

# Our vision

Our vision is for the new community to become a vibrant and highly desirable place to live, work and play. We want to create a sustainable new community that is well related to the Gillingham town centre and will increase Gillingham's self-containment by providing a balance of new homes, jobs and associated facilities. It will be comprehensively planned around a strong network of green spaces and links and will include extensive outdoor recreation provision.

The SSA will include a local centre designed to meet the day to day needs of the new community together with appropriate provision of social and community infrastructure. The design philosophy will meet the requirements of the Local Plan and the Gillingham Town Design Framework.

## NATURE

A place in harmony with its natural surroundings, celebrating the riverside position and utilising the site's existing natural features

- Enhancing and protecting the site's unique landscape assets, including the hedgerow network the River Lodden corridor and countryside outlook
- Celebrating the riverside setting and views south to Duncliffe Hill
- Sensitive response to the transition between the new urban edge and the surrounding countryside
- Opportunities for healthy living and habitat creation, as part of a holistic landscape and drainage strategy that incorporates a variety of formal and informal public open space
- New and accessible play and recreation areas will be included on either side of Shaftesbury Road as part of the well designed and comprehensive public open space provision



## PLACE

A development incorporating community infrastructure and drawing upon Dorset traditions and local character to inform the design ethos

- New southern gateway to Gillingham along Shaftesbury Road
- High quality design enabling a distinctive neighbourhood that reflects the best of the local vernacular, as articulated in the Gillingham Town Design Statement, both historic and potentially a contemporary interpretation of this
- A new local centre with a range of community facilities including retail provision, community hall and provision for health services to meet the day to day needs of the new community
- A simple, rational and understandable built form with a clear distinction between public and private realm creating a legible and attractive place
- A distinctive townscape with the incorporation of intrinsic variations in the development, focal points, landmarks, framing distinctive sequence of spaces
- A range of high quality, well designed, affordable, robust and adaptable new homes avoiding rootless and amorphous design
- Housing mix, range and tenure will reflect evidenced need at the time of development with opportunities for home working



## CONNECTIONS

A development that provides links to existing communities and infrastructure and will promote access to new community facilities for the residents of Gillingham

- A strategic southern principal street connecting New Road and Shaftesbury Road alongside other strategic transport improvements for Gillingham, delivered in a phased manner together with housing
- A strong network of safe and convenient routes to new education provision, the local centre, towards Gillingham railway station and Gillingham town centre, delivered in a phased manner together with housing
- Integration with existing neighbourhoods and surrounding countryside through new pedestrian/cycle and potentially some vehicular links, delivered in a phased manner together with housing
- Enhancement to existing and the provision of new public transport routes ensuring all residents are within comfortable walking distance of the service
- Attractive and highly permeable network of green recreation routes linking and extending existing routes, particularly along the River Lodden corridor
- The potential to re-prioritise and/or the partial or full closure of Cole Street Lane to through traffic



## LIVEABILITY

A place with a mix of social infrastructure encouraging a vibrant community through a mixed use local centre as a southern gateway and employment provision

- Local job and employment opportunities aiding a flourishing and diverse local economy
- New civic buildings for the whole community, including schools complementing the existing excellent provision in Gillingham delivered in a phased manner together with housing
- A local centre marking the southern gateway to Gillingham
- A number of new public spaces, including much needed recreation grounds in the south of Gillingham
- Streets and spaces that encourage social interaction ahead of provision for the car, where children can play safely
- New uses and spaces that are well designed, promoting community ownership facilitating the creation of a safe and vibrant community

