutting, now Railway Gardens



Figure 11: Streeter's former grain store



Figure 12: Livestock market 1990's

The following section is a summary analysis of the site and its immediate context, raising issues that will influence the form of new development within the brief boundary.

### 02.1 Historical context

The Station Road Area was, as its name suggests, the site of the former railway station until it was closed in 1966. The station opened in 1863, part of the Somerset and Dorset system, linking the town with the national rail network. Bulky goods and fresh produce, including milk were transported to London on a daily basis. The former Livestock Market, the gas works and the Creamery were developed adjacent to the railway.

The Trailway, on its elevated embankment, maintains the line of the railway that ran on through the town centre car park, and through Railway Gardens that now covers the filled-in railway cutting. Streeter's Carpets was a former grain store associated with the railway but otherwise very little evidence of the railway remains. The Creamery was opened in 1913 when a group of local farmers formed a co-operative to supply milk and cheese to the London market and the surrounding area.

The Milk Marketing Board purchased the Creamery in 1937 and it continued to operate as such until its deregulation in 1994. Then it continued to operate as one of a group of Dairy Crest Ltd creameries, continuing to specialize in traditional cheese varieties. Due to reorganisation within Dairy Crest group, Sturminster Newton Creamery closed at the end of December 2000.

## 02 Site context

### 02.2 Building ages

The development brief area was initially developed after the coming of the railway in 1863 for a range of railway related uses including the livestock market, a gas works, the Creamery and a grain store (now Streeter's). These former uses have now been superseded and in the case of the livestock market, redeveloped very recently. The area to the north of the former railway line, now delineated by the Trailway, is largely post-war with some Victorian/Edwardian ribbon development along Butts Pond/Rixon Hill and the Bath Road. The only buildings that appear to be older (18th century) is a row of cottages on Butts Pond, opposite the Creamery site. The Butts Pond industrial area is post war. The original creamery buildings date from 1913 and Streeter's from the 1940's. Barnes Close

to the south of the development brief area was built in the 1970's or 1980's. The older buildings within Sturminster Newton are concentrated overwhelmingly within the old town.

### 02.3 Heritage

Given that the vast majority of Victorian, Edwardian and earlier buildings are concentrated within the old town it is no surprise that all of the towns listed buildings are concentrated here too. The Conservation Area covers the whole of the old town including the surrounding countryside in order to protect the setting of the town and its relationship with the River Stour.

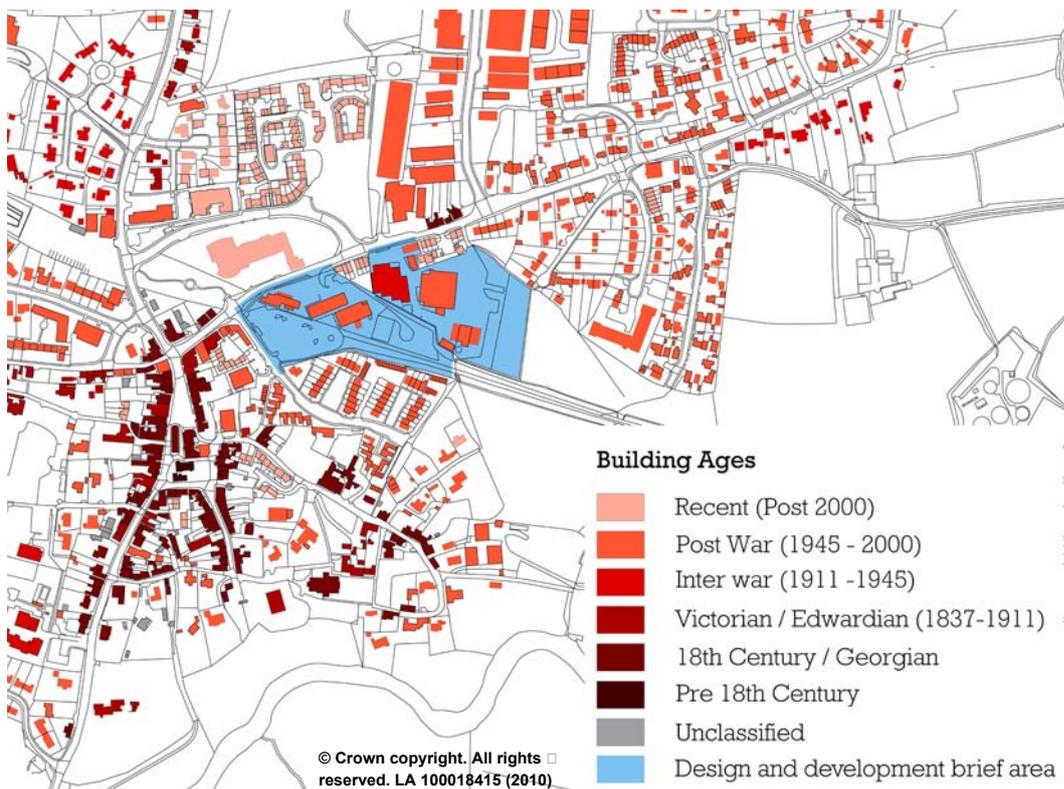


Figure 13: Buildings Ages

## 02 Site context

The northern boundary of the Conservation Area is drawn along the former railway and includes, rather surprisingly, Barnes Close and the town centre car park that lies within the brief boundary.

The implication of this designation is that new development must:

*“preserve or enhance the character or appearance of the Conservation Area”, in accordance with PPG15.*

Whilst most of the buildings within the brief area are poor quality and not worthy of retention, a few, because of their association with the dairy and railway industries, may be worth retaining.

A visit to the site with the North Dorset District Council conservation officer concluded that the original Creamery building is well built, attractive and worthy of retention. The building has been

part demolished, rebuilt and extended over the years but the original building at the core is important historically, attractive, well built and intact. The various extensions can be demolished.

The office building on the Creamery frontage was not considered to be worthy of retention if it is replaced with a good quality modern building that improves the street frontage.

Streeter’s was a former grain store, built in close proximity to the railway and as such is one of the few remaining physical references to the former railway. The structure is basic and robust in keeping with the former industrial use. The building does not appear on the 1938 ordnance survey plan, or at least not in its current form and is believed to date from 1945. Locally, the building attracts a mix of affection because of its association with the railway and scorn for its appearance. The conservation officer considered the building to be sufficiently important to warrant retention.

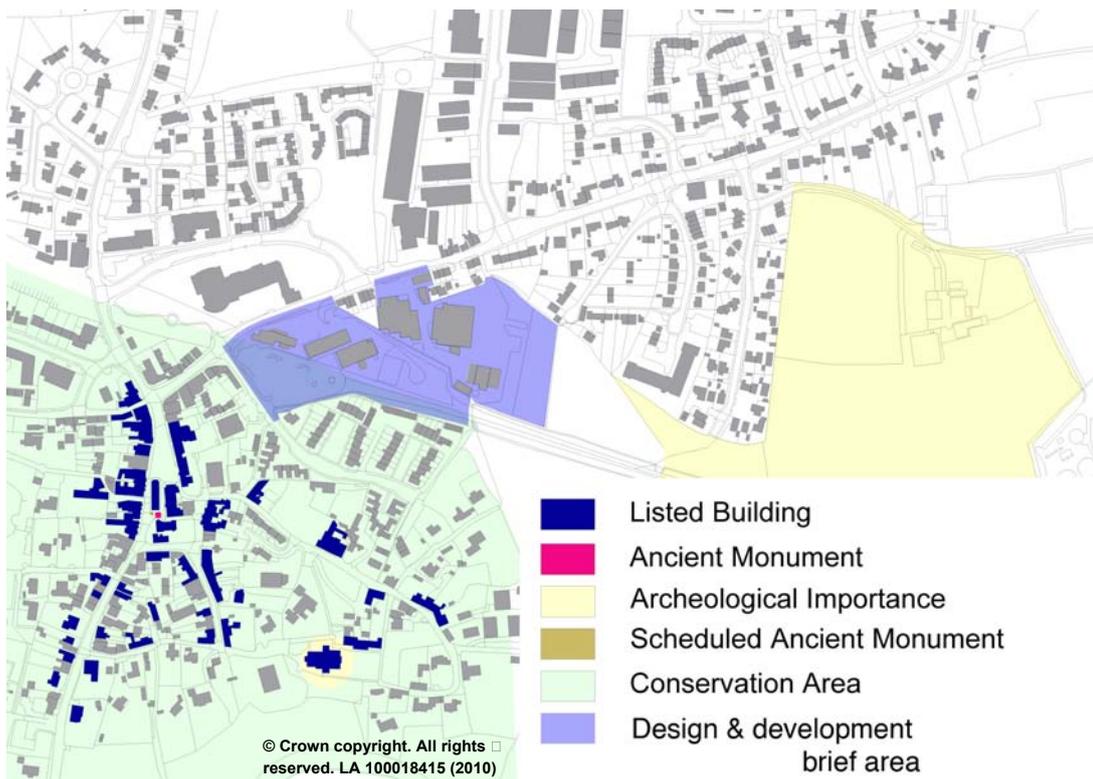


Figure 14: Listed buildings, monuments & Conservation Area

## 02 Site context

### 02.4 Building heights

All of the buildings within the design and development brief boundary are 1 or 2-storeys in height. This is largely true of the town as a whole, although more recent development on the former livestock market, including the new Exchange, rises to 3-storeys and in the case of the recent Wimpey Development, to 4-storeys.

The Town Design Statement has identified the view east from Railway Gardens as an important principal view, connecting the town centre with the countryside beyond in the middle distance and the Hambledon Hill in the far distance. In order to preserve this view, development heights will have to be limited along the view corridor and figure 16 defines the maximum height of buildings within the view corridor as predominantly 2.5 storeys. The extent of this height restriction is shown on figure 17.

The depth of buildings is also an important consideration and deep plan buildings requiring overly tall or dummy flat roofs should be avoided, so as to prevent uncharacteristic large scale forms and massing.

Whilst it may be tempting to propose taller building within the design and development brief boundary (outside the Hambledon Hill view corridor), other design considerations would suggest otherwise. These include maintaining the consistency of the 2-storey Station Road frontage and limiting the height of buildings to a notional tree line adjacent to the paddock area to the east.

The Creamery site and the Butts Pond industrial area is low lying in a shallow depression and it may be possible to justify slightly taller buildings away from the sensitive frontages. A variety of heights and roof pitches should be achieved.

