

**BROOMCROFT ROAD
DEVELOPMENT BRIEF
PEWSEY**



Adopted March 2003



LYONS+SLEEMAN+HOARE
Architects

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DEVELOPMENT BRIEF
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BY

LYONS+SLEEMAN+HOARE

FOR AND ON BEHALF OF

KENNET DISTRICT COUNCIL

FEBRUARY 2003



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1. Introduction

This Development Brief has been prepared pursuant to Policy PD1a of the Replacement Kennet District Local Plan, the policy requiring the preparation of 'a full development brief in consultation with the Local Planning Authority' in relation to key sites identified in the plan and other "windfall" sites such as the subject of this brief.

In accordance with guidance within the policy this document includes an appraisal of the site context and setting, a brief review of relevant policies and guidance, indication of the measures proposed to meet the impact of the development, and a statement of design principles.

The document has been prepared following preliminary discussions with officers of the District Council on inspection of the site and its surroundings and a comprehensive and extensive public consultation exercise.

To ensure that all the Statutory Consultees were given sufficient time and resources to comment on the draft Brief, a letter outlining the requirement for the Brief and a draft copy of the Brief were forwarded to all the Statutory Consultees as per the list compiled by Kennet District Council on 3rd October 2001. They were given a three week period in which to respond with any comments.

In addition a Public Exhibition was held on 15th October 2001 at the Bouverie Hall in Pewsey. Letters were sent to all local organizations, associations and businesses, inviting them to attend the exhibition and to take part in an evening workshop.

Finally, an advertisement was placed in the local newspaper, The Wiltshire Gazette and Herald, informing all local residents of the Public Exhibition and inviting them to attend. Comment forms were also made available during the exhibition.

The brief relates to a site fronting Broomcroft Road and set to the rear of High Street and North Street in Pewsey, the location being identified on Plan 1 (Appendix 1).

2. Site Description

This draft brief relates to an area of land some 4.3 acres in extent located in the heart of the village of Pewsey. An analysis of the site is shown on Plan 2 (Appendix 2).

The whole of the subject site lies within the Local Authority defined conservation area. Any application for planning permission will thus have to be in detailed form.

The site comprises a substantial area of land occupied by Whatleys Motor Engineers, together with extensive areas of open grassland, a pair of semi-detached houses and a complex of buildings in the vicinity of the Heritage Centre.

While the area of the site fronting Broomcroft Road is in the ownership of the District Council, the remainder is in private ownership.

In addition, the brief refers to an area of land currently occupied by the Fire Station, Police Station, a bus shelter and residential property fronting North Street and Market Place, which is currently owned by the County Council, the Parish Council and a private individual. This area of land has been identified on the plans as being 'an area of opportunity'. Should consent be forthcoming from all owners, the site could be incorporated into a future development.

The River Avon forms the western boundary to the site, to the west of which lie the rear curtilages of properties fronting North Street, together with a public car park accessed from Broomcroft Road, located to the rear of 34-40 North Street. This car park is linked by a pedestrian bridge across the river to an open area in the Council's ownership fronting Broomcroft Road, which forms the northern boundary of the site.

A substantial, comparatively new residential property at 45a High Street is located within an open area to the north east of the brief site and separated from it by a hedge. The site includes an extensive open grassed area to the south of the house extending down towards the rear backland of properties fronting the High Street. Vehicular access is currently gained through the rear parking area via a narrow alley to the west of number 47.

The main central area of the site is open in character with trees set around the curtilages of a pair of semi detached houses in the centre. To the west of these there is a level open area currently used for the storage of damaged and wrecked cars associated with the engineering business and repair workshop.

An area of backland to the rear of 19-27 High Street has been cleared of scrub and young trees. It is understood that this area has been the subject of development proposals accessed from the High Street which have been denied consent pending comprehensive development of the wider area.

The southwest corner of the site comprises a substantial engineering workshop occupied by Whatleys, originally known as the Avonside Works and was founded in 1875. The building comprises a single storey under a shallow sloping roof with a central ridge. It is set immediately to the rear of a 19th Century stone built structure housing the Pewsey Heritage Centre. A lean to storage building abuts the eastern flank of the original building, both being roofed with sloping profile steel. There are a number of other single storey buildings in the vicinity of the Heritage Centre and the workshop to the rear, these being used for storage and associated uses. None are of any particular architectural or historic merit. The southern boundary of the site is formed by the rear of properties with frontage towards and access from the High Street, adjacent to which the base still exists, set above the river itself, of the former town mill.

