

## 4.0 Design Code



This chapter will establish a set of guiding design principles to help secure a high quality development on the site through the reserved matters stage. These will inform the next stages of design and construction.

Given that this is an outline application, the level of guidelines and principles will be indicative only and the level of details could be expanded at later stages.

All reserved matters applications submitted for the GE Aviation Hamble campus development should demonstrate compliance with the Code unless other alternatives are agreed.

## 4.1 Introduction

“Good quality, inclusive design is essential in creating and maintaining places where people want to live and work, now and in the future. Good design is not just about making places visually attractive. It has a fundamental role in achieving more sustainable development, helping to create flourishing economies and diverse, vibrant and attractive local communities. The hallmark of good design is a place that is designed around people, with its own identity, that functions well and that creates variety and choice. To achieve this requires the development of creative and innovative solutions that respond to the challenges of modern life, the requirements of a specific location and that help tackle climate change and create places suitable for the changes in climate now accepted as inevitable.

Planning has a critical role to play in the delivery of good design. The Government’s recent reforms have ensured that good design and good planning are indivisible and have set a policy framework that facilitates the delivery of good quality places on the ground.

Design codes can play a significant part in implementing these reforms through helping achieve consistently better quality development.”

Baroness Andrews  
House of Lords Minister for Housing and Planning  
Preparing Design Codes - A Practice Manual

## 4.2 Development principles

The proposed development that GE Aviation is promoting on part of their redundant site wants to offer the community a high quality residential development that matches the standards the company bides to on their own manufacturing process at the same time it gives back a number of improvements and benefits to the wider Hamble peninsula community. Sustainability is at the heart of GE's operation and so the proposed scheme should make a positive improvement on the quality of life of the current and new residents. The guiding development principles that should inform future development on the site are:

### - Local Identity

A place with a distinctive local character and identity that relates to the history of the site and its relevance within the Hamble broader context. The use of local materials and an innovative approach towards their applications will help establish the proposal as a part of Hamble with a distinctive identity.

### - Social Diversity

A place with a diverse range of dwelling types, unit sizes, and tenure to suit people of different incomes and at different stages of their lives.

### - Legibility and liveability

A place that has accessible public transport and local services, with a legible structure of streets and blocks and good quality and equipped open spaces linked to the wider network of footpaths connecting the area.

### - Environmental Sustainability

A place that is assessed using BREEAM Communities standards at design and construction review stages to ensure a good quality development and that should include features such as Sustainable Urban Drainage Systems to manage rainwater run-off.

### - Long-term Biodiversity

A place that promotes local biodiversity by allowing new wildlife habitats to be established, and enhancing wildlife corridors that connect to the ecological network currently present around the site.

### - Flexibility

A flexible layout with space to accommodate changing future needs and can be future-proof.

### - Open Space Network

A place that provides a well connected, equipped and maintained network of open spaces that can serve the different age groups as spaces to relax and play and that can allow space for wildlife and an easy transition to the broader countryside.

