

*Pewsey hospital*

# *Phase II*

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*planning brief*

*Terence O'Rourke  
and Tetlow King  
in consultation with  
Kennet District Council*

*June 2004*



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*The involvement and commitment of individuals  
from all parties has been greatly appreciated*

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# 1 Introduction

## *Purpose of this Brief*

This document aims to guide the form and range of residential development on the remaining eastern part of the former Pewsey Hospital site, allocated in the local plan for around 110 dwellings, including affordable housing. It has been prepared Terence O'Rourke and Tetlow King in consultation with Kennet District Council and Pewsey Parish Council.

This brief addresses the requirements of local plan policy PD1 and its supporting text relating to planning briefs and statements of design principles. It sets out the context for the site and establishes key principles for a successful development, demonstrating how the issues listed in Policy PD1 have been addressed. The brief also sets out the way in which other relevant policies in the plan have been addressed, including the need for planning obligations, and will be used to help make decisions on detailed planning applications for this site.

The Brief has been amended in response to officer comments and, in line with government guidance, has been subject to public consultation. Following comments received at a public exhibition and through wider postal consultation it has been further amended. A summary of public consultation and the way in which the Brief has been amended to take on board comments received is included at Appendix 2.

Kennet District Council has now adopted it as Supplementary Planning Guidance. It replaces the previous Brief for the whole site, published in September 1996 and will be used by Development Control Officers to inform decisions on any planning applications submitted in respect of the site.

## *Development objective*

The overall objective for this site is to secure a high quality development that compliments the general character of the village and which can be seen as a local asset. The site is well-suited for housing, being within the village boundaries and with good potential links to existing facilities and public transport.

The aim for any scheme should be that it meets or exceeds the quality expected of it and that it extends the surrounding neighbourhood in an appropriate and positive manner. An exceptional scheme will:

- have a high degree of functionality;
- employ innovation;
- provide a rich and varied environment appropriate to the scale of the development;
- comprise a series of linked spaces and buildings relating well to the surrounding context;
- combine robust and attractive materials with carefully considered detailing;
- integrate communal recreation space; and
- provide adequate infrastructure and service provision.
- have good quality design



*figure 1 The views of neighbours to the site and other members of the public were given at an exhibition and workshop held in Pewsey in November 2003*



## 2 Site context and setting

### *Site location and general configuration*

The site lies to the north-west of the village centre between Wilcot Road and the A345 Marlborough Road. It formerly comprised part of the Pewsey Hospital site, as shown on the historic photograph, however since closure of the hospital in 1995 the area occupied by the main hospital buildings has been redeveloped for housing (Phase 1). The phase II site contains the hardstanding remains of the Wyvern College, two outlying pre-war red brick hospital buildings and the now redundant 'Holly Lodge' which is a single storey block formerly used for special needs care, together with the associated access roads. The site also contains a number of trees that are subject to a Tree Preservation Order. The remainder of the site is open and grassed.

East of the site is a paddock, allocated in the local plan for employment uses, beyond which lies Pewsey railway station. To the south is the railway line beyond which lies a scrap yard and development along Wilcot Road, including Pewsey Vale School, Pewsey Primary School and a leisure centre. West of the site is the recent residential development on the former hospital site as well as earlier housing and three grade II listed buildings, the converted former workhouse, the round house and the chapel.



*figure 2 The alignment of the access road (now Vale Road), the listed buildings (at Little Island) and most of the mature trees remain from the former hospital*

### *Facilities and linkages*

The site is accessible via a new distributor road called Vale Road/Old Hospital Road which links Wilcot Road and Marlborough Road and serves the redevelopment of the hospital site. In addition to the main vehicular access into the site from this road an emergency access may be required, but could be provided from the same road.

The village centre, where most of the village's retail and community facilities are located, is around 10 minutes walk, via Wilcot Road. Here there is a library, community hall, small independent shops as well as a foodstore, cafes, pubs and take-aways, Pewsey Heritage Centre, sports clubs and recreation space. The Alfred the Great statue at Market Place probably represents the centre of the village, being an important landmark in the principal public focal space.

Pewsey railway station is within 5 minutes walk of the site, via Marlborough Road. The station offers direct access to London Paddington in around one hour.

Local buses use Vale Road/Old Hospital Road, as well as Marlborough Road, and give access to Marlborough, Swindon, Devizes, Salisbury, Amesbury and numerous villages between.



*figure 3 Shops and services in Pewsey provide both for the village and surrounding rural areas*



*figure 4 Market Place, at the junction of High Street and North Street, is the main focal place in the village*



*figure 5 A distinctive gateway space on the eastern approach to the village centre*



*figure 6 The site is within walking distance of the mainline railway station*



### *Landscape and villagescape setting*

Although, in 1839, Wilcot Road was the focus of an isolated hamlet called Worlds End the site is now well integrated into the village as a whole and is included within a local character area of disjointed development and rough grazing interspersed with mature trees. Along with developments already completed at the former hospital, this site has an important relationship with the surrounding countryside at the village edge, shown on figure 15.

The site has two separate parts. The northern part, to the north of Old Hospital Lane, is undeveloped and adjoins Ford Brook which forms a narrow, wooded valley. Beyond this is the rolling farmland of the Vale of Pewsey from which the main site can be glimpsed between trees.



*figure 7 Vale Road unites all three existing housing developments and is the main frontage for the remaining site to which this brief relates*



*figure 8 The central part of the site is largely flat, contains substantial mature trees and adjoins the rear gardens of houses built in phase 1*

The southern, and main, part of the site is previously developed and allocated in the local plan for residential development. Its northern limb, on which Holly Lodge currently sits, occupies a part of the northern gateway into the village as well as a prominent position at the entrance to the former hospital site. The remainder, and majority, of the site is screened from views outside the former hospital site by other developments and adjoins private land or the railway and therefore has a minor role to play in terms of the villagescape of Pewsey.



