



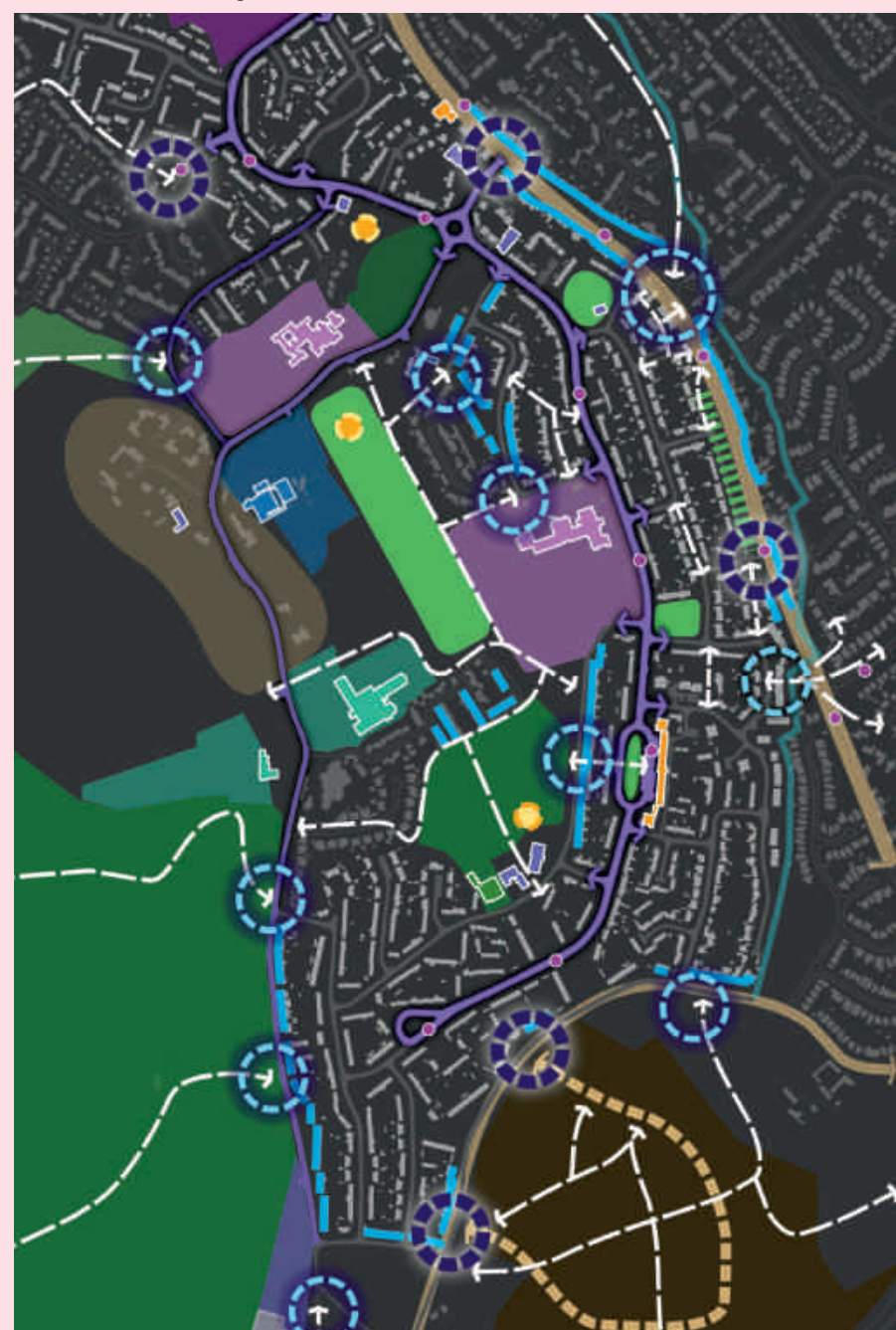
Illustrative Plans from your feedback

Matson: Consultation One Reminder

This board gives a summary of the key information presented at the first consultation event in November.