### 4.3 Access

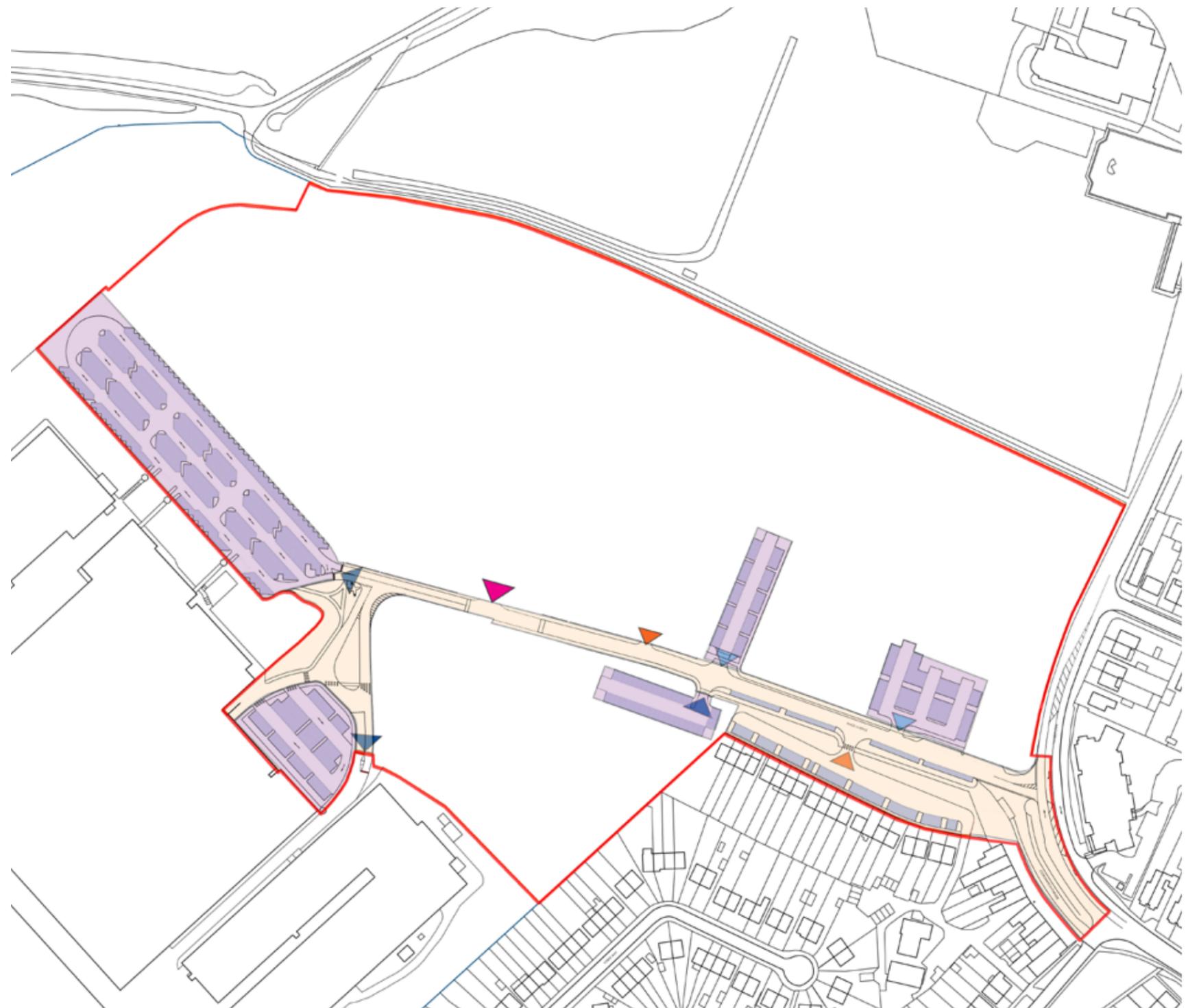
The means of access and movement have been explained previously on section 3.6 of this document.

This section will identify and define access to and from Kings Avenue to the different uses that will be present on site as well as maintaining the operational access to GE Aviation's campus in terms of employees and cargo.

The main access road and sports and GE parking areas are included in detail as part of the "means of access" within this outline application. The principle access points are identified the proposed new residential use, one main access point has been defined opposite Sydney Lodge and to the west edge of the main square, one secondary access point identified for the eastern edge of the site.

No additional access points would be expected from the access road to the new residential development, and no individual residential property's access or driveway are to be created onto this access road.

The diagram to the right shows the location and number of access points in relation to the use.



- Roads
- Car parking areas
- Parking Spaces
- Residential main access
- Residential secondary access
- Sports facilities car park access
- GE exclusive access

## 4.4 Character areas

The proposed development will have distinct character areas:

- 1 The Square;
- 2 The Wing-House Edge;
- 3 The Green Edge;
- 4 The Netley Corridor and
- 5 The Southern Edge

