

# Land at Fontwell, West Sussex Design Code

30th October 2020

Arundel Road

A27

Hotel

Restaurant

Garage

Local Shops

Restaurant

Hotel

Employment

Shop

Allotments

Arundel Road

Paddocks

Fontwell Park

Gateway Arrival

Fontwell Avenue

Common

Rural Edge

Common Edge

Rural Buildings

Rural Buildings

dandara



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# 1 Introduction

**The aim of this Design Code is to ensure that the development delivers in line with the aspirations of Arun District Council and the approved outline planning consent, leaving a positive legacy for all.**

**The parameters set out within this Design Code will ensure this development is integrated successfully within Fontwell and the wider character of Arun.**

The Design Code specifications in this document are prepared in accordance with the policy objectives of the Adopted Arun District Local Plan (July 2018), and the Arun Design Guide (April 2020)

The Design Code provides clarity for the built and landscape character, such as character areas, street hierarchy, pedestrian and cycle links, building typologies with key buildings and focal points, landscaping, car parking and the public realm.

The project will be well designed and sustainable, delivering market and affordable homes along with improved infrastructure, and the success of this will be demonstrated through a safe, inclusive, vibrant and attractive place for all.

Section 2 identifies the local identity within the context of Arun District.

Section 3 then investigates the land and how the new neighbourhood should respond to site features and successfully integrate with the village.

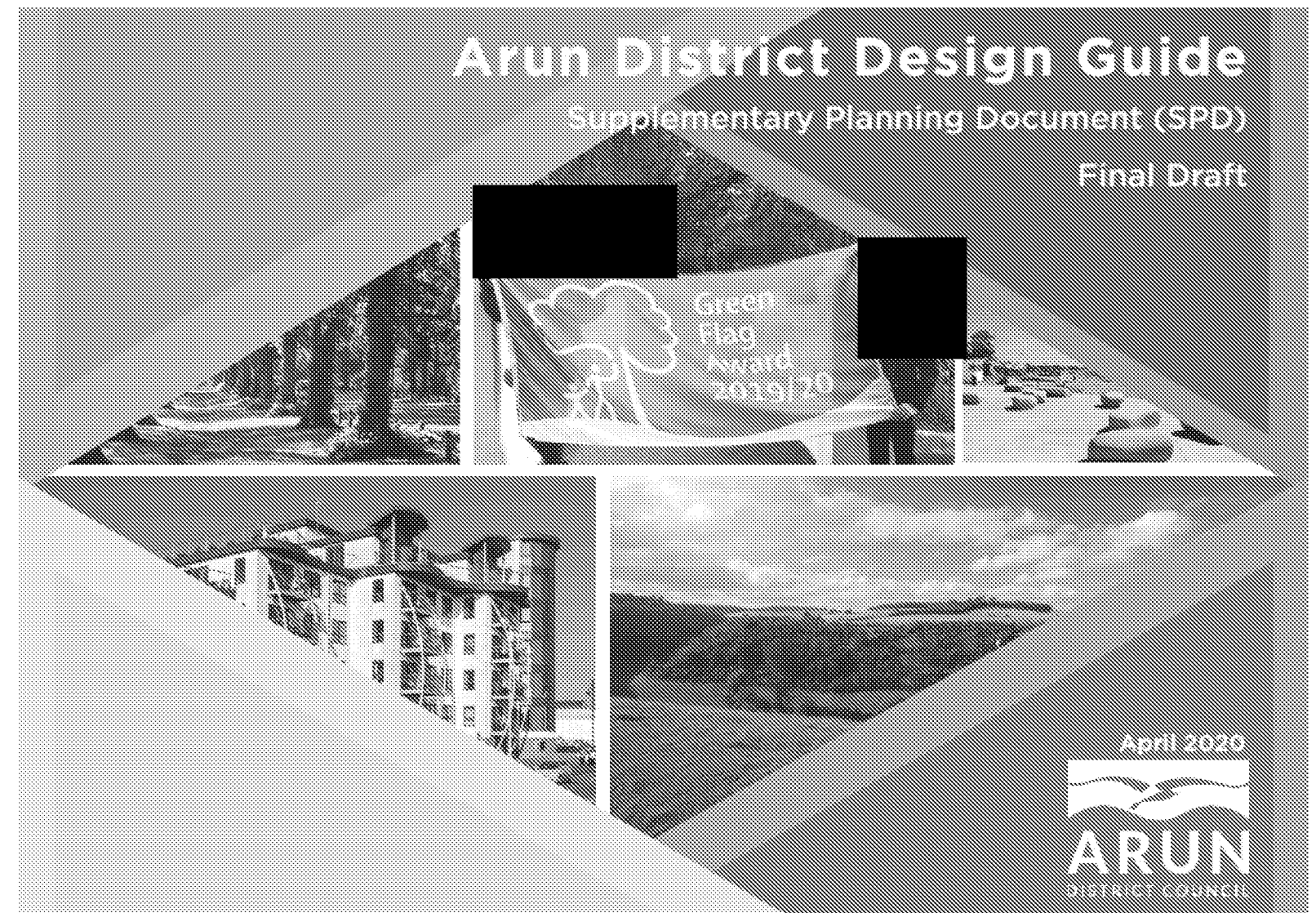
Section 4 develops the framework masterplan to identify all the opportunities for creating design solutions that will optimise the character of the site. It therefore sets out the architectural response through six character areas and a number of key focal points.

