



WELBORNE
GARDEN VILLAGE

POS Conference: Placemaking and Garden Communities

12.06.2025



DAVID LOCK
ASSOCIATES

FAREHAM
BOROUGH COUNCIL

Speakers



**Fareham
Borough Council**

**David Lock
Associates**

Agenda



**Introduction
to Welborne**

**Placemaking
Essentials**

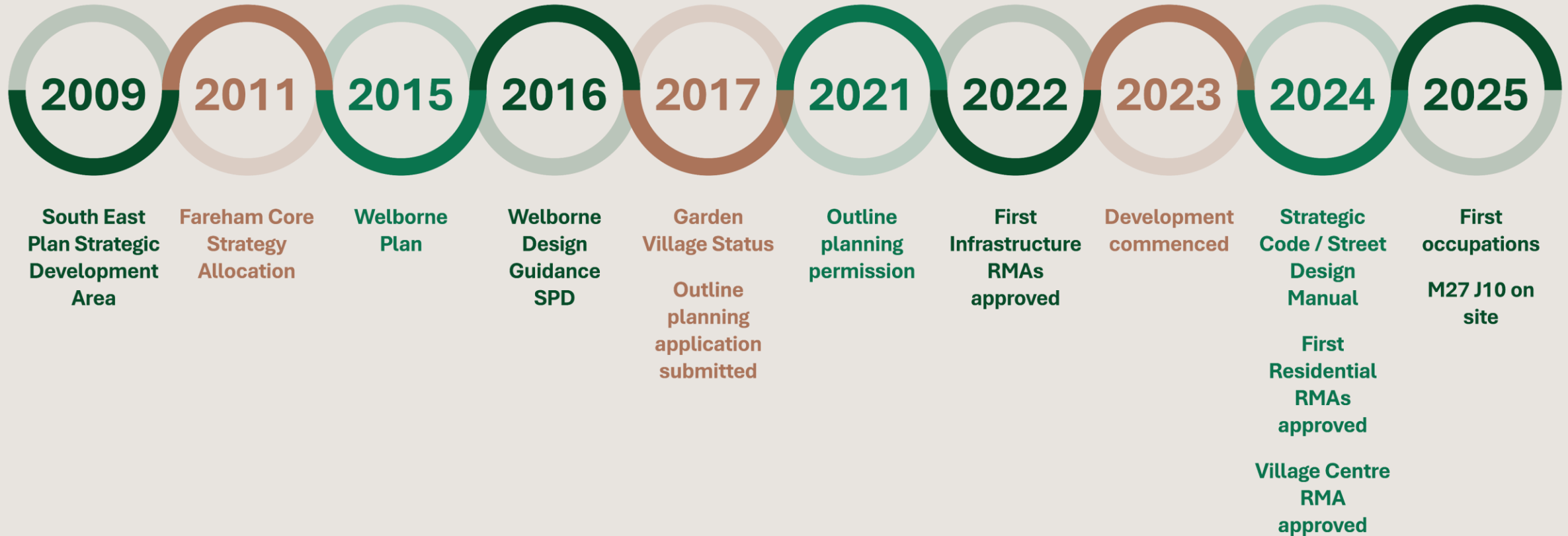
**Key
Learnings**

Introduction to Welborne Garden Village

- 21st Century Garden Village
- North of Fareham
- New community of homes (6,000) alongside green space, education, employment (105,000sqm), health care, District and Village centre, SANG and extensive green infrastructure
- Significant infrastructure - M27 junction
- Master Developer – Buckland Development
- 98% owned by Welborne Land



Timeline



Placemaking Essentials

– Vision & Ambition

‘Welborne Land is focused on a consistent long term vision that prioritises patient investment and delivery ahead of short term financial returns. The focus is on place-making rather than just housing numbers’

