



DESIGN & ACCESS Statement

Hereford Road,
Bromyard

d & a

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1 Introduction

1.1 Introduction

This Design & Access Statement accompanies details which will form a full planning application for 45 new dwellings with associated landscaping, roads and car parking to the site Hereford Road, Bromyard. The proposal is being made by BM3 Architecture Limited on behalf of Keepmoat Homes.

The development comprises a mix of two to four bedroom, one and two storey dwellings. Dwellings are either for private sale, affordable rented units or affordable shared ownership units and all comply with the Code for Sustainable Homes Level 3.

The following drawings are submitted by BM3 Architecture Limited in support of the application:

1.2 Drawing List

- D01 Site Plan
- D02 Location Plan
- D03 Boundary Treatments
- D04 Materials Schedule
- D100 House Type Kendal
- D103 House Type Wenyworth
- D104 House Type Caddington
- D105 House Type Caddington Render Option
- D107 House Type Warwick
- D108 House Type Windsor
- D109 House Type Windsor-Kendal
- D110 House Type Rothway
- D111 House Type Halstead
- D113 House Type Wray
- D114 House Type Windsor-Affordable
- D115 House Type Rothway-Affordable
- D200 Street Elevations
- D201 Street Elevations
- D030 Section through Plot 11
- D900 Landscape Plan

1.3 Relevant Planning Policies

National Planning Policy Framework: Achieving sustainable development

Paragraph 7 states:

"There are three dimensions to sustainable development.... An economic role – contributing to building a strong, responsive and competitive environment, A social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations.... An environmental role – ...protecting and enhancing our natural, built and historic environment"

Our proposals meet all three requirements. Firstly by regenerating the site numerous employment opportunities will be created benefiting the local community. Secondly the mix and tenure of the new homes following the brief adheres to the local requirements. And finally we are committed to a sustainable and environmental enhancements. These are detailed later in this D&A.

Paragraph 17 states:

The core planning principles states that planning should: ".....set out a positive vision for the future of the area... enhance and improve the places in which people live their lives;.....proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs....encouraging the effective use of land by reusing land....promote mixed use developments in a manner appropriate to their significance."

The new homes will enhance and improve the locality. It will be achieved through a sympathetic design layout both benefiting and securing adjoining neighbours and completing a frontage to a major artery into Bromyard. An effective use of the land will be realised through appropriate scale, density, building height and aesthetic while respecting the natural environment.

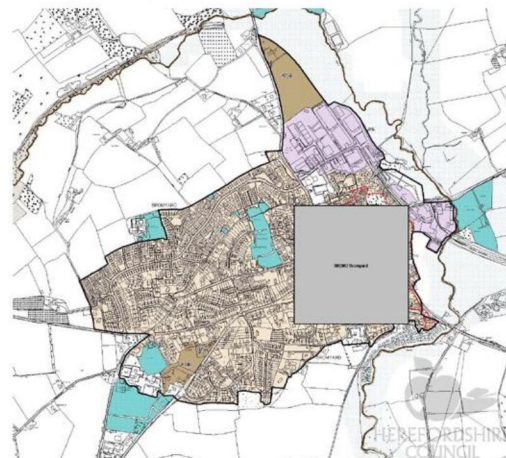
Paragraph 58 states:

"Planning policies and decisions should aim to ensure that developments:

will function well and add to the overall quality of the area establish a strong sense of place to create attractive and comfortable places to live, optimise the potential of the site to accommodate development respond to local character and history, and reflect the identity of local surroundings and materials, create safe and accessible environments are visually attractive as a result of good architecture and appropriate landscaping."

The proposal has been examined under national and local government advice on policy where it is demonstrated that the proposal makes the most efficient use of the land in question.

Functionality is established. The site allocated for residential use is entirely appropriate. We have studied the local vernacular and our material and details proposals respond in both a sympathetic and modern way. Again full details of our proposed design can be found later in this D&A. The principles of defensible space, good surveillance and secure boundaries run through all aspects of the design.



