

HANWOOD PARK

DISTRICT CENTRE DESIGN BRIEF

OCTOBER 2022



HLM
Architects

Hanwood Park
District Centre Design Brief

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21 October 2022

Notes

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Introduction

Hanwood Park Overview

Introduction

This document has been prepared on behalf of – Hanwood Park LLP ('HPL') – in relation to the Hanwood Park Sustainable Urban Extension ('SUE') development at East Kettering, Northamptonshire. The SUE occupies an area of about 328.5 hectares of land located to the east of Kettering and Barton Seagrave and north of the A14. The development was formerly known as the East Kettering SUE.

Hanwood Park is an immense opportunity to create a vibrant new community underpinned by high-quality homes within a landscaped setting, workspace, high-quality public realm, infrastructure, and amenities, including a new District Centre for the catchment. The new District Centre will promote the creation of a sustainable community, complementing the residential areas with a diverse mix of uses and encouraging sustainable travel modes to meet the day to day needs of the c.13,000 residents who can live, learn, and work in the new joined-up communities of Hanwood Park, Barton Seagrave and Ise Lodge.

The original outline planning permission for the SUE (KET/2008/0274 and KET/2007/0694) was granted by Kettering Borough Council ('KBC') on 1st April 2010, subject to a s106 agreement and 91 planning conditions. The original outline planning permission has been varied by HPL on three occasions via s73 applications that have been approved by KBC, the most recent s73 permission being granted by KBC on 22 November 2018 (KET/2015/0967) following completion of a revised s106 obligation. The original Planning Consent required all reserved matters applications to be made within 10 years of the date of the permission, which expired on 31st March 2020. Hence, a completely new outline planning application with an Environmental Impact Assessment (EIA) was submitted in March 2021 for due consideration by the Planning Authority.

Vision for the District Centre

The preparation of the outline planning application sparked internal discussions around the original consented masterplan for the District Centre and raised questions whether it continued to be 'fit for purpose'. This was particularly due to the evolution of the expectations within the National Planning Policy Framework towards design and placemaking, but also around emerging standards for sustainability and transport. There have also been considerable shifts in recent years in the employment, leisure, and retail sectors.

HPL undertook an initial review of the existing configuration of buildings and spaces and concluded that the original

masterplan and its supplementary Design Code for the District Centre would not guarantee the delivery of a sufficiently vibrant 'Place' capable of bringing the community together, be attractive to a wide range of retailers and other uses. It was recognised that the resubmission of the outline brought with it an opportunity to deliver a revised masterplan vision for the District Centre, to bring it up to date with the application of current design principles; the effective and viable delivery of retail, business and community uses and the creation of a sustainable, integrated, and vibrant hub to meet the needs of the Hanwood Park community.

HLM Architects, alongside Avison Young (AY) and Montagu Evans (ME), were commissioned to develop a new vision and masterplan framework for the District Centre, based on strong placemaking principles as well as being informed by up-to-date commercial advice and analysis of the needs of the local community.

This document is created to support HLM's masterplan vision and framework, incorporating advice and feedback from AY, ME and North Northamptonshire Council. This Design Brief is therefore intended to set out the principal expectations which form the basis of the District Centre being developed successfully.

Purpose of the Brief

The Brief is intended to be read alongside the suite of other documents that form the updated Outline Planning Application submittals and will be supported by the development of a new Design Code.

Whilst the Design and Access Statement (DAS) sets out the overall design vision and principles for the wider Hanwood Park masterplan, this document provides the additional information required to promote a high quality District Centre. It was felt that the mixed-use nature of the District Centre presented another layer of complexity that even at Outline Planning stage the wider masterplan failed to address. Therefore, this Brief has been developed as a separate document that aims to provide more comfort for the Planning Authority through more detailed design intent than the DAS for the District Centre land parcels. The purpose of the document is to address the challenges presented, to ensure that the outline planning permission contains sufficient information to support the creation of a vibrant and successful place in the long term and enable the outline application to be determined.

It is important to note that this document is a Design Brief rather

than a full Design Code at this stage. As described, it is intended to provide some initial design strategies for the emerging vision for the District Centre until the Design Code is developed and submitted as part of a discharge of conditions application. This Design Brief therefore sets out the key urban design principles – the visual framework, parameters to inform placemaking as well as the 'character brief' for streets and open spaces.

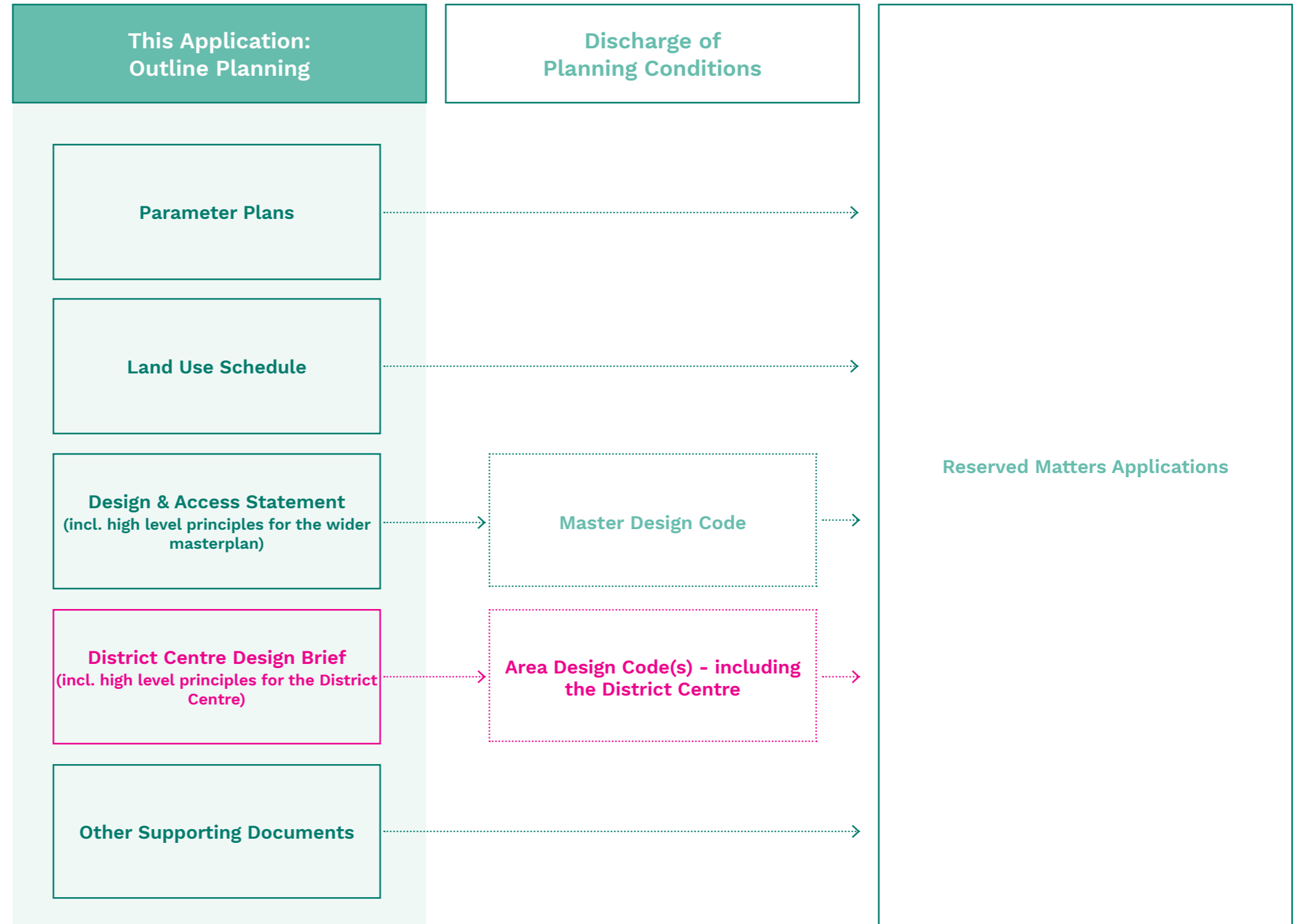
Following submission of the amendments to the Outline Planning Application, HLM will undertake the next stages of design work – a series of feasibility studies that consider each proposed mixed-use development plot in more detail (RIBA Stage 1). The Design Code will then be developed on these principles, which will allow for further fixes in the District Centre masterplan to be established whilst also considering the balance of design quality standards, with flexibility in the Code to ensure the sites can be delivered viably.

The Design Code will establish the form, massing, architectural and materiality principles which will ensure the District Centre is given a clear identity, making it immediately recognisable and distinctive as Hanwood Park. It will aim to make clear to the Local Planning Authority that the future development of the District Centre proposals will reflect its local character and preferences. In the meantime, this Brief will provide a framework for creating a high-quality place, establishing a considered and high-quality standard of design to inform the development proposals.

Introduction

Purpose of the Brief

The hierarchy diagram on this page illustrates the relationships between this Brief, the other key documents in this Outline Application as well as those that are envisaged will follow in future Discharge of Conditions applications.



01: Context & Key Design Principles

District Centre Vision

The vision for Hanwood Park is the delivery of a high-quality, landscaped, sustainable, integrated, and coherent extension to the town of Kettering — being part of the town: derived from its history, traditions, economy and sense of place, and also forging a new place with its own strong identity — helping shape and lead a new phase in the town's development, and firmly part of the contemporary life of Kettering in the 21st century.

At the heart of the wider ambition for Hanwood Park as a whole is the desire to create a strong community – a community with a strong togetherness and identity and one which will promote modern, sustainable and healthy living. As part of this objective lies the decision to place both the Central Open Space and the District Centre in the main focal point of the masterplan. This way, the very heart of the community has immediate access to significant green infrastructure features and amenity facilities.

The vision for the District Centre itself builds on this ambition through the adoption of the following principles:

A vibrant and active hub for the local community – the beating heart of Hanwood Park between sunrise and sunset and beyond each day and through the weekend and holidays.

The District Centre will offer a full range of services and facilities to meet the basic everyday needs of the Hanwood Park community in a viable, sustainable and attractive way, whilst remaining complementary rather than competitive to Kettering town centre.

A place with its own distinct character.

The District Centre will have a clear identity that makes it immediately recognisable as Hanwood Park, with carefully crafted high-quality buildings inspired by and aligned with its green landscaped backdrop, comprising both the greenery within its own streets and spaces, as well as the surrounding parkland context of the wider Hanwood Park neighbourhood.

A place that is inviting and accessible to all.

The streets and urban spaces within the District Centre will be designed first and foremost for people. A careful levels strategy will be incorporated into the urban framework, ensuring that the new 'healthy streets' will be accessible and inviting to everyone, including disabled and older people, so everyone can enjoy walking and spending time there. The range of

community facilities and destinations offered will be easy to access on foot via a network of well connected, direct and easy-to-follow routes. Access to urban green spaces and waterways running through the District Centre will also be provided and maintained through a network of green links connecting it to the wider masterplan and beyond.

A vibrant public realm and a network of landscape and open spaces.

The landscape design for the District Centre aims to provide all of the vibrancy and richness of urban life, while also allowing residents and visitors to enjoy the advantages and benefits of life in the country. By taking full advantage of the pedestrian-oriented character of the District Centre, the landscape and public realm will feature a sequence of spaces that accentuate views of the Central Open Space and highlight the surrounding context. By co-locating opportunities for play, recreation and learning adjacent to other uses, such as plazas, cycle paths and pedestrian thoroughfares, the landscape helps to promote healthy living, interaction through chance encounters, and discovery of new activities and ways of living.

A model for sustainable living in the 21st century.

The District Centre will actively encourage a more sustainable approach to lifestyle choices as well as embodying passive measures of sustainability in the built environment. Hanwood Park will be a 15-minute community offering a full range of services and facilities to meet the everyday needs of its residents within the District Centre, which is easily accessible via numerous walking and cycling routes integrated within the extensive green infrastructure network. Development within the District Centre will be guided by a sustainability framework ensuring that the new buildings will be designed to promote reduced energy use and embodied carbon as well as the health and wellbeing of the end users.



Illustrative View
View looking south-west along the Green Avenue towards the Central Open Space.

01: Context & Key Design Principles

Design Evolution of the District Centre

The submission of the new Outline Application is being viewed as an opportunity to radically rethink and improve the quality of the overall design for the District Centre, focussing on its qualities as a great place which would serve a sustainable community. HPL recognised that the previously consented framework was no longer capable of delivering a place that fully responded to the still-changing nature of new district centres. An initial review of the existing framework highlighted specific areas of concern which are seen to contribute to the lack of place-making and are summarised below:

- Single-sided retail and commercial uses fronting the park are unlikely to generate maximised footfall, vibrancy, and the opportunity to attract the desired quality of retail, commercial and leisure offers
- Lack of clear strategy for addressing the site levels (significant fall towards the Central Open Space) to deliver an accessible and commercially desirable mixed-use centre
- Dispersal of active elements and lack of appropriately scaled 'walkable' centre and community hub, high street, or main square; therefore
- Lacks hierarchy of spaces and clear strategy for use zoning.
- Dual carriageway environment creates a significant barrier between the District Centre and its primary asset, the Central Open Space.

