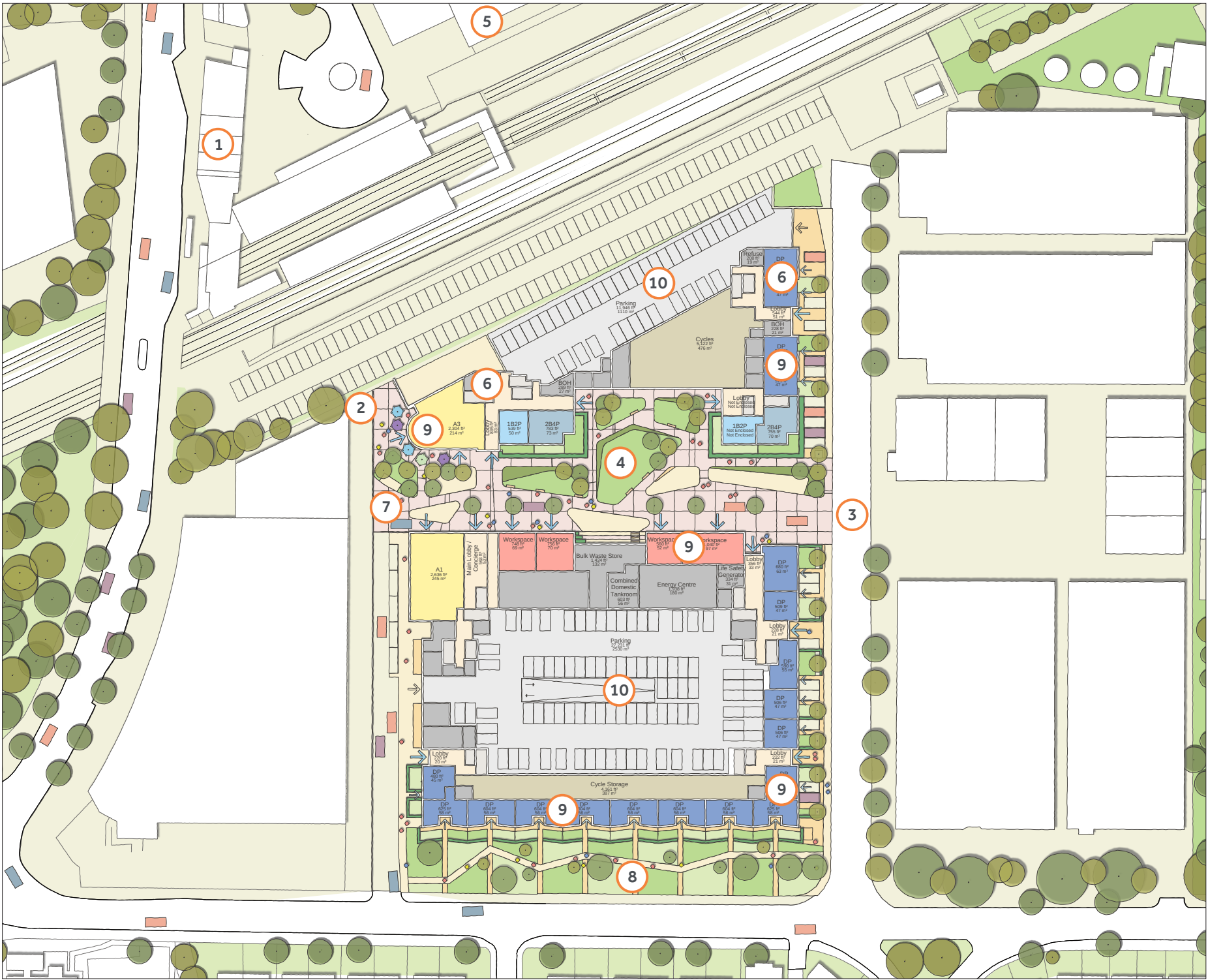


3.4.1 Aims and Objectives

Through the Design team's analysis of the site and understanding of the changing context, the following ten opportunities and considerations have

