

Phase 1,
Area 6,
Felpham, West Sussex.

Design & Access Statement.
Date . June 2012.





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INTRODUCTION

This statement is prepared in support of a full planning application on behalf of Barratt David Wilson Homes, to re-plan elements of the previously approved Development Phase 1 of land forming part of Policy Site 6 north of Felpham.

The statement will identify the variation to the approved scheme as well as outline the design approach to the new development and explores the design principles that have guided our thought process from vision through to preparation of the proposed scheme.

Our approach for the site reflects best practice approaches to urban design and place making in terms of overall scale, density, massing, height, landscape structure, layout and access.

We are confident that the realisation of the proposals will create an attractive, sustainable community with its own unique character and sense of place, and which at the same time will positively integrate with its surroundings.



PLANNING

2.1. Application Comparison.

The current application proposes an amendment to Phase 1 of the development proposals already granted planning permission, under application Nos: FP/39/10, FP/193/10/NMA and FP/13/10/NMA.

Due to a change in market conditions Barratt David Wilson Homes are seeking to provide a mix of units that is more suitable to the current market conditions. The aim of the re-plan is to create more detached properties with on-plot parking. The removal of two FOG units has resulted in the opportunity to reduce the number of parking spaces accommodated within parking courts and locate them on-plot. A preferable option for perspective purchasers.

It is proposed to apply for a total of 22 units within the phase. No additional units are being applied for.

Accommodation Schedule. Replan Comparison.

Dwelling Type.	Approved.	Proposed.
5 Bed House.	2.	1.
4 Bed House.	27.	29.
3 Bed House.	63.	64.
2 Bed House.	12.	12.
2 Bed F.O.G.	11.	9.
1 Bed F.O.G.	0.	0.
2 Bed Apartment.	8.	8.
1 Bed Apartment.	4.	4.
Total.	127.	127.



Diagram 1. Replan location plan.

SITE ANALYSIS

3.1. Site Location and Connections.

The proposed development at Felpham, which forms part of Policy Site 6, is located between the residential areas of Felpham and the hamlet of Flansham, which in turn are located to the north east of Bognor Regis.

Bognor Regis began as a Saxon village, becoming a medieval fishing hamlet and developing into a fashionable Regency seaside resort. Flansham is an ancient rural hamlet with a strong sense of place and a variety of plot sizes, building types and architectural detail. The hamlet has no shops and no public house, but does contain a small business centre amongst some converted farm buildings. The street scene is defined by walls and hedges, with areas of private planting and occasional large trees. The overriding character is historic, rural and agricultural, with detached housing, white render, barn conversions and pitched roofs. Felpham is a historical village originally centred on the village church, conservation area, listed buildings and shops south of the A259, and a stretch of coastline that leads into the east of Bognor Regis.

The village is quite distinct from Bognor Regis, separated from the town by low lying agricultural pasture adjoining the Aldingbourne Rife. The predominant character of the village centre is historic and rural, being a designated conservation area with a restored Norman church. The village high street contains listed buildings and shops. Residential development within the conservation area is characterised by detached and terraced cottages of 2-3 stories, with pitched roofs, thatched roofs, chimneys, dormer windows, red brick, flint walls, white render, coloured render of pale blue and yellow, mock tudor style buildings, gables and parapet gable ends, bay windows, window shutters and porches.

Felpham seafront contains a promenade and beach huts. Land use along Felpham seafront is predominantly residential with an assortment of residential styles and ages, from traditional through to modern. Development behind the seafront is characterised by colourful, predominantly Victorian terraced housing with bay windows, colourful stucco, balconies and balustrades.

The area north of Felpham known as the Roundle Estate that abuts the site to the south, contains low density twentieth century housing which is suburban in character. It is predominantly maximum of 2 storeys in the height with large front gardens, wide verges and footpaths dominating the street scene.



Diagram . 2. Site Locations and Connections.



3.2. Urban Form.

The phase forming the application site is approximately 4 hectares in size. Prior to the commencement of the development the site was agricultural land.



Diagram . 3. Urban Form.

3.3. Landscape Analysis.

At present the site contains tree and hedgerow vegetation principally relating to agricultural field boundaries within and on the boundaries of the site. Some of which has been removed as part of the approved development works. The boundary on the west of the site is with a golf course, which is well defined by trees and hedgerow.



Diagram . 4. Landscape Analysis.



DESIGN

4.1. Design Principles.

Our aim has been to deliver to the countryside edge / relief road a fresh contemporary feel to the new development. In order to do this we have designed dwellings to reflect the older parts of Flansham and Felpham but with a slightly more modern theme and thus provide a progression from old to new.

