

# SITE ANALYSIS OPPORTUNITIES











## OPPORTUNITIES

Despite the number of constraints there are even more opportunities to be explored which will assist in creating a high quality place to live.

The existing landscape features will help shape the proposals and there is plenty opportunity to add to the green infrastructure as noted on the diagram opposite.

The site benefits from multiple potential access points that connect to the surrounding residential area. Some of these have been highlighted as potential 'Gateways' into the development and will be designed to reflect their prominence within the wider masterplan and surrounding area.



-  Potential Site Entrances
-  Opportunity for Key Gateway / Marker Buildings
-  SUDs / Ponds as a feature element
-  Development Parcels of varying character
-  New Key Frontage
-  Potential to retain Existing Trees to create unique housing layout
-  Existing hedgerows retained and improved to define character areas
-  Potential to create Attractive Landscape buffer / features
-  Improved cycling and pedestrian routes
-  Opportunity to create views and vistas within the development -

# DENSITY ANALYSIS

## DENSITY STUDY

### DEVELOPABLE AREA PLAN

A study on the Developable Area has been produced based on the constraints diagram shown on the opposite page.

It proposes that the most significant existing trees and foliage are retained. The potential site entrances and the areas initially allocated for attenuation correspond with the possible solutions suggested in the Site Appraisal document (September 2015).

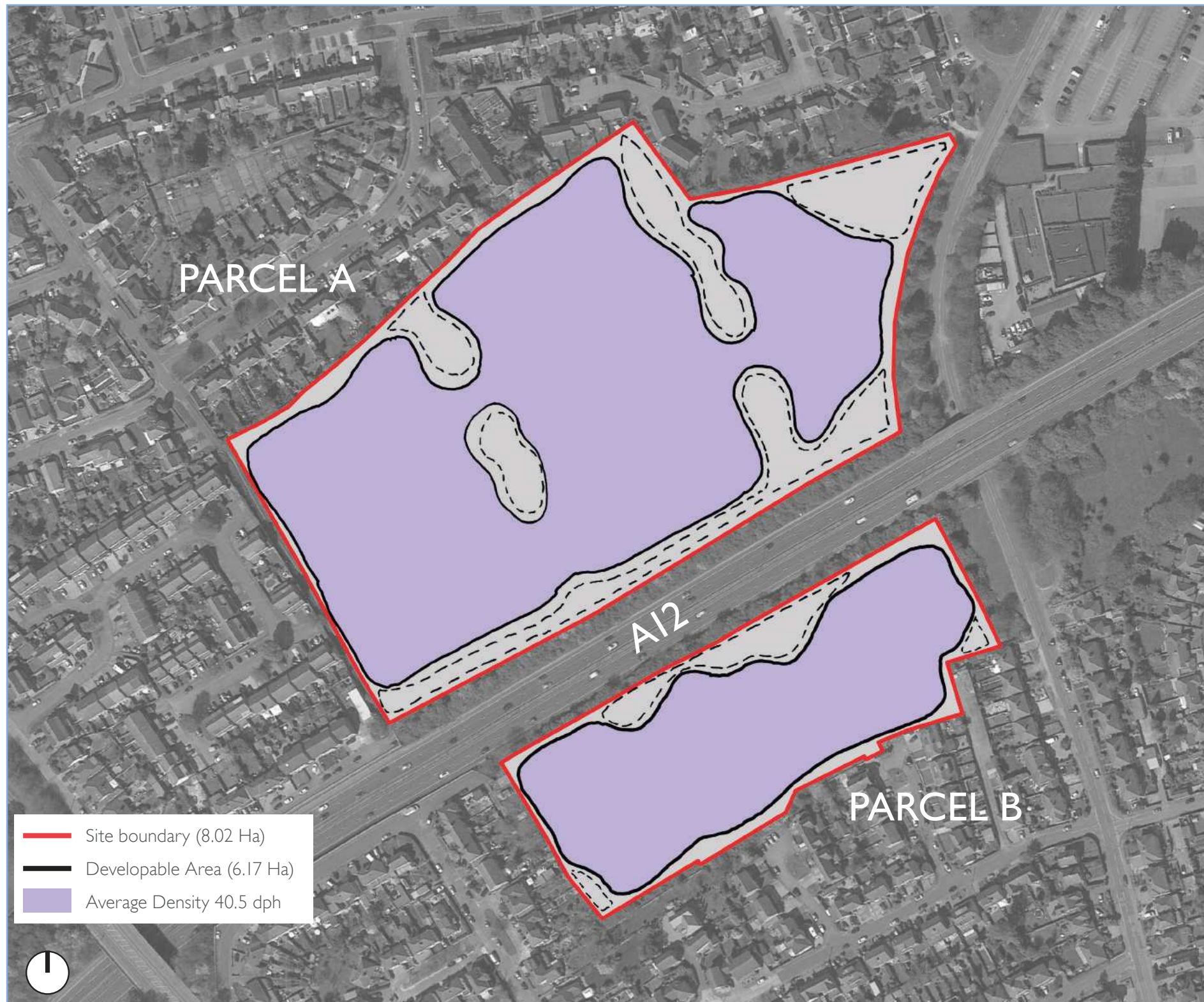
The existing landscape features of Parcel A (to the north of A12) have naturally formed three developable areas of a regular shape. This will enable an orthogonal street pattern and regular frontage, and a more efficient layout of a potentially higher density.

Parcel B (to the south of A12) has more constrained access opportunities and an elongated, irregular shape due to the present underground services. This will lead to a more organic layout of a potentially lower density.



