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Design and Community Engagement 17th September '19



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Enquiry by Design programme of workshops

- **Planning officer scoping meeting: 2pm – 5pm** - the purpose of the meeting was to gain a better understanding of any potential opportunities, issues and site constraints, including a site visit
- **Public Meeting (open to all): 7.00pm to 9.00pm** – the session included an overview of the intended outcomes of this initial engagement, a short Q&A and initial introductory activities with the community
- **Workshop 1 (invitation only): 9.00am to 5.00pm** – this will include presentations from the project team and planning officers on constraints and opportunities, a site walk, an analysis of the site's opportunities, and discussions on links and connections, qualities of place and the built character. Please arrive between 8.30am and 9.00am for sign-in and refreshments
- **Drop in workshop (open to all): 1.00pm to 8.00pm** – this session will share the outputs from the first workshop with stakeholders and request feedback surrounding the potential quality, place and character of development
- **Workshop 2 (invitation only): 9.00am to 5.00pm** – this will include feedback from the public drop in session and the creation of overarching design principles, should the site be developed. Please arrive between 8.30am and 9.00am for sign-in and refreshments



Workshop 1



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Tasks

- Set out the context and process of the Enquiry by Design
- Ask questions about natural, social, financial and built assets/issues
- Ask about the good, bad and areas of potential
- Add other people to the network
- Communicate placemaking theory
- Listen to technical aspects of place/site
- Undertake site visit
- Agree framework plan

ACTIVITY ONE

BUILT



Positives

- Interconnected relationship between buildings, and the mixture of historical architecture from different eras
- Opportunity to grow responsibly, sustainably and aesthetically
- Faversham town centre is the right size and walkable
- The Alms Houses cited as being a favourable example of architecture



Negatives

- Town centre starting to suffer with empty shops
- Lack of affordable housing
- Not enough space for start-up businesses
- Not enough provision of homes for elderly people
- Too much on-street parking
- Traffic congestion and air pollution, especially via A2
- Schools oversubscribed

SOCIAL



Positives

- Creative arts, music and local traditions
- Good links to services and green spaces – the countryside is easy to access and safe for walking and cycling
- Selling and other villages on perimeter of Faversham have strong sense of community
- Sports clubs, particularly the football club which has the opportunity to grow
- Lots of social clubs for all ages



Negatives

- Education, especially at primary level, is underfunded
- Not enough class integration
- Need more information on demographic surveys and needs assessments
- Bus service finishes early, so prevents evening socialising
- Selling's vibrancy threatened through lack of growth
- Rural crime and anti-social behaviour, often unrecognised
- A2 needs to be made safer for children to cross

FINANCIAL



Positives

- Lots of good local produce and a market with artisans reflecting Kent's food culture
- Strong farming economy
- Shops and businesses in the town centre which are family orientated and foster community
- Accessible town centre
- Potential for light industrial employment space to the east near Brenley Corner



Negatives

- Farming industry threatened through loss of farmland
- Not enough employment, especially for young people
- Need more investment for local businesses
- Local services have declined over last 30 years