The introduction of flint to the elevations of key units will help provide a link to the traditionally styled units.

The framework of the scheme has been based on making the car driver feel secondary in the public areas.

Each of the development zones provide its own level of affordable housing and open space. The affordable housing has been pepper-potted throughout in 60/40% tenure (rented/shared ownership). They have also been designed to match the private housing. The open space is provided in each zone to the national guidelines.

Parking has been largely placed in overlooked parking courts or placed to the rear of buildings behind gates or facades.

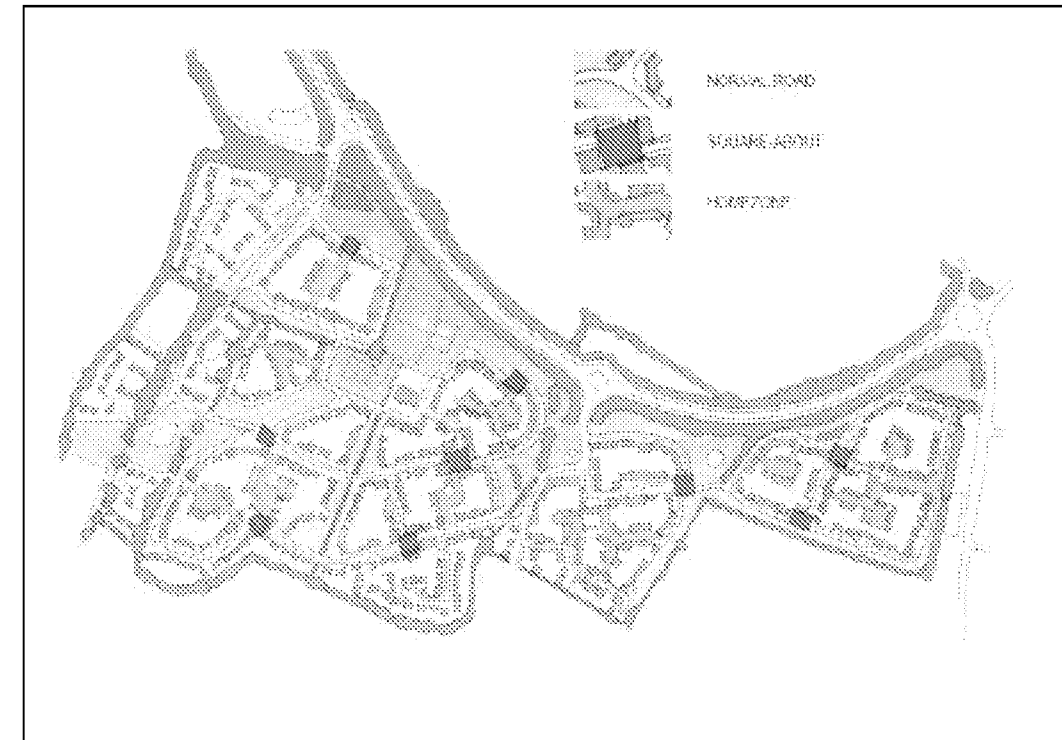


Diagram 5. Squares & Home zones.

