

PARCEL 6, HOGWOOD FARM FINCHAMPSTEAD

DESIGN STATEMENT

PREPARED BY PEGASUS GROUP ON BEHALF OF VISTRY GROUP
P24-2400_07_A_001 | MAY 2025



“

The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

”

(Para. 131, NPPF 2024)

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NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED



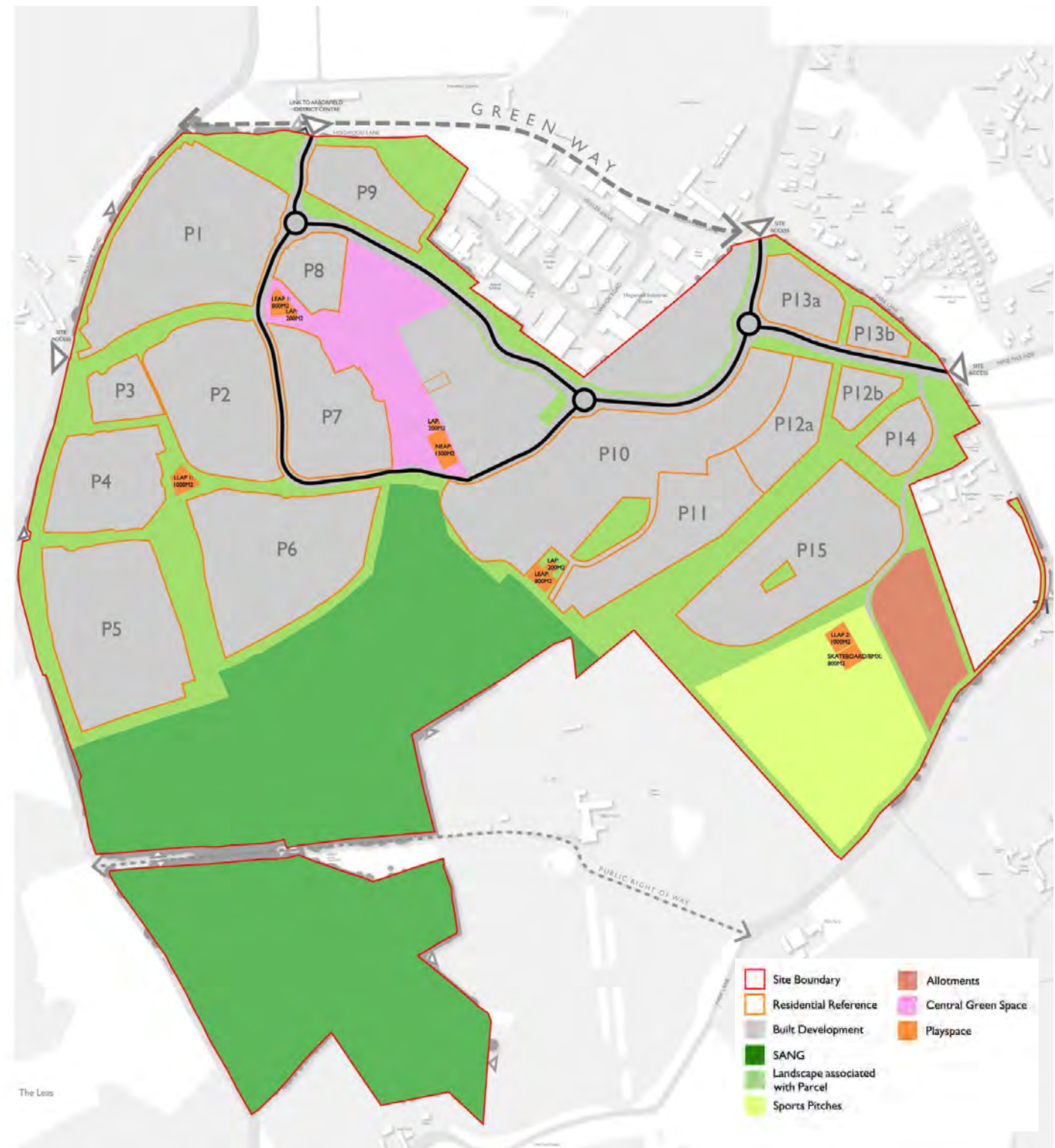
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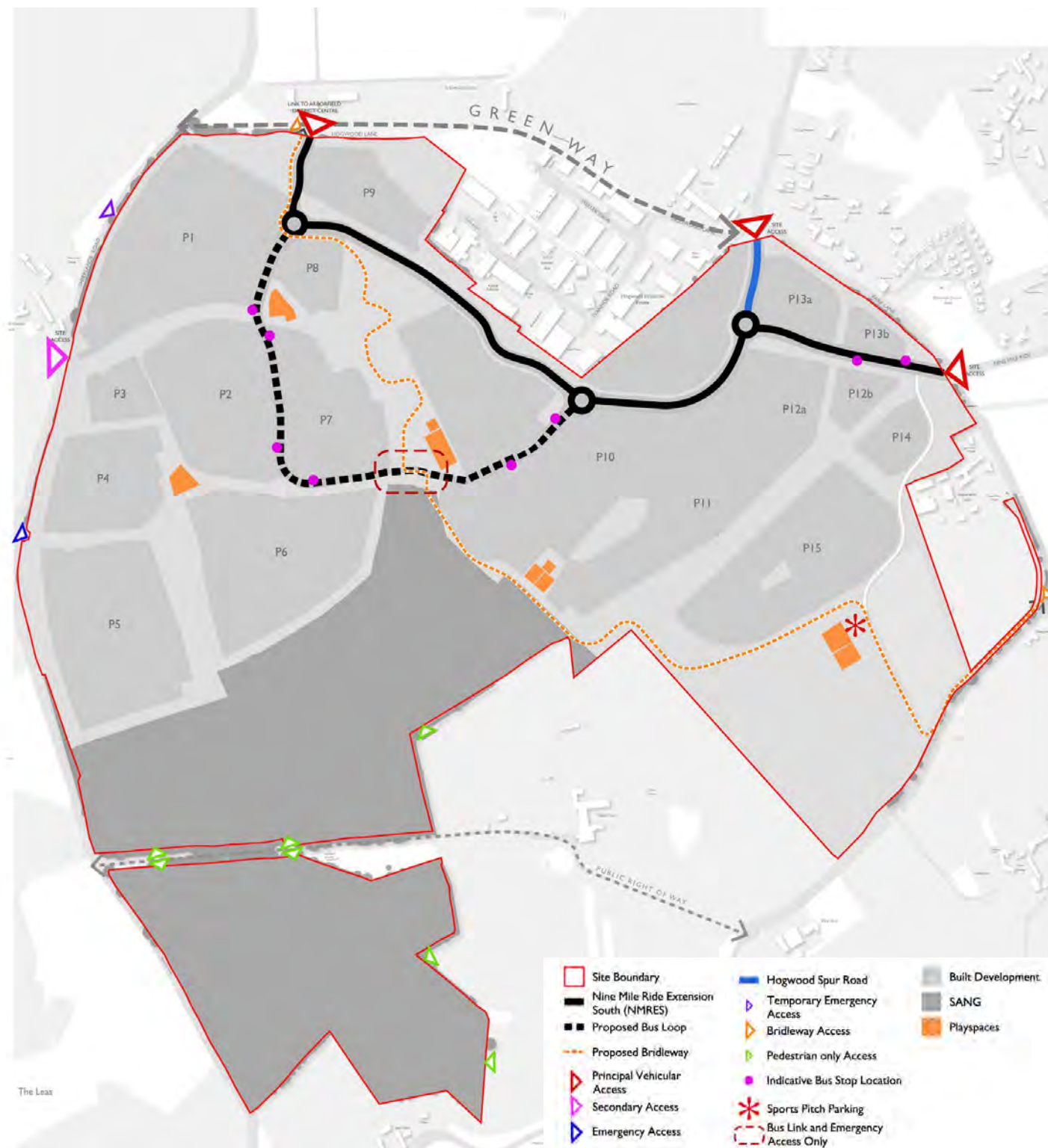
01

