

4.0 PROPOSAL

4.01 PROPOSED SITE LAYOUT

4.02 CHARACTER AREAS

4.03 MATERIAL PALETTE

4.04 MATERIALS PLAN

4.05 NINE MILE RIDE CHARACTER AREA

4.06 GREEN EDGE CHARACTER AREA

4.07 - APARTMENT BUILDINGS

4.08 PROPOSED SCALE

4.09 HEIGHT PARAMETER PLAN OVERLAY

4.10 DENSITY

4.11 MOVEMENT HIERARCHY

4.12 ACCESS STRATEGY

4.13 FLOOD RISK AND DRAINAGE

4.14 LANDSCAPE STRATEGY & DESIGN

4.15 AFFORDABLE HOUSING

4.16 USE & AMOUNT

4.17 ACCESSIBILITY

4.18 PRIVATE AMENITY

4.19 RENEWABLE ENERGY RESOURCES

4.20 WASTE AND RECYCLING

4.21 LIFE-SPAN

4.22 SUSTAINABILITY

4.23 CRIME PREVENTION

4.0 PROPOSAL



4.01 PROPOSED SITE LAYOUT

The following points were key drivers for the proposed layout of Parcels 11 & 12;

- The orientation of dwellings has been carefully considered to appropriately address the edge conditions of the Parcel;
- A relatively continuous frontage is presented to the Nine Mile Ride Extension to formalise this key route. Repeating gable forms provide a sense of rhythm and relate to other nearby Parcels.
- Built form has been set back from the electrical cable easement to allow for areas of uninhibited planting around corridor;
- Dwellings are mostly 2 or 2.5 storeys with two three-storey apartment building at the south of the Parcel addressing the surrounding open space;
- A 'green link' pedestrian route runs through the site (by Plots 168-175) from Parcel 10 to Parcel 14/15 with additional landscaping features to promote pedestrian movement;
- The orientation of buildings around the Sealing End Compound has been carefully considered to limit views whilst also providing frontages towards the Bridleway that runs past the southern corner of the site.



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4.02 CHARACTER AREAS

The Hogwood Farm Masterplan Framework Document proposes two distinct character areas in this area of the masterplan, the key features of which are summarised below.

Nine Mile Ride

This area will be the principal experience of those passing along the NMRE. This strategic route will be lined with higher density development and have a more formal tone than the rest of the masterplan.

Key Design Features:

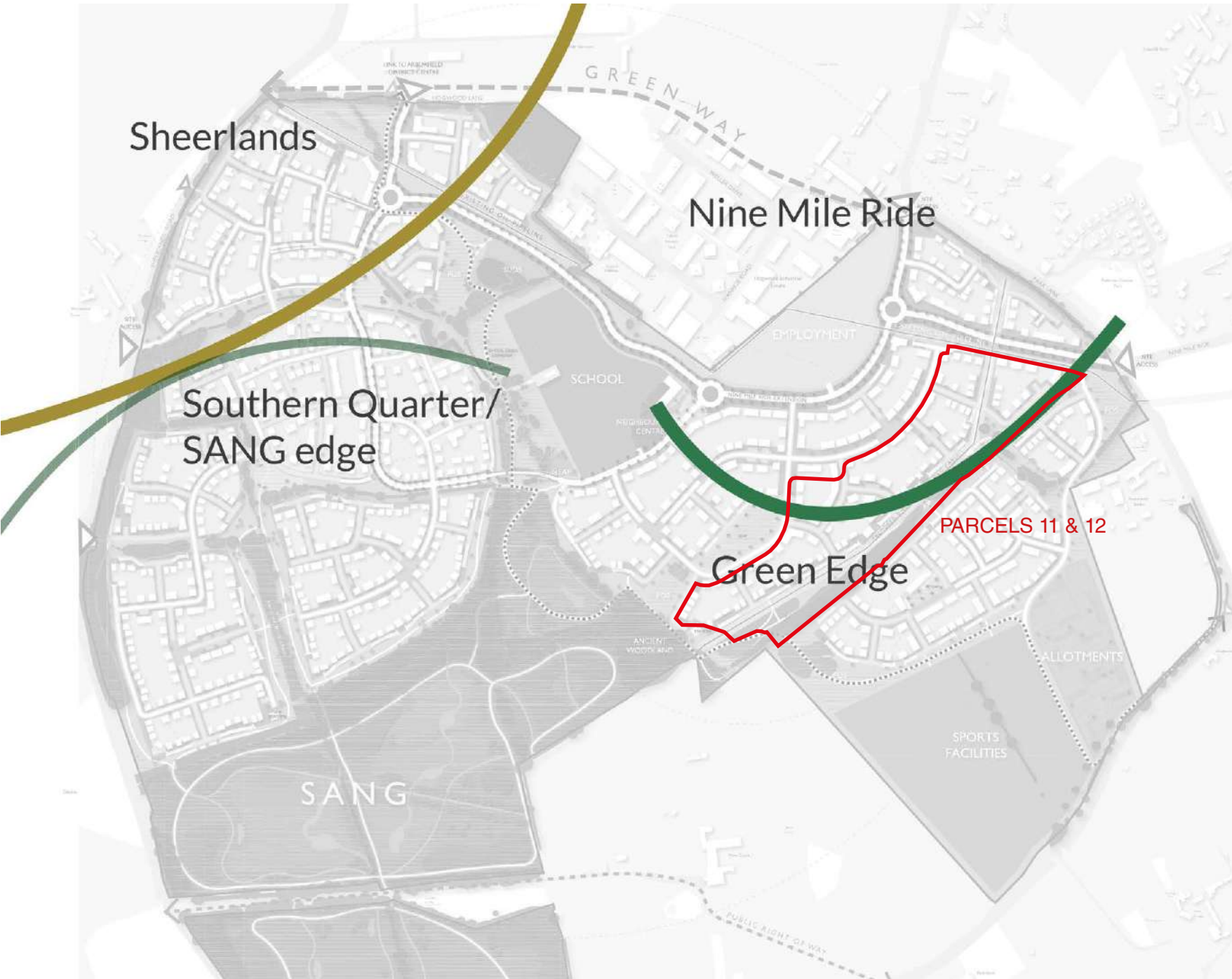
- The NMRE frontage is to be supported by higher density development with taller building heights.
- Building will provide a more contiguous frontage and create sense of formality that contrast with other areas of the masterplan.
- Building material will have greater consistency within this character area to give strong sense of cohesion and co-ordination.
- Gable roof forms will be use a feature of this area.

Green Edge

This area is defined by the southern green edgeand the rounding of the development.

Key Design Features:

- Building lines to the edge of the development with have a greater variation to give a more rural feel to the edge.
- Notable variation in roof lines and pitches to give an eclectic rural feel.
- Front boundary treatments will be less defined in order for the development to blend into the landscape edge.
- More ornate features to dwellings than other areas of the masterplan.



Extract from p64 Hogwood Farm Masterplan Framework Document illustrating the proposed Character Areas across the development

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4.03 MATERIAL PALETTE

The potential material choices have been thoroughly considered to relate to the local style of Finchampstead and the materials both traditionally used in the local area and also apparent in the emerging new development. Building materials will be used throughout the scheme that adopt the local vernacular. The scheme will incorporate simple roof forms and brick tones traditional in style. Taking into consideration the key features; porch details, dormer windows, brick banding and header details, traditional materials will be used with contemporary detailing to create a development that relates to its surroundings but also has a strong sense of place.

As such, the proposed development will utilise materials to create a varied palette responding to the local context, including a mixture of local red-multi brick, plain red and grey tiles, black weatherboarding and tile hanging to create variation within the street-scene and emphasise the different areas of the development.

Materials and detailing within the Nine Mile Ride Character Area will be consistent, almost exclusively using brick and grey tile roofs, with contemporary brick detailing and windows which reference the approved Parcel 10 finishes. Along with the widespread use of terraces and gable roofs this will result in a more formal appearance. The Green Edge Character Area will share some materials and detailing, however be more varied in appearance to provide a more informal and organic feel.