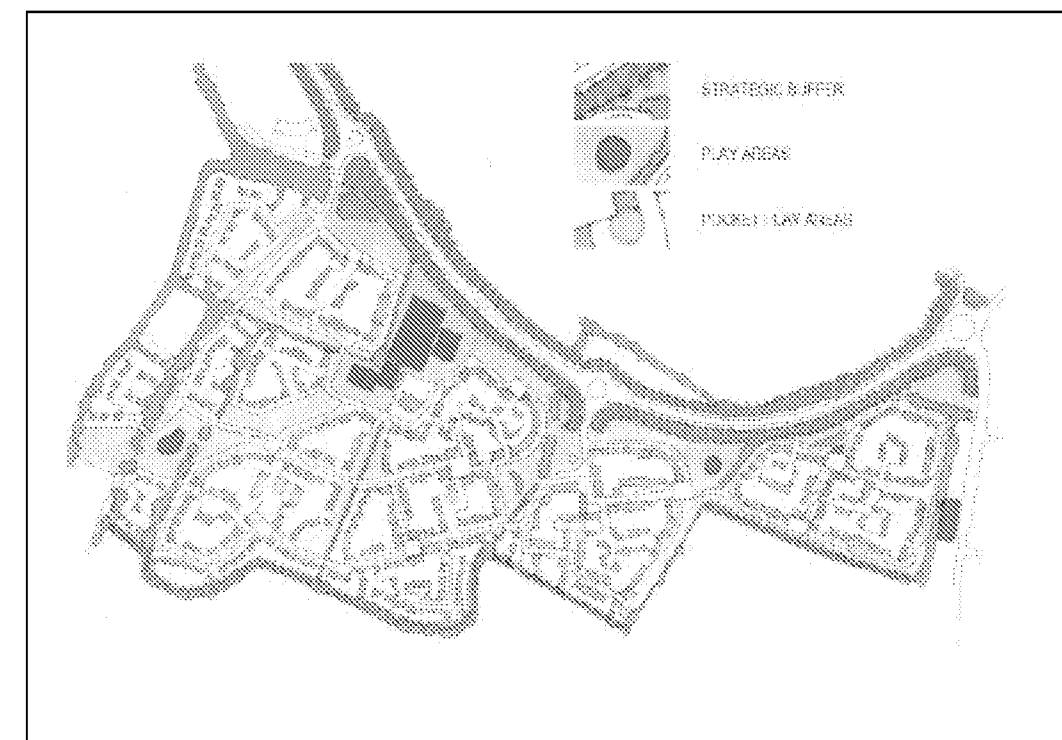


Diagram 6. Landscape Buffers & Play Areas.



4.2. Land Use.

The proposal seeks to provide a residential development that complements the setting of the site and the character of the existing settlement.

Outline planning permission has been granted by the SoS for the development with Reserved Matters obtained for previous submissions of Phase 1.

We are seeking to make better use of the land by providing a different mix which better meets the needs of the local community and is consistent with the approach adopted across the development.

The scheme will provide a distinctive new and sustainable residential community for Felpham. The proposal will make a major contribution to future housing provision and residential needs of the community offering increased choices and a broader social mix.

The residential development will include a wide variety of housing types to provide a balanced and mixed community that will enable people to remain in the neighbourhood through the changing circumstances of their lives.



Diagram . 7. Proposed Phase 1 Site Layout.



4.3. Layout.

The proposed layout indicates that the housing will be developed as perimeter blocks, with frontages used to create a clear distinction between the private and public realms. Blocks will comprise detached, semi-detached and terraced buildings, which vary in scale depending on the character of various parts of the site.

The majority of the buildings will sit on the back of the pavement and will directly address the street. It is widely accepted that this helps to reduce crime by making it more difficult for unauthorised access to be gained through the rear of properties and by increasing the natural surveillance of the street. The larger detached units will be set further back from the footpath with landscaped front garden spaces.

All public spaces are also positioned such that they will be overlooked by buildings to provide a safe and secure environment.

Around the edges of the site buildings are positioned to reflect the adjacent boundary conditions. Some residential streets and neighbourhood blocks within the proposed development will be “Home Zones”, specific areas designed for minimum vehicular traffic and maximum pedestrian outdoor activity. Home Zone streets will incorporate “gateways” to alert drivers that they are entering a domain where the vehicle does not take precedence; this will include signage, road narrowing, rumble strips, raised junctions and planting. A mixture of communal parking courtyards to the rear of the building line, and private garages will be utilised.



Diagram 8. Proposed Phase 1 Site Layout.

4.4. Scale & Massing.

The overall scale of the proposed development is of a domestic scale, predominantly two storeys in height increasing to two & half - three storeys where considered desirable to reinforce the structure of the development. In this regard a conscious effort has been made to vary building heights to add interest and to frame key corners and important views.