Section 5 summarises the character areas with distinguishing materials and components, ensuring that each character area has unique elements that will ensure their distinct style.

Section 6 develops each character area, reviewing the design objectives and opportunities. Local built character references are reconsidered to inform the design including primary materials along with distinctive character materials, land use, parking, plot frontage, landscaping, detailing, features, fenestration, windows, building form and rhythm.

Section 7 summarises the landscaping within the key communal areas.

Section 8 clarifies the street structure that has been adopted to present a connected network of routes through the associated character areas and focal points. A range of parking solutions are reviewed along with the street structure to ensure that the streets and spaces are not car dominated, taking into account of the needs of pedestrians and cyclists.



# 2 Local Identity

The National Design Guide (2019) states: 'Local identity is made up of typical characteristics such as the pattern of housing, and special features that are distinct from their surroundings. These special features can be distinguished by their uses and activity, their social and cultural importance, and/or their physical form and design.'

In response to this a local context review was undertaken to highlight potential built character references for each of the proposed framework masterplan character areas.

This study identified the site lies within the Coastal Plains Landscape Character Area, with a transitional relationship with the adjoining Sussex Downs Landscape Character Area to the north.

The settlements explored, within both Landscape Character Areas, are highlighted on the summary plan opposite and inform relevant built character references provided within this Design Code.

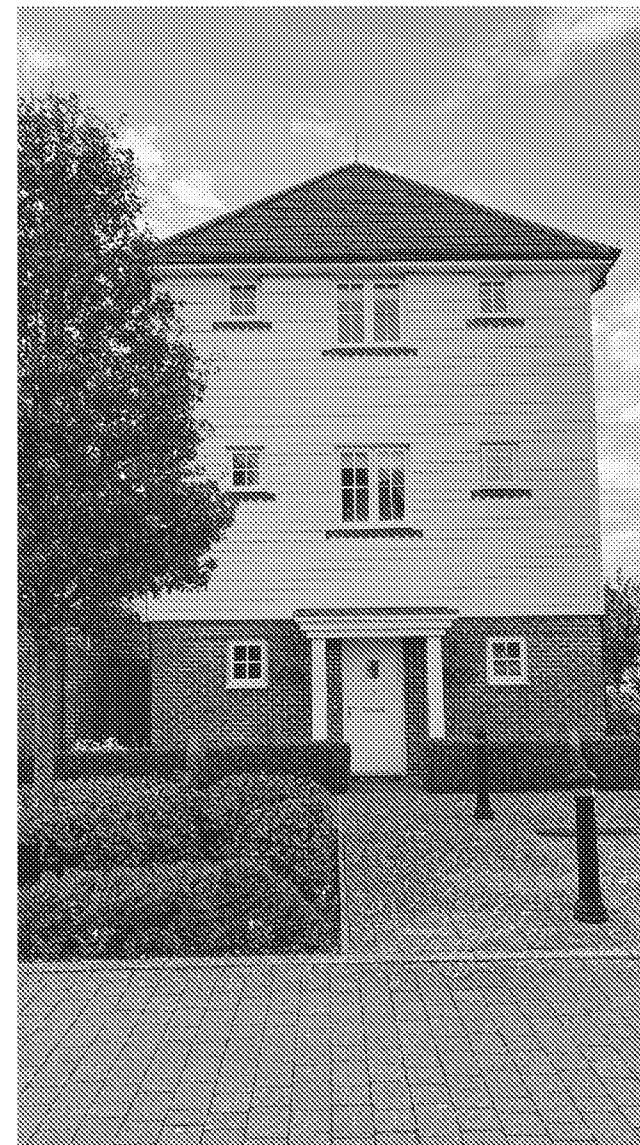
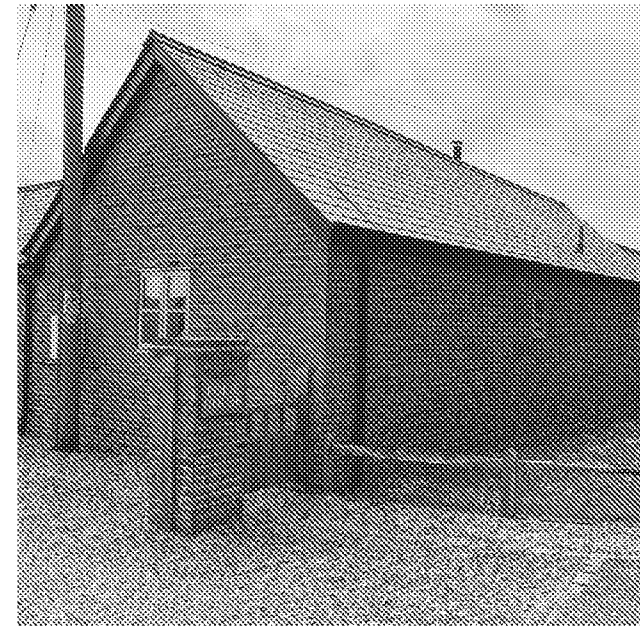
Arun Design Guide (2020) states: 'Settlement character relates to the identity of a place, rather than its size or services. The coastal towns contain the majority of the District's population, with Arundel and the villages forming lower density inland settlements, situated between landscape features and natural areas'.