*figure 9 A green corridor west of Vale Road provides a link to existing formal recreation space*

Recent building in the immediate environs of the site comprises three distinct housing schemes. Together they represent Pewsey Hospital redevelopment phase I and their characteristics must be considered in redeveloping the phase II site in order to provide, so far as possible, a coherence to the whole re-development area.

Two of the phase 1 schemes comprise social housing, located to the west and south-west of the planning brief site, straddling Vale Road and named Little Island and Netherleaze. On the eastern side, adjoining the 'brief' site, 'little island' includes the converted Grade II listed former workhouse and chapel buildings and a new short, symmetrical terrace of seven small houses, designed to be similar in appearance to former workhouse buildings. The scheme includes an equipped childrens' play area, fenced by a low wooden rail and located on the boundary to the planning brief site. In contrast, 'Netherleaze', located west of the distributor road, comprises six straight blocks of modern terraced housing, the longest of which faces across Wilcot Road. These houses are of red brick with Portland-coloured blockwork dressings under red interlocking tiles and have a simple contemporary appearance. This scheme has one car space per dwelling provided in front or rear courtyards, and also includes an equipped playspace for toddlers.

North-west of the site is a development of private housing comprising three, four and five-bed detached houses. All are two-storeys with either integral or detached garages. Most are of red brick, with brick gables and chimneys and either slate-coloured or red roof tiles, and adopt a loose Edwardian vernacular. A rendered 'feature' building at the entrance to 'Bailey Close' is in a neo-Georgian style and provides a strong contrast with surrounding buildings.



*figure 10 Little Island comprises the listed former hospital building as well as sympathetically-designed new build units.*



*figure 12 Large detached houses facing inward-looking culs-de-sac characterise the northern element of phase 1*



*figure 11 Netherleaze, opposite Little Island, is built in contrasting red brick albeit with a similar scale and formal appearance*



*figure 13 The focal building in Bailey Close emphasises the lack of variety found elsewhere on the development as well as the overpowering impact of such a dark red brick*



### Site characteristics

The site the subject of this brief is 4.481 hectares in size. Of this 3.623 hectares are allocated in the local plan for residential development. The remainder, north of Old Hospital Road, is reserved for its landscape and nature conservation value.

- Landscape / Topography / Trees

The major southern segment of the site slopes gently from south to north, while the land currently occupied by Holly Lodge slopes more steeply towards the drainage channel on the northern perimeter. The former is more insular although there are occasional long views to distant hills or features. The northern slope, in contrast, offers long and short views towards the hills north of the site which assist in reinforcing the rural location of the village and the high quality of the natural setting. Less extensive views to the east, of Pewsey station, and west, of undeveloped countryside, help also in providing context.



figure 14 Impressive views of the surrounding hills are possible from within the site