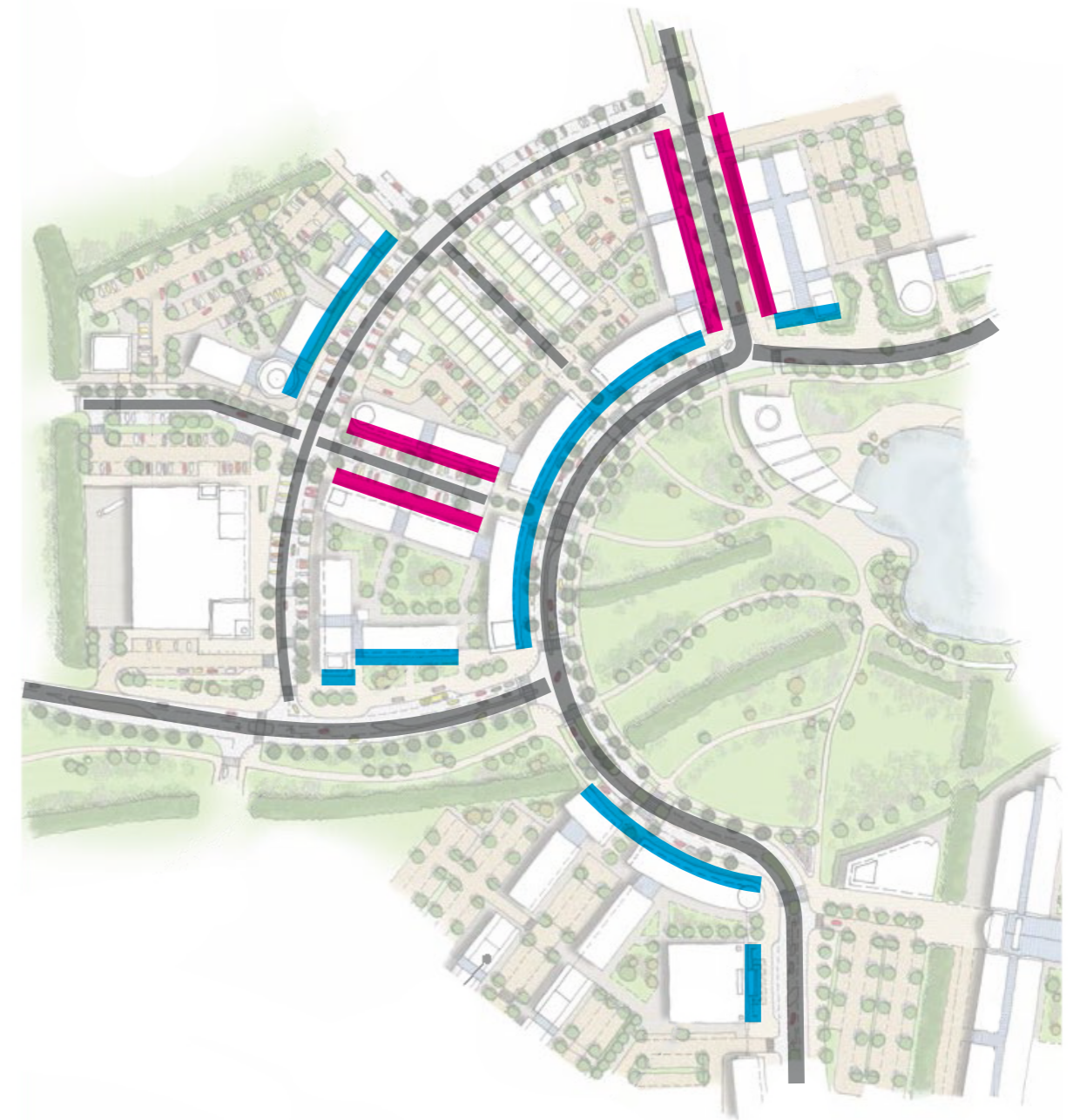
Based on this analysis, HPL set out the following key aims that the new District Centre masterplan should seek to deliver:

- Deliver an attractive and coherent centre to provide retail, business and community facilities offer in a sustainable mixed-use environment that will set Hanwood Park apart from other developments of this nature, giving it its own distinctiveness and identity.
- Create a 'place' that fosters a strong sense of community, encouraging Hanwood Park's residents to make use of the facilities offered and spend locally.

- Increase the 'critical mass' of residents in the mixed-use zone (within acceptable levels in planning terms), in order to help create a 7-day, 24-hour District Centre place, while creating viable and marketable homes of alternative typologies to those elsewhere on the masterplan.
- Ensure that the offer for each use category is aligned to the needs of the existing and emerging Hanwood Park and Kettering communities.
- Create a centre which promotes safety and inclusivity with a focus on supporting family life and limit sui generis uses, that will potentially deliver a negative impact to the use by the wider community.

In order to support the placemaking-led approach to the masterplan, this Design Brief recognises that the challenging topography within the District Centre will need to be addressed as part of design proposals which come forward. Part of this will also be to ensure that walking and cycling links to the wider masterplan areas, including Phase 2, are promoted. The new masterplan vision is therefore very different in character to the formal radial structures of the road infrastructure of the previous masterplan, instead taking a more traditional urban block approach to creating a development framework. The following pages set out the key moves the new masterplan is built on.

- Primary vehicular route
- Secondary vehicular route
- Double-sided active frontage
- Single-sided active frontage



Excerpt from Illustrative Masterplan from previous Design Code (2013)
 Highlighting key elements of the urban structure resulting from the radial geometry and focusing active frontages mainly on the Central Open Space.

01: Context & Key Design Principles

Design Evolution of the District Centre

Key Principle 01: The consolidation and location of the District Centre to create a vibrant place to reside, work and play

In order to ensure vibrancy of the place is achieved, the new strategic masterplan sees the consolidation of the District Centre mixed-use functions into a consolidated zone, located immediately to the north of the Central Open Space, totalling an area of 5.90ha, compared to 10.95ha of land allocated for the District Centre previously. In addition to a reorganisation of the previous DC1, DC1a, DC2, DC2a and HC1 parcels, the previous masterplan included a parcel to the south-west (previously named DC3), which is now proposed for residential use.

The reasons for this consolidation of the mixed-use zones are two-fold:

1. Responding to the findings of the updated retail, leisure, health, and commercial needs assessment by Avison Young; and
2. Development of a new placemaking strategy based on an intensification and diversification of uses.

Avison Young were commissioned to provide commercial and market advice in respect of the proposed mixed-use accommodation. The work resulted in some modest changes to the quantum of retail floorspace now proposed, relative to the previous masterplan. The main areas affected are a reduced provision (need) for both healthcare and business uses. However, the proposed provision would still seek to comfortably meet Hanwood Park community's needs and is now more aligned with the current and expected future trends for these uses. For clarity however, it is the introduction of a tighter knit 'urban grain' which is the primary reason for the proposed 'shrinkage' of the area now allocated for the mixed-use zone.

Through a collaborative approach to masterplanning between HLM, Avison Young and Montagu Evans, it became clear that a more concentrated and inward-looking approach to placemaking was required in order to achieve an 'intensity' of development which will create the footfall and activity needed to create a vibrant new centre. This approach also responds to the changed nature of urban centres generally, whilst making more economic and efficient use of the land asset.

In the previous masterplan, the non-residential uses were proposed to be more spread out along the edge of the Central Open Space (COS), thereby making the COS as the focal point, and resulting in a lower concentration of commercial functions within the mixed-use parcels. The new masterplan premise

is that the mixed-use area needs to be tightly planned and mostly inward looking, with its focus on its own content. The new masterplan therefore proposes that the District Centre is concentrated into a smaller area than previously designated with the non-residential uses clustered closer together alongside some higher density residential blocks, which while still presenting a strong edge to the COS, are arranged around a focal point within the District Centre itself. The centre however will still benefit from views to and from the COS.

In addition, Avison Young's advice was that there is no longer a need for the separate HC1 parcel designated for healthcare use. The community's requirements will be met within the District Centre in a more integrated manner. Instead, this parcel is re-imagined as a flexible interface between the mixed-use centre and the surrounding housing parcels. Additionally, it is envisaged that the parcels, including the mixed-use MU1 allowing greater flexibility in delivery, immediately adjacent to DC1 and DC2, will act as an important transition zone between the District Centre and other lower density residential areas.



01a: Previous Outline Masterplan: District Centre Land Parcels
Blue parcel (HC1) is allocated for mixed-use (health, extra care & residential).



01b: Previous Outline Masterplan: Land Use Strategy
Non-residential uses focusing on Central Open Space, distributed across a large area.



01a: Proposed Outline Masterplan: District Centre Land Parcels
HC1 merged with DC parcels due to reduced health requirement and a desire to integrate care home use with the DC community.



01b: Proposed Outline Masterplan: Land Use Strategy
Non-residential uses concentrated in a main activity hub in a more inward-looking manner to encourage placemaking.

01: Context & Key Design Principles

Design Evolution of the District Centre

The existing topography poses a significant constraint that must be carefully addressed to ensure the District Centre is inclusive and easily accessible to all.

Site Levels

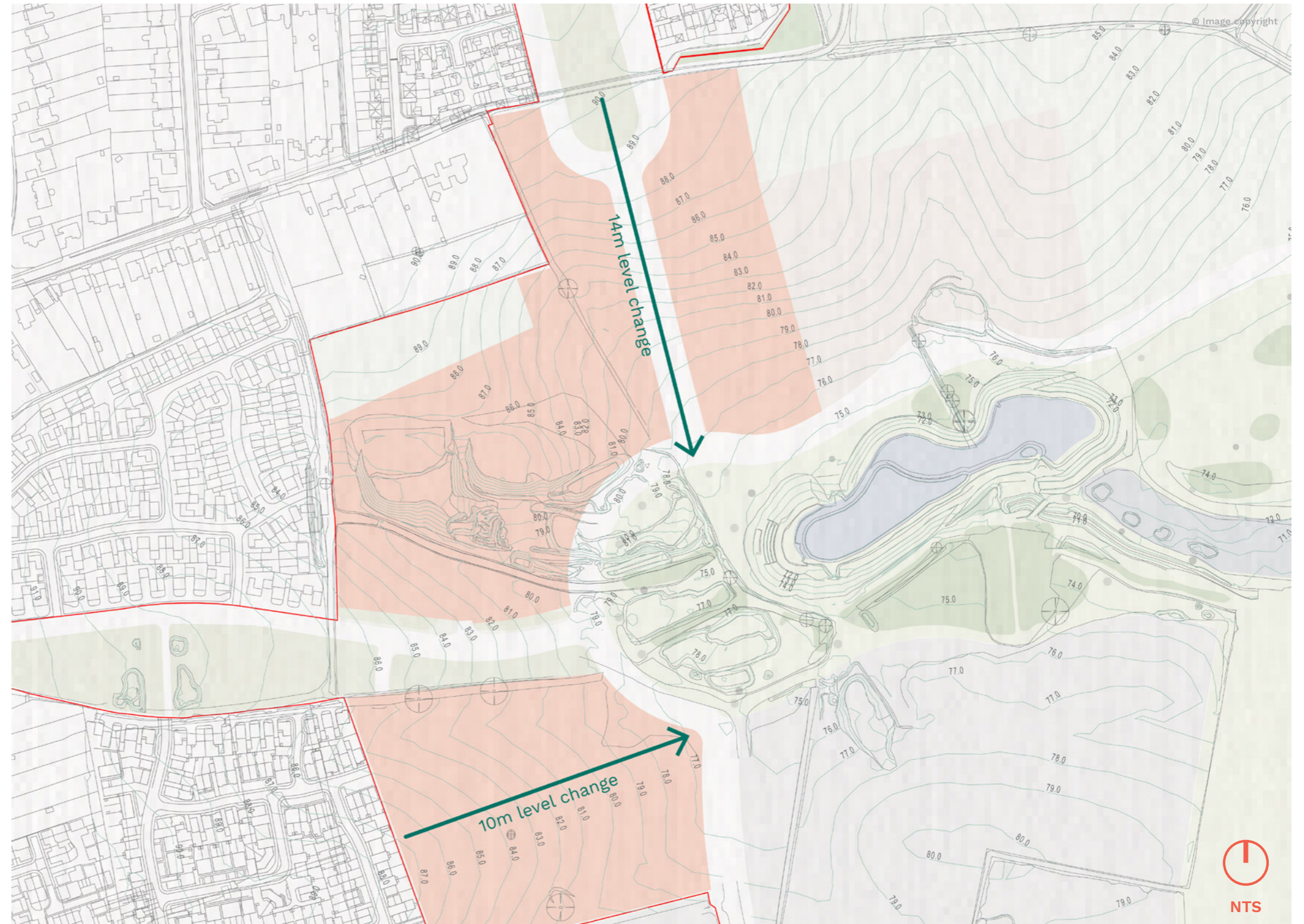
The existing topography of the District Centre site is challenging - land generally falls from the edges of the land parcels previously designated as the mixed-use zone towards the Central Open Space with level changes of up to 10m across these parcels.

From the outset, it has become clear that the previous District Centre framework had not considered in detail how the site topography would be addressed to ensure a highly accessible place. For example, the proposed N-S vehicular route along Central Avenue would not be practical due to the substantial level change across this area of the District Centre - the straight line of the road would cause issues both in terms of accessibility as well as limiting the delivery of commercial uses along it.

Therefore, the levels strategy became a key consideration for the development of the new framework with the main aim of creating an accessible and inclusive District Centre, whilst achieving an optimum approach to 'cut and fill' to ensure each development plot would ultimately be also deliverable. The proposed strategy involves the use of 'land banks' in key locations, typically through green infrastructure elements but also along the edge of the primary connector road along the District Centre boundary, to ensure that the falls within the centre itself are as level as possible (typically no more than 1:50). The level change along the primary road also opens up opportunities for including elements of semi-basements to buildings in these locations, meaning that a proportion of parking can be 'hidden from view' in a more economical way.

Site topography

Existing land contours overlaid on the proposed District Centre land parcels - indicating significant existing level changes across the proposed DC sites that will need to be appropriately dealt with to ensure the new mixed-use centre will be fully accessible to all.