NATURAL



Positives

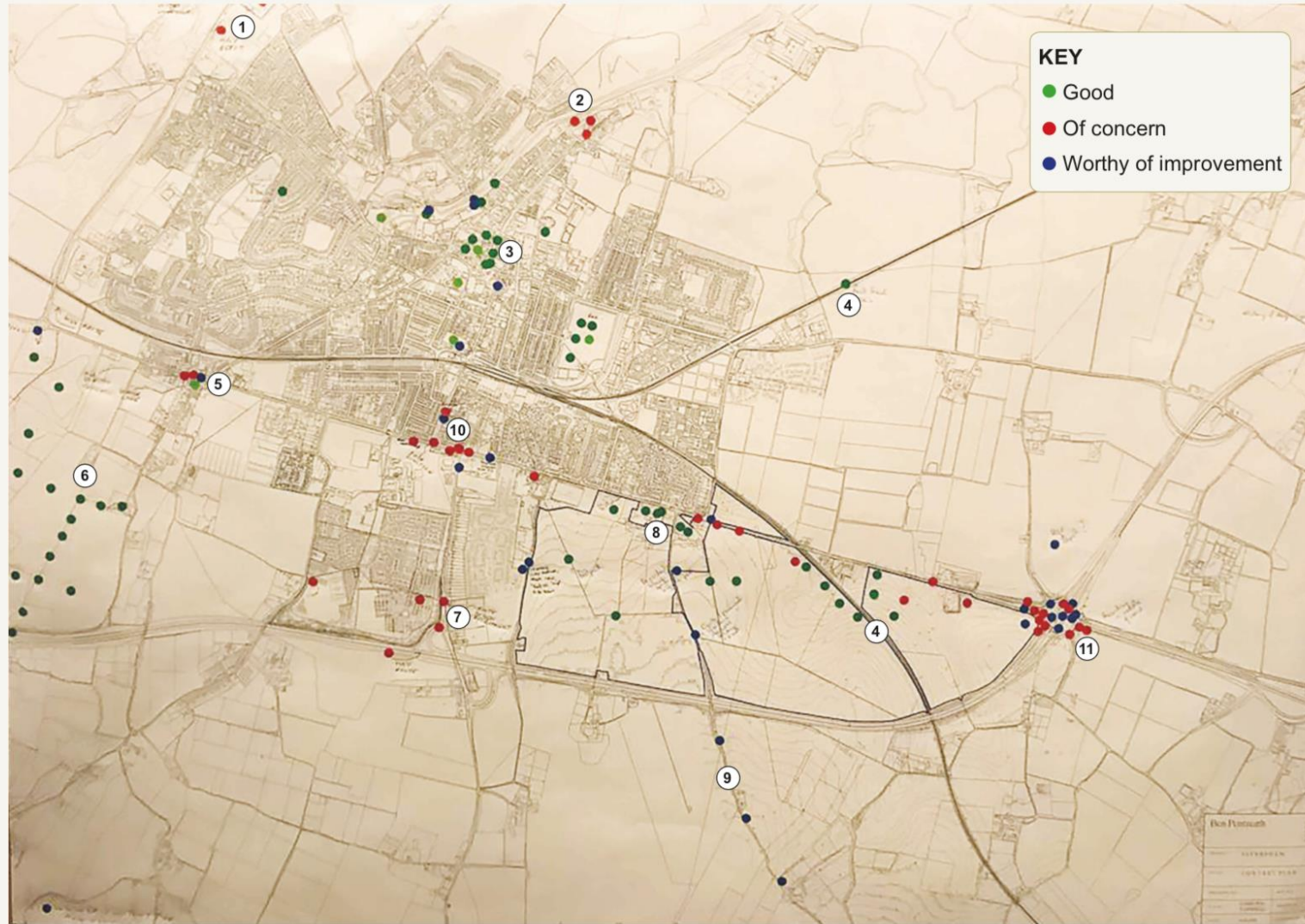
- Situated in the 'Garden of England', surrounded by countryside, farmland, meadows, trees and shrubs
- Beautiful views from the town
- Agricultural land to grow local produce
- Good connections into countryside