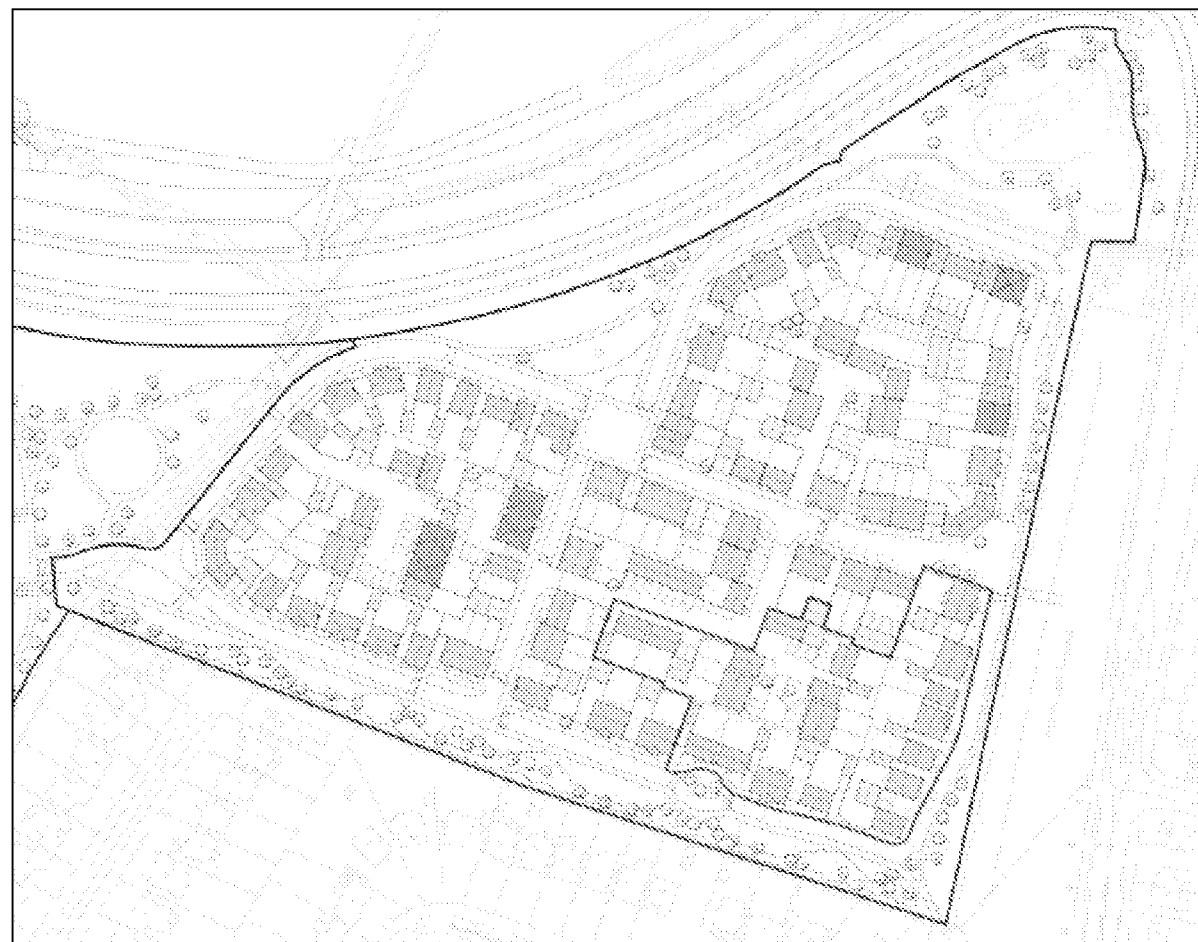


Diagram 9. Scale and Massing.

4.5. Appearance.

The architectural style, form, materials and details of the buildings will draw on the local vernacular and will be used to create a sympathetic development that reinforces local distinctiveness. The overall materials palette will include brick flint, stone, render and weather boarding with slate and plain tile roofs.

Careful consideration has been given to provide appropriate visual quality to the built form and to ensure that there is appropriate articulation to the elevations.



Diagram 10. Appearance.



STREET SCENE 2. EXTRACT.

Diagram 11. Indicative Street Scenes.



ACCESS

5.1. Site Access / Connections

From the outset the pedestrian / disabled person and cyclists movement through the site was considered to be a very important issue within the overall design concept. The project team have strived to produce a scheme that will reduce the dominance of the motor vehicle whilst providing a more focussed pedestrian friendly environment.

The approach adopted to deliver such a scheme was to reduce the scale of roads from the main site access road to a shared surface and terminating with private drives. This approach will gradually slow the vehicle traffic from the moment it enters the site and shift the emphasis from vehicle to pedestrian.

The overall scheme has been designed to allow good permeability across the site for all forms of pedestrians. Level thresholds are used extensively.

Access to the proposed development will be through adjacent development zones from the proposed east-west link road. Traffic noise from the proposed road will be mitigated through various landscaping methods. There will be no vehicular access from the existing housing areas to the south of the site.

A clear hierarchy is proposed for the scheme which is visually indicated through scale, enclosure and surface detailing.

The proposed layout provides a permeable layout that offers pedestrians and cyclists a choice of safe routes through the scheme.

A connected network of streets within the development will disperse traffic through the development, preventing high traffic volumes on any one street. In order to keep the roads safe for outdoor activity slow vehicle speeds will be achieved using a package of commonly used design techniques.

5.2. Car Parking

A range of different car parking solutions is proposed to ensure that residents can park safely and conveniently whilst ensuring that cars do not dominate the public realm. Parking is therefore to be accommodated within private garages, or within rear parking courts, depending on the configuration of the blocks. Measures to reduce the visual impact of parked cars include distributing parking across the site, controlling the number of spaces in a parking group and providing attractive visual foils such as street trees and landscape treatment. The proposed replan area has a total of 44 allocated parking spaces. This contrasts with the approved 45 spaces.