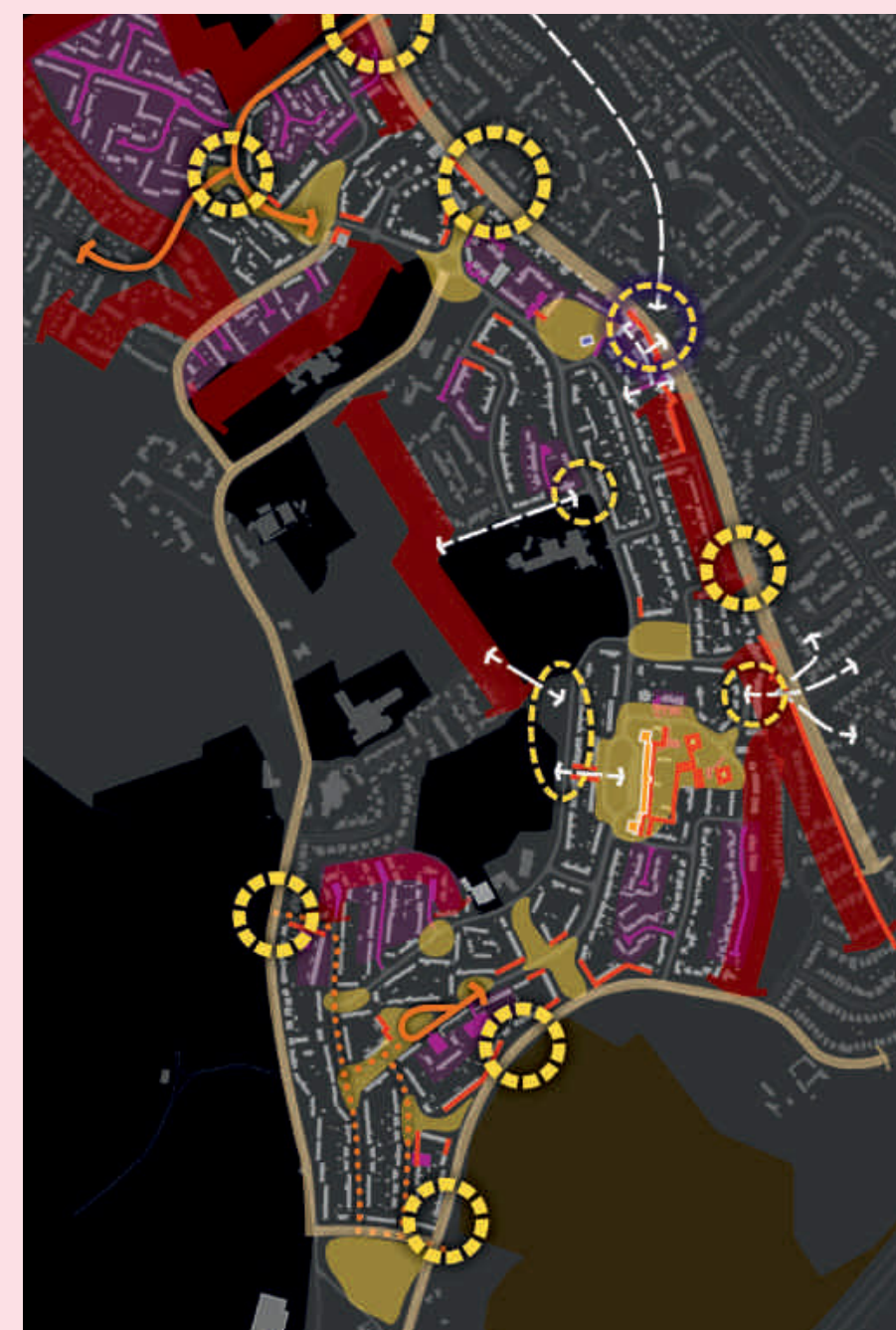
Positive Influences

- Located next to Painswick Road, a key route into the city and out to the M5
- Matson Avenue is a key road that connects most of the neighbourhood
- A variety of commercial and community facilities bring some activity around Matson
- The neighbourhood has shops that are well located in the centre.
- Matson is next to a Country Park with attractive views and a range of outdoor activities
- Matson Park is of good quality, centrally located and provides one of the two play areas
- There are some footpaths and roads to Painswick Road and to the wider area for access and connectivity



