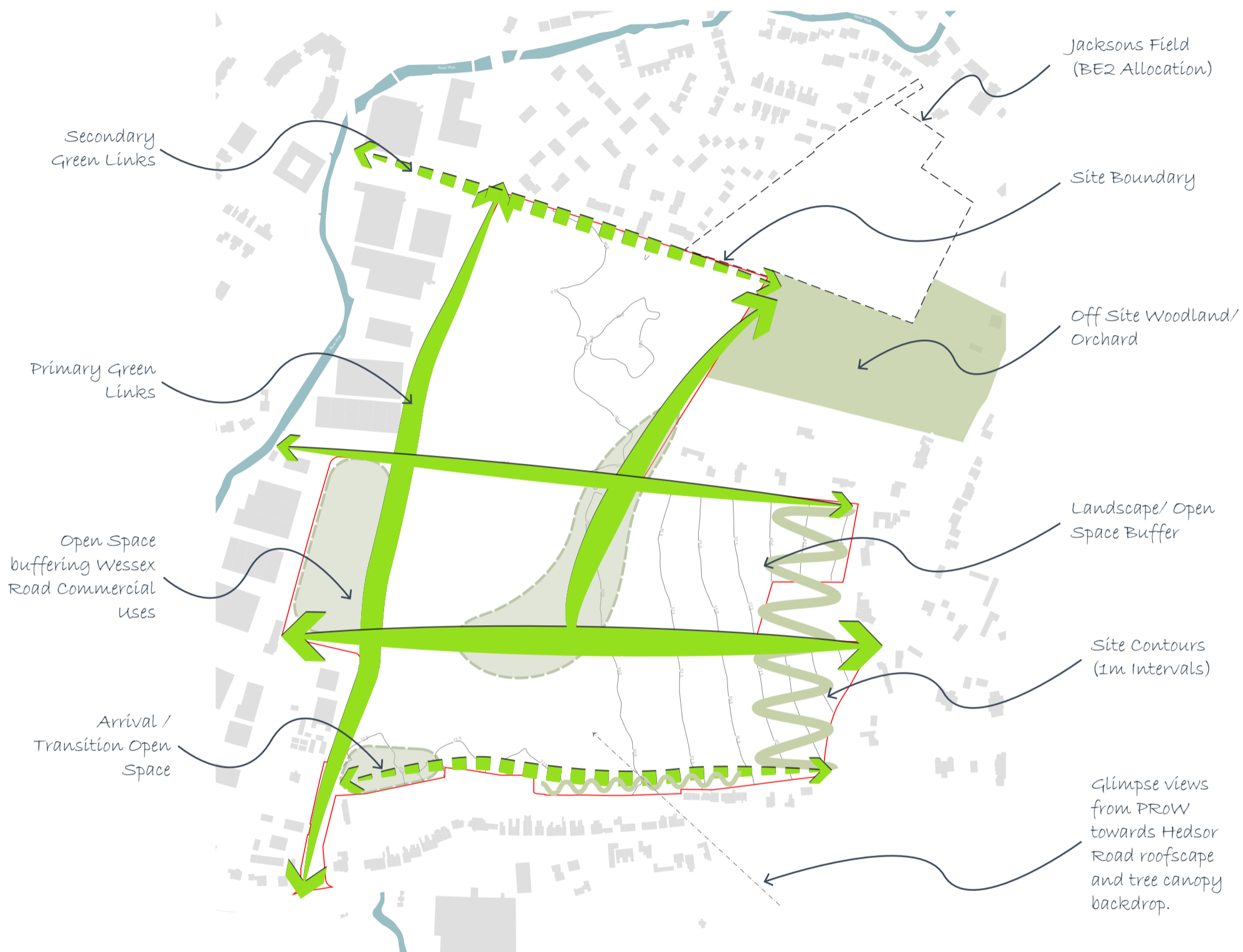


Design Rationale

A design rationale underpins the Framework Plan. The following diagrams illustrate the strategic design layers and considerations. Each layer shows how the design approach has been influenced by contextual and site specific influences, including inputs from stakeholder consultation where relevant.

LANDSCAPE & ECOLOGY LED MASTERPLAN



Technical surveys and assessments have made the following key recommendations to support the achievement of a landscape led design approach which is responsive to existing features of importance on and surrounding the Site. The landscape led approach will also assist in positively integrating new development into the surrounding area.

The existing hedgerow structure on Site naturally starts to form a 'landscape grid' and connects to off-site features such as:

- The surrounding large back gardens, particularly to the east and the south;
- The old traditional orchard and woodland to the east; and
- The River Wye corridor to the west.

Areas of ecological sensitivity, EA Flood Zones 2 or 3 and parts of the Public Right of Way network also largely align with the existing landscape grid. New and enhanced open spaces and planting within the primary green links will reinforce the grid structure across the Site and improve important ecological links.