- Developable Area
- Existing Trees + Root Protection Areas (RPA)
- Easements
- Attenuation / Drainage

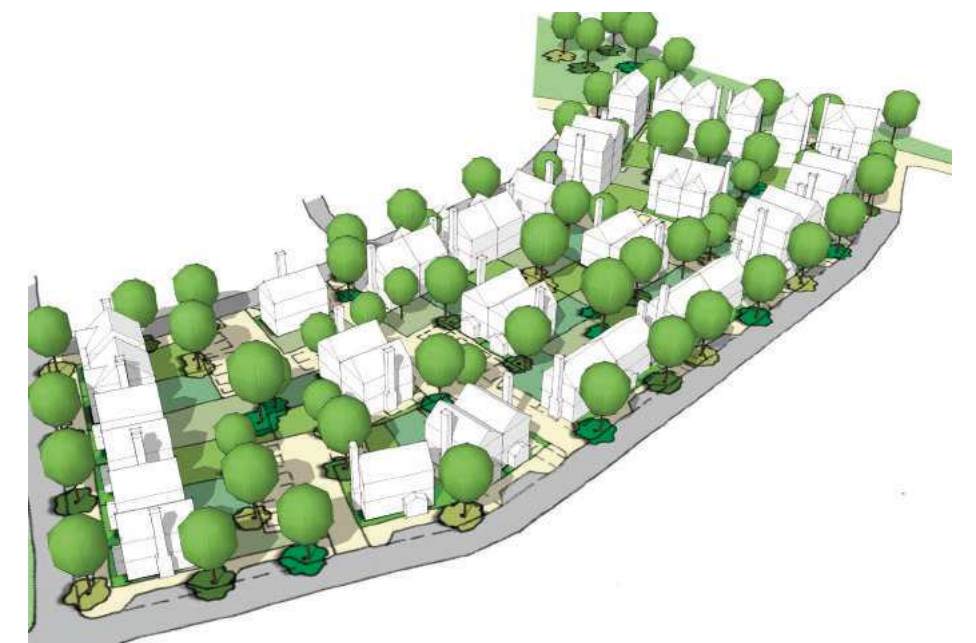
# DENSITY ANALYSIS DEVELOPABLE AREA



Total Developable Area = 6.17 Ha  
Density of Developable Area = 40.5 dph  
Total number of units = 250

## KEY CHARACTERISTICS:

- Dwellings will be predominantly 2, 2.5 and 3 storey, with key corners and frontages featuring up to 4 storeys;
- Balance of apartments blocks, semi-detached and terraced houses will be proposed, with terraced homes used to provide enclosure and definition to primary routes and spaces;
- Where proposed buildings face a primary route, a consistency and rhythm to the parcel edge will be proposed through building line, regular spacing of dwellings, and repeated typologies



# JTP CASE STUDIES

## DENSITY 34 DPH

### GRAYLINGWELL PARK

No of houses: 111  
Net developable area: 3.3 ha  
Overall Density: 34



# JTP CASE STUDIES AVERAGE DENSITY 37 DPH



## KEW RIVERSIDE, KEW

No of houses: 218  
Net developable area: 5.9 ha  
Overall Density: 36.9 dw/ha



# JTP CASE STUDIES

## DENSITY 38 DPH

### GUILDFORD BARRACKS

No of houses: 524  
Net developable area: 13.8 ha  
Overall Density: 37.9 dw/ha



# JTP CASE STUDIES DENSITY 43 DPH



## HOLBOROUGH LAKES

No of houses: 153  
Net developable area: 35.8 ha  
Overall Density: 42.7 dw/ha



# DESIGN PRINCIPLES

## MASTERPLAN SEQUENCE



### 01. THE SITE AND EXISTING FEATURES

As discussed previously in the document there are a number of existing landscape and drainage/services features that will need to be considered and integrated from the outset.



### 02. SITE ENTRANCES & GATEWAYS

There are multiple opportunities for access into the site. This will improve the connectivity of the site to the surrounding area. There is the potential for 'Gateway' style entrance to mark the main entrances into the development.





### 03. CONNECTIVITY & WAYFINDING

There should be a clear hierarchy of routes through the masterplan to improve legibility and wayfinding. The design of the streets can be expressed in different scales and materials in order to reinforce this desired hierarchy and the level of pedestrian priority.



### 04. GREEN INFRASTRUCTURE AND LINKAGES

The existing landscape features should be enhanced to reinforce the idea that this is a landscape led development. The existing hedgerows will act as landscaped buffers that separate the different character areas. These can also serve as areas of public open space. The landscape buffers to the A12 will also be an important feature.

# DESIGN PRINCIPLES

## MASTERPLAN SEQUENCE



### 05. FRONTAGES

The landscape and street network then set the building frontages. This layout will also need consider the topography of the site.



### 06. MARKER BUILDINGS

Marker buildings should be located at key views and terminate vistas. This will also help improve legibility and wayfinding.

# DESIGN PRINCIPLES ILLUSTRATIVE MASTERPLAN



## A LANDSCAPE LED MASTERPLAN

The illustrative masterplan accommodates 250 new homes of varying typologies. The landscape led proposals will offer views to existing features as well as introducing new areas of landscape and public open space.

## PROPOSAL SUMMARY

Total Number of Homes:	250
Total Developable Area:	6.17 Ha
Avg. Density of Developable Area:	40.5 dph

# DESIGN DEVELOPMENT KEY PRINCIPLES

## CREATING A SENCE OF ARRIVAL

The new development should create a sense of arrival. The gateways into each parcel should have their own unique character but should be derived from the local vernacular of Brentwood. This could be achieved by key buildings that mark the entrances