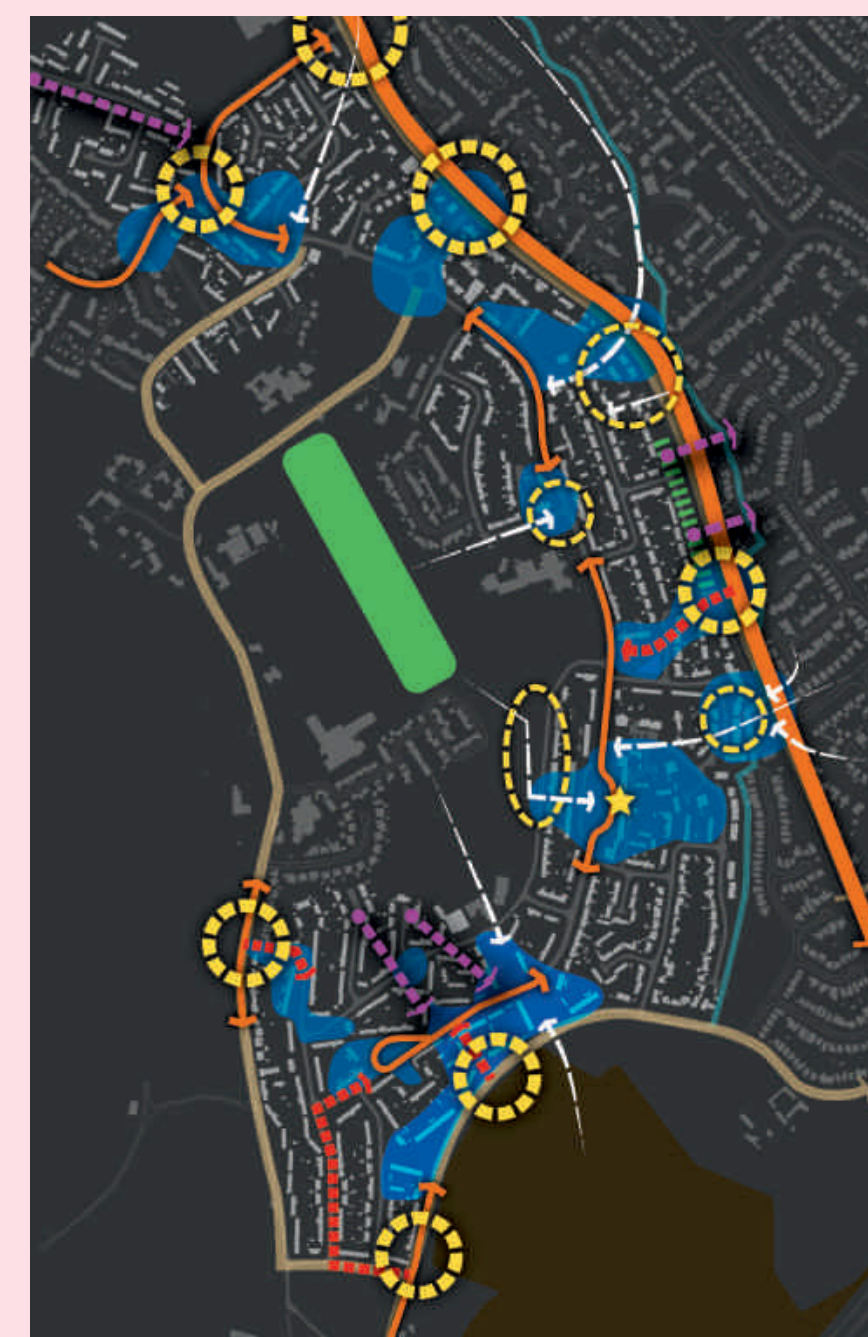
Negative Influences

- Parts of the estate, particularly in the north and south appear cut off from direct links to Matson Avenue, particularly where there are cul-de-sacs or dead-ends.
- Links between Matson Avenue to Painswick Road are minimal and, except for Matson Lane and Norbury Avenue, are indirect and not well overlooked.
- Neither Matson Park nor Robinswood Country Park entrances are obvious, open or well overlooked.
- Several of the green spaces are not very well designed and are without play facilities or seating
- Community facilities are located throughout the estate, but are not located next to each other.
- The local centre is dated and of low quality



Opportunities

- Promote accessibility and movement into Matson by improving connections between Painswick Road and Matson Avenue and Matson Avenue and Matson Lane.
- Improve the entrances to Matson Park and Robinswood Hill Country Park, as well as enhancing their connections to the centre of Matson.
- Improve the sense of connection of the pockets of housing in the north and south to Matson Avenue
- Redesign of the central area to provide enhanced commercial and community facilities to improve identity, ownership and activity of the area.
- Use architectural and landscaping design to clearly express the different characters in Matson
- Improve useful public open spaces along Matson Avenue that include equipped play and seating areas
- Provide additional, well-designed new housing in the areas where there is an excess of open space and also where existing buildings are in a poor state and in need of replacement.

