

3.3 continued:
Urban form

TOWNSCAPE

(see figure 3.22)

Frontages

All blocks must retain a strongly defined private/public realm boundary and include a high proportion of active frontage, (through the use of main windows and front doors) to promote natural surveillance.

Along Primary and Secondary Streets a minimum of 80% active frontage must be achieved. Active frontage is defined as the façade with the main entrance into the residential properties. The 80% specified includes garages and side street entrances along the street.

All streets must be overlooked and have natural surveillance.

Where frontages meet, on block corners, a building should normally address both streets with windows or doors on both façades. **Where the streets differ on the hierarchy the main building façade must address the higher order street.**

For lower order streets a minimum of 50% active frontage should be achieved. Block frontages will be developed in different ways depending on whether they have greater or lesser townscape importance. A hierarchy of block frontages helps support the movement hierarchy and aid legibility.



First tier primary frontages will be outstanding compositions combining high quality architecture and an impressive landscape setting.

First Tier (see figure 3.22)
Primary frontages will reflect the importance of their location at gateway entrances, and at the heart of the development. They will each be treated as distinctive elements employing a unique combination of landscape and building form.

Specific guidance for each is given within chapter 4.

Second Tier (see figure 3.22)
Secondary frontages will reflect their importance alongside key routes (generally primary streets). They will comprise the most consistent and clear streetscapes expressed through the design of the public realm and composition of building groups. They will be encountered, at some point, by most of those moving through the area and will therefore be used as guides for location, as well as to the qualities of the respective character area. **Secondary frontages will be impressive and desirable residential or business addresses due to their scale, quality and prominence.**

Rural edge and public open space frontages will be less rigid than the primary and secondary frontages. Small changes in building line or orientation will reflect greater informality while private plots will typically incorporate generous front gardens and/or be set behind naturalistic greenery in the public realm. **A range of 2 – 6m deep front gardens must be used in these locations.**

Employment frontage must contribute to the creation of safe and attractive public realm being designed with high quality architectural façades, a consistent building line that supports street enclosure, and to ensure a harmonious relationship with any nearby residential areas.



Second tier frontages provide strong definition on key routes or exposed edges.



Third tier frontages include small scale and informal routes and mews

Third Tier (not shown on figure 3.22)
The remaining frontages will be addressed as lower order streets. Each will be carefully composed to reflect the qualities of the character area and in a less assertive manner than first or second tier frontages.

Landmark and marker buildings
 (see figure 3.22)

Landmark buildings will have strategic importance for the site as a whole. Their locations are mandatory and are shown in Figure 3.22.

They will be designed to convey the special importance of that location or use for the area. These buildings will be of high quality architectural design and will stand out against their neighbours.



Marker buildings must be provided in the locations identified on Figure 3.22 and must aid legibility through being visually distinctive. These buildings will be locally distinctive, employing a mixture of scale, mass, materials, style and details to enhance their profile. Marker buildings will be important signifiers of the character area and may accentuate one or more character area building feature to this end.



Gateway entrance
Four key gateways into the development are proposed as illustrated on figure 3.22.

These gateway features must be designed to enclosed attractive, legible and coherent public spaces, with high quality landscape, public realm and architecture.

Corners

Because of their prominence, corners are especially significant for townscape. In areas of urban character hard corners will be formed directly by right-angled building arrises. In areas of village character there will be less consistency, with buildings at varying setbacks within front gardens and/or with oblique-angled corners.

In some locations it will be necessary to accentuate a corner by a localised increase in building height, by using a special architectural detail, the use of colour or a change in material. Buildings may also occasionally step forward at corners in order to create a bookend effect.

Specific guidance on landmark and marker buildings is given in chapter 4.