**High quality
design –
ambition from
the outset**

**Placemaking
prioritised at
all stages**

**Shared vision
– FBC /
Welborne
Land**

Placemaking Essentials

– Policy Framework

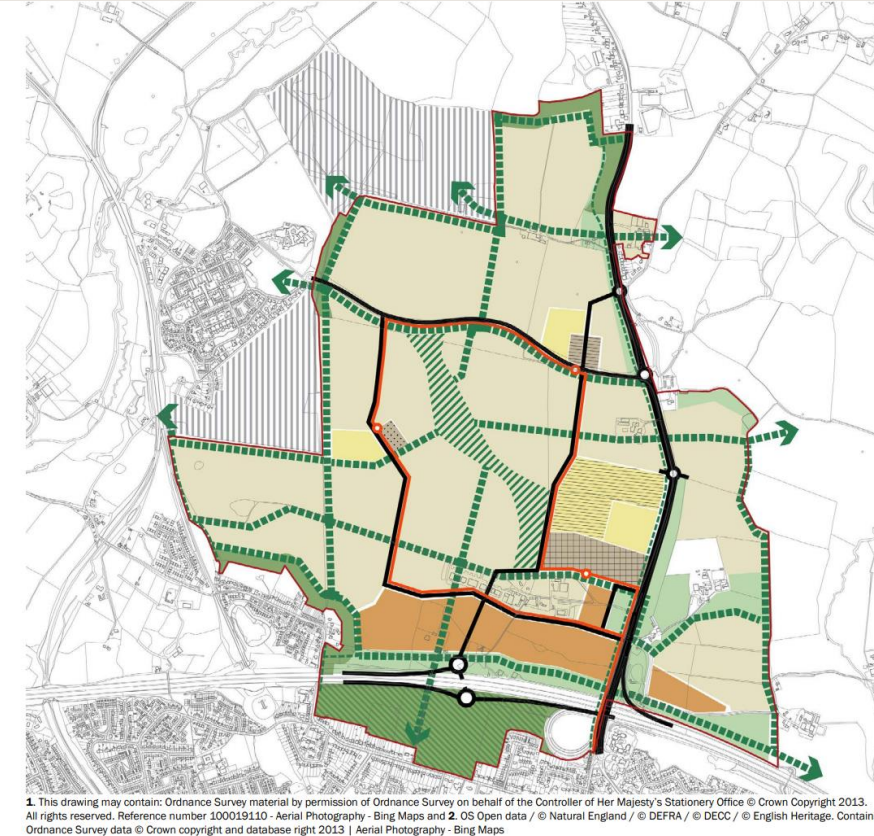
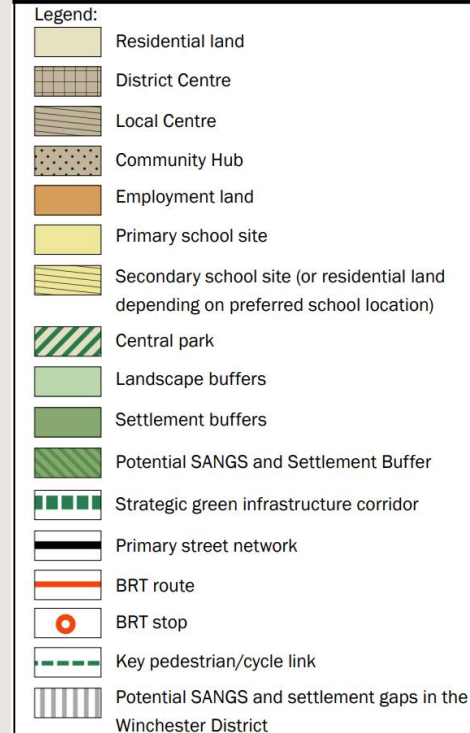
• The Welborne Plan

- Vision carried forward into dedicated Development Plan Document
- Strategic Framework Diagram
- High level design principles

• Welborne Design Guide SPD

- Developed by FBC in consultation with Welborne Land
- Clarity on design documentation required
- Detailed design principles

