

Protocol for the preparation of Concept Statements to inform masterplans required by Policy DM3 of the Joint Development Management Policies Document

Purpose

1. A statement of the preferred design approach to development based on site analysis, local context, market demands and urban design principles
2. The core element of a planning brief and the basis for more detailed guidance and development options
3. Provides an integrated land use, access, and built form structure that should underlie development proposals
4. Demonstrates how development aspirations can be reconciled with site specific constraints
5. Illustration of options for how the concept might be realised, including comparisons and examples.

Format

Diagrammatic plan and succinct statement of principles, normally on an A3 sheet or 2-4 sides of A4.

Criteria for use

- Development sites identified in Policy DM3 of the Joint Development Management Policies Document
- All other major development sites where the principle of development is acceptable
- Sites which demand a design strategy view because of their relationship to other sites or activities
- Other sites for which there have been applications or enquiries based on an inappropriate conceptual approach.

Who produces it?

Council planning officers or consultants employed by the Council.

Status

Informal, without prejudice to the determination of planning applications, a product of stakeholder and community involvement. It should of necessity, remain open to discussion as design work shows what is or is not possible.

Production process

- Site and context survey, information gathered quickly from council services and local representatives
- Statement produced in consultation with relevant council officers, elected members and the landowner/developer
- Assistant Director of Growth agrees statement for initial circulation
- Reported to Portfolio Holder (Planning and Growth) and agreed for community involvement
- Methods of community involvement to reflect agreed Statement of Community Involvement
- Community involvement through appropriate means (depending on circumstances and issues involved)
- Outcome of community involvement feeds back to Portfolio Holder, revised concept statement agreed, approved by Cabinet.

Timescale

To be produced in accordance with timetable to be agreed by the Council and any developer interest

Other comments

The value of concept statements is being able to provide advice on design approach quickly, without the formal time consuming process of a planning brief.

The concept statement should be based on a site appraisal which identifies constraints and opportunities. It should always be produced early to influence the marketing process.

In problematic schemes which are submitted without pre-application discussion, a concept statement is useful in establishing basic structuring principles instead of trying to negotiate from an unacceptable scheme.