

Theatre MS Car Park Site, CMK Development Brief



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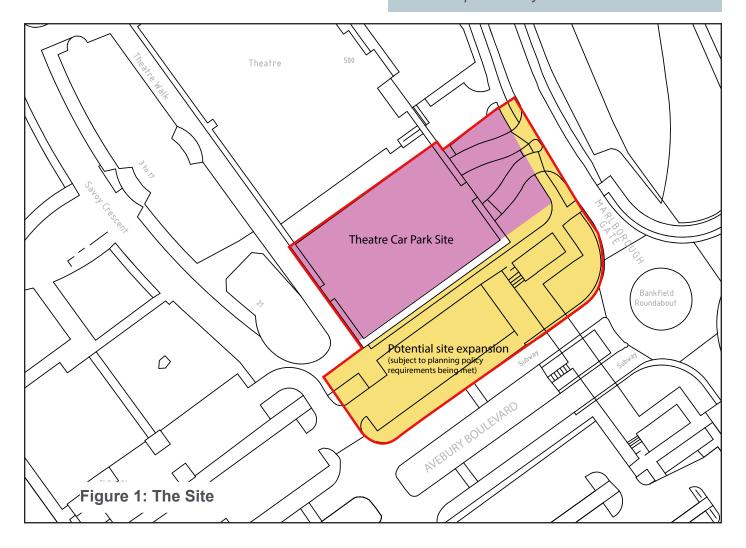
SECTION 1: INTRODUCTION

1.1 Introduction

- 1.1.1 This Development Brief concerns a strategically located development opportunity on the key junction of Avebury Boulevard and Marlborough Gate in Central Milton Keynes (CMK) (see fig 1 & 2).
- 1.1.2 Milton Keynes Council has high aspirations and expectations that development of this site can help contribute to a dynamic, exciting, interesting and prosperous city centre. The Council are committed to a placemaking led scheme that delivers social, economic, health and environmental benefits and value to end users as well as other residents, employees and visitors of Milton Keynes.
- 1.1.3 Redevelopment of the site can help deliver on the Council's CMK Renaissance Agenda as outlined in the adopted MK 2050 Strategy. (The implications for CMK as outlined in the 2050 Strategy are expanded upon in section 2.3 of the brief).

Vision Statement:

"To create an exceptional mixed use development that capitalises on its outstanding gateway location that affords stunning views over Campbell Park and beyond and is positioned adjacent to the most popular theatre outside London, an acclaimed and recently expanded MK Art Gallery and complementary uses."



1.2 Location and Ownership

1.2.1 Milton Keynes within the Oxcam Arc

Milton Keynes is strategically located within the Oxford-Cambridge Growth Arc (See figure 2) where a population of 410,000 and 50,000-90,000 new jobs are proposed by 2050 with the provision of 30,000-35,000 new homes in addition to the 25,000 already planned.

Together with the East-West rail connecting Oxford and Cambridge via Milton Keynes, Milton Keynes's currently exceptional accessibility will be further enhanced. Milton Keynes was recently identified as having the fastest growing economy in the UK. With CMK at the heart of Milton Keynes, Milton Keynes Council believe that this site is a significant opportunity to capitalise on this accessibility and connectivity.

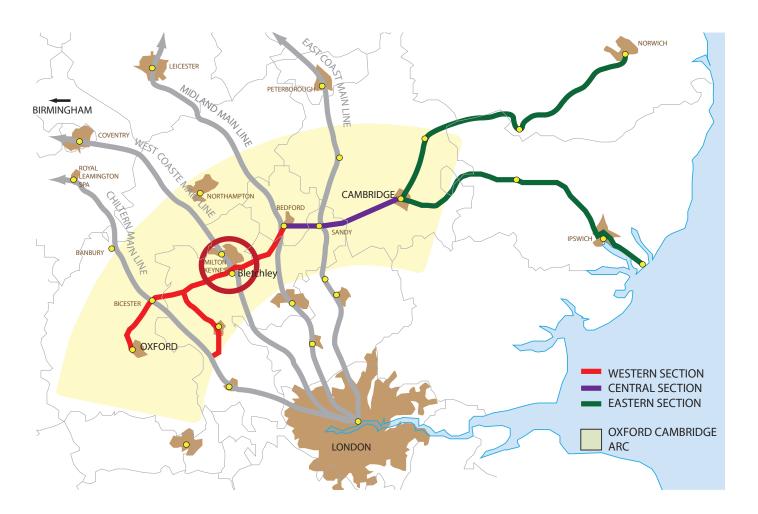


Figure 2:
Milton Keynes location within the
Oxford-Cambridge Growth Arc



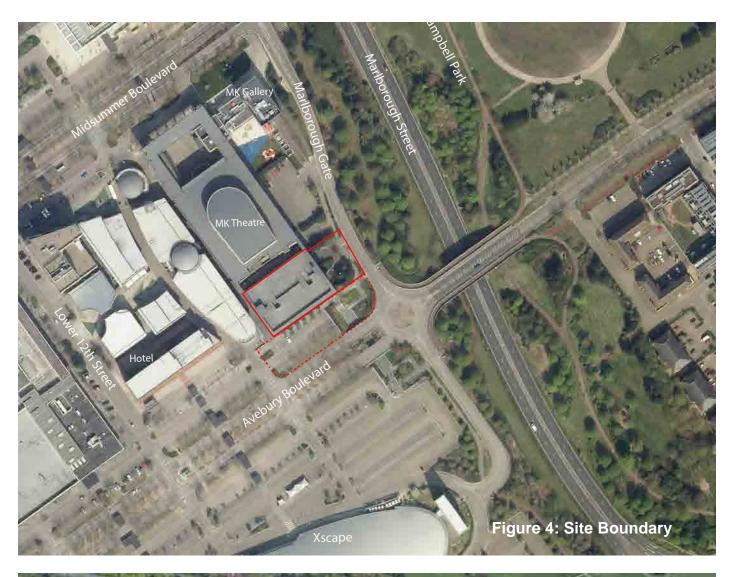


Figure 3: Site Location

1.2.2 Site location within CMK

The development opportunity comprises of the following land within CMK (see figure 1):

- (i) Theatre Multi-Storey Car Park, which is in the ownership of Milton Keynes Council, building footprint measuring approximately 0.1875 ha (0.46 acres);
- 1.2.3 (ii) Potential land to the north east and south east of Theatre Car Park, which is a potential expansion of the above development site, this is in the ownership of Milton Keynes Development Partnership (a company wholly owned by Milton Keynes Council) and measures approximately 0.2125 ha (0.525 acres).
- 1.2.4 Along the south east edge of the car park between these 2 above landownerships is a thin strip of land in private ownership.
- 1.2.5 The site is located in a key strategic location within CMK along its eastern edge facing Campbell Park, on the corner of Avebury Boulevard and Marlborough Gate (see figure 3 and 4). It is adjacent to the Xscape Leisure Complex and within the designated Primary Shopping Area (see figure 4).





1.3 Purpose of the Development Brief

- 1.3.1 Milton Keynes Council wishes to use this site to help strengthen the economy of Central Milton Keynes and its position as a regional centre, by creating jobs and increasing visitors to the area. The purpose of this document is to outline the range of acceptable uses to encourage developers to come forward with proposals for a mixed-use development which will also include significant space for leisure, entertainment and cultural uses to complement existing uses surrounding the site.
- The Brief provides planning and design 1.3.2 guidance applicable for the development of each option. This will aid the development process, by providing clarity and certainty to developers such that if they adhere to the principles contained within the Brief which reflect Council (MKC), and other local stakeholder expectations for the site, and respect the requirements of MKC planning policy, their proposals will likely be seen favourably by the Local Planning Authority. The brief provides the key design principles that should underpin any proposal, and which will result in a high quality placemaking led scheme. The outlining of key design principles only, means that the Brief isn't seen as stifling the creativity of developers regarding more detailed design.
- 1.3.3 The Brief has been prepared to help deliver on the policies relating to CMK in Milton Keynes Local Plan, Plan:MK as well as the Milton Keynes 2050 Strategy in terms of its aims around "Renaissance:CMK".
- 1.3.4 The Development Brief has been prepared to accord with current Planning Policy – a key aim though is to contextualise the policy for the site covered by the Brief.

- 1.3.5 The Development Brief has been commissioned, not by the Planning Authority, but rather by the landowner and it has not been subject to the all the statutory requirements that a planning document would have to undergo. The Brief has however been prepared to accord with current national and local Planning Policy and has been subject to public consultation. In addition it will be submitted for approval by MKC Cabinet and if approved will therefore be a material consideration in helping determine planning applications albeit with limited planning weight.
- 1.3.6 Once approved by Milton Keynes Council Cabinet, the guidance contained within the Brief will assist with the marketing of the site.

