



Neighbourhood Centre Hogwood Farm

Finchampstead

Design & Access Statement

July 2024



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1 - Introduction & Site Overview

1.1 Introduction

This document has been prepared by Omega Architects Ltd on behalf of Cala Homes (Thames Ltd) in support of a Reserved Matters Planning Application for the Neighbourhood Centre.

The Neighbourhood Centre is at the heart of the development as shown on the adjacent image. These proposals would deliver a new central community space in the form of the Village Square, alongside two new commercial units and 18 new apartments.



Framework Masterplan - from Masterplan Framework Document



1 - Introduction & Site Overview

1.2 Constraints Plan

The key considerations for the development of the Neighbourhood Centre are illustrated on the adjacent constraints plan.

Other key issues we've had to consider include;

- Future relationship with the School
- Access Points from NMRES
- Relationship with NMRES
- Desire lines from surrounding Parcels.

-  PARCELS 4 & 5 APPLICATION BOUNDARY
-  PROPOSED SITE ACCESS
-  PEDESTRIAN ACCESS LOCATIONS
-  LAND USE PARAMETER PLAN NEIGHBOURHOOD CENTRE AREA
-  VIEWS INTO NEIGHBOURHOOD CENTRE FROM NMRE
-  P10 BUILDING LINE AND VIEWS INTO NEIGHBOURHOOD CENTRE
-  SOUTHERN BUS LOOP EXISTING BUS STO LOCATION
-  NEIGHBOURHOOD SQUARE LOCATION FROM OUTLINE PARAMETER PLANS



Constraints Plan





2 - Design Process

2 - Design Process

2.1 Framework Options

As part of the design process for the Neighbourhood Centre we have engaged with the Council in pre-application advice. The following pages show the design evolution as discussed during our discussions with the Council along with key considerations required for the uses of the site.

The Neighbourhood Centre proposals seek to provide the following elements:

- Community neighbourhood square including play opportunities;
- Suitable provision for future access to the Primary School land including space for drop off areas
- 18 new apartments;
- 2 new commercial units;
- Parking for both commercial and residential elements.

The following options formed the basis of the initial Council discussions, with the submission layout taking on the preferred options/ideas from these discussions along with further Council input on form/ functionality of the overall space.



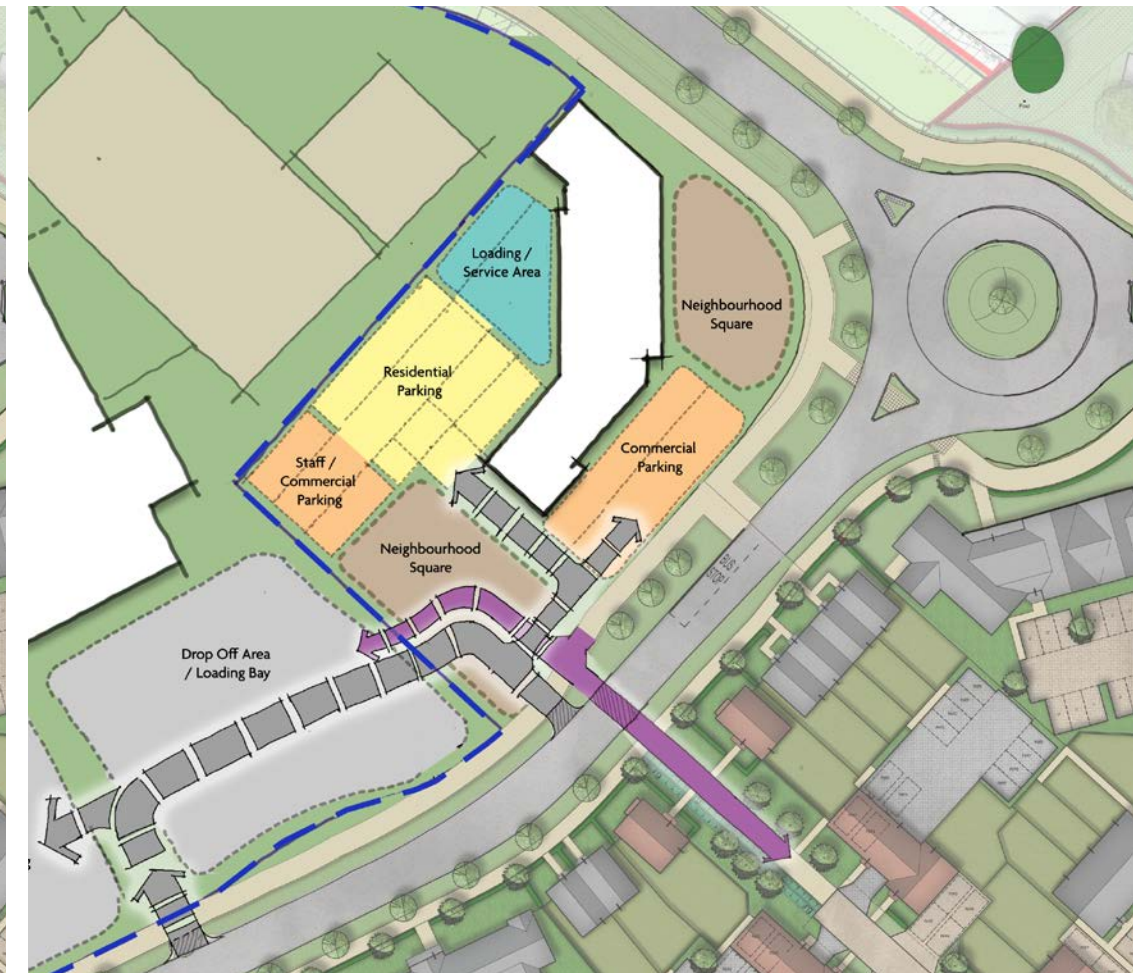
Option A

Pros:

- Building footprint & characteristics designed to match adjacent apartment block, and frame the NMRE junction;
- Proposal focuses view along NMRE towards NC on building;
- Pedestrian route connecting with P10 addresses straight into Neighbourhood Square with safe access into primary school;

Cons:

- Neighbourhood square split into two separate spaces – one area addressing NMRE junction, and another between school and NC building;
- Convolved parking arrangement with Staff/Service parking area for commercial located away from building
- School:
- Independent 'In and Out' arrangement and access, with only pedestrian/ cycle access onto Neighbourhood Square – good connections for users on foot.



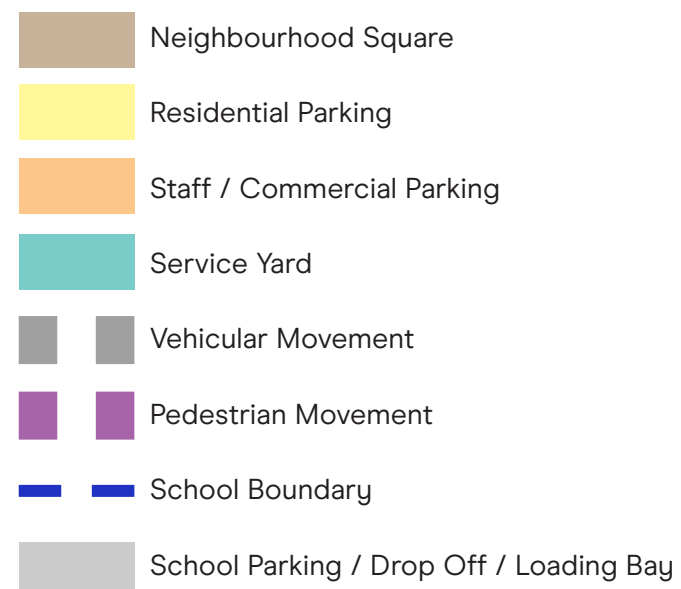
Option B proposes an alternative building footprint to 'open up' NMRE corner and link segregated Neighbourhood Square spaces.

Pros:

- Building will still have prominence along NMRE to the east;
- Better relationship between Neighbourhood Square areas with parking for commercial uses placed in the middle;
- Only two new access points off the southern Bus Loop road – 'Out' access from school drop off links with parking access for other uses within Neighbourhood Square.

Cons:

- Parking areas still difficult to arrange with one area (staff?) located away from the commercial units. Pedestrians arriving from P10 have to cross parking access road which crosses Neighbourhood Square.



2 - Design Process



Option C proposes a more conventional 'L-shaped' building addressing a more cohesive Neighbourhood Square, in one location, fronting the main road. This more closely replicates the ideas within the Hogwood Framework Masterplan document.

Pros:

- Neighbourhood Square consolidated into one space, with commercial uses generally opening directly onto public space:
- Narrower building design proposes that majority of apartments face south-east onto Neighbourhood Square – limited number facing north-east towards NMRE.
- Parking segregated into better locations – commercial parking to front of building, residential parking to rear where it can be more private.

Cons:

- Building has reduced prominence when viewed along NMRE on approach to NC.



