

## Mixed use development

### What is Mixed Use?

Mixed use development includes a range of many different uses, for example retail, residential, community and entertainment.

### The benefits of Mixed Use Developments

A large housing development that also includes proposals for other uses like shops, schools, employment and community facilities, can really have a beneficial impact. It is creating a new community. The new residents do not have to travel far to shops, work or schools. They create a sense of belonging and a thriving community. Similarly new developments can really contribute to the vitality and vibrancy of our existing city and town centres if they include a mix of retail, residential, and leisure facilities.

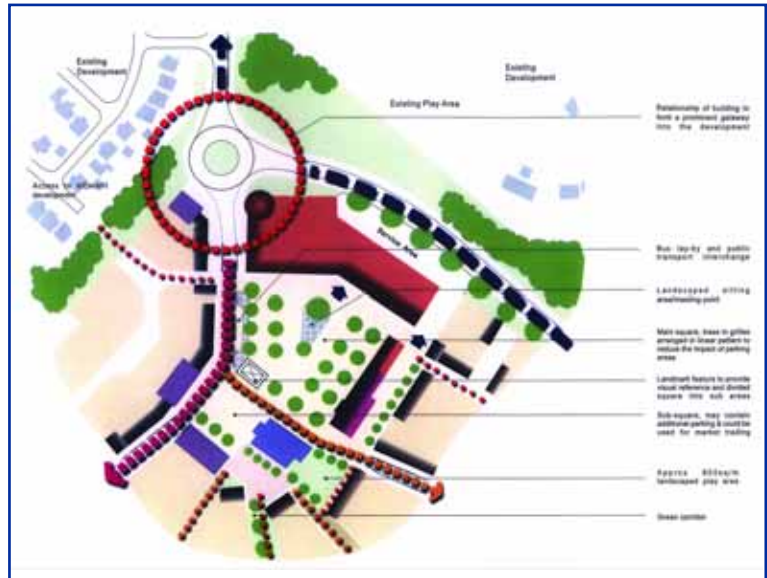
### What to consider at the design stage

Looking at what makes an established settlement such as Salisbury successful and vibrant, lies in the fact that it provides an attractive living and working environment and that the main shopping and service centre is easy to walk around. Well designed new residential developments can recreate some of these attributes by being based on certain design principles. The key considerations when designing a mixed-use development are as follows:

- A mix of uses (shops, leisure, community, commercial and residential)
- A variety of property tenures (freehold, rental)
- A range of properties affordable to all, including affordable housing
- Comparatively high densities
- A strong sense of place
- Well fostered and supported community involvement
- Very strong, safe and attractive pedestrian and cycle links with the mix of facilities within easy walking reach of each other.

The principles of mixed-use developments can apply to towns, neighbourhoods, streets or single buildings and to small as well as large schemes. As with all development it is critical that developments take account of the context within which they are set. For example, in a major greenfield scheme, such as that on the land South of Boscombe Down, it may be necessary to include a wide range of different uses in order that the development can offer some local choice for the residents. However, on smaller schemes on the edge of existing settlements care should be taken to ensure that new commercial facilities are of a scale and nature that complement existing facilities and help to enhance their viability rather than compete against them. In the latter case mixed use developments can play a very important role in helping to regenerate and revitalise a declining area.

*Mixed developments should start with a carefully considered Master Plan, taking into account the local context, constraints and opportunities.*



## The key design criteria

As with all new development, good design should seek to create a local distinctiveness and a sense of place. Irrespective of the style of the individual buildings themselves, finely grained developments, built close to street frontages will enhance the streetscape and offer a much more attractive environment. A carefully designed hierarchy of spaces and places should be incorporated to define the character of the development and give the person travelling through a sense of place and safety. Public open space, squares and parks, streets and boulevards can all help define the character of a particular place. To define a sense of place, developments must draw on the historic context and be justify why they are appropriate to that particular location.

A successful concept with many new mixed use developments is to design them around a central core where primary streets and spaces lead to a vibrant centre based on a mix of residential, community, retail, leisure, food and drink facilities. However, care should be taken to ensure the mix of uses proposed are complementary between themselves and to adjacent established uses, and that the suitable mitigation steps are taken where necessary to avoid nuisance. Similarly it is critical that community and transport infrastructure is in place to support new development.

## How to take forward Mixed use development proposals

By their very nature mixed use developments are likely to be large proposals. In such cases it may be that Salisbury District Council has already drafted and adopted a detailed development brief for the site. Such a brief will contain detailed criteria that any prospective developer needs to satisfy if planning permission is to be granted. Criteria within a development brief will include

issues such as constraints and opportunities, contextual analysis, planning policy, design objectives, built form, heritage and conservation, sustainability, appropriate uses, landscaping, archaeology and so on.

If there is no development brief already in existence, prospective developers will be expected to work in collaboration with the council to produce a master plan, development brief and design code which will clearly set out the shared aspirations for the site and how these may best be achieved. Part 9 of this guide sets out clearly how this may be achieved.



*Mixed-use development can be vital for urban regeneration*

The council will employ a development team approach in such cases, which will comprise of a number of specialist officers with a diverse range of relevant skills (urban design, conservation, legal, policy, parks, environmental health who will work with members of the local community) in order to help guide the developer in a meaningful and comprehensive manner. In order to achieve the maximum benefit for all parties at the earliest stage the following checklist should be followed.

### Checklist For Achieving Mixed Use Development

In designing your new building(s) have you taken into account the following requirements and explained how you have done so in your design statement?

- Have you spoken to the Local Planning Authority at the earliest possible opportunity?
- Has the need for a development brief, master plan and/or design code been addressed?
- Are the range of uses proposed complementary and appropriate and how has the mix been arrived at?

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- Are the range of uses proposed complementary and appropriate and how has the mix been arrived at?
- How has the local context been analysed and how has local distinctiveness been designed into the scheme?
- Have you ensured a mixture of units and tenures including adequate affordable housing?
- Have the aspirations of the local community been reflected in the design?
- Have measures been designed to ensure that nuisance from the different mix of uses has been achieved?
- Is the design of the buildings high quality and adaptable to meet the needs of future change of use?
- Does the proposal deliver a unique sense of place that encourages walking between the mix of uses?
- Has your proposal clarified funding, delivery, phasing and management arrangements for each part of the development?

## **Conclusions**

Salisbury District Council welcomes mixed-use developments where they comply with planning policy and achieve a high quality design standard. They are an excellent means of striving towards sustainable forms of development that reduce reliance on the private motorcar. A successful mixed-use development is both economically viable and produces a vibrant social mix.

## **Objective 19**

Salisbury District Council will employ a development team approach for major applications in order to provide a 'one-stop shop' for prospective applicants to help them meet the standards required in this design guide.

Mixed-use developments will be welcomed as making a valuable contribution to the environmental, economic and social welfare of the district where it has been demonstrated that the key issues in the checklist above have been realised.