

LDÄ DESIGN

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THE WELBORNE PLAN
CONCEPT MASTERPLAN
FINAL REPORT

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1.0 INTRODUCTION

1.1 PURPOSE OF THE REPORT

This report summarises the process, revisions and updates made to the Concept Masterplan in support of the Publication Welborne Plan. It should be read as an essential update to the work and processes outlined in the Preferred Concept Masterplan Option Report (PCMOR) (April 2013). It should be noted that the New Community North of Fareham (NCNF) referred to in the PCMOR is now known as Welborne following the outcome of a public consultation on the proposed name for the new community

As the Welborne Plan has progressed toward submission, Fareham Borough Council (FBC) has continued to test the Concept Masterplan and consider the most appropriate planning strategy for delivering the new community. This process has drawn upon a number of key influences with the focus on achieving a deliverable, sustainable new community which achieves the vision for Welborne.

1.2 ROLE OF THE CONCEPT MASTERPLAN

The Concept Masterplan is primarily a part of the evidence base and shows one possible outcome of how the requirements of the Welborne Plan can be met. It has been used to test the capacity of the site as well as show the Council's aspirations for Welborne. The Concept Masterplan gives an impression of how the different elements of the plan could come together when overlaid. However, other masterplanning outcomes will be acceptable as long as they comply with the policies of the Welborne Plan, it will be the responsibility of the landowners to prepare a comprehensive masterplan for the site.

1.3 ROLE OF THE STRATEGIC FRAMEWORK DIAGRAM (SFD)

The SFD has been prepared to sit alongside the Strategic Framework within the Welborne Plan. The SFD illustrates the key spatial planning principles underlying the Concept Masterplan and encapsulates FBC's aspirations for the new community. They should be seen as an overarching physical structure to be used as a guide to subsequent comprehensive masterplanning work that will be developed by the site promoters. The diagram has been drawn schematically as it is the principles and policies behind them which are important and not the precise alignment or layout.

1.4 ROLE OF THE DESIGN GUIDANCE

The Council also intend to prepare and adopt a Welborne Design Guidance SPD with the intention of assisting site promoters develop their comprehensive masterplanning and strategic design codes. The purpose of this SPD will be to ensure the objectives of creating a distinctive community with its own identity and application of good urban design principles to key issues are considered at all stages of planning for Welborne.

1.5 STRUCTURE OF THE ADDENDUM

This addendum will:

- Set out what the key influences have been in the process of updating the Concept Masterplan
- Summarise the key changes made to the Concept Masterplan
- Provide a summary of how the revised Green Infrastructure Strategy has informed the process
- Introduce the Strategic Framework Diagram and its intended purpose



2.0 PROCESS

2.1 SUMMARY OF KEY INFLUENCES

The masterplan has continued to be developed through a collaborative process. The masterplanning team has worked closely with the Welborne team at Fareham Borough Council to ensure that the concept masterplan continues to illustrate the council's aspirations for the new community at Welborne. The masterplanning work has not been undertaken in isolation; it has followed an integrated approach building on emerging evidence in technical reports, parallel studies, workshops and ongoing dialogue with key stakeholders and land owners. During the course of the project the following key influences have informed decisions and changes made to the concept masterplan:

Consultations received on the Draft Welborne Plan: The feedback received on the Draft Welborne Plan from stakeholders and the local communities has continued to influence decisions at all stages of the work.

Ongoing dialogue with key stakeholders: A crucial part of developing the revised Concept Masterplan was ongoing dialogue with key stakeholders such as Natural England, Highways Agency and the Environment Agency. These have, in part, been facilitated by a series of workshops supported and facilitated by ATLAS Advisory Team for Large Applications (part of the Homes and Communities Agency).

Updated Transport Strategy: The preparation of the Transport Strategy has run parallel to all stages of the masterplanning work. The masterplanning and transport planning teams have continued to work closely to ensure an integrated

spatial plan.