Option D is very similar to Option C, with the main change relating to the location of commercial parking to ensure the public space in front of the building links better with the pedestrian access into the school.

Pros:

- Neighbourhood Square consolidated into one space, with commercial uses generally opening directly onto public space:
- Narrower building design proposes that majority of apartments face south-east onto Neighbourhood Square – limited number facing north-east towards NMRE.
- 'Out' access from school drop-off could be arranged as Option A to improve edge of public space fronting the school and pedestrian connectivity between these spaces.
- Parking generally located to rear of building, with residential parking tucked away from public areas.

Cons:

- Building has reduced prominence when viewed along NMRE on approach to NC;
- Road access slightly compromises pedestrian movement, but better pedestrian connection with main public space than Option C.
- Residential parking area accessed through commercial loading/servicing area.



An alternative **Option E** which proposes an different building design which addresses both the NMRE junction, main bus loop road, and a relocated Neighbourhood Square.

Pros:

- Neighbourhood Square focussed between Neighbourhood Centre building and school, and located at head of pedestrian link with P10.
- Consolidated space for 'public uses' between Neighbourhood Centre and primary school – commercial parking and public space
- Loading/servicing area and residential parking can be tucked away to the rear of the building.
- 'Out' access from school drop-off could be arranged as Option A to improve edge of public space fronting the school and pedestrian connectivity between these spaces.

Cons:

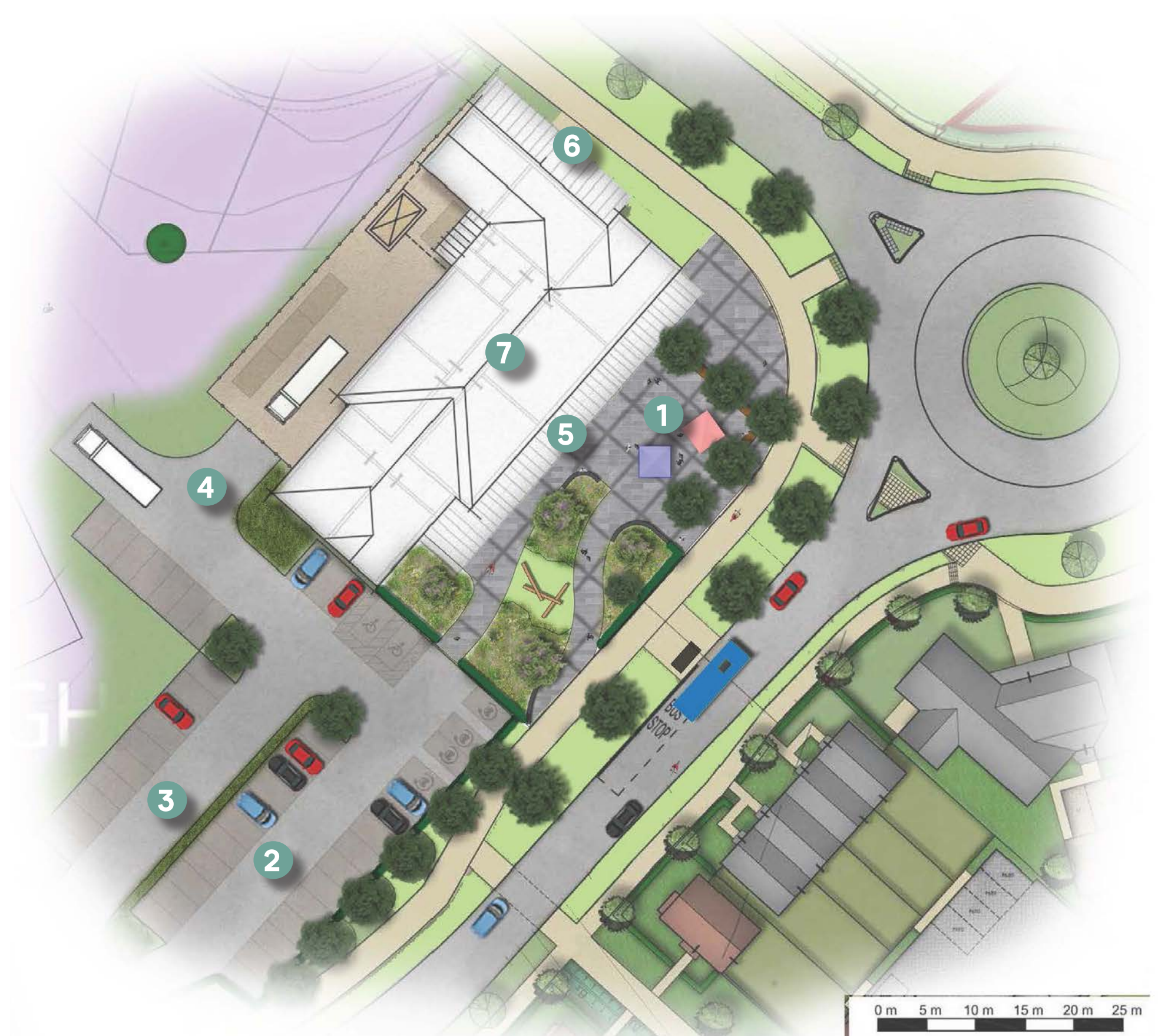
- Limited visual relationship between NMRE and Neighbourhood Square - however commercial units can still front onto the roundabout to ensure footfall from passing traffic.
- Residential parking area accessed through commercial loading/servicing area.
- Potentially 'poor' northern edge of space – sterile boundary around parking area with school fence. Opportunity for planting/green edge?

2 - Design Process

2.2 Pre-Application Layout

The adjacent layout was submitted alongside the Pre App document to the Council in January 2024. The layout had the following design principles:

1. Village Square located on prominent corner of the NMRE route through the development.
2. Car parking for users of the commercial units within the Neighbourhood Centre building – 31no. spaces proposed including 4 EV charging points);
3. Car parking for residential apartments above the commercial units – 18no. spaces proposed (1 per apartment);
4. Vehicle turning area and access to service yard for commercial units;
5. Collonade providing shelter to edge of building around square and entrances into the commercial units;
6. Residential entrance located on alternative edge of building away from commercial properties, to help provide activity to the north side of the building fronting the NMRE;
7. Three storey building incorporating 3 commercial units to ground floor, and 18no. apartments to the first and second floors of the building.



2 - Design Process

2.3 Indicative Elevations



The indicative elevations reflect the design of blocks opposite the Neighbourhood Centre within Parcel P10, by incorporating matching materials (red brick, slate colour roof), similar building forms (projecting gables and inset balconies to the upper floor apartments) and detail design (brick arches within gables, floor to ceiling glazing and spandrel panels).



The design team also reviewed whether a building with an increased height of 4 storeys could fit within the surrounding context. The benefits of an increased height are more prominence to this important location within the development, which can be accommodated within the adjacent context, and potentially a reduced footprint which would allow more space at ground floor level for public realm and landscape design.