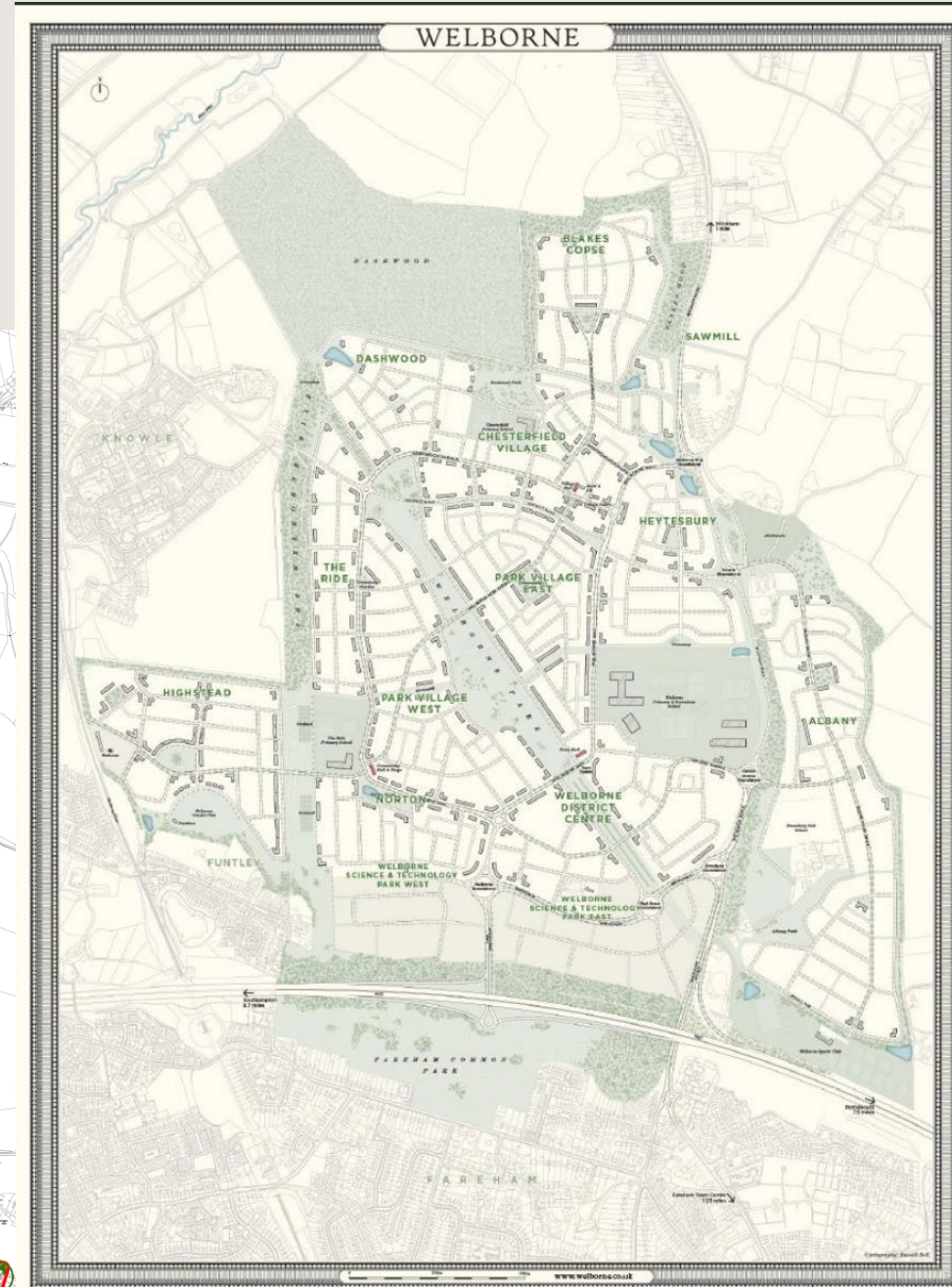
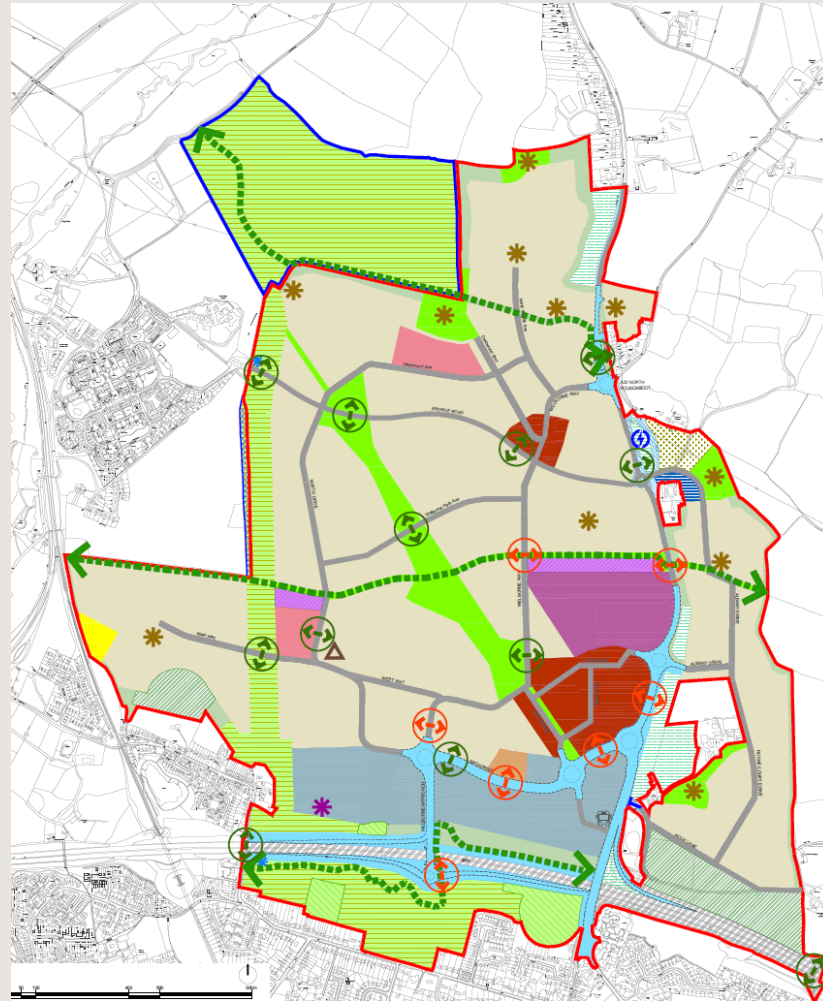
Figure 2. The Strategic Framework Diagram in Appendix B.2 of the Adopted Welborne Plan (Local Plan Part 3)



