

## 3.0 DESIGN

### 3.1 Design Concept (December 2013)

3.1.1 The design concept that underpins the detailed proposals was based on the fulfilment of 6 'primary responsibilities' that were outlined at the meeting on the 1st of December 2013. These were:

1. The relationship with built and consented development:

- Taylor Wimpey to the west; and
- Bovis Homes Parcel KM3 to the south

2. The continuation of the 'Secondary Street' along the southern edge of the parcel:

- Requirement for 80% active frontage (which in practice is very difficult to achieve); and
- Allowing Marker A in Parcel KM3 (as per consented Bovis design) to remain dominant on the Secondary Street whilst creating a clearly defined entrance to the parcel and including a 'replacement' Marker D - to a limited degree.

3. Responding to the code parameters for the 'Public Open Space / Green Corridors Frontage':

- These frontages are less rigid and more informal, have a higher ratio of gaps to dwellings (c. 50-50) and have larger front gardens.

4. Responding to the code parameters for the Avenue character area:

- As discussed above, e.g. scale, density, building materials, townscape, architectural strategy and public realm.

5. Architectural character:

- Consider what has worked well elsewhere within the Kingsmere scheme and how development can respond to what the code prescribes and the character assessment.

6. The design and location of the LAP within the parcel:

- Where should this be located in relation to other play areas; and
- What should it contain and how should it be designed.

3.1.2 The above criteria were considered and an emerging concept was presented to CDC officers on the 1st of December 2013. This took the form of several figures showing how development could respond to both existing and consented development at 'block' level and how this might be realised in 3 dimensions - refer to Plans / Illustrations 11-17.

3.1.3 The main thrust of the concept was that the LAP should be centrally located and have at least one side that was angled off the main route to create a 'triangular' space. This was initially shown as two sides of the route splayed outwards. In addition to this, the concept considered the main entrance to the parcel from the Secondary Street as a 'formal' group - incorporating the consented Marker A proposals opposite.

### PLANS 11-14: DESIGN DEVELOPMENT

Coding Blocks [11]



Built / Consented Blocks [12]



Existing / Proposed Play Areas [13]



Block Concept [14]