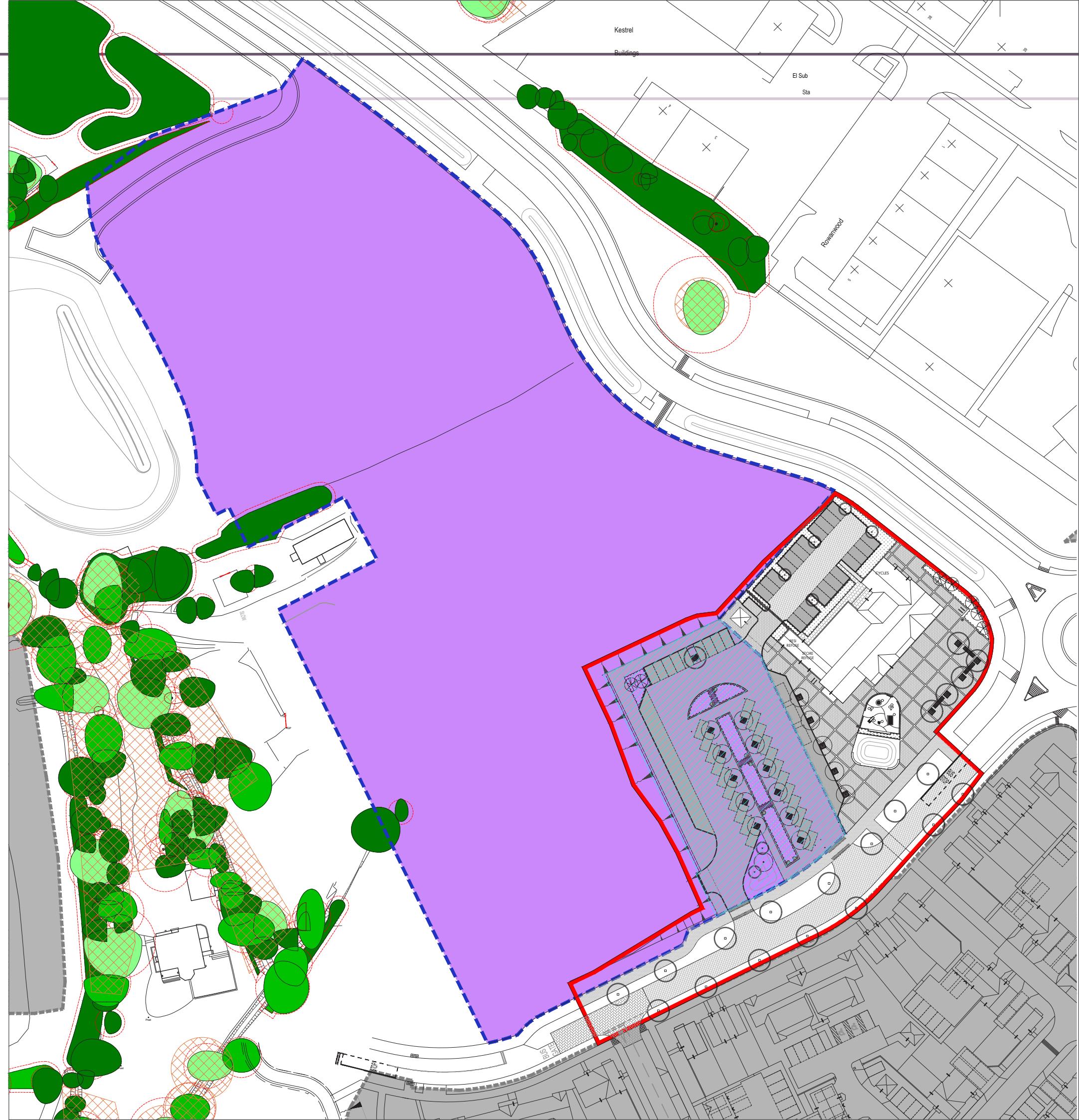
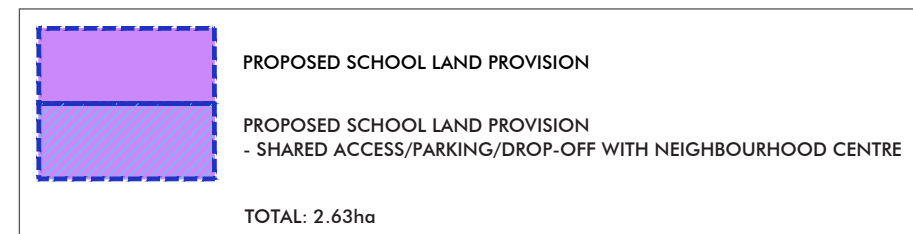
2 - Design Process

2.4 Relationship to Primary School

The adjacent plans shows the relationship between the land take of the school and the resulting combined neighbourhood centre with shared highways infrastructure.

Upon completion of the Neighbourhood Centre the hatched area as shown on the key below, will provide a portion of the school land take. This zone will be a shared area which provides the main access/egress route, school drop off, coach bays, and shared parking elements with the Neighbourhood Centre.

Whilst forming part of the detailed application once built will be transferred back to WBC as part of the overall school parking requirements





3 - Proposals

3 - Proposals

3.1 Proposed Layout

The adjacent layout is a product of previous discussions with the Council at Pre-application stage. During these discussions an agreed approach to design and functionality of the key spaces was outlined with the following considerations:

1. Access to one way loop road arrangement
2. Retention of existing cycleway on NMRE and Southern Bus Loop
3. Extension of pedestrian green link route from P10
4. Shared school drop off and commercial parking
5. Shared coach and drop off lay by
6. Multi functional commercial lay by inclusive of delivery bay and disabled parking
7. Residents parking
8. Mixed use commercial and residential building
9. Neighbourhood square



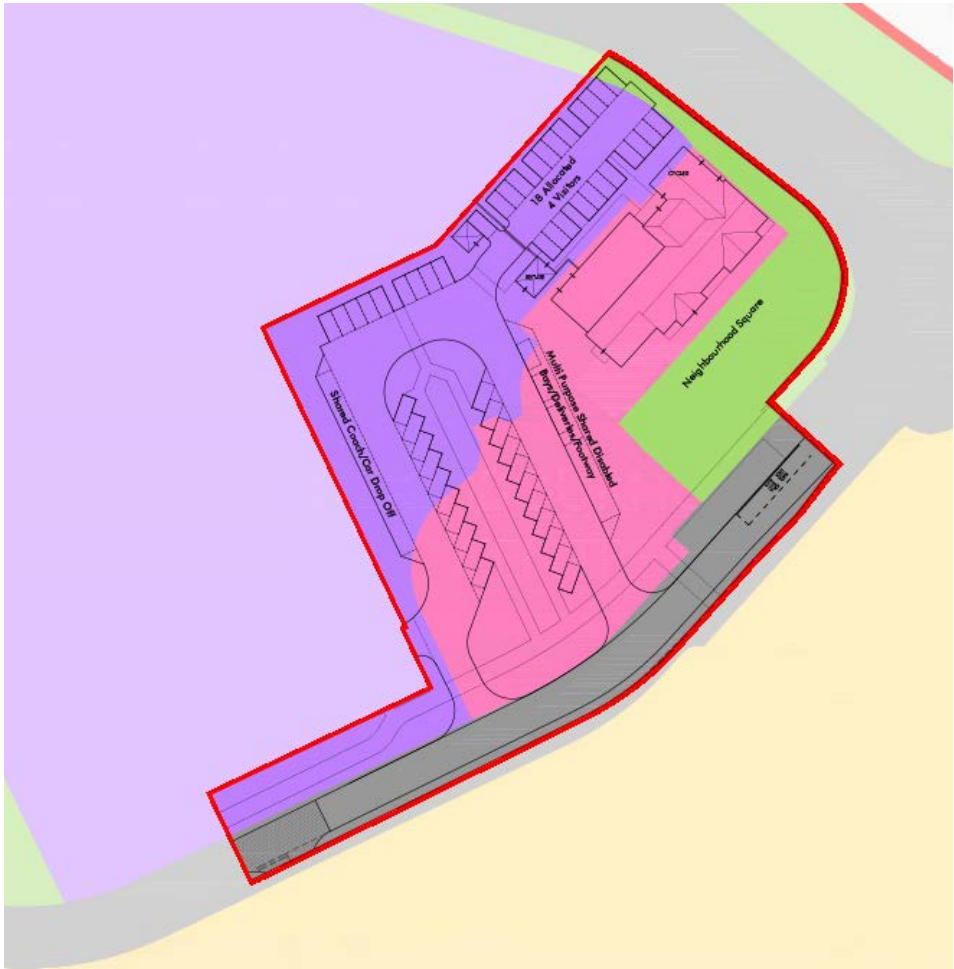
3 - Proposals

3.2 Compliance with Parameter Plans

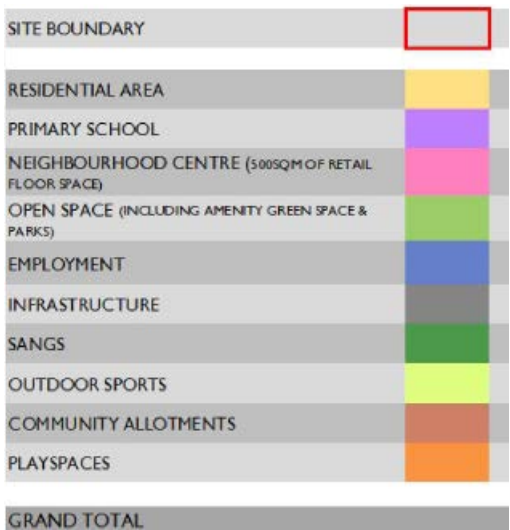
The proposed layout for the Neighbourhood Centre has been appraised against the parameter plans to ensure compliance with the Outline permission.

Part of the discussions with the Council involved combining some of the highways uses for both the school site and the Neighbourhood Centre. This has meant that whilst the principles of the parameter plans have generally been retained, the allocation of land has shifted with more shared spaces between the two.