INTRODUCTION & PURPOSE

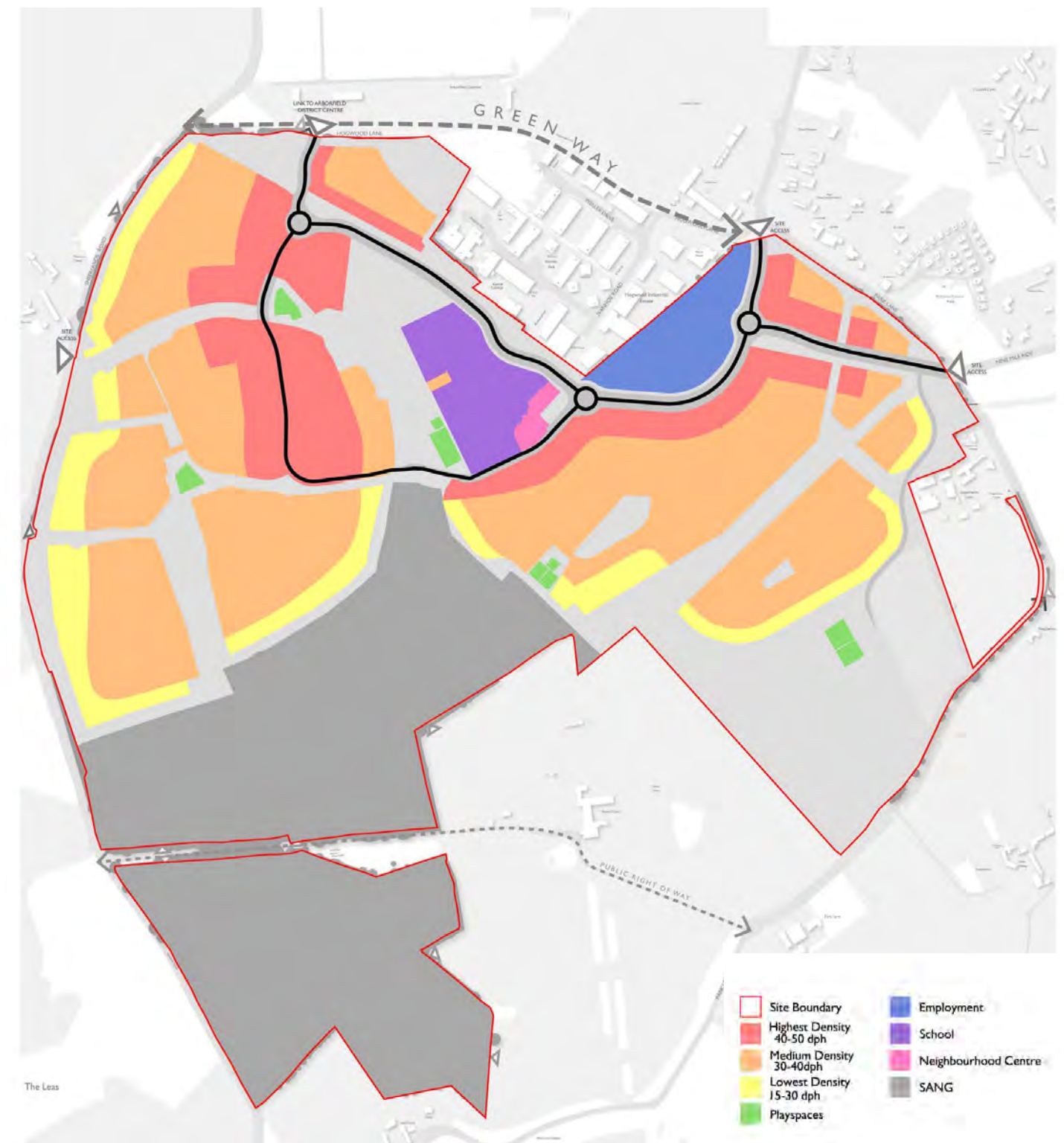
- 1.1 This statement has been prepared by Pegasus Design (part of Pegasus Group) on behalf of Vistry Group and the wider consultant team, to accompany the Reserved Matters Planning Application for the residential development of Parcel 6 Hogwood Farm.
- 1.2 This Design Statement explains how a considered approach for 140 dwellings has been reached and identifies a detailed layout for the new buildings which are contextually appropriate and part of the sustainable long-term solutions for a successful community at Hogwood Farm.
- 1.3 In 2017 planning permission was granted for up to 1,500 new homes, new industrial floorspace, a neighbourhood centre, a primary school, new sports pitches, highways improvements and public open space including SANG. This application relates to the development of residential parcel 6 on the approved Development Parcel Naming Parameter Plan (shown opposite) and surrounding open space. The remaining suite of approved parameter plans can be found on the next double page spread.
- 1.4 This statement should be read in conjunction with the other supporting documents also submitted with the Reserved Matters Application.