1.4 Structure of Brief

The Brief is divided into five sections:

Section 1 outlines the purpose of the brief, as well as its location and ownership.

Section 2 describes the planning policy context of the site.

Section 3 provides a site analysis of the site itself and the surrounding area. A thorough understanding of this will have an important bearing on the key design principles and parameters.

Section 4 outlines the various options that Milton Keynes are considering for the future of the site as well as the key design and development principles, that should inform any development proposals. The accompanying Parameters Plan for each option spatially illustrates where possible the design principles.

Section 5 identifies general planning requirements as well as developer requirements.

SECTION 2: POLICY CONTEXT

2.1 Introduction

This section of the Brief outlines the key relevant planning policy that has not only underpinned the content of this brief but more importantly should inform any development proposals for the site.

Development Plan

Plan:MK

- 2.1.1 Plan:MK was adopted in March 2019 and forms part of the Development Plan guiding future planning applications.
- 2.1.2 It reflects aspirations for the Oxford Cambridge Arc, and priorities set out by the Milton Keynes Futures 2050 Commission.
- 2.1.3 The key relevant planning policy within Plan:MK for the site is as follows:

Policy DS4

Retail and Leisure Development Strategy in CMK

Policy DS4 of Plan:MK seeks to:

- Develop the Borough's retail, leisure, entertainment and cultural offer with main town centre uses developed within town centres.
- 2. Promote and support town centre development (including the night-time economy).
- Plan for the provision of new shops, services and facilities in areas of new residential development.
- 4. In CMK, promote improvements to the public realm
- 5. In CMK demand for retail, leisure and cultural floorspace will be met either by the development of city centre sites already in the development pipeline, or by the development of vacant sites and the redevelopment of existing buildings.

2.1.3 Policy SD1 of Plan:MK, outlines the strategic Place-Making principles for development throughout Milton Keynes

2.1.4 Policy SD2

CENTRAL MILTON KEYNES -ROLE AND FUNCTION

- A. Central Milton Keynes (CMK) will continue to be promoted as the focus for retail, office, residential, cultural and leisure activity within the context of the wider aspiration to provide a high quality environment and visitor experience. New development should make a positive contribution to improving the vitality of the city centre and should aim to improve the overall mix of uses.
- B. The retail core of CMK is the primary shopping area defined on the Policies Map as the area between Silbury Boulevard, Avebury Boulevard, Saxon Gate and Marlborough Gate. Improvements to the quality of the environment, public realm, including the natural environment and green spaces, and the shopping, leisure and cultural experience of this area will be sought.
- C. Small scale convenience retail and Use Class A3/A4 food and drink uses will continue to be supported as part of mixed use developments throughout CMK. New leisure uses will be promoted within the retail core to support the diversification of Milton Keynes' offer as a visitor destination. The Council will seek the development of community uses within CMK to cater for its growing residential population.
- D. The role of the City Centre as a major hub for financial, professional and business services will continue to be supported. The main location for additional office development will be the area between Saxon Gate, the Railway, Childs Way and Portway.
- E. Residential development will continue to be supported in CMK where it provides a range of well-designed good quality living environments.

2.1.5 Policy SD3

CENTRAL MILTON KEYNES – GROWTH AND AREAS OF CHANGE

A. In order for CMK to maintain and develop its position as a regional centre and the driver of the Borough's economy, significant new levels of growth will need to be accommodated. The Council will therefore seek to accommodate the following in CMK:

- 1. 3,535 additional new homes.
- 2. 110,000m2 of office floorspace (12)
- Up to 33,490m2 of comparison retail floorspace in the primary shopping area of CMK.
- The site requirements of existing and potential further and higher education institutions, which may include an element of student accommodation.
- 5. Additional food and drink and hotel floorspace.
- Support services for people with specific needs.
- Green infrastructure for the wellbeing of CMK residents and the attractiveness of CMK for visitors in line with Policy NE4.
- Conserve biodiversity and provide for the natural environment in line with Policies NE2 and NE3.
- B. This new growth will be accommodated using a combination of the redevelopment of vacant, underdeveloped and under-performing sites.

The role of Campbell Park as the main city centre park will be maintained and links to the park will be improved where opportunities arise. The impact of development proposals on the setting of the park will be considered in the determination of planning applications for those proposals.

2.1.6 Policy HN1 HOUSING MIX AND DENSITY

- A. Proposals for 11 or more new dwellings will be expected to provide a mix of tenure, type and size of dwellings that:
- 1. Reflects the Council's latest evidence of housing need and market demand;
- 2. Reflects the needs of different household types:
- 3. Avoids the over-concentration of certain types of residential development in an area; and
- 4. Takes account of the nature of the development proposal, for example flatted development or supported/sheltered housing where greater variety of house type, size or tenure may not be feasible or appropriate.
- B. Larger residential proposals will be expected to provide a wider mix of tenure, type and size of affordable and market dwellings, and a range of net densities across the development commensurate with their greater potential to create and sustain inclusive mixed communities and help deliver the strategic objectives of Plan:MK.
- C. Net densities of proposals for 11 or more new dwellings should balance making efficient use of land with respecting the surrounding character and context. Higher density development will be encouraged in locations with good accessibility to facilities, that are well served by public transport, and where it can be accommodated by existing or improved infrastructure.
- D. Net densities for proposals within the following areas should be within the ranges indicated:
- Central Milton Keynes (excluding Campbell Park): 150 – 500 dwellings per hectare.
- Area covered by the Central Bletchley
 Prospectus: 150 250 dwellings per hectare.

E. Where no or low levels of parking are proposed, to achieve densities that help realise wider strategic objectives, they will be required to demonstrate the site has good accessibility to frequent public transport services to public transport nodes, district/town/local centres, schools and employment areas.

F. Where the amount of proposed open space would be below that required by other policies in the plan, in order to achieve densities that help realise wider strategic objectives, proposals will be required to: 1. Ensure the proposed private and/or shared outdoor amenity space and the internal amenity of buildings is designed and provided to an exceptional quality; and 2. Demonstrate that there is a sufficient quantity of open space within reasonable proximity of the site.

- 2.1.7 Policy HN2 (Affordable Housing) proposals for 11 or more homes should provide 31% of those homes as affordable housing.
- 2.1.8 Policy SC1 (Sustainable Construction) sets out our requirements for sustainable construction. The Sustainable Construction SPD is now adopted and, therefore, any development proposals should demonstrate that retention of the existing building has been considered.
- Milton Keynes has a unique selling point around its design and therefore its Design Policies are key to inform any proposal. These include: Policy D1: Designing a High Quality Place, Policy D2: Creating a Positive Character Policy D3: Design of Buildings, Policy D4: Innovative Design and Construction and Policy D5: Amenity and Streetscene.

2.1.9

2.1.10 Policy CT10 of Plan:MK states that all development should meet the Council's full parking standards, unless mitigating circumstances dictate otherwise. However,

policy HN1 encourages higher density development (150-500 dph in CMK) in locations with good accessibility to facilities, and that are well served by public transport. It further states "Where no or low levels of parking are proposed, to achieve densities that help realise wider strategic objectives, they will be required to demonstrate the site has good accessibility to frequent public transport services to public transport nodes, district/town/local centres, schools and employment areas."

- 2.1.11 Policy CC1 (Public Art) part B, A minimum of 0.5% of the gross development costs of proposals for 11 or more dwellings or nonresidential development of 1,000 sq.m or more should, subject to viability, be allocated to cultural wellbeing.
- 2.1.12 Policy CC2 (Location of Community facilities) Planning permission will be granted for nonresidential community facilities within, or adjacent to Central Milton Keynes, town, district and local centres.

CMK Alliance Plan

- 2.1.13 The CMK Business Neighbourhood Plan was made part of the Development Plan in June 2015.
- 2.1.14 The Plan celebrates CMK's distinct design and heritage but just as important is the promotion of CMK's emerging role as the centre of a prosperous and growing region, through greater and more diverse development that contributes to the economic, social and environmental wellbeing of Milton Keynes.

To achieve growth within the existing grid layout and development plots, the Plan supports building at higher densities than those assumed when CMK was originally planned. It is important that the centre remain a desirable place to live, particularly for younger individuals and couples working in the centre and for older 'empty nesters'. The Plan identifies a key opportunity as the transformation of the primary shopping area into the heart of Milton Keynes in particular to transform its largely functional experience into something that contributes to a deeper social and community sense of belonging in Milton Keynes, Currently the consumer dimension tends to dominate the civic and social dimensions of life in CMK. There is a need to create a stronger sense of place, a vital and exciting heart of the city. The city centre should be seen as a place not just for specific shopping or leisure purposes but rather the place to 'see and be seen' and the place to meet friends and colleagues and to simply enjoy and experience the heart of city life.