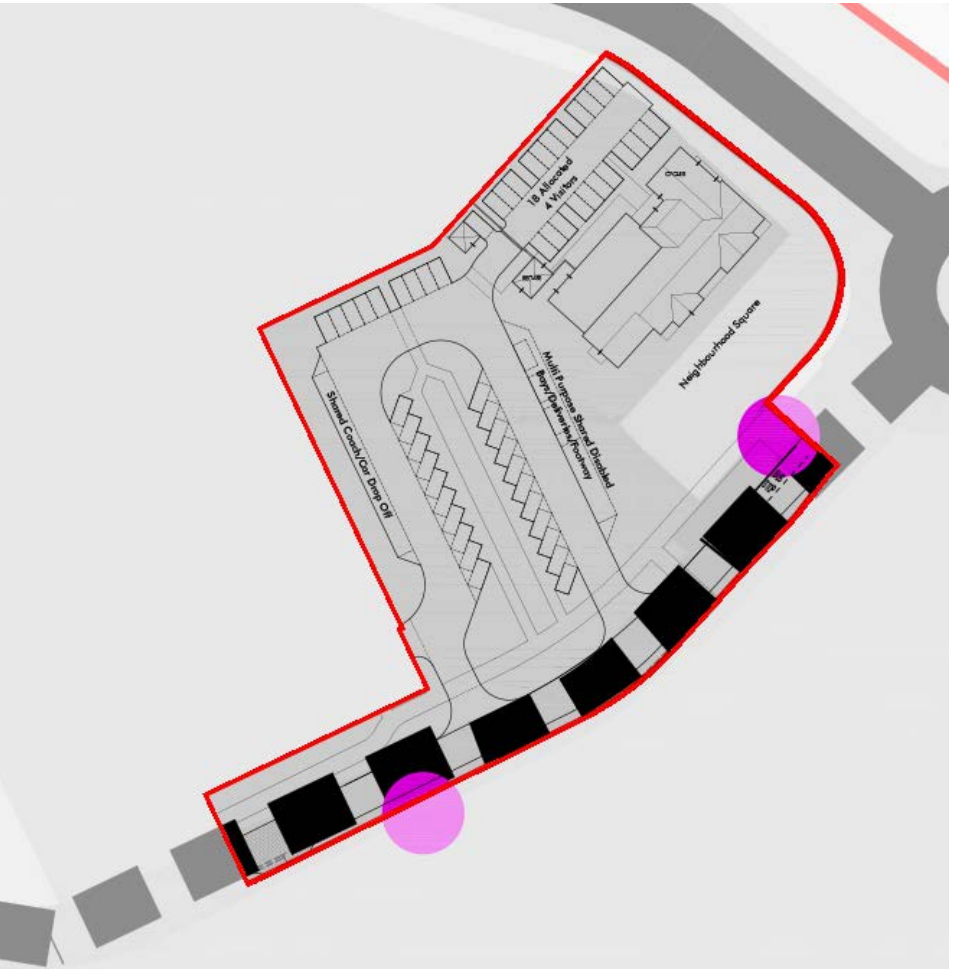
Land Use



The built form and neighbourhood square elements of the parameter plans have been retained with a larger shared loop road/parking arrangement which crosses between the two land use zones.



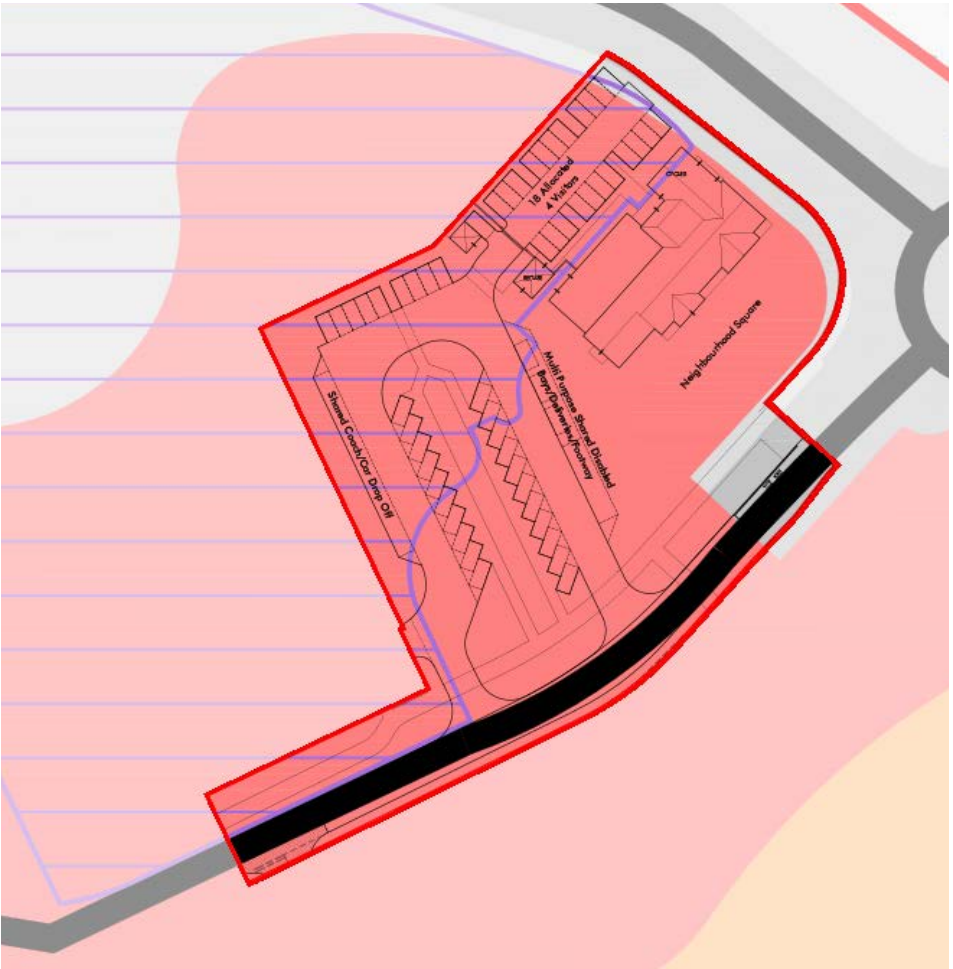
Access and Movement



Vehicular access is proposed off of the southern bus loop road, with the primary access location set by required offsets from the P10 layout to the south. Pedestrian connection from the NMRE and P10 layout have been retained and enhanced.



Building Heights



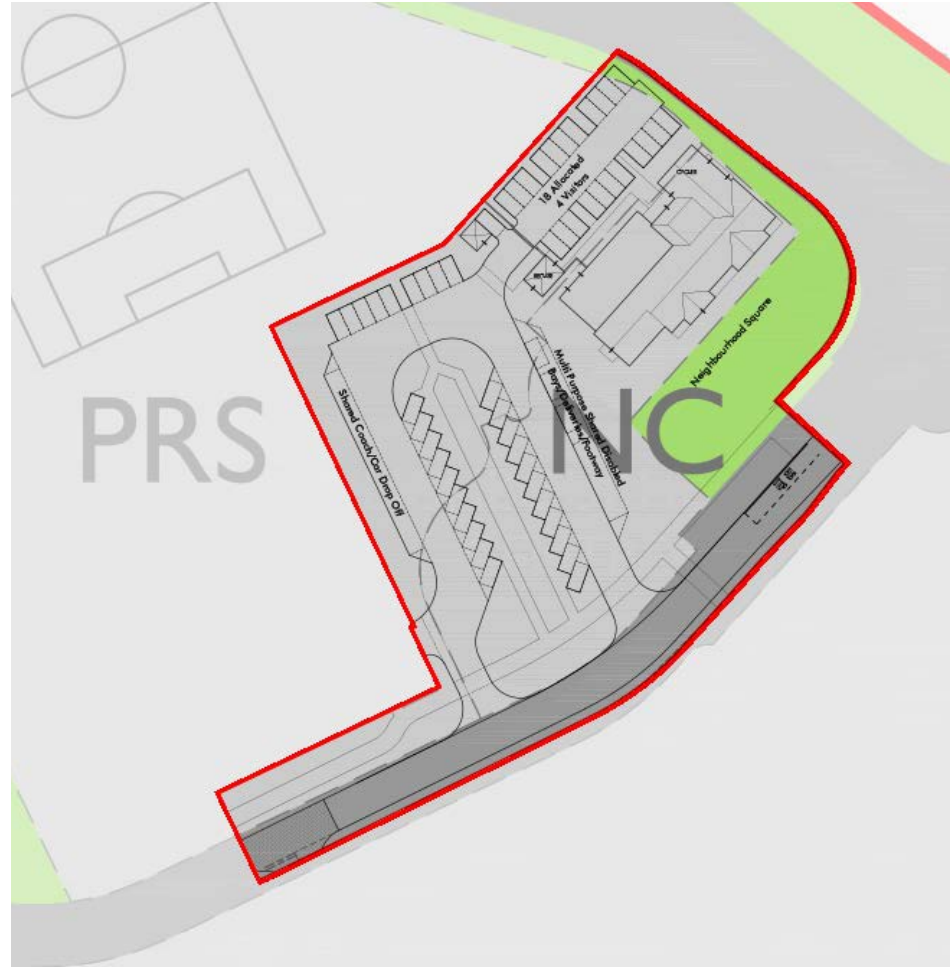
The Outline Parameter plans allowed provision for a building height of 3 storeys within the Neighbourhood Centre, however, follow discussions with the Council at Pre App stage there was an agreement to allow up to 4 storeys as it was felt that the extra height would enhance the setting and create a statement / marker building that would fit in with its surroundings (school/ employment).