DEVELOPMENT PARCEL NAMING PLAN

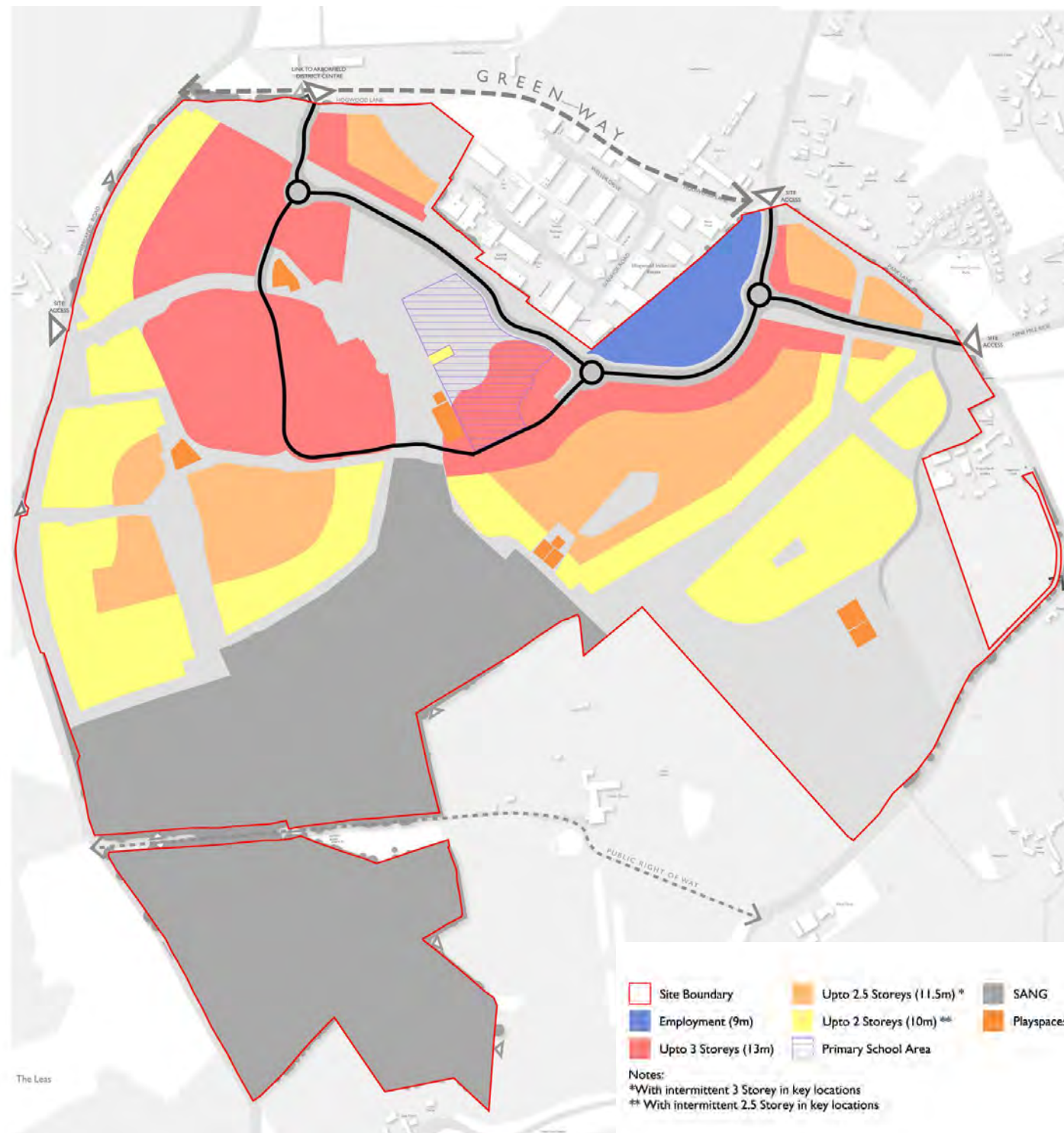


ACCESS & MOVEMENT PARAMETER PLAN

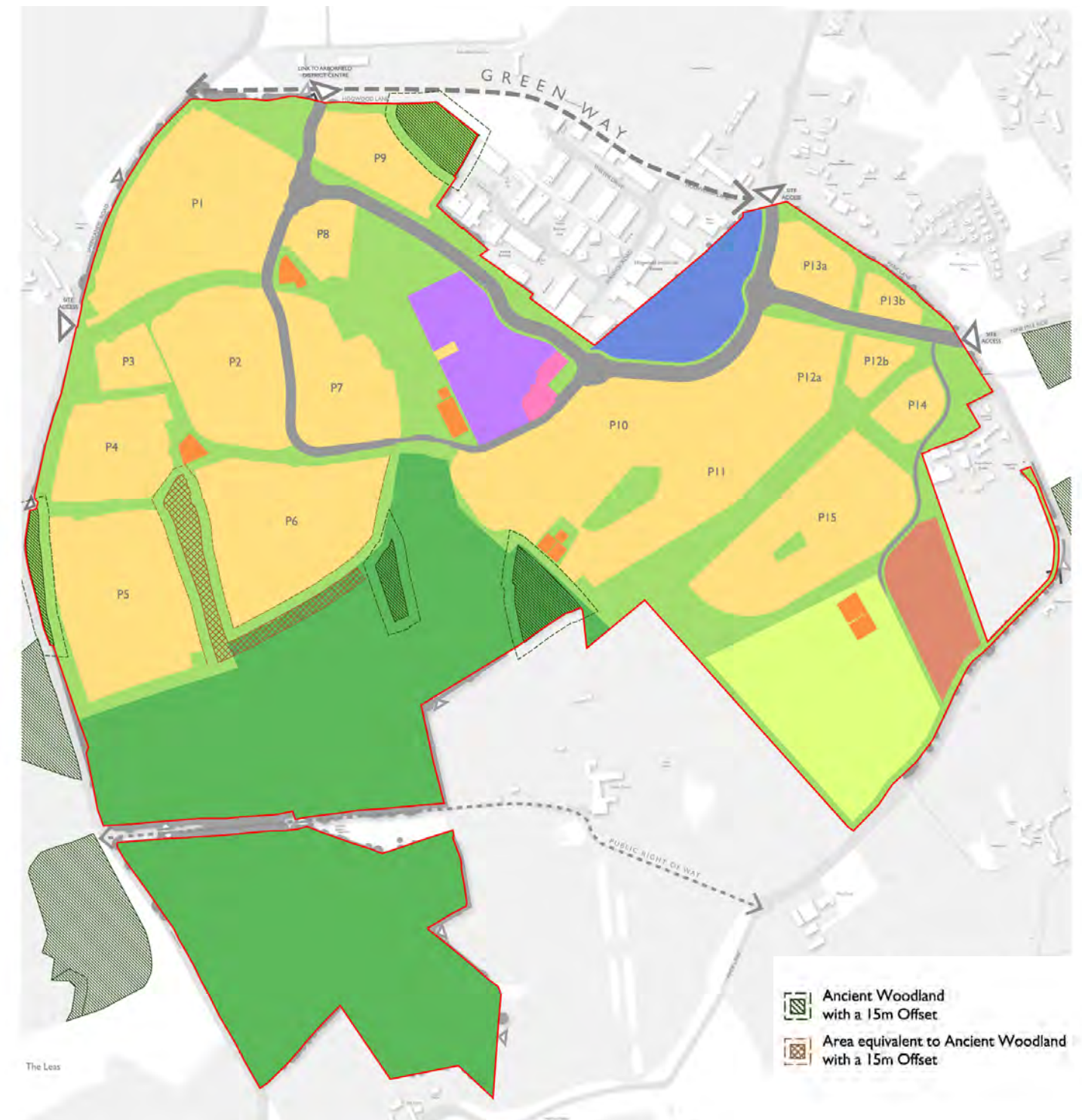


DENSITY PARAMETER PLAN

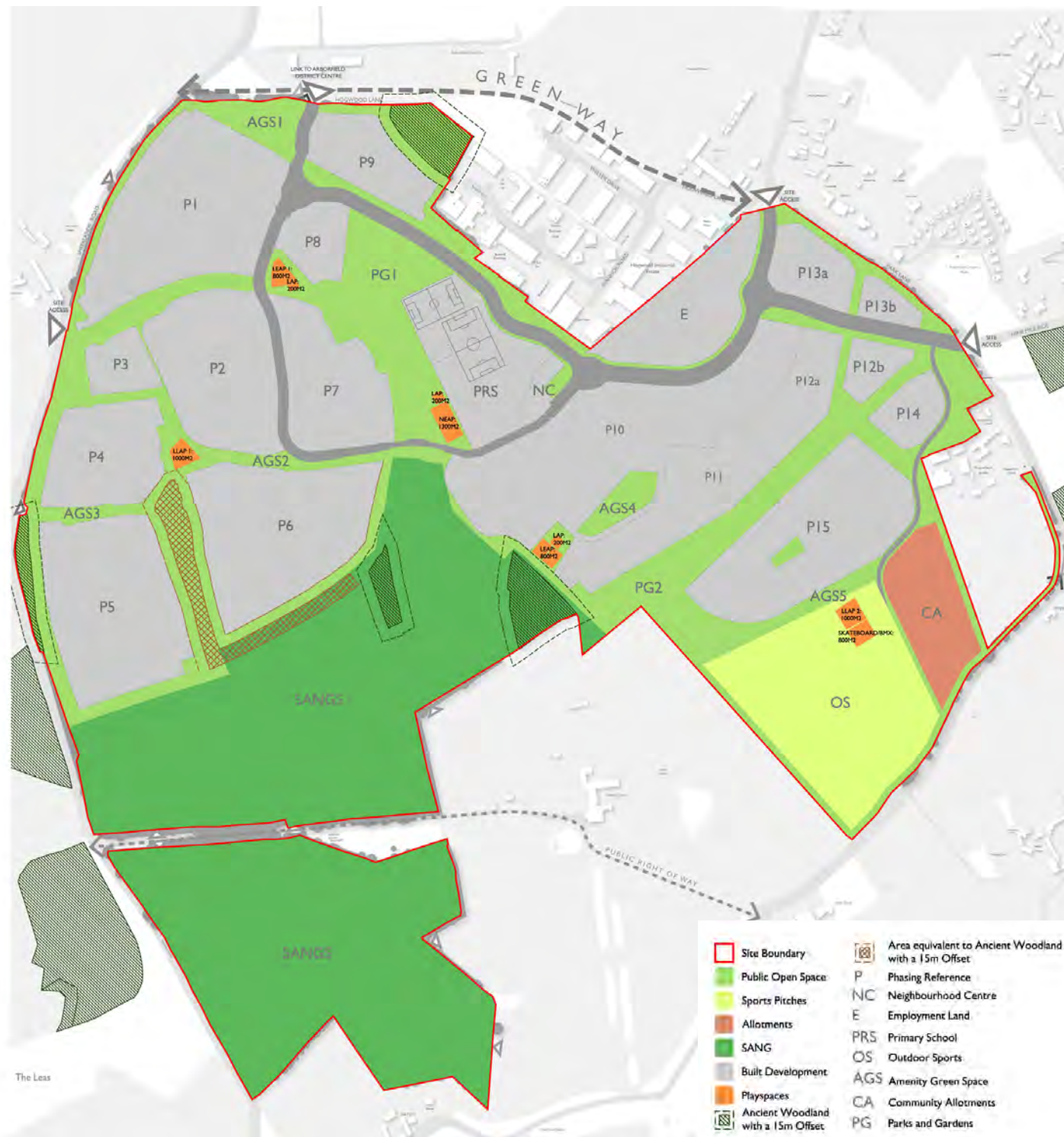
PARAMETER PLANS



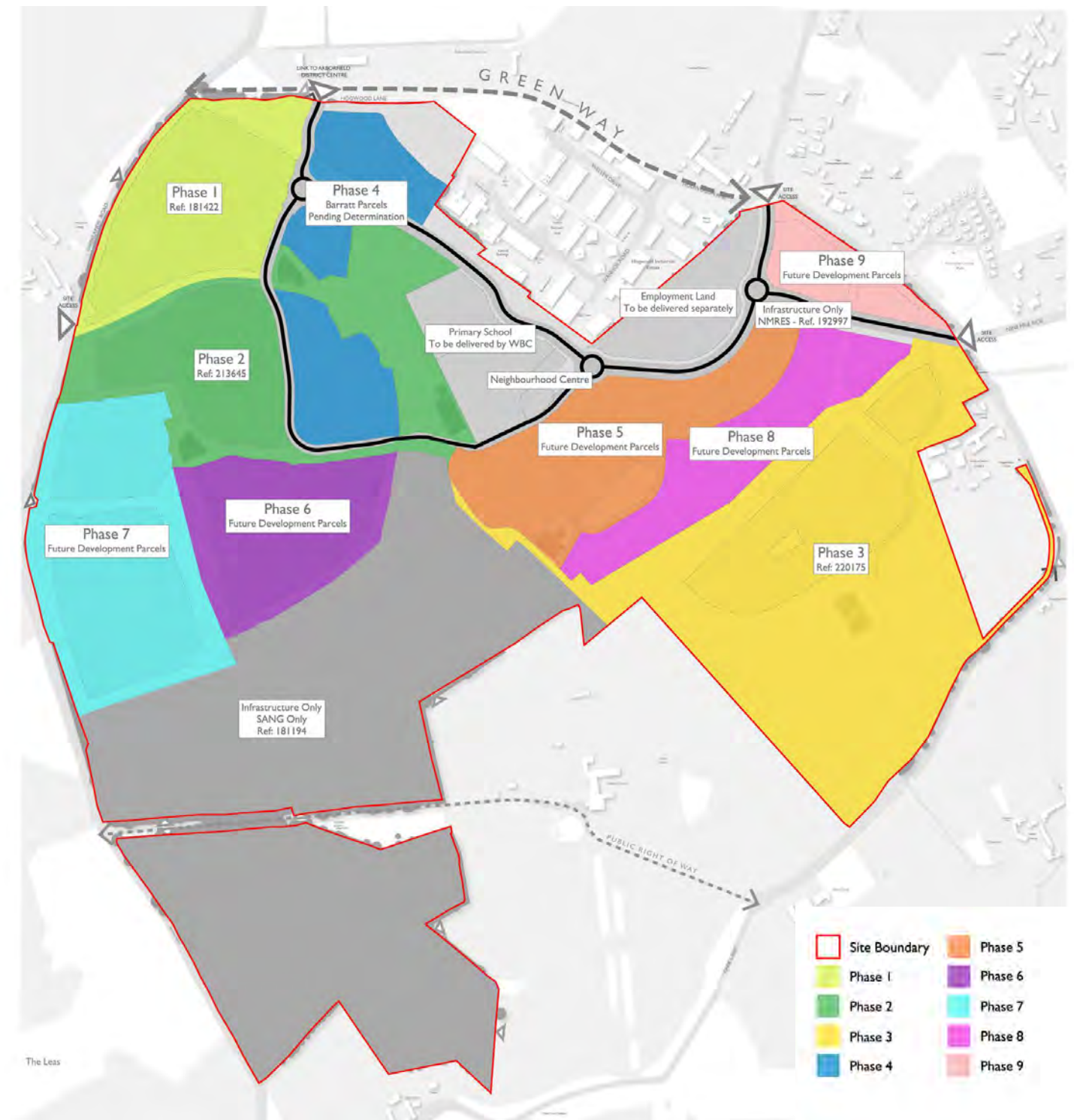
BUILDING HEIGHTS PARAMETER PLAN



LAND USE PARAMETER PLAN



LANDSCAPE & OPEN SPACE PARAMETER PLAN



PHASING PARAMETER PLAN



SITE LOCATION PLAN

02 THE SITE

- 2.1 The application site covers 5.37 hectares (Ha) and forms a parcel of land identified within approved Hybrid Planning Application (O/2013/2179). The wider site forms the southern part of the Arbofield Garrison Strategic Development Location (SDL) Area.
- 2.2 The site is well contained by surrounding woodland belts and existing vegetation, limiting views into and out of the site. This includes a small section of ancient woodland on the eastern boundary. Beyond existing vegetation to the south and east, areas of Suitable Alternative Natural Greenspace (SANGS) have been developed as part of the wider masterplan.
- 2.3 To the north and west of the site sit a number of residential parcels in various stages of construction. Connections to these parcels include vehicular links to the north and ped/cycle links to the western parcels. A Local Area of Play (LAP) is situated just beyond the red line boundary in the northwestern corner.
- 2.4 The secondary street carriageway has been constructed within the parcel including a connection to the Primary Road Network to the north.



VIEW OF PRIMARY ACCESS INTO THE SITE



VIEW OF SECONDARY ACCESS INTO THE SITE



VIEW OF NEIGHBOURING DEVELOPMENT TO THE NORTH



VIEW OF NEIGHBOURING DEVELOPMENT TO THE NORTH



-  TREE ROOT PROTECTION ZONE
-  CATEGORY A TREE
-  CATEGORY B TREE
-  CATEGORY C TREE
-  15m WOODLAND OFFSET
-  CONTOUR LEVELS
-  DIRECTION OF FALL
-  EXISTING CARRIAGEWAY SURFAC
-  PROPOSED LAP IN NEIGHBOURING PARCEL
-  SANG
-  VEHICULAR ACCESS POINT
-  POTENTIAL PED/CYCLE LINK

**CONSTRAINTS AND
OPPORTUNITIES PLAN**

- 2.5 The plan opposite illustrates the opportunities and constraints of the site that have shaped the design proposals. They can be summarised as follows:

OPPORTUNITIES

- Two points of vehicular access into the parcel
- Existing Vegetation provides strong sense of enclosure on the periphery of the site and no landscape constraints within the core of the parcel
- Numerous pedestrian connection points to the wider development and open space
- Potential for sustainable drainage features including rain gardens and swales
- Opportunity to provide a range of dwelling sizes that respond to the parameter plans, masterplan framework document and existing surrounding development
- Potential to provide focal space within the parcel with strong levels of natural surveillance

CONSTRAINTS