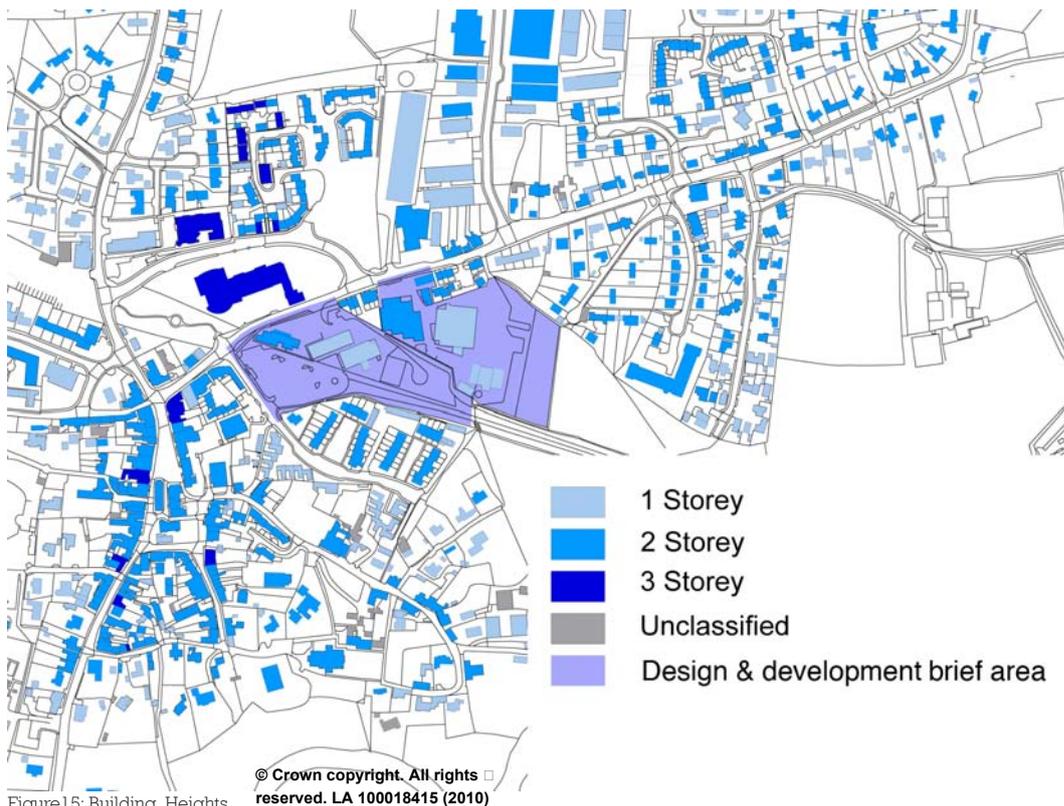


Figure 15: Building Heights

## 02 Site context

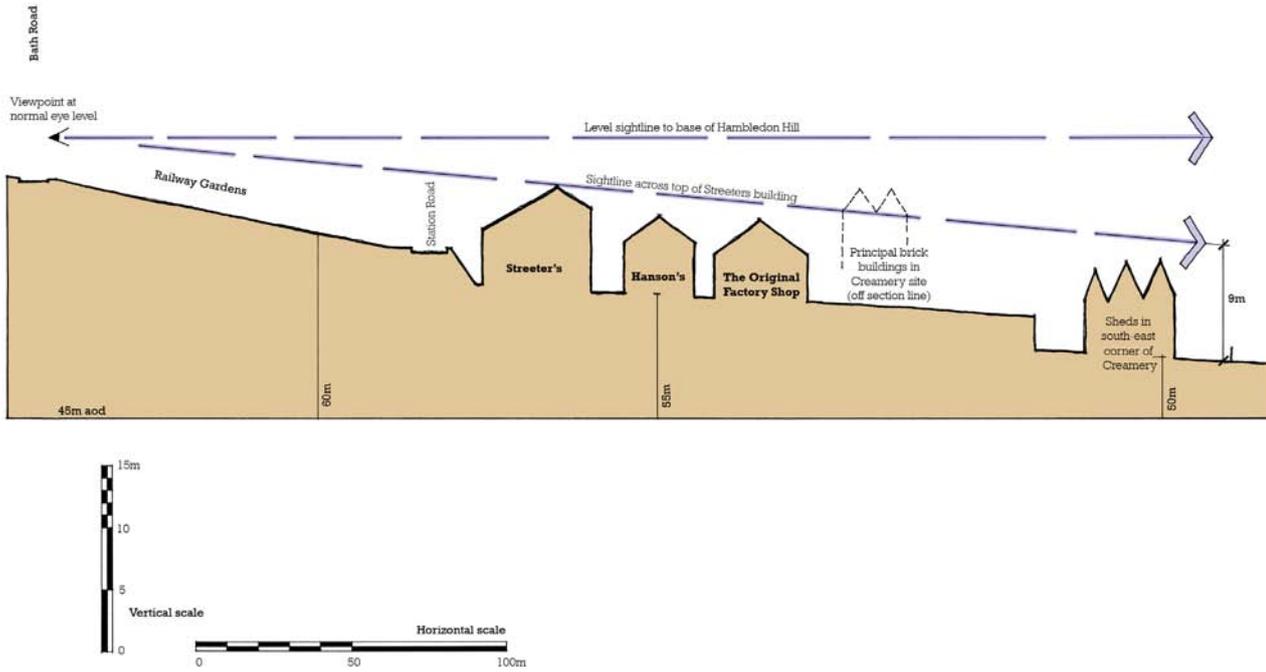


Figure 16: Section- Preserving view corridor to Hambledon Hill

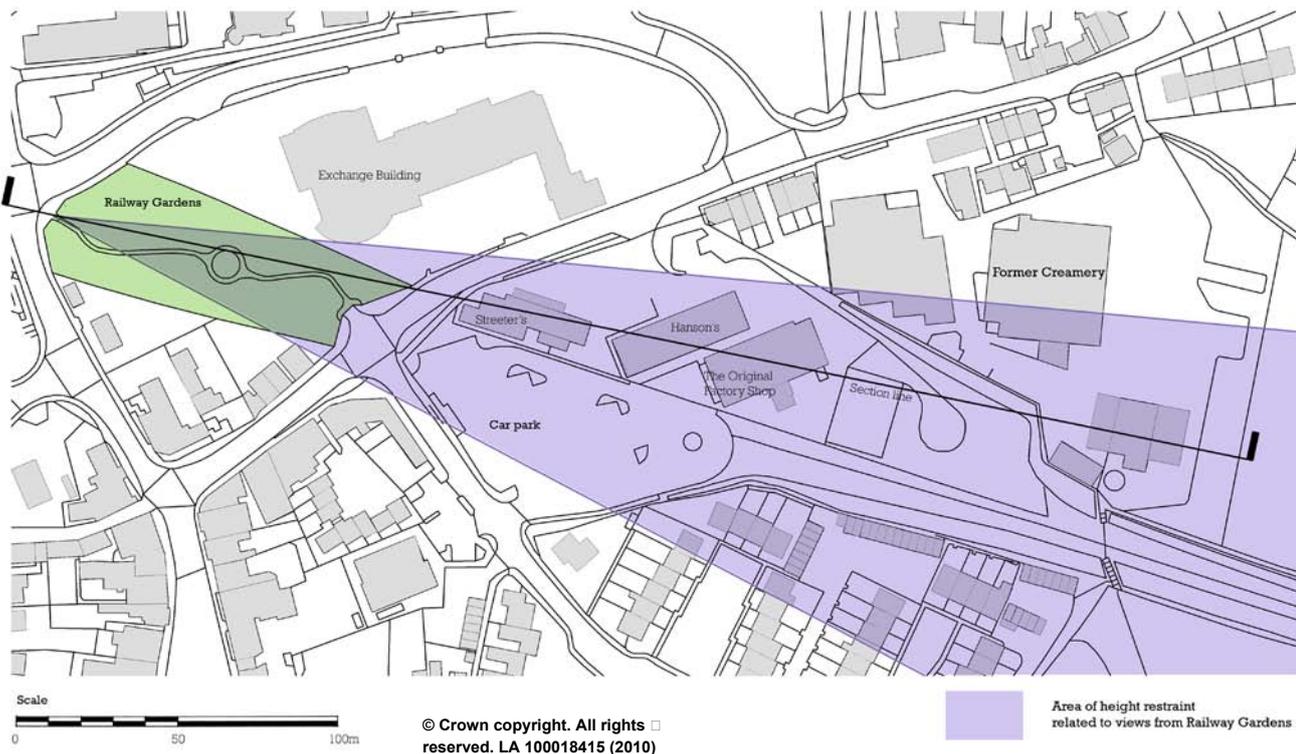


Figure 17: Plan - Preserving view corridor to Hambledon Hill

## 02 Site context

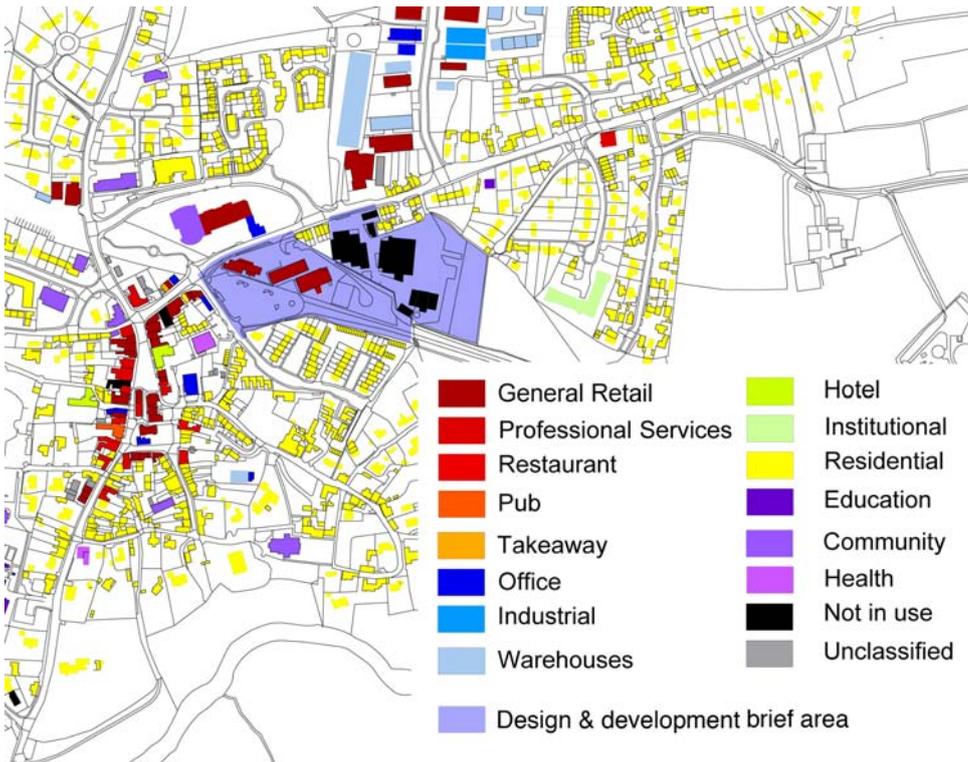


Figure18: Existing land use © Crown copyright. All rights reserved. LA 100018415 (2010)



Figure19: Urban grain

### 02.05 Existing uses

The design and development brief site and its immediate surroundings is not dominated by any single land use. Its location adjacent to the town centre has encouraged a mix, including significant retail, community, residential and employment uses. The former Creamery buildings are vacant.