Placemaking Essentials

– OPA

- Extensive masterplanning to inform parameters
- OPA Parameter Plans



Placemaking Essentials

– OPA

- IDP – securing infrastructure delivery at right time
- Conditions (76) – Design Codes, phased discharge
- S106 – basis for steering groups to facilitate delivery / post OPA agreement
- S106 provisions for estate management through Welborne Garden Village Trust

Placemaking Essentials – Design Control

- Strategic Design Code
- Street Design Manual
- Neighbourhood Design Codes
 - Housebuilder tested
 - Member support through training / site visits

STRATEGIC DESIGN CODE

1. An introduction to Welborne
 - Vision
 - Illustrative masterplan
 - Neighbourhood structure
2. Explaining the Strategic Design Code
 - Its objectives and how to use the Code
3. Strategic masterplans and town-wide regulations
4. Landscape
5. Character elements
 - The design elements that will shape Welborne's character
6. Neighbourhoods
 - Characteristics and key components of each neighbourhood
7. Technical principles
 - Site-wide principles that apply to all neighbourhoods

WELBORNE STREETS MANUAL

1. Introduction to the Welborne Streets Manual
2. Explaining the Welborne Streets Manual
3. Placemaking Principles
4. Adoption, Management and Maintenance
 - Role of Welborne Garden Village Trust
5. Movement Strategy
6. Street Design Principles
 - How streets will look, feel and function
7. Street layout
 - Typical street, junction and driveway types
 - Special places