Fontwell is described as a large sustainable inland village within the Local Plan. Policy SD6 allocates the site for development, 'Located to the south-west of the main Fontwell settlement, this Strategic Allocation will provide at least 400 dwellings over the plan period. Development proposals must demonstrate the design and layout shall integrate Fontwell with the existing urban area at Wandleys Close'. (Arun Local Plan 25011 – 2031 (July 2018))

The following pages contain snapshots of buildings and spaces from across the local settlements.



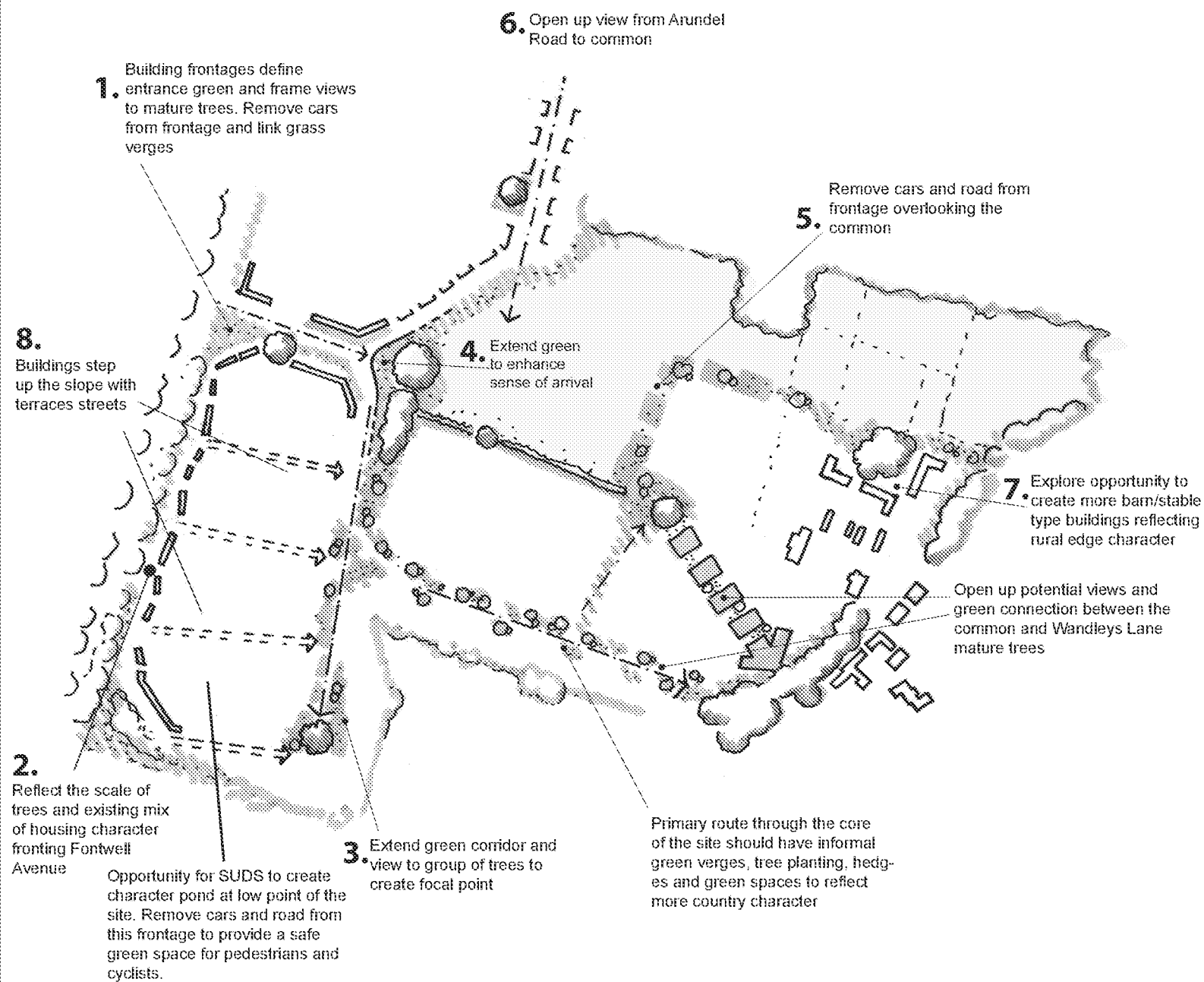
# Local Identity



# Local Identity



# 3 Site & Design Concept



## D Responding to the Site & its Setting

### D.01 Site Appraisal

Analyse the site's key features and context to identify the constraints and opportunities that will shape future development.