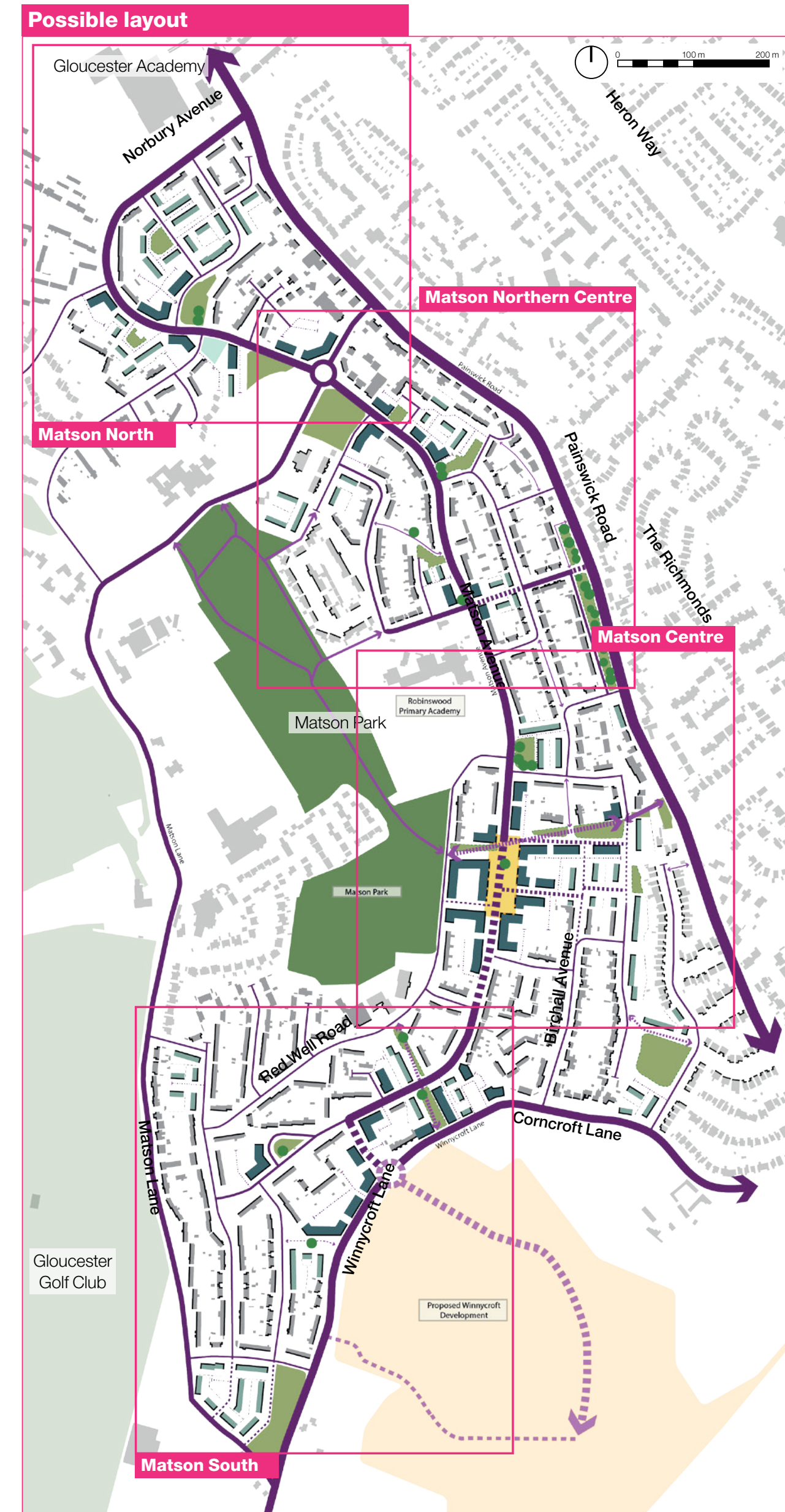


Regeneration key principles

1. Promoting connectivity using legible routes and development east-west between Matson Park, Matson Avenue and Painswick Road.
2. Anchoring the north and south residential areas into the neighbourhood.
3. Providing useful open spaces that are a range of public, communal and private spaces that support permeability and activity in the neighbourhood.
4. Identifying development opportunities to enhance housing options and commercial and community facilities.

Matson: Overview

This shows an overview of Matson estate how it is today alongside a possible new master plan.



Key

- Existing vehicular routes
- Possible vehicular routes
- Existing pedestrian routes
- Possible pedestrian routes
- Existing buildings
- Possible houses
- Possible Flats
- Possible flats above shops and/or community uses at ground floor
- Retained open space
- Possible public open space
- Possible hard landscaping
- Industrial area
- Possible redevelopment with the relocation of community facility into new building

All of the opportunities and key principles that have just been summarized and which were discussed with residents at the consultation in November have been used to help shape this possible master plan.

The areas that have been proposed for change or regeneration have been done so for the following reasons:

1

The majority of buildings and homes within the areas for change are in need of replacement.

2

Gloucester City Homes own the majority of the homes and land and therefore have more ability to make change here.

3

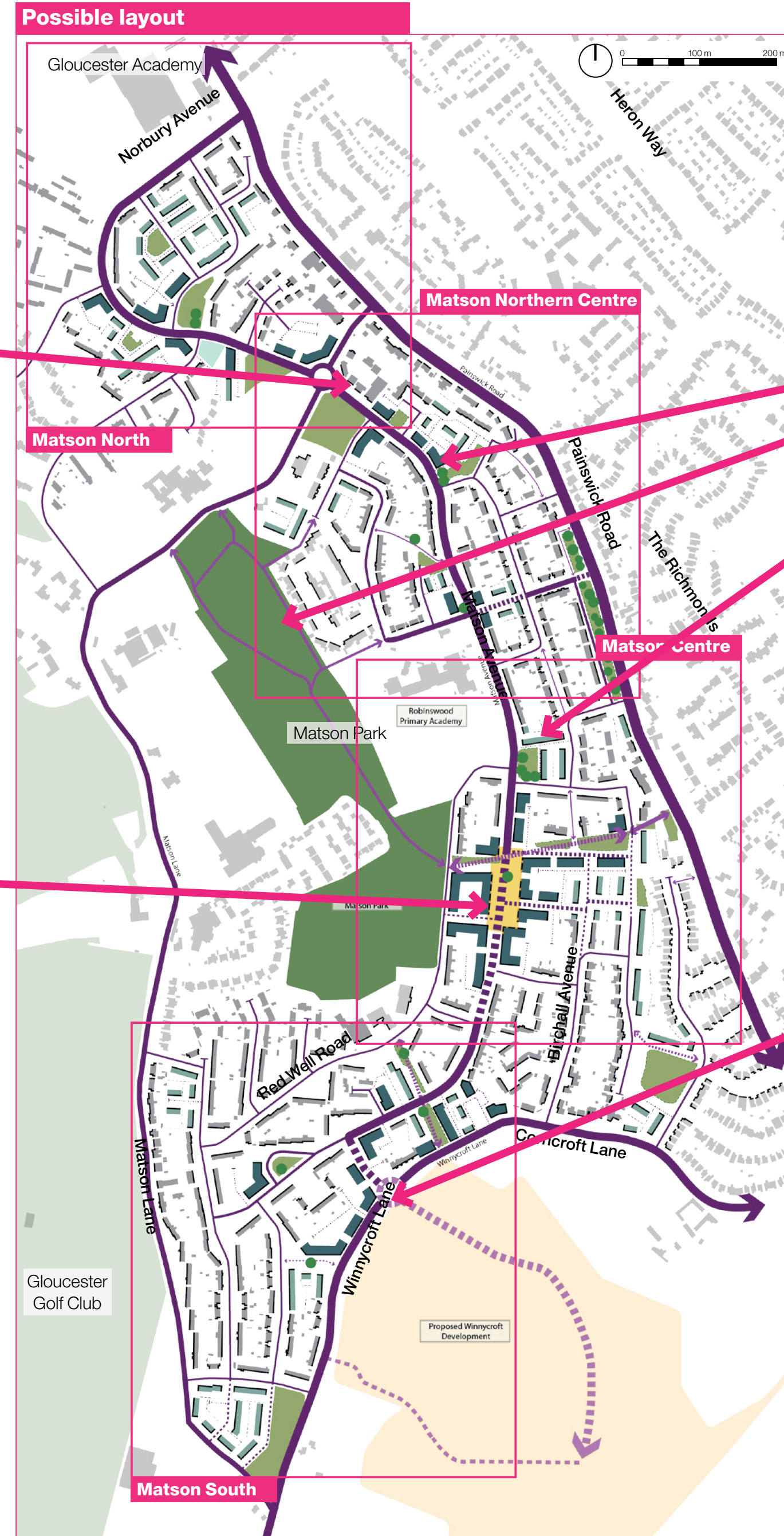
Change on these areas contributes towards a significant neighbourhood improvement to help make Matson a better place.