01: Context & Key Design Principles

Design Evolution of the District Centre

Key Principle 02: The re-alignment of the Primary Street around the District Centre

Alongside the concentration of the mixed-use zone within the overall Hanwood Park masterplan, another fundamental strategic change is proposed to the primary road network, re-routing the Primary Street around the proposed District Centre zone. This is in direct response to addressing the challenges presented by the existing site levels as well as a desire to promote a greener, healthier and more sustainable District Centre.

The proposed change essentially separates the main vehicular connector route from the section of Central Avenue running through the District Centre with the latter retained as a key masterplan structuring element, but re-zoned as a landscaped route for pedestrian and cyclist use. This change will introduce a range of benefits to both the District Centre itself and the wider masterplan as well as reflecting the desire to encourage a modal shift towards more sustainable modes of transport, by encouraging people to access the centre by foot and bicycle.

The N-S (Central Avenue) and E-W (Primary Street) routes running through the District Centre in the previous masterplan are both envisaged as the primary vehicular routes, connecting all directions in transport terms. It is therefore considered likely that these streets will become busy with relatively heavy traffic, particularly as they connect Hanwood Park to Kettering to the west and the A14 to the south. In reconsidering the vision for the District Centre, the design team agreed that the character of these busy roads would be incompatible with the aspirations for the new centre as a vibrant and active community-focussed 'place'. Of particular concern was the resultant separation of the Central Open Space (COS) from the edge of the District Centre as well as the splitting of the mixed-use zone with heavy traffic generally. The design team's premise therefore is that the primary vehicular routes should not be the elements which either drive the integration of the wider masterplan or the character of the District Centre. Removal of the main vehicular route from the heart of the District Centre then provides the opportunity to spatially integrate the 'place' qualities of the centre with the COS, giving it a truly 'green' and accessible backdrop.

In summary, the proposed re-routing of the main vehicular route around the District Centre, will achieve the following:

- Prioritise the District Centre public realm towards public transport, walking and cycling.
- Fully address the site levels within the movement strategy to

create an accessible and inclusive District Centre

- Remove the 'barrier' between the District Centre and the COS, creating an 'integrated' place
- Remove the formality of the circular geometry and the radial routes which spring from it, which created an awkward development framework for commercial uses in particular.
- De-formalises the resulting character of both the COS and the District Centre, which is clearly inconsistent in character terms with anything in the locality.
- Creates a more traditional and rational urban centre development framework, bringing improved viability to a District Centre where a more intensive development character is envisaged than in the surrounding masterplan area.
- Improved integration of the centre with the COS.
- Improved green infrastructure, with Central Avenue enhanced.

Key Principle 03: The 'greening' of the Central Avenue through the consolidated District Centre

The new vision for the District Centre improves its connectivity and integration with the wider masterplan, now separating the walking and cycle routes from the principal road network. The Central Avenue is strengthened as a key structuring element, linking a series of green spaces along its length to the Central Open Space. The new strategy is to replace this with an approach which promotes integration using more 'continuous green infrastructure' where walking and cycling does not only exist alongside traffic routes.

The key move here is therefore to expand the green space alongside the Central Avenue section to the north of the District Centre, creating a more generous spatial framework and green infrastructure route down to the edge of the now consolidated centre. Once inside the centre, the route of the Central Avenue is maintained in a landscaped pedestrian boulevard which continues to the heart of the centre and beyond to the Central Open Space in a seamless movement.



02: Previous Outline Masterplan: Movement Network

Road network as previously consented - Central Avenue (blue) & Primary Street (red) overlap through the DC and are both envisaged as key vehicular routes.



03: Previous Outline Masterplan

District Centre is dominated by the road network as well as being disconnected from the Central Open Space (COS).



02: Proposed Outline Masterplan: Movement Network

Separating main vehicular route (Primary Street in red) from the main District Centre hub, redefining the remaining section of Central Avenue (blue) as pedestrian (yellow).



03: Proposed Outline Masterplan: Greening of Central Avenue

Achieving improved green infrastructure links through the District Centre as well as an improved relationship with the COS.

01: Context & Key Design Principles

Design Evolution Summary

Reinforcing the Key Design Principles & Drivers of the Masterplan

The following Design Drivers have been extracted from the design narrative for the wider masterplan as presented in the DAS submitted for this application. The narrative provided with each summarises how the proposed evolution of the District Centre is in-keeping with the original masterplan vision and how each principle is reinforced through the proposed amendments.

Central Avenue as a Key Structuring Element – Relationship with Local Heritage Assets

The site’s heritage context has been used as a key structuring reference for the masterplan and is reflected in the orientation of the Central Avenue, aligning this between the heart of the Hanwood Park masterplan and the Patte d’Oie and Boughton House to the north. The Central Avenue plays an important role in the visual framework of the masterplan, defining one of the principal view corridors, whilst also creating a dynamic relationship between the District Centre and its wider setting.

Whilst the new masterplan framework proposes a complete strategic change to the movement network, re-routing main vehicular traffic around the District Centre and thereby pedestrianising a section of the Central Avenue, the role of the Central Avenue as a key structuring element of the masterplan remains unchanged. The masterplan principles put forward in this Brief have been developed to ensure that the built form and public realm enhance the original vision for the Central Avenue, maintaining its importance within the overall masterplan. By re-defining the District Centre section of the Central Avenue as a pedestrian focused zone, it becomes an important part of the network of key public realm elements as well as the main gathering space for the community at the very heart of Hanwood Park. It is also important to note that the Central Avenue alignment as delivered is a practical response to the site conditions and has therefore evolved accordingly from the originally envisaged straight route. Similarly, the proposed Central Avenue running through the District Centre is a response to the topography and evolved character, whilst still retaining its purpose as a defining feature.

Parkland Structure

The Central Open Space is a significant focal point for the masterplan and provides an important setting for the District Centre. The masterplan vision sets out that Hanwood Park should achieve an outstanding landscape both as a resource for the community and as a setting for development and make a

major contribution to delivering green infrastructure objectives

The re-routing of the main vehicular connector has significantly improved the connectivity and relationship of the District Centre with the COS by blending the boundaries between with the new pedestrian focused zones. The mixed-use centre can now seamlessly flow into the park, enhancing the experience of all occupants. The Central Avenue in this zone has also been re-designed as a greener and more extensive landscaped space, thereby strengthening the green infrastructure links between the District Centre and the wider masterplan to the north.

The ‘Crossroads’

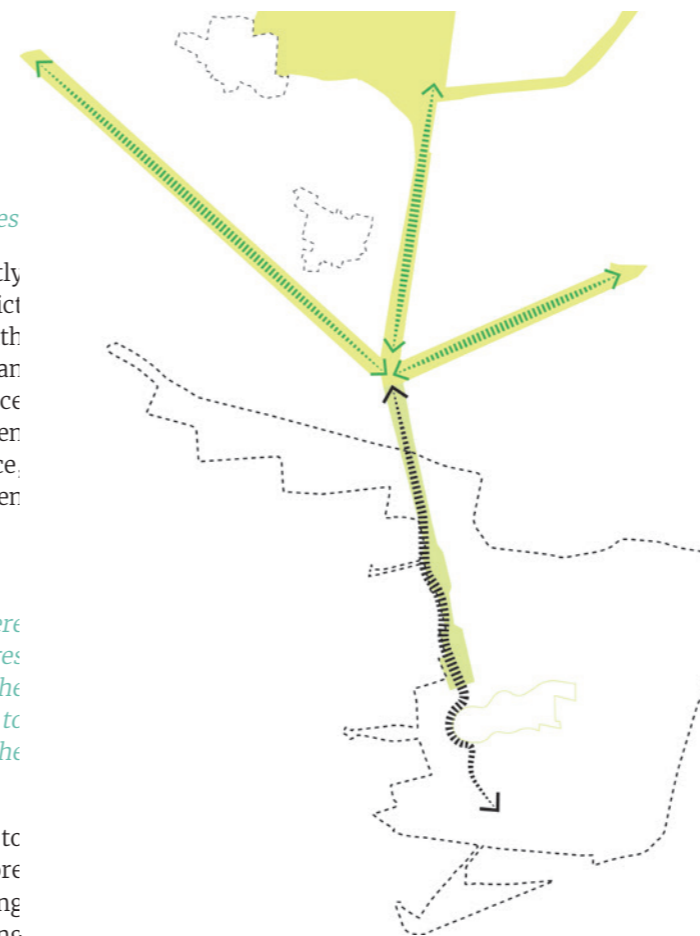
The District Centre has been envisaged as the heart where the streets, spaces and footpaths linking the Local Centres converge. All development should be well-connected with the existing town and provide links through the development to the network of country roads, lanes and paths that lead to the villages and countryside beyond.

The new District Centre framework has been developed to promote its integration with the wider masterplan using more continuous green infrastructure links where walking and cycling does not only exist alongside traffic routes. Connectivity along the N-S route along Central Avenue has been improved through additional greening and the removal of main vehicular traffic through the District Centre as previously described, whilst movement on the E-W axis has been improved through the introduction of a pedestrian-priority High Street that connects to other footpaths at either end. The main hub of activity sits at the crossroads of these routes, maximising footfall to the centre whilst also making it pedestrian friendly and easily accessible for all.

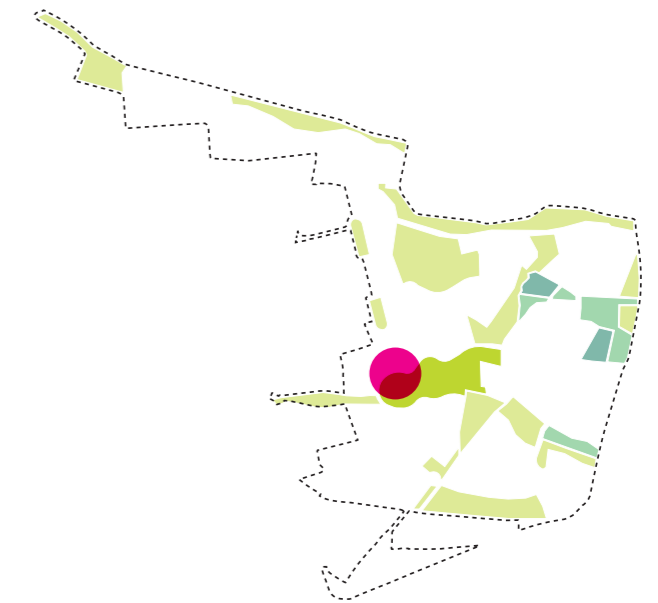
Ease of Movement

Hanwood Park is conceived as an accessible and convenient place to live and work. The development should provide for a variety of modes and prioritise walking and cycling for local journeys and public transport for journeys beyond the development into the town and to neighbouring towns.

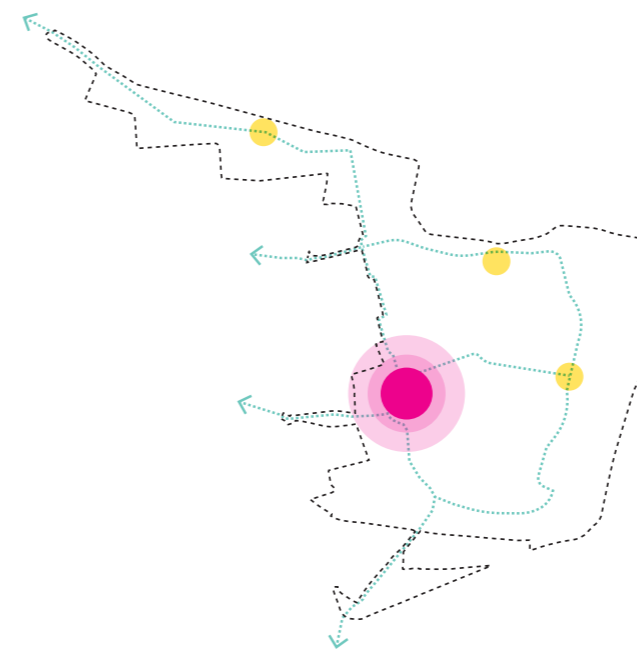
The District Centre masterplan evolution promotes modal shift towards more sustainable transport options, allowing pedestrians and cyclists to properly experience it through separating the main vehicular route from footways and cycle paths. The masterplan framework is also highly cognisant of the topography of the site and is based on a carefully developed levels strategy (as described previously) to ensure the District Centre fully accessible to all.