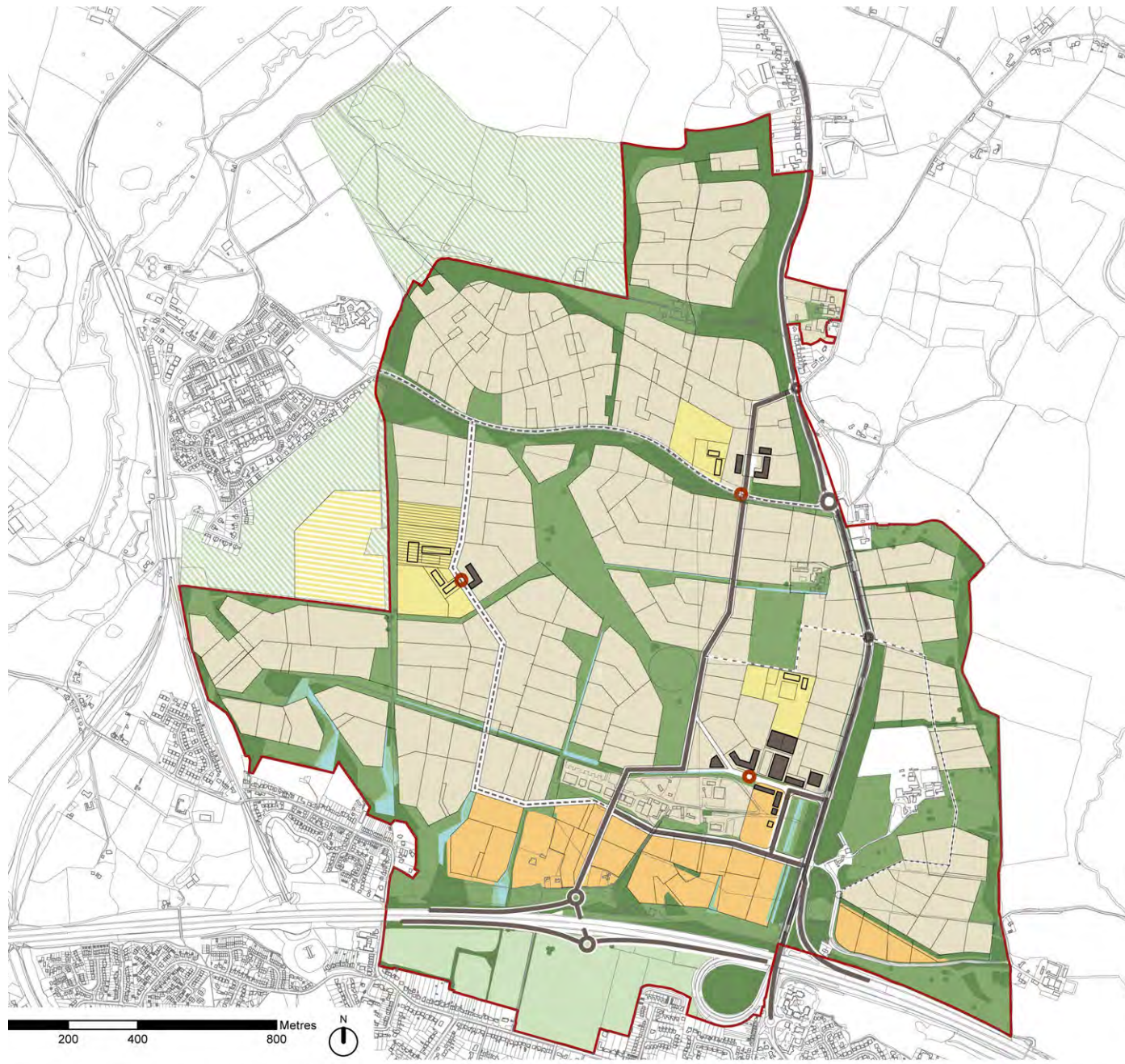
The Welborne Employment Strategy: The Welborne Employment Strategy was commissioned by FBC as a parallel piece of work. This strategy and the Concept Masterplan have informed each other to determine the appropriate level of employment floorspace for Welborne.

Noise Assessment: The Noise Assessment was commissioned by FBC as a parallel piece of work. This assessment has provided crucial advice on noise levels on site and has informed the distribution of land uses across the site as well as advising on potential noise mitigation measures.

Infrastructure Delivery Plan (IDP): The IDP has been kept up to date during the course of this work and has helped determine the appropriate infrastructure requirements of Welborne which need to be factored into the Concept Masterplan.