Matson Overview

The general layout of Matson is maintained with Matson Avenue as the central primary route through the neighbourhood this possible master plan looks to reinforce Matson Avenue as the central route by identifying sites along it to redevelop where housing is in need of replacement.

The new buildings would help to create different character areas gradually building up to a more active central area for shops and community facilities this means the existing shops would be improved.

Any new buildings proposed are a mix of houses and flats with more blocks of flats in the central Matson area and a long Matson Avenue the blocks of flats Heights are proposed to range from four to five storeys.



Several open spaces and parks along Matson Avenue are identified for improvement so that there is a series of interesting attractive and active green spaces on the journey along Matson Avenue these are all designed to be well overlooked by neighbouring homes and therefore safe and secure. The landscape design also aims to improve the presence of Matson Park on Matson Avenue and retain significant mature trees especially the Matson Oaks.

This possible master plan is designed to connect the new Winnycroft development into the Matson neighborhood with primary neighbourhood street beginning at Matson Avenue and then turning south to extend into the Winnycroft site.

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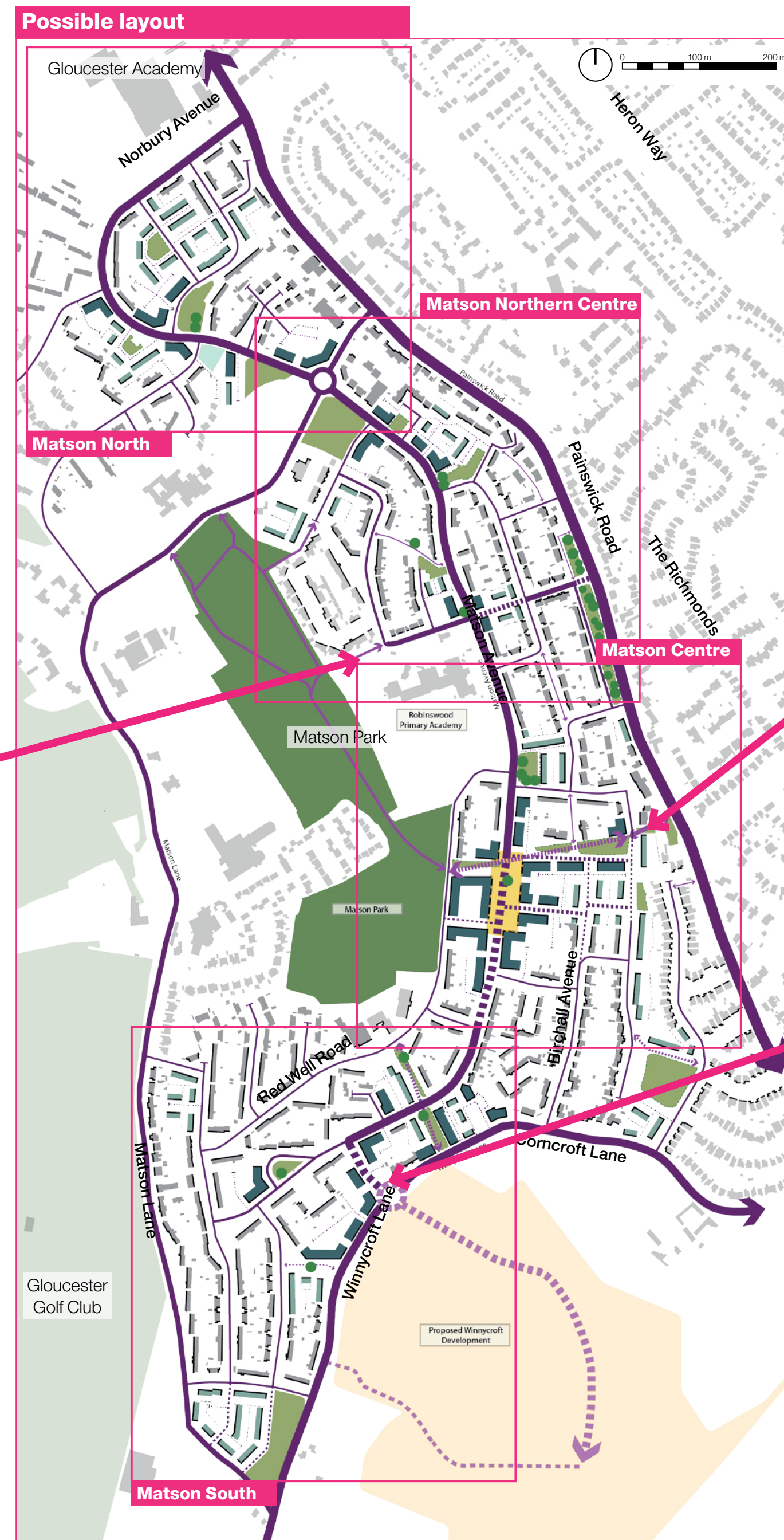
- All existing homes are shown in grey.
- Where new houses could be located as shown in light blue.
- Where new flats could be shown is in dark blue.