### 02.6 Urban grain

The adjacent figure ground plan demonstrates the marked contrast in the scale of the employment and retail buildings of the Butts Pond Industrial Estate, the Creamery and the Station Road area. The Creamery and the Station Road retail area currently share the same industrial building typology and general townscape character as the industrial estate. The Town Design Statement though distinguishes between the two, identifying the Design and Development Brief area as the 'Central Regeneration Area', signalling a possible transition in character from industrial, and allowing the creation of a more varied, mixed character more appropriate to its location close to the town centre.

## 02 Site context



Figure 20: 1891 Ordnance Survey Map

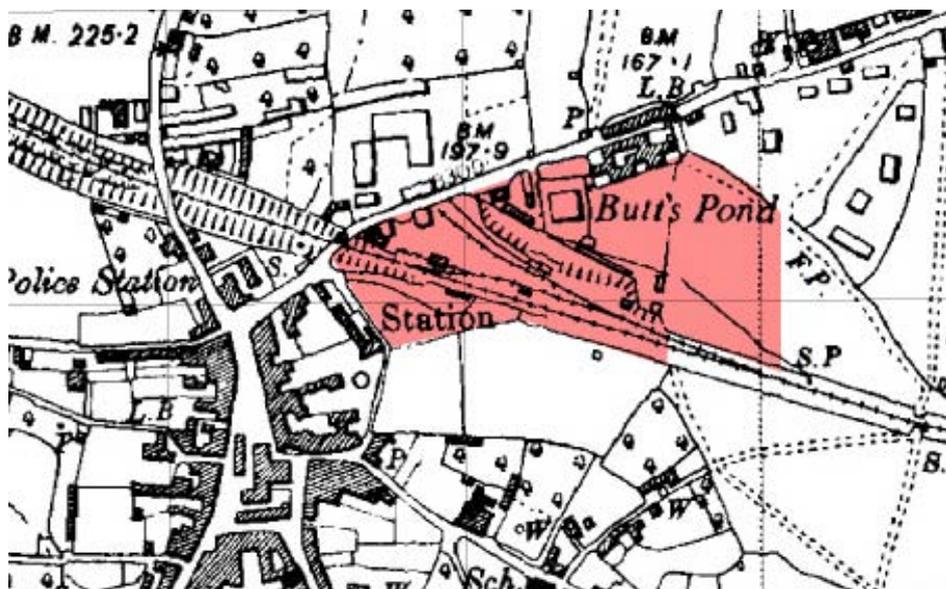


Figure 21: 1938 Ordnance Survey Map

### 02.7 Contaminated land

The design and development brief area was undeveloped until the coming of the railway in 1863 and indeed the railway stimulated relatively little built development on the area. The 1891 and 1938 ordnance survey maps indicate remarkably little change. The 1938 map shows the livestock market and the Creamery established just north of the railway.

There is a railway siding associated with the livestock market in the area currently occupied by the Original Factory Shop and Hanson's. This, along with the main line may imply some minor contamination with oils and hydrocarbons including creosote, used to preserve railway sleepers.

There was no locomotive stabling at Sturminster Newton and heavier contamination associated with locomotive maintenance is less likely.

The Sturminster Newton Gas and Coke Company was formed in 1864, just one year after the opening of the railway and operated until 1957. The gas holder was located off Lovers Lane to the rear of Gas Works House that still exists. Gas works and gas holders in particular are associated with land contamination including heavy metals, benzene and hydrocarbons.

## 02

### Site context

The fact that the gas holder was not on the brief site does not necessarily indicate that the site is free from contamination. Land contaminants can migrate to adjoining sites and subject to ground and groundwater conditions, the site may be contaminated. There is also anecdotal evidence that the town centre car park was built over tar pits associated with the former gas works that do not appear on the ordnance survey plans. A number of buildings within the development brief area including Streeter's and a number of Creamery buildings are roofed and otherwise clad with asbestos sheeting. It is also likely, given the age of the buildings, that there are other forms of asbestos within the buildings.

The developer must undertake investigations and assessments to determine whether the site is contaminated and carry out necessary remediation. This assessment should be submitted to North Dorset District Council for comment and provided as part of a planning application for the development of any part of the development brief site.

A desktop study should be carried out which should include the identification of previous site uses, potential contaminants that might reasonably be expected given those uses and other relevant information. Using this information a diagrammatic representation (Conceptual Model) for the site of all potential contaminant sources, pathways and receptors should be produced.

A site investigation should be designed for the site using the information obtained from the desktop study and any diagrammatic representations (Conceptual Model). The investigation must be comprehensive enough to enable: a risk assessment to be undertaken relating to groundwater and surface waters associated on and off the site that may be affected, refinement of the Conceptual Model and the development of a method statement detailing the remediation requirements.

It is recommended that where site investigations are to be carried out that due regard should be taken of relevant guidance and publications. Prospective developers are referred to the Government Contaminated Land Reports series, the EA/NHBC document "The Safe Development of Housing on Land Affected by Contamination", the BURA guide "Breaking old ground", BS 10175 "Site investigations on Contaminated Land" and the series of reports produced by CIRIA including Report no 78 "Building on Derelict Land". The BURA guide produces useful checklists for the various phases of the required investigation and cross-references other useful guidance.

A Method Statement detailing the remediation requirements, including measures to minimise the impact on ground and surface waters, using the information obtained from the Site Investigations is produced. This should be approved in writing prior to that remediation being carried out on the site.

# 03 Site Analysis

## 03.1 Constraints

### Sensitive boundaries.

The design and development brief site shares a number of its boundaries with existing residential development. Some of the existing houses have windows very close to the boundary. These sensitive boundaries must be addressed with care to avoid overlooking and loss of sunlight and daylight.

### Landform.

The Creamery and the rest of the Station Road area are at different levels and separated by a high earth embankment, originally built to carry the railway line and sidings. The embankment now carries the North Dorset Trailway, a pedestrian and cycle route. Subject to tree survey, it may be possible to reconfigure the embankment immediately to

the south of the Creamery site to enlarge the Creamery site and incorporate the landlocked area to the east of the Original Factory Shop. The town centre car park area slopes down from Barnes Close toward Station Road to the north. The area occupied by The Original Factory Shop, Hanson's and Streeter's (former railway siding) is relatively flat.

### Existing buildings.

There are no listed buildings on the site. The majority of existing buildings are of poor quality and not worthy of retention for conversion to other uses. However, the 1913 Creamery building and the former grain store (Streeter's) should both be retained. Both buildings have some local historic and architectural interest for the site and the town, being the last remaining buildings associated with the Dairy and the



Figure 22: Site constraints plan

## 03 Site Analysis



Figure 23: Sensitive residential boundaries

railway, respectively. These were once major activities in Sturminster Newton. The buildings and their remaining industrial features, such as the overhanging canopy, windows etc. should therefore be retained.

The Sturminster Newton Town Design Statement identifies the site as falling within the Central Regeneration Character Area.

The existing buildings, both adjacent to the car park and within the Creamery site are generally of a large scale and form associated with their respective retail and industrial functions.

Their large footprints and spacing currently represent a coarse grain area of townscape compared to the historic town centre.

### **Vehicular access.**

There are currently 4 points of access to the area from:

- Barnes Close
- Station Road (Hanson's)
- Butt's pond (Creamery)
- Butt's Pond (west of Chinnocks)

The access to the west of Chinnocks is narrow and is unlikely to be of sufficient standard for general use but may have an important emergency access roll.

### **Existing vegetation.**

In common with the rest of the town centre, The brief area, is substantially devoid of trees. The former railway embankment is well treed to the east of the area with scrub vegetation adjacent to the Creamery site. In addition there is a small group of trees in the Northeast corner of the brief area and to the rear of Chinnocks, a terrace of bungalows on Butt's Pond, immediately to the east of the Creamery.

The Town Design Statement (TDS) provides the following guidance:

*“Works which are likely to have a detrimental impact on important trees within the town will be resisted. All development proposals should consider the amenity value of trees and assessment of their contribution to their immediate and wider setting and the character of the town should be included in the development proposals. The likely impact of development on trees should be considered at the very start of the development process”.*

This supplements Local Plan policies 1.7, 1.8, (ii), (iii), 1.23, 1.24, 1.39, 1.40).

### **Existing land ownership.**

The development brief site is in approximately 5 ownerships. Leases on some of these site areas extend beyond 10 years and the implementation of development on these sites is therefore less likely in the short-term. In order to achieve the advantages of a comprehensive approach to development, some landowners may need to work together.

### **Sub-station.**

There is a small electricity sub-station on the Creamery site. The sub-station is assumed to be live and to serve the wider area, not the Creamery site alone. The developer must liaise with the electricity company responsible in order to retain or relocate the sub-station as appropriate.

# 03 Site Analysis

## 03.2 Opportunities

The design and development brief is a strategic opportunity to regenerate this important part of the town centre, creating a new focus for the town and affecting a smooth transition between the old town and the new cattle market development. The following notes address the specific opportunities afforded by the site.

### Open aspect

The Creamery site enjoys an open aspect over countryside to the east. The new Creamery development may seek to exploit these views, providing positive frontage development.