Viability Appraisal: The assumptions and recommendations of the Concept Masterplan have continued to be shaped by advice provided as part of the Viability Appraisal which has been undertaken in parallel.

Sustainability Appraisal and Habitats Regulation Assessment: The Welborne Plan and concept masterplan has been informed by an iterative process of appraisal to consider the sustainability of proposals and potential for impacts upon sensitive sites.



LEGEND

- Site Boundary
- Employment
- Residential
- Strategic Green Infrastructure
- Potential SANGS and settlement buffer
- Potential SANGS and settlement gap in Winchester District
- District and village centres and community hub
- Primary school site
- Secondary school site
- Potential school playing fields in the Knowle Triangle
- BRT stop

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3.0 MASTERPLAN CHANGES

■■■■■ The following changes have been made to the Concept Masterplan in response to the key influences listed above:

3.1 CHARACTER AREAS

The four principal character areas established at the outset of the masterplanning work are central to achieving the vision for Welborne. They will ensure that Welborne has an identity of its own that is clearly drawn from the surrounding landscape. The proposed land uses have played a part in defining the character areas along with existing landscape features, the underlying landscape qualities and surrounding landscape types. The potential changes to the distribution of land uses explored as part of this stage of the masterplanning work prompted a review of the four character areas.

Land to the east of the A32 had predominantly been defined as the Campus character area. The intention was to balance the existing parkland features with the proposed education and employment uses in this part of the site to create a development typology of buildings and institutional uses clustered in a designed parkland structure. The name of the character area, Campus, had strong connotations with the education/institutional uses. As the proposed land uses have changed in this part of the plan the name of this character area has been changed to Parkland. The defining qualities of this area should remain the parkland features and structure with development planned to sit with a designed and picturesque landscape.

3.2 LAND USE

Employment land: The quantity of employment land provided in the concept masterplan has been informed and tested by the work undertaken in parallel by Wessex Economics on the Welborne Employment Strategy (Sept 2013). This regarded around 20ha. of land as appropriate for the following reasons:

- There is no evidence of a pressing requirement for the allocation of additional employment land in South Hampshire. There is a more than adequate forward supply of employment land and sites, including sites along the M27 which can be regarded as performing a similar role as Welborne.
- An increase in the allocation of land for employment purposes would eat into the land available for residential development. South Hampshire needs new homes to meet the needs of both a growing population and to support its economy.
- A reduction in the allocation of land allocated for employment purposes would make it harder to achieve the broad objective of maximising the potential for self-containment; it would also adversely affect the viability and sustainability of the District Centre.
- The overall area of land allocated for employment uses should be large enough to achieve critical mass to attract a range of occupiers and to offer scope to attract different size of businesses, including some larger occupiers.
- The 20 ha of land makes the fullest possible contribution to the overall

development value of the entire scheme and hence contributes positively to delivery of the scheme. All other possible uses of the 20 ha identified would deliver lower value than its development for employment purposes.

Section 8 of the Employment Strategy should be referred to for a summary of recommendations.

The quantity of employment land on this version of the Concept Masterplan has largely remained the same at approximately 22.5ha. The location of the employment land has been reconfigured within the site primarily in response to the findings of the Welborne Noise Assessment. This work advised that housing should not be located within the > 63db. contour as beyond this point it would be unlikely to achieve an external amenity of 55db within rear gardens. In response, the revised arrangement places employment land across the length of the southern boundary where it meets the M27. This arrangement ensures the best use of the land available and also places the employment land in a prominent location with convenient access onto the M27.

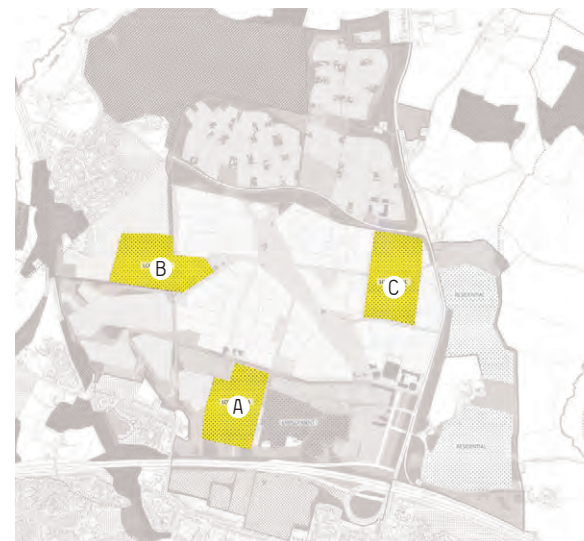
Education: The number of schools required for the new community is based on the recommendations of the Welborne Infrastructure Delivery Plan; the number of schools has not changed in this stage of the Masterplanning work.