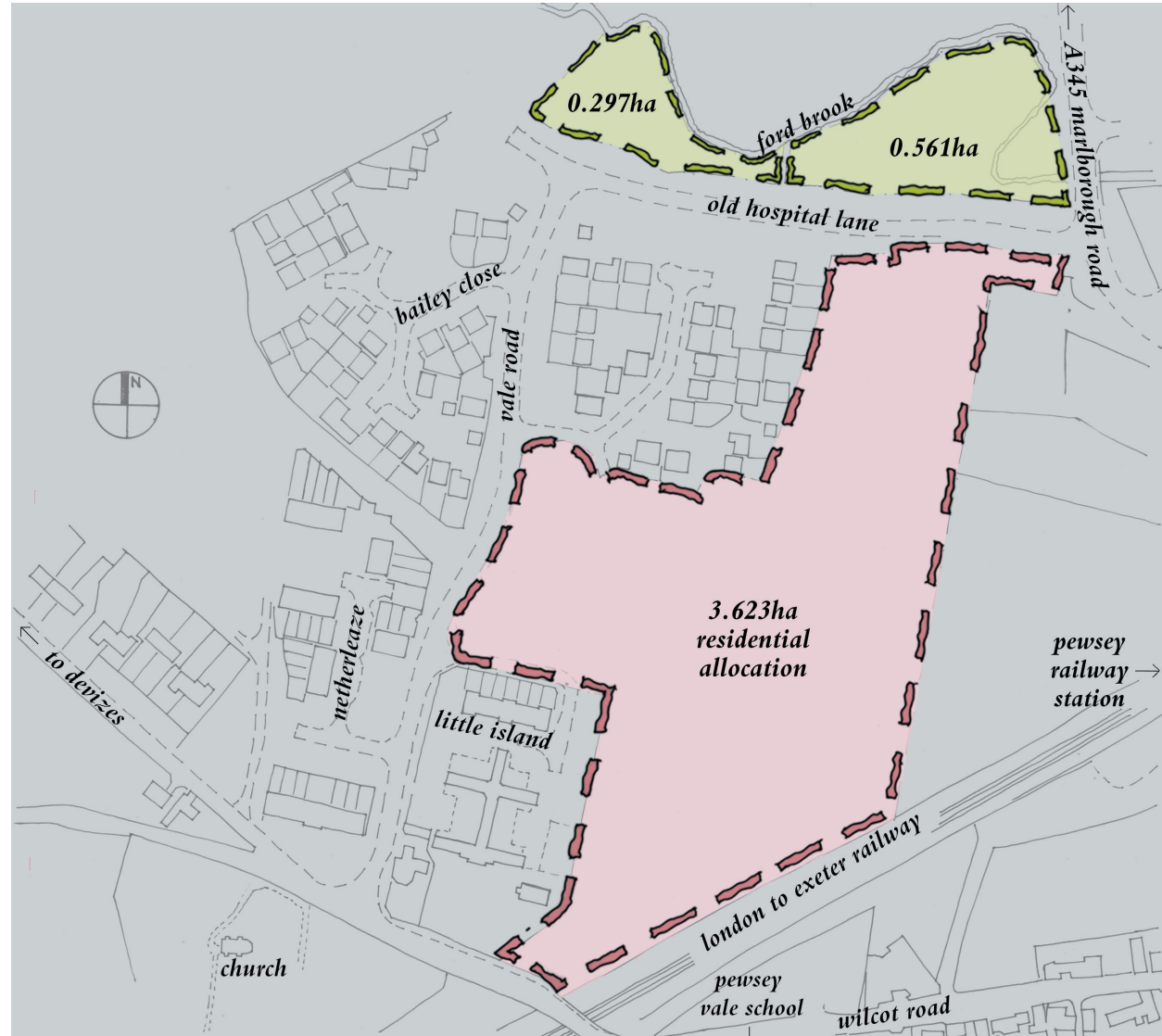


figure 15 Site areas



figure 16 Character areas

There are three landscape character areas within the site, these together with the 1 meter contour lines are illustrated on figure 16. The first relates to the distinct north-facing slope. This is an outward-looking view corridor between recent housing to the west and tall trees to the east. The second encompasses the majority of the centre of the site and relates strongly to Vale Road and the development along it, as well as being dominated by the impressive stand of Copper Beech trees, which separate it from the northern area. Finally, the third area is contained between the trees alongside the railway line, the social housing scheme within the listed buildings and the redundant, now derelict hospital buildings surrounded by scrub planting. The quiet of this discrete corner of the site is periodically broken by noise from passing trains or activity in the scrap yard across the tracks.

There are a number of substantial trees on the site, mostly on the south-eastern and eastern boundaries, as shown on figure 22. Those on the south-eastern boundary comprise a group of Douglas Firs planted in three rows to screen the railway. The northern part of the eastern boundary includes some tall poplar trees while south of them are a small but good group of sycamores. North of the middle of the site, close to Holly Lodge, stands a group of Copper Beech either side of a narrow track. A substantial number of the trees on the site are subject to Preservation Orders. The presumption would be for their retention, particularly those in good condition, to safeguard their intrinsic value but also their value collectively in contributing to the internal landscape setting of the development. The trees therefore represent both an opportunity and a constraint to development, as preservation would require the



maintenance of an appropriate distance between each tree crown and new buildings. Where some minor tree felling may be required, prior discussions will be held with the Landscape and Countryside Officer at Kennet District Council, and appropriate consent sought.



*figure 17* Mature trees on the site are key features in the landscape



*figure 18* Important trees can act as local landmarks and add significantly to the character of the site

- *Existing buildings on site and neighbouring listed buildings*

None of the buildings on the site, identified on figure 22, are listed or considered to be of any special architectural merit. There are currently two tall, two-storey, red brick buildings within the central and southern part of the site along with a single-storey ancillary building. A former residential home, Holly Lodge, close to the Copper Beech trees is single storey and has been extended.



*figure 19* The former hospital buildings on the site are derelict and beyond economic repair or reuse

The adjacent former workhouse is grade II listed and now converted to residential use. It dates from 1836 and is constructed in ashlar limestone to a diminutive scale with timber sash windows and a simple slate roof. Its principal façade faces Wilcot Road but the form of the refurbishment, and introduction of front doors on all sides, means it now faces in all directions. The grade II listed chapel building is slightly later in date and

constructed of matching materials. It has a west facing entrance porch and therefore backs onto the development site. In order to respect the setting of both buildings and positively address them in the new development new buildings should generally front on to the listed buildings.



*figure 20* The eastern boundary of Little Island comprises parking and clothes drying areas, as well as a toddlers play space, whilst one of the building frontages faces this boundary



*figure 21* The grade II listed Round House stands at the southern end of Vale Road



figure 22 Buildings, contours and trees

The boundary wall to the former grounds of Pewsey Hospital facing Wilcot Road, is also listed grade II and around the same date as the chapel. It varies in height between 1.68m and 1.12m but does not meet up with the railway bridge structure. Whilst a gateway might be created in an appropriate manner this should not necessarily be in order to gain pedestrian access to the site.

The listed buildings are important individually and as a group.

- Access

The site has three road frontages the largest of which, to the west, is to Vale Road. This represents the only opportunity for vehicular access with an additional emergency access. There is also a shorter frontage to Old Hospital Road, although vehicular access will not be possible due to level changes and drainage. There is also a more minor frontage to Wilcot Road adjacent to the railway bridge. Both of these frontages could provide additional points for pedestrian access.



figure 23 The emergency access





*figure 24 Vale Road slopes from north to south and forms a western boundary of the site*

- *Exposed backs / frontages*

Back gardens or field boundaries comprise a substantial portion of the site boundary. Apart from the road frontages the only exception is the frontage to the converted former hospital building which faces the site.



*figure 25 The northern limb of the site slopes steeply towards a swale that runs parallel with Old Hospital Road*

- *Adjoining Land uses / activities*

Housing is the principal use surrounding the site. South of the site is the railway line, beyond which lies a small local scrap yard. East of the site is a field currently used for grazing but allocated for employment uses. As the development of that site is likely to follow this site, greater consideration will be needed in that case as to the relationship between the two land uses. Notwithstanding this, there may be a need to provide additional planting or screening between the new housing and this boundary. In any case it is likely that both developments would back onto this boundary. The development of the housing site should allow for the establishment of a pedestrian/cycle route linking the housing to the railway station through the employment allocation, when the latter allocation is implemented.

- *Noise*

The noise produced by non-residential uses surrounding the site, including the scrap metal yard across the tracks, does not harm the potential of the site for housing in principle. An initial noise assessment (Terence O'Rourke, Feb 2002) indicates that a 10m wide setback of building from the boundary with the railway line would prove sufficient to mitigate against potential noise disturbance to future residents.