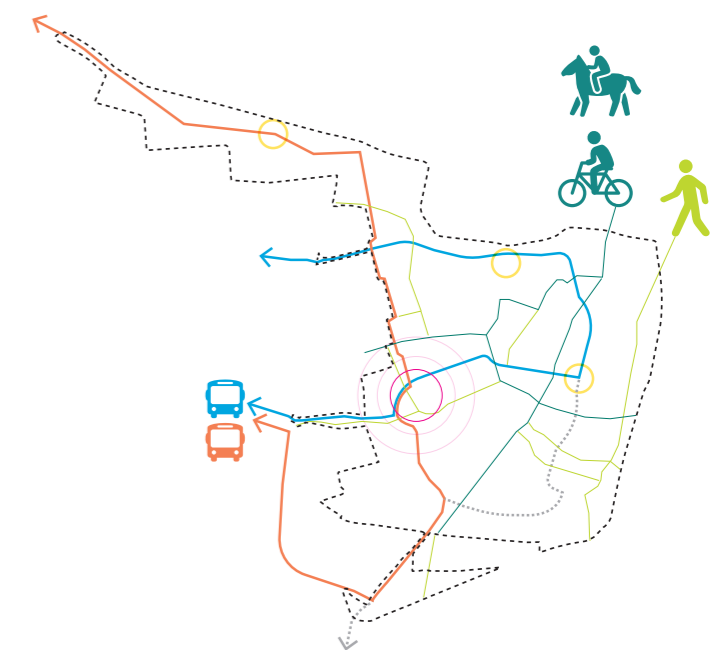
Central Avenue as a Key Structuring Element



Parkland Structure



The ‘Crossroads’



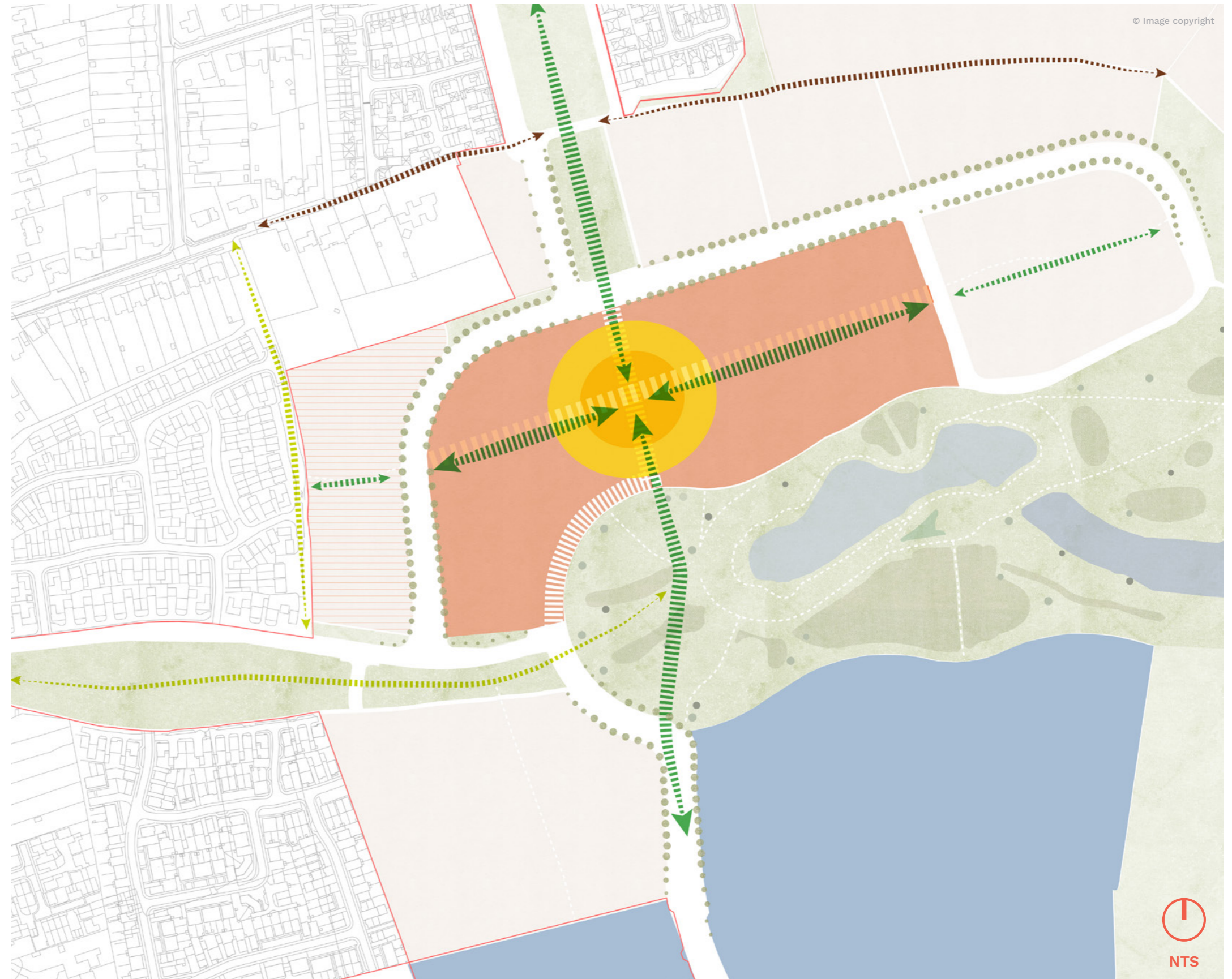
Ease of Movement

02: Masterplan Design Strategies
District Centre Spatial Concept

Creating a consolidated mixed-use centre at the crossroads of primary green infrastructure routes.










- Key:
- District Centre land parcels
 - Additional mixed-use parcel
 - Residential
 - Education
 - Landscaped public open space - parkland character
 - Tree-lined avenue
 - High Street
 - Central Avenue
 - Existing footpaths
 - Potential green links
 - Existing bridleway
 - Primary active commercial cluster centre focused on pedestrian activity (F&B, markets & meanwhile uses)

NOTE: Annotations outside the District Centre land parcels are indicative of the envisaged relationship with the wider masterplan area. However, the integration of the District Centre with these parcels will be described in more detail within a future Design Code document.



02: Masterplan Design Strategies
 Movement - Street Hierarchy

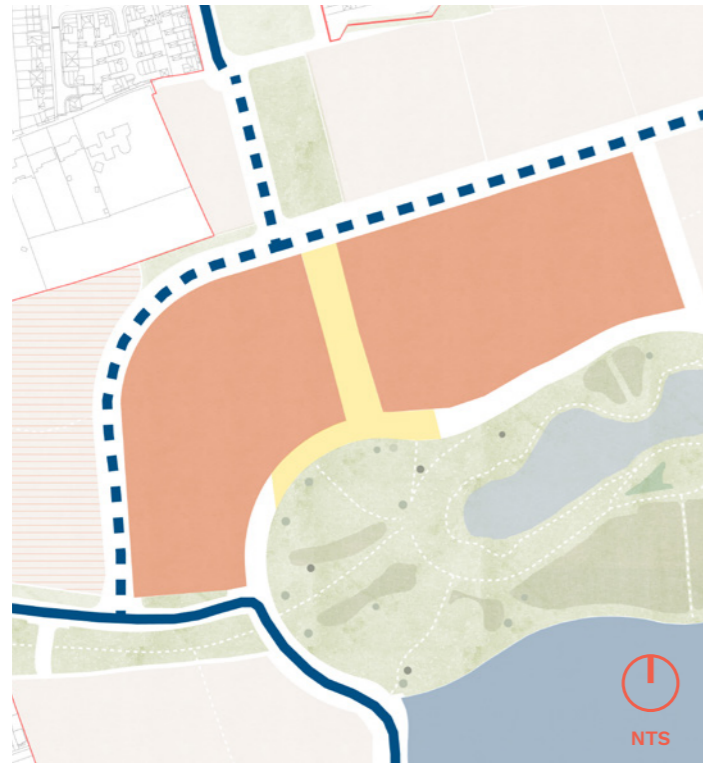
Establishing a clear hierarchy in the street network, ensuring legibility, connectivity and ease of movement across the District Centre.

- Key:
-  Primary street (completed)
 -  Primary street (proposed)
 -  High Street (pedestrian priority)
 -  Secondary street (indicative only)
 -  Pedestrian zone
 -  District Centre land parcels
 -  Additional mixed-use parcel
 -  Residential
 -  Education

NOTE: Annotations outside the District Centre land parcels are indicative of the envisaged relationship with the wider masterplan area. However, the integration of the District Centre with these parcels will be described in more detail within a future Design Code document.



02: Masterplan Design Strategies Movement - Street Typologies



Street Typology 01 - Primary Street

The 'Primary' Street provides primarily a vehicular access through the Hanwood District Centre, however bypassing the 'heart' of the masterplan. A strong green network of street trees, amenity planting, and swales follow the route of the street to alleviate stormwater runoff and provide a soft landscape margin between the road and the occasional footpath edges.

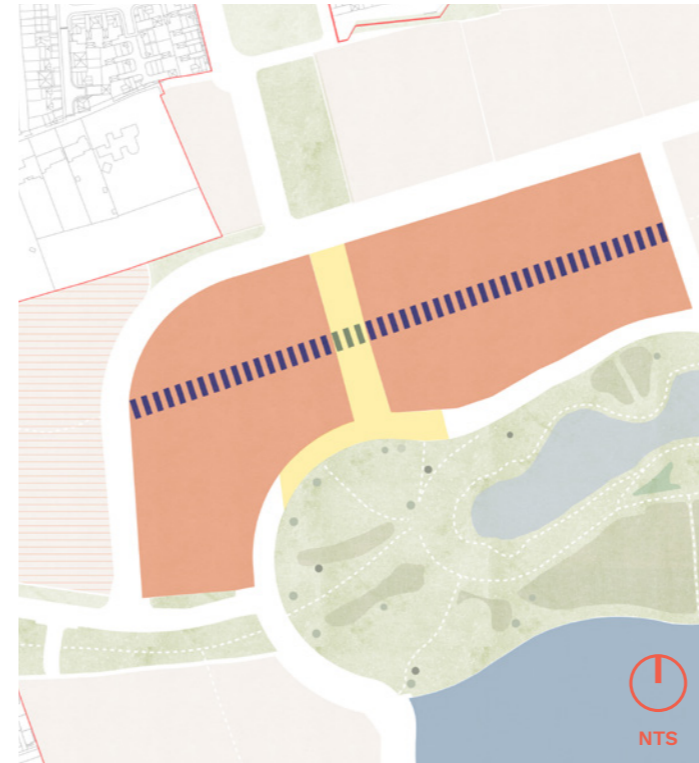
1. [Route de Longjumeau, Chilly-Mazarin, France](#) (Philippe Hamelin Landscape Design)
2. [Pottery Road, Toronto, Canada](#) (PLANT Architect)



Primarily a tree-lined avenue with occasional pedestrian and cycle routes alongside the carriageway, separated by generous green verges.



The quality and nature of pedestrian and cycle crossings across the primary street will need careful consideration to ensure ease of movement into and out of the District Centre.



Street Typology 02 - High Street

The High Street provides a 'shared space' design intent with low kerbs and a consistent surface material through the street signifying a pedestrian priority space. Pedestrian footways, social spaces and generous thresholds to the proposed buildings provide a spine to the tree-lined street and an intimate public realm. The spatial arrangement enables a thoughtful choreography between vehicles, commuters quickly passing through and others leisurely strolling the street and District Centre buildings.

1. [Slovenska Boulevard, Ljubljana, Slovenia](#) (Dekleva Gregorič Arhitekti, Katušič Kocbek Arhitekti, Sadar+Vuga, Scapelab, Studio Krištof)
2. [New Road, Brighton](#) (Gehl Architects)
3. [Maidstone High Street](#) (Letts Wheeler Architects)



High quality surfaces and integration of street trees.

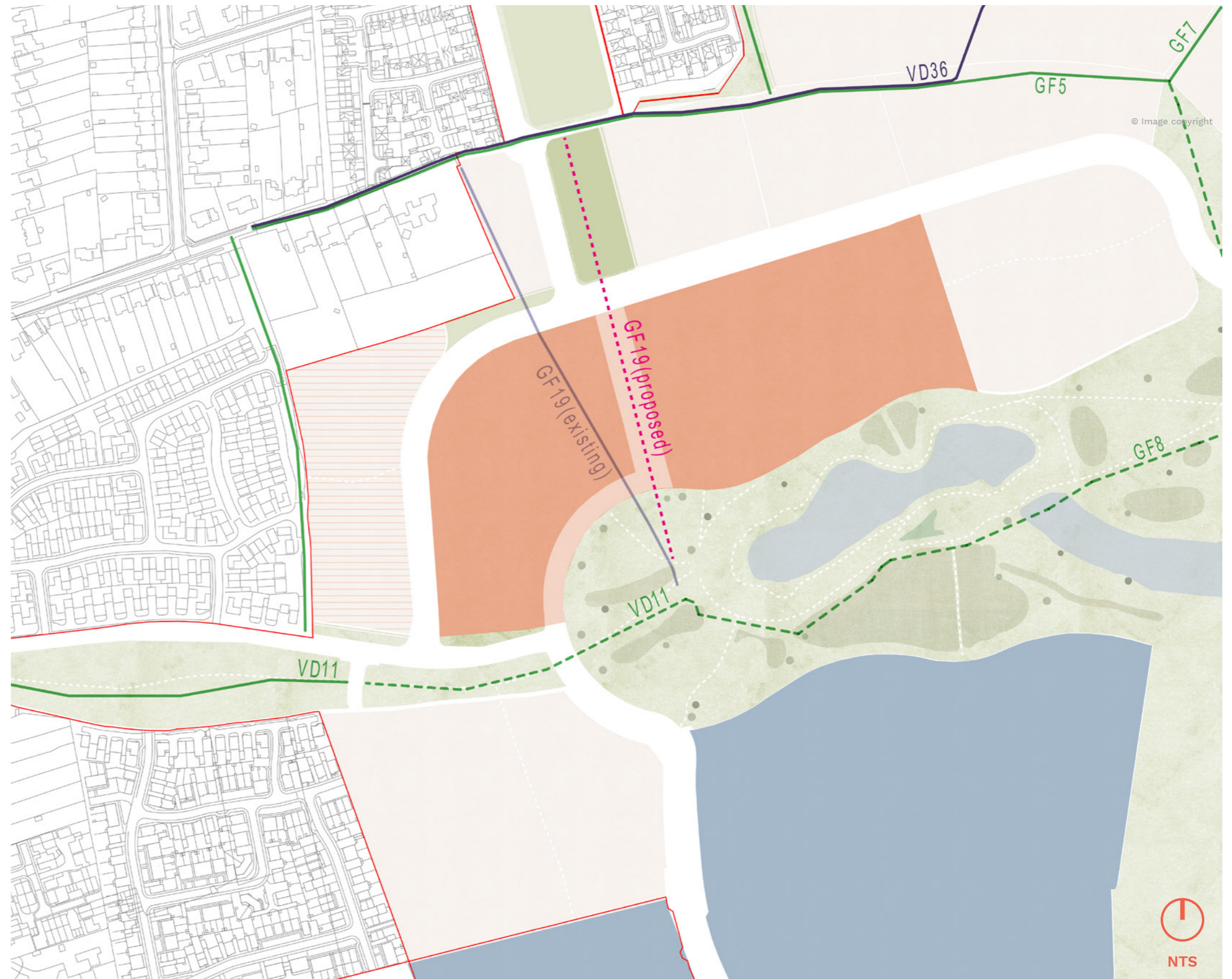


The crossing between the High Street and the pedestrianised Central Avenue should clearly form part of the N-S route and have clear pedestrian priority.