Negatives

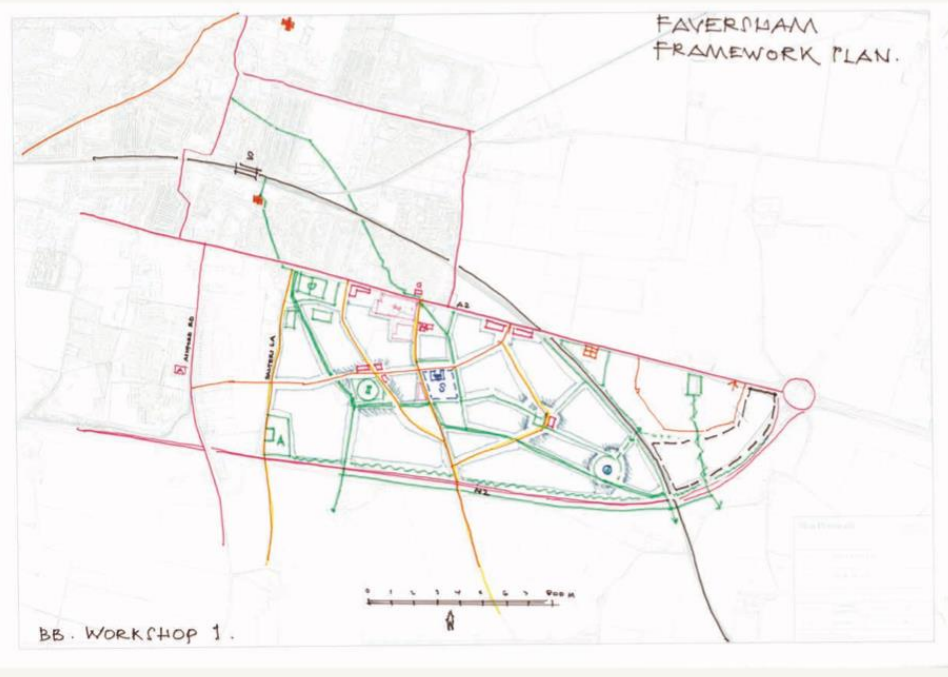
- Some areas in and around Faversham are overdeveloped
- Threat to Greenbelt and farmland
- Faversham Creek and a need to open the bridge
- Poor air quality, especially around busy roads
- Threat of flooding
- Could have better dog walking routes and links to wildlife

ACTIVITY TWO



SUMMARY OF KEY ELEMENTS

- 1 HGV depot
- 2 Faversham Creek
- 3 Town centre, high street and heritage buildings
- 4 Railway line
- 5 A2 congestion and air quality around Ospringe
- 6 Green corridor to the west
- 7 M2 Junction 6, routes for HGVs and potential access for new developments
- 8 Footpath and cycle connections to countryside and town centre
- 9 Road to Selling
- 10 A2 congestion and highway improvements
- 11 Traffic congestion and highway infrastructure around Brenley Corner - M2 Junction 7





Faversham
Town FC

1

2

A2

Macknades
Fine Foods

7

12

12

6

3

4

12

9

12

10

8

11

5

M2
Jct 6

14

11

13

13



Drop-in session



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Workshop 2 programme



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DUCHY *of* CORNWALL

Tasks

- Identify 5 Essential Qualities of Place
- Agree principles of placemaking
- Agree urban and architectural types
- Examine the A2 and suggest transformation from road to street



Architectural influence and pattern book

Ben Pentreath



FRANCISTERRY
AND ASSOCIATES



DUCHY of CORNWALL



Duchy of Cornwall site at Selling Road, Faversham



Duchy of Cornwall site at Selling Road, Faversham



Duchy of Cornwall site at Selling Road, Faversham

Faversham Quality of Place

- Community spirit – diversity, love of the town, social events, engaged community
- Transport and connectivity
- Creativity – design and expression through art
- Outstanding and historical architecture
- Access to countryside
- Waterways, the marina, the Creek – proximity to seaside
- History and heritage
- Small town feel – walkable and with character



Principles of Placemaking



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WHAT MAKES A POPULAR DEVELOPMENT?

Research shows that there is a general consensus throughout the UK on what kind of development is most and least popular with communities.

The principles of what makes the most popular, enduring and beautiful places have survived in centuries of place-making:

1. PLACE:



Design that respects the local character of a place and takes into consideration its history, geology, natural landscape and transport links to other places.

ENCOURAGES: Individual character and a sense of belonging to a place.

DISCOURAGES: Soulless, anonymous development that could be anywhere.