- Buffer offsets from surrounding woodland
- Existing secondary street carriageway restricts potential changes to block depths in this area
- Site topography (gently sloping from north west to south east)
- Existing drainage infrastructure



VIEW SOUTH FROM NORTHERN BOUNDARY

03 DESIGN EVOLUTION

As part of the iterative design process, the design team engaged in two useful pre-application meetings with the Local Authority. Feedback from these meetings have resulted in some subtle design changes and are outlined below on the plans below.



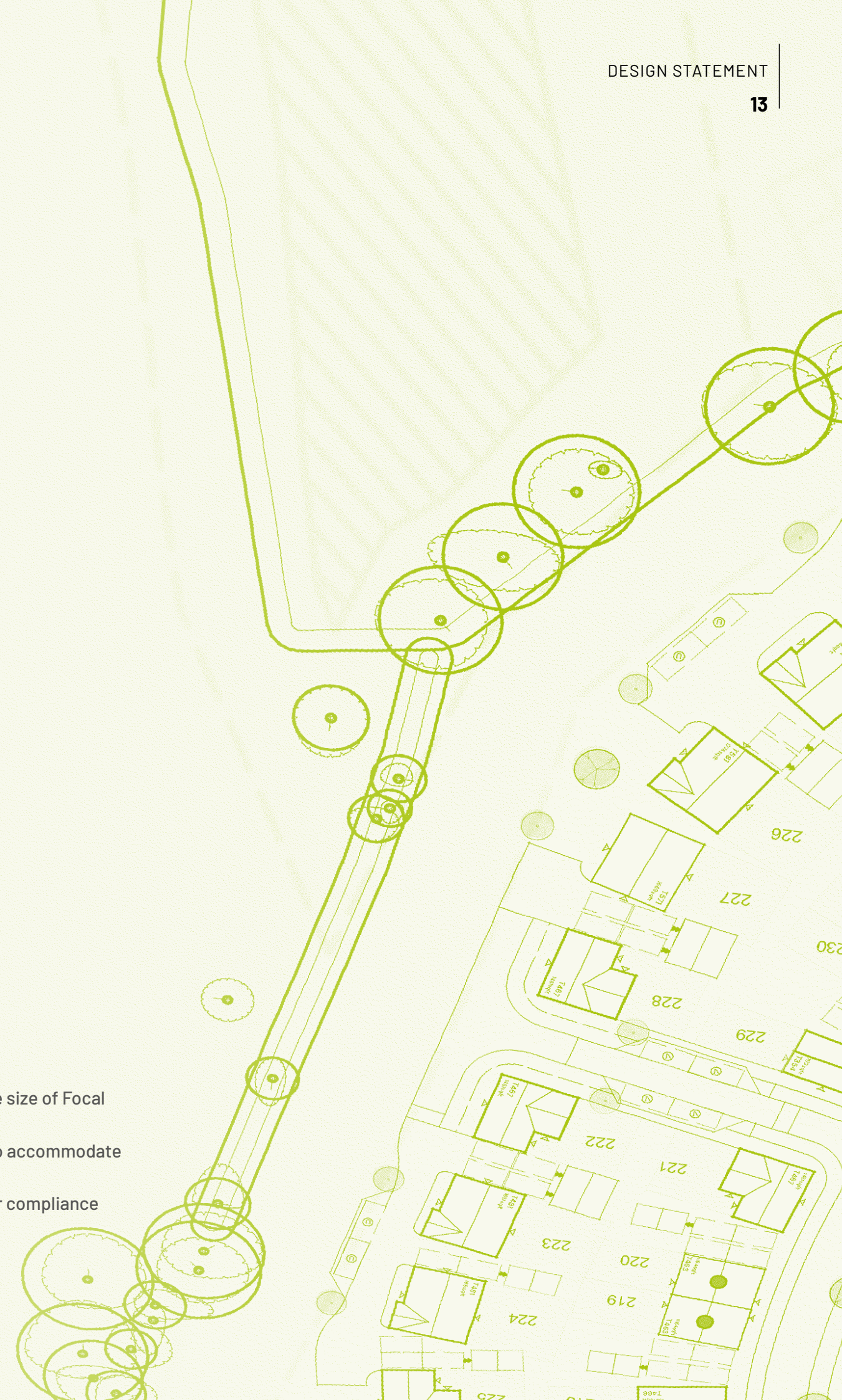
- 1 Consider connections point wider parcels and pedestrian/cycle strategy
- 2 Remove visitor parking from focal space to maximise its potential
- 3 Amend parking design
- 4 Break up frontage parking

- 5 Explore raised table junction
- 6 Reduce visitor spaces from three
- 7 Consider give plots on southern boundary larger front gardens



- 1 Addition of landscape details including play on the way
- 2 Landscaped drainage features included within Open Space
- 3 Boundary treatments included along the edges of Open Space
- 4 Apartment block rotated to address to the Focal Space

- 5 Minor layout change to central block to maximise size of Focal Space
- 6 Amended visitor parking bays and landscaping to accommodate vis splays
- 7 Shared surface increased to facilitate fire tender compliance





04 SITE LAYOUT

USE AND AMOUNT

- 4.1 The Site Layout opposite shows the proposed development for Parcel 6. The site areas is 5.37ha and comprises a residential development of 140 dwellings with associated access and public open space.
- 4.2 The development includes a mix of dwellings set out below:

1 bed flat	18
2 bed flat	24
2 bed houses	7
3 bed houses	32
4 bed houses	47
5 bed houses	12

- 4.3 As part of the proposals 35% will be affordable dwellings provided as mixture of Shared Ownership, Shared Rent and Affordable Rent. For further details please see the affordable housing section later in this report.

LAYOUT

- 4.4 The layout has been designed around the principle of perimeter blocks and a clear hierarchy of streets to create a legible and permeable parcel. At the core of the development sits a parcel comprising of apartments and open space. This design approach creates a very clear mind map for residents with slightly taller buildings located in the centre of the parcel and lower density 2 storey dwellings wrapping around the outer edge of the development.
- 4.5 The secondary street will include a 2.5m wide verge with integrated parking and rain gardens. This will act as a buffer to the 3m wide pedestrian/cycle route linking the Primary Road Network to the north to the open space buffer to the west of the site. This route will be flanked by residential frontages providing a strong level of activity and natural surveillance.