WALLS

ROOFS

WINDOWS

NINE MILE RIDE CHARACTER AREA



Multi-tonal red brick. Some black weatherboarding, and tile hanging.

Red or Grey brick detailing. Contrasting brick striped pattern.



Grey roof tiles



Grey windows

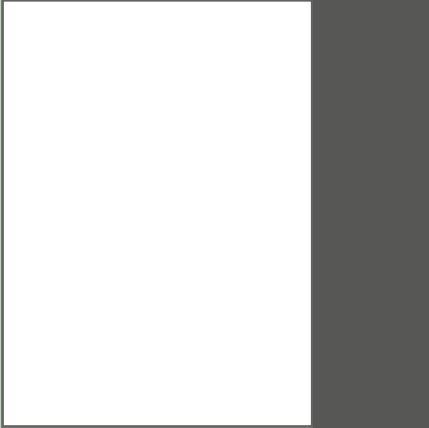
GREEN EDGE CHARACTER AREA



Multi-tonal red brick. Some black weatherboarding, tile hanging and white painted brickwork to feature buildings



Grey or red roof tiles



White windows with some grey windows

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4.04 MATERIALS PLAN

The adjacent diagram indicates the two distinct character areas within Parcels 11 and 12, with the ‘Green Edge’ covering the southern portion of the site. Within this character area there is a more varied use of materials along with typically a more open grain of development formed of detached and semi-detached houses.

The ‘Nine Mile Ride’ Character Area predominantly features brick walls, with some hung tile to create some relief.

Key

Brick

Tile Hanging

Weatherboarding

White Painted Brick

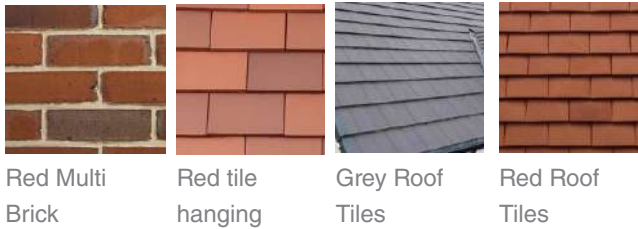
Grey Roof

Red Roof

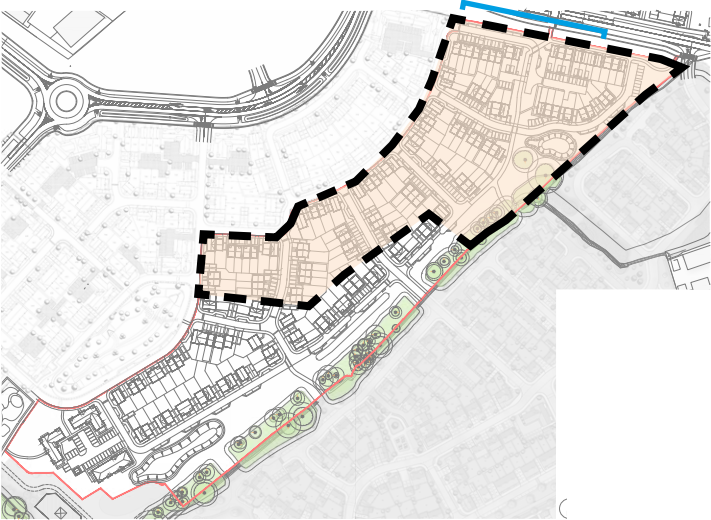
Materials Diagram - Parcels 11 & 12

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4.05 NINE MILE RIDE CHARACTER AREA



Characteristics

- Strong frontage to define the NMRE
- Primarily terraced town housing with occasional apartments
- Strong definition to corners
- Consistency of design features within this area to add to the sense of formality

Walls

- Multi-tonal red brick with projected brick work features in the same or contrasting brick as an accentuating feature

Roofs

- Grey roof tiles, gables more prevelant in this area

Detailing

- Simple contemporary brick detailing to windows
- Flat porch canopies
- Guttering and downpipes in black
- uPVC contemporary grey windows

Use of some 2.5 storey housetypes



Typical semi detached brick house



Typical terraced 2.5 storey brick house

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Contrasting striped brick detailing references the adjacent Parcel 10 housetypes providing consistency in the architectural language