The secondary and primary school located to the east of the A32 on previous iterations of the concept masterplan have been relocated to the west of the A32. Three broad options were tested for the location of the secondary school: Location A was ruled out due to noise constraints from the M27 with the majority of the site located within the >55db. contour line. Location C was ruled out as the spatial constraints of this area including proximity of the gas pipeline, location of the north-south strategic road/BRT route, the proximity to the A32 (and therefore the difficulty in maintaining a positive frontage onto the A32) and proximity to the district centre make it a difficult site to accommodate the school site. This site also contradicts the phasing principles which seek to make best use of existing infrastructure by focussing early residential phases on land adjacent to the A32 and Knowle Road.

Location B was preferred as it offered the opportunity to co-locate the school with the community hub and BRT stop. It is also within easy walking distance of the majority of the residential areas of Welborne. This site also offered the potential to locate the school playing fields within the Knowle Triangle (subject to further

discussions with Winchester City Council) and therefore make optimal use of the land within the Welborne area. The County Council has indicated this site is acceptable.

The location of all of the primary schools have been modified to ensure that they remain evenly distributed across the site to enable 10 min walking distance from all residential areas. All the schools sites are still located along the green infrastructure network and adjacent to a proposed BRT stop, all primary schools are also co-located with a centre offering a range of commercial and community facilities.



SECONDARY SCHOOL LOCATION OPTIONS

Household Waste Recycling Centre (HWRC): The HWRC is no longer proposed to the east of the A32 at the Crockerhill Industrial Park after concerns were raised by neighbouring residents and by Hampshire County Council over the suitability of this location. An alternative site has not been defined on the Concept Masterplan at this stage, although the location of the HWRC within Welborne's employment areas has been tested and accepted as an appropriate alternative.

Community Centres: There are still three centres proposed for Welborne which will act as a focus for the local communities and which are distributed in broadly the same way. The local centre furthest west is now referred to as the Community Hub and is not anticipated to provide significant retail floorspace.

Transport: To reflect the change in the nature of the on-site road network and the potential for them to now take a greater level of strategic traffic an allowance has been made within the land budget for the strategic road network.

Residential: Residential land has been redistributed to accommodate the land use changes above. More specifically;

- Residential land is shown at the Crockerhill Industrial Park in place of the HWRC previously shown
- Residential land is shown east of the A32 in place of the education and employment shown previously
- Residential land is shown to Dean Farm in place of employment which has been relocated along the southern boundary of the site
- Additional residential land is shown south of Knowle Road following a review of the role of the green infrastructure corridor in this location

3.3 CAPACITY

All stages of masterplanning work have continued to optimise the quantity of residential land while balancing the aspiration to create a balance of land uses, strong character and a comprehensive green infrastructure network. Despite the changes made to the distribution of land uses described above the quantity of residential land available has remained broadly the same at 179.5ha.

A number of density assumptions have been applied to this residential area to establish the site capacity. In order to establish a balance between the various factors driving density an average site wide density of around 33 dwellings per hectare has been assumed which is capable of delivering 6000 homes at Welborne. Using an average site wide density leaves considerable flexibility; allowing discrete parts of the plan to be built at considerably higher or lower densities depending on the context.