Map of Bromyard, showing site as designated for proposed housing

Local Planning Policy

The Herefordshire Unitary Development Plan (UDP) was adopted in March 2007 and guided development within the county until all of the policies – except those for Minerals and Waste – were superseded by the adoption of the Herefordshire Local Plan Core Strategy which was adopted in October 2015 and is therefore the principal planning policy document for the consideration of the planning application.

Relevant policies include:

Policy SS2 (Delivering new homes)
Policy BY1 (Development in Bromyard)
Policy SS4 (Movement and transportation)
Policy SS6 (Environmental quality and local distinctiveness)
Policy SS7 (Addressing climate change)
Policy H1 (Affordable housing – thresholds and targets)
Policy H3 (Ensuring an appropriate range and mix of housing)
Policy OS1 (Requirement for open space, sports and recreation facilities)
Policy OS2 (Meeting open space, sports and recreation needs)
Policy MT1 (Traffic management, highway safety and promoting active travel)
Policy LD1 (Landscape and townscape)
Policy LD2 (Biodiversity and geodiversity)
Policy LD4 (Historic environment and heritage assets)
Policy SD1 (Sustainable design and energy efficiency)
Policy SD3 (Sustainable water management and water resources)
Policy ID1 (Infrastructure Delivery)

2 Design

2.1 Site Description

The development is proposed across 1.42 hectares (3.50 acres) of land where 45 dwellings are proposed. The site is located South-West of Bromyard Town Centre. Bromyard is a historic town that lies within Herefordshire, approximately 14.5 miles West of the city of Worcester. It has several amenities including shops, schools, a hospital and leisure facilities. Bromyard is surrounded by countryside, with open space amenities. To the South of the proposed application site is Bromyard Depot. This consists of a series of fragmented structures, which will be demolished to make way for the new housing.

To the South and South-East boundary of the site lies Ashfield House. This is a single private residence. The house is a traditional two-storey L-shaped detached building. It consists of red brick, red brick chimney stacks and a grey roof tiles. Ashfield House to the West boundary has a one-storey conservatory and a separate outbuilding towards the South-West corner of the site. Ashfield House is separated from the application site by a pocket of trees and an access road which runs from East to West to access Bromyard Depot and Ashfield House. Directly South of Ashfield House is playing fields/land part of Queen Elizabeth Humanities College.

The site is bounded to the East by an existing roadside hedgerow and trees lining Hereford Road. This road has a rural character where it passes the site, although on the opposite side of the site's East boundary to the West side of Hereford Road beyond the existing hedgerow and trees is a built up residential area with a scatter of traditional two-storey properties, consisting of a variety of materials from red brick and white render, with grey roof tiles. Hereford Road becomes more rural as it runs further South towards Hereford, along the A465. Hereford Road incorporates a pedestrian footway on the East side of the road on the opposite side of site boundary. There is no pedestrian footway immediately adjacent to the East side of the site boundary.



Existing trees and hedgerows on East boundary of Site

To the North and North-Western boundary is a scatter of properties, old as well as some recent developments. These comprise of bungalows, semi-detached and detached two storey houses on a series of cul-de-sacs. The main facing materials are either red brick with variety of red and grey tile roofs with some dwellings incorporating render at first floor level (mainly the development to the East of the site). Most dwellings incorporate a private single garage within their main footprint. These existing dwellings to the North and North-West either back on or face sideward's towards the site.

To the West boundary of the site is Bromyard Cricket Club and Queen Elizabeth Humanities College. The cricket pitch faces directly on to the West boundary. However part of the two-three storey brick structure backs on to the application site.



An example of existing dwellings East to Site



An example of existing dwellings East to Site



An example of existing dwellings North to Site



An example of existing dwellings West to Site

2.2 Existing Landscape & Topography

The site currently comprises of open grassland towards the North and a small clusters of trees and hedges towards the East boundary on Hereford Road. Towards the South, Bromyard Depot forms part of the site with a variety of scattered existing buildings sitting on a hardstanding. They are to be demolished before development works begin.

There is currently one main vehicular entrance towards the site's Southern half on the East boundary, accessed from Hereford Road. This is an existing entrance to allow access to Bromyard Depot only. The North part of the site is inaccessible by vehicles. Further South there is a smaller access road, which allows access into Ashfield House and also to Bromyard Depot.