- *Existing Recreation*

It is already agreed by the Council that the football ground, further west of the planning brief site, can provide formal recreation space for the development proposed within this Brief. This is set out in a s106 Agreement which secured the transfer of the football ground to the Parish Council in association with the first phase of development at the site. The Fifth Schedule of the Agreement, signed on 14th August 1998, states that:

*"The Council covenants with the owner and developer; when considering the future development of the hospital site to fully take into account the level of provision of sports ground and open space for this agreement."* (paragraph 3)

The extent of the playing field then transferred in association with the development of 49 dwellings is 2.147 ha. The Council's policy for the provision playing fields in association with residential development is 1.71 ha per 1,000 population. On this basis, assuming an average of 2.4 persons per dwelling and a phase 2 development of 120 dwellings, the requirement is 0.7 ha. Even if taking into account all of the residential development that has taken place already at the former hospital, totalling in the region of 100 dwellings, including conversion of the listed buildings, the requirement with the new development proposed is only 0.9 ha.

No further playing field provision therefore needs to be made.

### 3 Site Constraints and Opportunities

Collectively, the context, setting and characteristics of the site represent a range of development constraints and opportunities (these are summarised in figure 26). From these the design principles (shown in figure 27), and requirements for mitigation, are derived. Local and national planning policies, outlined in the next section, provide further guidance.

In response to short and long range views into the site, it is clear that there is potential for two gateway spaces. The first would be on the site's western frontage, opposite the green corridor. The second would be on its northern frontage, which performs a minor role as a visual gateway into this area as a whole.

In addition to views, it is important to consider the potential impact on flora and fauna. It is not proposed to develop the northern most part of the site, adjacent to Ford Brook, as this is ecologically important, although not designated SSSI nor SNCI, and part of the rural fringe. The Brook does however flow into the River Avon candidate SAC and suitable mitigation will need to be incorporated particularly during construction to ensure no pollution of the river results. This land is not shown on figure 26 but will be retained as countryside.

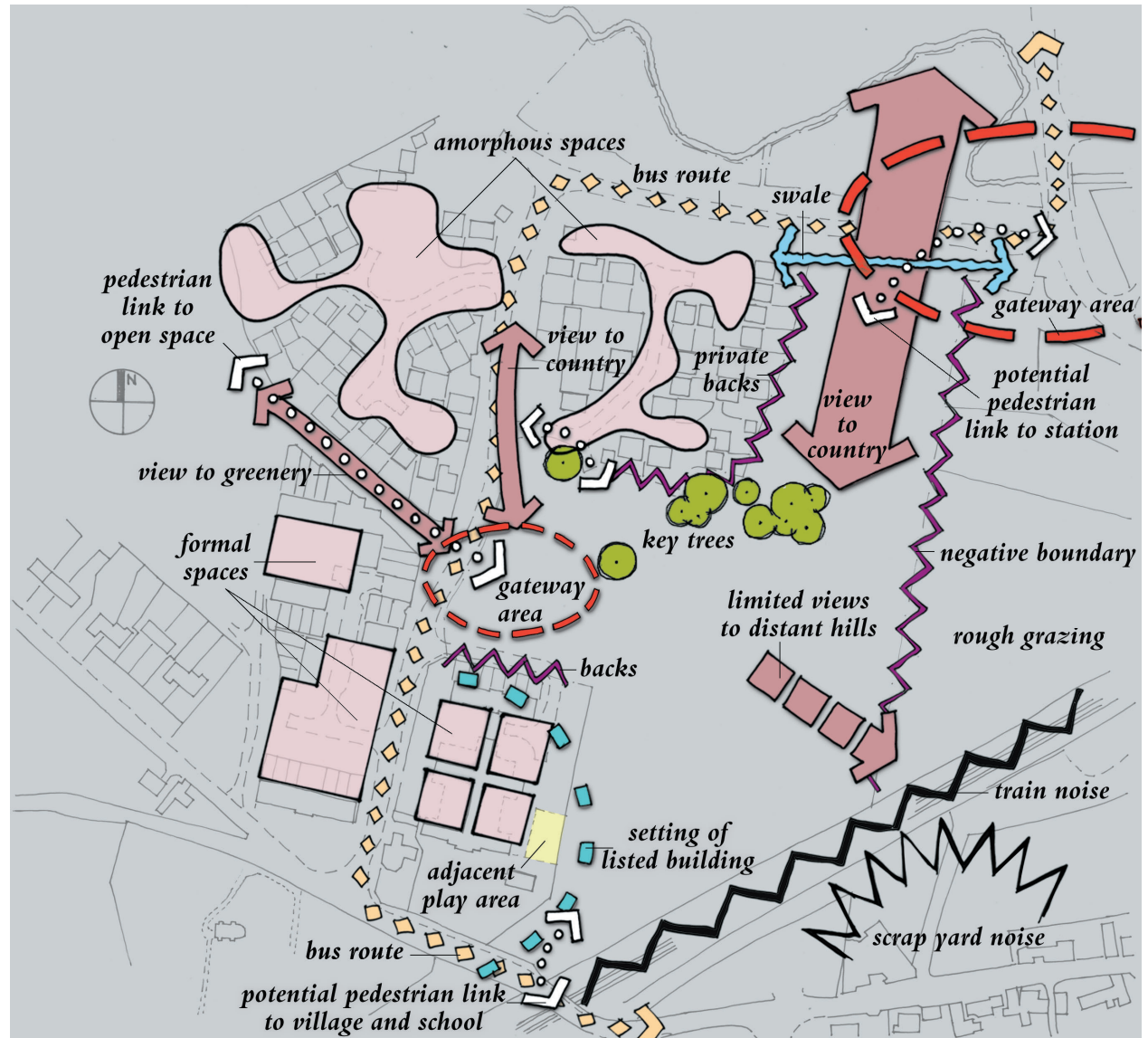


figure 26 Spatial analysis

It is unlikely that there is any ecological interest within the main part of the site that will significantly affect its development potential. Nevertheless, the consultation responses identified potential for birds and bats on site and further survey work will therefore be required in association with a detailed planning application to determine the presence of any such protected species on site to inform the construction process. Additionally, there are a number of important trees on site that need to be retained.