### Street frontages

The street frontages are generally open, exposing car parking and service areas to the public realm. Redevelopment should seek to provide positive street frontages with ancillary areas and functions to the rear.

### Reuse of existing buildings

There is a strong presumption against the demolition of the original Creamery building and Streeter's. The Creamery could be converted to a range of uses, including employment or a hotel. It is envisaged that Streeter's would be refurbished and used for retail.

### Landform

The town centre car park is higher adjacent to Barnes Close than at the Trailway. This slope could be exploited to increase the amount of parking by building 2 parking levels, one at the Barnes Close level and another below at the Station Road level.



Figure 24: Site opportunities

## 03 Site Analysis

### **The Trailway.**

The North Dorset Trailway currently terminates unceremoniously at the edge of the town centre car park. The Trailway should in time be extended through the car park to the junction of Station Road and Barnes Close to a new public space that unites Market Place, Railway Gardens, Barnes Close, Station Road, the Trailway and The Exchange. The ground floor internal market place within The Exchange could spill out into this new space creating a new focus for the town.

### **Access**

The area has sufficient vehicular access points to allow for a rationalisation of existing traffic patterns. For example, the existing access from Station Road (Hanson's) could possibly provide a new access to the town centre car park reducing the need for the Barnes Close access and removing the majority of vehicles from Station Road (west) and from Barnes Close. A new space in front of The Exchange could therefore be largely car free.

### **Jubilee Path**

Jubilee Path is an important pedestrian and cycle route, connecting the north of the town with the town centre. It currently passes through Butts Pond and terminates at Station Road. The redevelopment of the Creamery allows the extension of the path across the existing pelican crossing, through the Creamery site and up to the Trailway. This represents a strategic new pedestrian and cycle link.

The path will need to be sufficiently wide, to allow for safe dual use by pedestrians and cyclists. The adoption of this link will be subject to negotiation with Dorset County Council.

### **Existing vegetation**

Existing trees are both a constraint and an opportunity to provide a mature landscaped backdrop to the new development.

### **Potential development sites.**

Sites A,B,C and D represent a significant development opportunity, capable of accommodating a mix of land uses with improved car parking and increased amenity to the people of Sturminster. The 4 sites indicated amount to a little over 2 hectares or 5 acres nett (excluding embankment and Trailway).

### **03.3 Town Design Statement (TDS) character designation**

The brief area falls within the 'Central Regeneration Area' as defined by the Town Design Statement. This is a character area including a wide range of land uses, building scales and types.

The Central Regeneration Area lies between the old town and the more recent town extension to the north. The Central Regeneration Area is identified as an opportunity area where new development can help restore the division between the old town and the more recent northern extension.

The TDS states that:

*"Future regeneration schemes should take their references from those aspects that give the old town its character, whilst also respecting and enhancing neighbouring Character areas".*

The TDS points out that the potential redevelopment sites (the brief area) have weak public frontages and that there is therefore a real opportunity to significantly enhance this part of the town through the redevelopment process.

# 04 Planning and design principles

## 04.1 Sustainable development.

Opportunities should be sought to reduce energy usage. This should be achieved through the application of the Code for Sustainable Homes (CSH) and BREEAM sustainability assessments.

The Code for Sustainable Homes (CSH) assesses residential developments for environmental impacts whilst maintaining a high quality of life and a safe and healthy environment. The assessed issues are grouped into nine categories:

- Energy
- Surface water run-off
- Water
- Materials
- Waste
- Pollution
- Health and well-being
- Management
- Ecology

There are 6 different levels of sustainability defined by the Code which are related to the total number of the overall credits obtained:

Code Level	Total Points (min)
1 (□)	36
2 (□□)	48
3 (□□□)	57
4 (□□□□)	68
5 (□□□□□)	84
6 (□□□□□□)	90

CSH pass rates

Level 3 of the Code for Sustainable Homes is likely to become compulsory for dwellings in April 2008, however in order to ensure a high standard of sustainability, assessments according to the CSH are recommendable for every residential project.

Development proposals in the brief area should meet a minimum of Code level 3 and therefore at least of 57 points overall. However, applicants are strongly encouraged to explore opportunities to achieve higher standards wherever possible. In practice, it is advisable not to meet the minimum requirements exactly, but to include a margin of approximately 2% in case minor changes in the checklist have to be carried out at a later stage.

Carbon reduction in the Code for Sustainable Homes:

A minimum percentage of reduction in Dwelling Emission Rate (DER) over Target Emission Rate (TER) as it is determined by the 2006 Building Regulation Standards.

Code Level	Total Points (min)
1 (□)	10%
2 (□□)	18%
3 (□□□)	25%
4 (□□□□)	44%
5 (□□□□□)	100%

CSH requirements on emission improvements

The BREEAM are sustainability assessments for all types of non-domestic buildings. Although not compulsory to date, these assessments should be taken into account to guarantee a certified level of sustainability in the non-housing element of the site.

The South West Sustainability Checklist for Developments is an appropriate tool to be used to assess the sustainability of any development.

### Drainage systems.

A Sustainable drainage system (SUDS) will be required throughout the site, wherever practical, and a funded adoption plan will be agreed with the Council.

## 04 Planning and design principles

### **Alternative energy systems.**

Wherever practical, alternative energy systems will be provided such as Combined Heat and Power (CHP), incorporating innovative energy sources such as biomass. The incorporation of photovoltaics cells and vacuum tube solar heating into roof design should be considered where orientation and roof pitches are suited.

### **Water Conservation.**

All buildings will be designed, including their internal systems with appropriate water conservation in mind. This may include rainwater harvesting, water recycling and grey water systems, permeable surface treatments.

### **Green Roofs.**

Innovative green roofs may be considered, mitigating against loss of scrub habitat, reducing run-off and reducing urban heat island effect.

### **Reducing Waste.**

Opportunities should be taken to minimise development related waste at all stages of the design and construction process. For example, the retention of existing buildings will reduce demolition waste and retain the building's embodied energy. Lorry movements to and from the site should be minimised by recycling waste on site where appropriate. Consideration to reducing and recycling operational waste from the development should also be demonstrated in addition to accommodating the waste recycling facility that currently exists on the site.

### **04.2 Initial Options**

On 17th July 2007 an evening presentation and brainstorming workshop of initial ideas and thoughts was held at the Exchange about the future of the Station Road Area including the Creamery site. To stimulate discussion, Matrix Partnership prepared 3 sketch options, illustrating possible future scenarios for the area. These options investigated different levels of development on the Station Road area and different future uses for the area as a whole.

Comments about these options and new ideas were sought from the 90 residents and other stakeholders who attended. Three initial options discussed.

# 04 Planning and design principles



Figure 25: Option 1



Figure 26: Option 2

**KEY**

 Existing development	 Care Home
 Replacement retail	 Hotel
 Retained buildings	 Car parking
 New residential	 Car parking below
 New employment	 Skateboard park
 New squares	 Jubilee Path extended

## Option 1 – Minimum Change & Employment Uses

This option proposed the “tidying up” of the town centre car park, and the retail area adjacent, including:

- Improved boundary treatments
- Tree planting
- Better paving
- Better street furniture (seats, bins, lamp posts, signage, etc.)
- Better lighting

The Creamery site was shown redeveloped for employment use including workshops, warehouses and offices in accordance with the North Dorset District Council Local Plan (2003).

## Option 2 – Intermediate Level of Change & Residential Uses.

This option proposed new development on the town centre car park and adjacent retail area, whilst increasing car parking. The existing shops (Hanson’s, Streeter’s and Original Factory Shop) are rebuilt, with flats or offices above, to provide a better frontage to Station Road and a new public and largely pedestrian square in front of The Exchange. The square also acts a terminal space for the Trailway, now extended. The town centre car park now has its principle access from Station Road and is less dominant within the streetscene. The Creamery and the eastern end of the Station Road retail area is illustrated as residential development. This could be one of, or a combination of the following:

- Sheltered Housing for the elderly
- Care home for the elderly
- Affordable housing
- Market houses for sale
- Market flats for sale



Figure 27: Option 3

KEY			
	Existing development		Care Home
	Replacement retail		Hotel
	Retained buildings		Car parking
	New residential		Car parking below
	New employment		Skateboard park
	New squares		Jubilee Path extended

### Option 3 – High Degree of Change & Mixed Uses.

This option proposed a significant level of new development on the town centre car park and adjacent retail area, whilst increasing car parking. The existing shops (Hanson's, Streeter's and Original Factory Shop) are rebuilt, with flats or offices above, to provide a better frontage to Station Road and a new public and largely pedestrian square in front of The Exchange. The square also acts a terminal space for the Trailway. The town centre car park now has its principle access from Station Road and is largely within a semi-basement structure that exploits the slope on the site to keep the car park out of sight.

The Creamery, part of the car park and the eastern end of the Station Road retail area is illustrated as a mix of dwellings and employment uses. The employment space insulates the residential areas from a potentially noisy proposed skateboard park proposed to the east.

#### 04.3 Consultation feedback.

As well as being involved in the workshop, when people were encouraged to express their own views and put forward their own ideas, they were asked to take away and distribute copies of a response form that posed a number of questions about the development of the Station Road area and about the town as a whole.

In summary respondents main comments were:  
Some aspects of each of Options 1, 2 and 3 were thought to be good and some aspects less good. The principal comments were as follows:

Town Centre car parking should be maintained or increased, although how it is provided (whether surface or decked for example) is less important.

There should be a limit on residential development,

although sheltered housing for the elderly, care homes and affordable housing for local people generally would be more acceptable.

New employment space and the creation of local jobs would be welcomed but it is also likely to increase the number of lorries driving through the town.

There would not be sufficient demand for significant employment space in the town centre. The development at Dorset Business Park is only partially built and offices within the town centre remain empty.

A significant number of respondents would like to see an hotel in the town centre.

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Figure 28: Option A



Figure 29: Option B

**KEY**

Existing development	Care Home
Replacement retail	Hotel
Retained buildings	Car parking
New residential	Car parking below
New employment	Skateboard park
New squares	Jubilee Path extended

## 04.3 Refined Options

In response to this feedback from residents and others, further more refined options were developed for comment. These options A, B and C were the subject of a 2 day exhibition held at the Sturminster Newton Cheese Festival on the weekend of the 8th and 9th September. The exhibition was then moved to the Community Office within The Exchange building for a further 2 weeks. Stakeholders were asked to complete forms, responding to a series of questions and to provide their own views about the future of the brief area.