The topography of the site has a slopes from the West boundary to the East. However this is not expected to be a significant enough constraint to prevent level access to proposed dwellings and cause issues of overlooking between dwellings.

There are no known ponds, watercourses or standing surface water within the site. The site does not falls within any Flood Zones and is not at risk of flooding.

We cannot comment on any ecological, arboricultural or ground conditions until a full survey has been undertaken by the necessary professionals. There is no evidence of past coal mining activity within the site, meaning that the total developable area is not restricted by the existence of mineshafts.



The existing site main entrance into Bromyard Depot

2.3 Amount & Accomodation Mix

The table opposite illustrates the proposed accommodation mix and size of dwellings. An appropriate mix of private and affordable two to four bedroom dwellings are proposed, reflecting the need for first time buyers and small and large families as well as fulfilling the need for social housing in the area. 40% of the units are affordable of which 25% is for social rent and 75 % for shared ownership.

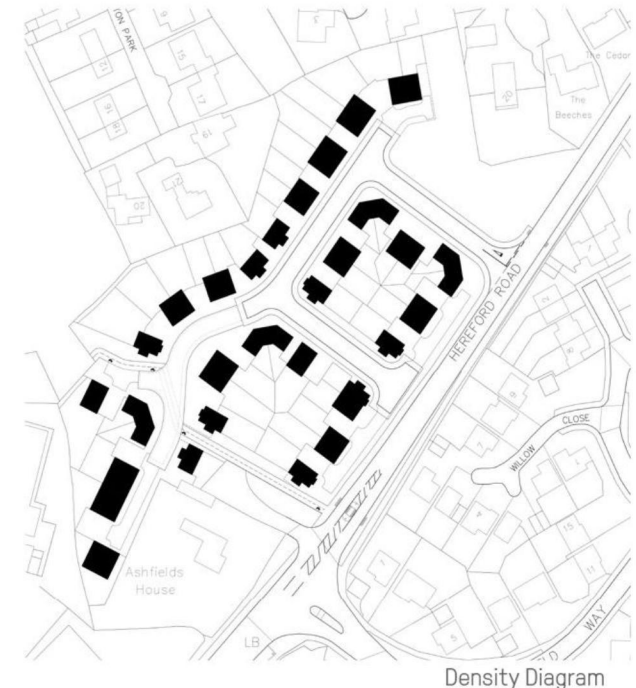
45 dwellings are delivered in total. The affordable unit properties are evenly “pepper potted” throughout the development and are the same in character to the private properties, making the various tenure types indistinguishable from each other and creating a “tenure blind” development. This is intended to encourage mixed communities to integrate, minimising social exclusion.

While all house types but one are two storeys, variety is provided to the streetscape through both wide and narrow frontages that are evenly distributed throughout the site. These various types contribute to a sense of individual identity but also tie together successfully as a complete scheme. Grouping one house type or size in one location (e.g. all larger dwellings in one part of the site) is avoided wherever possible as this is fundamental in promoting variety and a sense of place.

This is a medium density scheme, which is felt to be appropriate within the site’s urban surroundings. Appropriate space between dwellings is retained in order to avoid a scheme that feels overcrowded, formal or urban in character.

The proposed site has a gross area of 1.42 hectares (3.50 acres), of which all 1.25 hectares (3.09 acres) is developed land. The net density of the scheme is 14.56 units per acre.