2. PUBLIC SPACE:



A recognition that the design of public areas including boundary treatments, pavements, street furniture, signage, and lighting, is as important as the design of private spaces, and should be designed as part of a harmonious whole.

ENCOURAGES: Harmonious, simple and legible public areas.

DISCOURAGES: Visual intrusion, clutter and waste on unnecessary signage.

3. CONNECTIVITY:



Urban design in which an interconnected network of streets at walkable intervals creates urban blocks defining public streets and squares and easily defensible private spaces.

ENCOURAGES: An efficient walking environment and a greater spread of traffic movement.

DISCOURAGES: Cul-de-sacs and inefficient movement with an oppressive sense of impenetrability designed around cars and utility vehicles.

4. HIERARCHY:



A clear and legible ordering system, which sets out a hierarchy of primary and secondary streets with appropriate building scale, type and materials so that a visitor understands intuitively where they are in the place.

ENCOURAGES: An understanding of the relative significance of parts of a building or place, and easy navigation within each.

DISCOURAGES: Getting lost, places having no meaning and an over-reliance on signage.

5. VALUE:



Design that creates a valuable asset in economic, social, and environmental terms, by investing in social and physical infrastructure. This includes a range of employment and community uses and productive green spaces.

ENCOURAGES: Long term investment in buildings, towns and green infrastructure.

DISCOURAGES: Buildings and places that are likely to drain the resources of future generations to no advantage.

6. LONGEVITY:



Design that creates streets and buildings that can cope with a variety of uses during their lifetime.

ENCOURAGES: Design solutions based on building types that have adapted well to change.

DISCOURAGES: Complex, inflexible plots and buildings that are very specific to current need.

7. SCALE:



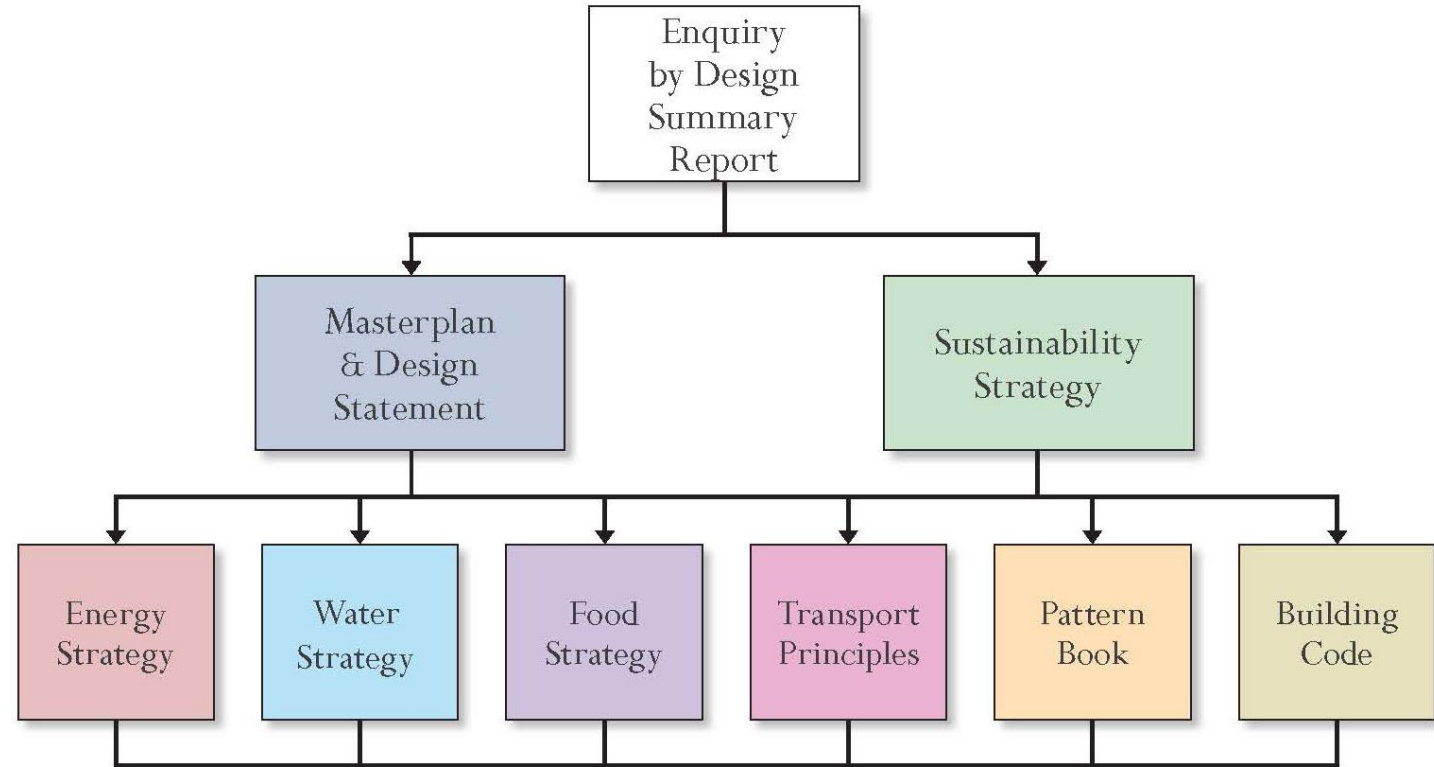
Settlements that are walkable and buildings which, whatever their size, relate to human proportions; recognizing that we shape our buildings and thereafter they shape our lives.