### Option A – Short-term improvements to Station Road Area & Mixed Use on the Creamery site

Much the same as the initial Option 1, Option A proposes the “tidying up” of the town centre car park, and the retail area adjacent. The Creamery site is shown redeveloped for a mix of complimentary uses including an hotel, managed work space, a care home for the elderly and some new residential development. This could be sheltered housing associated with the care home, affordable housing, self-build housing or market housing for sale.

Common to all new options is the retention, if possible, of the historic, central part of the Main Creamery building.

*This option can be implemented in the short-term (subject to funding).*

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Figure 30: Option C

KEY			
	Existing development		Care Home
	Replacement retail		Hotel
	Retained buildings		Car parking
	New residential		Car parking below
	New employment		Skateboard park
	New squares		Jubilee Path extended

### Option C – Long-term comprehensive redevelopment of Station Road area with some new development & Mixed Use on the Creamery site

This option proposes a significant level of new development on the town centre car park and adjacent retail area, whilst increasing car parking. The existing shops (Hanson's, Streeter's and Original Factory Shop) are rebuilt, with flats or offices above, to provide a better frontage to Station Road and a new public and largely pedestrian square in front of the Exchange. The square also acts a terminal space for the Trailway. The enlarged town centre car park now has its principle access from Station Road and is largely within a semi-basement structure that exploits the slope on the site to keep the car park out of sight. As well as the rebuilt shops with flats or offices above, the Station Road Area is shown developed as houses and flats. These will mainly be houses

### Option B – Medium-term improvements to the Station Road area with some new development & Mixed Use on the Creamery site

This option proposes an intermediate level of new development on the town centre car park and adjacent retail area, whilst increasing car parking. Hanson's is rebuilt, with flats or offices above, to provide a better frontage to the new public and largely pedestrian square in front of The Exchange. The square also acts a terminal space for the Trailway. Streeter's and Original Factory Shop remain. The town centre car park is enlarged and now has its principal access from Station Road and is less dominant within the streetscene.

The Creamery is redeveloped with a mix of uses including managed work space, a care home for the elderly and some new residential development. This could be sheltered housing associated with the care home, affordable housing, self-build housing or market housing for sale.

*Because of land ownership issues in the Station Road area, this option is likely to be a medium-term prospect (5-10 years say). The Creamery can though be redeveloped in the short-term.*

and flats for sale because the profits will be needed to pay for the semi-basement parking structure that will be expensive to build.

The Creamery, part of the car park and the eastern end of the Station Road retail area was illustrated as a mix of uses including an hotel, a care home, workshops and offices. The employment space insulates the care home areas from the potentially noisy skateboard park to the east.

*Because of land ownership issues in the Station Road Area, this option is likely to be a long-term prospect*

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*(in excess of 10 years). The Creamery can though be redeveloped in the short-term.*

### 04.4 The Preferred Option

The stakeholder feedback confirmed the land use mix for the area and the sequential approach to development. This feedback forms the basis of the preferred option (see Figures 31-35).

#### Movement

A key objective of the preferred option is to remove as much traffic as possible from the western end of Station Road so that a new pedestrian priority, focal, public space can be created at the Station Road, Barnes Close and Market Place junction. This will involve the formation of a new town centre car park access off Station Road. This will access a lower parking deck where the majority of public car parking will be accommodated. A car park access from Barnes Close is maintained but is re-located and reduced in scale to serve relatively few spaces on the upper parking deck.

This arrangement will greatly reduce the number of cars and lorries having to cross the new public space.

The Creamery is accessed via the existing access on Butts Pond. A secondary emergency access is possible via the narrow, existing access adjacent to Chinnocks. Emergency access may also be possible across the paddock area from Friars Moor to the east.

A common feature of all options explored has been the extension of Jubilee Path across at the Butts Pond pelican crossing, through the Creamery site to connect with the Trailway. The extended path needs to ramp as gently as possible up to the Trailway to facilitate its use by cyclists as well as pedestrians. The route may vary therefore depending upon whether the site is regraded (as illustrated) or not.

#### Retained buildings

The only buildings to be retained on the site are the 1913 original Creamery building and the

Streeter's building. These will retain a historic link with the former Creamery and the dairy industry, and the railway, which were once so important to the local economy. Streeter's has a simple and robust industrial appearance, but is also of local historical importance as the only remaining building connected with the railway.

#### Proposed Land Uses

##### Retail

The preferred plan seeks to maintain the same amount of retail on the site as currently exists. Whilst ultimately Hanson's and the Original Factory Shop would be rebuilt with flats above to improve the Station Road and Barnes Close frontages, the same retail floor space is maintained. Equally the same occupiers are assumed to remain, decanted into new buildings.

##### Care Home

A large care home (approximately 60 bed) is illustrated in the preferred option. The care home is well located close to the town centre and will provide much needed accommodation for our ageing population. The care home will also have the advantages of providing some employment and of minimising traffic generation. Care homes are subject to very low parking standards.

##### Residential accommodation

A limited amount of residential accommodation will be appropriate on the site, particularly if it is warden assisted, sheltered accommodation linked to the care home on the Creamery site. Overall 91 residential units are shown across both the Creamery and Station Road sites, of which 15 are houses and 76 would be flats.

Policy H1 of the Draft RSS states that:

*"provision will be made for at least 30% of all housing development annually across each local authority area and Housing Market Area to be affordable, with authorities specifying rates up to 60% or higher in areas of greatest need".*

North Dorset is an area of high need and it is likely that an affordable housing requirement

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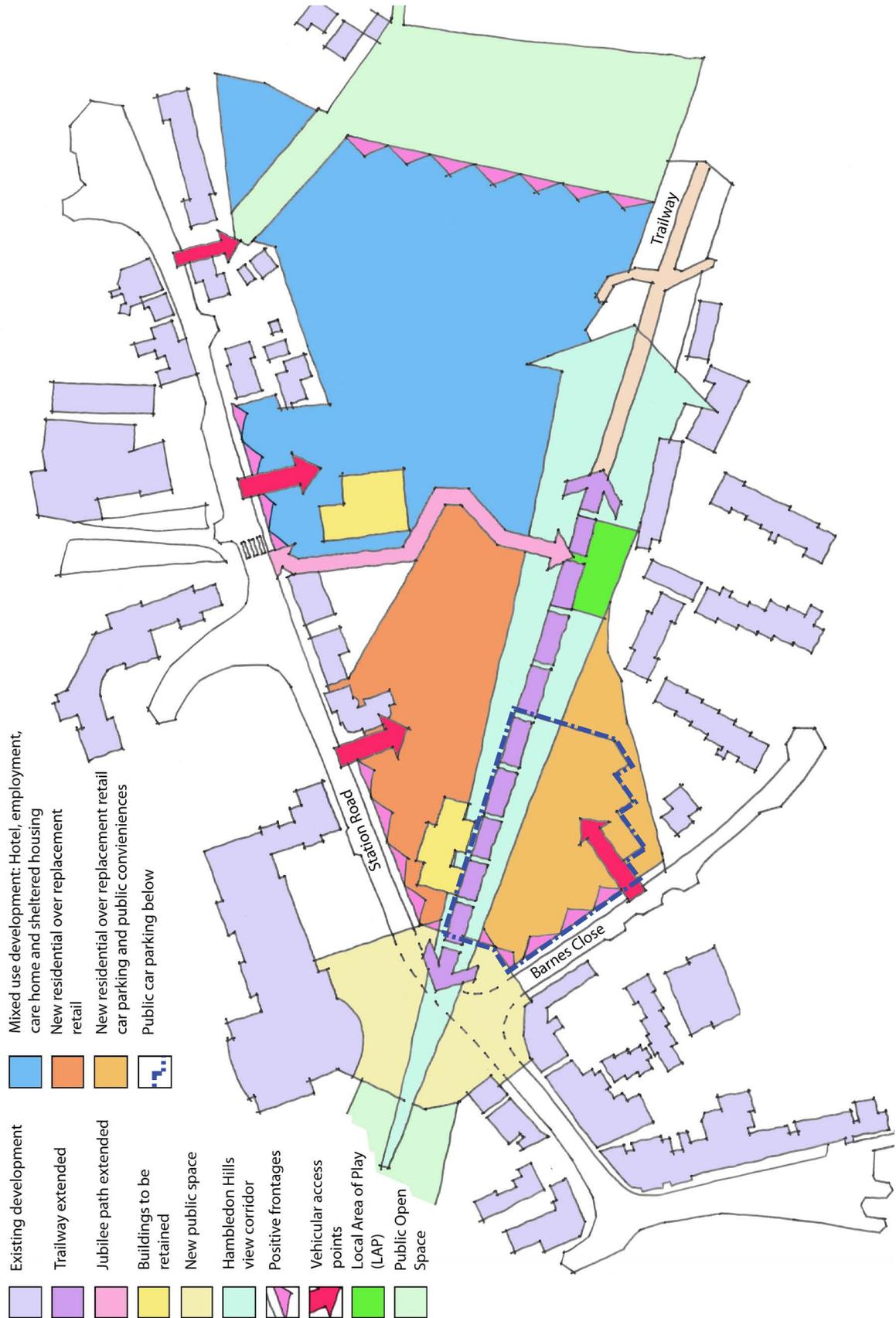