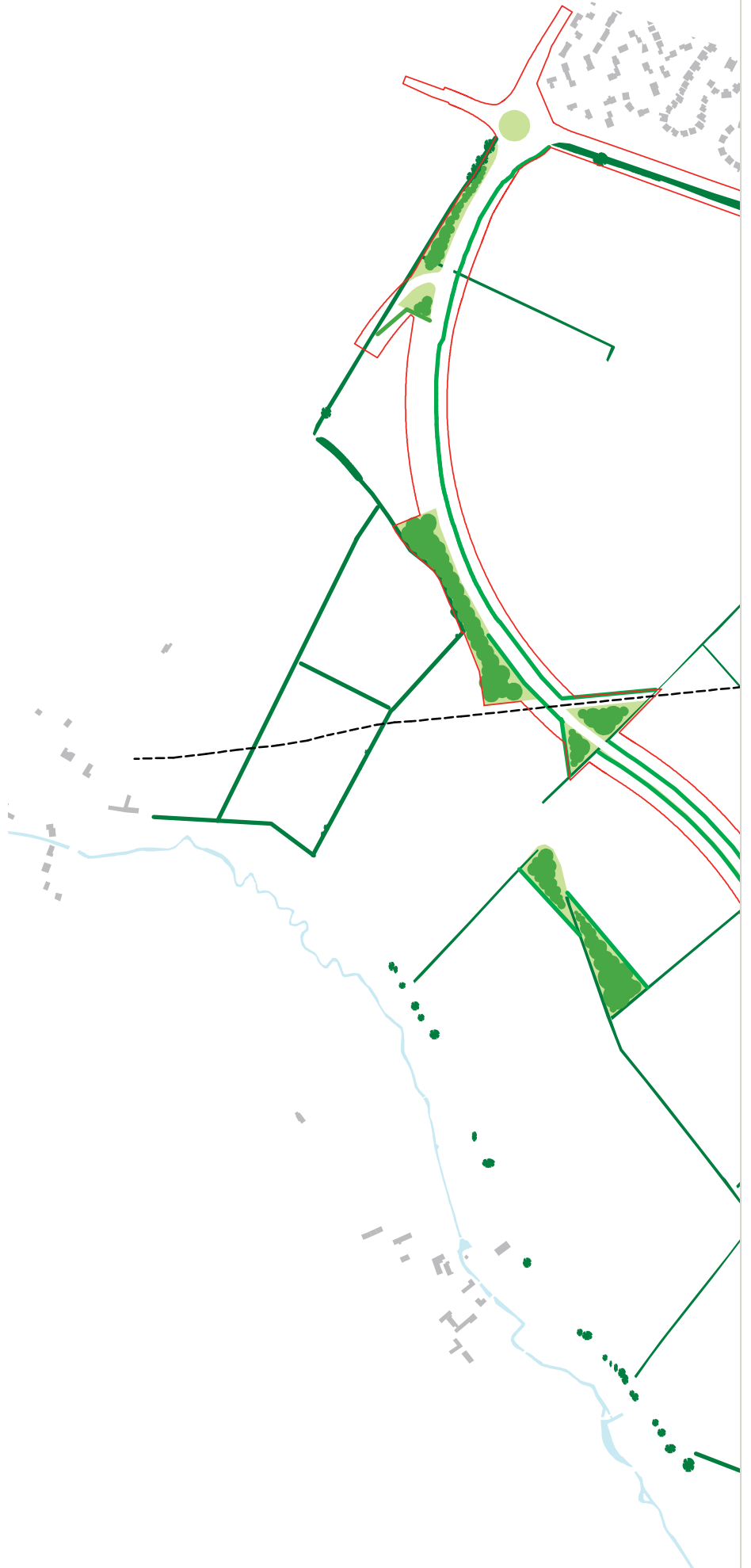
Marker buildings may have one of more functions, such as anchoring important townscape locations or accentuating character area qualities.

3.3 continued:
Urban form

Figure 3.22 Parameters plan.



- Application boundary
- Primary School
- Education Campus
- Health Village
- Employment
- Hotel
- Sports Pavillion & car park
- Existing trees / copses / hedgerows
- Existing or diverted watercourses
- Proposed structural planting
- Proposed attenuation ponds / swales
- Childrens play spaces (NEAP or LEAP)
- Informal open space
- Formal open space
- Primary public space / square
- Gateway entrances
- Primary School reserve site
- Rights of way
- Primary street (urban)
- Primary street (boulevard)
- Primary street (rural)
- Secondary street
- Pedestrian – cycle only through street
- Primary frontage
- Secondary frontage
- Rural edge frontage
- Public open space / right of way frontage
- Employment frontage
- Private boundary secured behind development
- ✱ Existing landmark buildings
- ✱ Proposed landmark buildings
- Marker buildings
- ↗ Views / vista
- Community facilities





View to church retained

3.3 continued:
Urban form

ARCHITECTURAL STRATEGY

All buildings in Kingsmere will make a fundamental contribution to the series of spaces, routes and townscapes that will be part of the new place.

The range of architectural treatments will help create different character areas, help signal the hierarchy of routes through the development and add to the grandeur or intimacy of an area.