Repeating gable roof forms create a formal and continuous frontage to Nine Mile Ride Extension



Close up of housing typologies



Contrasting brick band detailing



Flat roof canopy

More contemporary grey windows



01



02

Contrasting brick banding

Striped brick detailing



03



04

KEY

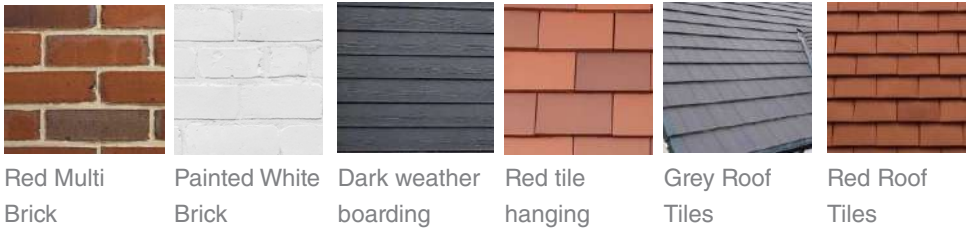
- 1. Striped brick detailing
- 2. Brick header detailing
- 3. Barge board
- 4. Flat porch canopy

Close up of housing detailing

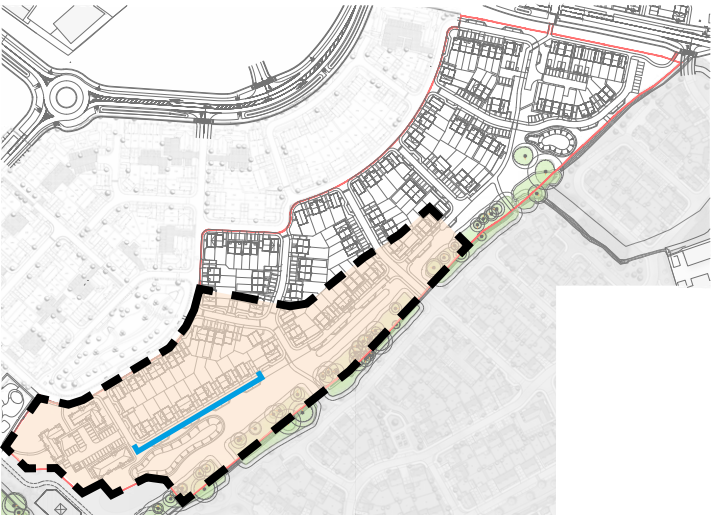


View from the central public open space looking north over the attenuation basin at Plots 85-90.

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4.06 GREEN EDGE CHARACTER AREA



Characteristics

- A mix of frontage types with a range of roof forms to create an eclectic mix
- Strong definition on corners to address the open green spaces
- A mix of dwellings ranging from apartments to large detached dwellings that respond to road hierarchy and setting

Walls

- Multi-tonal red brick with projected brick work features in the same or contrasting brick
- Some instances of black weatherboarding or red tile hanging to give variation
- White painted brick to focal buildings

Roofs

- Grey roof tiles with some red tile to give variation

Detailing

- Projecting brick banding
- A mix of porch canopies
- Guttering and downpipes in black
- uPVC White windows / White fascia boards



Typical semi detached brick house

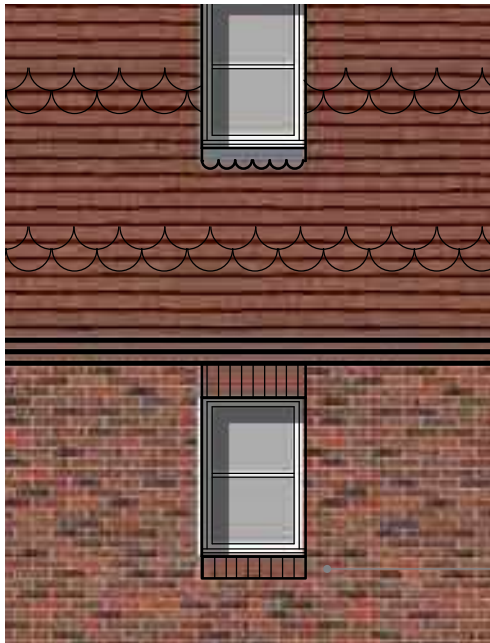


Typical detached brick and hung tile house

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Close up of housing typologies