The site features and characteristics present opportunities to structure the design response to ensure development integrates successfully and creates a strong identity and sense of place. The distinctive design opportunities are highlighted on the diagram and photographs.

# Site & Design Concept

The concept for land at Fontwell Avenue is for the creation of a new neighbourhood that positively responds to site features and successfully integrates with the village.

## Gateway Arrival

A welcoming arrival will be created to address Fontwell Avenue. The site entrance will be defined by prominent buildings leading into a landscaped boulevard street with views through to the group of retained mature oak trees.

A green setting to the arrival space will be created with the building line pulled back to address the entrance. The gateway will become a hub for the local community with provision of a new shop at the entrance which will benefit from the passing trade potential of Fontwell Avenue.

## Community common

A new community common space will define the heart of the development providing a significant resource for recreation, play and local food production through allotments and orchards.

Streets and dwellings will be structured and arranged to address the space and provide natural surveillance. The common will open up public access to a network of trails for walking and cycling, with connections out beyond the site.

Equestrian paddocks are provided close to the boundary with Wandleys Lane to the east.

## Focal greens

A series of focal green spaces will be created, often centered around retained mature trees and terminating key views, to provide clear points of reference to aid orientation and legibility. The focal spaces will provide a framing context for new development to respond to and reinforce a strong sense of place and local identity.

## Green streets

Retained trees and hedgerows will be complemented with new native planting to create a 'green and leafy' character across the site. Grassed verges and front garden space to new homes will also allow opportunities for further planting to bring added greenery to the street scenes.

## Connected communities

Routes will be designed to prioritise and encourage pedestrian and cycle movements through the site and integrate with the wider area, including connections to Fontwell Avenue, Arundel Road and Wandleys Lane.

Dedicated footpath connections will be created through the community common and along the green frontage to Fontwell Avenue encouraging more people to walk and cycle rather than relying on the car. All routes will be overlooked by new homes to create safe and welcoming connections.



## Built-Up Structure & Development Plots

### G.03 Layout & Plot Size



Create an appropriate layout for new development, integrating it with its surroundings.