Vehicular access to the Heritage Centre and to the workshops is gained from the High Street via a narrow access road leading up past the eastern side of the property currently occupied by a florist and an estate agent (No. 5 High St). The only other vehicular access is a private driveway leading up to the residential property to the northeast (no. 45a).

Other than the listed archway to the eastern edge of the site at the southern end of the area, shown on Plan 2 as having a Tree Preservation Order, there are no listed buildings or structures within the site. However a number of properties fronting the High Street are listed, including nos. 19, 25, 27 and 47 as shown on Plan 2 (Appendix 2).

There is a substantial belt of trees alongside the pedestrian path which runs from the listed arch to the rear of No 47 High Street through to a bungalow which enjoys no vehicular access (no. 45 High St), located to the rear of No 45a. That belt of trees is covered by an area Tree Preservation Order. In addition there are 3 individual trees within the site covered by a Tree Preservation Order, as shown on Plan 2 (Appendix 2).

The overall site slopes gently down westwards towards the river and there are differences of level on a line to the rear of the District Council ownership, the curtilage of no 45a being at the highest point of the site. The Environment Agency has confirmed that no part of the site is within the floodplain. Following a desk study they have advised that site investigation should be carried out to determine the nature and extent of any contamination and that mitigation measures should be adopted to prevent any pollution where necessary.

It is understood that a substantial sewer runs across the District Council owned land fronting Broomcroft Road and parallel with the river, to the west of the workshop building down towards the High St. The precise route will need to be clarified. Further it is understood that there is an 11 kilo-volt power cable running northwards from the electricity sub station to the rear of single storey building, south west of the workshop (no 3 High St) and towards Broomcroft Road.

3. Policy Context

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

PPG 1 (General Policies and Principles), issued in 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 March 2000), emphasises the focus for additional housing should be existing towns and that priorities should be given to the efficient reuse of previously developed land. It also promotes a greater emphasis on quality and designing places for people.

Amongst other aims PPG 13 on transport seeks to reduce the reliance on the private car.

Government Guidance on the historic environment relating to listed buildings and conservation areas is contained within PPG15, which seeks to protect, preserve, enhance and conserve the historic environment.

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, 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 HC18) includes specific reference to the site. Entitled ‘Broomcroft Road/Avonside Area’,

“The Local Plan allocates land for mixed uses, including housing on a 1.2 hectare site at Broomcroft Road/Avonside as shown on Inset Map 8. Development of this site should a) include a variety of uses including leisure, retail and residential which will complement the role of the existing town centre, and b) provide an extension to the Riverside Walk between Market Place and Broomcroft Road.”

The Adopted Local Plan had identified part of the site as an area suitable for commercial uses. However, with the construction of the CoOp supermarket on the old bus station site the need to identify land for further commercial activity has become unnecessary. The Replacement Plan states at Para 2.35 that:

“The extended site now presents an opportunity for new residential development, integrated with leisure and retail uses close to and linked to the town centre. As part of a mixed use redevelopment scheme, opportunities to enhance the facilities provided by the Pewsey Heritage Centre should be explored”

Policy HC2 of the plan includes reference to the provision of “about 30 dwellings” within the identified site. 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 Policy includes reference to ‘about 10 units’ within the identified site being sought as ‘affordable housing’ element.).

The Local Plan Proposals Map Inset defines the site as being within the village centre and subject to a site specific policy. It should be noted that the site specific policy does not cover the full extent of land covered by this draft brief. The Policy excludes the land to the south of No. 45a High Street and the site of the main works building and Heritage Centre. The southernmost part of the site including the Heritage Centre and associated forecourt are within the defined ‘service centre’ of the village.

Reference is also made to Supplementary Planning Guidance in the form of Kennet District Council’s Conservation Area leaflet and to its Pewsey Conservation Area Designation Statement as published in 1995.

