Land Uses

The proposed scheme seeks to create a thriving community by introducing a variety of homes of differing scales and tenures, local shops and community facilities. The land uses respond to their immediate contexts to ensure the development is integrated into the wider area.

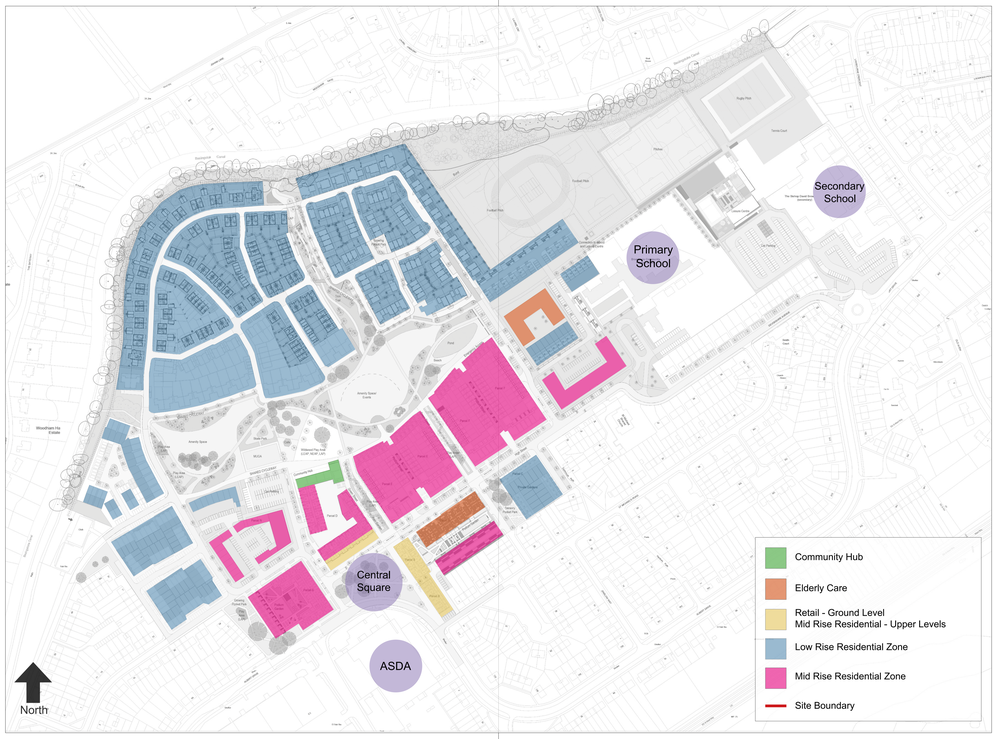
Retail
Retail units are proposed adjacent to the existing ASDA, creating an active frontage to the new centre. The high quality public realm associated with the square facilitates opportunities for al fresco dining and extended dwelling time. Residential apartments are located at the upper levels of retail to form a vibrant mixed use development at this key gateway to the scheme.

Low Rise Zone
Low rise housing units sympathetically respond to the more naturalist and garden-like character of the Basingstoke Canal and respect the proximity of existing residential properties on the opposite side of the canal. Low rise housing is also proposed in zones where the proposed scheme adjoins and ties into the existing neighbouring residential zones, appropriately reflecting the scale of the existing architecture. Shared space populated with trees and textural planting characterises this zone, creating a safe, attractive and inviting streetscape conducive to social interaction and community engagement.

Mid Rise Zone
The higher density residential areas are focused in the southern area of the site, forming a Neighbourhood Spine overlooking the proposed Main Street and Linear Park. Several of these apartment blocks incorporate podium parking, reducing the requirement for on-street residential parking and presenting the opportunity to develop semi-private courtyard gardens for residents.

As well as accommodating the local shops, the mid rise zone also incorporates a new Community Hub building. The Community Hub is located at the core of the development overlooking the Park and hosts the key community facilities for the development including a pre-school nursery, health centre, pharmacy and community centre. The co-location of these facilities promotes access to both health and wellbeing services and collaboration between the service providers.

To allow easy access to these facilities, elderly care accommodation has been located in close proximity to both the Central Square and Community Hub. This accommodation also has direct access to a private south-facing podium garden.



The new Central Square

Approach to the new Central Square

Main square retail frontage

Low rise residential

Mid rise residential