2.1.15 Policy CMKAP G1 defines those areas which are considered to be 'classic CMK infrastructure'. The policy requires the extent, layout and quality of classic CMK infrastructure to be retained, unless exceptional circumstances exist. Policy CMKAP G11 explains that Policy CMKAP G1 may be applied with some flexibility if an exceptional

development is proposed, which would:

- raise the profile of Milton Keynes nationally or internationally;
- make a substantial contribution to the economic, employment, social, cultural and other key objectives of the plan and city prosperity; and
- would enhance CMK's distinctive identity.
- 2.1.16 Policy CMKAP G6 promotes mixed use development, whilst CMKAP G7 promotes active frontages on buildings facing the public realm.
- 2.1.17 Policy CMKAP G9 states that buildings on Gates and Boulevards should be up to 8 storeys. Proposals for taller buildings will be required to satisfy certain criteria, including offering outstanding economic and social benefits to CMK and Milton Keynes, and avoiding adverse impacts.
- 2.1.18 The Business Neighbourhood Plan identifies a number of development sites within CMK for development, this includes the site adjacent to the Theatre car park on block E4.4 north.

2.2 National Planning Guidance

National Planning Policy Framework

- 2.2.1 The National Planning Policy Framework (updated July 2021) promotes sustainable development that meets 3 overarching objectives:
 - Economic to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places
 - 2. Social to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well designed beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities health, social and cultural wellbeing
 - 3. Environmental including making effective use of land and moving to a low carbon economy (para 8)

Section 7: Ensuring the vitality of town centres

Recognise that residential development often plays an important role in the vitality of town centres and encourage residential development on appropriate sites (para 86f)

Section 8: Promoting healthy and safe communities

Development should promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with - for example, through mixed use developments and active street frontages (para 92a)

To provide the social, recreational and cultural facilities and services the community needs, development should include shared spaces, community facilities and other local services to enhance the sustainability of communities and residential environments (para 93a)

Section 9: Promoting sustainable transport

Development should be focused on locations which are sustainable through limiting the need to travel and offering a genuine choice of transport modes. (para 105).

Section 11: Making effective use of land

Give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs (para 120c)

Promote and support the development of under-utilised land and buildings (para 120d)

Section 12: Achieving appropriate densities

Planning policies and decisions should support development that makes efficient use of land, taking into account: The identified need for different types of housing and other forms of development (para 124a) The importance of securing well-designed, attractive and healthy places (para 124e)

Achieving well-designed places

Will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

Are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

Are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

Optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users 49; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience. (Para 130 a-f)

Section 14: Meeting the challenge of climate change, flooding and coastal change by supporting the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to: shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources, including the conversion of existing buildings; and support renewable and low carbon energy and associated infrastructure. (Paragraphs 152 to 173)

National Design Guide

- 2.2.4 The National Design Guide (September 2019) was created to ensure beautiful, enduring and successful places are delivered. It outlines 10 characteristics of well designed places
 - 1. Context enhances the surroundings
 - 2. Identity attractive and distinctive
 - Built Form a coherent pattern of development
 - Movement accessible and easy to move around
 - 5. Nature enhanced and optimised
 - 6. Public Spaces safe, social and inclusive
 - 7. Uses mixed and integrated
 - 8. Homes and Buildings functional, healthy an sustainable
 - 9. Resources efficient and resilient
 - 10. Lifespan made to last

Especially important in the context of this site is it advocates compact development, development that lines/addresses the street providing active frontages, landmarks in appropriate place to help with legibility as well a mix of uses.

2.3 MK Futures 2050

- 2.3.1 The 2050 Strategy for Milton Keynes was adopted by the Council in December 2020.
- 2.3.2 The Strategy for 2050 which is a non-statutory planning document but which will inform future planning policy in the Council's Local Plan sets out Milton Keynes growth ambition to achieve a population of 410,000 by 2050. It builds on what makes the city special but also aims to address threats to the city's success and wellbeing.
 Given CMK is at the heart of the city it's continued prosperity is fundamental to the overall success of MK.

The Strategy identifies that for CMK:

- More people should be spending more time in CMK. It has the room to provide more offices, homes and space for retail, community, leisure and cultural facilities. There vacant or under-utilised buildings ripe for refurbishment or redevelopment.
- 2. There are some places where it would be appropriate to build at greater densities and increased height such as Hotel la Tour which overlooks Campbell Park. There is the space and opportunity to deliver a stronger CMK, whilst retaining its iconic structure and character that contributes to its distinctive heritage.
- CMK wants to be a city centre that links up people friendly public spaces and activities that serve a wide range of people and visitors
- CMK should be the ultimate 15 minute neighbourhood where residents, visitors and workers can easily walk or cycle to different areas.

- 2.3.3 The Strategy promotes the concept of the 15-minute neighbourhood. It states that "CMK should be the ultimate 15-minute neighbourhood where residents, visitors and workers can easily walk or cycle between different areas. (page 51)."
- 2.3.4 "We want to create a city centre that links up people-friendly public spaces and activities that serve a wide range of visitors."
- 2.3.5 The Strategy acknowledges that "... our wide boulevards and rows of parking in front of low density, spread-out buildings mean we lack a sense of vibrancy and activity on the street (page 50)."
- 2.3.6 The Strategy promotes easy access to green space for all residents. It states that "Everyone should be within a few minutes' walk of a beautiful, open space that connects into the wider network of such spaces (page 26)"
- 2.3.7 The Strategy notes that even before COVID-19, high street retail was suffering from the growth of online shopping. It states that "long-term success will rely on us creating new reasons for people to visit and spend time in CMK safely. We want a diverse offer with more variety and independent businesses, retailers and places to eat, drink and play (page 50)."
- 2.3.8 In terms of office development, the Strategy states that "We may benefit from more companies relocating from London to provide (smaller) HQ offices closer to where their employees want to live, and work from home for part of the week (page 50)."
- 2.3.9 The Strategy believes that "There is the capacity for many more people to live in Central Milton

Keynes, alongside our planned growth in jobs, leisure, culture, retail and community facilities (page 65)."

2.4 Other Planning Guidance

Supplementary Planning Guidance (SPG)/Documents (SPDs)

- 2.4.1 The following Supplementary Planning
 Guidance/Documents (SPG/SPDs) should be
 considered as material considerations when
 preparing any planning application for the site:
 - Sustainable Construction SPD (Anticipated late 2021)
 - Parking Standards SPG (2016)
 - New Residential Development Design Guide (2012)
 - Affordable Housing SPD (2020)
 - Milton Keynes Drainage Strategy –
 Development and Flood Risk SPG (2004)
 - Planning Obligations SPD (2021)

2.5 Planning Summary

2.5.1 The preceding summary of key relevant policy and other guidance for the Theatre car park outlines a favourable policy context that supports the Council's aspirations for the site. Policy SD2 of Plan:MK states that 'new development should make a positive contribution to improving the vitality of the city centre and should aim to improve the overall mix of uses'. While the site is located in the Primary Shopping Area, residential, community, cultural, office and leisure uses will be supported. Compact, higher density development that will bring more people into CMK for a variety of reasons is sought. Development with active frontages onto the public realm that will help animate the public realm is also encouraged and will be supported.

SECTION 3: CONTEXTUAL ANALYSIS

3.1 Introduction

3.1.1 It is important to understand the existing site and surrounding area and their features, as this informs the layout and design principles for any redevelopment of the site that are identified within Sections 4 and 5 of this Brief.

3.2 Surrounding Area (see fig 6 and 7)

Land Uses (see fig 6)

3.2.1 The site sits within the Central Milton Keynes Primary Shopping Area and between Midsummer Boulevard and Avebury Boulevard. Immediately adjoining and surrounding the site is the "12th Street leisure precinct" as well as the Theatre District, including the Milton Keynes Theatre, Milton Keynes Gallery, a mixed use residential block containing CMK's main Post Office and several eateries at ground floor level. A Premier Inn hotel sits within the same block along Avebury Boulevard, as well as a range of restaurants, bars and leisure uses within the same blocklet. The Xscape leisure centre is situated on the opposite side of Avebury Boulevard. Campbell Park which is a scheduled / listed garden is situated directly to the north east of the site across Marlborough Street such that the site overlooks it.

Directly to the east of the site is the Campbell Park residential quarter. A high density residential-led mixed use development to the west of the 12th Street development on the site of the former Food Centre has planning permission.