3 - Proposals

3.2 Compliance with Parameter Plans (cont.)

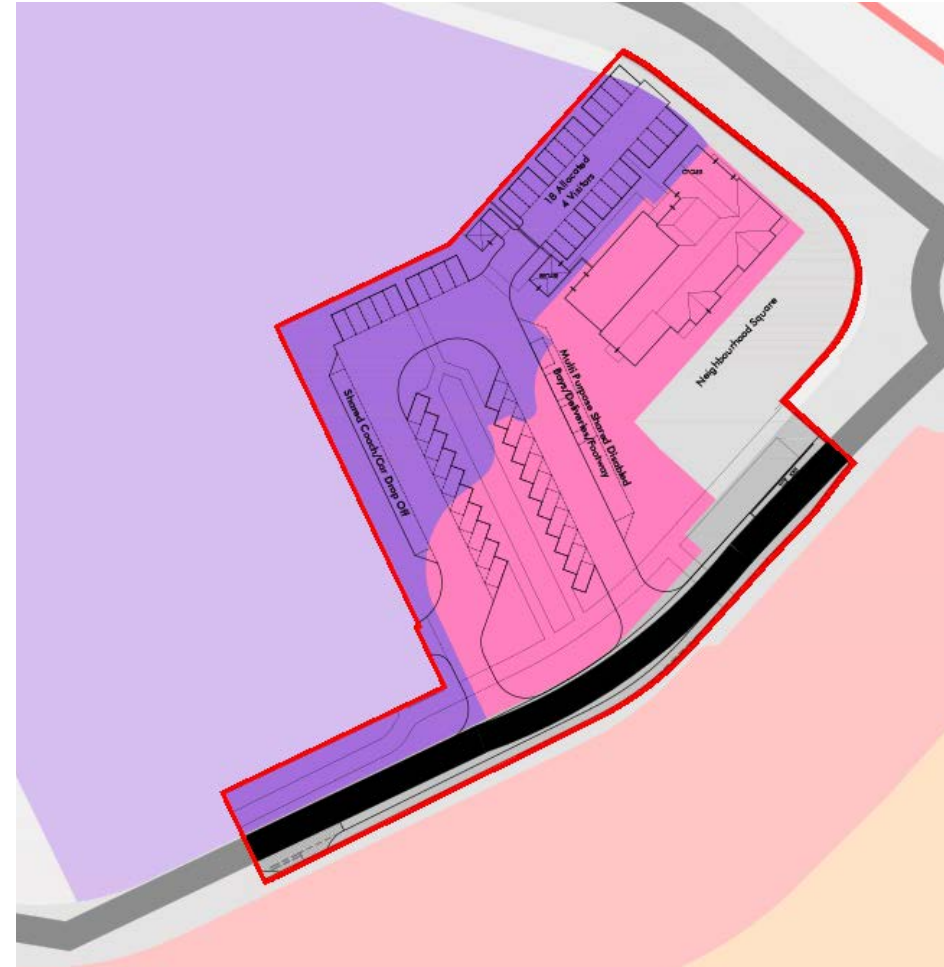
Landscape and Open Space



Landscape and Open Space – as per the overlay with the outline parameter plan you can see that the area indicated for the neighbourhood square has been both retained add enhanced within the detailed application layout.

- | | |
|------------------------------------|---|
| Site Boundary | Area equivalent to Ancient Woodland with a 15m Offset |
| Public Open Space | Phasing Reference |
| Sports Pitches | Neighbourhood Centre |
| Allotments | Employment Land |
| SANG | Primary School |
| Built Development | Outdoor Sports |
| Playspaces | Amenity Green Space |
| Ancient Woodland with a 15m Offset | Community Allotments |
| | Parks and Gardens |

Density



Density – a higher density is proposed for this parcel reflecting the inclusion of apartments rather than houses;

- | | |
|---------------------------|----------------------|
| Site Boundary | Employment |
| Highest Density 40-50 dph | School |
| Medium Density 30-40dph | Neighbourhood Centre |
| Lowest Density 15-30 dph | SANG |
| Playspaces | |

3 - Proposals

3.3.1 Character & Appearance Neighbourhood Centre Precedents



Vibrant & active central plaza - Eddington, Cambridge



Neighbourhood Square - Lightmore, Telford



Highwood, Horsham



Bolnore Village, Haywards Heath



Places to meet and interact - Eddington, Cambridge

3 - Proposals

3.3.2 Character & Appearance Hogwood Farm Parcel 10

An evaluation of architectural styles within the adjacent Parcel 10 has been considered when designing the new building being delivered within the Neighbourhood Centre.



STREET SCENE B-B



STREET SCENE C-C

3 - Proposals

3.4 Proposed Elevations

The proposed elevations reflect the design of blocks opposite the Neighbourhood Centre within Parcel P10, by incorporating matching materials (red brick, slate colour roof), similar building forms (projecting gables and inset balconies to the upper floor apartments) and detail design (brick arches within gables, floor to ceiling glazing and spandrel panels).



