ROWDEN PARK
GARDEN VILLAGE
DESIGN NOTE:
CONSERVATION AREA EDGE
This document has been prepared and checked in accordance with ISO 9001:2008 vers 1.2 (March 2016)
Developing an appropriate interface between housing and the conservation area at Rowden Park has driven decisions at all stages of the design process. The aspiration has been to ensure a positive visual relationship between the two where development does not simply turn its back on the conservation area but equally is not overly urban or imposing on its rural character.

The Design and Access Statement should be referred to for full details of design and layout of Rowden Park including details of the Riverside Park but in summary the following aspects of the design have been targeted at developing an appropriate character and edge to Rowden Park.

1. An overarching development character defined by a landscape-led masterplan and Garden Village typology.
2. Residential density and building heights.
3. Bespoke layout and design approach at the conservation area edge.

Further details of each of these are provided on the following pages.
IMAGES SHOWING PROPOSED DEVELOPMENT CHARACTER AT ROWDEN PARK WHICH ADOPTS A GARDEN VILLAGE TYPOLGY AND LANDSCAPE LED MASTERPLAN APPROACH
The overall character of Rowden Park is based around a Garden Village typology and landscape-led approach to masterplanning. In practice this means:

The Garden Village model will set the overarching identity and character of Rowden Park. This will be characterised by predominantly lower density family housing with front and rear gardens, on-plot parking and generous streets and public open spaces.

A strong, coherent and appropriate architectural style which reflects local material and architectural language as well as the Garden Village aesthetic will be developed at detailed design stage. A landscape strategy which works with the existing landscape features incorporating them into the layout and uses locally distinctive landscape types and plant species to ensure the housing can sit comfortably and be integrated into the landscape. The majority of existing trees, hedges and water courses will be retained and used to define a spacious and green/leafy character to the development.

Rowden Park will embrace some of the original design principles of Garden Cities such as use of hedges to define front gardens, use of building and landscape to frame and terminate key views, spacious streets with grass verges and large street trees, clear building alignment which is set back within plots overlooking streets and green spaces and a limited number of urban block typologies which allows a clear distinction between public and private open space.
ROWDEN PARK, CHIPPENHAM. CONSERVATION AREA EDGE DESIGN NOTE

LEGEND:

- LOWER AVERAGE DENSITY
- MEDIUM DENSITY RANGE
- HIGHER AVERAGE DENSITY

(AVERAGE SITE WIDE DENSITY - 32DPH)

DENSITY FRAMEWORK PLAN SHOWING LOWER DENSITY AT THE CONSERVATION AREA EDGE
Rowden Park has been planned with a low average site-wide density to allow family housing, front and rear gardens as well as generous streets and open spaces. In addition the residential density and building height has been shown to decrease towards the edge of the conservation area to allow greater provision of planting and garden space to establish a rural edge character and allow housing to sit comfortably within the landscape.
PROPOSED CHARACTER AREAS AT ROWDEN PARK
Developing an appropriate edge to the conservation area has driven
design decisions throughout the preparation of the outline planning application. The approach has been to explore ways of visually breaking up the development edge with a strong landscape structure with the intention of leaving smaller clusters of housing visible from the conservation area rather than a continuous building line and preserving views through the development towards the conservation area. Existing hedges and trees have been retained and supplemented with pockets of new native planting to create a green, rural edge to the housing area and allow housing to sit comfortably in the landscape. This rural edge character is reinforced by the reduction in housing density shown in the areas adjacent to the conservation area.

This approach was favoured over simply setting the housing back from the boundary behind additional green space. Setting development back would still result in a hard, continuous urban edge to the housing area without the desired transition to the rural character of the conservation area. The resulting, new green space around the boundary would most likely be perceived on the ground as part of the conservation area blurring its boundary and character and make it more difficult to read where the edge of the conservation area actually lies. The design team felt the most appropriate response was to ensure that where housing meets green space that it is done in a positive way providing some overlooking and casual surveillance of the Riverside Park without becoming overly imposing on the rural character of the conservation area.

The masterplan presented in the Outline Planning Application for Rowden Park tested a number of bespoke edge treatments to the conservation area which vary depending on the specific conditions present on site. These correspond with the three character areas proposed Rowden Park:

- The Valley; in response to the steep south facing valley side to the north of Pudding Brook.
- The Farmsteads; through the middle of the site in response to the existing pattern of buildings clustered in a strong landscape setting for example at Milbourne Farm and Rowden Manor
- The Woodlands; in response to the existing areas of larger woodland groups to the south of the site.

The edge treatment to each of these areas are outlined in more detail on the following pages.
SKECH: NORTH OF PUDDING BROOK - LOOKING AT THE DEVELOPMENT EDGE FROM THE CONSERVATION AREA SHOWING HOW THE USE OF LARGER PLOTS CAN PROVIDE A LOW DENSITY, GREEN EDGE TO THE DEVELOPMENT.
3.1 THE VALLEY

To the north of Pudding Brook in the Valley character area the housing density has been lowered considerably adjacent to the conservation to allow for houses set within large garden plots. This is intended to allow a small number of houses to look out over the valley while ensuring a green, rural edge to the development when viewed from the conservation area. The existing mature hedgerow and planting along Pudding Brook are also retained.
VISUAL - LOOKING ALONG THE EDGE OF THE HOUSING AREA AND CONSERVATION AREA TOWARDS CHIPPENHAM TOWN CENTRE

AERIAL SKETCH: AROUND MILBOURNE FARM - A DEVELOPMENT FORM CLUSTERED AROUND GREEN COURTYARDS WHICH INCORPORATE NEW AND EXISTING LANDSCAPE FEATURES TO VISUALLY BREAK UP THE DEVELOPMENT EDGE
3.2 THE FARMSTEADS

In the Farmsteads character area around Milbourne Farm the approach has been to use housing positioned around green courtyards and corridors with the intention of visually breaking up the development edge so that only small clusters of housing are visible within a strong landscape structure. Green spaces are shown running towards the conservation area to incorporate new and existing landscape features including water bodies, mature trees, tree groups and hedges. Running the green spaces in this direction will avoid having a continuous, unbroken line of development visible from the conservation area and preserve views through the development looking towards the conservation area. The existing mature hedgerow and trees along the boundary of the conservation area are also retained.
VISUAL: WOODLAND CHARACTER AREA TO THE SOUTH - SHOWING RETAINED AND ENHANCED WOODLAND PLANTING CREATING THE EDGE BETWEEN HOUSING AND CONSERVATION AREA
3.3 THE WOODLAND

To the south in the woodland character area, exiting areas of woodland will be retained and enhanced creating a significant tree belt between areas of housing and the conservation area limiting visibility between the two areas. As with other character areas, housing here will provide some overlooking and casual surveillance of the woodland edge. Another intended characteristic of this area is to run streets and open spaces towards areas of woodland to preserve views through the development giving woodland a greater visual presence.