## Responding to the Site & its Setting

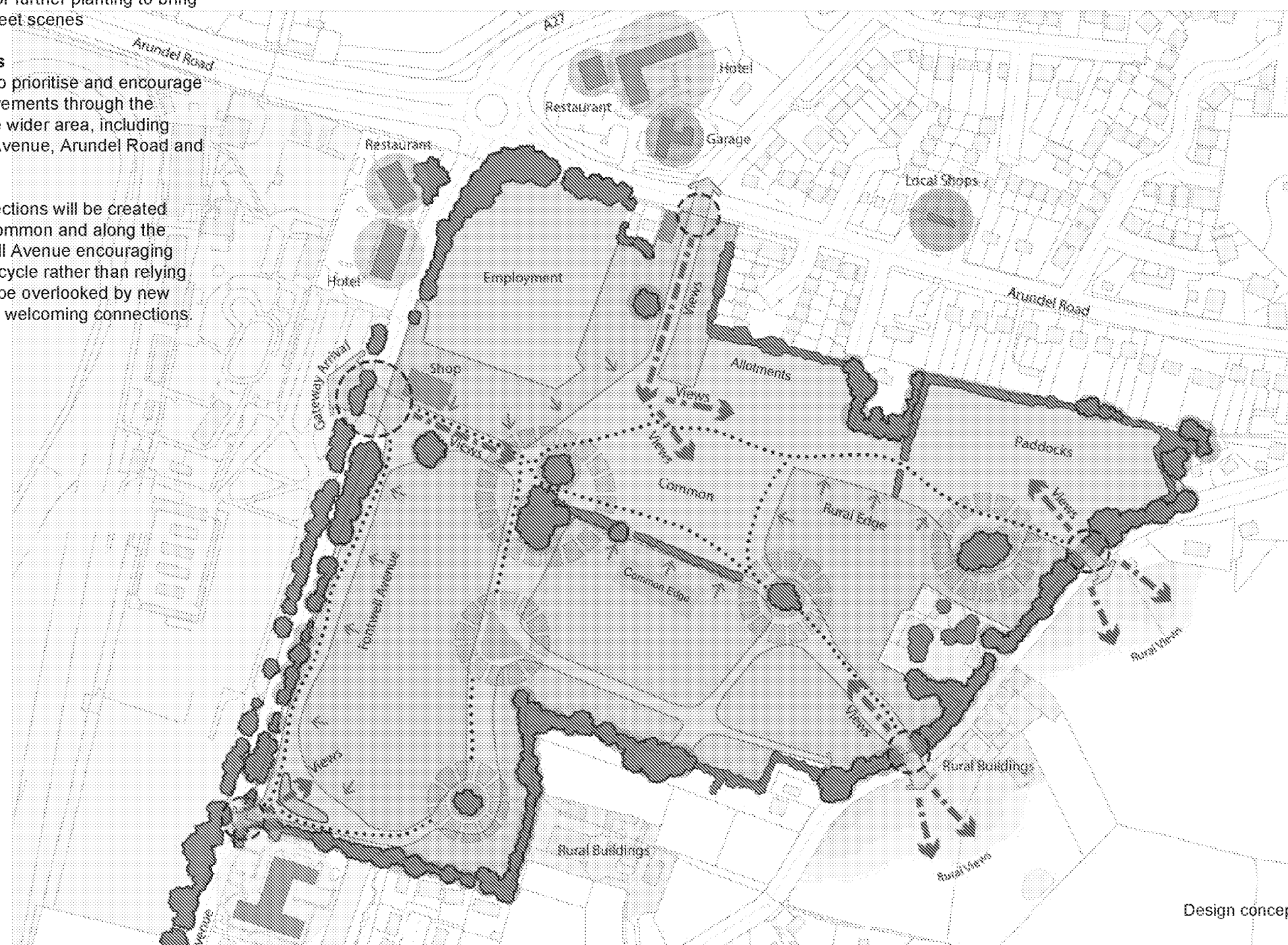
### D.02 Developing A Design Rationale



Develop a clear rationale for the site's development, informed by key characteristics and features identified during the site appraisal.

## Key

- Development areas
- Green streets and spaces



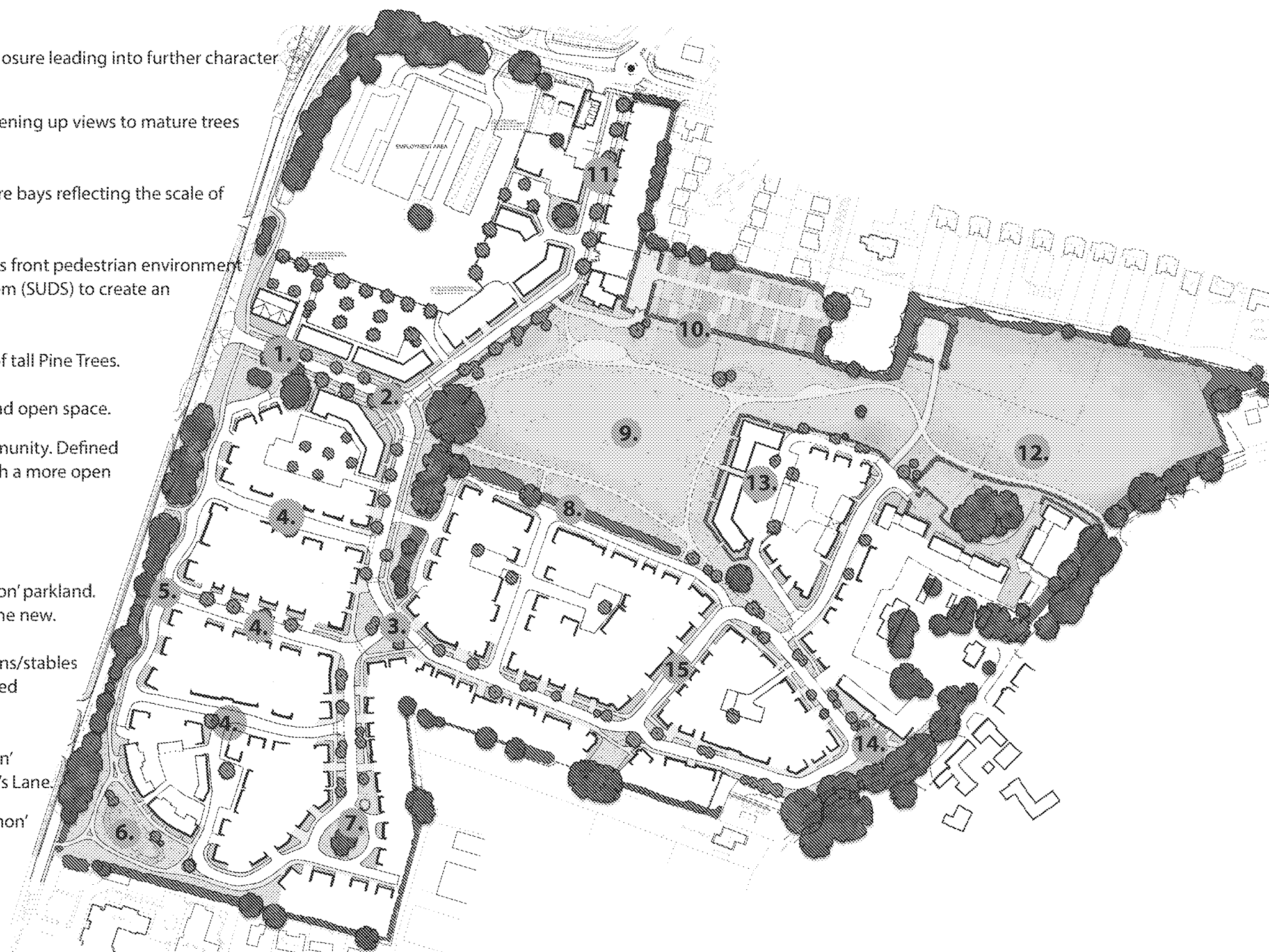
Design concept:

# 4 Framework Masterplan

A framework plan has been prepared to reflect the core principles of the design concept.

The framework masterplan demonstrates the opportunity to deliver a new central public parkland space, a connecting a network of inviting public routes and residential character areas that collectively provide potential to create a new integrated community.

- 1 A commercial gateway building and green space creates a welcoming sense of arrival.
- 2 A tree lined avenue and strong built edge frames views to the existing Oak Trees opening up to the common.
- 3 A focal triangular green creates a sense of place, with 2-2.5 storey enclosure leading into further character areas
- 4 East - West residential streets accentuate the slopes across the site opening up views to mature trees on Fontwell Avenue.
- 5 Mix of detached housing with some feature gables and splayed feature bays reflecting the scale of trees along Fontwell Avenue.
- 6 Semi detached cottages with reduced eave height and feature gablets front pedestrian environment around the proposed pond uses the sustainable urban drainage system (SUDS) to create an attractive multi purpose space.
- 7 Green lane that opens up views with green verges linking to groups of tall Pine Trees.
- 8 Mix of housing of up to 2.5 storeys overlooking the retained hedge and open space.
- 9 Proposed large area of 'Common' open space at the heart of the community. Defined by existing and new landscape hedges and trees around the edge with a more open grassland centre offering a flexibility of amenity uses.
- 10 Proposed allotments and play facilities located for easy public access.
- 11 Tree lined pedestrian route connects Arundel Road to the new 'common' parkland. Community use building will integrate the existing community with the new.
- 12 Potential for the paddocks use to be accessed via Wandley's Lane. Barns/stables character grouped around the existing Oak Trees, overlooking proposed paddocks.
- 13 Barn courtyard development with pedestrian access onto the 'common' announces a change in character towards the rural nature of Wandley's Lane.
- 14 Proposed green corridor opens up views and links between the 'common' parkland and rural character of Wandley's Lane.
- 15 This tree lined residential road is top and tailed with two large trees, which then opens up onto the 'common' parkland.



# Framework character areas

The framework masterplan is defined by six broad character areas which respond positively to the distinct qualities and features of the site.

## 1. Gateway arrival

A welcoming gateway defined by a prominent local shop, a grander scale of buildings framing a landscaped boulevard, mature trees, green space and improved pedestrian connections.

## 2. The Avenue

Larger detached units respond to the mature trees along Fontwell Avenue and adopt the architectural styles from existing properties to the South.

## 3. The Slopes

Streets that step down the slopes towards Fontwell Avenue, opening up views of focal trees and Fontwell Racecourse.