02: Masterplan Design Strategies

Movement - Existing Public Rights of Way

There are a number of existing Public Rights of Way in close proximity to the District Centre with footpath GF19 also running through the middle of one of the mixed-use parcels. The masterplan framework has been carefully developed to ensure these existing routes are fully integrated to maximise connectivity in and out of the centre. The proposals also include for a minor re-alignment of footpath GF19, directing it through the pedestrianised section of the Central Avenue (now identified as the Green Avenue and the Civic Square).



Public Rights of Way

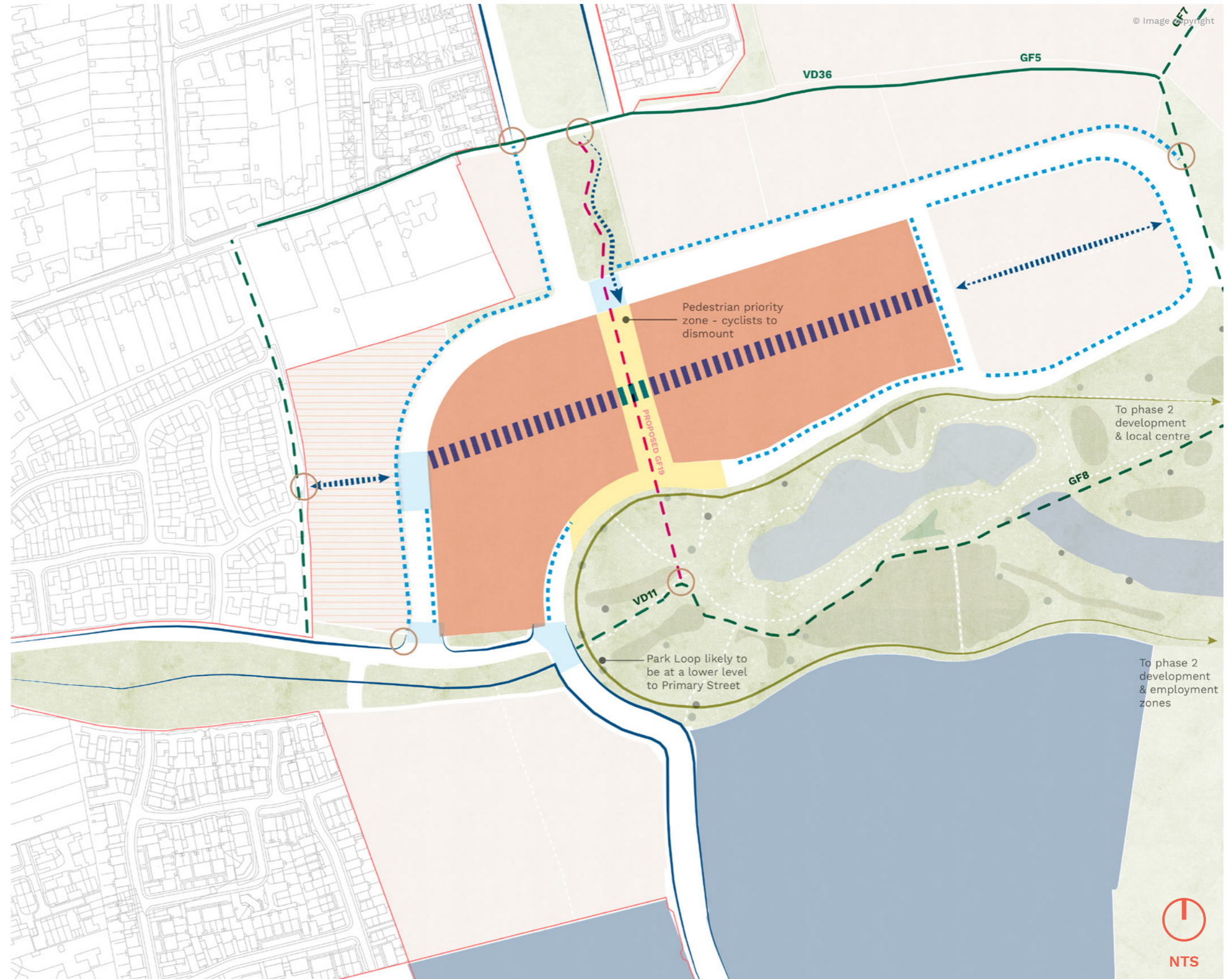
The District Centre benefits from a number of existing public footpaths and bridleways which have been carefully considered and integrated within the new masterplan framework to ensure high levels of connectivity with the wider masterplan with a focus on pedestrian and cycle routes.

02: Masterplan Design Strategies
Movement - Walking & Cycling

Promoting integration of District Centre with the wider masterplan using more 'continuous green infrastructure' where walking and cycling doesn't only exist alongside traffic routes.

- Key:
-  Public footpath
 -  Bridleway and agricultural route
 -  Proposed new route for GF19
 -  Existing footpath and cycleway
 -  Proposed footpath and cycleway
 -  Proposed 'Park Loop' cycle route
 -  Suggested pedestrian connections outside District Centre boundary
 -  Key crossing
 -  Proposed key junctions with wider movement network
 -  High Street (pedestrian priority)
 -  Pedestrian zone
 -  District Centre land parcels








NOTE: Annotations outside the District Centre land parcels are indicative of the envisaged relationship with the wider masterplan area. However, the integration of the District Centre with these parcels will be described in more detail within a future Design Code document.



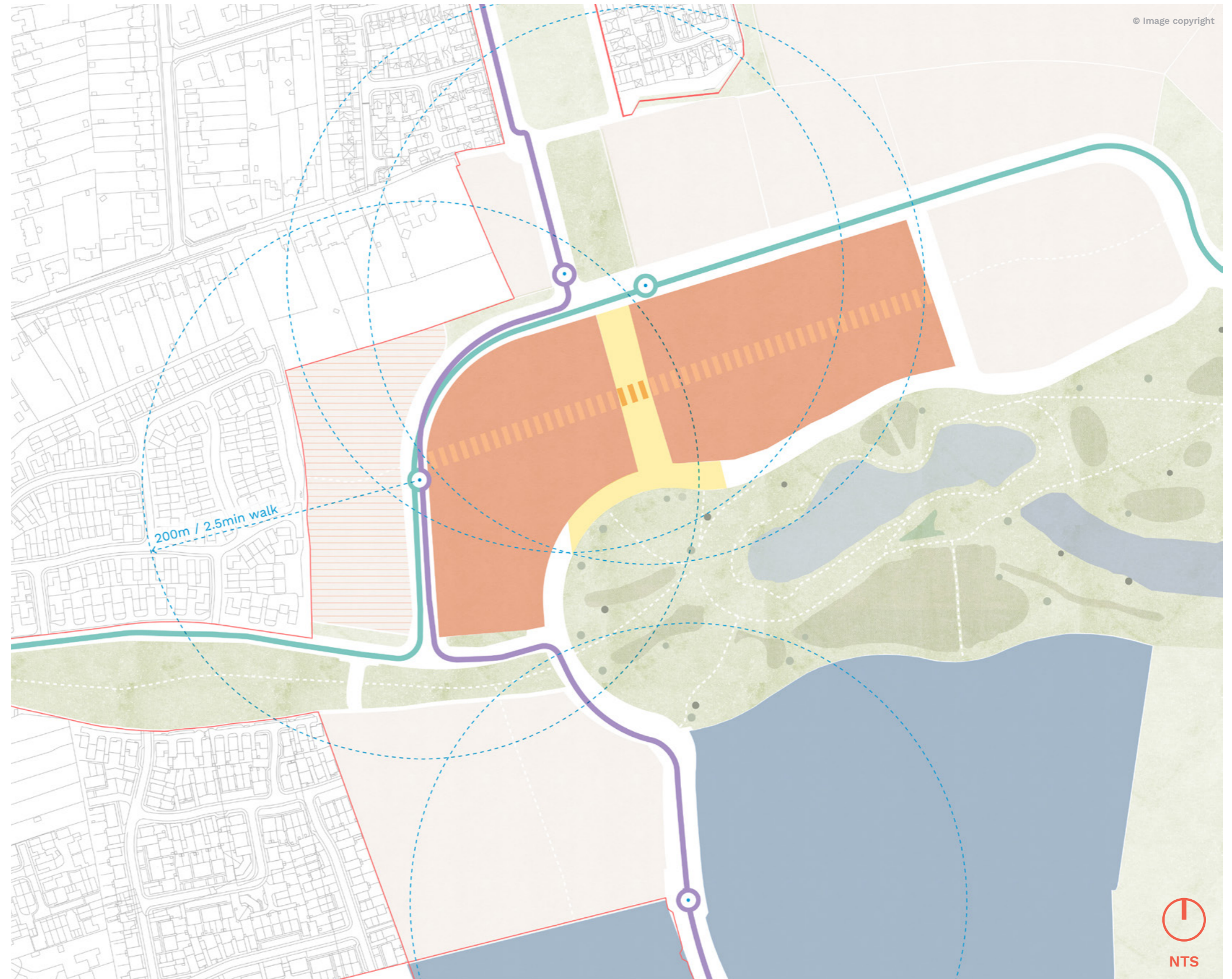
02: Masterplan Design Strategies
 Movement - Public Transport

Enabling easy access into the heart of the District Centre via public transport alongside encouraging walking and cycling for local journeys.

Please refer to the Design & Access Statement (p. 110-111) for further illustrations of the proposed public transport network beyond the District Centre.

- Key:
-  Proposed indicative bus route (Ridgeway loop)
 -  Proposed indicative bus route (Central Avenue)
 -  Proposed indicative bus stop
 -  200m distance
 -  High Street
 -  Pedestrian zone
 -  District Centre land parcels

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02: Masterplan Design Strategies

Movement - continued

Pedestrian & Cycle Network

The District Centre is positioned at the axis of a 'hub and spoke' arrangement of walking and cycling routes across the entirety of Hanwood Park. Most streets within the District Centre will therefore provide cycle and pedestrian priority routes to encourage journeys through more active and sustainable modes of transport. This connectivity will also extend beyond the District Centre boundary to promote permeability into the existing and emerging context.

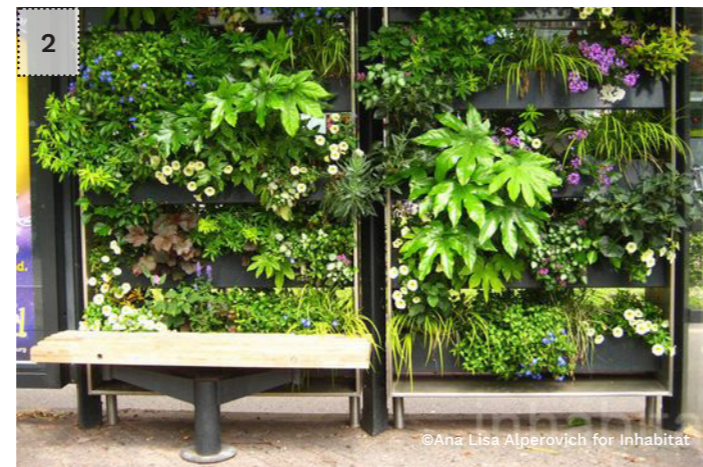
In designing these streets, it is necessary to focus on people and places rather than cars and traffic. By creating an environment where people feel much more comfortable walking or cycling, the health of residents will be improved as well as adding value to homes, businesses, and communities. Key design considerations therefore include minimum footway widths, careful placement of attractive, non-standard street furniture, integration of green infrastructure and the placement, character, and frequency of any necessary crossings. It will also be important to ensure sufficient provision is made for safe and secure cycle parking and that this is integrated in an attractive way within the public realm. Different typologies that should be considered include a combination of on-street cycle racks as well as secure cycle parking hubs within the development plots (both public and private access).

Public Transport

The District Centre would act as an 'interchange' between walking and cycling routes and the bus network to Kettering town centre, its train station, and journeys further afield. Access to public transport is therefore critical to providing the residents of Hanwood Park with choice for journeys beyond the immediate neighbourhood context as well as being key to encouraging more sustainable travel choices and reducing the use of the car. Convenient access to public transport also assists with limiting the amount of on street parking required, improving the overall streetscape character.

The proposed primary bus routes serving the Hanwood Park community will run both in a N-S and E-W direction, crossing over at the District Centre. The exact route of both services will be determined at detailed design stages - the current masterplan framework remains flexible on this point, allowing the buses to either run through the District Centre (via the High Street) or along the edge of the mixed-use zone (along the Primary Street). In either case, the bus stops for these services would be conveniently located to enable easy access to the District Centre hub - ideally at either end of the proposed High Street or along it.