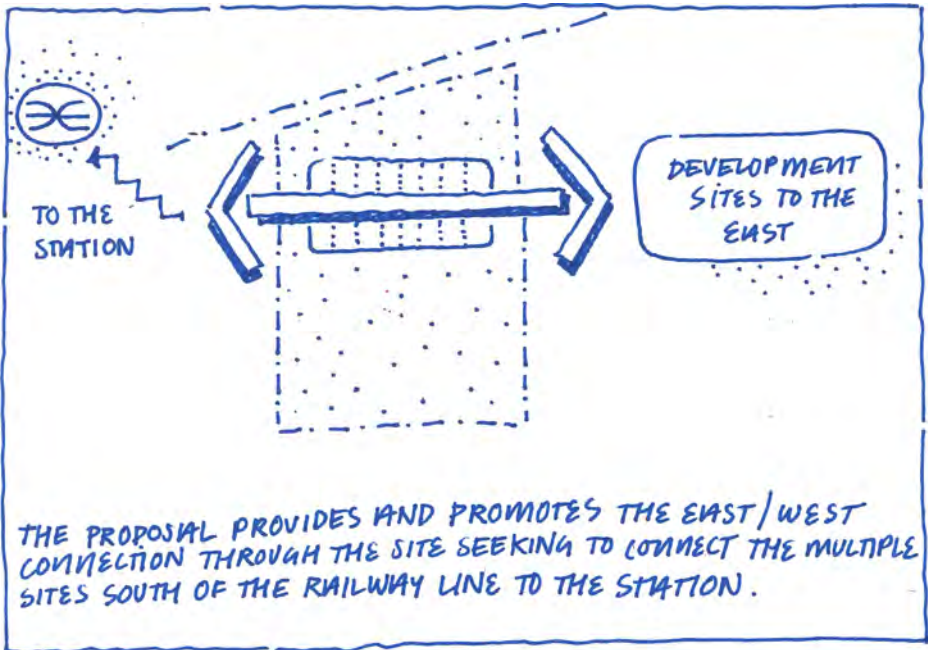
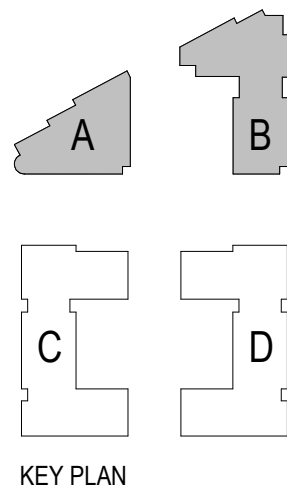
1. Capture the opportunity of the station and the new Crossrail connection to bring the value and opportunity currently enjoyed to the north of the railway to the lands to the south
2. Adopt a placemaking philosophy and consider a 'comprehensive development' approach to the lands south of the railway that extends beyond red-line boundaries.
3. Define the east/west route and facilitate future connections and development opportunities beyond the site
4. Make the site penetrable by opening up currently private space to the public.
5. Transition scale and bulk from the railway and High Point Village to the suburban scale of Nestles Avenue.
6. Create a balanced cluster of height around the station.
7. Create a hard landscaped, busy and usable public space adjacent to the station and in addition greened areas with a more residential character.
8. Positively address Nestle's Avenue and work together with the Barratts' proposal to improve the street character and setting.
9. Activate frontages and define street edges, providing a bespoke response to each boundary of the site to ensure the development proposals 'fit' and relate to their surroundings.
10. Minimise the impact of car parking on the public realm to promote walking and cycling.