3.4 TRANSPORT

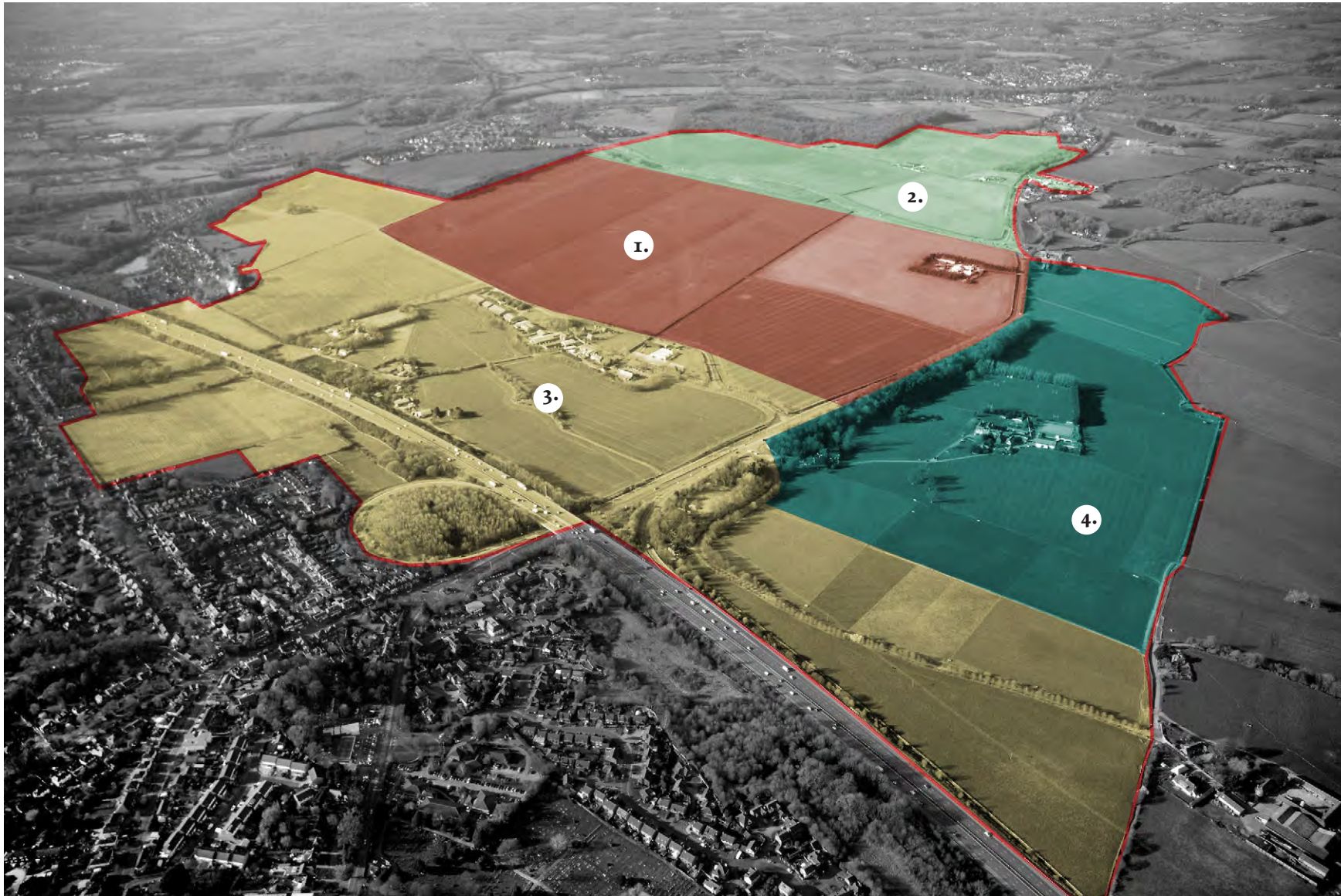
The Transport Strategy should be referred to for a full summary of the changes to the highways proposals including options for a junction 10 arrangement.

A32 and the District Centre (Gateway): The Strategic Framework Diagram shows the District Centre adjacent to the junction between the A32 and the roads leading to the M27. In this location the District Centre will be extremely visible and prominent, particularly for people travelling north along the A32 or arriving from the M27. It is therefore essential that the highway and junction design are integrated with the design for the District Centre to ensure a positive first impression of Welborne. An integrated design exercise will need to consider highways performance alongside urban design criteria, such as how buildings address the principal streets including scale, enclosure and overlooking, and how landscape features can be used to reflect the Vision for Welborne and define the character of this part of the plan. As the District Centre is intended to serve the local community it is also essential that at-grade pedestrian access is maintained from all directions allowing convenient pedestrian routes to the District Centre from all surrounding residential and commercial areas and green infrastructure connections

The on-site strategic road network has been amended as part of the concept masterplan changes to accommodate the preferred junction 10 layout and to provide a more direct north – south street through the site parallel to the A32 linking junction 10 and the Local Centre to the north.