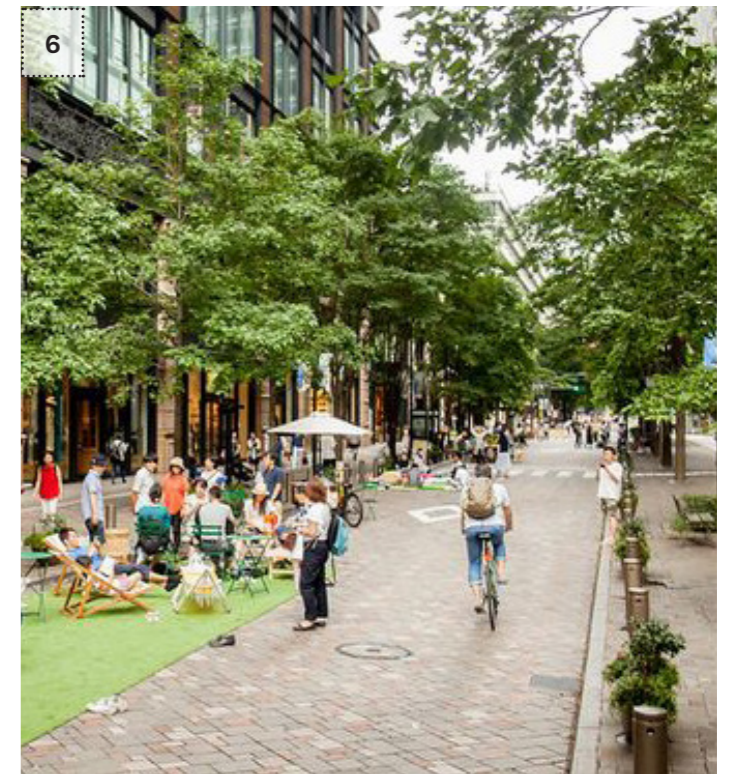
1. [Living Roo Bus Shelter / 'Bee Bus Stop', Leicester](#) (Clear Channel)
2. [Living Bus Shelter, Eindhoven, Netherlands](#) (WVTK Architects)
3. [Buffalo Niagara Medical Center Streetscape, City of Buffalo, USA](#) (SCAPE Studio)
4. [PlantLock Cycle Stands](#) (Front Yard Company)
5. [Container Cycle Hub](#) (Cyclehoop)
6. [Marunouchi Street Park 2020, Tokyo, Japan](#) (OMY Area Management Association / Mitsubishi Estate)
7. [Green Roofed Cycle Shelters](#) (Green Roof Shelters)



The bus stops could also become part of the green infrastructure strategy in a different way, contributing to the biodiversity opportunities within the District Centre with additional 'greening'.



Incorporating different typologies of publicly accessible cycle parking facilities throughout the District Centre - from on-street stands to secure cycle hubs (either free-standing or within developments).



Public realm design to encourage walking and cycling over other less sustainable modes of transport.



Where bus stops or cycle storage occur within the District Centre, the design of these structures within the streetscape becomes particularly important to ensure that the aspiration of high quality and green public realm is delivered throughout.

02: Masterplan Design Strategies

Movement - continued



1. [Parking and Intermodal Station, France](#) (IDOM)
2. [Bordeaux Car Park, France](#) (Phaidon)
3. [Wooden Car Park](#) (Jaja Architects + Open Platform)

Parking Strategy

The overall strategy should aim to discourage dependency on cars, especially when making local journeys. The principle of encouraging a modal shift to more sustainable modes of transport has already been embedded at a high level in the masterplan framework for the District Centre and indeed the wider Hanwood Park masterplan through the provision of a network of landscaped pedestrian and cycle routes. However, this can be further reinforced at the next level of design via designing public realm to focus on pedestrian and cycle movement as well as incorporating appropriate street furniture.

The emerging parking strategy envisages a multi-level town centre car park within the District Centre to accommodate the majority of the parking requirement for non-residential uses. This is seen as critical to the success of the District Centre to ensure it becomes a vibrant and active place rather than one dominated by car parking. By providing consolidated car parking for the non-residential uses, the need for expensive on-plot solutions is also minimised, thereby enhancing the viability of each development plot. Concentrating car parking also ensures the most efficient use of land, as well as allowing for a 'phased build' to meet the parking demand as and when it arises. The emerging strategy also considers the use of the proposed level changes to create additional levels of parking – an optimised and efficient approach that enables maximum urban greening.

The overall provision of parking spaces for non-residential uses should be considered beyond a straightforward application of

the policy parking standards due to the mixed-use nature of the District Centre. Trips to the District Centre would typically be made with linked purposes and the utilisation of parking spaces for different uses would vary throughout the day. Additionally, the ultimate design proposals for parking will also need to consider the impact of the adjacent secondary school. Whilst there are clear benefits in locating this important community facility in close proximity to the District Centre, not least the boost in footfall and activity, it is important to balance the impact of drop-offs and pick-ups in terms of parking.

For residential car parking provision, it is envisaged that this can be met within each plot, through a combination of podium, courtyard and on-street parking. Similarly, sufficient cycle parking should be provided within each plot to meet the policy requirements for each use, with additional cycle parking facilities incorporated within the public realm.

There is also a further opportunity to introduce shared community 'mobility hubs' within the District Centre, which could also act as central hubs for other means of transport such as rentable e-cycles and e-scooters realm (such as the VOI pilot scheme in Kettering) alongside offering secure parking facilities.

Parking – Design Approach

The strategy for car parking, which can often be a dominant feature of the suburban and urban environment, should seek to ensure the vehicle spaces form part of a coherent visual design. In this context, the following principles should be considered:

- In situations of buildings looking inward to the active centre, all parking proposed within podiums (GF) level should be contained inside other active (retail, commercial) functions or residential, as appropriate to the setting.
- In situations adjacent to the re-routed main vehicular route (the Primary Street), this should be given a multi-level edge with a unique high-quality design and substantial mature biodiverse greening along any footpaths and integral to the edge of the parking structure. This will therefore always avoid a circumstance where large areas of parking are overlooked by pedestrians or from vehicles on these routes. This will therefore avoid a sense of 'front and back' of the land plots.
- Where car parking areas are proposed within and along the District Centre streets, these should read and function as part of the wider pedestrian environment, using consistent materials. Hard materials should be limited so as to provide

visual cohesion and reduce unnecessary complex detailing. Tree and shrub planting would ideally be included within parking areas, whilst ensuring sufficient provision is made for protecting their roots, thus extending their health and life expectancy.

Services & Utilities

The servicing strategy within the District Centre will inevitably be more complex than within the surrounding areas, which are predominantly purely residential as opposed to bringing together a wider range of uses with different requirements.

The preferred servicing strategy is to access retail and commercial premises from the street where this is possible, with the intention that larger vehicles should only be able to gain access during agreed time constraints. The proposed plots for any larger retail stores should be attractively designed, externally avoiding standard corporate appearance in terms of materials and signage with the option to provide a separate service area within the plots; thereby allowing the High Street to be dominated by pedestrians and cyclists.

Similarly, this means that waste management (both residential and commercial), commercial deliveries and emergency vehicle access will need to be considered early in the design process. The consideration of 'fronts and backs' to the proposed urban blocks and buildings is critical in the context of this mixed-use environment as this can also have an impact on the quality of public realm.

Within the 'active centre' and the wider District Centre area, there will also be a wide range of residential settings and strategies for refuse management are expected to play a key role in the design of frontages. In settings where residential functions come to ground, solutions for refuse storage and management should be a fully integral component of the streetscape, while in the 'active centre', active frontages are expected to be almost continuous and the design of any 'bring points' should also form a fully integral part of the public realm design. The approach to refuse management should also be explored with the sustainability champions.

02: Masterplan Design Strategies

Key Design Principles & Drivers

Site Characteristics

Natural Features

There is an existing watercourse that runs from the Central Open Space (COS) in a westerly direction towards the western site boundary with the residential land parcel previously designated as R19 (now MU1).

Due to the site topography in this location and the desire to achieve level development platforms across the District Centre for improved accessibility and deliverability, it is likely that it will be necessary to re-route this watercourse as part of the early groundworks package. The design team is however cognisant of its important role and the contribution it can make, both to the visual landscape and towards a sustainable solution for drainage and water attenuation. The proposal is therefore to ensure the watercourse becomes a key feature of the public realm at the southern 'gateway' to the District Centre, running in a westerly direction along the proposed shared footway and cycle path on the southern boundary of DC1, continuing through the adjacent residential parcel and re-joining the existing stream further north along the western site boundary.










There are also a number of existing hedgerows within the COS, one of which (H104) runs alongside the watercourse described above. For the same reasons relating to site topography, there will be a requirement to remove sections of this hedgerow that fall outside the COS boundary. However, the design team is also aware of the need to mitigate any impact of this proposal by ensuring substantive biodiverse planting as part of the site's green infrastructure, and this is being addressed in the landscape strategy both within the District Centre as well as the wider Hanwood Park masterplan.

Natural Features

Existing hedgerows and watercourse overlaid on the proposed District Centre land parcels with proposed changes annotated.



Re-alignment of Central Avenue around the mixed-use heart of the masterplan for a greener, healthier and more active place, maximising opportunities for high quality landscaped public space and strengthening the relationship with the Central Open Space.

- Key:
-  Landscaped public open space - parkland character
 -  Landscaped public open space - urban character
 -  Indicative incidental green spaces within the District Centre
 -  Existing watercourse
 -  Existing watercourse - to be re-routed
 -  Proposed new route for watercourse
 -  Potential SUDS
 -  Tree-lined avenue
 -  District Centre land parcels

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02: Masterplan Design Strategies Nature & Green Spaces



Open Space

For Hanwood District Centre the Central Open Space is an important focal point for the masterplan and provides a setting for the District Centre. By providing a north-south 'Green Spine' link, this landscaped boulevard provides a heart to the centre (and the Civic Square) and beyond to the central park in a seamless movement.

This strong 'Green Spine' which links the north of the site to the 'Central Open Space' and existing green space provides not only integrated Open Space but a pedestrian link from the north to the south for residents to walk or cycle to the District Centre, therefore providing them with a pedestrian priority link to the Civic Square and Central Park. This Green Spine provides an attractive 'open space' that is easy to access and provides social activity, recreation, pedestrian and cycle connectivity, to encourage physical activity and promote health, well-being and social inclusion.

Sustainable Drainage Systems (SuDS)

Any future landscape proposals for Hanwood Park District Centre should consider a SuDS strategy that links to the existing flood alleviation within the wider masterplan, these SuDS principles would be implemented to contribute to any 'continuous green infrastructure'.

The masterplan should consider the use of natural/landscape features to provide Sustainable Drainage solutions combined with a variety of tools, such as swales and rain gardens within the streetscape, soakaways and filter drains, green roofs and street trees. In addition, it could utilise hard landscape materials such as permeable paving and asphalt surfacing across the scheme.

Green Infrastructure

The masterplan vision sets out that Hanwood Park District Centre shall deliver an outstanding landscape both as a resource for the community and as a setting for development and make a major contribution to delivering green infrastructure objectives. GI across the site will weave streets, public spaces and building form together providing a functional and aesthetic backdrop.

Within the Green Infrastructure there will be a sequence of large and small landscape spaces that could incorporate drainage attenuation and swales, attractive green streets and ecological areas, new well-designed open space and play areas.

What is Green Infrastructure?

The NPPF defines green infrastructure (GI) as:

A network of multi-functional green space in both urban and rural settings which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

For Hanwood Park District Centre, these benefits would include enhanced outdoor recreation space, green routes, hedgerows, street trees, perennial planting, and the management of flood risk through a network of blue infrastructure (SUDs). In addition this linked green infrastructure might also provide benefits such as social health, Bio-diversity Net Gain and a sense of place - by providing a robust framework to shape the design for the District Centre will create a distinctive character and unique sense of place.

The Green infrastructure proposals shall be multi-functional and deliver as many ecosystem services as the District Centre requires e.g., flood mitigation, access to nature, plants for pollinators and habitats for wildlife. These natural assets shall be designed to contribute to enhanced well-being and help mitigate the effects of the climate emergency.

1. Dixie Avenue, North Sacramento, CA, USA (MIG, Inc.)
2. Passeig De St Joan Boulevard, France, (Lola Domènech)
3. Boulogne Cours, France (AAUPC)
4. Parc Urbaines, France (Jesse Owens Studio)
5. Unknown



Swale and rain garden systems with incidental play



Permeable paving strategically placed within appropriate ground conditions



Tree lined and low maintenance planted streets



Integration of play & outdoor recreation for all age groups



Sustainable urban drainage and rain gardens incorporated into the streetscape and public realm landscape help to deal with attenuation and limit sedimentation and pollution

02: Masterplan Design Strategies Public Space

Key public spaces are positioned along the section of Central Avenue running through the District Centre, pedestrianising what was previously a main traffic route.

- Key:**
- 01 Green Boulevard Park (parkland character)
 - 02 Green Boulevard (urban character)
 - 03 Civic Square (urban character)
 - 04 Park Edge (urban character)
 - Indicative incidental green spaces within the District Centre
 - Potential 'gateway green'
 - Potential zone within COS to be incorporated with Park Edge
 - High Street (urban public space)
 - District Centre land parcels

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02: Masterplan Design Strategies

Movement - Public Spaces



Public Space 01 - Central Avenue (District Centre North)

The Northern part of the Central Avenue provides a pedestrian friendly route towards the heart of the District Centre and the Central Park. This 'Open Space' provides a pedestrianised route that bypasses vehicular routes and links to the existing and proposed masterplan networks of paths, bridleways, and cycle routes. A defined attractively designed cycle path separates from the pavement or pathways and allows efficient movement of bicycles.