- 4.6 To break the parcel up a Landscaped Focal Space is located in the centre of the parcel along the route of the Secondary Street. This feature space will aid place-making within the parcel providing a landscaped frontage to the proposed apartments. The carriageway way surrounding this space will consist of a raised surface constructed from block paving. This will aid pedestrian and cycle movements and accentuate the focal nature of the space.
- 4.7 The proposed layout results in an outer edge of the site fully bound by open space. Perimeter blocks all face out onto the green edges providing natural surveillance and direct access. With the exception of the northern edge, publicly accessible routes will meander through the open spaces within a sensitive offset from the woodland edges.

KEY

 OPEN MARKET DWELLINGS

 SHARED OWNERSHIP DWELLINGS

 SHARED RENT DWELLINGS

 AFFORDABLE RENT

 M4(2) COMPLIANT PLOTS

 PUBLIC OPEN SPACE

 EXISTING VEGETATION

 INDICATIVE PROPOSED VEGETATION

 INDICATIVE RAIN GARDEN LOCATIONS

 PLAY ON THE WAY

 SWALES

 TARMAC OR SIMILAR APPROVED

 BLOCK PAVING OR SIMILAR APPROVED

 HOGGIN PATH OR SIMILAR APPROVED

 GRASSCRETE TURNING

 1.8M HIGH BRICK WALL

 1.8M HIGH LARCH-LAP FENCE

 0.45M HIGH TIMBER KNEE RAIL

 0.6M TIMBER BOLLARD

 VISITOR SPACES

 UNALLOCATED SPACES

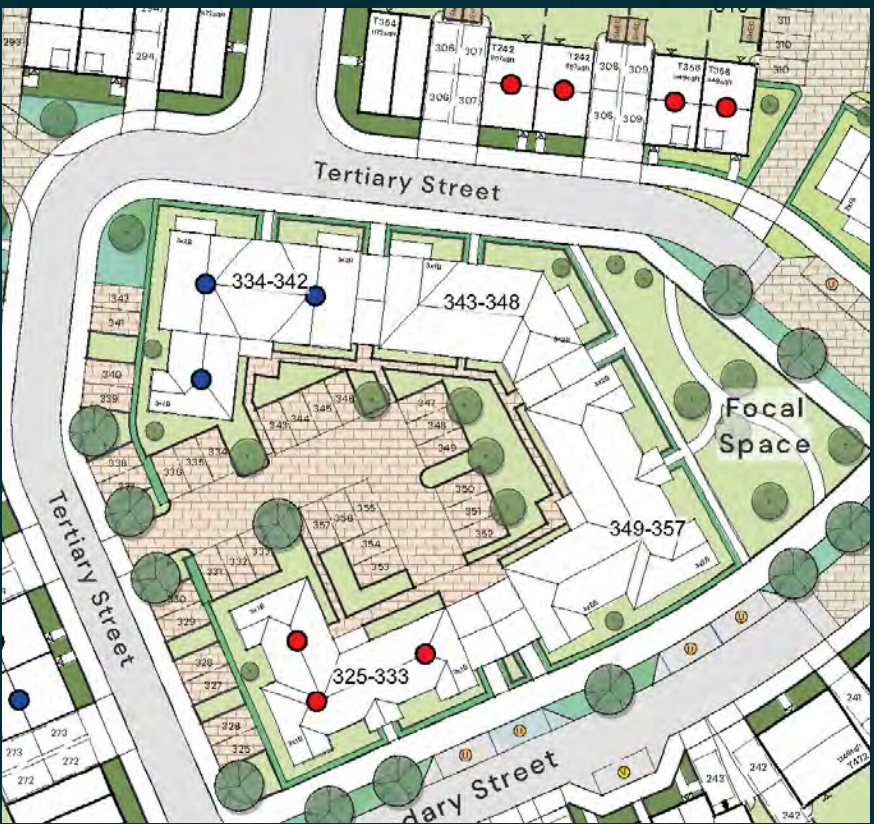
STREET HIERARCHY AND ACCESS

- 4.8 To maintain good legibility of the site appropriate to the scale of development, a simple street hierarchy is to be used. This comprises of a secondary street, tertiary streets, shared surface streets and private drives.
- 4.9 Vehicular access to the site is provided at two points along the northern boundary. The eastern of the two access points provides pedestrian and cycle links to the Primary Road Network and onward connections to the wider site. The western access provides tertiary street access into the parcel.
- 4.10 Shared space streets radiate from Secondary/Tertiary streets to the edge of the development. These predominantly lead to private drives which frame the built-form edges of the development.



SECONDARY STREET

The Secondary Street will act as the main street within the development. This route will include a 2.5m verge and 3m shared pedestrian/cycle path to one side of a 5.5m carriageway and 2m footpath to the other.



TERTIARY STREET

Tertiary Streets have a standard footway / carriageway arrangement with kerb upstand. They connect the north western access point to the Secondary Street, wrapping around the centrally located apartment blocks.



SHARED SURFACE STREETS

Shared Surface Streets are designed for motorists, cyclists and pedestrians to share the same space. Changes in surface materials, widths, upstands and planting help to reduce vehicular speeds creating a safe environment for all users. Shared Surface streets will connect secondary/tertiary streets with private drives on the edges of the development.



PRIVATE DRIVES

Private drives serve up to 4 dwellings and are generally designed as cul-de-sacs with no through traffic. This approach reduces hardstanding along the green edges and maximises open space and front garden sizes.



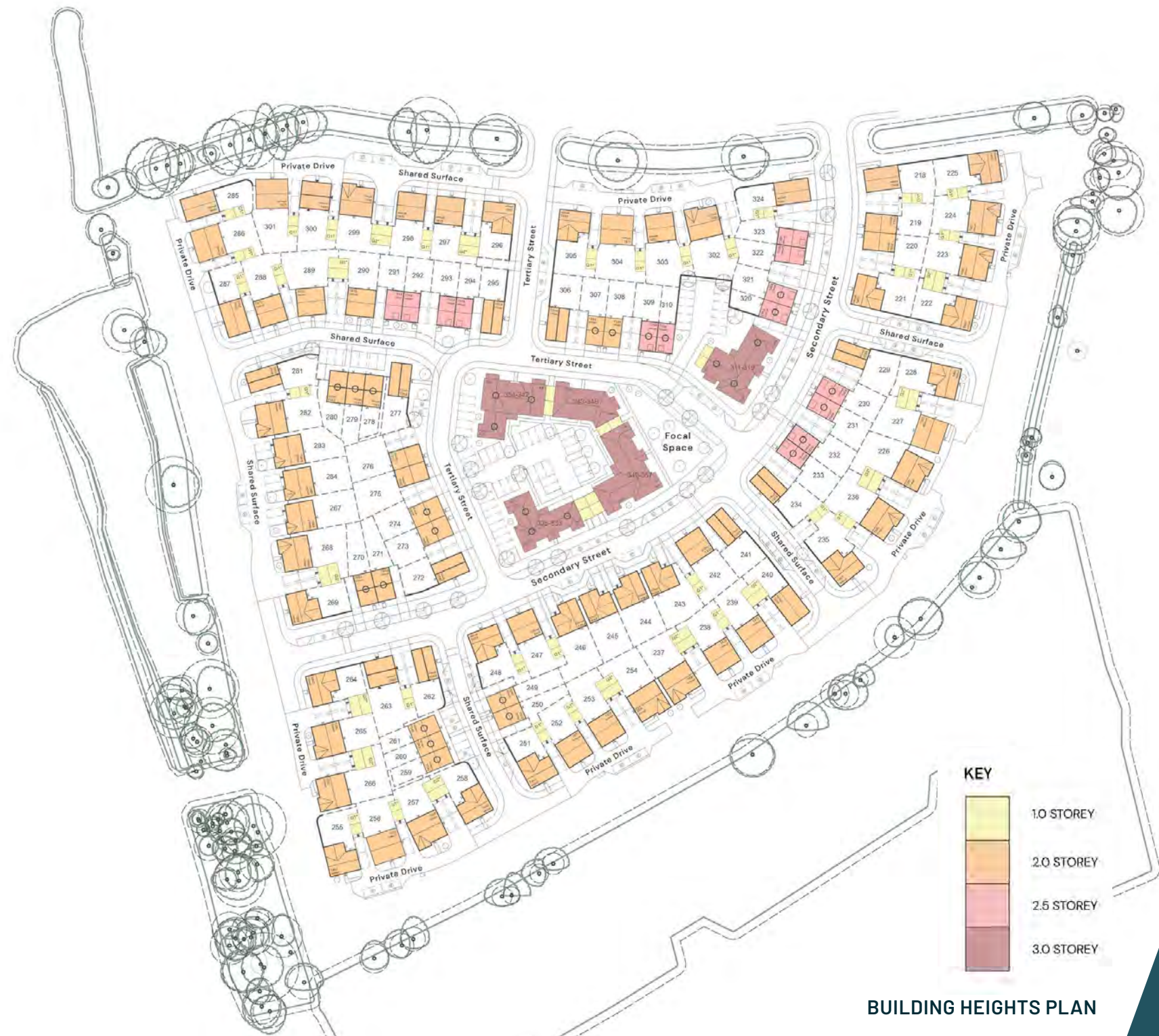
AFFORDABLE HOUSING

- 4.11 The plan opposite shows the distribution and type of affordable dwellings throughout the site.
- 4.12 Affordable dwellings are pepper-potted throughout the development and take the form of apartments, terraced housing and semi-detached housing. Their appearance and parking arrangements mean they will be indistinguishable from Open Market dwellings.
- 4.13 Of the 140 dwellings proposed on site, 49 will be affordable. A detailed breakdown of the unit types and tenure is shown in the table below:

	Shared Rent	Affordable Rent	Shared Ownership
1 Bed Flat	12	-	6
2 Bed Flat	6	-	3
2 Bed Houses	4	3	-
3 Bed Houses	4	3	2
4 Bed Houses	2	-	4
TOTAL	28	6	15

BUILDING HEIGHTS

- 4.14 The plan opposite illustrates the proposed buildings heights within the development parcel. A clear principle of lower building heights (maximum 2 storey) on the edge of the development and taller units in the core of the parcel is proposed. This approach will create a very clear built-form hierarchy which will aid legibility and place-making. The taller buildings will front the widest streets and internal areas of open space.
- 4.15 The use of apartments within the centre of the scheme is the most efficient use of land and allows the creation of a focal space which will play a key place-making role within the internal structure of this parcel. Parameter plans approved at outline state 3-Storey units can be included in this area at key locations.
- 4.16 For further details on the scale of the dwellings proposed please refer to the house type pack and streetscenes submitted as part of this application.



