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1. introduction

DOCUMENT OBJECTIVES

- 1.1 This Supplementary Planning Guidance (SPG) relates to the site adjacent to Gardiners Lane South, identified within the Basildon District Local Plan 1991-2001 as a Comprehensive Development Area.
- 1.2 **Basildon District Council adopted the Supplementary Planning Guidance for the site, after a period of public consultation, which ended on 3 July 2003.** The document will provide planning guidance for development control purposes. Whilst this SPG provides the overall context and structure of uses within the site, it is intended that the precise mix of uses and detailed design issues will be brought forward as part of individual schemes.
- 1.3 It is intended that this document be part of a suite of documents that comprise a Development Framework Plan for Gardiners Lane South. This suite of documents aims to ensure the delivery of a high quality sustainable employment led mixed-use development. The Development Framework comprises:
 - a Relocation Strategy;
 - a Business Support Centre Business Plan;
 - a Transport Strategy; and
 - this Supplementary Planning Guidance.
- 1.4 The SPG has been prepared following a Collaborative Design Workshop process during 2002. This process has been managed under the direction of the Basildon District Strategic Development Partnership (BDSDP). The Partnership comprises Basildon District Council, English Partnerships, the Thames Gateway South Essex Partnership, Essex County Council and the East of England Development Agency. The Collaborative Design Process involved consultation with statutory agencies, environmental groups, strategic stakeholders, members of the business community and residents as part of the process.
- 1.5 The principles of development on this site are established in the Basildon District Local Plan, which was adopted in March 1998. The Gardiners Lane South site is allocated as a Comprehensive Development Area (under Policy BAS E1) in the Plan, which covers the period 1991 to 2001. That Plan is currently under review, and it is anticipated that the Deposit draft of the new Plan, for the period 2001 to 2011, will be published concurrent with the approval of this Supplementary Planning Guidance.

- 1.6 It is the intention of Basildon District Council to review Policy BAS E1 in the new Local Plan to reflect the new approach to Gardiners Lane South. This will ensure that an opportunity is given for representations to be made to the new Local Plan policy.
- 1.7 For more details on the status of this Supplementary Planning Guidance see paragraph 2.1.

THE ASPIRATION

- 1.8 As a strategic site within Thames Gateway South Essex, the Government's priority area for economic regeneration, Gardiners Lane South provides an opportunity to create a first class business location to serve Basildon and South Essex. It is proposed that the site provides a landmark destination to attract new business with a range of employment opportunities for the people of Basildon that could in total offer 7,000 jobs. A range of business types is proposed, including start-ups, expanding companies and large businesses supported by an enterprise business support centre and innovation hub within a mixed-use core at the heart of the development.
- 1.9 Since sustainable development principles and the emphasis on business innovation have become increasingly important, the need has emerged for the concept of 'sustainable urban business and innovation areas'. Gardiners Lane South offers the opportunity to approach sustainability principles at their broadest level to address social, economic, transportation and environmental objectives.
- 1.10 The site offers the opportunity to bring forward a new and innovative form of business development in a sustainable manner through the integration of transport and land use. In addition to the business space, the inclusion of 400 residential units along with a mixed-use core, including community infrastructure and other facilities, is proposed to develop a sustainable heart to the development. This new community will contribute to the vitality of the development, by supporting local facilities and ensuring that there is activity in the area after the working day. New housing will allow some of those working at Gardiners Lane South to live within a high quality environment close to their work, reducing the need to commute and allowing a high quality of life. The development aims to achieve the use of higher densities, the management of the environment and sustainable building and engineering techniques to create a sustainable environment.
- 1.11 It is proposed that Gardiners Lane South will not be developed along the principles of a traditional out-of-town business park. This Supplementary Planning Guidance makes it clear that the site should be built at higher densities and buildings should be set close to the street frontage to create a very urbanised development. Accordingly, buildings will be expected to range between 3 and 5 storeys. Decked communal car parks to serve the development will be encouraged and the site will need to be well served by public transport and considerable investment will need to be made on linking the site to the local and strategic public transport networks.
- 1.12 The aim is for Gardiners Lane South to become a 'best practice' model for the future development of sustainable urban business locations. It will create a thriving new business location, focused on encouraging business activity whilst embracing current and emerging planning policy.

BASILDON DISTRICT COUNCIL'S SUMMARY OF STATEMENT OF INTENT

- Promote a mixed-use and high quality urban business environment;
- Provide opportunities for a development of a wide range of business units;
- Include a business support centre;
- Provide an environment that is conducive towards innovation, enterprise and sharing of knowledge and skills;
- Incorporate good quality landscaping whilst maximising the use of land within the site;
- Provide an opportunity for residential development;
- Encourage sustainable transport methods; and
- Employ the principles of sustainable development.

- 1.13 Section 4 sets out the regeneration context within which Gardiners Lane South is to be brought forward.

STRATEGIC IMPORTANCE OF GARDINERS LANE SOUTH

- 1.14 Basildon is identified as a major centre for business development and the site is vital in order for Basildon District to meet its employment land allocation requirements under the Replacement County Structure Plan, which was adopted in 2001 (see Section 3). Without the Gardiners Lane South site being developed in a comprehensive manner that will create an environment to encourage employment uses, it is likely that the Council would have to find alternative sites for employment uses elsewhere in the District. As this is the only large development site in the District, any alternative site capable of accommodating such a comprehensive development of this nature would have to be found through the release of land currently allocated within the Green Belt.

THE COMMITMENT

- 1.15 The Basildon District Strategic Development Partnership (BDSDP) was established in April 2002 and is committed to the creation of a flagship business-led development at Gardiners Lane South.
- 1.16 The Basildon District Strategic Development Partnership is supported by the Office of the Deputy Prime Minister and the Government Office for the Eastern Region.
- 1.17 The Partners have endorsed this SPG which secures the joint vision for a sustainable business-led development and provides a means of guiding future development in a cohesive and integrated manner.
- 1.18 The principal objectives of the Basildon District Strategic Development Partnership are to:
- Secure funding for major projects and initiatives that achieve the right balance between investment in Basildon District and the wider objectives of the Partners, and help secure private sector investment;
 - Support the continued economic success of Basildon District, in particular by supporting the regeneration of the District's town centres;

- Protect and enhance the built and natural environment and ensure that new development makes a contribution towards urban regeneration;
- Achieve sustainable forms of development, built to the highest standards of urban design and safety, maximise the use of urban land and meet nationally recognised environmental standards;
- Ensure that quality infrastructure is in place to meet the needs of the District, increase connectivity and improve public transport provision;
- Ensure that local people can benefit from the new investment and have access to first rate services and facilities which will help to tackle issues of social exclusion, health and education deficiencies and deprivation within the District, in particular in areas of greatest need; and
- Promote Basildon District as a good place to invest, live and work.