## 4. Arundel Road

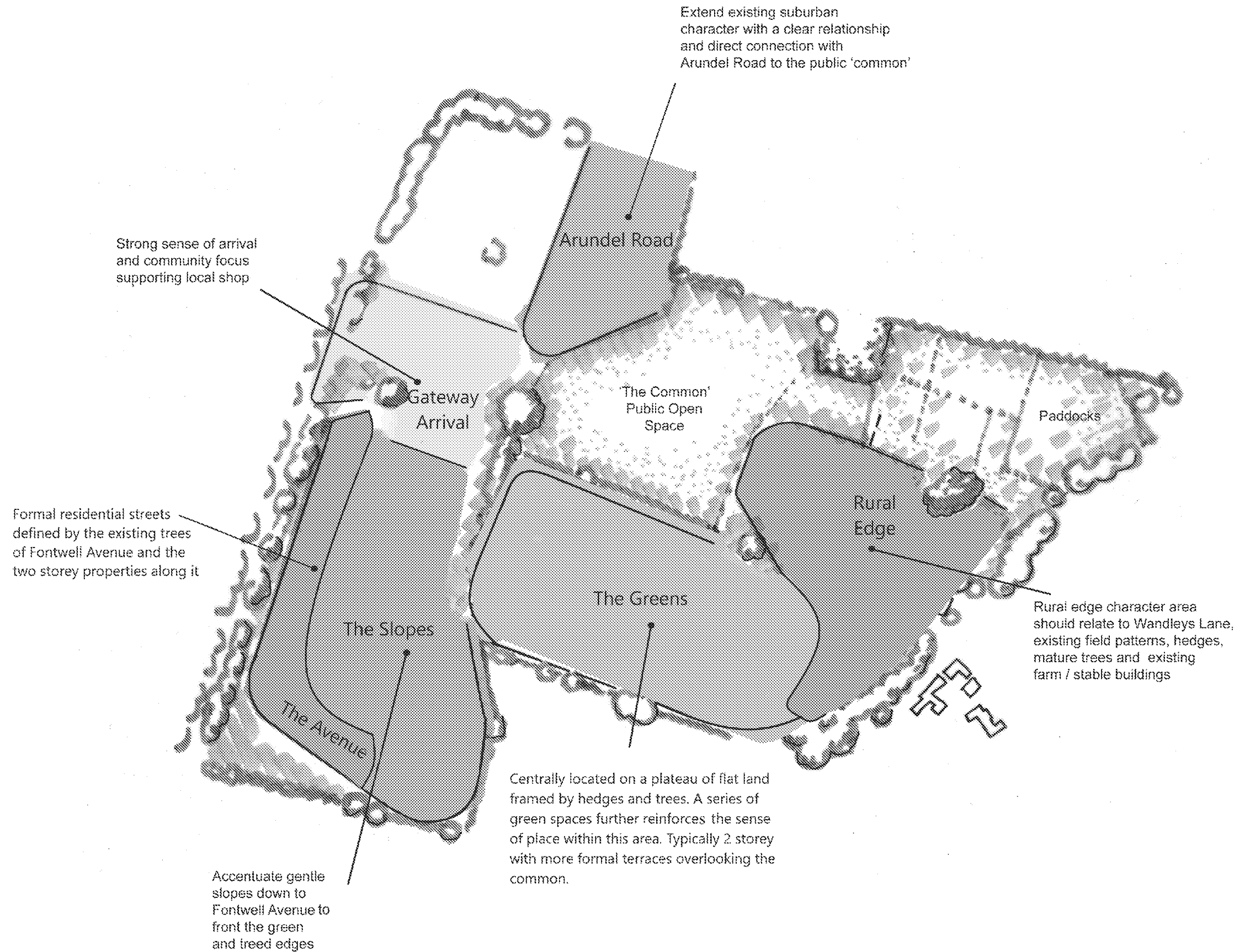
New dwellings that tie in with the existing suburban character of Arundel Road. Integrates existing community with the new.

## 5. The Greens

A village character centrally located on the plateau of land framed by hedges and trees. Dwellings generally front onto common green spaces, with green routes incorporated into the existing landscape in order to provide visual amenity to cater for the needs of all users.

## 6. Rural edge

Enclosed 'rural courtyards' which respond through scale and form to the existing farm house and barns on Wandley's Lane.



# Framework structure

In response to the National and District Design Guides, this Design Code sets out the following for each of the six framework character areas identified:

- Local character precedents for buildings, materials and architectural details
- Design specifications within a Design Code table
- Architectural components specifications relevant for each character area
- Indicative elevations demonstrating typical facade responses

Within the character areas the architectural response to proposed elevation treatment, through façade design, materials and detailing, will predominantly be of a more informal or semi-formal nature overall, reflecting the site's context and rural transition position. However, a more formal response will also be appropriate to reinforce design objectives for certain parts of the site.

This approach will reflect the structuring elements established by the framework masterplan in response to the physical form, features and characteristics of the site.

At the site frontage and arrival point from Fontwell Avenue the combination of tall mature trees, the existing avenue qualities of Fontwell Avenue, and the prominence of Fontwell Racecourse opposite create the context for a semi formal development response. Grandeur scale buildings up to 3 storeys can define this point of arrival and frame a landscaped boulevard, with views up the rising slope towards the mature trees and public common space.

Around the proposed Common, development should respond positively to the higher ground position and the formation of a large public space, with some taller buildings of 2.5 storeys providing a greater sense of enclosure and overlooking for natural surveillance.