To the east of the Site, on the elevated ground, a landscape and open space buffer is proposed. This supports the sense of physical and visual separation between Hawks Hill and the future development – a clear objective set out in the Council's site policy BE2 as well as the Development Brief.

To secure exposed property boundaries to the north and south of the Site, we proposed that:

- New dwellings will back on to the existing Hellyer Way properties placing private gardens between the dwellings and achieving policy compliant back to back distances; and
- To the south along the boundary of the Hedsor Road and Riversdale Conservation Area, landscape buffers in perpetuity located within longer private gardens of around 20m in length will be provided.

These rear garden areas will also provide secondary links in the 'grid' and support ecological connections.

Around the entrance from Hedsor Road into the Site, an Arrival Open Space is proposed. This will provide a clear transition space between the Conservation Area and the proposed development.

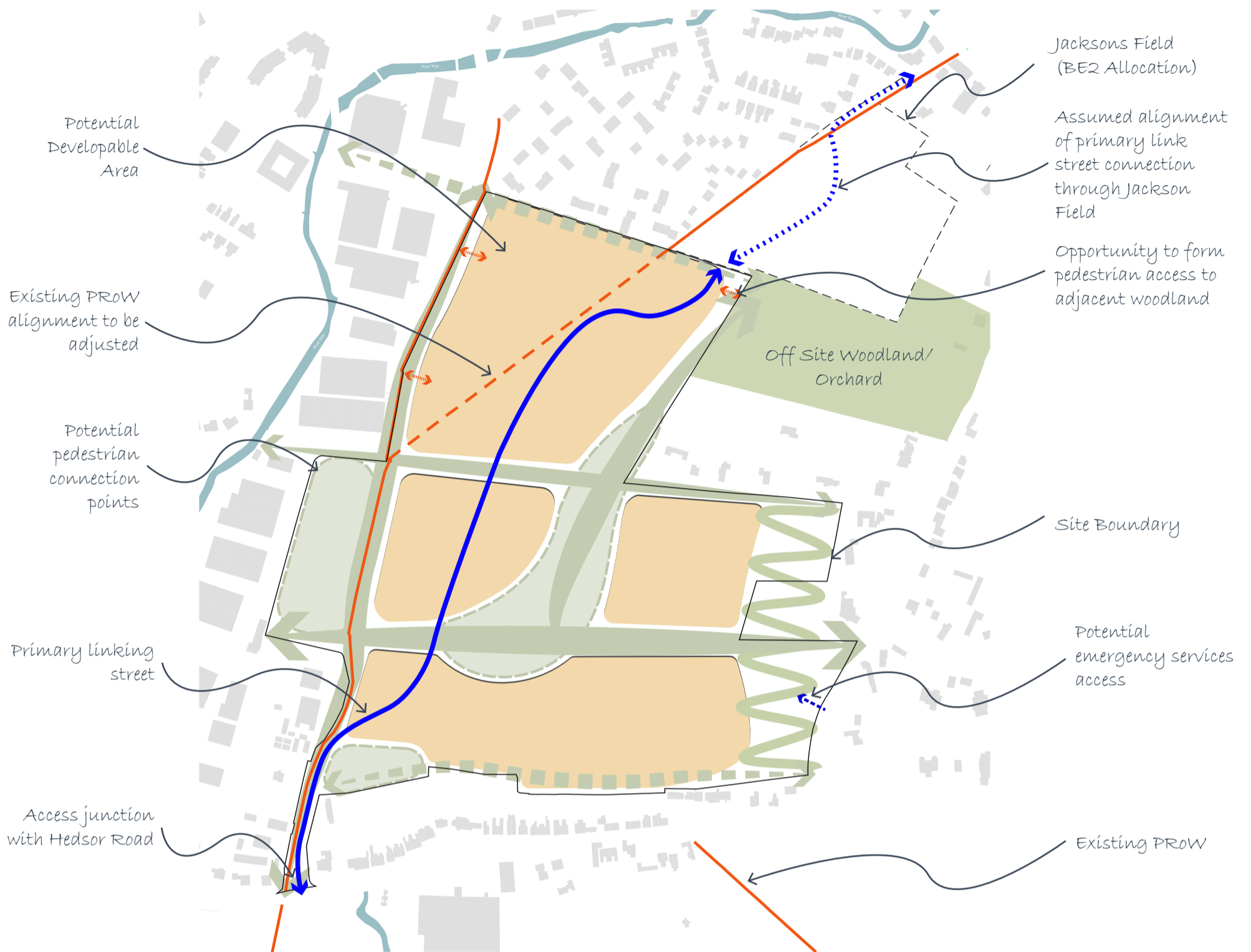
To the west the Site boundary adjoins the Wessex Road and Millboard Road industrial estates. Primary green links and public open spaces will provide a sensitive buffer and transition between the Site and activities within the industrial estates.