Figure 31: Concept Diagram

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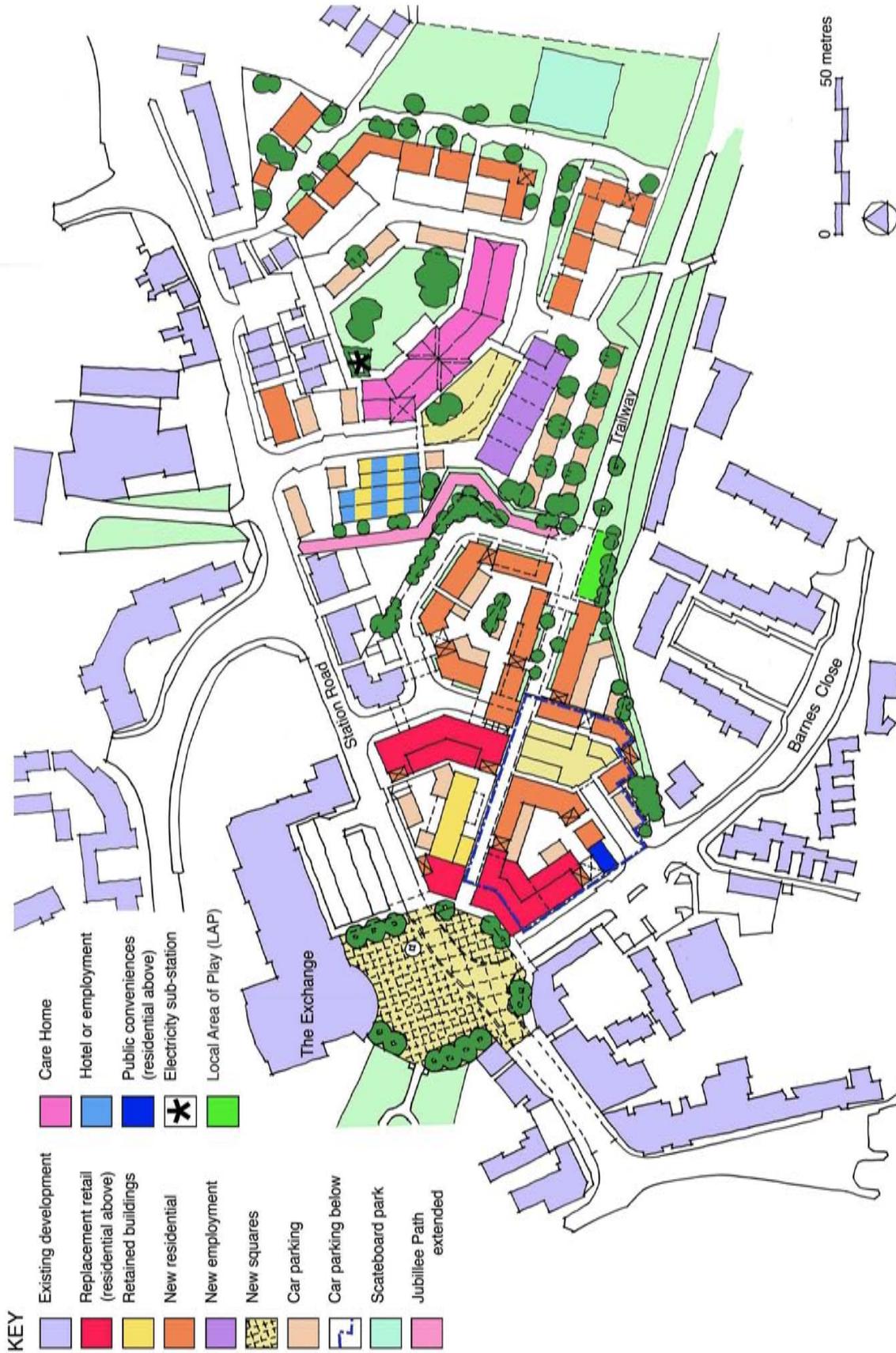


Figure 32: Preferred Option (illustrative)

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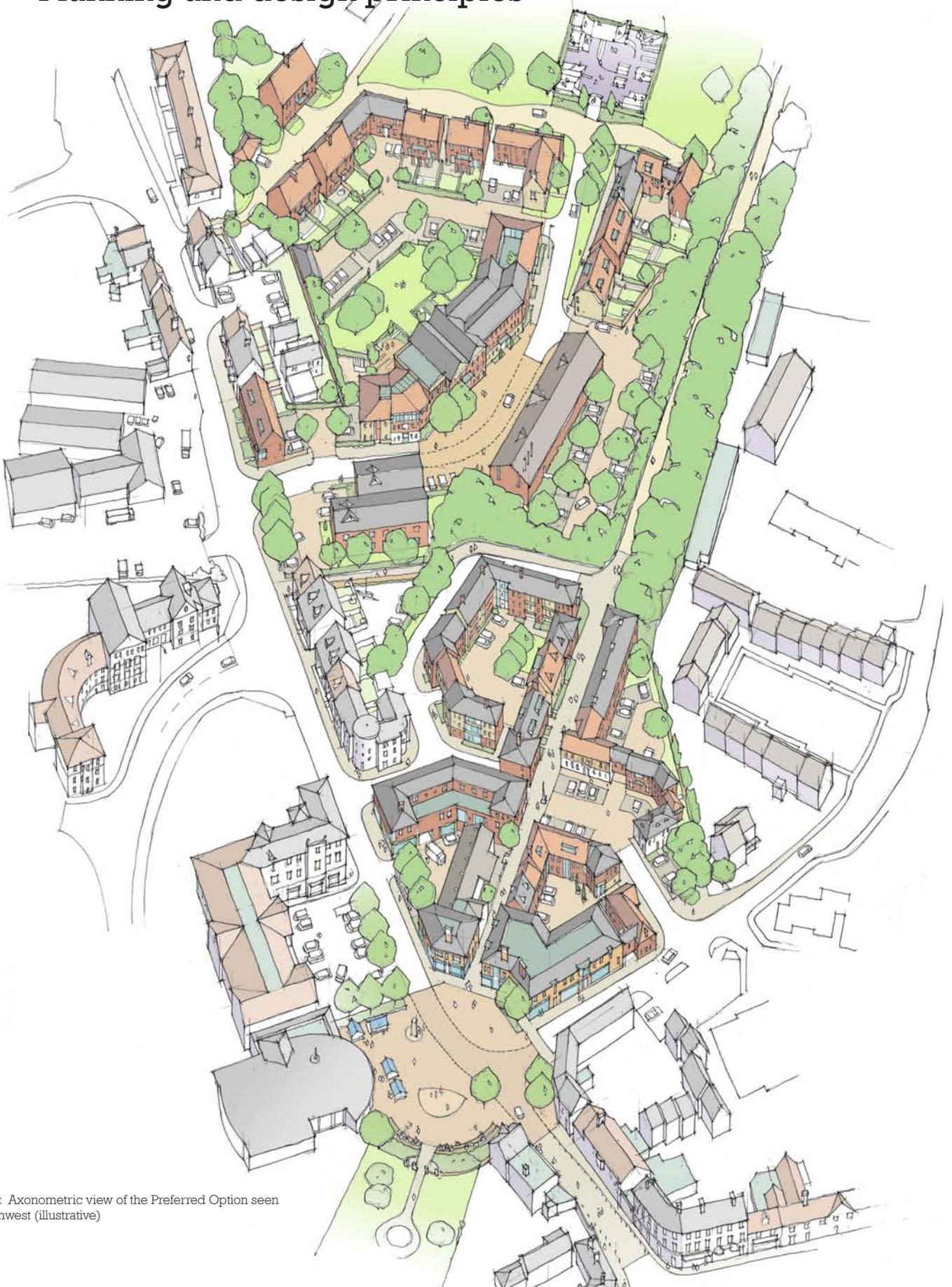


Figure 33: Axonometric view of the Preferred Option seen from northwest (illustrative)

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of up to 50% could be required. The District Council's of Dorset have commissioned a Strategic Housing Market Area Assessment which will include recommendations with regard to the proportion of affordable housing that the Council should seek. This report is due to be published in Spring 2008.

The exact number and mix of affordable housing will be subject to guidance published by this report and be subject to agreement with North Dorset District Council.

To fund the decked parking solution for the town centre car park the scheme must be financially viable to enable cross subsidy of the parking. Essentially the profit from the resulting development will fund the construction of the parking structure. The type of development most likely to provide sufficient cross-subsidy is residential development for sale. The number of residential units will be controlled by the physical and visual constraint of the site, including the Hambledon Hill view corridor height restriction. The developer must provide the Council with a financial appraisal justifying the number and type of units proposed. These will include affordable units at a rate to be negotiated with the Council.

There is a small amount of additional residential development located above the new retail units to provide a stronger frontage onto Station Road, Barnes Close and to better define the new public space fronting The Exchange.

### Employment space

The North Dorset Local Plan, produced in 2003 identifies the former Creamery for future employment uses such as workshops and offices. More recently, North Dorset District Council has undertaken an Employment Land Review, to assess the suitability of current employment sites. The review found that whilst employment uses on the Creamery were still acceptable, the site's location on the edge of the town centre provides the potential to compliment the Cattle Market scheme, as a mixed-use development. The Cattle Market scheme, including the Exchange, is now almost complete and the

area has witnessed a great deal of change. Employment uses alone may not now be the most appropriate use of the land.

Some employment use should be maintained on the Creamery site other than that generated by the retail and care home uses. When the Creamery was operating it provided employment for some 60 people. The basis for the provision of new employment uses on the site will be the provision of sufficient employment floor space to provide 60 jobs.

Employment densities vary depending on the type of employment space provided. According to 'Employment Densities: A Full Guide 2001', produced by Arup for English Partnerships and the Regional Development Agencies the average, relevant employment densities as follows:

B1 Office	19 m <sup>2</sup> (gross internal) per person
B1 Small Business Units	32 m <sup>2</sup> (gross internal) per person

NB: Gross Internal excludes perimeter wall thicknesses and external projections such as open balconies.

60 jobs would therefore equate to 1,140 m<sup>2</sup> gross internal of office space or 1,920 m<sup>2</sup> of small (B2) business units or a combination of both.

### Hotel

A significant number of stakeholders identified the need for a hotel, perhaps associated with The Exchange conference venue and/or with leisure facilities. Enquiries to the main national hotel chains were disappointing however. Sturminster Newton does not fit the location profile preferred by the national chains approached in spite of the conferencing potential. In all cases, the national operators require sites on major A roads, preferably in or on the edge of large conurbations. Their minimum size is generally 40 bed but generally 60 beds hotels are preferred.

In spite of this negative market advice, the

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wish expressed by stakeholders to see a hotel in the town was still very strong. The developer of the Creamery site must carry out a feasibility study and market testing exercise to determine the feasibility of hotel use on the site. It is acknowledged that this is likely to be a smaller, independently owned and operated establishment.

In the event that a feasibility study identifies that a hotel is not a viable proposition, commercial/business or community uses should be considered as suitable alternative uses for the Creamery building/site, in preference to further residential development.

### Public Convenience

The existing public convenience, located on Barnes Close must either be retained and refurbished or rebuilt in a location and form to be agreed with North Dorset district Council.

### Skateboard Park

A skateboard park has been an aspiration in Sturminster Newton for a number of years but as yet a suitable site has not been identified. The paddock area to the east of the site provides the opportunity to realise this long-term ambition to provide a facility for the youth of Sturminster Newton. Care will need to be taken in the siting and design of the facility to avoid the possible maintenance and safety problems associated with falling leaves from the existing trees. It must also be determined that a skateboarding facility in this location would not give rise to unacceptable impacts on the amenity of nearby residents.