Three new key roads are proposed to help make an easier connection between Painswick Road and Matson Avenue:

1. A new road so that Garnalls' road is extended east to meet Painswick Road and West to meet Underhill Road this will provide a direct link between Painswick and Matson Avenue and would also directly lead onto one of the improved central entrances to Matson Park.

2. A new green footpath and cycle link between Painswick and Redwell Road going through the new shopping and community centre this includes road network improvements around the flats located on hill hay road.

3. A new row between Matson Avenue on Winnycroft Lane connecting to the new roads in the Winnycroft development.



| Key | |
|-----|--|
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Between this estate and at
Podsmead the aim is to provide over

750

additional new homes. These
numbers will become more clearly
established as the design changes
and develops going forward.

In terms of public open space the existing amount of open space in Matson is around 13.5 hectares except for Matson Park, this is generally of low quality with few areas of play equipment, planting accessibility and biodiversity.

The amount of open space in this possible master plan is **11.2 hectares*** of high quality and well designed open spaces to provide uses and activities for all members of the community.

*Subject to change as the plans develop

Currently this master plan provides
approximately

1.5

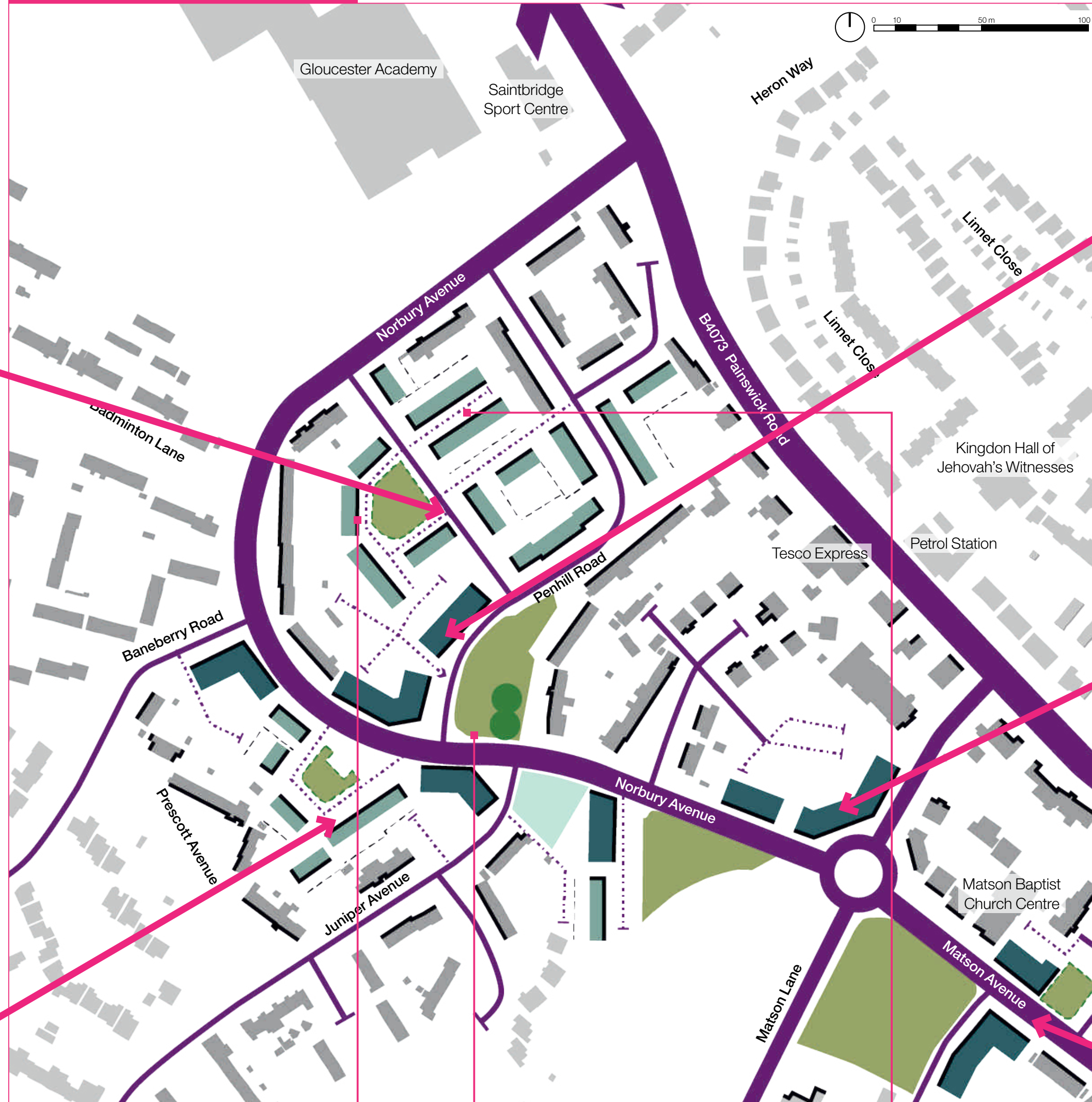
parking spaces per household of off
street parking, which is a good increase
to the existing parking ratio at present.

