

**POUNDBURY, DORCHESTER**  
**GUTTERCREST LIMITED**



Poundbury, the Duchy of Cornwall's experimental town is using aluminium rainwater products from Guttercrest on part of its 400-acre site in Dorchester.

The project is designed according to the principles of HRH the Prince of Wales, who challenges post-war trends in town planning, on land owned by the Duchy of Cornwall.

The plan for the site was first drawn up over 30 years ago as a mixed-use settlement, with traditional housing at affordable prices.

The design principles reflect those described in the Prince of Wales's book 'A Vision of Britain' often referred to as the Poundbury Principles that favour people over cars in a bid to create a more 'humanising environment'.

Industry, retail and residential are mixed together, with each neighbourhood carefully planned to be no more than a five-minute walk to its centre. Replica Georgian terraces and quaint country cottages are mixed with flint-clad cottages, Scottish baronial villas and Palladian mansions.

The Butter Market Bakery (pictured), which stands in the centre of Butter Market Square, features Guttercrest's aluminium Victorian moulded ogee guttering 125 x 100mm. The design of which is inspired by nineteenth century cast iron gutters, offering the traditional appearance, with the benefit of using lightweight and environmentally friendly aluminium. The downpipe is an RW2T 75mm traditional round finished in black.

A mock Georgian block (pictured below) is embellished with Guttercrest's rainwater hopper RWH 237 and RW3T downpipes in ivory (RAL colour 1014)



Poundbury is due for completion by 2025, when it will house around 4,500 people.



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