

DUNSBURY HILL FARM

development brief



June 2007

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Dunsbury Hill Farm is a major new employment site on land adjacent to the A3(M) which Havant Borough Council is promoting in partnership with Portsmouth City Council, the landowner of the site and neighbouring authority.

This development brief has been produced by Havant Borough Council's Planning Policy and Business Development Teams in close consultation with Portsmouth City Council's Asset Management Service through the Dunsbury Hill Farm Project Group meetings. SEEDA and the University of Portsmouth have a close interest in the success of this project and have contributed through their involvement in Project Group.

The brief has been approved by Havant Borough Council's Planning and Development Services Portfolio Holder. It will form the basis of pre-application engagement with the community which will be undertaken by the developer of the site in accordance with the Council's Statement of Community Involvement (SCI). The council will acknowledge its input in any pre-application community engagement.

Vision

To create a high quality Business and Technology Park that will deliver economic and social benefits to Leigh Park and the wider area and respond to the opportunities presented by the global economic market.

Development Objectives

- To contribute to the creation of knowledge based business providing opportunities for growth with structured move-on accommodation combined with effective linkages with the University of Portsmouth networks consistent with the Regional Economic Strategy and PUSH Sub –Regional Strategy
- To provide a range of locally based accessible jobs and opportunities for enterprise and business growth, ensuring that employment opportunities should reflect local needs and skills available, as well as providing opportunities for skill development and diversification
- To support economic regeneration and renewal in Leigh Park, the wider borough and the Portsmouth City Region
- To facilitate the growth of small and medium enterprises with an overall emphasis on job creation. To consider with development partners the creation of an Enterprise Centre to cater for the demand for start up businesses as well as move on accommodation
- To develop a quality hotel with conference facilities of significance within the Portsmouth City Region, which will underpin business and tourism activity
- To create character and a sense of place with development design that responds to site topography and landscape
- To create a legible environmental setting. The development should be formed by a clear structure to aid movement and identity
- To create appropriate and effective movement / accessibility throughout the site. The routes within and connecting to the site for vehicles, pedestrians and cycles should be designed to ensure high quality and convenient accessibility
- To ensure that the development provides a strong gateway feature at the entrance to the site from the A3(M)
- To ensure compliance with the principles of sustainability both in terms of construction of buildings and protection of natural resources
- To ensure that the highest quality sustainable development is attained in the prevailing commercial market place
- To promote safety and security
- To ensure that the road layout and configuration and general mix of uses have regard to potential later phases of development.

Background

Dunsbury Hill Farm is a 13.2 hectare greenfield employment site situated close to the A3(M) and approximately 4 kilometres from the Havant main line railway station. This site is now included within the adopted Havant Borough District-Wide Local Plan under Policy EMP1.4. The justification for additional employment land within the Local Plan is based on two important issues:

- A serious lack of supply of good quality employment sites to attract inward investment and provide for expansion of existing businesses
- Problems in the Havant economy evidenced by high out-commuting, higher than average unemployment (in some wards) and an over dependence on traditional manufacturing.

Against this background the council has promoted this development opportunity within an area of open land forming a strategic gap between Havant and Waterlooville. The setting of the site is an important consideration for all aspects of the design and implementation process.

Strategic Context

SEEDA recognise Dunsbury Hill Farm as an important strategic employment site in South East Hampshire. The Development Agency has committed to the site, supporting the allocation through the local plan process with the preparation of a development Masterplan and an environmental impact study. Although they maintain their support for the project SEEDA cannot guarantee the availability of any future funding. Any further funding made available by SEEDA would be likely to be subject to overage/claw back provisions.

The Partnership for Urban South Hampshire (PUSH), has developed a Sub-Regional Strategy for South Hampshire under the new South East Plan which is underpinned by a goal to improve the sub-region's economic performance. PUSH recognises Dunsbury Hill Farm as key strategic employment site.

The Regeneration Strategy for Havant Borough shows Dunsbury Hill Farm as a major development opportunity. The Strategy sees this site as important because it will deliver a considerable number of jobs next to Leigh Park which is a priority area for regeneration. Themes one and three within the strategy specifically deal with creating a diverse and dynamic business base and creating the right conditions for growth. The key actions that flow from these themes include business creation and new jobs. Dunsbury Hill Farm is central to the delivery of these targets.