01



02

Brick banding detail

Red brick window detailing



03

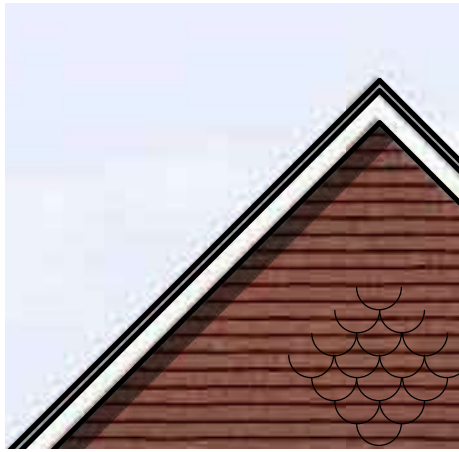
Tile hanging with decorative details



Barge Board



Decorative tile hanging detail



04



05

Close up of housing detailing

- KEY
- 1. Red brick detailing
 - 2. Brick banding detail
 - 3. Tile hanging with decorative details
 - 4. Barge board
 - 5. Tiled pitched porch canopy



View from the central public open space looking north-east to the apartment building (Plots 212-217) and housing beyond within the 'Green Edge' character area.

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4.07 APARTMENT BUILDINGS

There are three apartment buildings proposed in Parcel 11 and 12 of varying scales. Two of these are 3-storey in height and feature similar detailing that was utilised in the adjacent Parcel 13, to provide a consistant language for this building type. This includes the treatment of the entrances with contrasting weatherboard gables, and the carry over of striped brick detailing around window openings.

For the 2-storey apartment building, an alternative approach has been used to provide variation amongst these buildings and respond to the reduced scale. Tile hanging is used at first floor, along with a hipped red tile roof and more rural window detailing.



Combination of vertical and horizontal weatherboarding to gable marking core



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4.08 PROPOSED SCALE

The majority of the dwellings are 2 storeys in height with a small amount of 2.5 storey providing some variation and relief in the streetscape.

Three apartment buildings are located in the south-west corner of the site, two of these are 3 storeys tall and respond in scale to the neighbouring apartment buildings of Parcel 10, whilst addressing the surrounding large open green space. The other apartment building is two storeys in height and acts to graduate down in scale to the nearby 2-storey housing.

- KEY:
- 3 Storeys
 - 2.5 Storeys
 - 2 Storeys
 - 1 Storey



Proposed Building Heights



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4.09 HEIGHT PARAMETER PLAN OVERLAY