ACCOMMODATION SCHEDULE - HEREFORD, BROMYARD							
	FP#	UNIT NAME	UNIT TYPE	STOREY	TOTAL	TOTAL AREA (FP#)	Tenure mix
	753	KENDAL	3B4P HOUSE	2	8	6024	96
	829	WENTWORTH	3B4P HOUSE	2	8	6632	
	836	CADDINGTON	3B4P HOUSE	2	6	5016	
	853	WINDSOR	3B4P HOUSE	2	4	3412	
	1012	ROTHWAY	4B5P HOUSE	2	1	1012	4
PRIVATE SALE UNITS SUB-TOTAL					27	22096	100
	808	WRAY	2B4P BUNGALOW	1	3	2424	60
	882	WARWICK	3B4P HOUSE	2	2	1764	40
AFFORDABLE RENTED UNITS SUB-TOTAL					5	4186	100
	721	HALSTEAD	2B3P HOUSE	2	8	5768	62
	882	KENDAL	3B4P HOUSE	2	1	882	31
	882	WARWICK	3B4P HOUSE	2	1	882	
	892	WINDSOR	3B4P HOUSE	2	1	892	
	892	WINDSOR	3B4P HOUSE	2	1	892	
	1012	ROTHWAY	4B5P HOUSE	2	1	1012	8
AFFORDABLE SHARED OWNERSHIP SUB-TOTAL					13	10328	100
GRAND TOTAL					45	36612	100
TOTAL CAR PARKING					200 %		
SITE AREA SUMMARY							
Total units						45	
Gross site area (Acres)						3.50	
Undeveloped area - subd POS						0.41	
Net site Developed area (Acres)						3.09	
Total gross coverage area (FP#)						36612	
Site net Density (units/ Acre)						14.56	
Site net coverage (FP#/Acre)						11848.54	





Storey Heights



Accommodation Mix

2.4 Environmental Impact

In recognising the responsibility to promote sustainable development methods, a sustainable approach is taken throughout the development to ensure that the proposed dwellings exceed minimum standards. The Keepmoat Homes vision for designing a sustainable development and minimising the environmental impact includes the following:

- A commitment to reduce running costs through greater energy and water efficiency
- A commitment to all properties being built to Code for Sustainable Homes Level 3
- Provide dwellings with well insulated external envelopes
- Provide an enhancement to the site's biodiversity
- Provide an external environment that both responds to and is resilient to predicted climate change
- Enhance access to local amenities and public transport
- User-friendly pedestrian routes to encourage walking and cycling and to promote sustainable living
- Install energy monitoring devices to encourage residents to monitor their energy use
- Install energy efficient white goods and lighting

A fabric first approach will be adopted as this will provide benefits for the life of the building with nominal maintenance. U values for main structural elements such as walls, floors and roofs will be enhanced. As will building elements such as Doors and Windows.

Robust details and careful attention to junctions will address air tightness and thermal bridging issues.

Mechanically, houses will be supplied with A Class boilers with time and temperature zone control controls with delayed start thermostats and weather compensators. Remote control facilities can also be provided.

100% low energy lights would be fitted along with Class A white goods.

At this stage Arboricultural and Ecological Surveys have yet to be completed. However it is our intention to retain all Class A or B trees where possible. Section 2.10 outlines our Landscaping proposals in more detail.

An ecological report will give recommendations on local wild life preservation and enhancement. We are committed to implementing any such recommendations in full.

2.5 Site Strategy

The aim of this scheme is to create a safe, secure and desirable area to live in. It is important that the proposals are influenced by and respond sensitively to the site's rural context and the traditional architectural character of the surrounding area.

The network of routes will be shared by motorists, cyclists and pedestrians, so is designed to be safe, user-friendly and to provide a sense of place.

The relationship between public and private spaces must be visually clear through the use of appropriate boundary treatments.

The varied accommodation mix aims to give a sense of individual identity between dwellings. House types of different sizes and tenure types are evenly distributed in order to avoid isolation of a certain type.

Some landmark buildings are placed in prominent positions such as road junctions and site entrances as a way for visitors to easily navigate around the site.

The existing site entrance which is currently used for Bromyard Depot will be closed and a new proposed entrance will be located to the North-East part of the site on Hereford Road. This move is to allow the South-West part of the site to gain more units. This new entrance serves as the single entrance onto the residential development, from which all other proposed routes are accessed.

While the new site entrance is a necessary addition to Hereford Road, the character of Hereford Road will be retained. This enables the continuous roadside boundary along North-East of the site along Hereford Road to be retained rather than broken up.

All the site boundaries are bound with a perimeter of either existing trees or hedgerows as well trees being located within the site too. Certain trees and hedgerows throughout the site are proposed to be removed, as due to the sites density, this allows more opportunity to build dwellings and infrastructure, subject to a full arboricultural survey and not having TPO's.