### Electricity Sub-Station

The developer must liaise with the electricity company responsible in order to retain or relocate the sub-station as appropriate. The sub-station will need to be suitably housed and screened from surrounding development if retained on site.

### 04.5 Car and cycle parking

The existing town centre car park has 95 spaces

and occupies a triangular site. The existing arrangement is very inefficient and a greater number of cars could be accommodated on a smaller area if it were efficiently planned. The ultimate arrangement proposes the construction of 2 parking decks, a lower level deck at the Station Road level and an upper deck at the Barnes Close level. The overall number of parking spaces should remain approximately at their current level. This solution requires a comprehensive approach to development and co-operation between landowners. Because of the existing ownerships and leaseholds, it is unlikely that this comprehensive parking solution will be realised in the short-term. In the short term it may be possible, subject to funding, to upgrade the existing car park, perhaps by planting trees, by repaving or by providing better boundary treatments and screening.

Car parking for new development within the brief area will be at the following maximum standards.

Residential	1 space per dwelling (town centre and within 400m of public transport)
Care Home	1 space per 4 bedrooms plus a staff provision
Employment	1 space per 30m <sup>2</sup> (gross floor area maximum)
Hotel	1 space per bedroom plus a staff provision
Retail	1 space per customer at 1 per 10m <sup>2</sup> gross floor area

N/B This could be subject to change in accordance with the Dorset Residential Parking Study currently being undertaken.

Adequate covered and secure town centre and residential bicycle parking will also be required to be provided.

### 04.6 Scale and massing

The Town Design Statement (TDS) provides design guidance relevant to each character area. This includes the scale of development

## 04 Planning and design principles

appropriate. The TDS states:

*"All new development should be substantially of the same or lesser scale, height and mass of adjacent buildings, unless proposed as a key feature of landmark building".*

Buildings immediately adjacent to the site are mostly 2-storey, some are single storey. The Exchange is 3-storey and the new Wimpey development, 4-storey. Building heights on the brief site will be controlled by a combination of the scale of existing frontage buildings, by the Hambledon Hill view corridor and by the need to provide architectural emphasis. Most buildings will be 2-storey with some 3-storey where appropriate.

### 04.7 Materials, detailing and landscape treatment

The TDS design guideline D7-Architectural Treatment states that:

*"New development should be of a high quality, raising the standard of architectural treatment, and respecting the qualities of any nearby buildings and notable trees and other landscape features".*

This will include scale, massing, detailing and materials and corresponds to policies in the Local Plan and government guidance including PPS 1 and PPS 3.

There is a great range of building materials present in the surrounding area and the new developments will need to be selective, employing a limited pallet of complimentary materials.

In terms of landscape treatment, the TDS provides 3 design guidance notes that apply to the brief area.

L1-Development Adjoining Countryside states that:

*"Any new development adjoining or close to rural edges of the town should be planned and designed to create a sensitive transition between town and country".*

This particularly applies to the eastern edge of the Creamery site where a sharp definition between built development and the countryside should be avoided.

L3-Landscape Design states:

*"Hard and soft landscape should be provided where appropriate to enable development to integrate successfully into the local environment".* This guidance supplements Local Plan policies 1.7, 1.8 (ii), 1.23, 1.24, 1.4, 1.41).

The key principle is that hard and soft landscape should be designed in an integrated way, creating usable public and private spaces. Planting should not be used as a convenient filler of residual space.

### 04.8 Recreational open space

The National Playing Fields Association (NPFAs) open space standards seek the provision of between 0.4-0.5ha of casual informal play space and between 0.2 to 0.3ha equipped children's play areas per 1000 population.

It is estimated that the preferred option scheme would generate an increase in population of approximately 237.5 people, assuming 2.5 residents per household. The application of the NPFAs standards to this additional population would suggest the provision of 948m<sup>2</sup> of casual play space and 474m<sup>2</sup> of equipped play space.

The preferred option identifies the paddock as an area of informal play space of approximately 2475m<sup>2</sup>. In addition, the skateboard park and Local Area of Play (LAP) would provide approximately 695m<sup>2</sup> of equipped play space. Should the skateboard park be deemed inappropriate due to the presence of nearby residential properties, consideration should be given to an alternative

## 04 Planning and design principles

equipped play area in this location.

### **04.9 Highway considerations**

Any proposals for development would be required to provide a Transport Assessment to support a planning application. This is necessary in order to determine the level and impact of additional vehicle movements and the suitability of proposed access points. Applicants are advised to discuss their proposals with Dorset County Council Transportation Services in advance to identify their requirements.

Any proposals for development would be required to provide a Travel Plan which should outline the way in which transport implications of the development are going to be managed in order to ensure the minimum environmental, social and economic impacts. Dorset County Council has produced guidance 'Travel Plans in Dorset'.

## 04 Planning and design principles

### **Schedule of Accommodation**

The table opposite sets out the schedule of accommodation for the preferred option. This identifies the different uses proposed within the area of the brief and indicates the amount of land that each use would occupy.

The site on which each use would be located (the Creamery or Station Road) is also indicated, together with the total amount and type of car parking proposed.

Schedule of Accommodation														
Land use														
Brief area	Hotel m <sup>2</sup>	Employment m <sup>2</sup>	Public toilets m <sup>2</sup>	Retail m <sup>2</sup>	Care home (65 bed) m <sup>2</sup>	Residential			Parking					
						Flats		Houses		Podium	Undercroft	Garages	Surface	Total
					m <sup>2</sup>	Units	m <sup>2</sup>	Units	Spaces	Spaces	Spaces	Spaces	Spaces	
Creamery	810	1056	N/A	N/A	2600	1049	10	1458	15	N/A	N/A	8	91	99
Station Road	N/A	N/A	45	1247	N/A	4487	66	N/A	N/A	52	115	18	12	179
<b>TOTALS</b>	<b>810</b>	<b>1056</b>	<b>45</b>	<b>1247</b>	<b>2600</b>	<b>5536</b>	<b>76</b>	<b>1458</b>	<b>15</b>	<b>52</b>	<b>115</b>	<b>26</b>	<b>103</b>	<b>278</b>

Figure 34: Preferred Option Schedule of Accommodation (Illustrative)

# 05 Implementation

## 05.1 Comprehensive development

Given the key location of this 2 Hectare site and its importance to the town centre, as well as the need to protect and enhance existing buildings and uses, and achieve key strategic objectives, a comprehensive phased development will be required for the entire area. The key strategic objective is the implementation of the improved town centre car park. A single masterplan will therefore be required. Development on the earlier phases will be expected to contribute towards the provision of a decked car park on the later phases. This would be secured by planning agreement.

The co-operation of the various landowners is essential to achieve a comprehensive approach. This could take the form of land swap deal or the pooling of land and sharing of profits.

This approach would ensure that the site can be developed in accordance with the overall vision for this area and provide efficiencies in terms land use. It would be able to deliver enhanced town centre parking facilities, public open space (between The Exchange and the proposed development area) and in terms of continuing the railway directly into the town. These wider public benefits would be difficult to achieve if development were to proceed on an ad-hoc basis.

## 05.2 Phasing

Whilst comprehensive development is required, this will need to be phased to minimise disruption to existing users and to maximise the development opportunities and the benefits to the town. An indicative phasing strategy is set out in Figure 35.

**Phase 1** anticipates the early development of the Creamery site and development taking place on the Hanson's Station Road frontage including the relocation of Hanson's existing operation.

**Phase 2** sees the redevelopment of the west end of Streeter's (modern extension) with a new retail/residential block and the refurbishment of the main building and external areas.

**Phase 3** sees the Original Factory Store relocated to a new retail unit overlooking the proposed public space.

**Phase 4** the final phase sees the town centre car park and its associated 'enabling' development constructed.

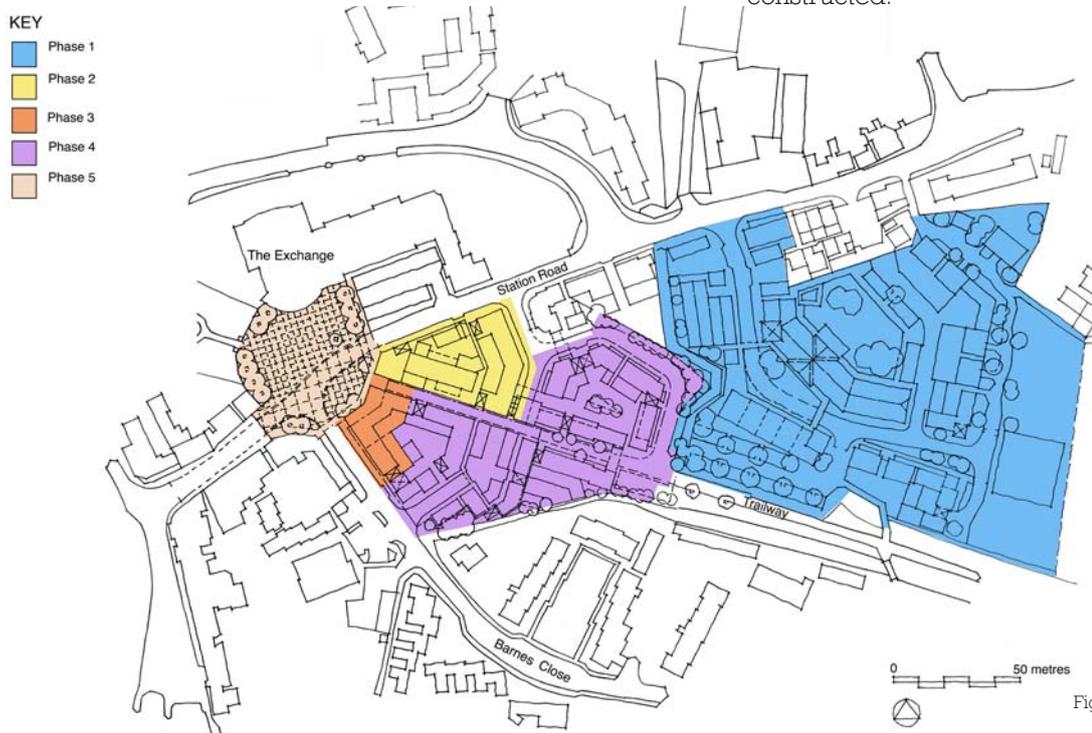


Figure 35: Indicative phasing

## 05 Implementation

Phase 5 following the completion of the car park a new high quality, pedestrian priority focal space is formed.