The best landmark feature is the group of Copper Beech trees. These should be retained within public amenity space for all to enjoy. Further survey work will be undertaken in association with a planning application to identify any mitigation measures that need to be implemented in relation to protected species.

There are no focal spaces on the site at present. However, the adjacent play area has the potential to be extended as a communal space between the existing and proposed developments.

Beyond the boundaries of the site, connections into the village will be important. In particular it is essential that links to the village centre, schools, railway station and bus routes are established. Wiltshire County Council working with Pewsey Parish Council will be available to deal with applications regarding Section 106 Agreements for transport issues. This is likely to involve improvements to pedestrian access along Wilcot Road. In recognition of this route and to provide direct access from the development to it a pedestrian access should be provided at the southern most corner of the site.

Additionally, pedestrian access leading from the site northwards onto Marlborough Road should be provided. Whilst, because of the slope, this may not be suitable for all users, it would provide an additional link to the north side of the rail station. The southern track can be accessed via a footbridge at the station. Improved pedestrian access further along Marlborough Road, under the railway bridge, has been previously investigated in detail and is not possible.

## 4 Planning policy

There have been a number of Planning Policy Guidance Notes issued by the Government which provide guidance on issues relevant to this site. These include PPGs 1, 3 and 13.

PPG 1 'General Policies and Principles' (published 1997) provides guidance on design issues, while also promoting sustainable development, maintaining and improving the quality of the existing environment and reinforcing civic pride and a sense of place through good design.

PPG 3, relating to housing (published 2000), emphasises that the focus for additional housing should be existing towns and priorities should be given to the efficient reuse of previously developed land. To this end it requires residential development to be provided at an average net density of at least 30-50 dwellings per hectare. It also promotes a greater emphasis on quality and designing places for people.

Amongst other aims PPG 13 on transport (published 2001) seeks to reduce the reliance on the private car.

Government Guidance on the historic environment, important in this case because it relates to listed buildings and conservation areas, is contained within PPG15 (published 1994). This seeks to protect, preserve, enhance and conserve the historic environment, including the setting of listed buildings.

The thrust of government guidance is reflected in the Wiltshire Structure Plan 2011 and "Regional Planning Guidance for the South-West" – RPG 10 (published September 2001).

The Replacement Kennet District Local Plan Second Deposit dated March 2001, which is nearing adoption, provides detailed guidance and policies that would need to be taken into account in relation to consideration of detailed proposals for development of the subject site.

A site specific policy (Policy HC17) refers to the Pewsey Hospital Phase II site. It states,

*"The Local Plan allocates land for housing on a 3.7 hectare site at Pewsey Hospital as shown on Inset Map 7. Development of this site should respect the setting of the adjacent Listed Buildings."*

Policy HC2 of the plan includes reference to the provision of "about 110 dwellings" within the identified site. This level of development complies with national guidance on densities and was considered in some detail at the Local Plan Inquiry and demonstrated to be acceptable in principle.

Policy HC29 of the Local Plan enables the Local Authority to seek to negotiate an element of affordable housing on sites of more than 25 dwellings or one hectare in area, the specific allocation for this site is 30% subsidised and 20% low cost: the Local Plan Inspector has recommended about 33 and 22 dwellings respectively.

Local plan policy PD1 and its supporting text (as recommended by the Local Plan Inspector) offer guidance on design and development, in particular the potential range of issues that should be considered within a planning brief and, if appropriate, addressed and mitigated. Also the need for a statement of design principles outlining how the detailed design should respond to those issues

In addition to the two principal policies relating to the allocation of the site for housing and need for planning and design statements, a number of other policies are relevant. Policies HC5 and HC7 require that development should be built at a net density of at least 30 dwellings per hectare and that housing layouts should encourage pedestrian and cycle movements, provide a mix of house types and encourage energy efficiency. In association with this, policy AT10 requires on site provision of car parking in line with the Councils maximum standards, in terms of this development the most relevant is up to 2 spaces per dwelling of up to 4 bedrooms in size, this is dealt with further at appendix 3.



Policies HC30 and 31 require that 50% of the housing on site is 'affordable'. This means either subsidised for rent or shared equity, or low cost market. The plan is specific that for a scheme of about 110 dwellings 33 houses should be subsidised and 22 low cost and that these should be carefully integrated within the overall development in clusters of small groups of not more than about 10 houses.

Policy HC 34 requires the provision of recreational open space within new residential developments of more than 20 units at a level of 2.43 hectares per 1000 new population. The standards for provision associated with this site are set out at appendix 4.

Policies HC37, HC42 and HC43 relate to the education, social, community and service infrastructure requirements generated by new developments and the need for development to contribute to this infrastructure, where necessary. Generally these issues can be dealt with through the list of planning obligations to be negotiated through a planning application, the broad terms of which are set out in Appendix 1.

In assessing the wider impacts of the development, beyond the issues to be addressed in the planning brief and design statement, policy AT1 requires a transport appraisal of new developments.

The other document of most relevance to the site is the Pewsey Village Design Statement adopted in 2002 as Supplementary Planning Guidance.

Finally, consideration should also be given to the principles contained within the adopted 'Pewsey Community Area Plan – The Future 2002 – 2012'. This document outlines the community's needs and aspirations for the Plan period and has been drawn up through extensive consultation by all of the interested parties with local residents, businesses and organisations. It includes requirements for the provision of affordable housing, a better quality built environment, better pedestrian access to Pewsey Station and the appropriate phasing of infrastructure provision in line with housing development, all of which are addressed in this Brief.