North-West plot boundaries towards existing school and cricket club will have 1.5 meter allowance for placement of future nets to avoid any stray projectiles from the cricket club making damages to any of the new properties.

2.6 Character and Materials

A traditional architectural character and complementary materials palette is proposed across the site. The palette is kept simple and contextual, designed to respond sensitively to the existing character of surrounding dwellings and residential areas, while also providing the scheme with a sense of individual identity.

The main facing materials are two types of red and orange brick with two types of red and brown tile roofs. White render is also incorporated as a secondary material at first floor level to certain house types. Front and side gables incorporate corbel brick detailing. The GRP dummy chimney stacks will be red or orange brick (depending on the units brick type) which echo the surrounding housing.

Stone cills and headers are provided to windows and a traditional fenestration style is used. Windows are large enough to allow an appropriate amount of light through and encourage natural surveillance and security. White upvc is used for all windows. Canopies over front doors are flat and traditional in style.

Dwellings across the scheme comprise a mix of semi-detached and detached and are set close to the public pavements with consistent building lines in order to create an enclosed and secure suburban feeling. Front gardens are small and clearly defined by consistent boundary treatments and landscaping. The different house types are all fragmented throughout the site, offering variety to the street scene.

Dwellings to the North-East and South-East part of the site are arranged in blocks that radiate around rear gardens in order to safely enclose them. Convenient pedestrian access to the rear gardens is provided to the side of each dwelling.

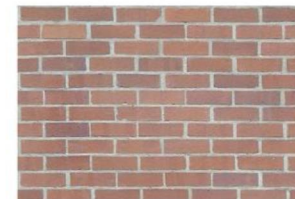
Dual frontage dwellings are located on the junction at the corner block of Hereford Road and the new proposed primary route into the site. These dwellings are used as landmark buildings and placed at the head of primary route.



