

DPDS Consulting Group



planning

masterplanning

urban design

landscape

architecture

One Team: One Integrated Service

We have a multidisciplinary team of town planners, masterplanners, urban designers, landscape architects and architects enabling us to adopt an integrated approach to development projects combining our skills and experience to maximise development potential whilst achieving high standards of design and remaining sensitive to the environment.



During the past couple of decades, urban design has become a much more important element of the planning decision-making system. Clear demonstration of the site evaluation and appraisal combined with appropriate masterplans and design and access statements are now required to accompany most planning applications for development.

Our particular approach is to use a comprehensive design process that links planning, urban design and architectural detail in a co-ordinated response. The inherent qualities of a site and the surrounding context provide a firm basis for an informed design solution.

Development planning decisions have a major impact on our quality of life. The need to achieve sustainable development and a shift in emphasis from greenfield developments to urban regeneration, has resulted in the issues involved being increasingly more complex.

We pride ourselves on our ability to establish and maintain positive relationships with the communities involved with developments that concern them and have a strong track record of carrying out a wide range of constructive and rewarding public consultation exercises including public meetings, focus group workshops, targeted surveys and informative sessions.

Our services include:

- Masterplanning and development frameworks
- Illustrative housing layouts
- Urban regeneration strategies
- Development briefs
- Design and access statements
- Character appraisals
- Public realm strategies
- Design guides
- Landscape and visual impact assessments
- Landscape design
- Architectural design and reserved matters layouts
- Housing design

Our Approach

Our philosophy is simple; we apply our imagination and creative thinking to our clients' brief to develop cost effective solutions that are as attractive as they are practical. Our guiding principle is to consider the environmental, social and economic responsibilities whilst producing places that provide value-for-money.



Our approach is summarised by the following:-

- **Landscape-led masterplanning:**
Our approach is grounded upon a thorough understanding of the local landscape and townscape context;
- **Viability:**
Our experience of working extensively with developers and housebuilders gives us a keen commercial awareness of viability issues and the need to deliver financial returns;
- **Needs based:**
Our desire to provide affordable housing in response to those who need it;
- **Creative place-making:**
Our designs aim to be both pragmatic and aspirational combining the need for both form and function to create places which are useful, vibrant and attractive;
- **Evidence based:**
Working alongside other specialists our masterplans turn potential constraints into opportunities;
- **Emphasis on delivery:**
Our in-house architects are involved in schemes from inception to completion. We have developed our own series of bespoke house types from which to build deliverable layouts.

Our integrated Urban Design, Town Planning, Landscape and Masterplanning team combines a wealth of land promotion and development experience. It brings together a complementary skill set capable of maximising development opportunities.

Our range of skills and level of resources enables us to manage any scale of project from inception to completion. Our “one team” approach has helped us build a track record of delivering successful schemes for our clients across a variety of sectors including residential, commercial, education, health and retail.

Les Durrant

Dip TP, MRTPI, FRICS, MInstD
Group Managing Director

Responsible for overall financial and management control of the Consulting Group with specific responsibility for leading major individual projects. His extensive 40 years of experience also includes 15 years in the public sector. In 1985 he founded DPDS.

Specialist areas of expertise include major development applications, planning appeals, and formulation and management of large development projects, with specialist application in the commercial sector and town expansion projects. Les has been responsible for a number of major development projects in Swindon including Wichelstowe, Swindon Gateway, Ridgeway Farm, Abbey Farm, and Kingsdown Village.

Ed Rehill

BSc (Hons), MSc, MRTPI
Associate Director - Planning

Ed is a chartered town planner with over 14 years in local government. He has extensive experience of strategic planning and has been a key part of Local Planning Authority teams that have delivered sound Development Plan Documents which have included large strategic housing and employment allocations. He has worked closely with landowners and developers through the plan making process to make sure sites are successfully allocated. He also has produced development briefs for strategic sites and has experience of providing planning policy advice during masterplanning and planning application stages. Ed has substantial experience in neighbourhood planning and planning matters such as flood risk, biodiversity, green infrastructure, sustainability appraisal and strategic environmental assessment.

Mark Mac Donnell

BSc (Hons) MA BArch PG Cert MRICS RIBA
Director – Architecture

Mark has worked in the building industry for over 25 years, firstly on his own developments, then as a Chartered Surveyor focusing on property as an investment and more latterly as a Chartered Architect. Mark believes good design makes for good and profitable buildings.

Mark's project experience include a range of residential projects at different scales. He has experience of sustainable design, conservation architecture, office development and high end residential extensions, refurbishment and interior design. Mark is a member of the Swindon Design Review Panel which has the aim of achieving design excellence for new developments within the Swindon area.