The architectural approach is informed by the study of local vernacular design in chapter 2 as well as by the needs of sustainability and place-making. In general the aim is for individual streets or spaces to be composed of buildings designed in a sympathetic manner where their form, materials and detailing have been considered together.

However there must be the opportunity for occasional and random departures from the structure and prescription of the Code. In those situations a fresh architectural interpretation may be allowed – so long as it still accords with the particular qualities of that character area. Only architecture of demonstrably high quality will enable this exception to be made.

Within this overall strategy, certain emphasis is given in each character area. This is set out in chapter 4. Here we set out the principal components of the strategy.

Form, including roofs

The overall size and shape of the buildings in an area will greatly influence its character and appearance. The range of building forms for Kingsmere is described below. Local residential vernacular tends towards wide frontage/narrow depth/rectangular buildings, with occasional small additions created by later extensions, with steep, gabled roofs whose ridgeline runs parallel to the front façade. These building forms are particularly characteristic of surrounding villages.

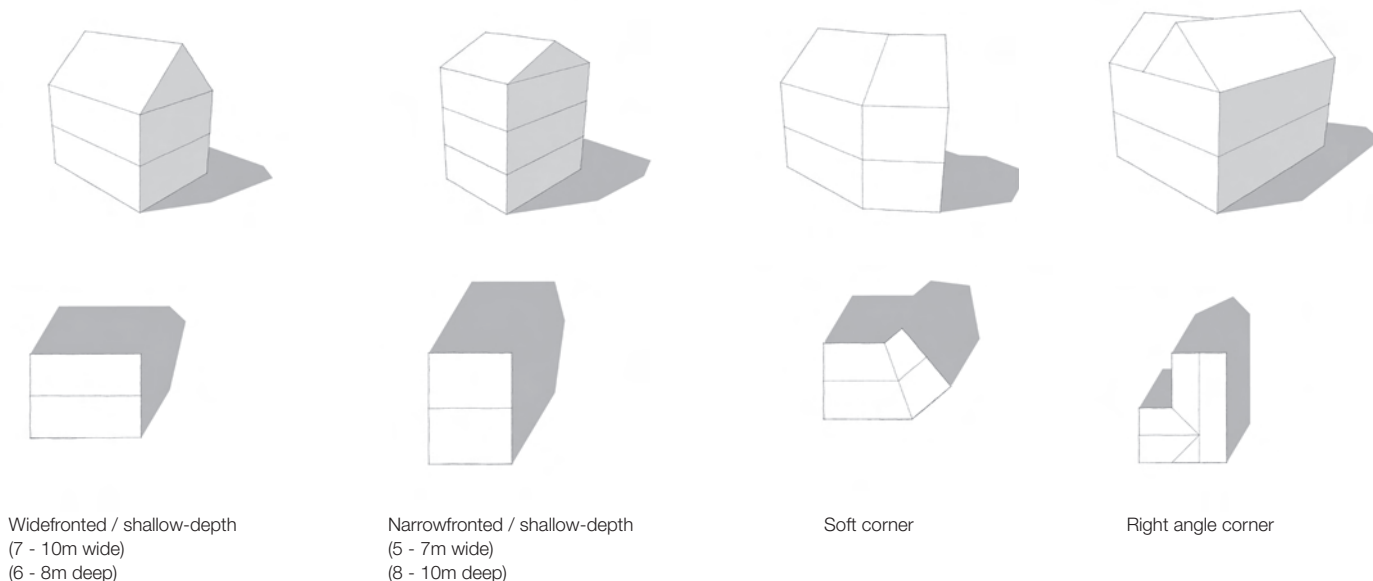
Occasionally, existing local buildings are narrow fronted/ deep plan and terraced, particularly in areas of Victorian urban development.

Obtuse angled (often terraced) buildings describe soft corners and gentle deflections in the building line. Particularly characteristic in local villages, these buildings will have been designed for their specific location and therefore communicate a careful and context-aware approach.

Right angled corner buildings are also found locally. Where sited close to the public realm these buildings communicate a hard and assertive urban approach.

Figure 3.23 Key building forms.

Variants on these simple forms will occur to deal with corners.



Widefronted / shallow-depth
(7 - 10m wide)
(6 - 8m deep)

Narrowfronted / shallow-depth
(5 - 7m wide)
(8 - 10m deep)

Soft corner

Right angle corner