An ecological survey and habitat mapping of the river corridor should be undertaken with associated proposals for any mitigation measures which may be required and any subsequent enhancement which may be required to attract and retain wildlife.

In terms of policy context reference is made to archaeology, as the site is within the defined settlement envelope as per the Wiltshire Sites and Monuments Record. The village is known to have existed from the late Saxon period, a medieval settlement having had a focus around the crossroads. The County Archaeologist advises that archaeological potential is high and thus an archaeological field evaluation will be necessary. A brief for the evaluation will need to be agreed with the County Archaeologist, the evaluation work to be carried out at an early stage and the results included with the planning application, all pursuant to advice in PPG 16 'Archaeology and Planning' and Policy HH2 of the Local Plan.

Finally, consideration should also be given to the principles contained within the 'Pewsey Community Area Plan – The Future 2002 – 2012' Consultation Draft. 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 organizations.

4. Principles of Development

4.1 Uses

It is proposed that the brief site be redeveloped for a mix of land uses. The principle use is proposed to be residential covering a high proportion of the site together with provision for retention of the Heritage Centre, café and gift shop with provision for an educational facility, library and other community uses.

In conjunction with evolution of development proposals for the site it is understood that a suitable site or alternative premises for the Whatleys Motor Engineering business will be sought in or in the vicinity of Pewsey.

The residential element should comprise a mix of houses and flats of different sizes. It is proposed that provision should be made at a comparatively high density, the precise level being dependent upon detailed design, reflecting PPG3 guidance (i.e. minimum 30 – 50 dwellings per hectare net).

Consideration would need to be given to the provision of an element of affordable housing following discussion with the District Planning Authority. It is further suggested that the site would be appropriate for an element of sheltered, nursing and/or retirement housing, as it is a short, level walk to the centre of the village with its services and amenities while also contributing to the dwelling and social mix of residential units.

In evolution of any redevelopment scheme, the proposals should reflect and make allowance for the Council's guidance relating to provision for sustainable transport, open space, play areas and education.

In terms of the community uses as referred to above, it is understood that Devizes College wishes to establish a small outpost for local courses. It is suggested that provision should be made for this together with a proposal for the possible relocation of a library facility in the vicinity of The Heritage Centre, accessed from the High Street. Accommodation could be on two floors with associated access and disabled parking.

It is proposed that the building which houses the Heritage Centre and the land immediately adjacent should be managed by a Trust with an appropriate long term interest held by the District Council. While some provision for disabled and perhaps limited staff parking would be made available adjacent to the facility, it is proposed that visitors should park in the nearby public car parks, such as the one off Broomcroft Road.

4.2 Access

It is proposed the principle vehicular access to the site should be from Broomcroft Road in a position as illustrated on Plan 3. A spine road should lead through the site from which access is gained to clusters of development. Depending upon detailed design and relationship to accurate survey information of existing trees, it is possible that a limited number of trees may be lost, perhaps including one or more covered by a Tree Preservation Order. The spine road could also provide for access to the rear of some of the High Street properties. Separate vehicular access to the Heritage Centre and associated community uses with limited parking for the disabled could be gained from the existing access point on the High Street.

4.3 Built Form

With the exception of the stone Heritage Centre building and the listed archway, it is proposed that all other buildings within the brief site could be demolished.

Reference is made to potential development opportunity on adjoining land, particularly fronting North Street. While gaining principle vehicular access from North Street, this area could also incorporate a pedestrian link through to the Market Square from the main development site. The existing buildings could be demolished, subject to relocation of the functions elsewhere within the village, and be replaced with new build. Residential use, together with provision for limited retail and 'service sector' uses is believed to be appropriate.

4.4 Pedestrian Access

It is proposed that the existing riverside pathway leading through from the protected conservation area to the north of Broomcroft Road should continue on through the subject site, alongside the river through to the High Street. From within the development site pedestrian access should also be sought through to the High Street via the access lane adjoining No. 47 and also perhaps via the County Council land to North Street. The new development should be highly permeable both for pedestrians and cyclists.

5. Design Criteria

Reflecting the character of the village the development should give the impression of being tight and close knit, with hard edges where appropriate facing the public realm and softer edges around the periphery.