Internal pedestrian street - 12th street



View of MiltonKeynes Theatre from Margaret Powell Square.



MK Gallery from Midsummer Boulevard

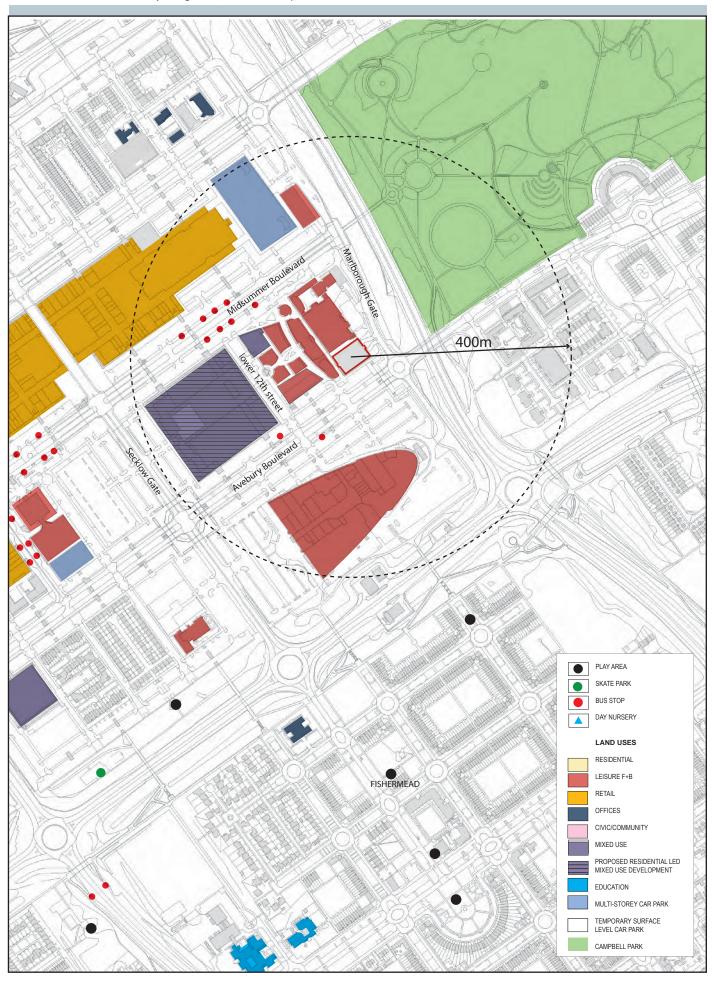


Figure 6: Surrounding Area

Pedestrian access and public realm

- 3.2.2 In terms of strategic pedestrian access, the footpath along the southern edge of the site along Avebury Boulevard is the most important as it provides continuous access along Avebury Boulevard in both directions including becoming a redway once crossed to the east side of Marlborough Gate.
- 3.2.3 Public realm immediately surrounds the site on all 4 sides. None of the pedestrian routes are however of high quality or are attractive because there are blank facades at ground floor facing all of them.



View looking north along western edge of the site. - a rather unattractive public route



Pedestrian route to the site from the 12th Street food and leisure precinct



View of service access path to rear of the theatre along northern edgelt is publicly accessible but highly unattractive.



View east along existing footway and public realm on Avebury Boulevard towards Campbell Park



View of east corner of the site from the underpass under Avebury Boulevard

- 3.2.4 An underpass exists to the south eastern corner of the site which provides pedestrian links to the Xscape building under Avebury Boulevard via a ramped and rather steep stepped access.
- 3.2.5 A compact breedon gravel service access path exists along the northern edge between the car park and the rear of the theatre building. This is publicly accessible but is very unattractive and poorly surveyed.

Existing Infrastructure

- 3.2.6 The site is served on its southern and eastern edges by the "Classic CMK Infrastructure": existing surface level parking, transport access, servicing, pedestrian routes, landscaping and utilities.
- 3.2.7 Appendix A highlights the key utilities in proximity to the site.

Building Heights, and Surrounding BuiltForm

- 3.2.8 Surrounding development is a mix of 3 storey rising to the 14 storey Hotel La Tour building further along Marlborough Street at the junction with Midsummer Boulevard.
- 3.2.9 There is no consistent approach to the layout of development in this part of CMK. The 12th Street precinct is based on a fine pedestrian scaled grid while the southern side is characterised by the linear, repetitive and wide expanse of the Classic CMK infrastructure. Buildings take on a wide variety of forms and massing incorporating a significant variety in materials.

Public Transport Access

- 3.2.9 The site is located approximately 2km from of the Central Railway Station.
- 3.2.10 There are bus stops located close to the site along both Midsummer and Avebury Boulevard.



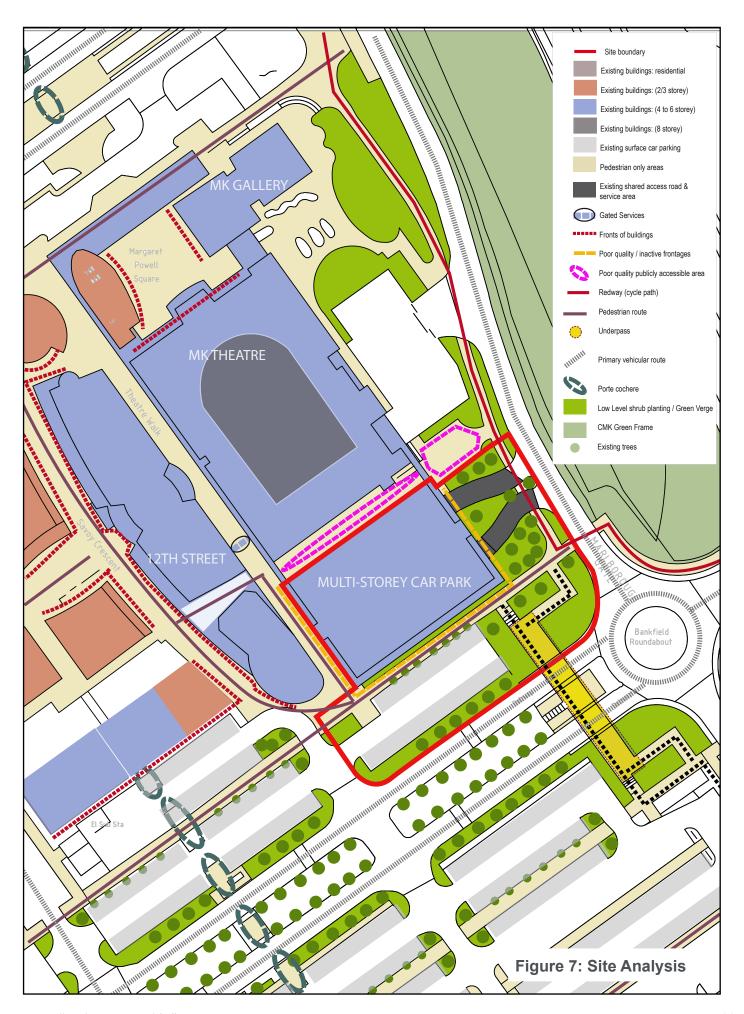
Campbell Park is situated to the north east of the site across Marlborough Street .



Classic CMK Infrastructure to the east of the Theatre Car Park



The site's existing vehicular access and egress from Marlborough Gate





View of site in current skyline from Campbell Park

3.3 The Site

- 3.3.1 The site comprises Blocklet E3.4S. The site is generally flat, although levels do drop quite dramatically away from the south eastern corner to allow pedestrian access to the underpass below Avebury Boulevard via steps and a slope down from the existing footpath along Avebury Boulevard.
- 3.3.2 The existing ground floor parking level is positioned half a storey beneath the current pedestrian street levels surrounding the site.
- 3.3.3 Built in 1999 and Designed by architects
 Blonski-Heard with Kut Nadiadi and Robert
 Doe, the entire Theatre complex employed
 state-of-the-art building techniques and utilised
 technically advanced equipment available of the
 time. The five-storey car park was built around
 a steel framed superstructure from which the
 concrete parking levels, pedestrian stairwells,
 lifts and vehicular access ramps are hung.

3.3.4 Viewed from a distance, the complex reads as a single building, with the auditorium and flytower of the Theatre rising above a slender steel curtain single wavy roof structure. The design intention of the undulations are a means of uniting a series of spaces with different height requirements. The wavy roof structure is not seen however to have any special architectural merit and when viewed from Campbell Park cannot be viewed as a single structure because the Gallery extension projects through the structure. Future development to the west will also further obscure this structure.