05

APPEARANCE & CHARACTER

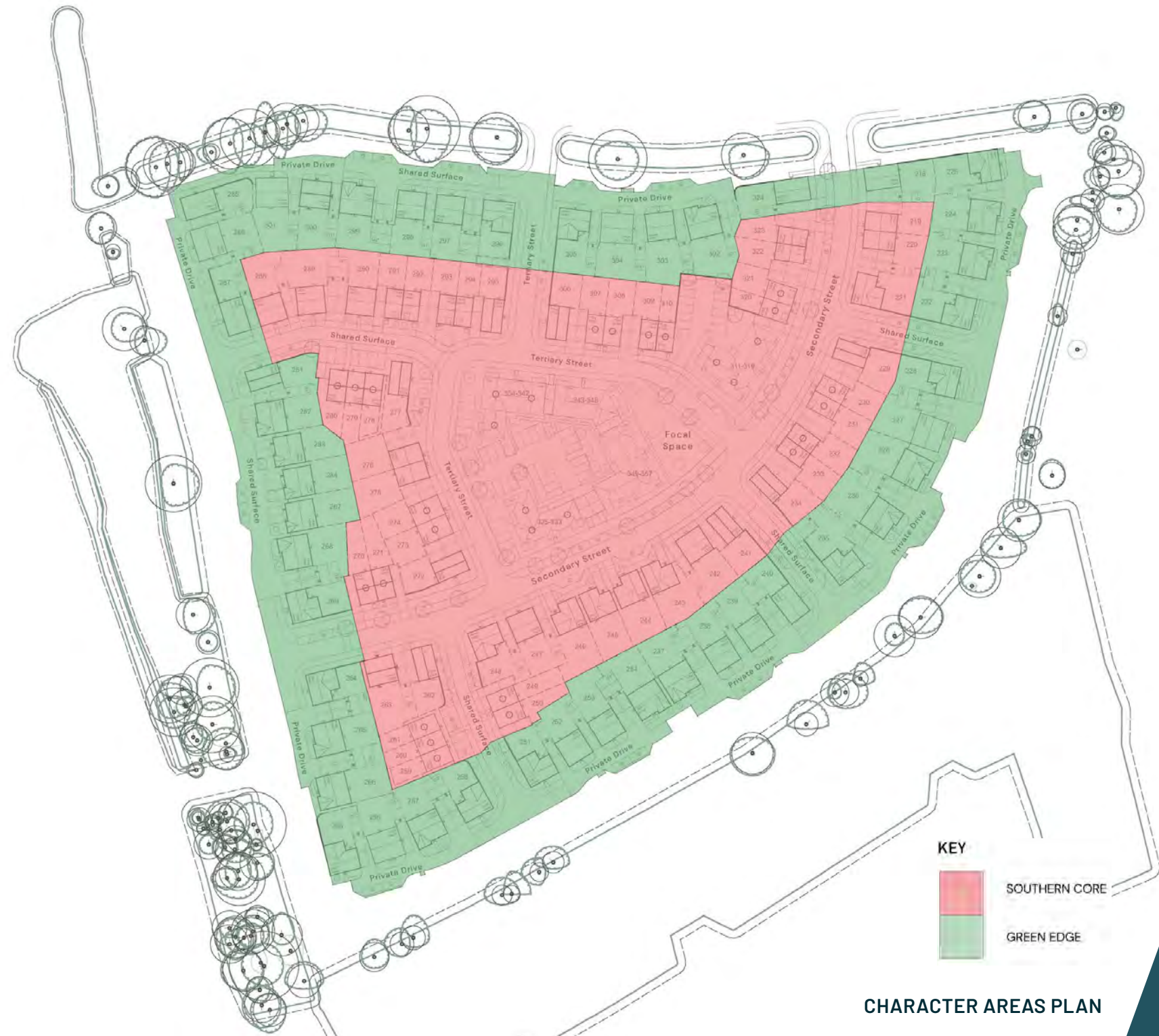
5.1 The following Section illustrates how the proposed residential dwellings have been designed to respond to the guidance set out in the approved Masterplan Framework Document. The development falls within the 'Southern Quarter / SANG Edge' character area.

5.2 Key Design Features for this character area include:

- Greater variation in building materials, finishes and window style
- Variation in roof line and roof types
- Well defined corner plots – use of larch lap cladding to give a more rural emphasis
- Details with buildings have a subtlety to be feature but not dominate the landscape setting
- Landscape edge to be managed, but have a more rural feel, mimicking the SANG to the south.



- 5.3 The framework document prescribes a single character area approach to this development parcel. These principles and design features have been utilised, but further subtle delineation has split the site into two character areas:



CA1

CA2

CA1: SOUTHERN CORE

- 5.4 The Southern Core character area utilises a variety of dwelling forms to create a medium density centre to the parcel. Incorporating apartments, a small number of short terraces, semi-detached and detached dwellings will create variation within the streetscene. The hierarchy of building heights will be visually apparent with 3 storey apartments in the centre stepping down to 2.5 storey to terminate key views or vistas.
- 5.5 A mixture of materials will be utilised within this character area including two brick types and three types of roof tile. These materials will also be used within the CA2 Green Edge except for grey roof tiles which will be unique to CA1.
- 5.6 The streetscene opposite illustrates the proposed character and appearance demonstrating how the proposals will look in street view.



CA2: GREEN EDGE

- 5.7 Comprising of purely detached dwellings, the Green Edge is a lower density edge that wraps around the entire parcel. Accessed primarily by private drives, this character will have a less engineered, more organic appearance. The use of weather boarding will be restricted to this character area creating a dialogue between built-from and the surrounding woodland.
- 5.8 Building heights are limited to two story to further distinguish between the character areas. Subtle variation in architectural features such as window style and door colour will compliment the rural edge appearance.
- 5.9 The streetscene opposite illustrates the proposed character and appearance demonstrating how the proposals will look in street view.