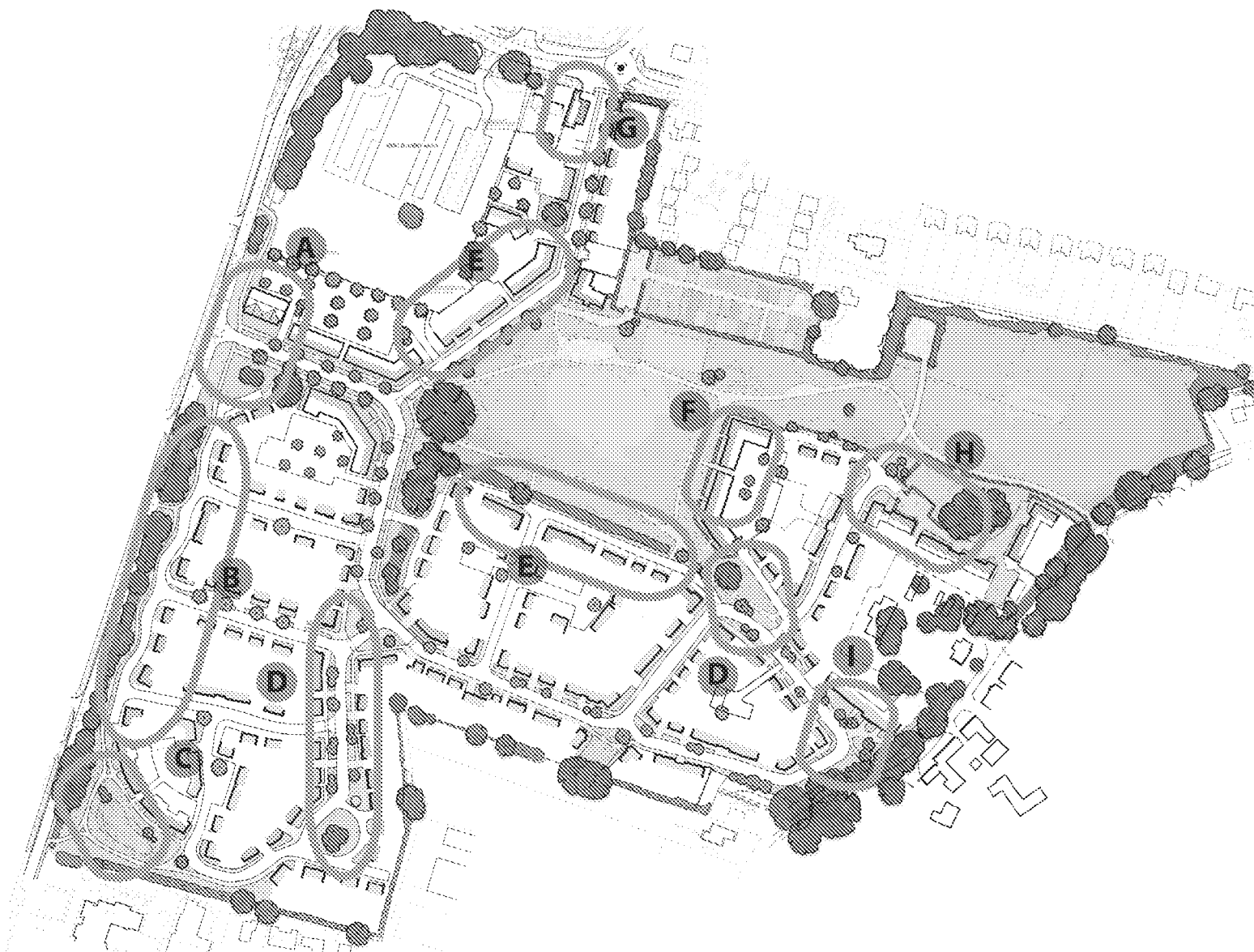
Towards the east at Wandleys Lane the development should respond to the more rural edge context. At the south western corners to Fontwell Avenue, development should respond to key landscape features such as the proposed pond.

These areas are also on the lower ground parts of the site, where a reduction in development scale to 1.5 to 2 storeys would help achieve an appropriate transition from the southern arrival points and central parts. The appearance proposed within these character areas include feature cottages which will help reinforce this.

Across the development the design of dwellings will seek to ensure that positive frontages help to address key focal spaces and turn corners to aid legibility. Front doors should be clearly positioned and provide an obvious address to the street or space. Use of architectural details such as prominent gables and bay windows help to define a character to key streets and terminate views.

The arrangement of façade elements should seek to reflect the Arun District Design Guide, with a more vertical and symmetrical emphasis in elevation treatment more suited to formal and semi-formal treatments of prominent frontages, while a more horizontal emphasis is suited to the informal areas and rural contexts. A careful balance of the components will be important overall, with an overarching principle to be simply organised and aligned.

- A** Primary Entrance
- B** Tree Lined Frontage
- C** Landscaped pond
- D** The Strays
- E** Parkland / Common Edge
- F** Barns
- G** Community Hub
- H** Paddocks
- I** Wandleys Lane



**Focal points:** At key focal point views or at transitions between areas a specific design response may be appropriate as a 'set piece'. These could be transitions between character areas or existing places such as Wandleys Lane. These locations are highlighted on the focal points plan above and translated into the Design Code. Specifications for architectural components and materials are set out in more detail in this document, for each character area.