3.4 Summary: Opportunities & Challenges

- 3.4.1 The preceding sections of the development brief provide an appraisal of the site's existing character and context. This has helped inform the following opportunities and challenges.
- 3.4.2 The site is located in a highly visually prominent position when assessed from 2 different perspectives. Firstly, when entering CMK by bicycle, foot, bus or car from the east and can therefore help demarcate this key gateway into CMK as well as helping with wayfinding. Secondly, it occupies a prominent position overlooking Campbell Park and further longdistance views. In both cases this allows the opportunity for a taller landmark building to be established on the site. This might include the development oversailing the classic infrastructure to the south east corner (subject to meeting appropriate planning policy CMKAP G11 in the CMK Alliance Plan) creating a dramatic entry into CMK from Avebury Boulevard to the east.
- 3.4.3 The opportunity for a gateway building and / or landmark should furthermore be seen in the context for the potential for an equivalent landmark building on the north west corner, on the opposite side of Avebury Boulevard.
- 3.4.4 The site is situated in a highly accessible location in CMK, within walking distance of a range of city centre uses, notably Campbell Park.
- 3.4.5 Redevelopment of the site presents an opportunity to improve the quality of the public and pedestrian routes surrounding the site, notably through the incorporation of active frontages. Redevelopment can also importantly address the highly unattractive publicly accessible route behind the Theatre by closing it off to the general public.

- 3.4.6 The variety of surrounding building massing, architectural style and materials means there is significant flexibility available in the design of the development to allow for an architectural 'statement' building that contributes to the architectural stock of CMK.
- 3.4.7 There is an existing vehicular access and separate egress, off Marlborough Gate which could potentially be used for servicing of the site.
- 3.5.8 While the existing lower level of the ground floor car park level could be seen as a constraint it might also be an opportunity to accommodate on site parking for the development.
- 3.4.9 There are other buildings in close proximity to the west and north. Development on the site will need to respect daylight, sunlight and privacy of surrounding buildings, although this is potentially mitigated by the fact that all have their backs and service areas facing adjoining the car park site boundaries.
- 3.4.10 While the logical back to the development is facing north (the rear of the Theatre) development will need to positively address the other 3 sides of the site.
- 3.4.11 The opportunities and challenges have served to underpin the rationale behind the approach and principles of this Brief and the Parameters Plan, outlined in section 4.

SECTION 4: OPTIONS AND KEY DESIGN PRINCIPLES

4.1 Introduction

- 4.1.1 This section outlines the key design principles relevant to the design and development of the various options for the future of Blocklet E3.4S.

 These principles have been informed by best practice, the planning policy context for the site, the site analysis as well as the identified opportunities and challenges.
- 4.1.2 Development proposals should be based on a thorough appraisal of the site's context.

4.2 A Placemaking Led Scheme

- 4.2.1 As discussed earlier in the Brief, the Council are keen on a placemaking led approach to the redevelopment of the Theatre Car Park. The placemaking benefits that the Council require to be delivered through the development of the site include:
 - Potential for a greater variety and mix of uses which results in increased 24/7 pedestrian activity, and people coming into CMK for new/ different reasons.
 - Lower floors (including an active ground floor frontage) that delivers a critical mass of independent community, culture and leisure focussed uses which will widen the Central Milton Keynes offer will especially be supported.
 - Density of homes and people which maximises pedestrian footfall in the area increasing the animation, interest and vibrancy of the public realm thereby increasing its social value.
 - Improvement of the attractiveness and safety of the adjacent public realm for all through the incorporation of active ground floor frontages.
 - Wider residential offer and more affordable housing can be provided within the city centre (see para 4.2.2).
 - Potential to create a landmark corner at a key gateway and on a key frontage which improves reputation and economic standing of CMK

- Opportunity to maximise the potential of the expanded site through additional floor space (subject to meeting appropriate Planning Policy CMKAP G11) which might include oversailing and incorporation of the public realm and pedestrian routes into the fabric of the development.
- An eco-friendly sustainable development that adds to MK's green aspirations.
- 4.2.2 CMK has seen and is currently receiving a significant number of applications for Build to Rent (or PRS - Private Rental Schemes). The Council would welcome proposals that would widen the offer in CMK. It is believed that this site with its highly advantageous location is suitable to contribute to expand the mix of use. The Council intends that any residential provision on this site be for long-term residents that will be invested in their local community. As such A PRS-led scheme is not appropriate for this location. Where housing is proposed as part of the development, It is expected that at least 31% of the total housing will be provided as affordable housing, as outlined in the Council's Affordable Housing SPD adopted in January 2020.



A Boxpark type development for a food drink and music hub could be one potential ground floor use that animates CMK public realm.

4.3 Options

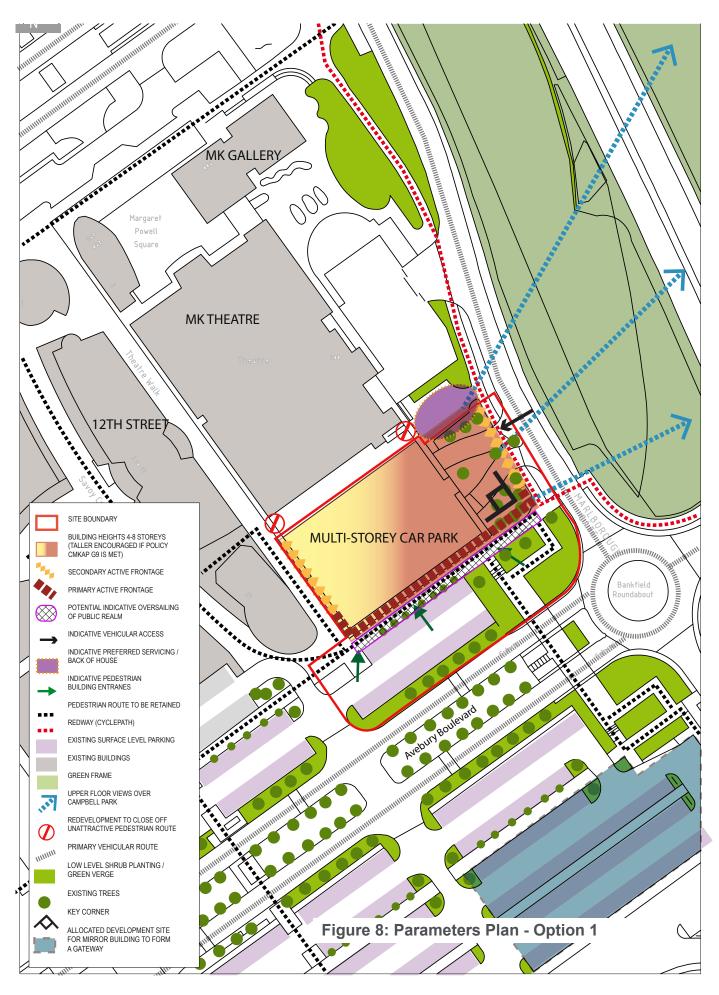
4.3.1 Two broad built form options have been identified and explored for the future of Blocklet E3.4S For each option, key principles are spatially represented by an accompanying Parameters Plan.

Option 1: Redevelopment of the existing multi-storey car park building for mixed use development. (Figure 8)

4.3.2 This option involves the demolition of the Theatre Multi-Storey Car Park, and the site's redevelopment with a mixed use scheme.

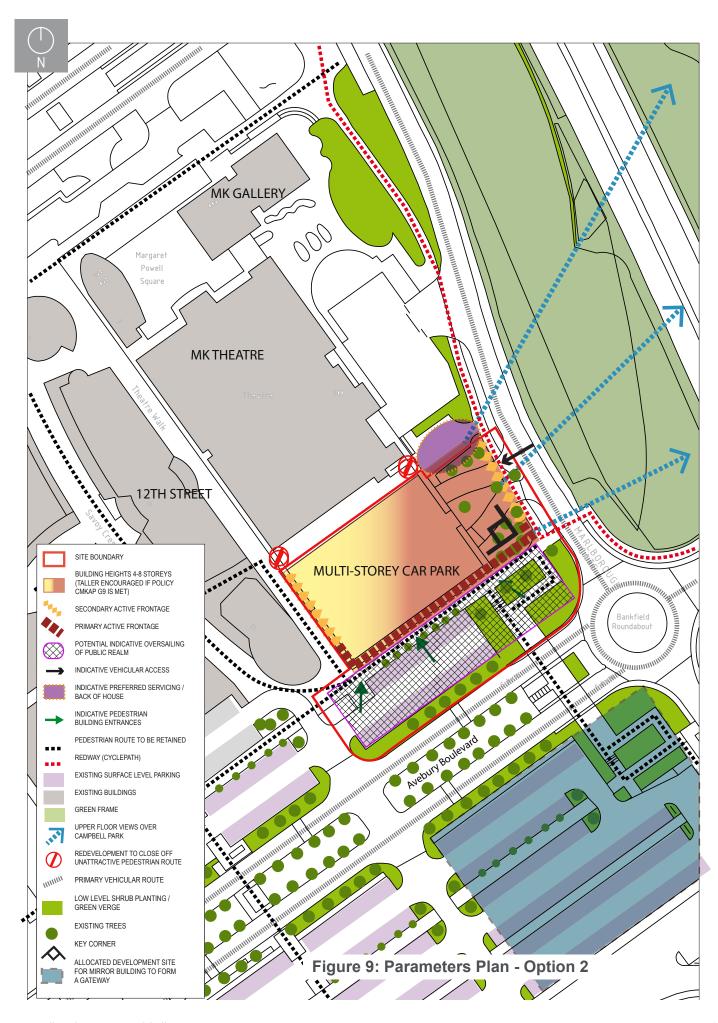
An active mixed use ground floor facing its eastern, southern and western edges level that includes a critical mass of community, leisure and cultural focussed uses will be looked on favourably.