## 5 Statement of design principles

There are a number of factors that must be considered in the design of an appropriate scheme for the accommodation of about 110 dwellings at the site. These either follow from the analysis of the site, from current best practice or from planning policy guidance. This section outlines the key design principles and includes a sketch concept layout and elevation.

The design principles are:

- Settlement context
- Character
- Landscape and views
- Trees
- Landmarks , gateways and corners
- Access and Linkages
- Streets and spaces
- Building form and heights
- Materials
- Sustainable design



figure 27 Design principles diagram

### *Settlement context and relationship with adjacent uses*

The original former hospital site, which includes this site, stands between two gateways to the village, on Wilcot Road and Marlborough Road. This site – phase II – has a minor role to play in the villagescape of Pewsey because it is not in the most prominent location or is largely screened by existing development. It is therefore important that the development of this site plays a more subordinate role and functions primarily as a part of this emerging neighbourhood. It should not therefore include overly dramatic or assertive features which might undermine more significant gateway sites.

The development lies within a residential area and provides an opportunity to link together the three recent but separate developments that have taken place as part of the phase 1 scheme. This interrelationship should be considered through the design process, in particular in considering linkages, building heights and materials.

In principle the development should respect the scale and design of the adjacent listed buildings. This does not mean that the new development must mirror these buildings but the design elements such as materials should be sympathetic and dwellings built directly adjacent to the listed buildings should be restricted to two storey. There is opportunity to improve the setting of the listed buildings through frontage development set back from the boundary with a narrow drive and some planting. This is illustrated on the sketch concept (figure 28).

The relationship to the adjacent employment land should be addressed in two ways. First to ensure an appropriate screen between the two developments, it is not necessary or desirable for the residential development to front this boundary, second to safeguard potential for future linkages whilst also safeguarding against trespass onto this land before it is developed. The same screening issue applies to the boundary with the railway line, where suitable distances need to be safeguarded between the potential noise source and new properties. The need for and nature of additional fencing and tree planting will need to be considered as part of the detailed design. Where these boundaries are within the public realm, rather than backs of gardens, appropriate treatments need to be considered in line with the overall character of the development.

### *Character*

Development of this site should combine buildings and spaces in such a way as to provide a series of places that help build its character as a distinctive development. Equally it will need to integrate with, and build on the better characteristics, of the adjacent developments. So that it combines, so far as possible and as a whole, the developments of the former hospital site. Through a variety of arrangements the design can begin to promote an identity or personality for the place. In part this should reflect the existing established character of the village of Pewsey, such as informal groups of houses or varied yet harmonious streetscape. Of equal importance however is the exploitation of existing characteristics of the site, such as the northern slope or Copper Beech trees, and the establishment of new characteristics and elements on the site.

In line with local plan policy, the provision of affordable housing through the site can be made in clusters, including provision within corner blocks of flats or terraced housing. Because of the percentage of provision, these will range from discrete clusters of dwellings, to provision at focal points within the development. The overall intention will be to achieve visual as well as spatial integration of affordable and market housing.

### *Landscape and views*

A principal feature of the site is its landscape setting. The mature trees and views of woodland and open countryside add considerably to the interest and potential of this site. It is therefore important that any design for the site maximises the use of these assets by allowing occasional views outwards. By the same token, particular regard must be had to the potential impact of buildings on the skyline and on direct views from the countryside. Views to and from the site will be important in binding the area together with its context and neighbours.

There are a series of enclosed and wide views both to and from the site. Housing to the west constrains wider views in that direction but an important enclosed view exists along the green corridor between the Crest and Wilcon Homes schemes. This corridor will eventually become an important pedestrian route in the neighbourhood and views in both directions should be taken into account in any design.

Another key view is through the Wilcon scheme, north-south along Vale Road, and is characterised (looking north) by the rising ground, large mature tree and hilltop former hospital buildings.

Finally the view across the valley to the north should be addressed positively by building frontages and an accessible public space.

The hard and soft landscape of any scheme should be designed to make best use of existing trees and shrubs, whilst introducing structural or ornamental planting that can mitigate the impact of the railway line, minimise the impact of other difficult boundaries as well as add to the shape and form of internal spaces. Indigenous species should be used wherever possible and landscaped areas should be designed so as to be easy to maintain.

### *Trees*

A group Tree Preservation Order protects a number of trees on the site, providing a presumption in favour of their retention. Whilst some of the trees excluded by the Order could also be retained limited felling may be necessary in order to achieve the best use of the site. Any agreement in respect of trees to be felled would need to be considered by the landscape and countryside officer at the time of the detailed application. Where possible, such felling should be balanced by additional tree planting. In general, trees should make a significant contribution to the streetscene and should not be confined to rear gardens, although in respect of those trees along the boundaries with the railway line and employment land this is likely to be appropriate.

The sketch concept demonstrates how trees could be retained within the development.

### *Landmarks, gateways and corners*

Although the site does not require major landmark features it is important that the character of the place and the routes through it are marked by local landmarks and gateway features. This might be achieved by the grouping of buildings to create a space, by the use of a distinctive building type or form, or by the placement or emphasis on landscape features including major trees.

Corner buildings will be important both due to their prominence and their function in signalling changes in direction. In general, corners should be defined by buildings rather than open space.

### *Access and linkages*

Pedestrian links should be made via all three road frontages. There are currently no public paths or bridleways that cross the site but simple, short, clear and safe public links should be provided to Wilcot Road, Marlborough Road and the village centre in order to make these routes as attractive as possible to those wishing to get to the village centre or other amenities. The future route west, between the Wilcon and Crest Homes schemes should be allowed for, whilst a possible link east towards Pewsey station, across the adjoining site, should be made available for implementation should the opportunity arise.