NEIGHBOURHOOD DESIGN CODES

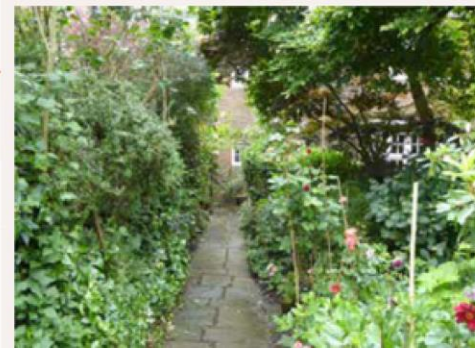
1. Explaining the Neighbourhood Design Code
 - Its objectives and how to use the Code
2. Neighbourhood context
3. Illustrative plan
 - How the neighbourhood will be brought forward
4. Neighbourhood layout
5. Landscape strategy
6. Built form
 - Design requirements relating to appearance, scale, materials and details of buildings
7. Points of delight
8. Key infrastructure requirements
 - Schools etc
9. Applying the design principles
 - Guidance for code-compliant design
10. Property owners guidance
 - For owners wishing to carry out development or alterations
11. Property owners guidance
12. Compliance checklist

Placemaking Essentials – Design Control

- Strategic Design Code



- KEY COMPONENTS**
(Must be adhered to)
1. Welborne Way will pass through the neighbourhood, buildings will predominantly front onto the street.
 2. A north-south primary street adjacent to Welborne Park will pass through the neighbourhood, buildings will predominantly front onto the street. This will be a no through route for cars; it will be a through route only for buses.
 3. A secondary street will cross through the neighbourhood linking to the A32 to the east and Welborne Way to the west.
 4. Buildings will predominantly front onto Welborne Park.
 5. A high-quality public realm space in the form of an urban square will be provided in the centre of the neighbourhood, fronting onto Welborne Park.
 6. A principal landmark building (that may be a community building) will be located addressing the urban square.
 7. Two landmark buildings will be provided addressing the Welborne Way junction.
 8. Welborne District Centre will include a primary and secondary school, and an all weather pitch. Reserve land may be used to expand the schools at a future time. Final location and site boundary to be agreed with HCC. If HCC confirm reserve land is not required use will revert to residential.
 9. Pedestrian and cycle connections will be provided to Welborne Park.
 10. Connections will be provided to Welborne Science and Technology Park.
 11. No building within 40m of the east, north or west elevations of Dean Farm House will exceed 8.5m in height.
 12. The setting of Dean Farm House will be respected by the proposals.
 13. Further ungrated pedestrian crossings to be identified where required in neighbourhood code.

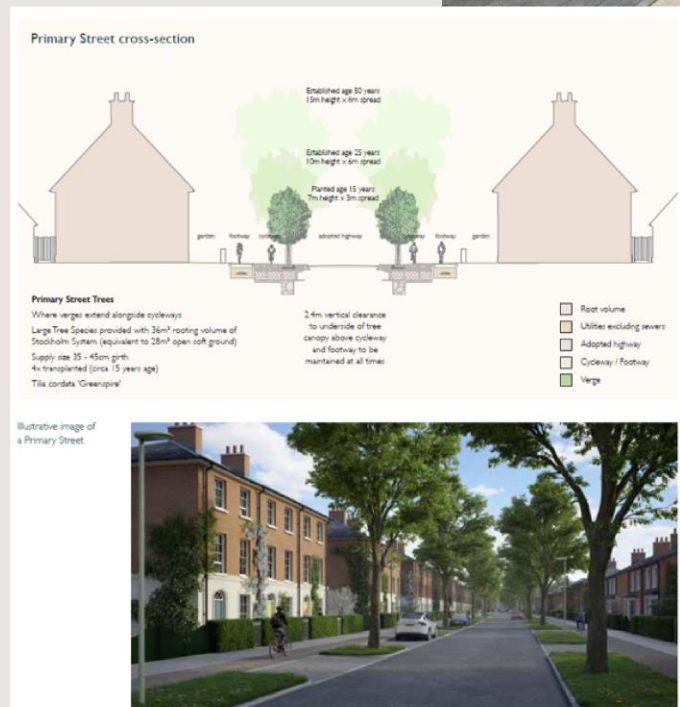


Placemaking Essentials – Design Control

- Streets Design Manual
 - HCC highways / FBC adopted
 - Bespoke adoptions and technical guidance



WELBORNE



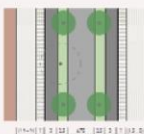
7. STREET LAYOUT 7a. PRINCIPAL STREET TYPES

The patterns of movement that are laid out by streets often have a longevity far greater than the buildings that front onto the spaces. Hence great care shall be taken in the design and layout of the streets. This section sets out the key criteria for street design at Welborne. Each street form is described in terms of design criteria, typical dimensions, cross section, plan form and precedent examples.