4.3.3 Fig 8 and 9 identifies a location for an equivalent potential gateway building on the mirror side of Avebury Boulevard within the Xscape Car Park that is allocated for development within the CMK Alliance Plan.



Option 2: Redevelopment of the existing multistorey car park building for mixed use development. (Figure 9)

- 4.3.7 This option also involves the demolition of the Theatre Mullti-Storey Car Park, and the site's redevelopment with a mixed use scheme. An active mixed use ground floor facing its eastern, southern and western edges level that includes community focussed uses will also be looked upon favourably. However, in this instance oversailing of the existing public realm will be encouraged on upper floors in order to enhance the landmark or gateway opportunity as well as increase the overall capability, capacity and economic viability of the site. In order for any oversailing to be acceptable, it will need to meet the requirements of Policy G11 in the CMK Alliance Plan.
- 4.3.8 Fig 9 identifies a location for an equivalent potential gateway building on the mirror side of Avebury Boulevard.
- 4.3.9 Precedent examples from around the world are included following Fig 9 to give an idea of how this more ambitious development might look and in particular how it might 'oversail' the public realm.



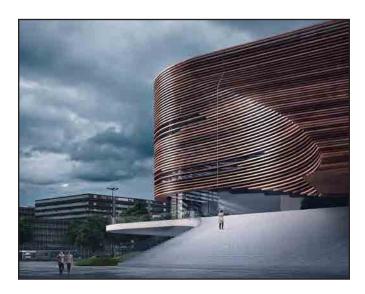






Tileyard Studios - in Camden demonstrates how cultural and leisure uses can help to animate associated public realm.

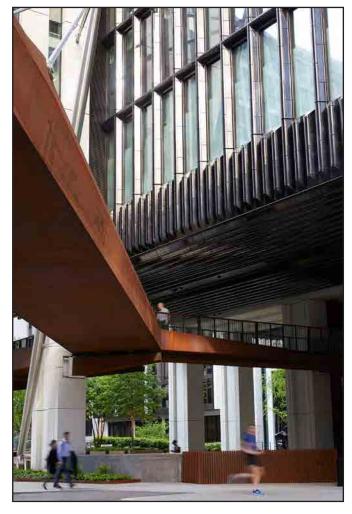












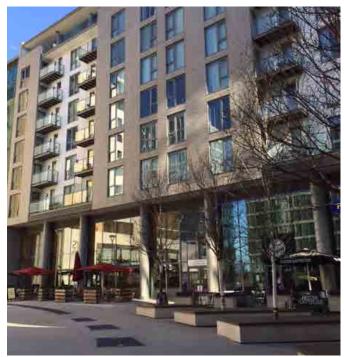
Some international examples of buildings oversailing public realm.





4.4 Layout

- 4.4.1 Development should be laid out and designed so that the existing public realm is overlooked by predominantly active frontages and any private areas created as part of the development being inaccessible to the public. The layout should not result in ambiguous space that is not clearly public or private (such as alleyways) or public space that is not properly addressed.
- 4.4.2 For this site, the challenge is that three frontages face onto the public realm and the fourth backs directly onto the rear of the Theatre building itself, therefore there is a clearly identifiable side to position the private areas such as servicing. It is anticipated that access to servicing for the development will be taken from Marlborough Gate at the northern most corner of the site.
- 4.4.3 The corner of Marlborough Gate and Avebury Boulevard is the most prominent elevation, and therefore servicing should be kept away from these frontages.
- 4.4.4 Existing service access to the Theatre itself will be required to be retained. Any proposed layout should exclude the retention of the existing public route through the rear of the site.
- 4.4.3 If the option to oversail the existing public realm and CMK classic infrastructure on Avebury Boulevard as illustrated in option 2 is pursued, it is anticipated that the surrounding and below public realm associated with the existing underpass will be enhanced and enlivened as part of the overall development.



Example of residential above active ground floor frontage



Active frontages should be included along Avebury Boulevard and Marlborough Gate.



Example of Integrated Parking Structure: Vizion development

4.5 Building Lines and Frontages

Building Lines

- 4.5.1 New development should adhere to the existing building lines along Avebury Boulevard and therefore be located behind the existing trees, surface level parking and public footway along the site's boundary. However, option two encourages the exploration of an ambitious architectural response to the site context and proposes pushing the building lines forward at upper floors creating an area of oversailed covered and enhanced public realm.
- 4.5.2 There is no settled building line along the Marlborough Gate frontage so there is flexibility about how close that building line comes to the existing footpath along it.

Frontages

- 4.5.2 The most important ground floor frontage is that onto Avebury Boulevard as it is the frontage that has the most passers-by and is the most important pedestrian route surrounding the site. The western edge of the site facing the existing public realm adjacent to and providing access to 12th Street is also important as is the Marlborough Gate frontage. Active frontages are achieved through entrance doors and / or windows (the latter allowing views into and out of the windows) within the ground floor elevation. The more the entrance doors the better in terms of creating an active frontage and enlivening the adjacent public realm.
- 4.5.3 The creation of significant lengths of blank wall and wide service yards will not be permitted.
- 4.5.4 Servicing should be designed to be as discreet as possible to avoid any negative impact of the building frontage onto the surrounding streets.
 It is anticipated that servicing can be located to the rear of the site (adjacent to the rear of the Theatre) and accessed from Marlborough Gate



Proposed uses of the site should help to activate the surrounding public realm



The Marlborough Gate/Avebury Boulevard corner of the site needs to address the prominence of the location



Gramophone, Hayes - example of a suitable design response to the site

- via ramps dropping below the proposed new development.
- 4.5.5 The development should provide a weather protected walkway within the building envelope, along the Avebury Boulevard frontage, with a depth of at least 2 metres, unless option two is proposed where a much deeper weather protection would be established.
- 4.5.6 The street corner at Avebury Boulevard and Marlborough Gate should be a landmark demarcating this key entrance into CMK from the east. The built form should therefore turn the corner with active frontages provided to both streets.

4.6 Detailed Design Appearance

- 4.6.1 Buildings must be of exceptional contemporary design quality, should enhance their surroundings and be constructed from high quality, durable materials.
- 4.6.2 Particular attention should be paid to the Avebury Boulevard frontage which is very visible and a key location in terms of portraying the image of Central Milton Keynes as a modern city centre.
- 4.6.3 Previous sections of the brief highlighted

how the variety in surrounding building design provides a cue to be unconstrained in architectural creativity with a contemporary design sought. Contemporary appearance doesn't necessarily mean a visually 'fussy development' - CMK is largely characterised by simple, elegant and honest architecture.

4.7 Building Heights

4.7.1 As stated earlier on in this brief the location of the site at a key position at a gateway into CMK as well as overlooking Campbell Park justifies a taller development to celebrate this position. The CMK Business Neighbourhood Plan in Policy CMKAP G9 outlines what requirements need to be met for a development or building to be taller than 8 storeys. Care needs to be taken that any future development respects the existing built form on Avebury Boulevard in particular. This may require a stepping down in height towards the south west corner on Avebury Boulevard.

4.8 Residential Amenity

- 4.8.1 If residential is included, it should provide for a good standard of amenity, in terms of privacy, sunlight and daylight.
- 4.8.2 Provision should be made for private amenity space in the form of private gardens for ground floor flats, balconies, roof gardens or terraces, or private shared gardens.

4.9 Access and Movement

Vehicular Movement

- 4.9.1 The preferred vehicular access to the development in all options will be taken from Marlborough Gate.
- 4.9.2 In option 1 and 2, the existing block paved parking and service road could be utilised.