### *Streets and spaces*

A development of this size will include a variety of small-scale, internal, public spaces which will perform different functions and have different characteristics. Some may be linear and enclosed whilst others may be more open. The principal routes through the scheme will be provided in the form of traditional streets with buildings containing the space. The character of the streets will be formed by short front gardens or buildings at the back edge of pavement, as is typical throughout the village. Informal and incidental play and open space will be provided using both hard and soft landscaping. This will be concentrated in areas where there is a desire to safeguard important trees within the public realm and views into the site on the northern edge. In terms of the provision of equipped play space and in order to create a focal point between new and adjacent housing within the listed building it would be appropriate to extend the existing area of play space on the boundary of the site, as shown on the concept layout.

Concentrating activity on the street is a fundamental aim of the development as it helps to make safe, pleasant and sociable places. Some of the most pleasant and popular parts of Pewsey are those where public activity is contained between building frontages. In general public spaces and streets should be overlooked by building frontages whilst rear gardens should back on to other gardens. All streets, parking areas and open space areas should be overlooked by at least one property so as to promote natural surveillance.

### *Building Form and Heights*

Simple, two-storey buildings are considered to be most appropriate to the site and its context. Single storey buildings could be considered but should be located to reduce their impact on street enclosure and character of the main access. Four storey buildings are unlikely to be justifiable as they would be likely to have a detrimental impact on long views of the site and would be unsympathetic to the edge of village location. Two plus attic or three storey buildings could act as landmark or gateway features, but will only be appropriate when used to provide emphasis or definition. They should not be used consistently throughout the site.

### *Materials*

Pewsey buildings are generally faced in brick, render, tile or timber-framing with either slate, tile or thatched roofing. This potentially provides a large palette of materials which could be employed. However the challenge is to ensure an appropriate design that provides variety and interest without confusion or busyness. In addition it is important that innovative or efficient modern materials can be incorporated. It is therefore likely to be preferable to define a limited palette comprising a few high quality materials incorporating some locally-used examples of good design in Pewsey in the key areas.

Sustainable construction methods should be implemented where feasible taking into consideration energy efficiency and resource recycling including the conservation of rainwater.

### *Utilities and Services*

An integral part of the development will be the provision of adequate utilities and services for the new dwellings. The detailed scheme will need to address the issues of foul drainage, water supply and surface water treatments, including the need to limit surface water run-off while enhancing water quality, to the satisfaction of the statutory undertakers. In addition, connections will be required to gas and electricity supplies.



figure 28 Sketch concept (not to scale)

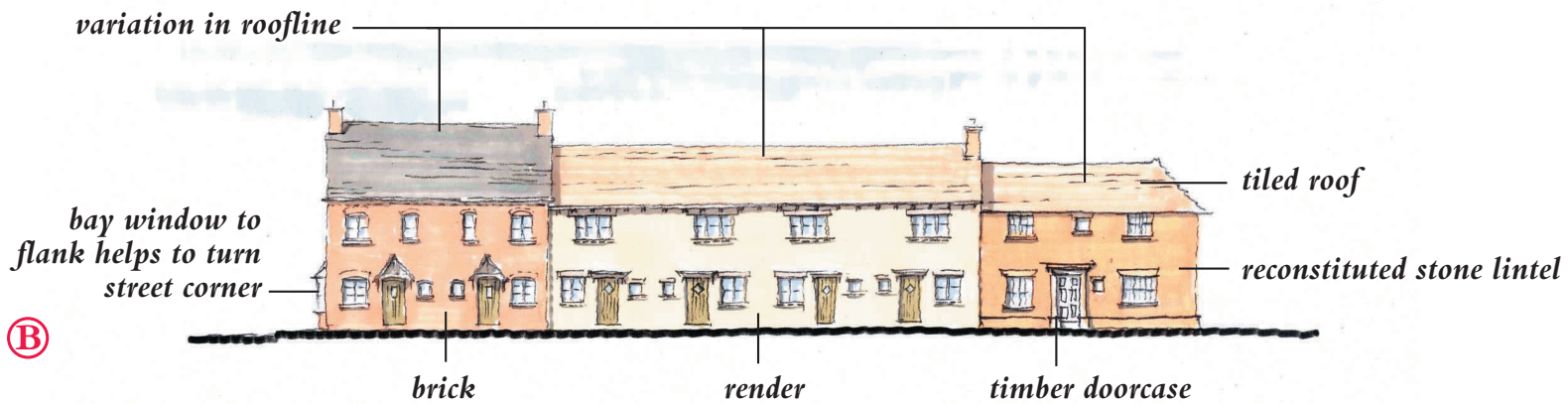
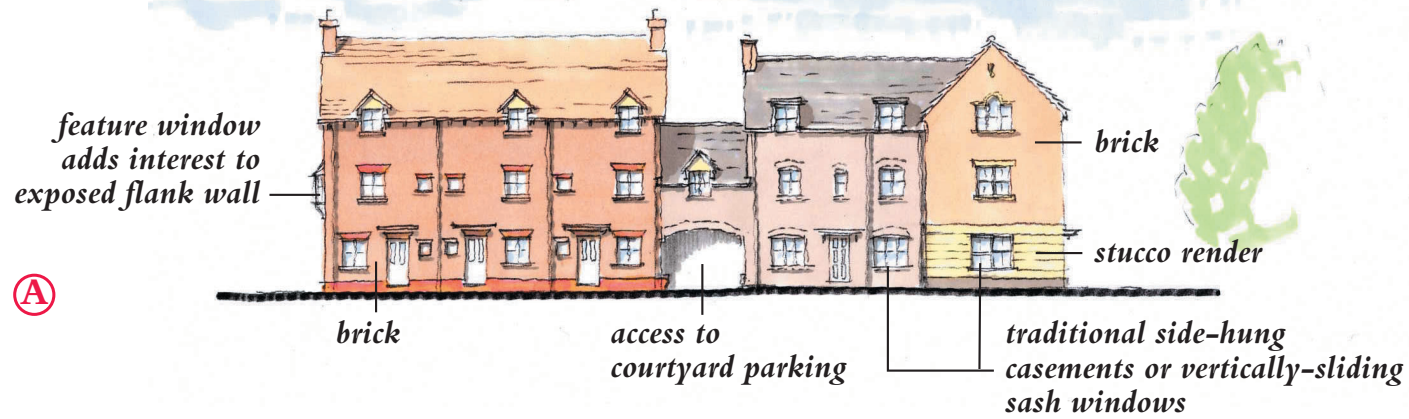


figure 29 Sketch street elevations (not to scale)