FRONT ELEVATION A



SIDE ELEVATION B



SIDE ELEVATION D



REAR ELEVATION C

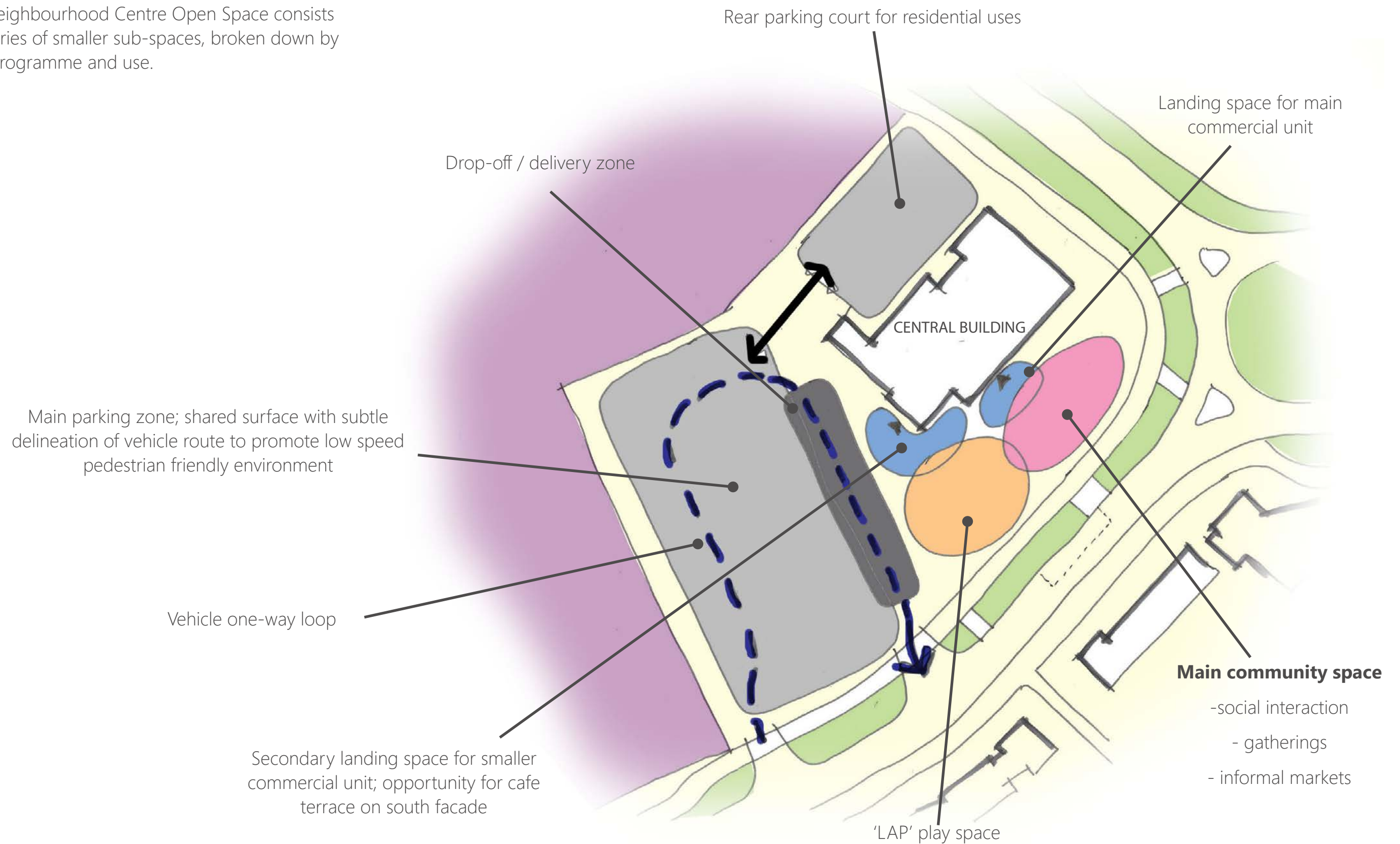


3 - Proposals

3.5.1 Landscape Proposals

Landscape Spatial Framework

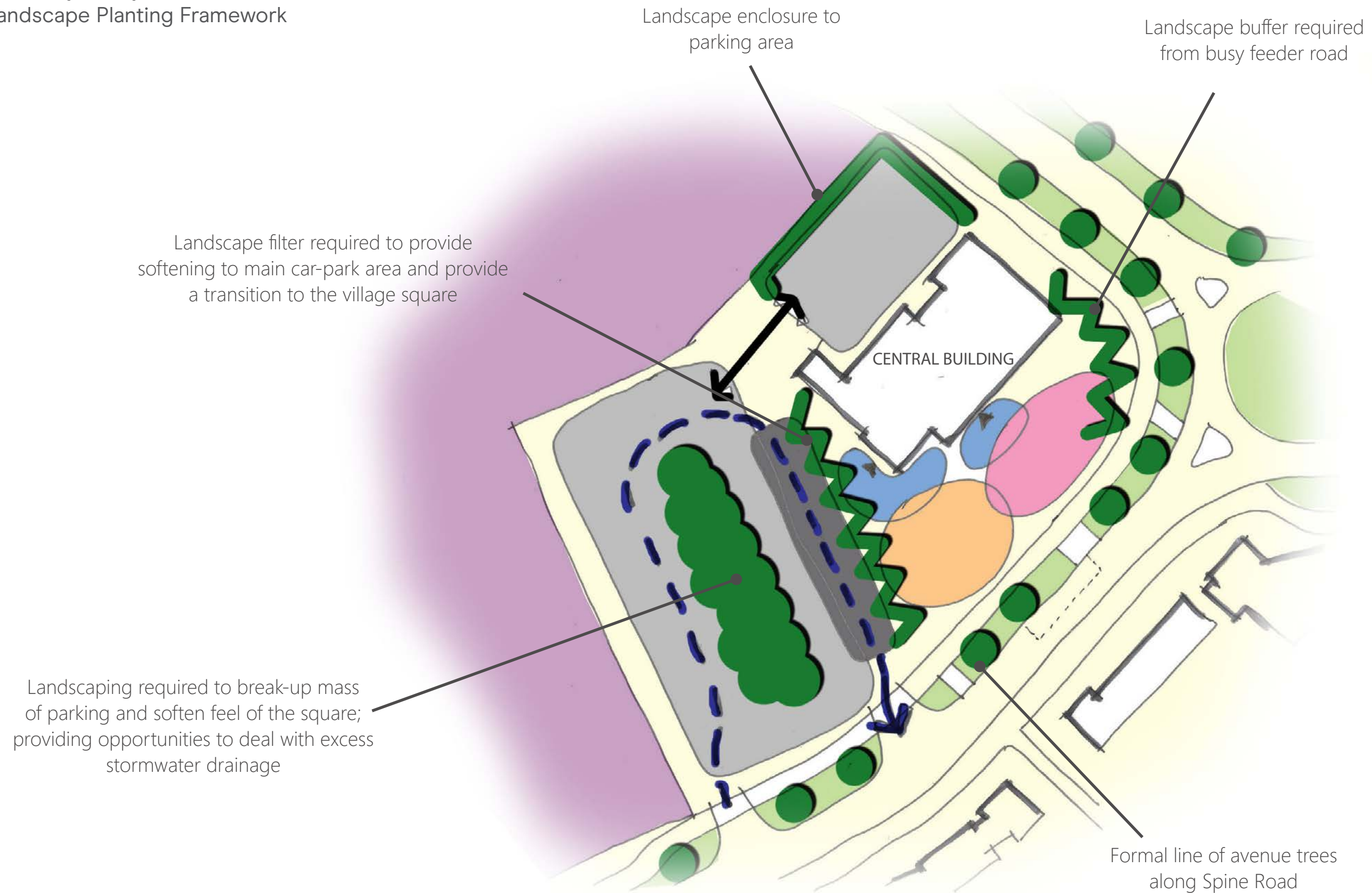
The Neighbourhood Centre Open Space consists of a series of smaller sub-spaces, broken down by their programme and use.



3 - Proposals

3.5.2 Landscape Proposals

Landscape Planting Framework



3 - Proposals

3.5.3 Landscape Proposals “Village Square”

The Neighbourhood Centre Open Space is conceived as a semi-formal, predominantly hard-paved area that acts as a key central space for the wider development, incorporating a multitude of opportunities for social interaction and informal play.



3 - Proposals

- 1 Central square hard paved space, enclosed by formal trees and benches on two sides, large enough to accommodate informal social gatherings and small markets.
- 2 Long, wide benches for social interaction and relaxation
- 3 Large landing space for key commercial unit in Neighbourhood Centre, with plentiful space for people to congregate
- 4 Soft landscaped lawn on low mound beside play space provides opportunities to sit-out in the sun and encourage social cohesion
- 5 New LAP play space incorporated into Village Square; opportunity for sensory play for young children
- 6 Raised concrete benches to the edges of the flowering borders to create informal seating edges
- 7 Strong framework of clipped hedges and ornamental shrubs to provide a buffer from the adjacent spine road and car-park
- 8 'Shared surface' drop-off / parking area to serve the Village Centre
- 9 Potential controlled vehicle access point to village square to allow access for market stalls and informal coffee trucks etc
- 10 Main access into parking area; looped access road
- 11 Formal line of trees along Spine Road
- 12 Opportunists for planted areas to take form of rain gardens to assist with SuDS solution for the square
- 13 Informal pathways through rain gardens act as playful features on the journey to school for young children
- 14 Use of trees in grilles and steel bollards to restrict informal parking and remove need for kerb upstands
- 15 Rear parking court for residential element, screened from view by brick walls and hedging, well landscaped

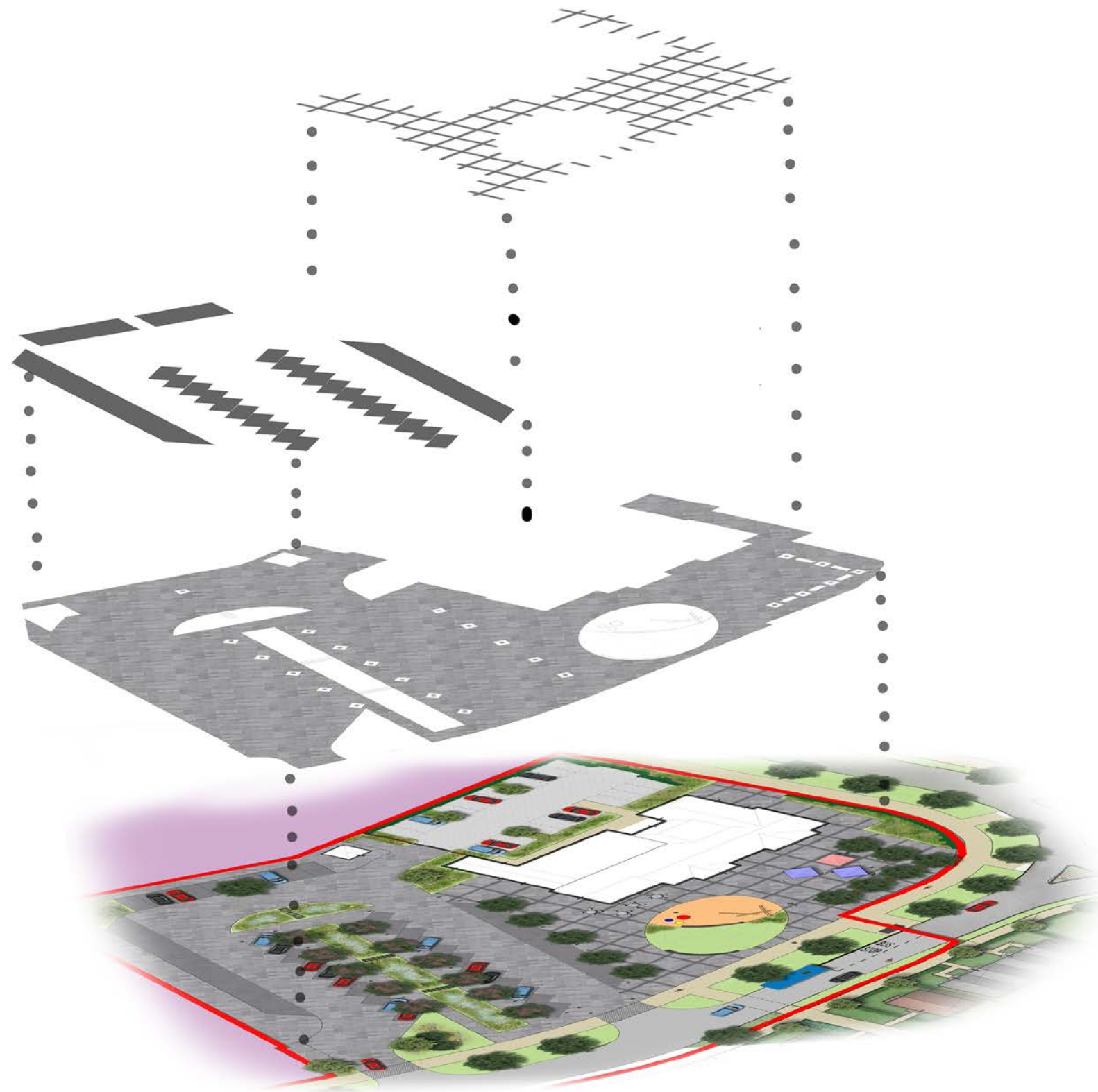


3 - Proposals

3.5.4 Landscape Proposals

Village Square - Hard Landscape

- ③ Contrasting darker block used to break-down the scale of the main pedestrian zone in the Village Square and provide visual interest highlighting pedestrian dominance
- ② Parking bays and drop-off / service bays picked out in a contrasting darker paving block to highlight these areas without the need for unsightly white-lining
- ① 'Carpet' of unifying paving material laid across entire Village Square to provide unity and sense of shared space between vehicles and pedestrians