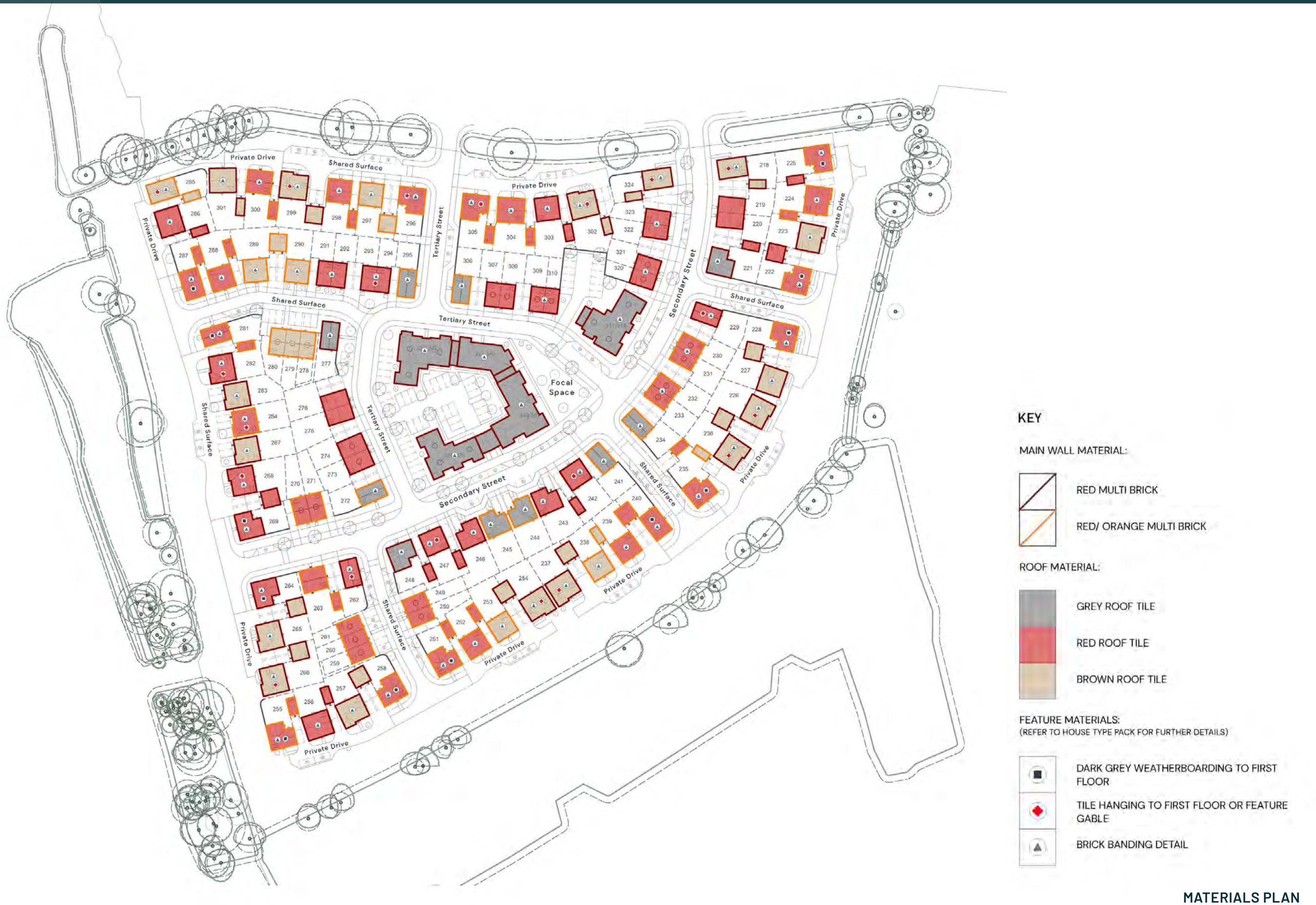




STREETSCENE C-C



STREETSCENE D-D



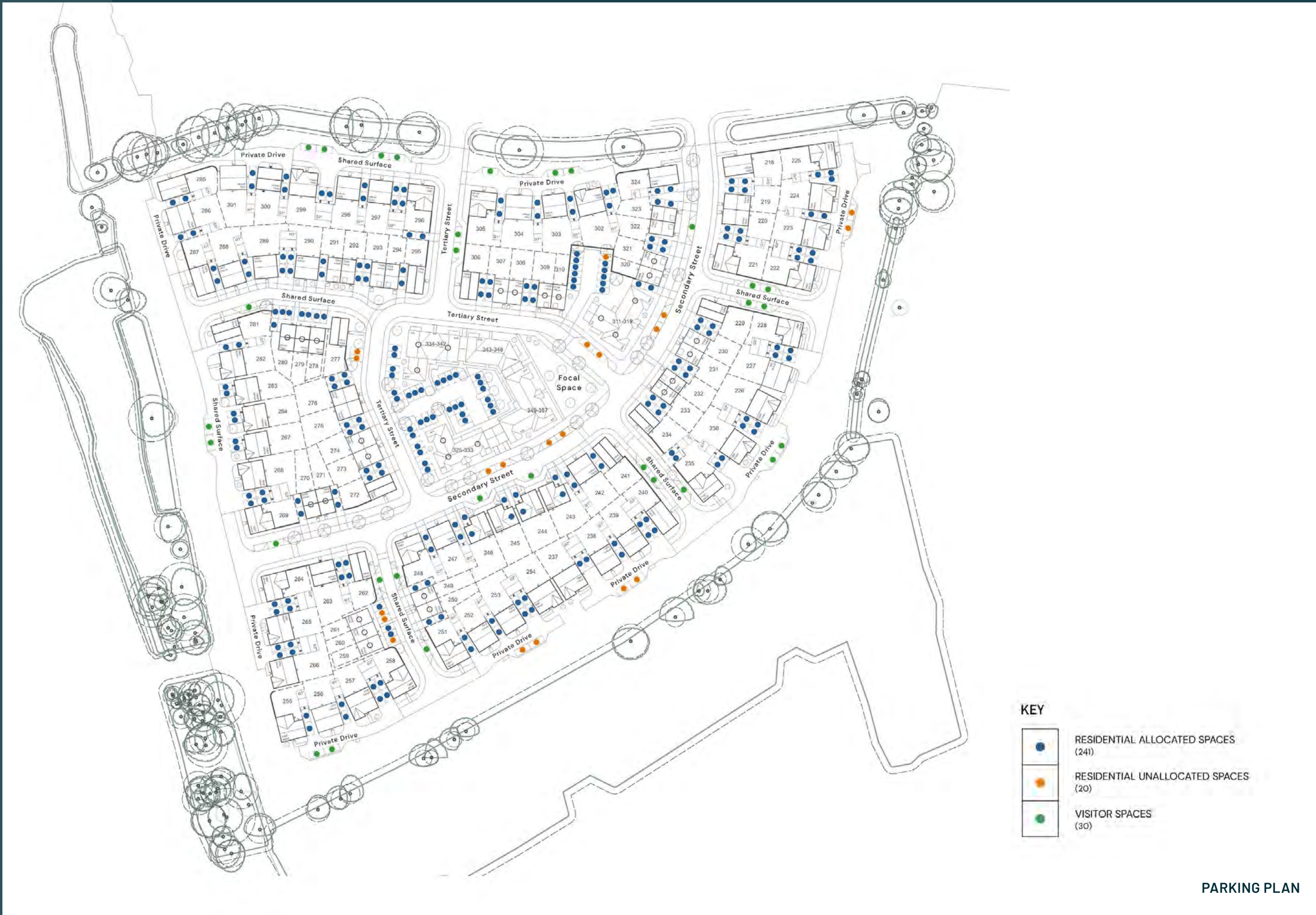


MATERIALS

- 5.10 The plan opposite shows the proposed materials throughout the site
- 5.11 Two main facing bricks are proposed; a red multi brick and a red/orange multi brick. In addition, tile hanging is proposed within both character areas and dark weather boarding within the 'Green Edge'. Roof tiles are proposed in three different colours, red, brown and grey. This follows the masterplan framework which suggests the following for this area:
- 'Mutli-tonal red brick, tile hanging and dark larch board cladding. Greg, red/brown roof tiles to dwellings to give variation and variety'.***
- 5.12 With the exception of weather boarding, the distribution of materials follows an organic approach, with some symmetrical use along key vistas. Tile hanging has been limited to first floor elevations and key gable projections.
- 5.13 Contrasting brick detailing has been implemented on a number of dwellings to provide interest to key front elevations. Extruded brick detailing on the apartments is proposed in a matching brick to give a more subtle effect through the use of shadow lines.
- 5.14 Please refer to the house type pack and streetscenes for further details on the proposed materials