3.5 GREEN INFRASTRUCTURE

Changes to the green infrastructure strategy have been driven by ongoing workshops involving Natural England, FBC, the principal landowners and their respective design teams. The workshops have been facilitated by the ATLAS and have primarily focussed on the strategy for mitigating the potential impacts of Welborne on protected sites at the Solent. A revised Green Infrastructure Strategy has been prepared to set out how these mitigation proposals relate to the on-site green infrastructure network proposed as part of the Welborne Plan. The revised Green Infrastructure Strategy is provided is now contained in a standalone document called The Welborne Green Infrastructure Strategy (January 2014).



- 1. The Downland**
- 2. The Woodland**
- 3. The Meadows**
- 4. The Parkland**

4.0 STRATEGIC FRAMEWORK DIAGRAM AND

CHARACTER AREAS PLAN

4.1 ROLE OF THE STRATEGIC FRAMEWORK DIAGRAM AND CHARACTER AREAS PLAN

The Strategic Framework Diagram and the Character Areas Plan are a spatial expression of the vision for Welborne, which derives from the adopted Core Strategy, but which was reviewed as part of early work on preparation of the Welborne Plan. They encompass the objectives of the Core Strategy and the emerging objectives of the Welborne Plan as well as the principles that have emerged through an extensive process of collaboration and consultation in preparing the Welborne Plan. They illustrate the key spatial planning principles underlying the Concept Masterplan and encapsulate Fareham Borough Council's aspirations for the new community. They should be seen as an overarching physical structure which must be used as a guide to subsequent comprehensive masterplanning work.

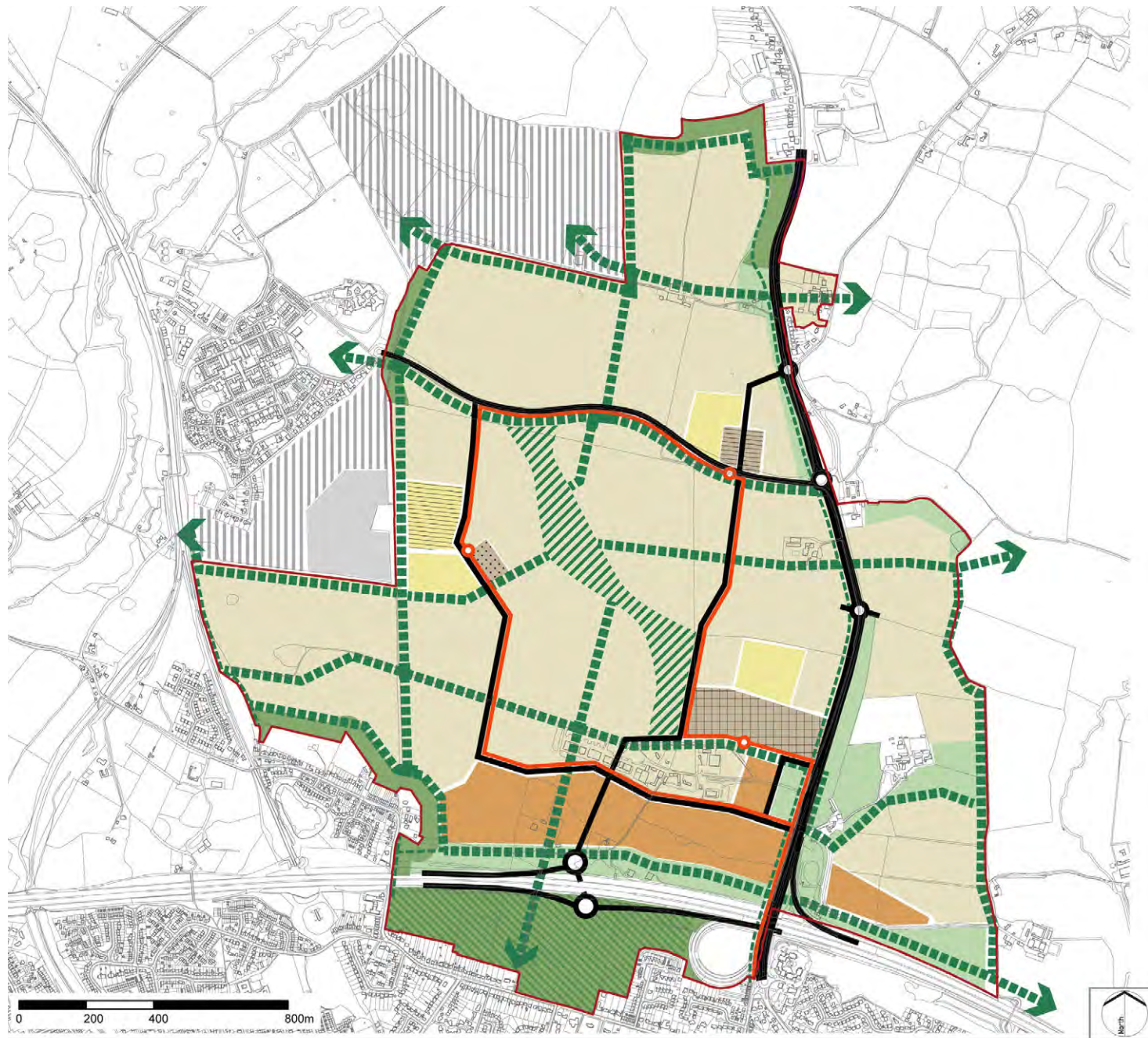
The Strategic Framework Diagram shows how the nature of the surrounding countryside could be used to influence the form of the new community, in the spirit of a Garden City, it establishes how the assets of the site could be transformed into a distinctive, living, thriving and sustainable place with a clear structure and identity. It defines broad areas of land use which are defined by ecological, landscape, hydrological, noise, transport, viability and social constraints and opportunities. It shows an interconnected green infrastructure network which links people to the places within their neighbourhood and beyond in a way that