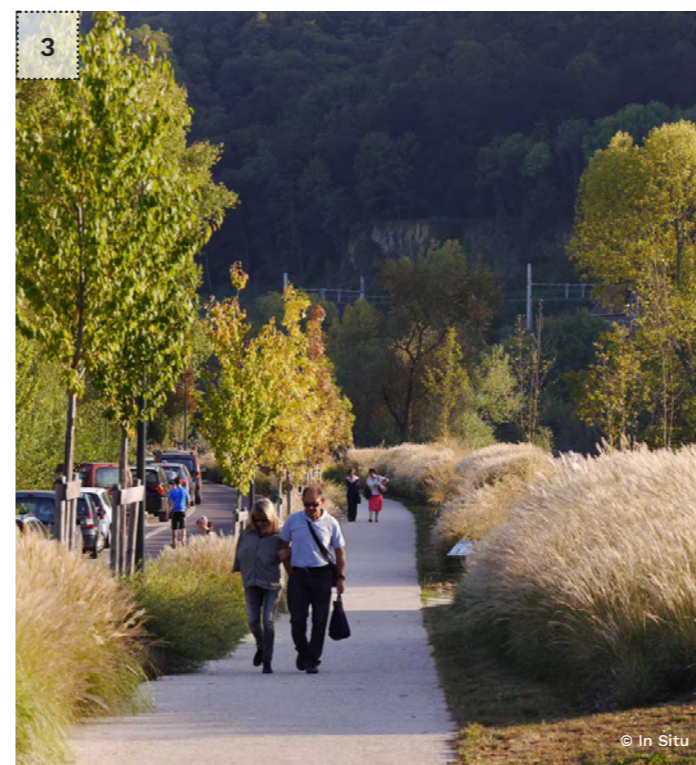
This streetscape provides recreational, social and leisurely breaks along the route to offer the opportunity to sit, relax, meet or play. Areas of dense Woodland planting provide a naturalistic backdrop and links this green corridor to the existing 'continuous green infrastructure'. Avenues of trees line the pedestrian routes providing a landscaped boulevard for shade, movement, ecological corridors and seasonal interest.

Large trees provide a pleasant spatial effect and introduce a human scale to make the space and streetscape feel more comfortable. The planting reduces the wind, giving sheltered and sunny places to stay. In addition, it also reduces heat



stress, creates a new habitat for birds and insects and contributes to the overall sustainability strategy.

1. [Solvallsparken, Sweden](#) (Karavan Landskapsarkitekter)
2. [Nature Park Glauer Felder, Brandenburg, Germany](#) (hochC Landschaftsarchitekten)
3. [Rochetaillée Banks, Rhône, France](#) (In Situ Architectes Paysagistes)
4. [Cessinger Park, Luxembourg City, Luxembourg](#) (Förder Landschaftsarchitekten)



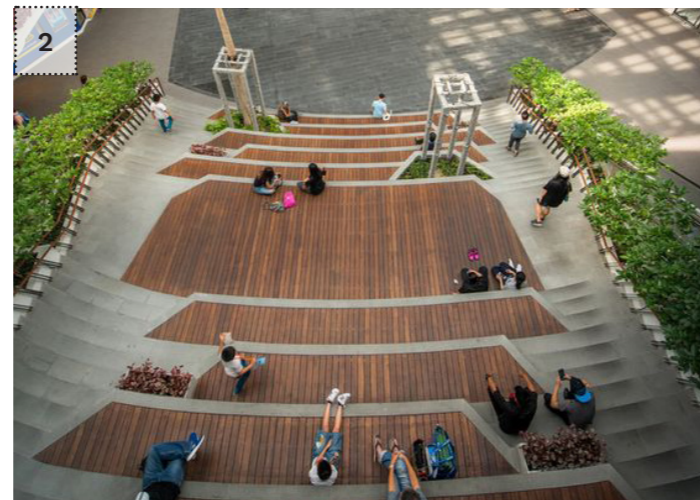
02: Masterplan Design Strategies Movement - Public Spaces



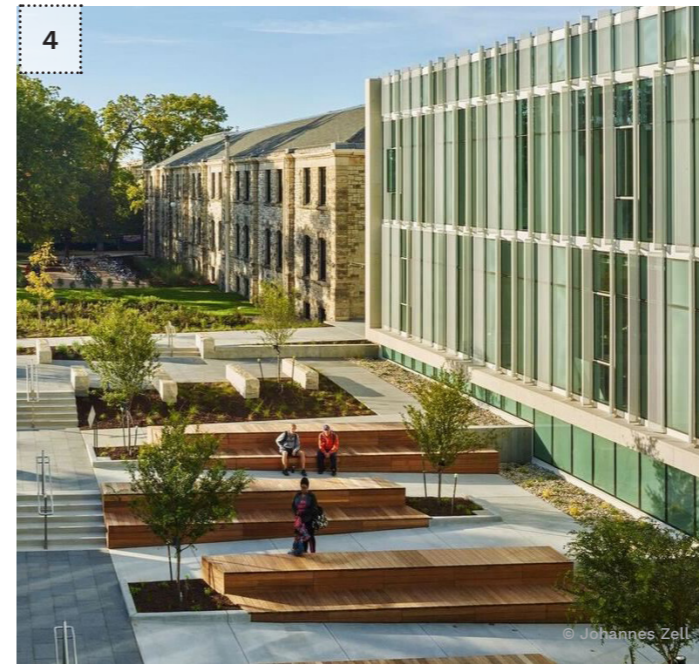
Public Space 02 - Central Avenue (Green Avenue)

The Green Avenue provides a threshold to the District Centre 'heart', utilising the level change a stepped and sloped link offers the opportunity to sit, meet and take in views towards the Civic Square and Central Park, as well as providing an attractive pedestrian route with improved accessibility. This active 'Green Avenue' offers a formal public realm with raised lawns, tree planting, swales and perennial vegetation softening the proposed building edges. These planted areas provide a pleasant place to stay for residents and biodiversity.

1. [The Concourse, University of Sheffield](#) (HLM Architects)
2. [Unknown](#) 3. [Unknown](#)
4. [Uniterassen, University of Ulm, Germany](#) (Koeber Landschaftsarchitektur)
5. [Sammons Park, Texas](#) (Michel Desvigne of Paris in collaboration with SmithGroup)
6. [Pedestrian Canyon, Shishimskaya Gorka, Russia](#)



The proposed level change across the District Centre threshold to the north should be integrated into the Green Avenue landscape concept as a key feature offering a variety of spaces to gather, sit and play as well as ensuring ease of movement for all.



02: Masterplan Design Strategies

Movement - Public Spaces

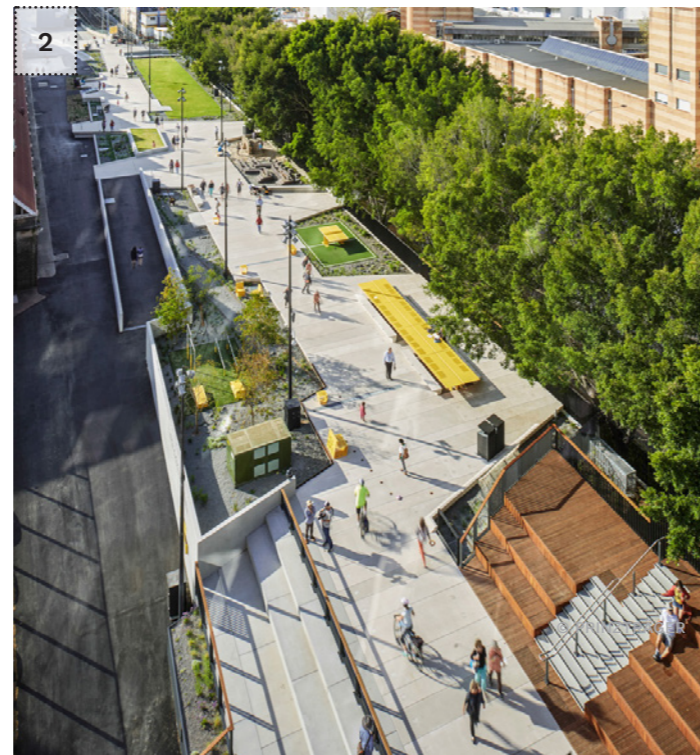
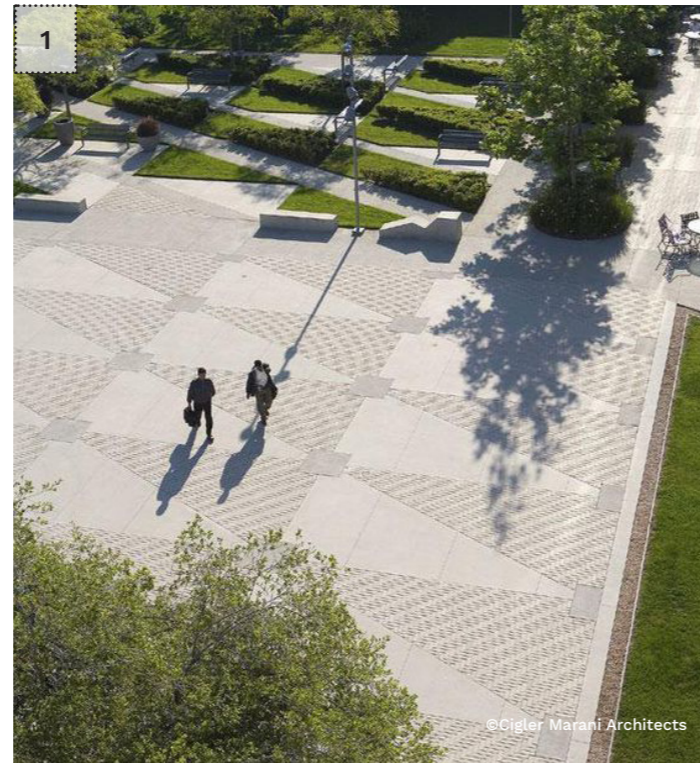


Public Space 03 - Central Avenue (Civic Square)

The Civic Square marks the 'heart' of the District Centre. The N-S 'Green Avenue' permeates the space with raised planters and large street trees that offer a green link to the Central Park. The Civic Square provides a versatile and adaptable public realm for community social events, pop ups, public art installations, markets and recreation.

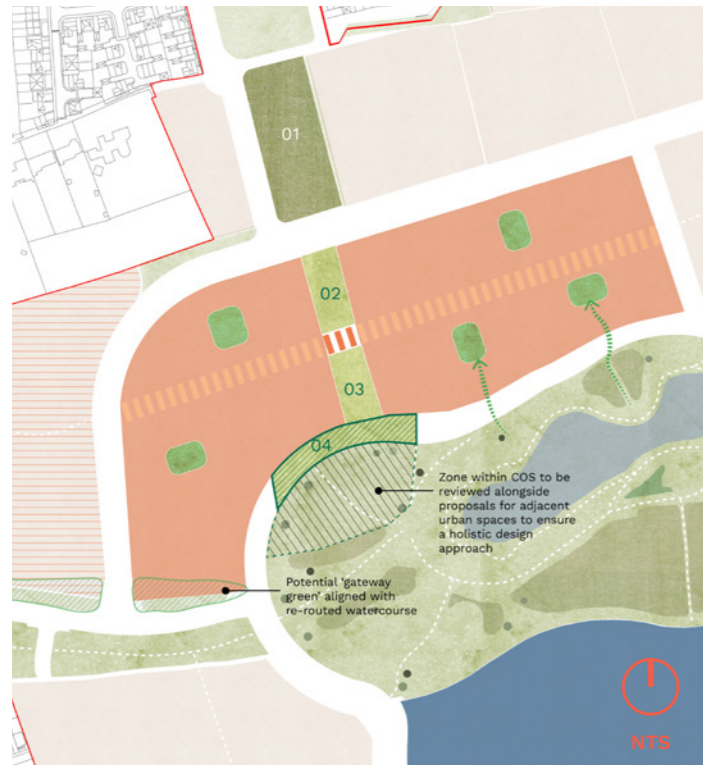
Community buildings, restaurants and street furniture would sit to the edges of the Civic Square overlooked by trees providing a frame to the Central Open Space, offering a 'public space of opportunity'.