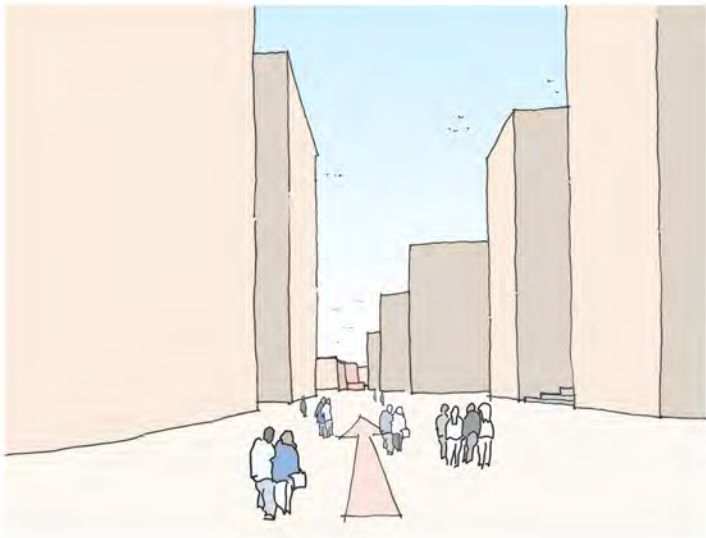
The Masterplan Proposals in Context

3.5.1 Layout and Description of Masterplan

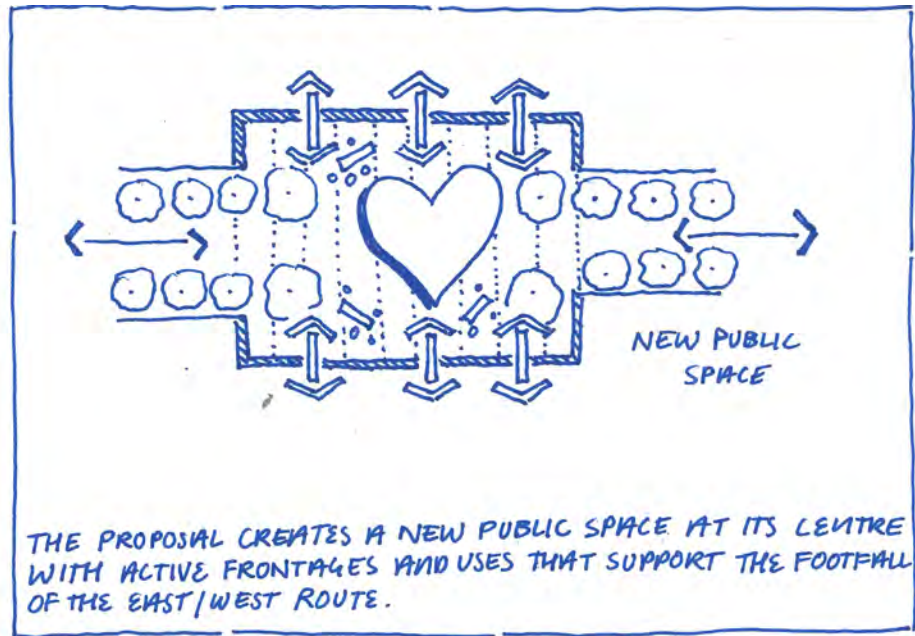
The masterplan is structured around the site's role in connecting new and existing communities. As established early in the process; the east/west link ties the lands south of the railway back to the station and the high street to the north and provides the focus for all new development. The alignment of the route has been carefully considered to afford views of the retained heritage façades of the former Nestles Factory to the east and focus on a potential new 'marker building' adjacent to the station to the west. Its width is generous, perceived as a well-used pedestrian route supported by significant green space in which people can transition, meet or dwell. In the Barratts proposal the space is residential in character but as this moves westwards it changes and the proposals for the site have a more civic feel; with workspaces, a retail store and a café. The grouping of the latter occurs around a hard-landscaped space, organised to the west, that engages with the potential station marker building and its steps that lead up to the raised station road and the access to the station.



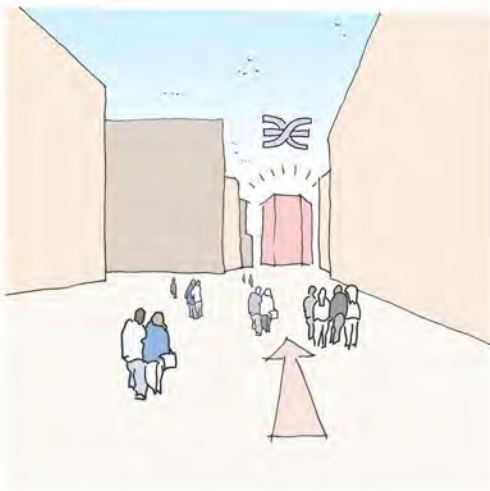
Concept diagram 1



View to the factory building



Concept diagram 2



View to the station marker