encourages sustainable transport choices. It incorporates a strategic network of streets necessary to allow traffic movements and provide access to development blocks, but without undermining quality of life for residents.

The diagram has been drawn schematically as it is the principles and policies behind them which are important and not the precise alignment or layout. It is intended to provide value to all parties by providing greater clarity upfront on what Fareham Borough Council expects to see from more detailed masterplanning work. It is intended that the Strategic Framework Diagram and Character Areas Plan will be written into the Welborne Plan and will therefore be used to assess planning applications as they come forward.

4.2 ELEMENTS OF THE STRATEGIC FRAMEWORK DIAGRAM AND CHARACTER AREAS PLAN

- Four broad character areas shaped and defined by surrounding landscape typologies
- A large central park orientated to maximise its accessibility from the majority of the new community, connecting the three character areas to the west of the A32 and linking directly to the district centre
- The broad extent of residential development
- The location of the district centre, connecting the A32 and the central park and



- LEGEND**
- Residential land
 - District Centre
 - Village Centre
 - Community Hub
 - Employment land
 - Primary school site
 - Secondary school site
 - Potential school playing fields in the Knowle Triangle
 - Landscape buffers
 - Settlement buffers
 - Potential SANGS and Settlement Buffer
 - Strategic green infrastructure corridor
 - Primary street network
 - BRT route
 - BRT stop
 - Key pedestrian/cycle link
 - Potential SANGS and settlement gaps in the Winchester District

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- positioned to give it visibility from the strategic road network
- Location of the Local Centre and Community Hub, distributed through the development to optimise accessibility, located on the strategic green infrastructure network and co-located with BRT stops
- Location of the school sites which are co-located with the centres and therefore evenly distributed across the site, close to BRT stops and adjacent to green infrastructure links
- Green infrastructure corridors, placing all residents of Welborne within 2-3mins walk of a strategic network of green spaces which in turn link to other land uses, existing neighbourhoods and the surrounding countryside
- Strong green infrastructure links connecting Welborne to Fareham, Knowle and Funtley
- A significant element of the employment space co-located with the district centre to ensure a mix of land uses and helping support a vibrant and prosperous centre
- Landscape buffers, maintaining gaps between new development and existing settlements and the setting of key buildings.

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