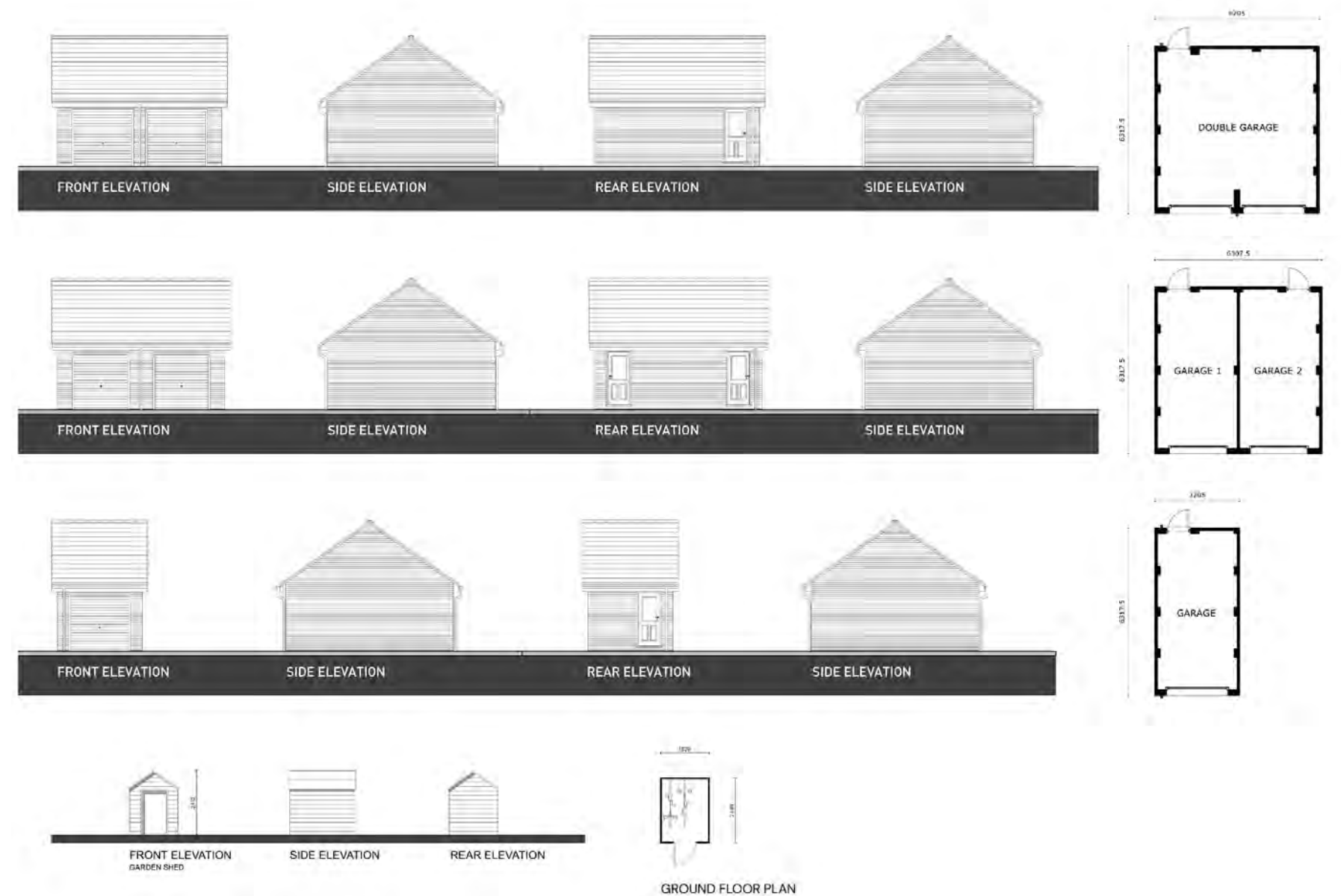
EXAMPLE HOUSTYPES



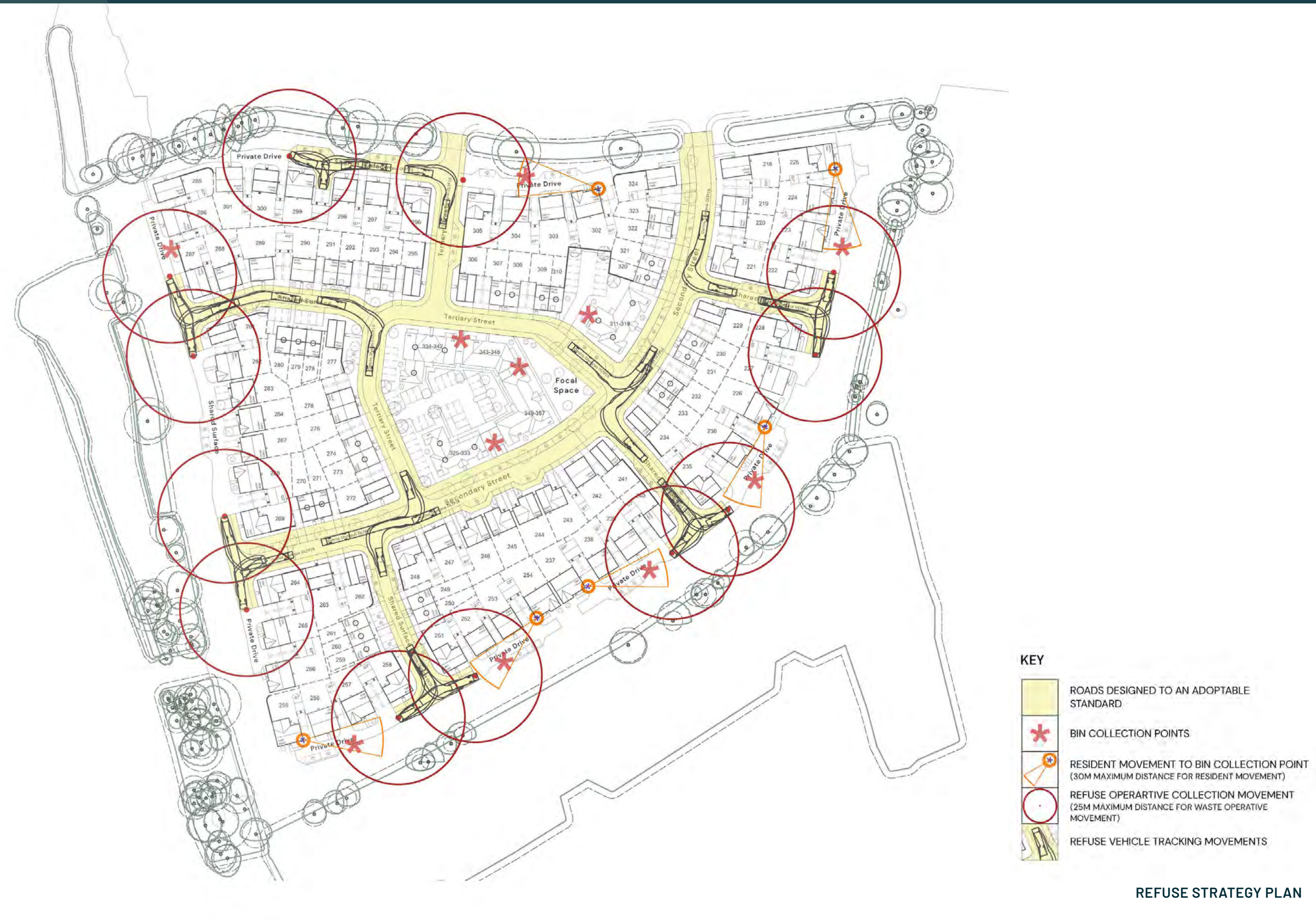


PARKING PROVISION

- 5.15 A variety of parking options are proposed within the layout including parking to side of property, frontage parking, parking courts and on-street parking bays. The dominant parking form is side of dwelling, which reduces the impact of cars on the streetscene and creates a more consistent approach to setbacks.
- 5.16 Two parking courts are proposed within the layout serving plots 311-319 & 325-257. Landscaping will play a key role in softening the environment of these areas. This form of parking provides significant opportunities for tree and hedge planting resulting in a verdant streetscene. Frontage parking along the Tertiary Street associated with the apartments has been designed with minimum planting gaps of 2m in between every two bays.
- 5.17 To meet the required parking standards a total of 240 allocated spaces are provided along with 20 residential unallocated spaces and 30 visitor spaces. Throughout the layout 15 dwellings benefit from the provision of Part M4(2) complaint spaces.



GARAGE PLAN





REFUSE COLLECTION

- 5.18 The plan opposite illustrates a refuse collection strategy. Yellow areas represent streets that have been designed to an adoptable standard and therefore accessible to refuse vehicles.
- 5.19 Where dwellings are located on private drives, the plan shows the bin collection points. 25m maximum distance waste operative movements are shown along with 30m maximum distance for occupier movement.

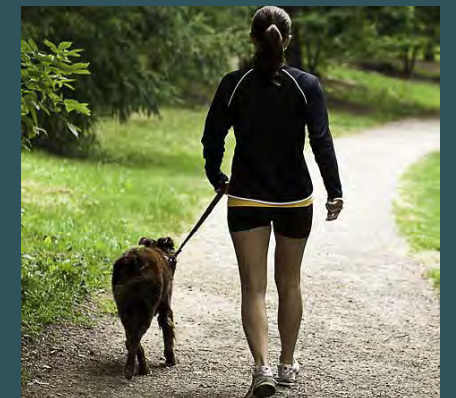
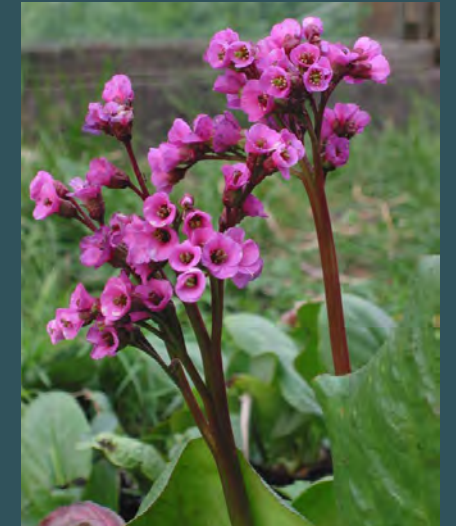




LANDSCAPE DESIGN

- 5.20 The landscape design for the Finchampstead site aims to create open space that is naturalistic in character and integrates the scheme within the surrounding landscape framework and adjacent residential parcels. The public open space is based around the periphery of the scheme and functions as green corridors with the surrounding woodlands being protected and considered within the scheme. Here, the greenspace acts as a naturalistic buffer between built edge and the adjacent woodlands with new tree, and grassland edge.
- 5.21 An informal pedestrian route within the green spaces provides a route around the parcel with connections into the development itself with the focal space at the heart of the development as well as the wider area and neighbouring parcels. Benches and bins are provided with paths connecting the parcel to the surrounding area. 'Play on the way' is provided in the form of naturalistic boulders located in the southern part of the site which creates an informal opportunity for play and supports creativity, imagination as well as a connection with nature within the greenspace setting.

- 5.22 Within the streetscape the road verges provide bioretention areas that will be seeded with a flowering lawn and planted with groups of ornamental grass and perennials, along with appropriate tree planting to create a sense of unity along the route and provide additional habitats for wildlife and visual interest.
- 5.23 The residential landscaping will typically include formal and semi-formal shrub and herbaceous planting, hedgerows, and amenity grass which will provide a verdant streetscape. The focal green space, situated adjacent to an apartment building at the center of the site, has been designated as a amenity area for residents. The proposed native hedge provides both visual and physical boundaries between the buildings and the green space. The plant selection includes ornamental shrubs, perennials, grasses, flowering trees, and bulbs, creating an environment that evolves throughout the seasons, offering an interesting and aesthetically pleasing space for local residents.





06 SUMMARY

- 6.1 This Design Statement has set out a clear explanation of the design process and how the development proposals accord with the approved outline parameter plans and principles set out in the Framework Masterplan Document.
- 6.2 The site layout is founded on best practice urban design principles ensuring the scheme is well connected, easy to navigate, responsive to its surroundings, safe and attractive.
- 6.3 The Development proposals will offer the following benefits:
- Delivery of 140 homes in a range of dwelling types and sizes, including 49 affordable dwellings
 - Provision of new open spaces for the benefit of both new and existing residents
 - Creation of strong, legible connections to the wider development for both pedestrians and cyclists to aid sustainable transport choices



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