Patrick Griffiths

BSc(Hons), Dip LA, PG Dip, CMLi
Consultant Landscape Architect

Patrick has extensive and varied experience including landscape appraisals, vegetation surveys, masterplan preparation and detailed landscape design. He has also presented evidence for Planning Inquiries, and contributed the landscape and visual assessment to several Environmental Assessments.

Clients have included the MoD and Local Planning Authorities as well as numerous companies and private individuals. Projects have included business parks, housing schemes of all scales and in diverse locations, together with more specialist schemes such as developments for motorway services and leisure uses.

Neil Arbon

BA(Hons), Dip TP, MRTPI
Director - Planning

Having joined DPDS from University in 2002 and currently holding the post of Director. Work to date has included site appraisals, land use surveys, policy research, submission of planning applications and supporting statements, development plan representations and planning appeal submissions.

Recent projects a major residential development in Aylesbury Vale for a private house builder client where Neil was responsible for the co-ordination and submission of planning application, and represented client at two Local Plan Examinations. Other residential work included projects in North East Derbyshire, Barnard Castle in County Durham, Broxtowe and Derby.

Ammar Al Asaad

BArch (Hons), MA, MSc, PhD in Urban Design
Urban Designer/Architectural Assistant

Ammar is an Urban Designer and Architectural Assistant. He has a PhD in Urban Design which researched UK approaches towards improving the production of contemporary building forms within historic urban contexts. Ammar is a qualified Architect with over 8 years' experience. He has led design teams to deliver medium and large scale residential and mixed-use developments in the Middle East.

Since joining DPDS, Ammar has worked on a range of residential and mixed-use developments. The projects involve detailed analysis of sites, sometimes with sensitive historic contexts, preparing character studies, producing comprehensive development frameworks and concepts, detailed designs along with preparation of detailed illustrative layout.

Our Clients and Experience

Our client list contains many well-known organisations from the mainstream property sector as well as government agencies and departments, major manufacturing companies and numerous private clients. We have broad experience across a number of sectors and have produced residential masterplans at a range of scales and within a variety of different contexts.



DPDS has been responsible for producing a number of large masterplans that have successfully guided development through the UK. The number of different disciplines within the company allows a more balanced and practical approach to realising the principles upon which plans are based.

We have wide experience of brownfield and greenfield development ranging from infill within conservation areas to the extensive growth of major urban areas. We also have a large portfolio of public realm, regeneration and improvement schemes within commercial and retail centres and sensitive conservation areas.

We also have experience with producing urban design related policy and design guidance for local authorities assisting in producing place shaping documents such as design codes and character area appraisals.

The promotion of land through the development plan process is key to producing sustainable expansion. The planning arguments can be supported by well-considered plans that are founded on robust design principles. Feasibility plans progress to masterplans or flexible frameworks to guide sensitive development of land.



The vision we have for a site is supported by practical application. This gains credibility from public and private development teams, facilitating future implementation.

Urban design in the planning system calls for planning applications to be accompanied by design and access statements. We have produced many documents that highlight context, principles and recognition of creating distinctive places.



We have experience in producing design guides, area development frameworks and development briefs that aim to establish elements of area identity, connectivity, legibility, variety and developing the right conditions for vital public spaces.

We have a successful record in securing land for clients as part of a competitive tender and promoting ourselves through an accomplished track record. Our approach is to produce innovative design proposals balanced with financial viability. The project examples on the following pages illustrate the range of masterplans DPDS has been involved with in recent years.

Abbey Farm, Swindon

DPDS CONSULTING GROUP |
PLANNING, URBAN DESIGN, MASTERPLANNING |



Our Local Knowledge

DPDS Consulting Group worked on behalf of private landowner clients to secure outline planning permission for the 350-home proposal at Abbey Farm, Swindon. In addition to creating 350 new homes, there is provision for a two form entry primary school, public open spaces and a retail outlet.

Abbey Farm is a site which has many assets with sensitive environmental constraints including the Cotswolds Area of Outstanding Natural Beauty which lies to the north. It also offers excellent connectivity due to its proximity to the A419.

We developed a strong rapport with the Council's Officers, and engaged with the Parish Council at the start of the planning process, to understand their aspirations for this development. We organised a public exhibition and promoted a democratic and local approach to the planning process.

After obtaining outline planning permission in 2015 for our client, the site gained significant interest from house builders. DPDS retained the position of planning consultant and project manager due to our extensive and unique knowledge of the site and the politics of the area. The team coordinated the strategy and managed plans and data required to submit an application for reserved matters and to discharge conditions pertaining to the outline consent.



Client Deorum Ltd

Key Services and Outputs

- Project Management
- Planning Submission
- Planning Statement
- ES Co-ordination
- Masterplan
- Design & Access Statement
- LVIA
- Public Consultation

Ridgeway Farm, Swindon

DPDS CONSULTING GROUP |
MASTERPLANNING, URBAN DESIGN, PLANNING, PROJECT MANAGEMENT, LANDSCAPE



Integration

DPDS Consulting Group were appointed to promote this residential urban extension to Swindon through the development plan process. The scheme provided approximately 800 houses, open space, primary school and associated infrastructure on an undulating site.