Render



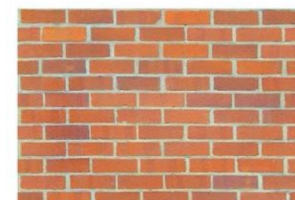
Stone Cills



Red Brick Type A



Red Roof Tiles Type A



Orange Brick Type B



Brown Roof Tiles Type B

2.7 Street Type Hierarchy

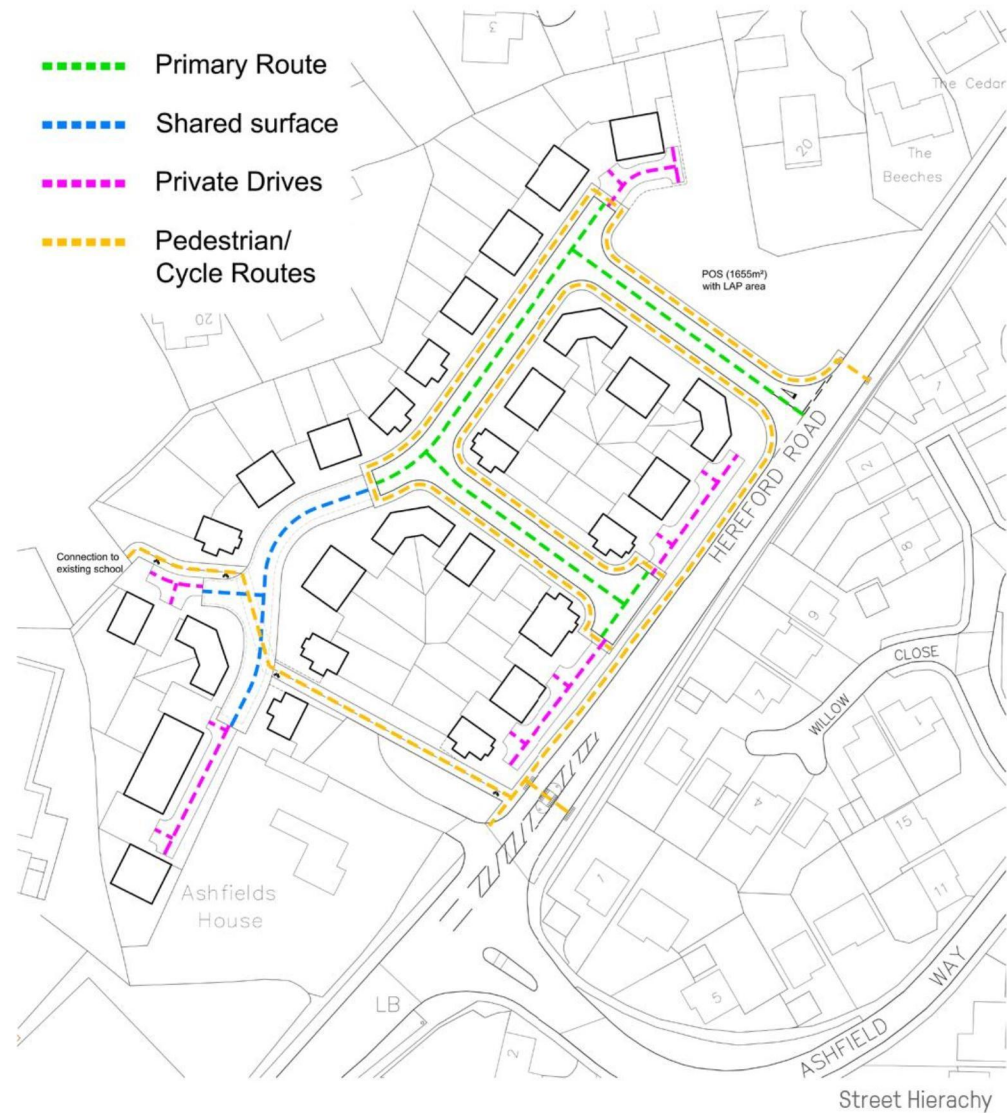
It is not expected that the proposed scheme will place a significant impact on the existing road network. This is aided by the fact that the scheme encourages various sustainable modes of transport including walking, cycling and convenient public transport options.

The primary route into the site leads from the proposed new site entrance on Hereford Road to the North-East boundary of the site. This is the only vehicular access into the site. This new primary route then continues Westwards where it turns into a shared surface with a T-junction and South-East where it terminates in the T-junction. Towards the South-West of the shared surface it branches into two private drives for 6 dwellings.

The site has a total of 5 private drives. Two are an extension of the shared surface to the South-West of the site, and three are branched from the Primary Route.

Pedestrian and cycle routes are located around each of the proposed streets and encourage walking and cycling as safe and efficient transport options. They also promote well-being and encourage a healthy lifestyle among residents.

A continuous foot and cycle path connects the existing school at the North-West boundary of the Site with the proposed development and continues towards Hereford Road.



2.8 Appearance

The following are examples of street scenes, which show the typical appearance of the scheme:



Typical street elevations

2.9 Car Parking

Although the scheme is designed to encourage residents to walk and cycle, it is inevitable that car parking spaces will also be required. The car parking strategy is designed to avoid dominating the public realm and instead have minimal visual impact on the street scene since each route is shared by motorists, pedestrians and cyclists. Parking spaces are set close to their associated dwellings in order to provide residents with safe and convenient access to their vehicles and are softened by landscaping in-between.

Car parking is provided in-curtilage in front or to the side of dwellings. This allows vehicles to be evenly dispersed across the site without dominating the view along the street scene and the outlook from inside the dwellings.

Overall, a balanced design is created that meets the potential parking demand of future residents and visitors. A single monotonous solution to parking is avoided and instead a wide range of approaches is incorporated as part of the strategy. 200% of car parking per dwelling is provided in total.



2.10 Outdoor Spaces & the Public Realm

Some of existing trees and hedgerows are retained where possible in order to provide a more mature setting to the development and maintain valuable habitats for wildlife, including birds and bats. These trees are enhanced with planting of new trees, particularly along pedestrian routes and public open spaces.

New trees and soft landscaping is also proposed around the car parking in order to soften the visual impact of parked cars.

