

4.6 Character Areas

Main Street Character Area

This character area represents a significant portion of the development and is strategically positioned along the primary spine route through the site, which is in line with the approved scheme. The eaves and ridge lines consistently parallel the road, with taller 2.5-storey units strategically placed at junctions to create appealing vistas at road termination points. All dwellings have been designed to offer a strong presence and frontage along the streets and within the public realm. At corners, dual-aspect properties have been utilised to ensure continuous surveillance over all public spaces.

The proposed dwellings within the Main Street character area primarily feature red brick exteriors, complemented by artstone window heads and band courses, anthracite window frames, and lean-to door canopies, resulting in a more contemporary character that enhances the overall ambience.



Main Street Character Area Street Scene

Proposed 'Main Street' Character Area Palette



Streets Character Area

The Streets character area is situated along the secondary routes within the development, offering a much quieter ambience. Buildings in this area are designed to face the street, and corner-turner units are strategically placed at all intersections to ensure continuous surveillance over the public realm. The Streets character area comprises 2 to 2.5-storey houses and 3-storey apartments.

This character area is distinct from the others, with the architectural palette here being less formal and leaning towards a more contemporary style. This distinction is achieved through the combination of blue engineering brick alongside the red brick used in the other character areas. Front elevations feature a blue engineering brick infill panel, arched brick window heads, angled red brick sills, and anthracite windows. This use of differing materials clearly distinguishes The Streets character area, making it easily recognisable and aiding in wayfinding.



Streets Character Area Street Scene

Proposed 'Streets' Character Area Palette



The Lanes Character Area

The Lanes character area forms the northeastern and part of the northern boundary of the residential development. Properties within this area will feature a strong frontage along Hafod Road and will be notably set back. The use of larger 2 to 2.5-storey properties adds diversity to the area, resulting in a more informal character with a variety of roof and ridge lines.

In alignment with the approved scheme, the Lanes character area plays a key role in integrating the proposed development with the existing residential area, incorporating architectural elements inspired by the local context. These architectural features are consistently employed and include orange brick, brown timber boarding on gable projections facing Hafod Road, pitched canopies, brick splay-arched window heads, and chimneys for the larger properties.

The deliberate choice of architectural features helps blend the Lanes character area seamlessly into its surroundings, bridging the proposed development with the existing residential landscape.



Main Street Character Area Street Scene

Parkland Character Area

Entrance into the site has evolved to provide an expansive outlook towards the Parkland Character Area which forms an attractive gateway into the site. Housing here seamlessly integrates with the surrounding environment and serves as the primary boundary of the residential area of the proposed development. Extending linearly from the north-west to the south-west, all properties are oriented to maximise their views to the expansive green open space promoting community engagement and strong connection with the outdoors.

The Parkland's linear character is reinforced by slower-moving, block-paved private drives and properties that are set back from the road to allow for avenue tree planting, which breaks up the building form when viewed from a wider landscape. The architectural palette here draws inspiration from the Victorian and Georgian styles found in the local context, featuring red brick houses with ornate brick detailing, pitched canopies, artstone window heads, and cills. The windows are symmetrical and feature small sections of glass separated by glazing bars. The Parkland character area features 2 to 2.5-storey properties, creating a greater variety of roof and ridge lines, resulting in a more informal character.



Parkland Character Area Street Scene

Proposed 'Lanes' Character Area Palette



Proposed 'Parkland' Character Area Palette