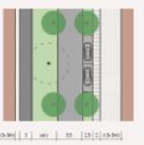
The street network at Welborne comprises of typical streets as illustrated in the matrix of types opposite. In addition to these standard streets and paths, are the bespoke conditions of Welborne Way and Knowle Road. These routes are two of the most important movement corridors within Welborne.



WELBORNE WAY
 Welborne Way is the principal north-south movement route through Welborne, providing a connection to the M27. It shall be important to consider its role both as a vehicular movement route but also one that is conducive to pedestrian and cycle movements.



KNOWLE ROAD
 Knowle Road is an existing 30mph road connecting Knowle village to the Wickham Road.
 Knowle Road will take on a new character as a residential street with a reduced speed limit of 20mph.

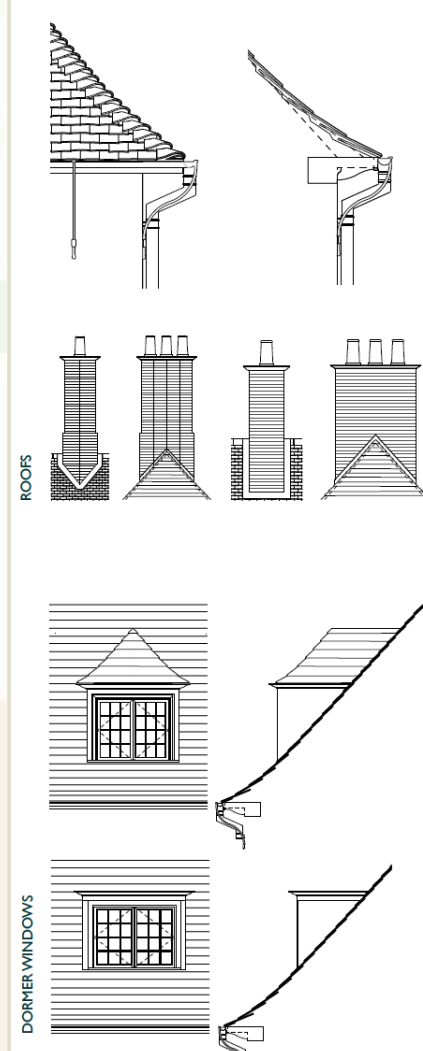


Placemaking Essentials – Design Control

- Neighbourhood Design Codes



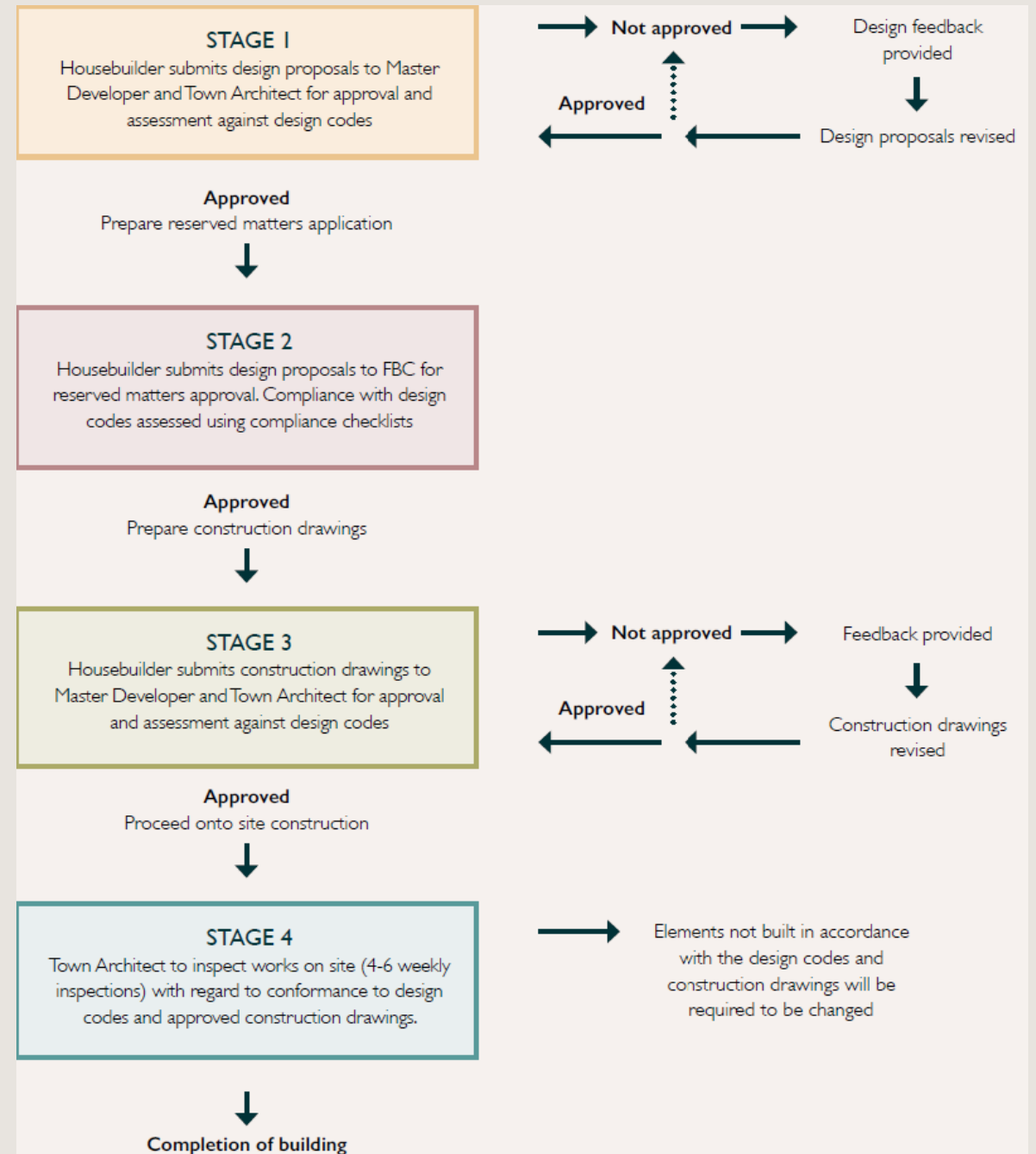
- BUILT FORM CHARACTER PLAN**
- Welborne Site Boundary
 - Chesterfield Neighbourhood Boundary
 - Hampshire Formal
 - Hampshire Vernacular
 - Potential Garden City- Arts & Crafts
 - Urban Square
 - School Site
 - Illustrative Pocket Park



Placemaking Essentials

– Design Control

- Codes prevent dilution of vision over time
