

Market Parade – Scale:

Careful consideration has been made to step the building but provide a focal point within the development that acts as a gateway and visual landmark for the community.

This is a departure from the Councils framework document however this is a key building to act as a starting point for future development. The scale and massing have been carefully considered and we have developed the design with not only the councils member but also local stakeholders and also the local community.

By providing a feature tower, rail commuters can identify this as a point of entrance to the town and also a visual link to the bus terminal which is currently lacking.

The features and architectural language of the rest of the development are of a domestic scale which grounds the building into its setting.



Scale of the building from the Town Centre

Market Parade – Landscape:

Hard and soft landscaping will be reinforced both in the existing plaza and new amenity deck at first floor level. It is intended that the amenity space be a private area for the enjoyment of the residents set off the street level. Access to it will be via the stair cores in each corner and provide a safe well light area for meeting and enjoying the space.

There is also the opportunity to redevelop the plaza area for the enjoyment of the retail units by providing seating areas set within a soft landscape which may provide visual interest and separation.

There is also the opportunity to redevelop the link between the railway forecourt down into the plaza by providing a new landscaped ramp where the existing steps are located. This would not only bring the public down from the station but also make the space more inclusive and accessible to the community.



Scale of the building from the Railway line