ENCOURAGES: A relationship between people and their built environment.

DISCOURAGES: A feeling of being overwhelmed and alienated.

Duchy Design Approach

- Core Documents



Pattern Book



Simple double-fronted



Double-fronted with ground floor bay windows



Double-fronted with bay windows on both floors



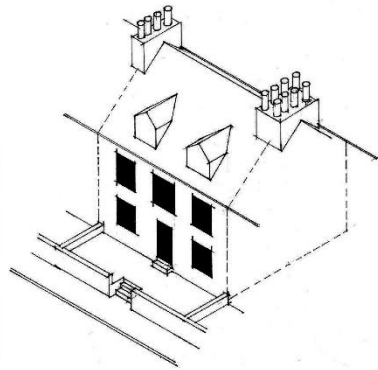
Double-fronted with bay windows on both floors and dormers above



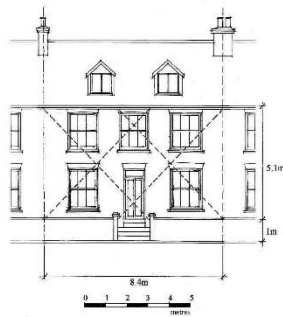
Double-fronted with square bays connected by canopy



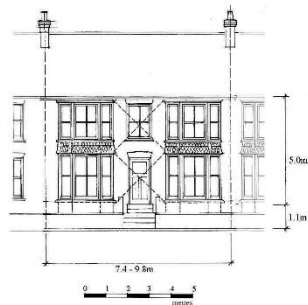
Double-fronted detached villa with bay windows on both floors



Simple, low-residential double-fronted house with optional dormers; part of a terrace.



A PATTERN BOOK FOR NEWQUAY



DOUBLE FRONTED HOUSES (i)

Building Type Defining Characteristics

Double-fronted houses have central entrances with principal rooms either side of it. They are often similar to Two-Bay Houses (C10) in detail but not as common, sometimes used where the site has restricted depth. They range from the functional to the more elaborate and are generally 2 to 2.5 stories.

Grouping

Range from detached to terraces of 8, sometimes in an ABBAABBA rhythm.

Position

Interspersed with Two-Bay Houses (C10) in Town Residential (7B) and Resort Residential (8D) terraced streets. Less frequent as individual houses in Village Residential (9S) and Farmyard Clusters (13D).

Spacing

Either attached to form terrace or detached.