- Multi-layered Code compliance checks
 - Town architect role – pre-RMA submission
 - FBC – RMA approval
 - Welborne Garden Village Trust – post construction checks
 - Homeowner changes – WGVT approval



Placemaking Essentials

– Delivery

- Early infrastructure delivery – green, grey, blue
- Serviced parcels model
- SME housebuilder JV model e.g. Thakeham, Pye, CJ Fry
- Utilities company
- Heat network – water source heat pumps



WELBORNE



Placemaking Essentials

– Delivery

- Early community establishment – Village Centre, green infrastructure, play, first primary school, health centre
- Welborne Garden Village Trust – 1) stewardship; 2) keeping the vision; 3) community development



WELBORNE

A BLUEPRINT OF A MODERN GARDEN VILLAGE



From vision...



To reality



WELBORNE



WELBORNE



Key Takeaways

- Relationships and collaboration
- The right design controls, at the right time
- Consistency of vision and ambition over the long term
- Genuine desire to approach development differently
- Committed and knowledgeable teams (on both sides)
- Flexibility when delivering at strategic scale (at OPA and detailed stages)
- Stewardship model





 DAVID LOCK
ASSOCIATES

W E L B O R N E
G A R D E N V I L L A G E

FAREHAM
BOROUGH COUNCIL