1. [Slow Ottawa, Canada](#) (Cigler Marani Architects)
2. [The Goods Line, Sydney](#) (CHROFI)
3. [Brotorget, Bollnäs, Sweden](#) (Karavan Landskapsarkitekter)
4. [Manifesto Market, Prague](#) (Nikola Karabcová, Lucie Červená & Elvira Islas)
5. [Unknown](#)
6. [Sayer Street, London](#) (B|D Landscape Architects)



02: Masterplan Design Strategies

Movement - Public Spaces

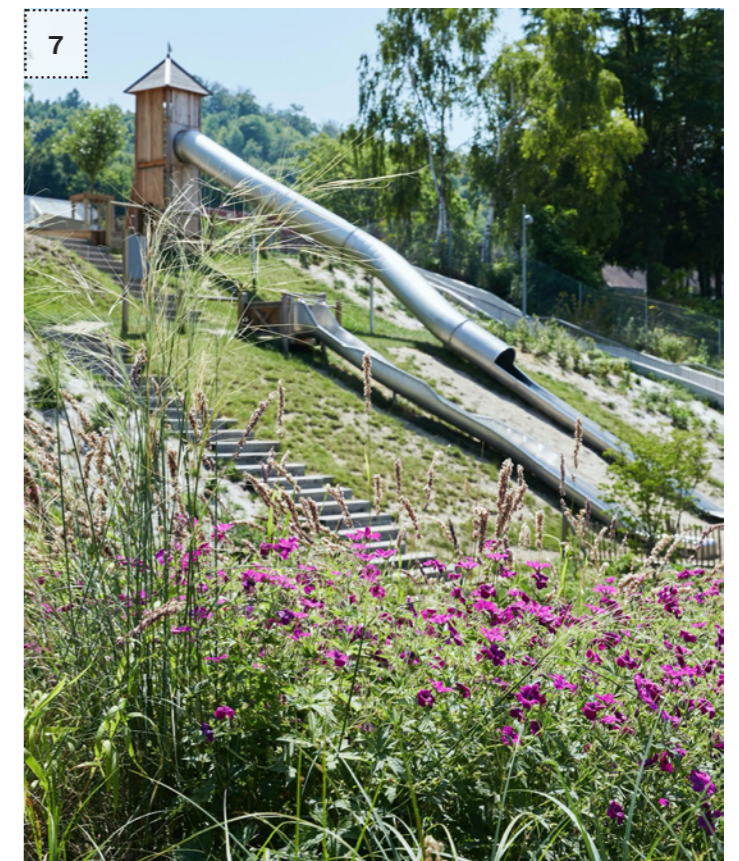
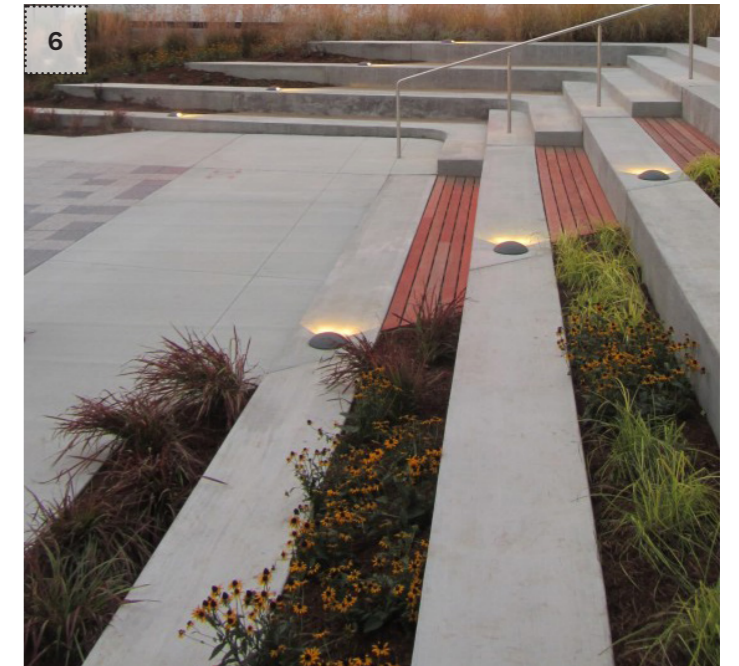
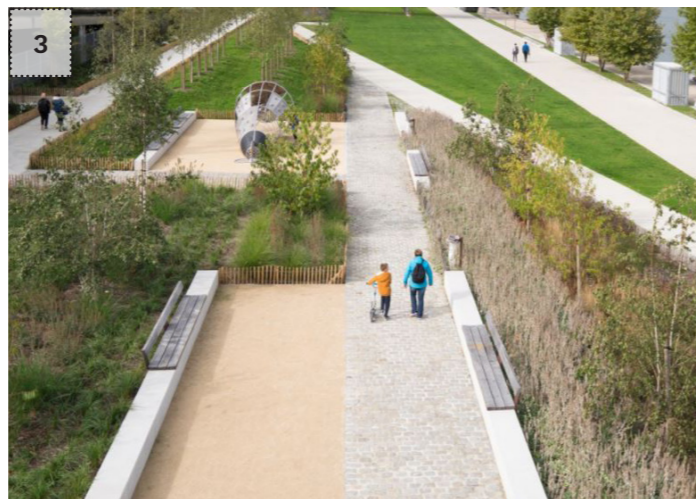
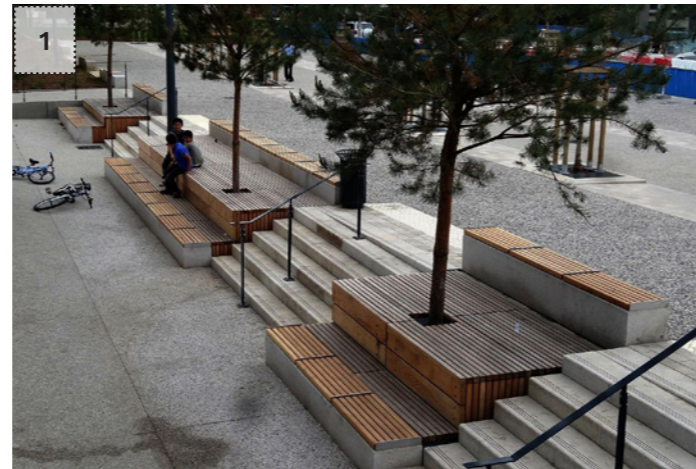


Public Space 04 - Central Avenue (Park Edge)

The 'Park Edge' streetscape provides a seamless transition between park and public realm. Street trees provide a defined edge to the Central Open Space and provide a green margin to the active pedestrianised streetscape, shared with cyclists and areas for social gathering, leisure, play and community café frontages.

This threshold space provides a clear link to access routes across the park and links strategically to pedestrian routes across the District Centre.

This space also provides the opportunity for creative integration of the level changes between the District Centre and the COS, potentially incorporating stepped seating within the landscape overlooking the park.



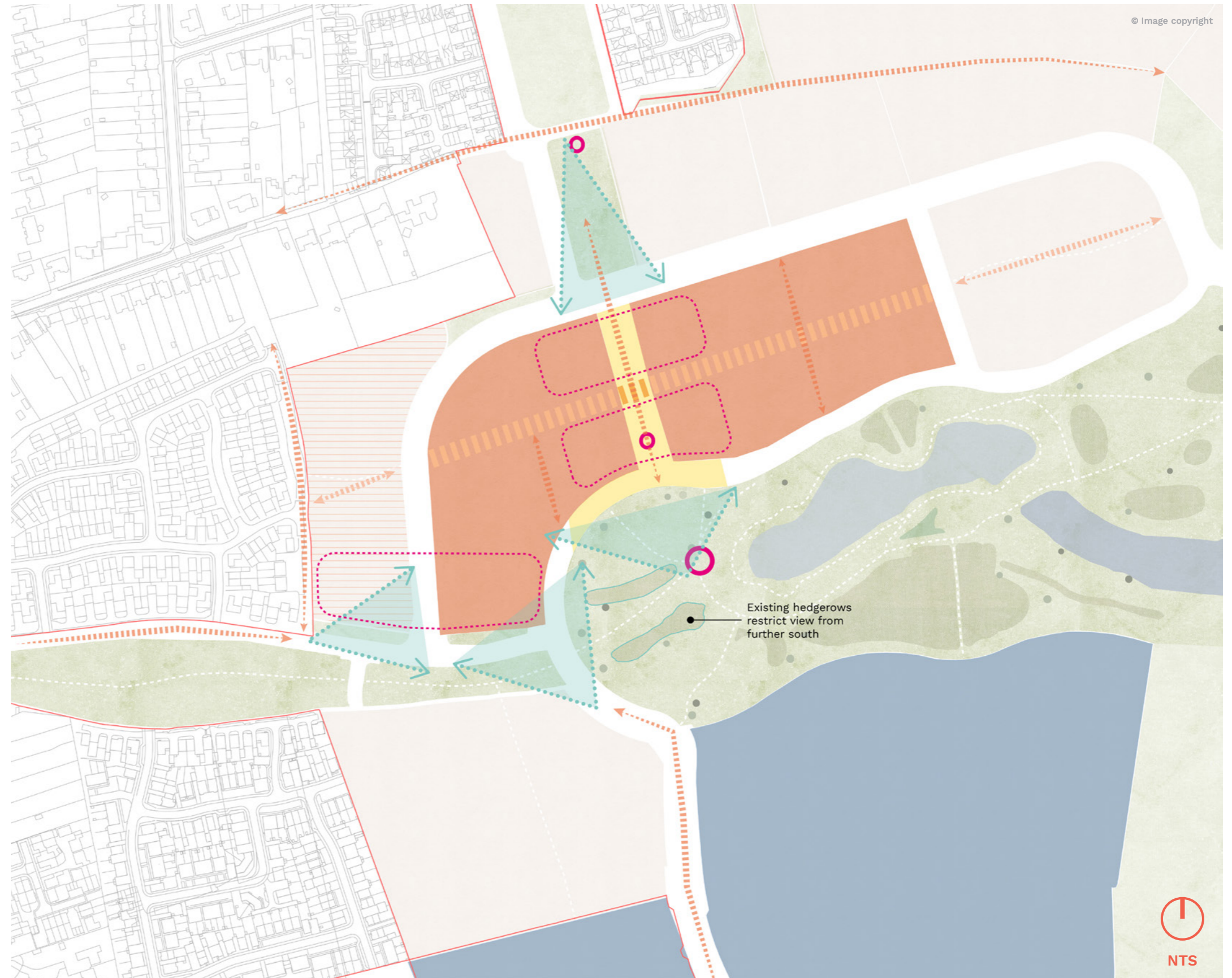
1. Unknown
2. Queen Elizabeth Olympic Park (Hargreaves)
3. The Grand Promenade, Rouen (In Situ)
4. Chicago Botanic Garden (Mikyoung Kim Design)
5. Unknown
6. Landscape Stairs, StLouis (DLAND Studio)
7. Parc Urbaine (Owens Studio)

02: Masterplan Design Strategies
Visual Framework

Defining key elements of the masterplan framework (the Green Avenue, Civic Square and the Park) with a combination of landmark features and key views into the District Centre.

- Key:
-  Key views into the District Centre
 -  Gateway Zone - high quality landscape and architectural treatment to frame views and announce arrival at the District Centre
 -  Landmark element (within landscape)
 -  High Street (pedestrian priority)
 -  Potential street and visual links
 -  Pedestrian zone
 -  District Centre land parcels
 -  Additional mixed-use parcel
 -  Residential
 -  Education

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02: Masterplan Design Strategies

Character

Building Types & Forms

Given the mixed-use nature of the District Centre and the inherent desire to create a more compact, inward-looking urban framework to generate placemaking opportunities, the proposed urban grain of the 'active centre' is generally of a larger scale than that of the surrounding residential parcels. The District Centre could feature buildings of greater mass and footprint, for both residential and non-residential uses, than those within the lower and medium density housing plots. This will help create a distinct identity for the District Centre, landmarking it as the destination for residents within the Hanwood Park masterplan, as well as assisting with reinforcing a stronger sense of place as a mixed-use centre.

Generally, perimeter blocks are preferred to provide a strong, defined edge to the streets. However, there may be occasions where the development plot edges should be less formal in nature to bring out a special feature of the masterplan such as a central hub space.

Building Line

The desire for the District Centre to become a vibrant, compact hub of activity as well as the importance of giving it a coherent identity drives the need for strong frontages of buildings to define the key structuring elements of the urban framework – along the High Street as well as the Central Avenue, from approaching the District Centre from the north, crossing the High Street and continuing along the edge of the COS.

The Centre would therefore feature more continuous building lines with occasional breaks for permeability through the development plots as well as limited variance in the relationship of the building line with the streets and spaces. Along the High Street and within the active centre, buildings will tend to be set close to the street with appropriate pavement widths to allow any activity to 'spill out' or accommodate bus stops, landscaping or occasional servicing. On the edges of the District Centre, buildings (typically residential) could be set back further from the street to allow for additional green buffer space from street activity.

1. [Eddington, Cambridge](#) (AECOM)
2. [Amaryllis House, Copenhagen, Denmark](#) (Mangor & Nagel and Tegnestuen LOKAL)
3. [Turnmill Building, London](#) (Piercy & Company)
4. [Anne Mews, Barking, London](#) (AHMM and Maccreanor Lavington Architects)
5. [Ankers Hage Housing, Drammen, Norway](#) (Solli Arkitekter)



The District Centre will feature larger forms of development – typically medium height urban blocks.



Continuous building frontage with occasional breaks set close to the street.



At the periphery of the District Centre, it may be appropriate to bring residential use to ground with the building line remaining close to the street.



Ground floor flats could also be provided in busier locations with the building line close to the street by using a raised floor level to ensure sufficient privacy to the residents.

02: Masterplan Design Strategies

Character

Height

Given the site topography and its landscape setting, the height and roof forms of the proposed new buildings within the District Centre will need to be carefully considered and sensitively designed. However, the potential sensitivities should also be balanced with the need to landmark the District Centre as a destination within Hanwood Park. Therefore, the District Centre should generally be of a slightly greater scale than the surrounding residential parcels (up to 17m within the District Centre rather than 12-15m elsewhere in the vicinity).

There will also be occasions where incorporating some taller elements or different roof forms that stand out from the general mass of the District Centre would be desirable for landmarking purposes. For example, this may include elements of buildings along the N-S Green Avenue (previously the Central Avenue), select locations along the Central Open Space edge or potentially for landmarking key community facilities (community hub, health centre, innovation hub). In addition to placemaking narratives, the design process for locating these taller elements needs to also maximise user comfort of spaces between buildings by considering their impact on orientation and overshadowing of public and private spaces, quality of external spaces at ground level and so on.



Use of taller landmark elements as part of the architectural language to indicate location of key public spaces or significant buildings.

1. [Baltic Station Market, Tallinn, Estonia](#) (KOKO Architects)
2. [Townhouse Zwanenburg, Netherlands](#) (Heren 5 Architects)
3. [Design Strategy & Research Center, Korea Institute of Design Promotion, Yangsan, South Korea](#) (THE_SYSTEM LAB)
4. [St Chad's, Tilbury, Essex](#) (Bell Phillips Architects)
5. [Market Hall, Ghent, Belgium](#) (Marie-José Van Hee + Robbrecht & Daem)



Different roof forms could also be used to signify key buildings or spaces.