Plot width

Five to 10m

Plot depth

18m to 25m

Set back from road

4m to 4.5m behind low stone boundary walls approximately 800mm to 1000mm high.

Proportions

Simple symmetrical rectangular volume with facade based on a square proportion or a double diagonal of window, as shown. Roofs are generally pitched with the long axis parallel to the road. Bays are often added to the front with gabled or hipped roofs.



Plain, double-fronted farm houses. The first floor windows are light under the eaves. Front doors may be with or without simple, open porches. Ancillary buildings are common subordinate in scale, made from the same materials as the main house.

9^c

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NEWQUAY GROWTH AREA PATTERN BOOK



DUCHY of CORNWALL



CORNWALL
COUNCIL

ADAM ARCHITECTURE

Issue 1 - September 2015

1 A Unique Location

Reaching to the exposed Pentire Peninsula, the rugged North Cornwall coast forms the dramatic backdrop to Newquay. The sea has always been the *raison d'être* of the town. First through fishing, then through the transportation of Cornwall's natural resources and, latterly, as a seaside resort.



2 A Dynamic Place

The distinctive character of Newquay has emerged from centuries of interaction with the environment using available resources as well as civic and religious aspirations. Economic and cultural patterns have also found physical expression. The pattern book aims to elucidate some of the many different qualities that contribute to the uniqueness of the town.



3 Diverse Scale

The size of individual buildings in relation to each other gives hierarchy and meaning to the townscape. Greater scale can be important where a building is conveying civic meaning, whilst the general stock of houses are likely to be of a relatively smaller, domestic scale. Over-sized buildings of little distinction can have a disastrous impact on the established architectural coherence of a town. Miniature or fragmented buildings can have a similar detrimental effect.



4 Vibrant Colour

Colour can be a simple way of adding liveliness and variety to a building, street or terrace. The vibrant effects that can be achieved through the use of colour are appropriate to the character and seaside location of Newquay, although some caution is required in its application to avoid garishness.



5 Local Materials

The characteristic palette of materials used in the construction of the town, mostly originate from the locality and contribute to the other qualities here described. The area is 'mineral rich'. Materials of local origin help define a sense of place and assist the built environment to harmonise with the natural landscape. The choice of materials determines the range of colours to be found and suggests certain combinations. A building with larger stones may, for example, give a greater impression of size than one built using smaller stones or rubble.



Town Building System

- Street types
- House types- Plan matrix
- Well resolved critical details
- Palette of Materials
- Boundary treatments and landscape

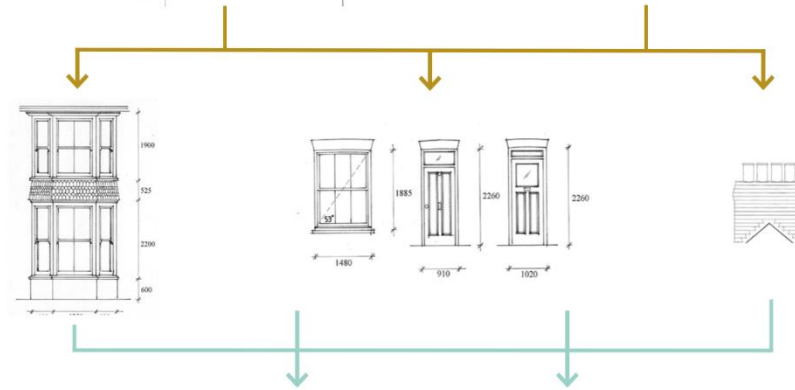
Urban
Typologies



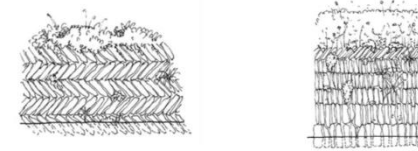
Building
Typologies



Details, materials
and colour



Boundaries, plants
and hard surfaces







STRET
GORYAN



Duchy of Cornwall site at Selling Road, Faversham







Duchy of Cornwall site at Selling Road, Faversham











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