



## Chapter 2

### Executive Summary

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## 2.1 Design Objectives

In accordance with the AUE SPD, the Wellesley Illustrative Masterplan has been developed with these design objectives:

1. **Integration:** Create an organic extension to the town of Aldershot, which will contribute to the social, economic and environmental improvement of the town as a whole.
2. **Identity and placemaking:** Utilise the distinctive character of the site, with its topography, natural and man-made landscape features and scenic views to create a distinctive place, imbued with a sense of history through the preservation and incorporation of valuable heritage assets
3. **Architecture and townscape:** Create an attractive, successful living and working environment composed of areas with a variety of different characters.
4. **Movement and transport:** Provide a strong network of well-connected streets and spaces linking the development to Aldershot and the wider area; Promote legibility through the provision of a legible hierarchy of streets and nodes.
5. **Environment:** Provide a high quality network of green spaces and connections to the wider green areas and the Basingstoke Canal.
6. **Sustainability:** Demonstrate a responsible approach to land economy, construction, transport, landscape, water, energy, materials and waste management.
7. **Public engagement:** Facilitate local engagement and participation in the planning, design and shaping of the community.

## 2.2 Design Principles

During the development of the Illustrative Masterplan and through the consultative processes involving the Applicant, the design team and the stakeholders, a series of Design Principles has evolved to achieve the Design Objectives:

### 1. Integration:

- In order to achieve a balanced and mutually beneficial relationship between Wellesley and Aldershot Town Centre, a process of analysis, evaluation and design has been carried out for many different aspects of the Illustrative Masterplan, including demography, economics, retail impact, architectural character, landscape character, traffic generation, public transport among others
- An appropriate mix and distribution of land uses (housing, commercial, employment, leisure etc) has been based on contextual analysis and projected needs

- The new road system has been designed to fit seamlessly into the existing local and national networks
- Similarly, a network of green routes, spaces and parks is proposed to link into the wider networks and surrounding countryside
- Large areas of natural woodland and amenity areas around the site have been identified as SANGS (Suitable Alternative Natural Green Space) and made the subject of a comprehensive SANGS Strategy to be delivered alongside the implementation of the development for the benefit of existing Aldershot residents and the future Wellesley community alike

### 2. Identity and placemaking:

- The existing site has been assessed and analysed to understand its very special character and sense of place (topography, landscape, views, landmarks, flora and fauna etc) with a view to ensuring that any new interventions protect and enhance valuable existing features
- A thorough analysis of the site's existing building stock has led to an evaluation of the most valuable Heritage assets so as to be able to incorporate them into the future development. For the key buildings, alternative uses and conversion options have been tested through feasibility studies, in order to make recommendations for demolition or retention and refurbishment (refer to the Heritage Strategy)
- Character Areas have been identified reflecting the distinct characters of the area. This has been important in the strategic concepts which structure the Illustrative Masterplan, as well as informing the Design Codes for individual plots. The variety of characters present and proposed will create a stimulating variety of townscape experiences
- For certain key buildings and groupings of buildings, Key Area Studies have been prepared to provide more in-depth recommendations for landscape and architectural treatment.

### 3. Townscape, Architecture and Landscape Design:

- The character of the Town Centre and the historic buildings on the site have been studied and recorded, with a view to ensuring compatibility with the design, aimed at the tastes and lifestyles of future residents
- The extremely strong landscape characters already present on the site (for example the gridded barracks areas, and ridge-top woodland areas) have informed the creation of a set of typical and specific landscape treatments to ensure a high quality public realm and enhance the setting of the retained historic buildings (refer to Green Infrastructure Strategy).

### 4. Movement and transport:

- Wellesley should be planned around a legible network of streets, cycle ways and footpaths, safe and easy to move around and minimising car use
- The proposed cycle routes should be integrated with the existing off-site Sustrans routes, public rights of way and bridleways
- Public transport routes should be proposed to move around Wellesley and link it with the wider area. The location of the proposed public transport routes and facilities should be integrated with the location of key community facilities and easily accessible from residential areas

### 5. Environment:

- Provisions for open space, sports and recreation areas, street landscaping, biodiversity, Sustainable Urban Drainage (SUDS) all form part of an integrated Green Infrastructure Strategy
- Basingstoke Canal should receive special consideration so that the historic, recreational and ecological value is protected and, where possible, enhanced. This should lead to a greater enjoyment of the canal environment from public areas and nearby properties6. **Sustainability:**
- Truly successful places demand environmental responsibility during the design and implementation stages and in use. Sustainability considerations underpin every element of the Illustrative Masterplan and form a cornerstone of the proposed Delivery Strategy.

### 7. Public Engagement:

- The design process to date has been coordinated with the process of communication with local stakeholders and Aldershot residents and taken account of feedback received from each contact. A full account of the programme of engagement is contained in the Statement of Community Involvement.
- The applicant is committed to continually monitor and assess feedback and incorporate it into successive phases of the project.

### 2.3 Masterplan Evolution

Part 2 of the Supplementary Planning Document “Aldershot Urban Extension,” adopted by Rushmoor Borough Council in March 2009, sets out the Masterplan Vision and Principles for the AUE.

Since being nominated as the DIO’s preferred partner in 2011, the Applicant has carried out extensive work on a number of fronts to develop the concepts enshrined in the SPD, deepen understanding of the issues raised by the development of the site and set out the framework for a deliverable masterplan.

The Illustrative Masterplan set out in this DAS is substantially a continuation and development of that contained in the SPD. Physical analysis of the site, auditing of all the existing buildings, assessment of their condition and heritage value, capacity and proving work for highways, economic and financial considerations and discussions with key local players have either reinforced earlier design decisions or led the Applicant’s design team to refine the principles set out in the SPD. The design and consultation processes undertaken by the Applicant in preparing this Application are described in Chapter 4.

## 2.4 Illustrative Masterplan 2012

The Illustrative Masterplan is a synthesis of the analytic and consultative processes carried out to date. An elemental breakdown of its component layers and explanation of the overall rationale are featured in Chapter 5.

## 2.5 Parameter Plans

A set of Parameter Plans accompanies this Hybrid Planning Application and these have been assessed as part of the Environmental Impact Assessment.

The following drawings are included 'For Approval':

- PP1: Land Use
- PP2: Demolition
- PP3: Monuments and Memorials
- PP4: Maximum Building Heights
- PP5: Tree Retention and Removal
- PP6: Ground levels
- PP7: Road Hierarchy

## 2.6 Design Codes

It will take many years for Wellesley to be fully implemented, and in order that the design objectives are fully met and Wellesley achieves the qualities of coherence and sustainability expected, a set of Design Codes has been established at Outline Stage with a view to:

- Ensuring coherence and consistency between development phases, whilst allowing for future flexibility,
- Fully respecting the value and setting of retained historic buildings, and
- Establishing a satisfactory relationship between retained landscape features and new landscaping.



Illustrative Masterplan