

THE WELBORNE PLAN

Fareham Borough Council appointed *LDA Design* and Parsons Brinckerhoff to prepare a concept masterplan for Welborne, a new community north of Fareham in 2012. The community was originally conceived as an eco-town. It is intended to comprise of up to 6,500 new homes, 80,000 sq m of employment land, mixed use centres, and exhibit high design quality to create a very special place. It is also a pilot project exploring how Garden City principles can be adapted for the 21st Century.

The masterplan demonstrates the potential to draw on the special qualities of the landscape to create a quality development that is well integrated into its setting, in particular through the creation of the Downs Park and well defined character areas which respond to the distinctive qualities of each part of the site.

Development of the masterplan has drawn on the full range of our skills from planning, masterplanning, energy consultancy, architecture and landscape design. It has also involved working closely with the team carrying out viability appraisal and infrastructure delivery work to ensure that the scheme can ultimately be delivered through a combination of public and private sector investment.



SCHEME
The Welborne Plan

CLIENT
Fareham Borough Council

LOCATION
Fareham, Hampshire

PARTNERS
Parsons Brinckerhoff

BUDGET
Confidential

AREA
370 ha

SCHEDULE
2012 - ongoing

¹ DOWNS PARK VISUALISATION
² CAMPUS VISUALISATION
³ MEADOWS VISUALISATION

VISIT
www.lda-design.co.uk