Matson North

Opening up White Way Road to Penhill Road to make a clearer road network providing several new homes along these streets.

New homes could be located on the open space where there is currently a play area this play equipment would be relocated further south.

Possible layout



Replacing the block of flats on the corner of Penn Hill Road and Norbury Avenue. These will front onto the green pace on Penn Hill Road which would benefit from improvements such as seating play equipment and attractive planting.

The flats on the corner of Matson Lane and Matson Avenue could also be replaced with new better insulated flats.

The flats on the west side of Matson Avenue could be replaced with a mixture of well-designed new flats and houses.



Example of housing facing onto green open space



Example of landscaped open space



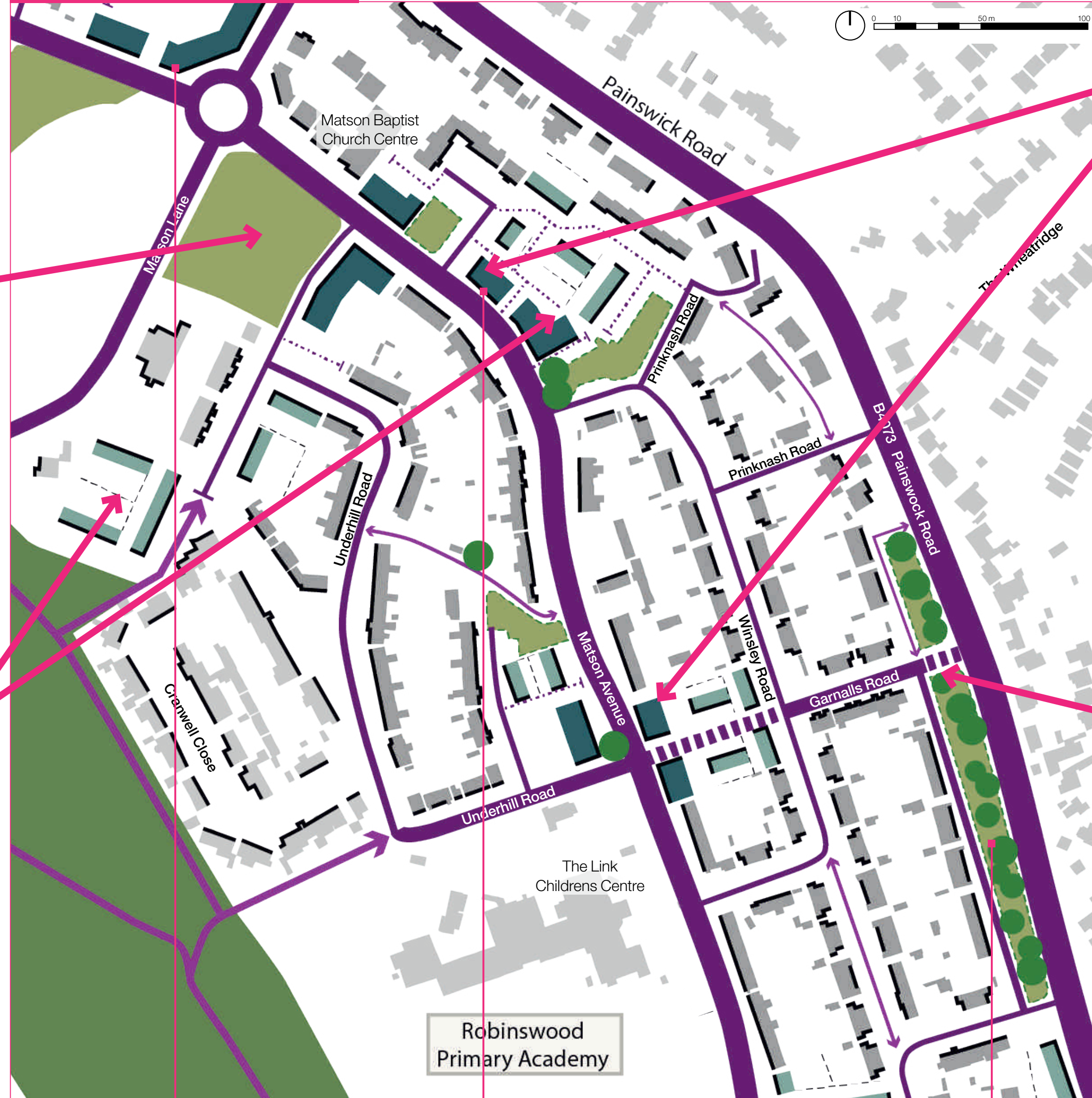
Example of a mews street

Matson North Central

The existing Park on the southwest side of Matson Avenue and Matson Lane could be maintained and improved.

The doctor surgery site and the library site could also accommodate new homes if the library and healthcare facilities were relocated in the improved central Matson Avenue with a new community hub and facility.

Possible layout



Existing blocks of flats could be replaced with new flats along Matson Avenue.

Just before the linked Children's Centre, Underhill Road could be connected to Garnalls Road and then on to Painswick Road this makes a better connection to Matson and also enables direct pedestrian cycling to Matson park.



Example of entrance into the neighbourhood



Example of flatted blocks with frontages onto the street



Example of play features

Matson Centre

The central Matson Avenue could be reconfigured to make more attractive streets on a mix of housing and flats facing onto it to provide active and well overlooked roads i.e. designing out the potential for anti-social behaviour.