Pedestrian and Cycle Movement

- 4.9.3 Pedestrian movement will occur along the existing footways around the site and the redway connection to the east.
- 4.9.4 The main pedestrian entrances to the development should be located along the Avebury Boulevard frontage. Developer contributions will likely be sought to complete the missing redway link along Marlborough Gate
- 4.9.5 Provision shall be made for cycle parking and, within commercial development, facilities for cyclists (changing rooms, showers, lockers etc.), in order to encourage greater cycle usage. Proposals should provide, as a minimum, the cycle parking standards in force at the time of the planning submission.

4.10 Parking

4.10.1 Car and powered two wheelers parking requirements shall be in accordance with the parking standards in force at the time of planning submission. Electric vehicle parking points will be expected as part of the car parking provision.

- 4.10.2 A development's parking requirement will normally be provided within the development site, or where this is not possible, it may be provided elsewhere in an agreed location at the developer's expense.
- 4.10.3 Car parking should be provided in the form of integrated basement or undercroft parking. As with vehicular access, the primary access for parking should be off Marlborough Gate.

4.11 Public Realm and Landscaping

- 4.11.1 There is existing street tree planting within the footways immediately beyond the site's boundaries, which must be protected during construction work except where vehicular access is required or oversailing of the classic infrastructure is proposed.
- 4.11.2 If ground floor residential uses are included on the Marlborough Gate frontage (ground floor residential uses should not be included along the Avebury or frontage or that facing 12th Street) defensible space (or a privacy strip) should be included.
- 4.11.3 Development proposals should be accompanied by a plan illustrating indicative landscape principles for the site.
- 4.11.4 Opportunities to include green infrastructure as part of the proposed building, either in the form of a green roof, roof garden, growing spaces, green wall, terraces, balconies and/or planters, can provide amenity landscape at various levels of a building design.
- 4.11.5 The development proposal should make a positive contribution to the amenity of the area and the hard and soft landscape detailing will be an important factor in its success in this regard.

SECTION 5: GENERAL DESIGN PRINCIPLES

5.1 Sustainable design and environmental standards

5.1.1 Milton Keynes has a history of pioneering approaches to sustainable design new technologies and aspires to be the greenest city in the world. Our local plan - Plan:MK commits to continue the borough's dedication to high environmental standards, green urban landscapes and being 'different by design'. Alongside this are the Council's objectives of being carbon neutral by 2030 and carbon negative by 2050. Therefore, proposals for the site should look to meet or surpass the sustainable standards laid out in Policy (SC1) of Plan MK and the subsequent Sustainable Construction SPD. As such development should be aiming for a BREEAM rating of Outstanding (>85%) level of certification which requires implementing innovation across all aspects of the project.

5.2 Ecology

- 5.2.1 Local Plan Policy NE3 on Biodiversity
 Enhancement has the objective of achieving positive gains for biodiversity in the design of new development. All new development exceeding 5 dwellings (in the case of residential development) or incorporating gross floorspace in excess of 1000sqm (in the case of other development) will be required to incorporate proposals to enhance biodiversity.
- 5.2.2 New buildings provide many opportunities for wildlife with benefits for biodiversity and the building occupiers. Specialist boxes or spaces are available (for example bird/bat bricks, swallow nest cups and sparrow terraces). Elements such as climbing plants can create habitat and enhance the visual appearance of buildings, as well as providing cooling, insulation and microclimate moderation.



Example of how biodiversity can be integrated to the fabric of a building and enhance its visual appearance.

5.3 General Planning Requirements

Sustainable Urban Drainage Systems

When making planning applications it is 5.3.1 essential that, to get the best results, the integration of water and SuDS options are considered early in the site evaluation and planning process, not just at the detailed design stage. Full consideration of SuDS at the preapplication and outline stage is important to ensuring surface water management is fully integrated into the development, leading to an effective drainage design, providing multiple benefits and with costs considered from the outset. Further guidance and information can be found in the "Milton Keynes Council Surface Water Drainage; Local Guidance for Planning Applications", which is available on the Council's website.

Safety and Security

- 5.3.2 The Council will seek to design out opportunities for crime and anti-social behaviour following best practice guidance in 'Secured by Design'.
- 5.3.3 Most importantly, the layout of the development should avoid the creation of areas of public realm that are 'leftover' and not overlooked by any development, as they can become areas of anti-social behaviour. Furthermore, there should be no ambiguous space in terms of ownership.

Public Art

5.3.4 The development shall include an element of public art, in line with the Council's policy.

5.4 Development Requirements

Servicing, Waste and Utilities

- 5.4.1 The layout and design of the building(s) shall accommodate requirements and access for servicing, waste storage and collection and utilities equipment.
- 5.4.2 Methods of dealing with, and integrating servicing, waste storage and collection shall reflect the city centre location and be part of the building envelope, with no separate enclosures. Service yards should not dominate any elevation and should not occur along the Avebury Boulevard frontage.
- 5.4.3 Utilities equipment electricity sub-stations, gas governors, telecoms cabinets shall be located in accordance with the CMK Handbook for the Public Realm.
- 5.4.4 The Council's Local Plan Policy SC1 and the Sustainable Construction SPD set sustainability standards that will have to be considered as part of the overall design process.
- 5.4.5 Development will be expected to link into the existing CMK combined heat and power (CHP) system, unless the developer can demonstrate that it would not be feasible or viable.
- 5.4.6 CHP is the means by which the heat produced during the generation of energy is used to produce hot water for heating. CHP is most efficient when there is a mix of uses near the plant that create a balanced need for the heat during the day and night such as residential, schools, retail and offices. The CHP system is

- connected to the mains power grid, providing additional security of electrical supply.
- 5.4.7 Connection into the Central Milton Keynes CHP system will enable the development to fulfil the low carbon/renewable energy requirement which forms part of the Council's planning policy on sustainable construction. The policy currently requires a minimum of 10% of carbon dioxide emissions from the development to be offset specifically through the use of low/carbon renewable energy technologies.