To the south of the Site an existing public right of way affords glimpse views between the roofscape of Hedsor Road properties towards a tree canopied backdrop. This view and the principle of maintaining a tree canopied back drop in views from the public right of way will be carefully considered in any future layout.

The green grid and open space network will create a sense of structure, landscape maturity and quality to the public realm network threading through the Site from the outset.

Design Rationale Cont...

IDENTIFYING DEVELOPABLE AREA, ACCESS AND MOVEMENT



Following the identification of the structural landscape and ecology elements, the potential developable areas are defined. These areas will be further refined as character, land uses and open space policy are applied. A significant influence for the design approach is the Council's objective to form a linking street between Cores End and Hedsor Road through the development, and to enhance the pedestrian and cycle permeability through the Site connecting to the surrounding network. The following summarises the main access and movement design influences within the Site:

As demonstrated by the blue line on the diagram the concept is to create a street from Hedsor Road through the Site connecting to a road within the adjacent Jacksons Field development and connecting out to Cores End Road via Princes Drive. This link street will be designed to accommodate bus movements.

From the linking street a network of residential streets of varying character will flow.

Due to the EA Flood Zone 2 and 3 on Hedsor Road, a temporary dry secondary access for use in emergency events is required into the Site from Heavens Lea. On completion of the link street to Cores End roundabout the temporary secondary access can be closed and fully remediated.

The majority of the existing Public Rights of Way (PRoW) across the Site will be retained on their current alignment and set within the primary green links shown on the previous diagram.

The dashed orange line indicates the existing diagonal PRoW that crosses the Site. The alignment of parts of this route will be adjusted to support the appropriate laying out of the Site, but will connect back into the existing network.

New footpath routes as part of the street network and the new public open spaces will create a series of looped and permeable routes linked to the existing PRoWs.

A dedicated foot/ cycle route on a north to south alignment will be created through the Site and will facilitate ease of movement from the Site to the wider network and vice versa.

Potential to access the off-site orchard has been indicated. However, this is land in third party ownership and no rights currently exist for the public to enter or cross this land.

CONTEXTUAL INFLUENCES INFORMING DEVELOPMENT CHARACTER AND LOCATION OF USES



The identified developable areas are characterised by both existing features on the Site but also by their relationship to the surrounding context. As such four distinctive development character areas are proposed within the Site as follows. The open space elements will also take on particular characteristics and functions defined by proximity to community or contextual location.

SUB-URBAN CHARACTER AREA - HOLLANDS RIDE

Influenced by the flatter and lower ground level; the relationship to the existing residential development to the north; the urban nature of the neighbouring commercial uses to the west; and the primary linking street passing through the area.

This character area will accommodate the higher density residential elements and will have dwellings of up to three storeys where appropriate, but particularly along the linking street.

The Council's SPD requires that a 1 FE primary school site is accommodated and indicates the same general location. The school site will also provide an appropriate buffer between the commercial uses to the west and future residential development.

TRANSITIONAL CHARACTER AREA - PARKSIDE

Influenced by generally flatter ground; the proposed suburban character area to the north; the Conservation Character Area to the south; and the proposed Hillside character area to the east.

Development of up to 2 1/2 storeys particularly around the primary link street and at key locations will be appropriate here, with the remainder at up to 2 storeys.

The character area provides positive frontage towards the informal parkland at the heart of the development. Tree planting within public realm spaces should be a strong characteristic.

HILLSIDE CHARACTER AREA

Influenced by rising ground levels; the relationship to Hawks Hill; and the Site's landscape and ecology grid.

Development will be predominantly 2 storey, with a more spacious informal feel created by changes in ground level between plots and more sinuous roads. Landscape and tree planting, particularly in the streets and the front of proposed dwellings will be a strong characteristic in this character area. The approach is inspired by the landscape characteristics of Hawks Hill, but will not be a direct replication.

CONSERVATION CHARACTER AREA - HOLLANDS RISE

Influenced by the adjacent Hedsor Road and Riversdale Conservation Area; the private amenity requirements of existing properties on the southern boundary; and rising ground levels.

This character area will require localised design responses, lower ridge heights (influenced by ridge heights in the conservation area) and longer rear gardens or landscape buffer zones to sensitively respond to the setting of the adjacent conservation area.

OPEN SPACE CHARACTERISTICS

Influenced by existing landscape and ecology features; the intended formal or informal play functions; future drainage solutions; and/or existing or future contextual influences created by the development character areas.

For example, it is proposed that the Formal Sport and larger children's play requirements stipulated by the Council's policies will be located on the flattest part of the Site adjacent to Wessex Road industrial estate. This will provide a good transition and buffer and will best accommodate a playing pitch (requiring flattest land) alongside a strategic all ages play hub.

Children's play provision will be further supplemented throughout the open space network by means of a play loop including naturalistic play features along a circular footpath loop.