### 05.3 Developer Contributions

Pre-application with planning officers will help identify potential Heads of Terms for developer contributions or other contributions approach agreed by the Council.

### 05.4 Planning Application requirements

Outline and detailed planning applications must accord with each of the relevant policies contained in the North Dorset District-wide Local Plan (1st Revision) and relevant Supplementary Planning Guidance, including the Sturminster Newton Design Statement (adoption is anticipated in Spring 2008).

Detailed applications for planning permission will need to be accompanied by:

#### Drawings

In making an application for planning permission, it is vital to present a clear and accurate picture of what exists and what is proposed. Drawings must be to scale, with sufficient detail to show the proposals in context. This should include:

#### A location plan:

- preferably to 1:1250 (no smaller than 1:2500)
- outline the application property
- show in relation to surrounding area
- vehicular access

#### Details of existing site layout:

- typically 1:200
- the whole property, including all buildings, open space and parking
- tree surveys

#### Details of proposed layout

- typically 1:200
- the siting of all new buildings and landscape in context
- special detailed analysis of all impacts and benefits to buildings of historic importance

#### Floor plans

- scale 1:50 or 1:100
- including the relationship to adjacent buildings

#### Elevations

- scale 1:50 or 1:100
- show every elevation-include details of materials and external appearance
- show elevations in the context of adjacent buildings, where appropriate

Photographs, perspectives and models will be strongly encouraged to help communicate the proposals in three dimensions.

#### Contaminated Land and Remediation Report

A site investigation and report to undertaken by suitably qualified and experienced consultants detailing site investigations and assessments to determine whether the site is contaminated and what mitigating measures are required to remediate the land.

#### Transport Assessment

A Transport Assessment (TA) is required to support any planning application within the brief area. This is necessary in order to determine the level and impact of additional vehicle movements and the suitability of proposed of access points.

#### Travel Plan

Any proposals for development will be required to provide a Travel Plan which should outline the way in which transport implications of the development are going to be managed in order to ensure the minimum environmental, social and economic impacts. Dorset County Council has produced guidance 'Travel Plans in Dorset'.

#### Sustainability Checklist

A South West Sustainability Checklist for Developments should be completed in the early planning and design stages to assess how a development meets these sustainable performance measures. Where appropriate designs should be amended to improve their rating. The completed checklist should be submitted as part of any planning application.

## 05 Implementation

### 05.5 Design Statement.

As set out in PPS1, applications should provide a written statement setting out:

- the design principles and design concept adopted in relation to the site and its wider context;
- outline how these are reflected in the development's layout, density, scale, visual appearance and landscape;
- explain the purpose of the proposed development and how the site relates to its wider area;
- providing a full site and area appraisal where necessary;
- explain how the development will meet the brief's design objectives;
- include an executive summary where this would be useful for public consultation;
- explain how the phasing will meet the requirements of timely comprehensive development of this site;
- undertake further studies as necessary.

### 05.6 Process and Status

#### Organisation

This Design and Development Brief was commissioned by SturQuest Community Partnership as part of its work to help regenerate this part of Sturminster Newton.

Sturquest led a Steering Group to help deliver the document. This included Councillors from the Town, District and County Council's, two members of the SturQuest Board, Planning Officers from North Dorset District Council and a member of the Open Spaces Society.

#### Public Consultation

A range of development options for the site

were prepared for public consultation. Two consultation events were held to seek the views of stakeholders and the general public on how this site should be developed.

#### Exhibition and Workshop

A workshop event was held on 17th July 2007. A presentation was followed by a workshop concerning the site and possible approaches to its future development.

A public exhibition was also held at the Cheese Festival on the 8th and 9th September 2007. Response forms were made available at both events to provide a means for the public to submit their comments on the proposals.

The comments submitted through the public consultation have informed the design process and helped to influence the preferred option for this site.

In addition, all landowners with an interest in the area of the design and development brief have been approached to discuss the proposals for this area.

#### Status

This document has been endorsed by North Dorset District Council, although it is not adopted as a Supplementary Planning Document (SPD). It is however, accepted as part of the evidence base for the emerging Local development Framework (LDF), as a means of assisting the transition of the site from its current allocation as employment land, identified under the current North Dorset District Wide Local Plan (2003) to a future mixed use site.

It will be used to inform the policies in the Core Strategy and the Small Towns and Large Villages Allocations Development Plan Document (DPD). It has been prepared with regard to the draft Sturminster Newton TDS and reflects the design principles and guidelines in that document.

It is hoped that the content of this brief will be reflected in the Council's LDF and in any planning application for development on the site.

The Design and Development Brief is a material consideration in the determination of planning applications affecting these sites.

## Appendix

# Summary of relevant planning policies

### Regional; Spatial Strategy (RSS):

Following the Examination in Public (between April - July 2007) of the Draft RSS the Panel Report was published in December 2007, outlining recommendations and changes to the Draft RSS.

The Panel Report is currently with the Secretary of State who will issue changes to the Draft RSS which will then be subject to an 8 week consultation period. It is anticipated that the revised RSS will be issued in 2008.

Relevant policies in the Draft RSS Panel Report are identified below. However, it should be noted that **these policies could be subject to change** by the Secretary of State.

### A Sustainable Future

- SD1 – Ecological Footprint
- SD2 – Climate Change
- SD3 - Natural & Environment Resources
- SD4 - Sustainable Communities

### The Spatial Strategy

- DP C1 - Development in Small Towns & Villages
- DP D - Infrastructure for Development
- DP E - Design Quality
- DP F - Master Planning
- DP G - Sustainable Construction
- DP H - Re-using Land

### Housing

- H1 - Affordable Housing
- H2 - Housing Densities

### Environment & Resource Management

- RE5 - Renewable Energy

### Economy & Employment

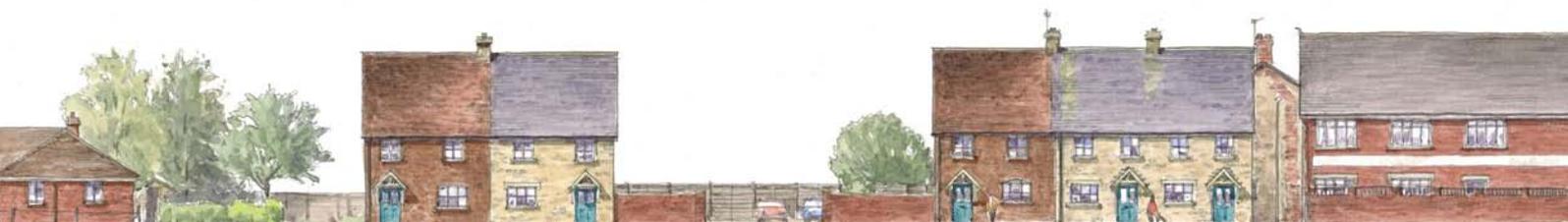
- ES1 - Successful and competitive business
- ES2 - Providing employment land and premises
- ES3 - Review of employment sites
- TC1 - City and Town Centres
- TC2 - Other centres
- TO1 - Sustainable tourism

### Policies relating to Poole and Bournemouth sub-regional strategy:

- GI1 - Green Infrastructure
- SR7.1 - Sub-regional approach
- SR7.2 - Role and function
- SR7.3 - Employment Provision
- SR7.4 - Housing Provision
- SRHD1 - Sub-regional distribution of housing 2006-2026

### Transport

- Trans1 - RTS Aims and objectives
- Trans4 - Parking
- Trans 6 - Public Transport Services



**North Dorset District Wide Local Plan (First Revision) Adopted January 2003:**

**Strategy/Environment**

Policy 1.1 Sustainable development strategy  
Policy 1.3 Town for moderate growth – Sturminster Newton  
Policy 1.8 Standard assessment criteria;  
Policy 1.15 Foul drainage requirements;  
Policy 1.20 Contaminated land;  
Policy 1.24 Character of Conservation areas;  
Policy 1.38 Protected species and their habitats;  
Policy 1.41 Amenity tree planting;

**Housing**

Policy 2.3 Distribution of development;  
Policy 2.4 Settlement Allocations;  
Policy 2.6 Infill/windfall development within defined settlement boundaries;  
Policy 2.9 Phasing the release of land for development;  
Policy 2.10 Density of new development;  
Policy 2.12 Size of site on which affordable housing will be sought;  
Policy 2.13 Affordable housing within defined settlement boundaries;  
Policy 2.19 Conversion of property to multiple units;  
Policy 2.20 Residential care homes;

**The Economy**

Policy 3.3 Retention of employment areas and uses;  
Policy 3.4 Employment development within defined settlements;  
Policy 3.7 Restrictions on employment development;  
Policy 3.8 Working from home;  
Policy 3.15 Promotion of shopping centres;  
Policy 3.20 Design of shopfronts;  
Policy 3.22 Development of Local Shopping facilities;

**Community facilities and recreation**

Policy 4.1 Provision of specialised services;  
Policy 4.4 Percent for Arts;  
Policy 4.8 Play areas and amenity space for residential estates;

**Transportation**

Policy 5.1 Non Strategic Road Network;  
Policy 5.3 Existing District Distributor Roads;  
Policy 5.7 Provision for cyclists;  
Policy 5.8 Provision for pedestrians;  
Policy 5.9 People with a mobility impediment;  
Policy 5.10 Traffic management and pedestrian priority;  
Policy 5.17 Parking standards;  
Policy 5.18 Parking for the disabled;  
Policy 5.19 Servicing;  
Policy 5.20 Development obligations;

**Local Area Policies - Sturminster Newton**

Policy SN1 Development within Sturminster Newton;  
Policy SN2 Environmental enhancements;  
Policy SN3 Sturminster Newton Conservation Area;  
Policy SN11 Environmental and traffic management measures;

**Additional relevant documents:**

Sturminster Newton Town Design Statement  
(To be adopted as a Supplementary Planning Document)

Employment Land Review: Review of Existing sites (April 2007) (Report for the emerging NDDC LDF)

Design in Buildings and Places: Assessing Proposals for Development in North Dorset (NDDC Guidance Note)

Travel Plans In Dorset (DCC Guidance Note)

South West Sustainability Checklist for Developments

