Design

The MPF explains the townscape strategy that will follow through into detailed layout plans and designs. It is envisaged that design coding will be adopted to guide individual planning applications and ensure the development works as one in design terms.

Taylor Wimpey

CG FRY & SON DEVELOPMENT

WELBECK LAND

TERENCE O'ROURKE

Based upon the 2014 Ordnance Survey mapping with the permission of the Ordnance Survey on behalf of Her Majesty's Stationery Office © Crown Copyright. Terence O'Rourke Ltd Licence number 100019980.

Character areas plan

The character areas are intrinsically linked to the surrounding built context and landscape structure. Subtle changes to the built form, frontage and boundary treatments, together with the density and building heights, will help to identify clear and distinctive character areas across the SSA.

The site has been split into five distinct areas. These perform specific functions relating to their overall role within the scheme and their position in the SSA and their relationship to specific site features, such as topography or landscape. In formulating these character areas the existing settlement character has been considered as expressed within the Gillingham Town Statement.

Local centre

The local centre has several roles as the heart of the new neighbourhood, meeting residents' day to day needs, and acting as the southern gateway to Gillingham.

Subject to commercial considerations, the local centre will provide the range of facilities as identified in Policy 21.

These uses include:

- The 2 form entry primary school
- Pre-school nursery
- Health facilities
- The multipurpose community hall - A combined community and changing facility associated with the playing pitches is proposed. This would be located with the pitches to the west of Shaftesbury Road, remaining close to the proposed local centre option sites and adjacent to the principal street.
- Other essential local facilities including a public house with restaurant to increase the vitality of the local centre

Principal street corridor

The principal street will be the newest strategic route in Gillingham and will draw upon influences from the historic strategic routes into the town.

Relevant characteristics

- Tighter terrace form and continuous frontages close to activity nodes (south section of Newbury and the approaches to Wyke Brewery
- Small set back and threshold space fronting the street - allows for planting and greening of the street
- Lower densities and larger properties to the west of the principal street with cues from Shaftesbury Road and the eastern section of Wyke Road

Park Farm traditional streets

As the Gillingham Town Statement identifies the majority of the town has a simple regularised street pattern, with irregular, winding layouts being uncharacteristic. This character area aims to reflect this town wide characteristic.

Relevant characteristics

- Relatively straight street alignments with only gently curves incorporated to allow for vistas to be revealed - organic grid layout
- Buildings should positively address the street
- Landscaping will provide foils that punctuate the urban form. These will be part of the landscape strategy or sufficient garden space should be provided to the front and/or side of dwelling to allow for planting
- Relatively wide streets that allows for suitable on-street parking with a narrow threshold space to dwellings

Ham Farm streets and greens

The existing site features are the key reference point for this character area. The form and structure will be similar to the Traditional streets character area, reflecting the general street form of Gillingham. However, the existing hedgerows will form a backdrop to the streets offering a variation in the character.

Relevant characteristics

- Softer green spaces as focal points
- Primary school space a link between the existing and new communities
- Broken and set back frontages
- Existing landscape to be the key influence on the form of development
- Interplay between built form and mature landscape

Green edges

The existing site features will provide the first reference points, with the built form structured to create key view lines out toward the countryside, woodland or river corridor.

The rural edges of Gillingham and particularly the Bay character area as identified in the Gillingham Town Statement will provide key design cues for the character area

Relevant characteristics

- Streets aligned to provide viewing vistas over green space
- Low to medium density housing
- Varied building lines