# Appendix I

## *Planning obligations*

The items to be included in a Section 106 agreement for this site will include:

- Financial contribution to education provision (The County Council has confirmed that this should cover only the additional houses not covered by the s106 Agreement signed in association with the phase 1 development. This Agreement provided a financial contribution for 100 dwellings but only 49 were built at that time)
- Public transport improvements and off-site highway works to Wilcot Road, possibly including footpath and cycleway improvements, minor alterations to existing junctions and local direction signing (subject to further negotiation with the highways authority).
- The provision of on site play space for children and appropriate financial contribution for its future maintenance.
- Affordable housing comprising 30% subsidised and 20% low cost
- Maintenance contributions for informal open space, including the Ford Brook riverside area and on-site landscape
- Local recycling facilities (subject to further negotiation to determine the position and extent of facilities)
- Contribution towards a community building (subject to negotiation with the Local and Parish Councils)

# II

## *Public consultation*

This document has been prepared by Terence O'Rourke Ltd in consultation with members and officers from Kennet District Council and Pewsey Parish Council, with additional input from the Village Design Statement Steering Group, and has been significantly revised in response to public consultation.

Discussions with the councils took place through the summer and autumn of 2003, to determine the initial form and contents of the brief.

In accordance with the advice given at paragraph 3.16 of PPG 12, the Brief has been subject to public consultation. In November 2003, following the publication of the draft planning brief, a public exhibition and open discussion was held to present the Brief to local residents. The event was publicised in the local paper and residents living in proximity to the site were informed by post. Subsequently, and in response to comments made on the day, A3 copies of the exhibition were distributed by request. In addition, the following organisations were sent copies of the draft Brief and invited to make comments:

- Voluntary Action Kennet
- Environment Agency
- Wessex Water
- Wiltshire Wildlife Trust
- Education Department (Wiltshire County Council)
- Engineering Service (Wiltshire County Council)
- Campaign for the Protection of Rural England (CPRE)
- Friends of the Earth

Further comments were also received from local stakeholders, Kennet District Council and Pewsey Parish Council.



The brief has now been altered as much as is considered practical and appropriate to address the comments made and issues raised. In particular the following amendments have been incorporated:

- a) Revision of the 'design principles' diagram to:
  - clarify the scale of the proposed development in relation to existing adjacent houses including the 'Little Island' development (focussing two storey development on these boundaries);
  - strengthen the relationship with the listed 'Little Island' development through a more formal layout and frontage development;
  - provide a more secure boundary with adjacent land; and
  - better respond to the potential noise issue adjacent to the railway;
- b) Inclusion of an illustrative site layout to further demonstrate site capacity and show how the design principles might be implemented;
- c) Reference to the need to integrate affordable housing;
- d) More reference to utilities and adequate service provision;

- e) Clearer explanation of the planning obligations, including the commitment to formal and informal open space provision and its future maintenance;
- f) Reference to the need for an emergency access;
- g) Reference to the relationship of the Brief to the ongoing transport work being undertaken in association with Pewsey Parish Council;
- h) Clarification of the protection afforded to the trees on site; and
- i) Confirmation of the need for any additional site survey information to inform the next stage of detailed design.

Following revision of the Brief, it was issued to CABA (Commission of Architecture and Built Environment), which has no comments on it.

All of the consultation responses received have been issued to Kennet District Council for reporting to the members when considering the adoption of the brief.

The involvement and commitment of individuals from all parties has been greatly appreciated.

### III

#### *Car parking criteria*

The primary concern for the redevelopment of this site is that it produces the highest possible quality of environment, both within the private and public realm. Therefore, whilst reasonable space must be provided for residents and visitors cars their needs must not dominate the overall layout, both in terms of the area allocated or the impact on visual amenity.

The number of designated spaces provided within any scheme will allow for the reasonable requirements of residents and visitors, within the context of a site located close to the railway station, within walking distance of amenities in the village centre and immediately adjacent to local bus routes. The opportunities for non-car travel are good and this is reflected in the number of designated spaces required. Additional informal space may be provided on street or in other public areas.

On the basis that a residential scheme for the site must be comprised of 50% affordable units, who may have a lesser requirement than other units, the average number of designated car spaces required will be:

- 1.75 spaces per unit plus additional visitor parking of 1 space per 5 units.
- All units should have a minimum of 1 space.

## IV

### *Play and recreation space criteria*

The local plan requirement (policy HC35) for recreation provision on large housing (more than 20 units) sites is for open space on the basis of 2.43Ha per 1,000 people. This is divided 0.31Ha (12.75%) for equipped play space, 0.41 (16.87%) casual play space and 1.71Ha (70.37%) for formal sports pitches.

On this basis, if the site were developed for 110 units (as suggested by the local plan) at an average of 2.4 persons per unit, the total recreational open space required for the site would be 0.64ha. As formal sports pitches have already been provided off-site, and nearby to the west, the development of this site should include 0.075ha (750sqm) for equipped play space and 0.099ha (990sqm) for casual play space.