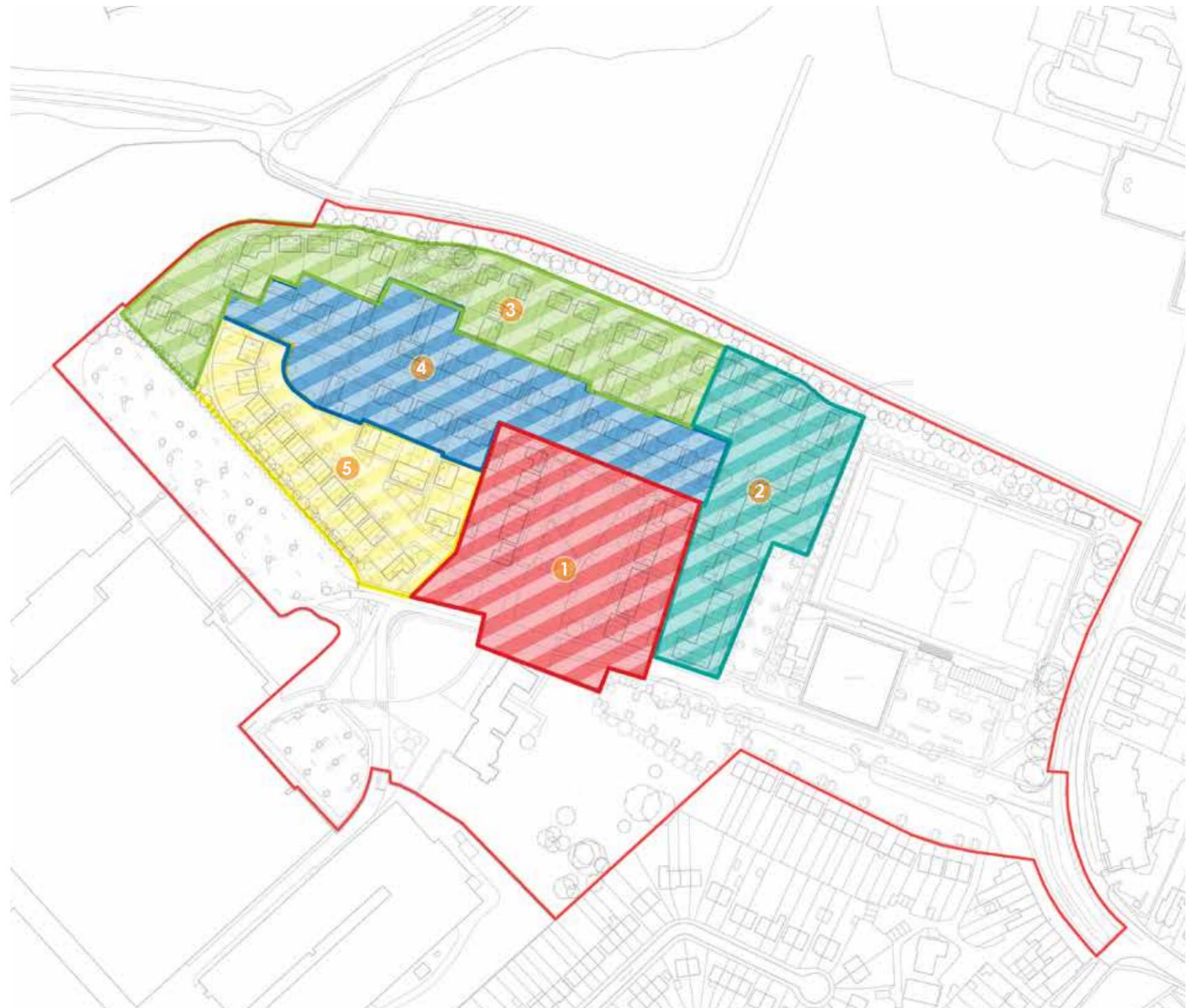
Each area will draw on their particular context and landscape setting to develop their own character and identity.

This section builds on the design principles set out before in this Design and Access Statement, to explain how the form of development in each character area should respond to:

- built form and dwelling typologies and arrangement;
- heights, densities and mix;
- architectural style;
- public realm and open space;
- aspects, views and vistas.

It explains the Vision for each character area that will inform mandatory requirements for the design of buildings, streets and open spaces set out in subsequent sections of the Design Code.

The drawing to the right shows the approximate extent of the character areas.



## 4.4 Character areas

The expected length for the development means that each successive phase of development will be likely to acquire its own character naturally following the principles established for them. Throughout the development period, however, the Design Code will continue to provide a degree of continuity and a coherent vision, whilst permitting sufficient flexibility for it to be updated and modified as needs and priorities change.

### - Built form, building typologies and arrangement

Character will be strongly influenced by the built form and layout of development. The Design Code sets out a range of controls that, taken together, will guide built form along main streets and development edges by regulating the characteristics of street frontage and residential plot components. In turn, the form of development in each character area should respond creatively to the built and cultural heritage assets within the locality to emphasise the distinctiveness and identity of the new place.

### - Heights, density and mix

Built form will also be influenced by residential density given by the number of homes in any given area.

The mix will be driven by guidelines established by Eastleigh Borough Council and the updated housing market assessments. The proposed mix has been defined as follows:

1 bed	5-15%	of total number of units
2 bed	15-30%	of total number of units
3 bed	45-60%	of total number of units
4+ bed	5-15%	of total number of units

Most of the development will be 2 and 3 storeys in height and in keeping with the character and scale of the surrounding areas. A parameter plan indicating heights is included with the application as shown on the diagram below.



### - Architectural style

It is envisaged that each character area will embrace a particular architectural style to cement its distinctiveness. These design styles should respect the following principles:

- Avoid architectural “pastiche”;
- Respond positively to local context; and
- Use materials in a way that complements the chosen architectural language.

‘Pastiche’ refers to the application of architectural styles in a superficial way, without necessarily producing either good design, or well-proportioned buildings. Whatever architectural language is adopted, it should be applied coherently and consistently to avoid creating a ‘zoo’ of mismatching styles that compete for attention in the same place.