In considering layout and detailed design respect should be paid to the landscape and townscape of the village, reflecting analysis and guidance within the Council's Conservation Area Designation Statement.

Further, any development will need to respect sustainable design principles so as to protect vital resources and to ensure that any development plays a positive role in ensuring that sustainability is integral to any scheme proposals.

Housing in its various forms should be set in clusters and the detailed relationships should respect the amenities of the adjoining properties, particularly No 45a High Street.

The layout of any scheme will need to make allowance for service and emergency vehicle access. Note should be taken of the Council's approach to refuse collection in terms of accessibility from highway and rights of passage across private land.

Buildings should be of varying heights, predominantly two storeys, but with some third floor accommodation either set under low eaves or within the roof space. Built form should be vertically differentiated, with a varied roofscape which is predominantly traditional in form.

Due care should be taken with regard to landscaping, both in terms of the relationship to retained trees and provision for new landscaping, both soft and hard.

It should be noted that under the Water Resources Act 1991 and the Land Drainage Bye Laws prior written consent from the Environment Agency is required for any proposed works or structures in, under, over or within 8 metres of the top of the River Avon. This 8 metre strip will allow for future maintenance and improvements, whilst at the same time providing a wildlife corridor, therefore the Agency may refuse Land Drainage Consent for structures in this margin

Scheme layout should be based upon a sequence of public spaces offering the opportunity for sequential views through the site with edges formed by buildings and walls. Moving away from the central public space there should be semi private and private spaces differentiated by design and materials.

Materials for both the buildings and hard landscape elements should be carefully considered. Great care should be taken to ensure the use of quality materials and appropriate detailing to reflect the local vernacular. Opportunities should be taken for the creation of a quality hard landscape setting for the Heritage Centre, and in so doing to consider the opportunity to open up adjoining properties such as those immediately to the south, so as to front the space, adding to the vitality and viability of the area.

In terms of parking, bearing in mind the central position of the site close to local shops and amenities and its proximity to the railway station and bus services, it is suggested that consideration should be given to the possibility of reduced parking provision at a lower level than that normally required by adopted standards. Recognising the proposed variety of house sizes and types it is suggested that a minimum of one space per unit should be provided with approximately half of this level for any sheltered housing element. Close liaison will be needed with the District Council and the County Highway Authority to ensure that adequate parking provision is made to reflect the comparatively high level of car ownership in the area.

With respect to form and layout the opportunity should be taken to create landmark features in terms of new build while also designing a scheme which reinforces the role of the Heritage Centre as a focal point.

Care should be taken in designing pedestrian ways through the site to ensure safety by design, perhaps with consideration to low level lighting.

Any new built form on the North Street site should start at the back edge of the footpath so as to reinforce the sense of enclosure of the street as occurs elsewhere within the village centre. Buildings should be of varying height and detailing, again with traditional roofscape but with access from North Street. Any parking should be to the rear with pedestrian access leading through to the main site.

6. Consultation

This Development Brief has been made available for scrutiny by various Statutory Consultees, interested parties and local residents prior to its formal adoption by Kennet District Council as Supplementary Planning Guidance.

During the initial stages of the brief a plan of the site and a statement on the principles to be contained within the brief were sent to Kennet District Council Technical Services Department, Wiltshire County Council Archaeological Department and the Environment Agency for their initial comments.

These initial comments were in turn incorporated into the draft brief, which was drawn up in close liaison with Kennet District Councils Forward Planning Department.

In October 2001 a copy of the Draft Brief was sent out to all of the Council's Statutory Consultees for their comment.

In addition letters were sent to local organisations and interested parties inviting them to the Public Exhibition and evening workshop held at Bouverie Hall, Pewsey on the 15th October 2001 from 2.30pm - 9.30pm to enable them to view the Brief and discuss the principles contained within it.

To ensure that local residents were aware of the Public Exhibition an advertisement was also placed in the Wiltshire Gazette and Herald inviting all local residents to attend.

A questionnaire was drawn up and made available during the Public Exhibition and evening workshop for local residents, local organisations and Statutory Consultees to leave any comments.