The masterplan was led by the need to link and integrate the development to the adjacent urban area of Swindon, in order to make use of existing service facilities within the Peatmoor Local Centre some 400m to south. Permeability through the site and the removal of a busy road between the site and urban area were key to fusing new and existing communities together. Following a successful appeal, the site is currently under construction.



Client Taylor Wimpey

Key Services and Outputs

- Project Management
- Planning Submission
- Planning Statement
- ES Co-ordination
- Masterplan
- Design & Access Statement
- LVIA
- Public Consultation
- Exhibition Material
- Appeal Witnesses and Support



Development at Thames Farm, Shiplake

DPDS CONSULTING GROUP |

PROJECT CO-ORDINATION AND MANAGEMENT, TOWN PLANNING, MASTERPLANNING, LANDSCAPE, ARCHITECTURE |



Working with Local Character

DPDS Consulting Group were appointed to submit an outline planning application to South Oxfordshire District Council for residential development on the land at Thames Farm, Reading Road, Shiplake, Henley-on-Thames. Following the refusal of the application, the development was subject to a successful appeal.

The proposed development for up to 95 dwellings, also includes the provision of public open space including three local areas for play (LAPs) and green infrastructure linking to the surrounding public rights of way network. The vision was to provide high quality homes, including 40% affordable homes, to meet the needs of the district of South Oxfordshire by creating an attractive, high quality living environment at a sustainable location in a manner that responds positively to the qualities of the surrounding environs.

The masterplan process included an assessment of local built character. It seeks to enhance local character through the use of appropriate materials, finishes and design. The proposed built form was set within a strong landscape structure to integrate the development into its surroundings. A key part of the project was the production of a range of specific house types for the site, reflecting the local distinctiveness of vernacular buildings in the wider Chilterns and Thames Valley area.



Client Private landowner

Key Services and Outputs Project Management
Planning Submission
Planning Statement
Masterplan
Design & Access Statement
Landscape Strategy



West Linslade, Buckinghamshire

DPDS CONSULTING GROUP |
PROJECT CO-ORDINATION AND MANAGEMENT, TOWN PLANNING, LVIA, LANDSCAPE MASTERPLANNING |



Sensitive Landscape

We were appointed to work on this greenfield urban extension involving some 900 dwellings, employment area, country park, leisure centre, local centre, health centre, primary school, ambulance facility, mixed use area and open space in excess of NPFA standards. The site is politically sensitive being on the borders of Bedfordshire and Buckinghamshire and required an Environmental Impact Assessment to accompany the outline application.

DPDS involvement has included:-

- Initial planning appraisal of the site which led to the clients securing an interest in the land;
- Advice to the clients on the necessity and composition of the Professional Consultant Team;
- Advice on policy, strategy and Section 106 matters;
- Attending meetings with client, relevant statutory bodies, local planning authorities and project team;
- Representations as part of the development plan process;
- Instructing and Briefing of Leading Counsel;
- Preparation of Planning Application;
- Preparation of public consultation material including public exhibitions, leaflets, web site text, staffing exhibitions.



Client Paul Newman New Homes

Key Services and Outputs Project Management
Planning Submission
Planning Statement
Design & Access Statement
LVIA and Landscape Strategy
Public Inquiry Witness and Support

Verified views courtesy of RH Visuals

Wichelstowe, Swindon

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PROJECT CO-ORDINATION AND MANAGEMENT, TOWN PLANNING, MASTERPLANNING AND URBAN DESIGN |



Turning Constraints into Opportunities

DPDS have been involved from the earliest stages of this project, promoting land through the planning process and culminating in specific site allocations in both the Wiltshire and Swindon Structure Plan 2011 and the Swindon Borough Local Plan 2011.

This greenfield urban extension scheme comprised the proposed building of 4,500 houses, 13ha of B1 employment, a country park, local retail centres, schools, commercial, open space, nature conservation areas and associated infrastructure to the south of Swindon, north of the M4.

The site has particular sensitivities or constraints that required an Environmental Impact Assessment to be carried out to accompany the planning application. This included a large Scheduled Ancient Monument, considerable ecological interest including a large population of great crested newts, water voles and badgers, proximity to the M4 and mainline railway as sources of potential noise and a flood plain associated with the River Ray and its tributaries.

Part of the development is currently under construction and will eventually bring the completion of the Old Town Southern Relief Road from Croft Road through under the M4 to Junction 16. The development will deliver these transport improvements as well as much needed affordable and market housing.