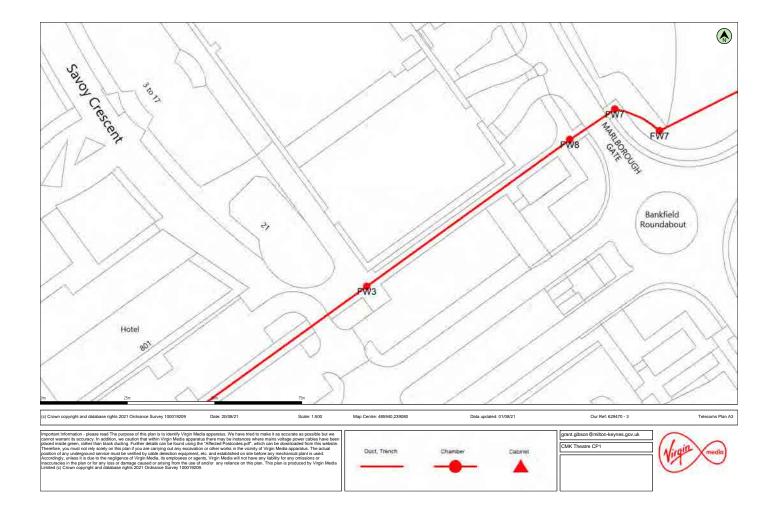
Drainage

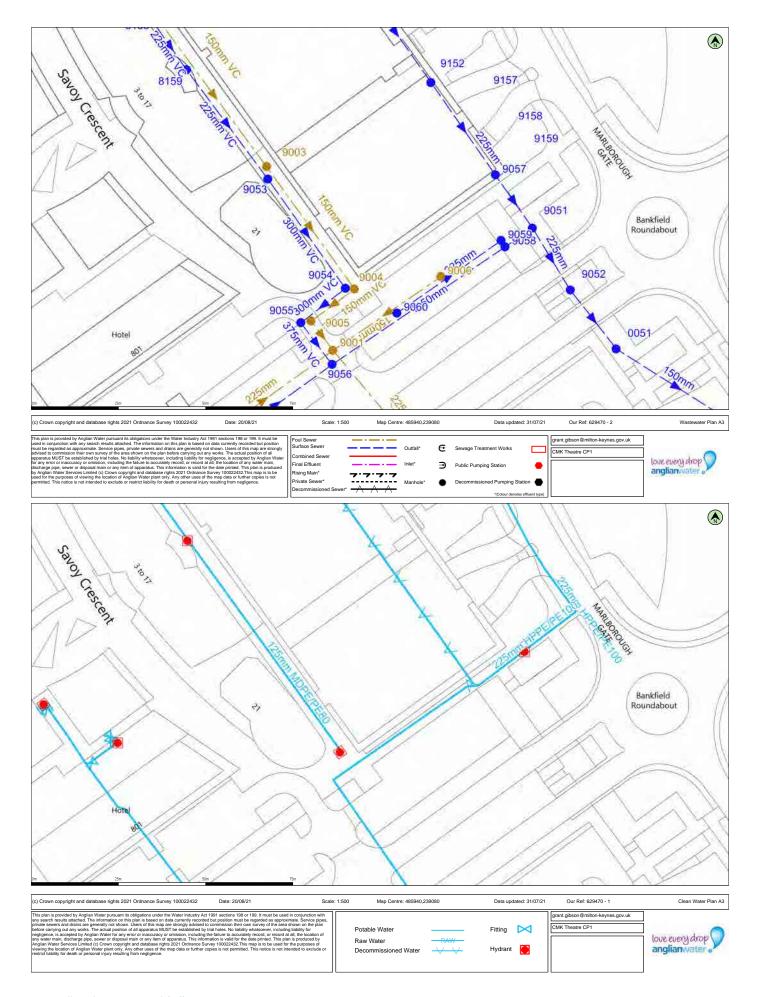
- 5.4.8 Where Anglian Water requires the diversion of, or any other works to, adopted sewers within the site, the developer is responsible for all works and costs incurred in meeting their requirements.
- 5.4.9 The sewers shall be constructed in accordance with the current edition of 'Sewers for Adoption' irrespective of their future adoption status.

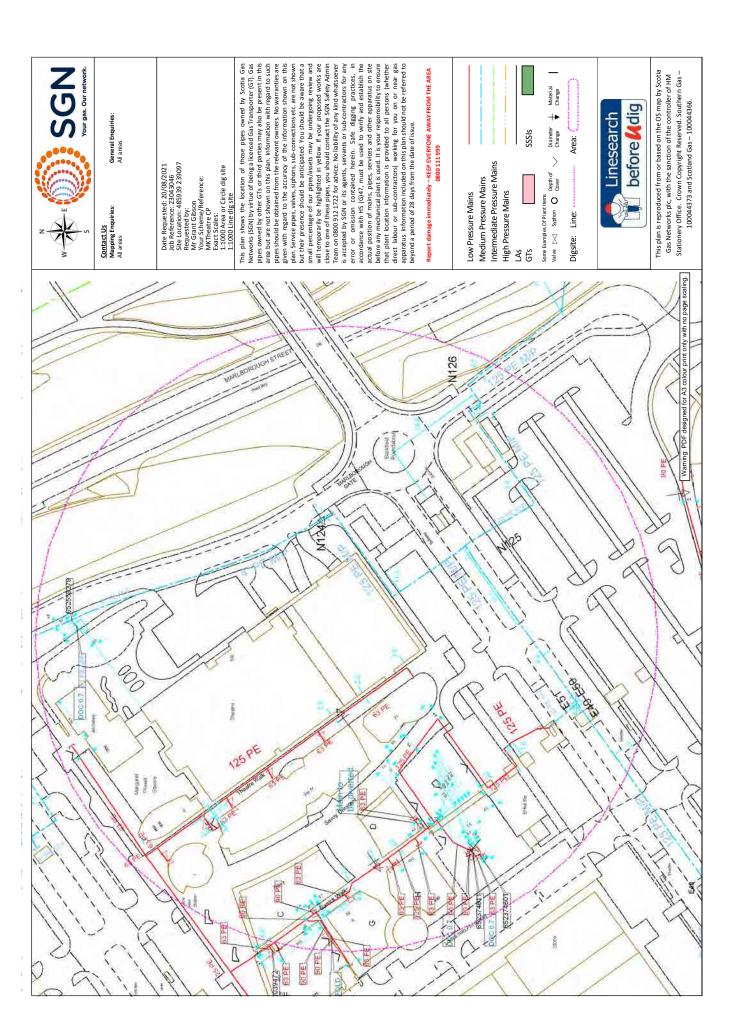
Broadband

5.4.10 All new developments should be encouraged to provide superfast broadband. Larger developments of 30 or more homes can have the infrastructure installed for free if they start the application process very early in the life cycle of their developments. All the necessary information for developers is on the Openreach website.

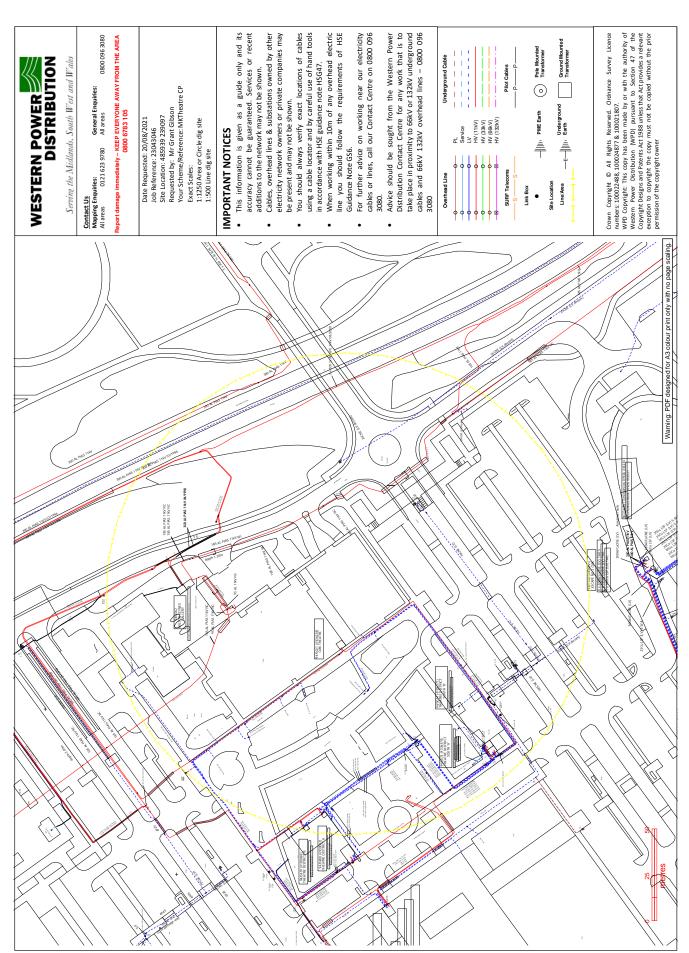
APPENDIX A: EXISTING UTILITIES





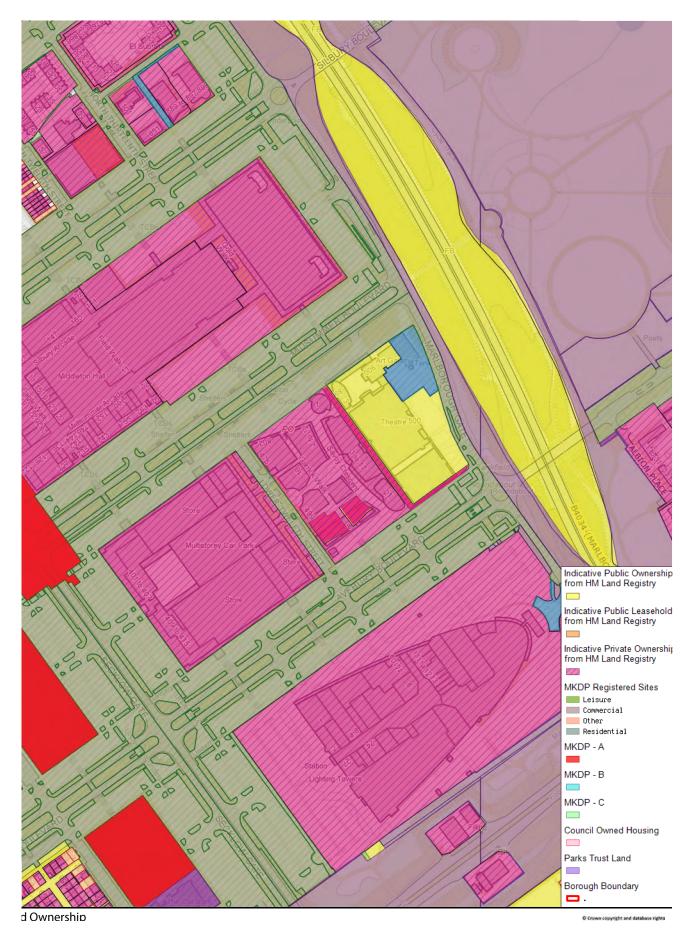


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Plans generated by DigSAFE Pro (tm) software provided by LinesearchbeforeUdig

APPENDIX B: Land Ownership





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