The Leigh Park Strategic Framework was adopted as a Supplementary Planning Document in July 2006 and adds detail to the aims in the Local Plan for the regeneration of Leigh Park and the Borough. Actions for regeneration focus on housing development, jobs and training, urban design and environmental improvements and community facilities. The proposed development at Dunsbury Hill Farm is seen as creating a large number of jobs as well as providing space for start-up businesses and land for relocation of existing businesses (see section 4 on Jobs and Training (p13) and the Enterprise Actions in section 10 (p42)).

Critical Success Factors

There are a number of factors, which will be critical to the success of this project.

- A development partnership comprising Portsmouth City Council and Havant Borough Council is established to bring about the development with close support from SEEDA and the University of Portsmouth
- A public and private sector partnership is established which strengthens the science and technology infrastructure and linkage to the University of Portsmouth Commercial SE Framework, including supporting spinouts
- The provision of start-up and move-on accommodation and flexible space
- SEEDA maintain their support and engagement in the project

- There is political leadership and commitment in both Havant Borough Council and Portsmouth City Council in support of the project which is clear and consistent for the long term
- A multi disciplinary project team with representatives from the key partners is established as the key development driver
- Early involvement of the Highways Agency and Hampshire County Council is secured with regard to highway access and design
- The development must be in accordance with the criteria and requirements of the Local Plan policies if the justification for development within a strategic gap is to be realised.
- The development must facilitate the maximum social and economic benefit both locally within Leigh Park and the Borough and in the sub-regional context
- Community consultation in accordance with the Council's Statement of Community Involvement (SCI) is undertaken
- The development takes place in accordance with the principles of the landscape framework contained in the study by Rummey Environmental Ltd (October 2004)
- Entrance to the site from the A3 (M) will be marked by a spacious, high quality landscaped setting incorporating a 'dramatic gateway feature'
- The creation of at least 1700 jobs over the life of the development
- The successful re-location of available viable local firms to take appropriate space on the site
- The provision of an Enterprise Centre on 1 ha of the site.

Timescale

The industrial land allocations in the Local Plan are intended to provide for new employment up to the end of the plan period in 2011.

A project plan for the development, incorporating key milestones, is to be worked up by the Project Group in consultation with the developer following the conclusion of the marketing process in October 2007.

Planning Requirements

The following statement provides guidance on the Council's key planning requirements for the implementation of the Dunsbury Hill Farm development. The guidance should be read together with the relevant policies in the Havant Borough District-Wide Local Plan (HBDWLP). The Council will seek to achieve these requirements in discussions with prospective developers and in the determination of any planning application for the development of the site.

Concept

- The development concept is for a prestigious high quality Business and Technology Park development in a generous landscape setting. The development should represent a flagship of sustainable design and construction within a strong framework of environmental management in relation to all buildings and land within the site and adjoining land
- The development must be in accordance with the allocation and policy requirements of Policy EMP1.4 and other relevant policies in the Local Plan
- In recognition of the PUSH Sub-Regional Strategy in the emerging South East Plan and the principles of the landscape framework in the study by Rummey Environmental Ltd (October 2004), contingencies should be built into the development to enable a possible

enlargement of the site at a later date (see also Transport, Access and Parking below). This potential for further enlargement of the site at a later date is subject to inclusion in the Havant Local Development Framework, as referred to in para. 237 of the Local Plan. Consultations on alternative spatial options in the early stages of the Local Development Framework have included the potential enlargement of the site.

Land Management

A management plan will be required as part of the planning application for the protection and enhancement of surrounding countryside where such land is within the ownership of Portsmouth City Council. This management plan will also need to establish appropriate levels of public access to and through such land. The area to be covered by this management plan is to be defined and agreed with Havant Borough Council as part of the planning application process. A management company should be established with secure funding for the future to provide effective arrangements for the care, maintenance and tidying of the site and surrounds and any level of public access that may be agreed.