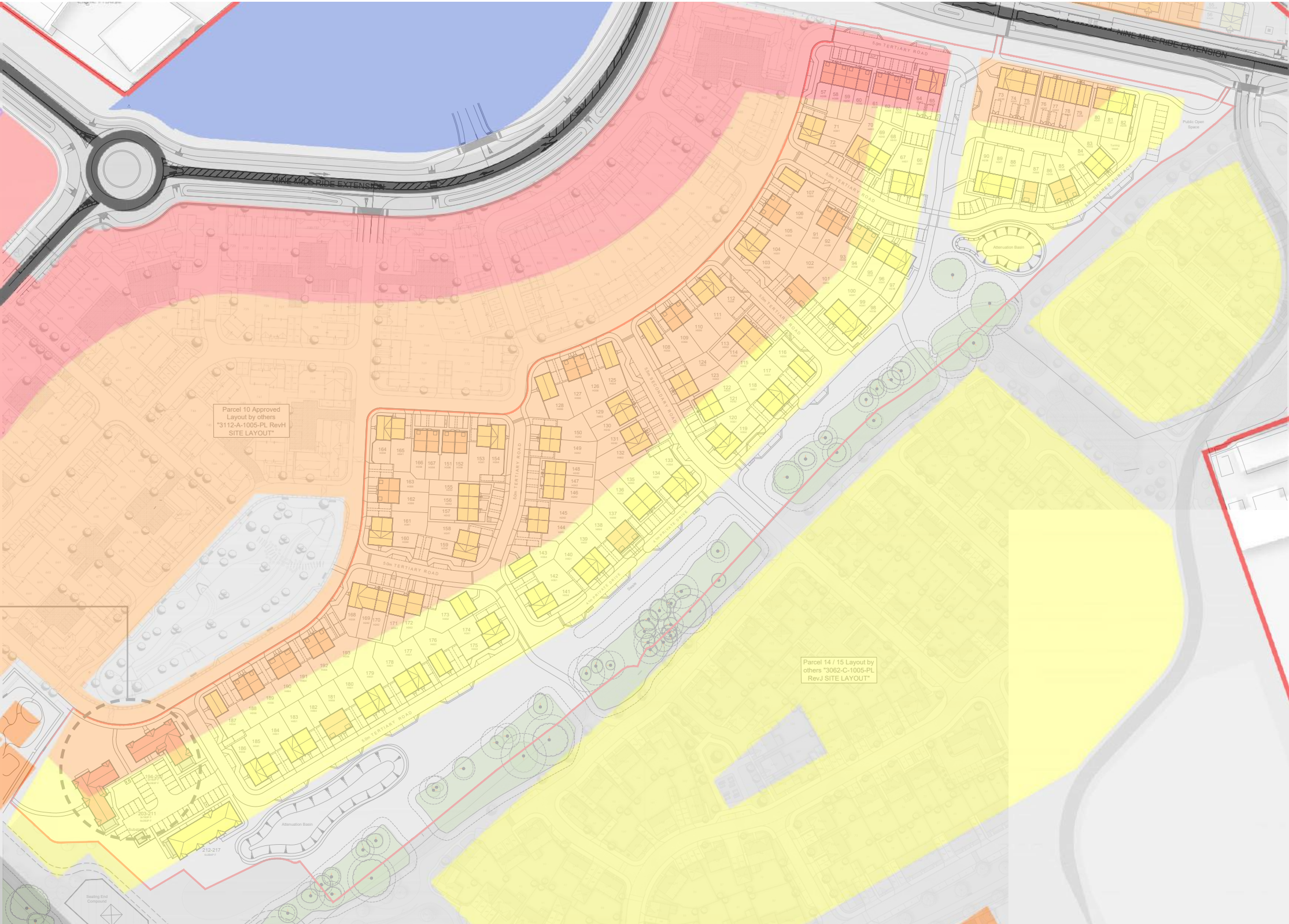
The arrangement of building height follows Parameter Plan 003 with one exception, in the south-west corner of the Parcel where the two 3-storey apartment buildings partially sit within the ‘Upto 2 Storeys’ area. It is considered that a modest increase in scale in this area is appropriate as it responds directly to the adjacent Parcel 10 apartment blocks which are also 3-storey and also provides buildings that address the larger areas of open green space in this part of the Site. Furthermore the apartment buildings are orientated to provide frontage towards the Bridleway to provide good levels of overlooking and surveillance to this key route.

3-storey apartment buildings positioned to respond to large open spaces, adjacent apartment buildings in Parcel 10 and the Bridleway.

Parameter Plan Key:

- Site Boundary
- Employment (9m)
- Upto 3 Storeys (13m)
- Upto 2.5 Storeys (11.5m) *
- Upto 2 Storeys (10m) **
- Primary School Area

Notes:
*With intermittent 3 Storey in key locations
** With intermittent 2.5 Storey in key locations



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4.10 DENSITY

Parameter Plan 005 establishes the principles of density variation across the site, with areas designated for high density (40-50dph), medium density (30-40dph) and low density (15-30dph). In relation to Parcels 11 and 12 this is evident as high density to the north of the parcel, addressing NMRE, medium density throughout the majority of the parcel and low density on the southern green edge area as development transitions to public open space. The adjacent density diagram utilises measurement areas that are based on the parameter plan whilst coordinated to align with the detailed proposals and dwelling layout. It shows that the proposals can be considered to comply with the principles established in Parameter Plan 005.