3 - Proposals

3.5.5 Landscape Proposals

Village Square - Hard Landscape Materials



1 Main plaza surface in tumbled grey blocks, random sized with pencil edges



3 Flush laid conservation kerbs at edges of space



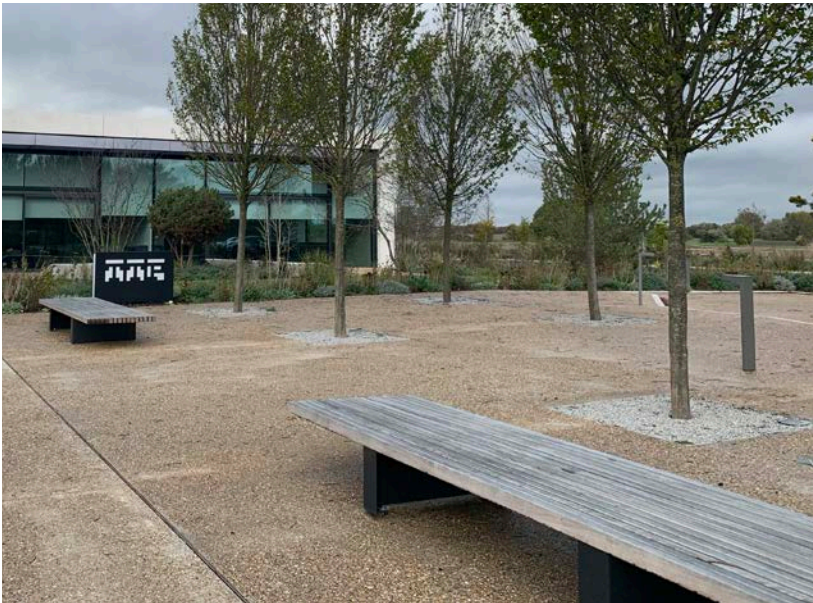
2 Dark banding to break down mass of paved surface and delineate key space, defined in darker contrast block, smooth finish