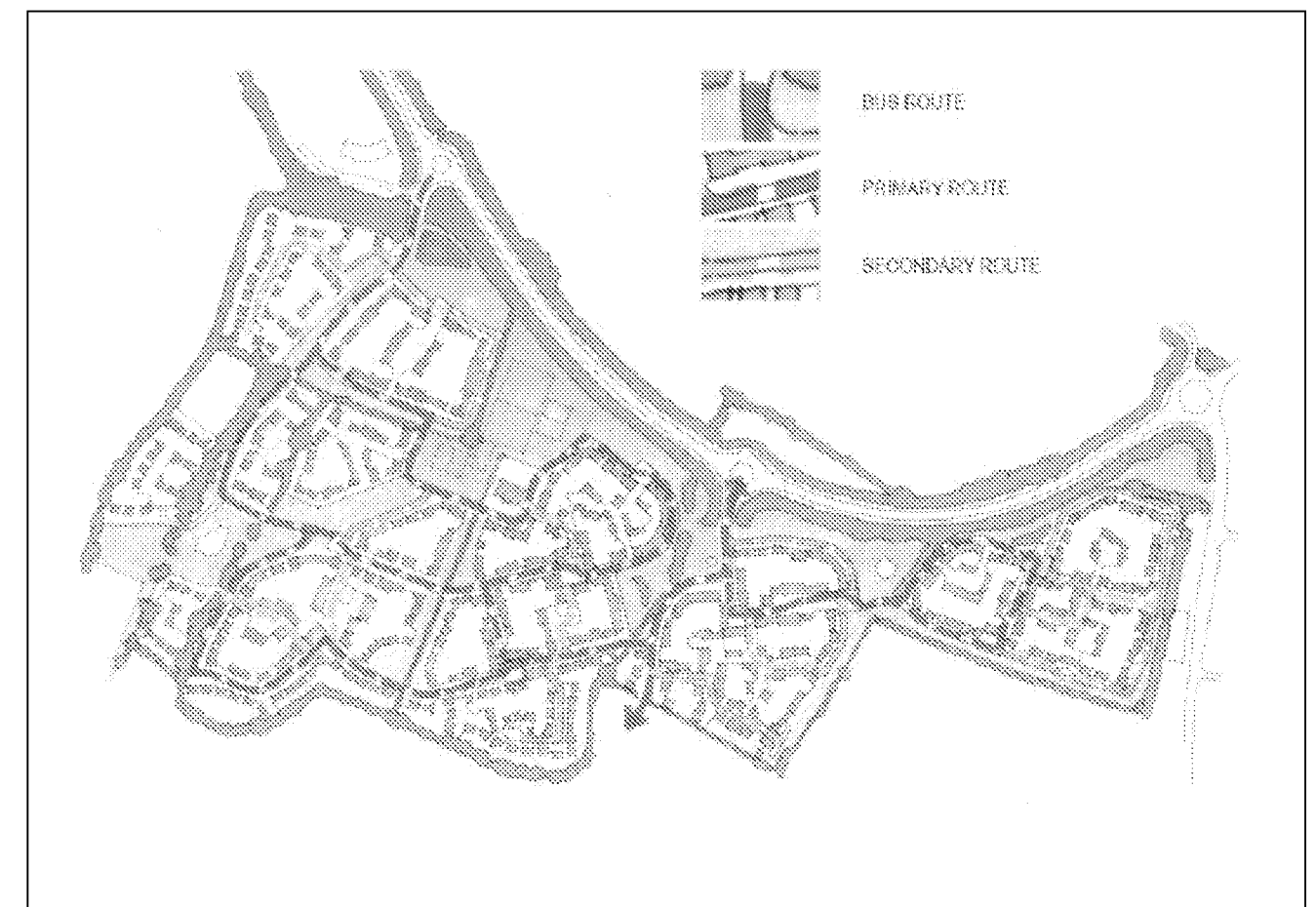


Diagram 12. Movement Hierarchy.



6.0 LANDSCAPE STRATEGY

Landscape Strategy

For detailed information on the landscape strategy refer to the landscape consultants Landscape Design Statement.



CONCLUSION

Our proposal is to create a new development that integrates within the surrounding environment. Ultimately the proposal will realise a development that meets future housing needs, including affordable housing and family homes to provide a balanced, sustainable community.

In particular we have addressed the following design objectives:

- A design proposal of the highest quality which makes efficient use of the land and which provides a variety of housing types and tenure.
- A structured, distinctive and attractive urban environment which respects local urban form and vernacular surrounding the site.
- A scale of development that respects the height of existing development within the surrounding area and which is of an appropriate density.