Built Development

- The development must be in accordance with Local Plan Policy EMP1.4. The development of the 13.2 ha allocated site should comprise the following:
 - Mixed B1, B2 and B8 uses – in the region of 46,500m² of commercial floorspace, the overall split between B1, B2 and B8 uses should be 40, 40, 20 to deliver the maximum employment benefit. Variation in the proportion between B1 and B2 would not be an issue. B1 uses should be clearly separated and screened from B2 and B8 uses.
 - 1ha for an Enterprise Centre
 - A site for a hotel and conference facilities of approximately 5,500m²
 - Other ancillary uses required to support the site and its use as a Business and Technology Park
- For the enterprise centre funding options will have to be tested in the prevailing commercial market
- It will be a requirement for the developer to market the site amongst local businesses to enable the relocation of available viable local businesses to take appropriate space on the site, and to monitor the success of this marketing
- It will be a requirement of the development that it should provide schemes for training and employing local people.

Design and Layout

- All the criteria of Local Plan Policy D1 must be satisfied
- The principles of sustainability must be satisfied both in terms of construction of buildings and protection of natural resources. The design and layout of development should minimise its impact on the environment, make most efficient use of land, protect natural resources and enhance biodiversity
- Impact on the Strategic Gap must be kept to a minimum. In order to achieve this, the buildings must be sensitively designed and built to a very high standard. They must respect and enhance the character of their woodland and countryside setting. They must blend with their surroundings in a way that creates a distinctive sense of place and character
- In view of the significance of this site, final designs should be presented to the CAGE panel prior to the submission of a planning application

- A varied built form should be created to reflect the variety in the function, types and sizes of units and the spaces that they define
- Boxes and regular blocks should be avoided in the built form. Buildings should utilise irregular and 'natural' forms e.g. including the use of curves
- The built form should be predominantly low rise (2 - 3 storeys), designed not to protrude excessively above the tree canopy. Rooflines should be clean and free from the clutter of plant. Where necessary, this equipment should be designed into the roof form.
- Key landmark buildings must be very carefully sited to mark junctions and activity nodes. They should take into account the utilisation of sight lines to aid navigation
- Landmark buildings should conform to the low rise character of the development. A landmark building is one that is distinctive and memorable. They should be seen as a focus for architectural excellence and the use of high quality materials
- Materials should be carefully selected to complement the setting. Materials such as hardwoods, natural stone, stainless steel, or other natural or high quality materials are acceptable. Large expanses of artificial cladding materials or extensive elevations of blank brickwork should be avoided
- Creative use of large areas of glazing is an effective way of allowing buildings to become part of the environment
- The layout should provide an accessible, safe and permeable environment fully integrated with its surroundings, providing a choice of safe and convenient routes for all users, including cyclists and pedestrians
- A high quality public realm should be created through high quality paving materials, street furniture, boundary treatments and planting. Materials appropriate to the setting should be selected
- Three-dimensional features that provide landmarks, gateways, reference points and edges should be included to provide structure and aid navigation
- A clear distinction should be made between public and private areas. Public areas should be inviting and accessible. Private areas should be defensible. Both should be well overlooked
- Public spaces should be as active as possible, especially at ground level. Buildings should access directly onto them. Blank frontages onto public spaces are not acceptable.
- Natural landscape features such as water and specimen trees should be emphasised through the design of buildings and the use of landscaping
- Surface car parking should be landscaped in a way that minimises its visual impact. When doing this, care should be taken not to restrict natural surveillance of parking areas
- Where possible, building layout should be designed to enclose and internalise car parking and servicing areas
- The design of buildings, the road network and landscaping should be coordinated to take advantage of sight lines
- Lighting within the development should be designed to minimise light pollution and negative impact on the natural setting. Lighting should be low level and anti-glare. High-level flood lighting of areas will not be acceptable. Illuminated bollards are one effective means of providing subtle low-level lighting and picking out routes
- Architectural lighting of key features should be employed to aid legibility of the area after sun down. This will also contribute towards the sense of security in the area. This should be done in a way that minimises light pollution
- Signage on buildings should be tasteful and, as far as possible, integrated with the architectural design of the buildings. Over-sized signs are not appropriate for this natural setting and will not be accepted. Internally illuminated signs must be sensitively designed
- Directional signage around the development should be simple and clear. It should be part of a high quality coordinated palette of street furniture
- Design of the buildings should include the use of sustainable materials and construction methods and achieve at minimum an equivalent rating to BREEAM Very Good standard which is now incorporated into Sub-Regional Policy up to 2012