A variety of boundary treatments are utilised throughout the development in order to avoid monotony and provide interest to the streetscape. A choice of treatments also allows the most appropriate treatment to be used for different situations. A sensitive boundary treatment strategy is used based on the established boundary treatments seen around the existing local area.

The new Public Open Space, located next to the new entrance to the site, is overlooked by the unit on the top of the POS, as well as the 4 units across the road from it, and will have a Local Area for Play within its boundaries. The POS will be bound by the existing hedgerow to the North-East side, by the new unit to the North-West side and by the proposed railings to the South-West and South-East boundary.



3 Other design principles

3.1 Secured by design

Secured by Design is a police initiative to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. The following design principles will help the scheme in achieving Secured by Design accreditation;

- Early consultation with an ALO to ensure design, planning and layout are considered with regards to Secured by Design (SBD) at the outset allowing advice to be utilised into the design
- A well designed environment that fulfils its intended functions, which is attractive, has clearly defined public and private spaces and is well maintained
- High quality public spaces increasing activity as residents and visitors will be more inclined to use them
- Good natural surveillance overlooking public spaces to increase the feeling of safety
- Well manages public spaces
- Considered use of landscaping both, hard and soft to avoid inadvertent creation of opportunities for crime
- Car parking to be overlooked and visible from nearby buildings
- Controlled access to the rear of buildings
- Well designed footpaths that feel safe and are well lit
- Good visibility from either end of the footpath
- Robust boundaries to the buildings avoiding long runs of blank walls
- Windows and doors, locks, lighting, alarm spurs to SBD specification

3.2 Sustainability

Although the preferred construction of the dwellings is traditional load bearing masonry, Keepmoat Homes are committed to reducing carbon emissions through the use of highly insulated external envelopes and greater water efficiency.

3.3 Noise reduction within dwellings

Keepmoat Homes are committed to utilising Robust Details (which are a set of details specifically designed to reduce noise levels in/between properties – and are approved and recognised nationally across the country) for all dwellings within the development and where an alternative detailing is utilised this will be checked and approved by the local building control officer as well as the NHBC.

Where robust details are not utilised as part of the construction process, an independent sound testing will be carried out by the site agent and then approved by the local building control and the NHBC.

3.4 Fire Safety

Prior to works to commencing on site a building regulations application will be submitted to the local building control to ensure the dwellings have been designed in accordance with the national building regulations; especially Part B (this particular section relates to the fire measures recommended by the building regulations). Once building control has approved the plan the works will commence on site and during the construction stage the building control officer will carry out regular checks on the development to ensure the construction process is carried out as per the approved plans.

3.5 Access Statement

The development will be designed and constructed to ensure that all homes comply with the current Building Regulations and will have level access wherever possible, with the public areas being designed to be wheelchair friendly wherever possible.

INCLUSIVE ACCESS

The development aims to adopt the following principles of inclusive design.

A development that can be used safely and easily by many people as possible without separate provision. This includes people with differing disabilities, elderly people and parents and guardians of young children;

- Either Partial or complete Lifetime Homes provision for affordable type;
- The freedom to choose and ability to participate in the developments activities and services;
- Values and embraces diversity and difference;
- Adopts high quality design and uses appropriate materials;
- Achieves safe, comfortable and healthy environments;
- Provides for ease of use and way finding and provides information in an accessible format;
- Incorporates signage on the approach, outside and inside the development that is legible and meets the diverse needs of all the community.

DESIGN PRINCIPLES – ALL USER GROUPS

Design considerations for people with disabilities that will be catered for within the design;

- Level access provided to both the front and rear of all dwellings
- All pedestrian paths will have drop kerbs at appropriate crossing points
- Tactile paving will be provided where necessary to all new footpaths, drop kerbs and vehicle entrances
- Clear, simple and logical signage that will include pictograms and both directional and informational signage to improve way finding around the scheme for people with learning disabilities, literacy problems and who do not speak English as a first language
- Consistent levels of lighting, no obstructions such as Street furniture, clear signage, the use of colour contrast on steps, infrastructure design, and manifestation on glazing for People who are blind or partially sighted
- Visitors to the development will encounter a logical layout providing access around the development. General road signage will also include clear informational and directional signage.



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