Approximately 180-200 people attended the Public Exhibition throughout the course of the afternoon, the majority of whom were either local residents, members of local organisations or representatives of local businesses.

Over half the questionnaire responses received requested that the site be redeveloped for residential purposes and over 80% of those responses wished to see a mixture in housing types and tenures.

Overall public opinion was overwhelmingly in favour of the redevelopment of the site with many local residents requesting the incorporation of a focal point for the village centre which would encourage people to visit the area.

During the consultation process one of the main issues which caused discussion was the possible inclusion of the police station, fire station and residential properties fronting North Street and Market Place.

At the Council's request the brief has not been amended to encompass this parcel of land as part of the main scheme, although reference has been retained to its possible inclusion.

The brief remains deliberately vague in respect of the type, design and amount of development which could be incorporated on the site. However, it retains a set of guidelines which should be adhered to and offers a range of opportunities which could be explored in greater detail by way of a planning application.

The minor amendments made to the brief include comments from amongst others the Environment Agency, the Parish Council and local residents.

Although some comments from local residents have been incorporated into this document, comments in relation to decreasing the density of housing and increasing the number of car parking spaces per dwelling have not been incorporated. To ensure that the brief complies with the Council's standards, the housing density figures and car parking standards are as per the Replacement Kennet District Local Plan.

This document includes reference to the Pewsey Community Area Plan: The Future 2002-2012. For further details on the content of the Community Plan or to obtain a copy please contact the Forward Plan Department, Kennet District Council.

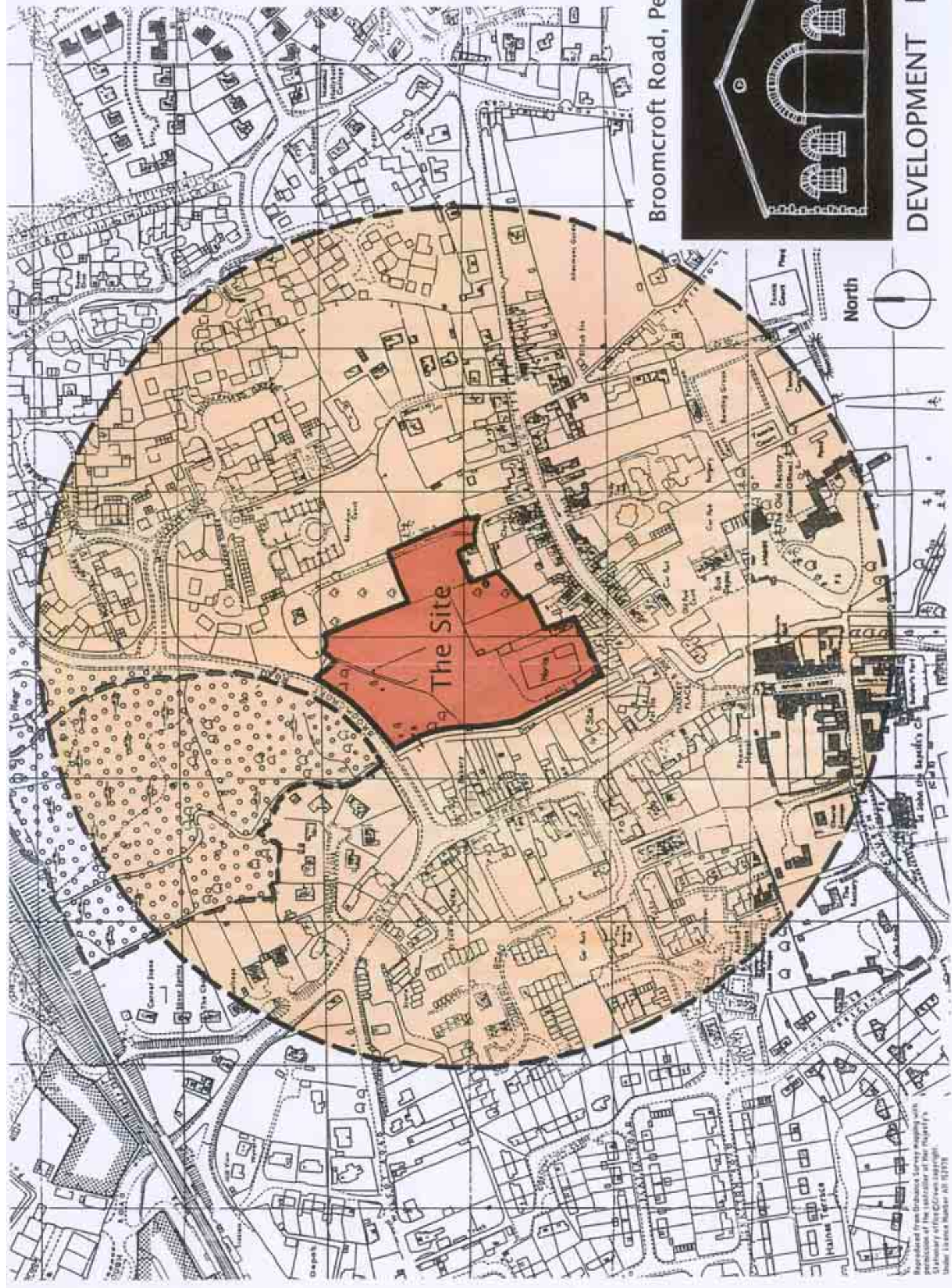
As no major alterations have been made to this document no further consultation exercises have been undertaken.