- Buildings should be designed to maximise solar gain. They should also be designed to minimise energy and water consumption
- Features such as grey water recycling, super insulation and green roofs should be included
- The use of renewable energy should be an important element of the development. The inclusion of features such as solar panels and wind turbines should be investigated and pursued
- All of the above elements should be an integral element of the design, rather than afterthoughts
- The use of a restricted palette of high quality materials will help to create a unified appearance - the developer should refer to the council's Public Realm Design Framework
- The council will negotiate with the developer to fund the commissioning of art and craftwork to enhance the distinctiveness of the development and the quality of the public realm within the development site, in accordance with Local Plan Policy D3. Gateway and landmark features within the site present an opportunity to provide this artwork
- Public art should be placed at key intersections and activity nodes within the development. This will help to structure the layout and act as an aid to navigation

Landscape, Nature Conservation and Access

- A landscape strategy should be produced to ensure the creation of significant new landscape features, including new areas of woodland and extensive structure planting to form a framework for the new development. The developer should refer to Dunsbury Hill Farm—Siting of Employment Allocation in the Strategic Gap, October 2004, Rummey Environmental Ltd. The landscape requirements of Local Plan Policy L7 must be met including an extension of Beech Wood to provide a minimum 150m – 180m landscaped gap between the A3(M) and the development. In addition the Gap should be emphasised in an east/west direction by providing belts or 'fingers' of woodland extending eastwards from Beech Wood together with a landscaped corridor on the east/west spine road
- In accordance with Local Plan Policy L6 the landscape strategy for this site must integrate the retention of existing important trees, particularly protected trees, and hedgerows, into the development. Existing structural / buffer planting should be retained and enhanced. Vegetation to be retained must be protected from development - buildings, hard surfaces, engineering and construction works - in accordance with the guidance contained in the British Standard 'Trees in relation to construction', BS5837:1991 in conjunction with such other guidance provided by the local authority
- Where existing trees are of poor quality or dead, dying or diseased they should be replaced with appropriately sized standard young trees of native species
- Archeological and ecological surveys of the site must be undertaken prior to any development being carried out
- New habitats should be provided linked to existing Sites of Importance for Nature Conservation (SINCs), and Hermitage Stream should be enhanced and conserved as a wildlife corridor and leisure route
- Pedestrian, cycle and equestrian routes must be suitably constructed and landscaped to reflect the character of the setting. Park Lane is an important historic link between Leigh Park and Waterlooville and should be enhanced as a leisure route and be provided with a metalled surface for use by cyclists
- Provision should be made for other new leisure and riding routes in accordance with Local Plan Policy R19 linking areas of landscape and recreational significance including Staunton Country Park, Beech Wood, Neville's Park and Bushy Lease. Access should be planned and managed to protect the more ecologically sensitive areas.

Transport, Access and Parking

- A Transport Assessment (TA) will be required in support of the development. The TA will describe the effects of the development on the local and strategic highway network and consider its accessibility by all modes of transport equally. This will include outlining both the positive and negative consequences of the development on the existing and/or the proposed highway infrastructure, the measures proposed to influence travel to the site, and the implications for off-site highway works
- Development of the site must demonstrate a sustainable transportation strategy and include a network of routes for public transport, cyclists and pedestrians within the site. These routes should link with the adjacent settlements and provide or enable new links within the settlements
- A dedicated public transport link is to be provided between residential areas to the east and west
- Financial contributions will be sought towards green transportation initiatives in accordance with Local Plan Policy T11 including, for example:
 - the provision of peak hour bus services to the site;
 - public transport infrastructure within the site including bus stops and bus information systems;
 - improved cycle links between the site and adjacent residential areas, Havant and Waterlooville Town Centres, and Havant station.
- A Green Travel Plan will be required to show what measures will be undertaken to maximise the proportion of journeys to the site made by public transport, cycling and walking
- The road infrastructure serving the site is to be designed to preclude direct private and commercial vehicle access from adjacent residential areas
- Land should be safeguarded adjacent to the main access road to safeguard the opportunity for the widening of the road at a later date. This possible future widening may be required should there be a need to accommodate future development traffic and/or should a decision be taken in a future review of the Local Plan to provide a direct vehicular access to Leigh Park through the site
- The main access route to the site should be in the form of a 'parkway'. Access roads within the site should be in the form of avenues
- Parking for cars, motor cycles and pedal cycles should be provided in accordance with the 'Hampshire Parking Strategy and Standards' (2002) which are included at Appendix 1 of the Local Plan: 1:30 sq m for B1(a) office; 1:45 sq m for B1 (b)(c) high tech/light industry and B2 general industrial
- The 100% maximum parking standards will be applied to this site. Commercial vehicle parking will be considered by the local planning authority on the basis of the planning application.