Materials will play an important role in character formation. The selection of materials for the site aims to ensure the new development maintains a sense of place by reflecting the colours and textures commonly found in this area of Hampshire.

### - Public realm + Open space

Public realm is the streets and open spaces between buildings. The design of the public realm will be amongst the most important factors influencing the character of the new neighbourhoods. The character and identity of the public realm is inseparable from the built form and design quality of the buildings that define it. The Design Code recognises this by setting out requirements for key groups of buildings that will define or enclose important public streets and spaces. The choice of public lighting, street furniture (bins, bollards, benches, signage etc.) will also play a role.

The need to carefully consider the location of tree planting in relation to light columns (and windows to homes) is vital to create an attractive place with comfortable lighting levels suitable for the street.

### - Aspects, views + vistas

Views and vistas are a distinctive feature on the proposed residential development and they are key in determining the future shape of the place. A view from the site to Netley Chapel to the north west is defined as the main spine that structures the residential development and creates a distributor and connector of lows and circulations through the site.

Vistas to Sydney Lodge are also of key importance as the main open space and circulation routes should be structured to enhance the setting of the listed building to become the main focal point within the site.

Aspects should respond to the location of the buildings within the site, i.e. frontages to open spaces should be more continuous on their arrangement whilst dwellings close to the green edges should be more structured in a more dispersed manner.

## 4.4 Character areas

### 1 The Square

The square is to become the access point to the proposed development and its main feature is the enhancement of the setting to Sydney Lodge as well as providing a differentiated access for both GE Aviation retained campus and the residential element of the proposal.

A large open space is located at the heart of this character area which includes a LEAP (local equipped area for play) and enables vistas to Sydney Lodge from a wide range of locations.



Heights on this area will be of 3 storeys on the eastern and western edges and 2.5 storeys on the north edge.

Corner buildings will be designed to create focal viewpoints where appropriate.

The architectural style will be of a contemporary character and will reflect on the local context. The architectural language should be inspired on both, the industrial heritage of the site and the influence of more contemporary coastal type of developments.

An access square will be located facing Sydney Lodge that will link to the main open space area on site, improving the vistas to the listed building and extended views to the wider context.



## 4.4 Character areas

### 2 The Wing-House edge

The eastern edge of the development is adjacent to the sports pitches and facilities and will become a buffer between the sport activities and the residential area of the site.

This edge constitutes the starting point of the view corridor looking to Netley Chapel and its volumetric shape should respond to that particular characteristic. Development on this area will be more dense given its proximity to public transport and services.



Heights on this area will be of 3 storeys in general with a few exceptions of buildings being 2.5 storeys.

Buildings will be arranged in groups of flats and houses taking special care in creating an appropriate frontage to configure the view corridor to Netley Chapel to the west.

The general arrangement of the buildings looking on to the sports pitches will be on the north to south direction to help mitigate any possible noise coming from those activities. Extensive planting will also be located on the edge of the sports pitches to help reduce the noise mitigation.

The architectural style will be of a contemporary character and will reflect on the local context.

Areas of open space are located to the east and north of this area and are connected to the wider network of open spaces on the site.



## 4.4 Character areas

### 3 The Green edge

The green edge area is located to the north of the site and fronts the Mount Pleasant Recreation Ground. This area constitutes a clear development boundary to the north and its character should reflect such condition in terms of building types, massing and arrangement.

A area of open space is located all along the northern boundary to create a soft green edge that can consolidate the green aspect of this edge and retain existing trees.



Heights will be of 3 storeys all thorough the northern edge and 2 and 2.5 storeys to the south boundary of this character area.

Buildings will be arranged as detached or pairs of semidetached buildings to provide a more disperse sense of development looking on to the wider landscape.

The architectural style will be of a contemporary character and will reflect on the local context.

An open space green area and planting buffer runs along the whole northern edge of the site and connects to the recreation ground immediately to the north of the site. Smaller pockets of green spaces will be pepper-potted round this area of the site.



## 4.4 Character areas

### 4 The Netley corridor

The Netley Corridor constitutes the central spine of this residential development framing the view from the site to Netley Chapel to the west and connects all the character areas with the wider context.

This corridor also structures the network of open spaces with an appropriate width that allows for tree planting and the inclusion of SUDs to help mitigate drainage conditions on site.



Heights long the corridor will be of 2.5 storeys with the exception of key corner buildings that will be 3 storeys in height to create focal view points.

The architectural style will be of a contemporary character and will reflect on the local context.

The corridor links all major open spaces within the site and so it provides a range of opportunities for outdoor activities for the residents.