A breakdown of the comments received can be obtained from Kennet District Council.

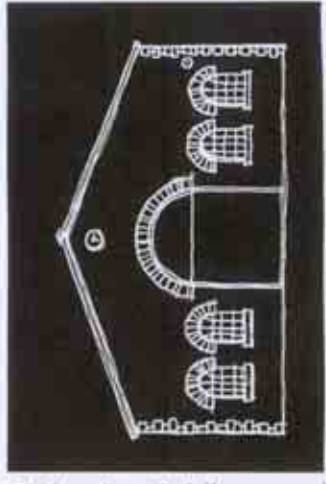
7. Conclusion

This document provides guidance for a unique opportunity for the comprehensive redevelopment of this important site in the centre of the village of Pewsey. The site affords the opportunity for a high quality, comparatively high density, residential-led, mixed use scheme with associated provision for community and other uses to include the Heritage Centre, a library, a distance learning centre, limited retail provision and perhaps provision for local service providers. Layout and detailed design will need to be of the highest quality reflecting the sensitive setting of the site, the trees in and around it and the amenity currently enjoyed by adjoining occupiers. An enhanced setting with complementary public uses should be provided for the Heritage Centre, while the overall site should contribute significantly to pedestrian permeability within this part of the village.

APPENDIX 1



Broomcroft Road, Pewsey




DEVELOPMENT BRIEF

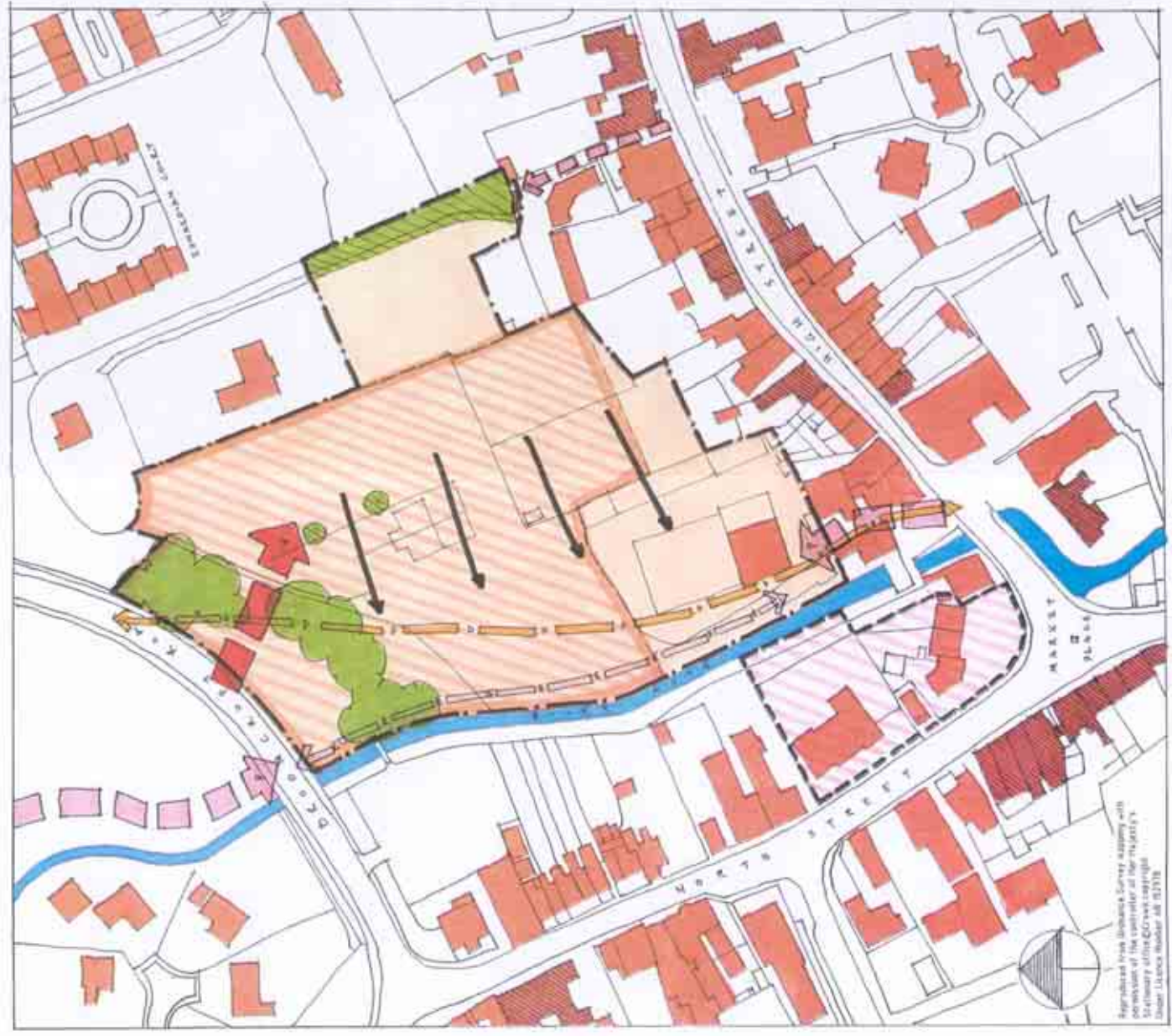
PLAN 1. LOCATION PLAN

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APPENDIX 2

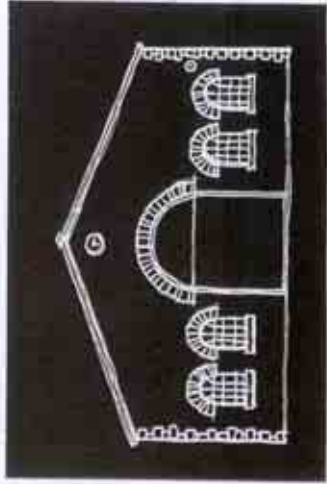
KEY

-  Extent of development site
-  Land allocated in Kennet Local Plan
-  Possible future development site
-  Listed buildings
-  Tree preservation orders
-  Existing pedestrian links to site
-  Possible location of vehicular access
-  Direction of land slope
-  Line of existing electricity cable (approx.)
-  Line of existing sewer (approx.)