Drainage

- Surface water arising from the development of the site must not increase flooding elsewhere in the catchment (either up- or down-stream), or contaminate the local water courses. Developers must consult the Environment Agency regarding specific requirements for discharge volumes, rates of flow, flood defence and, where possible, improvement of water quality
- It is anticipated that all surface water will be directed into the Hermitage Stream along its reach between the A3(M) and Ramsdale Avenue. It is considered unlikely that flows arising from the development can be successfully accommodated within the Park Lane Stream

- A Sustainable Drainage System (SuDS) should be incorporated into the development to address the potential surface water flooding of the development area and adjoining land and watercourses. The SuDS should be integrated into the landscape to enhance the biodiversity, informal recreation opportunities and provide a high quality environment for the employment area
- It is anticipated that the future maintenance of the SuDS features will remain with the manager of the development, who shall be required to enter into agreements to ensure the satisfactory operation and maintenance of the features for the lifetime of the development, and their removal and restoration afterwards
- Any buildings erected within the Environment Agency's Flood Zones 2 or 3 will be subject to a flood risk assessment including means of escape, and occupiers / managers will be required to subscribe to the agency's floodline service as a condition of occupation.

Energy Conservation

- The council welcomes the integration of sustainable energy initiatives within all development schemes
- The development should be constructed in a sustainable way, using recycled materials as far as possible, minimising waste and the consumption of water and energy per unit.
- Energy conservation should be fully taken into account in the development proposals in accordance with Policy D1 of the Local Plan
- PPS22: Renewable Energy encourages developers and local planning authorities to think about the opportunity of incorporating renewable energy projects in all new developments. Attention is also drawn to the companion guide, 'Planning for Renewable Energy, a Companion Guide to PPS22'
- Development proposals must be accompanied by information demonstrating that full account has been taken of the efficient use of energy. Consideration should therefore be given to renewable energy development alongside energy efficiency
- Site layout, design and orientation of buildings should facilitate energy conservation by maximising passive solar gain and reducing heat loss. Buildings should be away or sufficiently set back from adjacent vegetation to avoid overshadowing. However, use should also be made of natural ventilation and other measures to prevent excess solar gain
- South-facing elevations should be designed to utilise solar gain either directly by use of glazing, or indirectly by the incorporation of solar panels
- Roofs should be designed, in terms of form, orientation and materials to utilise solar gain.
- Buildings should incorporate appropriate insulation, heating and lighting systems to reduce energy demand.

Environmental Impact Assessment (EIA)

- A formal EIA , leading to the production of an Environmental Statement (ES) is required, in accordance with Schedule 2 of the Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999. This requires an EIA if the development is likely to have significant effects upon the environment. The scope of the EIA should be agreed with officers of Havant Borough Council and should include the matters set out below:
 - the proposals, mitigation measures and alternative sites considered
 - geology and soils
 - hydrology and drainage
 - water quality
 - cultural heritage
 - land use
 - landscape and visual effects

- ecology and nature conservation
- public rights of way
- transport
- air quality
- noise
- health issues re: overhead power lines
- constraints imposed by Transco high-pressure gas pipeline
- light pollution
- sustainable development
- effects on local people
- construction stage effects
- policy background

Section 106 Requirements

- The production of a 50 year management plan to guide future management operations both within the site and in the surrounding landscape areas
- The setting up of a management company, with secure funding for the future, to ensure that the site and its surrounds are maintained and managed to an appropriately high standard
- The provision of appropriate schemes for training and employing local people in the development of the site and in the activities eventually carried out on the site.
- An appropriate contribution towards public art
- The creation of new habitats with links to existing SINC's
- The enhancement of Hermitage Stream and its corridor
- The enhancement of Park Lane
- The provision of new leisure and riding routes linking the site with surrounding areas.
- The implementation of schemes arising from the Transport Assessment including arrangements under S278 and S38 of the Highways Act
- Contributions towards Green Transport infrastructure
- The production of a Green Travel Plan
- The implementation of required off-site measures for surface water drainage
- The future maintenance of SUDS features.