Client Taylor Wimpey UK Ltd and Swindon Borough Council

Key Services and Outputs Project Management
Planning Submission
Co-ordination of ES
Planning Statement
Initial Masterplan
Design & Access Statement
LVIA and Landscape Strategy
Consultation Material
Submission of reserved matters applications



Field Farm, Stapleford

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PLANNING, MASTERPLANNING, URBAN DESIGN, LANDSCAPE |



Healthy Living

DPDS supported W Westerman Ltd in the submission of an outline application at Field Farm, a site which is located in the green belt immediately adjacent to the northern built up edge of Stapleford in the Nottinghamshire Borough of Broxtowe.

The vision for Field Farm was for this to be a high quality development providing high standards of design and quality construction whilst protecting and enhancing landscape and biodiversity assets through the careful use of hard and soft landscaping.

The masterplan proposed up to 450 new homes encompassing a range of house types and including extensive family housing. With a host of linkages available to the surrounding area and easy access to retail, leisure, education and other services, this location offered the opportunity to provide a range of homes in a sustainable location. Through enhancements to existing linkages to adjoining open spaces, health, leisure, sport and recreation, the opportunity existed to encourage healthy living and facilitate a range of activities within a green environment.



Client W Westerman Ltd
Key Services and Outputs Planning Submission
Planning Statement
Masterplan
Design & Access Statement
LVIA
Consultation Material



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PROJECT MANAGEMENT, PLANNING, MASTERPLANNING, URBAN DESIGN, LANDSCAPE |



DPDS Consulting Group were appointed to produce a Development and Design Brief document for the Manor Farm site in Drayton, Oxfordshire.

The document clearly sets out design guidance for layout, streets and movement, open space, sustainability and building design.

A particular feature of the document is the supporting detailed architectural guidance addressing architectural style, local building character, roovescape, corner detailing, chimney details and horizontal delineation with reference to the local building vernacular. The Design Brief also provides guidance on colour, materials, boundary treatments based upon a thorough context appraisal and proposes a details, materials and colour palette.



Key Services and Outputs	Project Management
	Planning
	Development and Design Brief
	Masterplan



Architecture and Detailed Design

DPDS CONSULTING GROUP |
ARCHITECTURE |



From Inception to Completion

DPDS Architecture is a RIBA Chartered Practice providing a full range of architectural services from preliminary appraisal of client needs through to successful handover of a completed project.

Whether designing for residential, commercial or industrial purposes, we aim to create efficient, friendly buildings that harmonise with their surroundings and are enjoyed by their occupants.

As well as designing attractive new buildings, we have a reputation for successful completion of sensitive works to historic buildings and schemes in conservation areas. Our range of skills and level of resources enables us to manage any scale of project from inception to completion.

We have also developed a range of bespoke housing types which we can apply to test illustrative layouts.



Client Various

Key Services and Outputs Architecture
Landscape Design

Buttercross Works, Witney

DPDS CONSULTING GROUP |
ARCHITECTURE, URBAN DESIGN |



Delivery on the Ground

To the instructions of a residential developer, Bower Mapson, DPDS Architecture completed scheme design drawings in support of a full planning permission for 106 new houses and apartments to a brownfield site in Witney, Oxfordshire.

Some 175 drawings were provided to enable the Local Planning Authority, West Oxfordshire District Council, opportunity to comprehensively review the proposal. The planning application was approved and site construction works commenced.

The scheme was awarded a commendation under the Sunday Times British Homes Awards.

DPDS Architecture were retained to provide a comprehensive Building Regulation package and worked alongside the developer to provide working drawings on a plot by plot basis.



Client Bower Mapson Ltd

Key Services and Outputs Architecture
Landscape Design



Wharf Green, Swindon

DPDS CONSULTING GROUP |
ARCHITECTURE, URBAN DESIGN |



Transformational Public Space

DPDS Architecture have been part of the team that has successfully delivered Wharf Green, the first phase of public realm works in Swindon town centre. The client, the New Swindon Company, has a stated vision for Swindon's public realm, as "a legible and integrated network of streets, squares, parks and other places that will positively transform the image of Swindon".

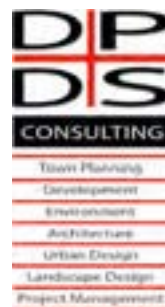
Wharf Green has been a significant first phase in this ongoing process. The public space between Brunel Car Park, House of Fraser and the Brunel Shopping Centre has been transformed with new hard and soft landscape, lighting and seating. The southern facade of the car park has a new timber screen incorporating a giant TV screen for public screenings. DPDS Architecture consulted with the New Swindon Company, Swindon Borough Council relevant user groups, other project consultants and the Principal Contractor.

DPDS Architecture prepared designs up to detailed stage for construction. The project was completed to the time and budget parameters as the first phase of the public realm works by the New Swindon Company working in partnership with Swindon Borough Council.



Client New Swindon Company /
Swindon Borough Council

**Key Services
and Outputs** Architecture



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