An improved central area could accommodate all of the existing community facilities shops and health care in one area so it is easy to access them together and the community could all come to one central space for these uses.



A direct an open high-quality footpath and bike link could connect Matson Park through the central area and East to Painswick Road this means that it would be easy to get into through and out of this area encouraging neighbouring residents from Abbeydale to come and use the area.

Some new homes could be located on the open space next to Haycroft Drive this would still keep some green space which could be improved and enhanced these new homes could be designed sensitively to reduce potential impacts and disturbance to the neighbouring homes on Haycroft Drive as well as Oakcroft, Ashcroft and Barleycroft Close.



Example of overlooked play areas from housing



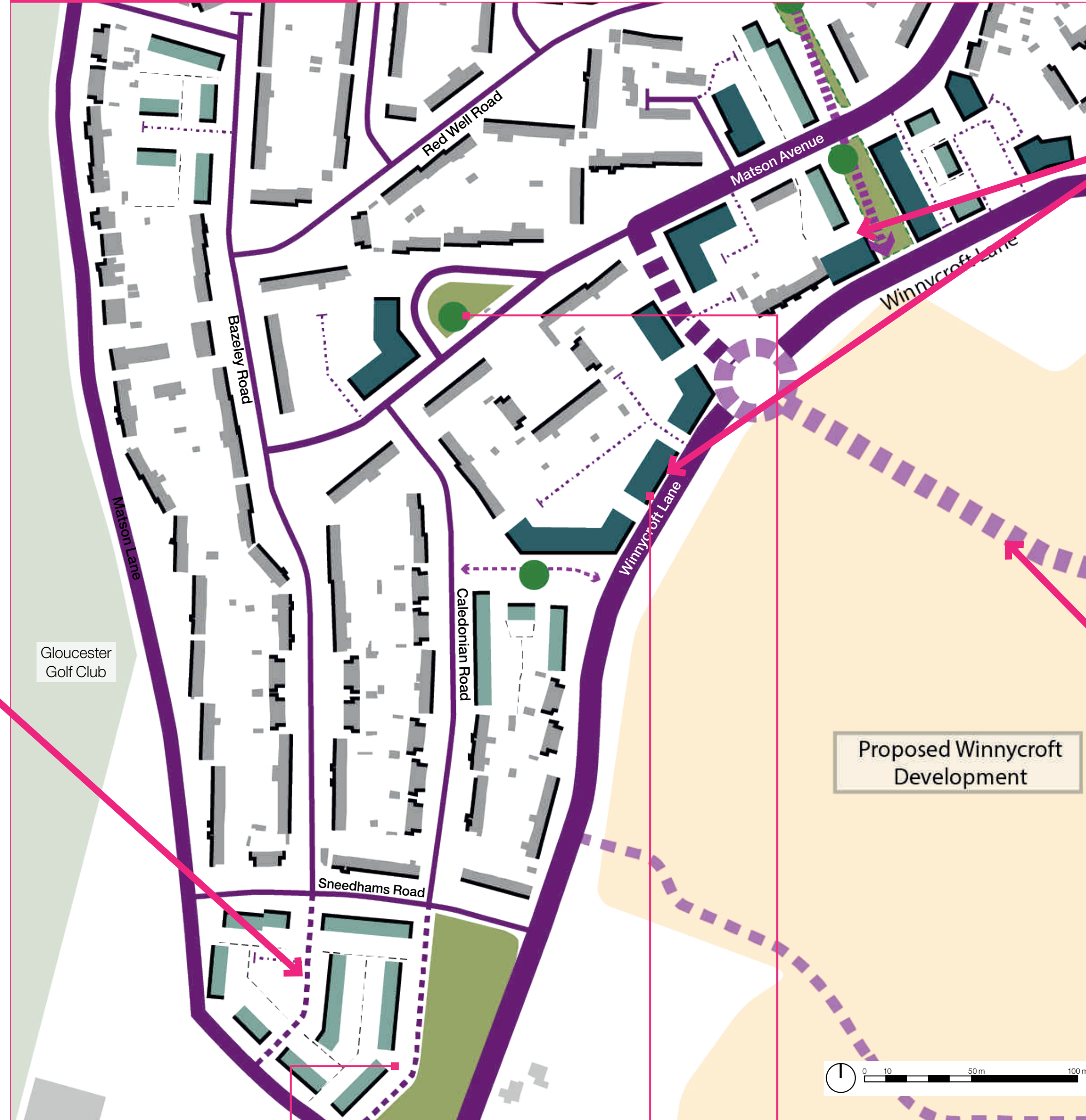
Example of focal point could give opportunity for market



Example of green open space with landform

Matson South

Possible layout



New homes could also be located on part of the open space south of Sneedhams Road these would be designed to fit in with the existing homes north of Sneedhams Road and retaining views from and to the adjacent open spaces to keep the more rural character here.

The main ideas for improving the south of the neighbourhood are all about working with the development proposed for the Winnycroft site and connecting it with Matson by replacing the existing poor quality blocks of flats along Winnycroft Lane.

The new road that will connect between Winnycroft Lane and Matson Avenue makes it easier for residents here to get to the central Matson Avenue and bus service.



Example of housing facing onto green open space



Example of blocks with frontages onto the street



Example of equipped Play Areas