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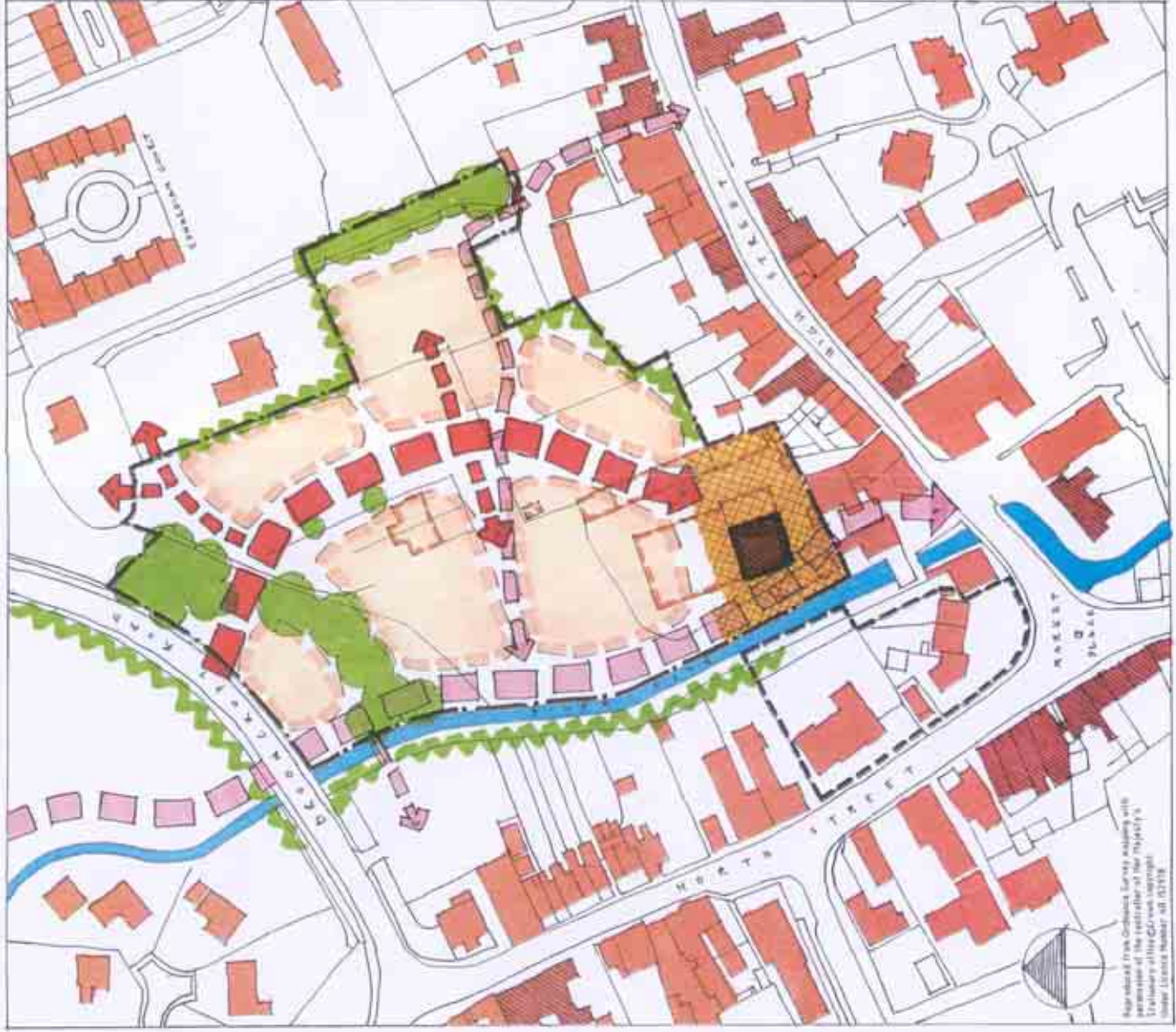
Broomcroft Road, Pewsey



DEVELOPMENT BRIEF

PLAN 2. SITE ANALYSIS

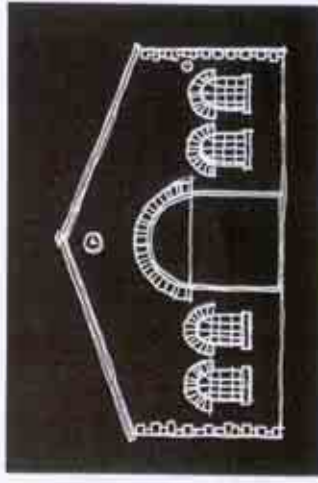
APPENDIX 3



KEY

-  Extent of development site
-  Buildings to be retained
-  Buildings to be demolished
-  Listed buildings
-  Tree belts/soft edges
-  Main pedestrian/cycle routes
-  Main vehicular spine routes
-  Community/public space
-  Potential development zones

Broomcroft Road, Pewsey



DEVELOPMENT BRIEF

PLAN 3. DEVELOPMENT PRINCIPLES

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