3 - Proposals

3.5.6 Landscape Proposals Village Square - Precedents



1 Concrete seating edges contain richly planted shrub borders



2 Formal grid of trees and wide benches enclose a large central space for the community to gather and hold events



3 Herbaceous planting set below multi-stem trees creates a soft edge to the edges of the square



4 Informal play set within LAP



5 Opportunities for shrub borders to act as rain gardens

3 - Proposals

3.5.7 Landscape Proposals

Village Square - Street Furniture



1 Concrete benches to path and planted edges



2 Long, wide slatted timber seats between trees



3 'Zenith' cycle stand by Furnitubes Ltd or similar



2 'Fin' cycle stand by Furnitubes Ltd or similar



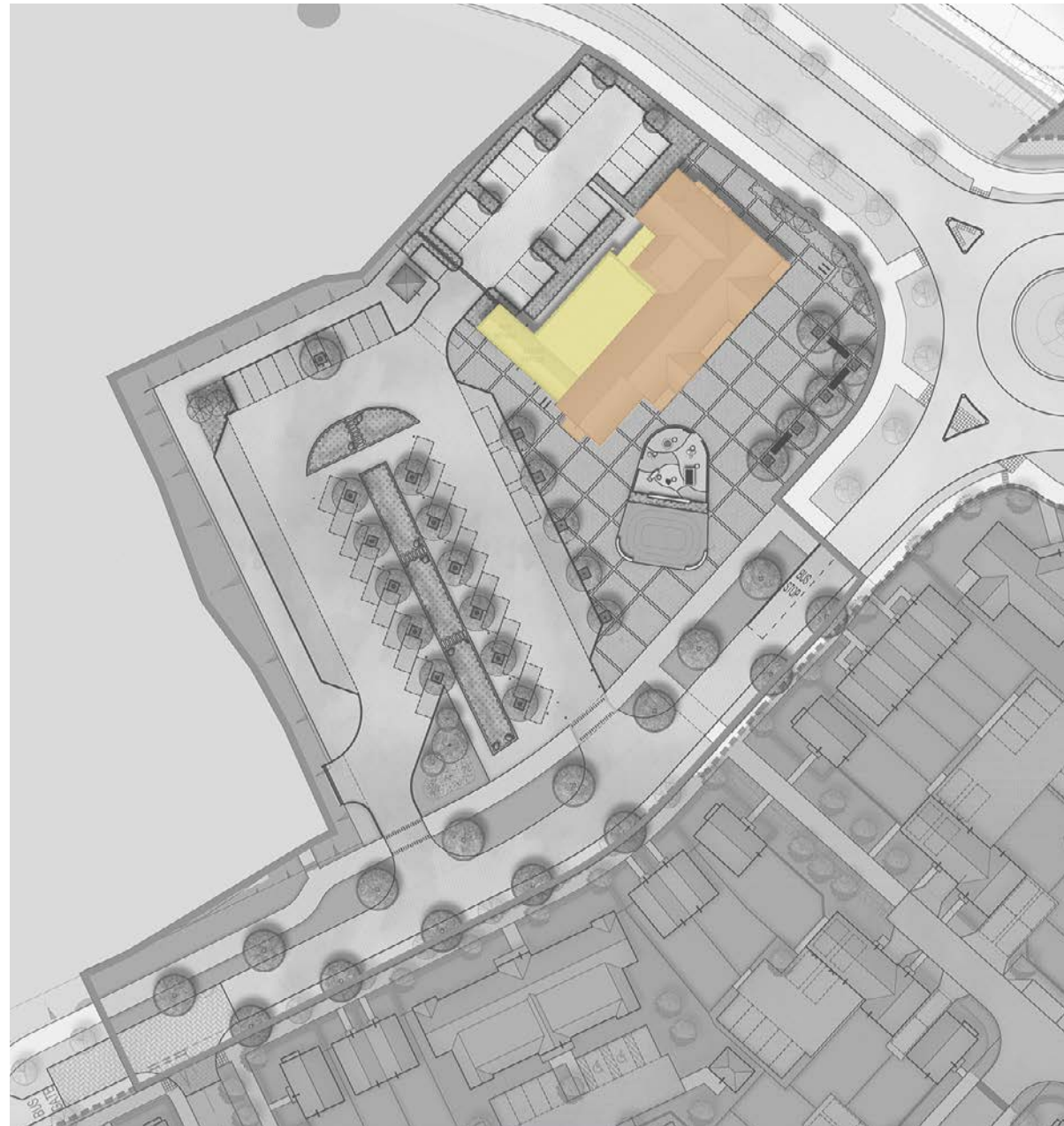


4 - Technical Analysis

4 - Technical Analysis

4.1 Scale & Massing

Building heights



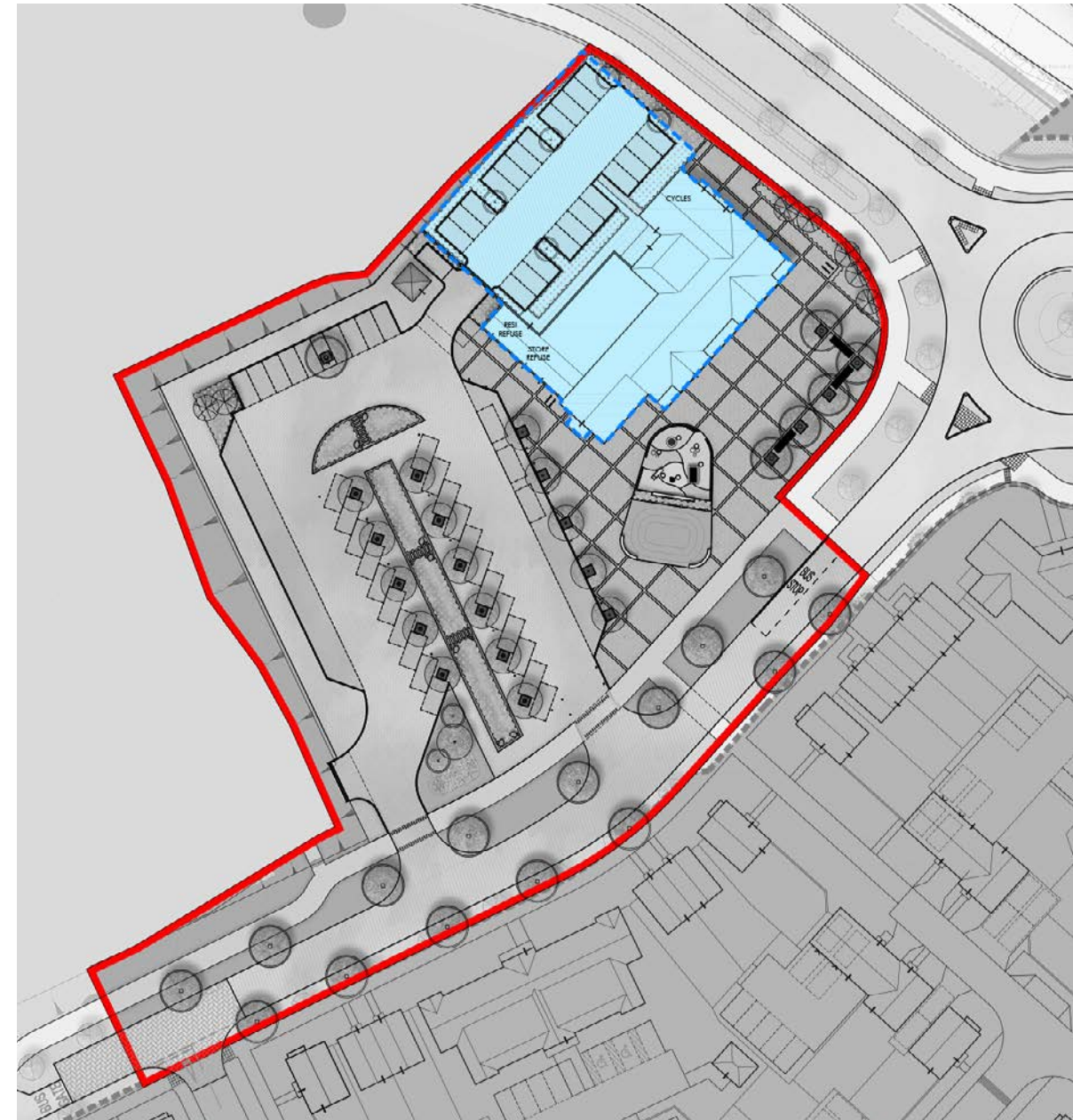
Building Heights Plan



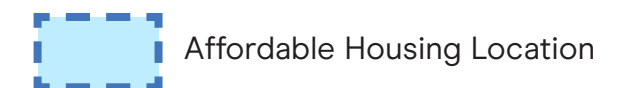
4.2 Dwelling Mix & Tenure

The site layout provides 18 apartments (9 x 1 Bed and 9 x 2 Bed) as part of the mixed use building within the Neighbourhood Centre.

All apartments will be affordable homes.



Tenure Distribution Plan



4 - Technical Analysis

4.3 Parking Strategy

One of the key discussion points with the Council has been on the functionality of the parking within the Neighbourhood Centre.

A key criteria for the development of the Neighbourhood Centre is the shared use of parking with the school. The area also provides for:

- Coach lay by;
- Disabled parking bays;
- Delivery bay; and
- Commercial parking.

The residents parking has been positioned in order to provide clear division from the public zones and residential zones.

KEY		
	ALLOCATED PARKING - RESIDENTIAL	- 18
	VISITOR PARKING SPACES	- 4
	SHARED SCHOOL DROP-OFF AND COMMERCIAL	- 31
	MULTI PURPOSE SHARED DISABLED	- 3
	SUBSTATION SPACE	- 1
	SHARED COACH/CAR DROP-OFF	
TOTAL PARKING SPACES SPACE		- 57
	CAR SHARERS PARKING SPACE	
	RESIDENTIAL CYCLE STORE	



Parking Distribution Plan

4 - Technical Analysis

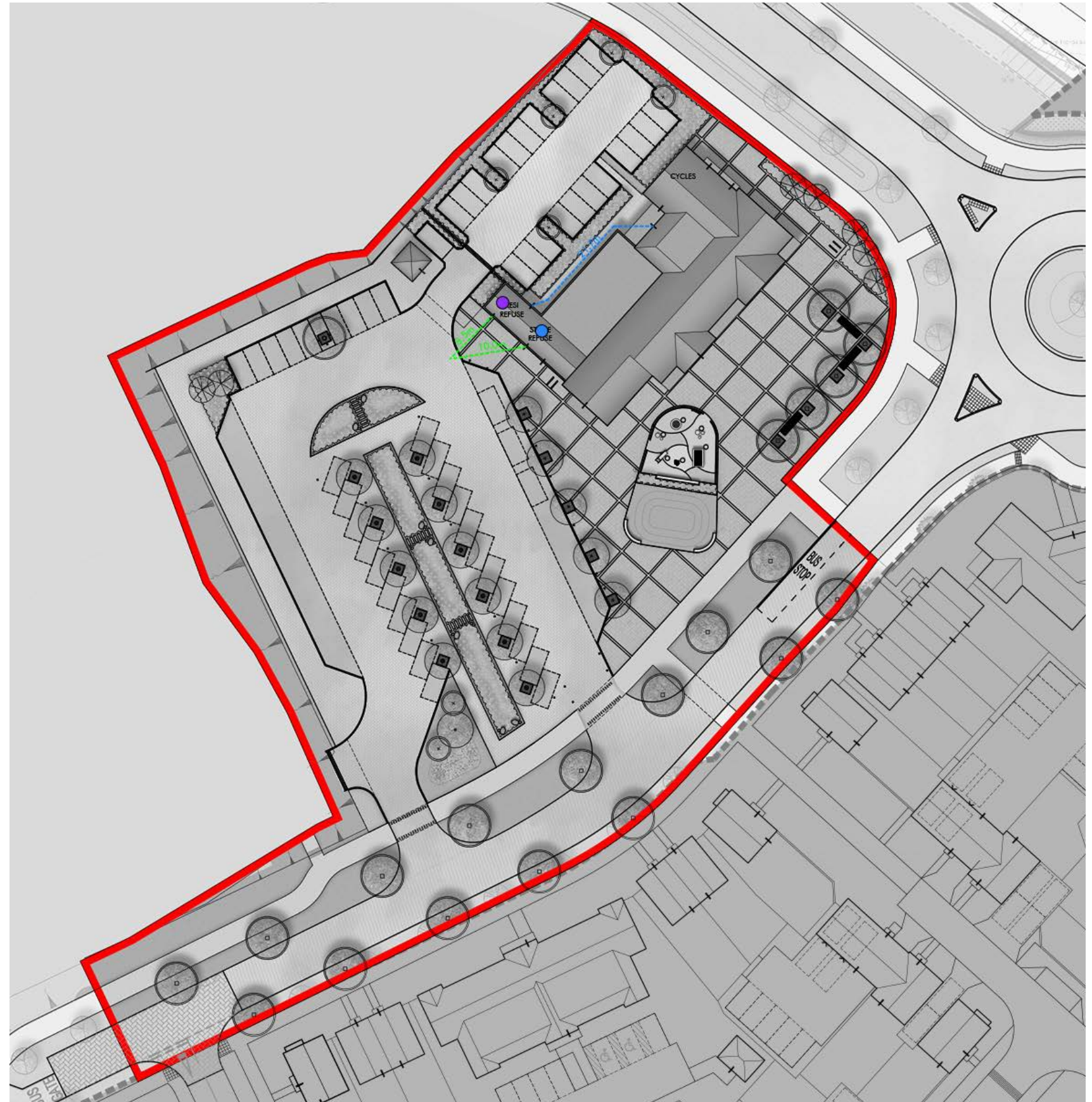
4.4 Refuse Strategy

The refuse and recycling strategy for the Neighbourhood Centre is illustrated in the adjacent plan.

Locations and tracking for refuse collection vehicles has been provided by JNP Group, with maximum drag distances for waste operatives indicated up to a maximum of 10m. Refuse store areas are placed within the built form of the mixed use building with separate stores for both residents and commercial uses the location has been set within 10m of highways for the reduced refuse operative drag distances associated with larger communal bins.

Apartment blocks are provided with communal stores located within accessible locations for apartment blocks are provided with a communal store which is location within 10m of highways for the reduced refuse operative drag distances associated with larger communal bins.

- KEY**
- REFUSE STORAGE AREA (COMMERCIAL)
 - REFUSE STORAGE AREA (COMMUNAL)
 - TYPICAL RESIDENT DRAG DISTANCE (max 25m)
 - OPERATIVE DRAG DISTANCE (max 10m)



Refuse Strategy Plan





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