

DESIGN AND ACCESS STATEMENT
for
LOCAL CENTRE
EUREKA PARK, ASHFORD



PREPARED BY MOUNTFORD PIGOTT PARTNERSHIP
for QUADRANT HOLDINGS LTD
to ACCOMPANY A FULL PLANNING APPLICATION

OCT 2006

0675-51-061005-PGGD01

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Introduction

Planning Context

This document is the Design and Access Statement supporting a full planning application for a new Local Centre on Eureka Park, Ashford.

Eureka Park has an Outline Planning Consent for business use (reference 04/00044/AS - Jun 2006) and Indigo Planning Ltd's Planning Statement, Oct 2006 explains why it would be beneficial to change from business to mixed use on this particular site.

Development on Eureka Park is governed not only by all relevant general planning policy but also specifically by Eureka Park Development Brief, July 2005, which has the status of Supplementary Planning Guidance.

Document content and Structure

This Design and Access Statement sets out the design rationale for the proposals and shows that it has been informed by the Development Brief.

The document aims to deliver the scope of information set out in: "Design and access statements - how to write, read and use them", CABE, 2006 but structured to suit the way in which the design was conceived.

CABE describes a process of assessment, involvement, evaluation and design.

Assessment Most of the assessment for the subject site is covered by the Development Brief. This document assumes the reader is fully conversant with the Brief and therefore does not repeat the material but does show how the proposals respond to it.

Involvement The Development Brief itself, was shaped through involvement with stakeholders. These proposals are derived from the Brief, in most respects apart from specific use, and therefore they should be considered as having been properly grounded in an involvement process. At the time of writing, plans for further involvement to cover the different use are in the process of being discussed with the Planning Officers.

On the question of use, even though the Outline Consent is for single use, the Development Brief calls for a masterplan that is robust enough to evolve from business to retail and residential use in areas where intensity of movement is likely to increase over time (Table 3.4).

Evaluation and Design This document does not aim to be explicit on the way in which design options were evaluated, concentrating instead on the reason for the chosen form.

CABE structures the material to be provided into 6 sections: Use, Amount, Layout, Scale, Landscaping and Appearance together with an additional section on Access.

This document organises the rationale for the design in steps roughly corresponding to decreasing degrees of spatial scale because this facilitates the clearest understanding of the design. All the points identified by CABE as needing explanation are covered but not necessarily in the same order.

Furthermore because questions of access were intimately interwoven with all levels of design decision, it would impoverish the design rationale to separate them out into a section at the end. These questions should be evident within the design rationale but for ease of reference for a reader only concerned with access, all such questions are identified with a blue asterix.

Supporting Documents

DRAWINGS

The proposals are illustrated on the following drawings:

Mountford Pigott Partnership

- 0675 P01 Location plan
- P02 Site layout
- P03 Retail units plan & section
- P04 Retail unit elevations
- P05 Nursery plan, sections
& elevations
- P06 Health Centre plans & section
- P07 Health Centre elevations
- P08 visualisation 1
- P09 visualisation 2
- P10 visualisation 3

Hyland Edgar Driver

- 679 001 Landscape masterplan
- 002 Landscape sections
- 003 Tree protection
- 004 Hard landscape
- 005 Soft materials

Roger Evans Associates

- 554-06 11 Pub plot layout
- 12 Pub plans & elevations

Denis Wilson Partnership

- 2006-120 DWP1 Strategic highway network
- DWP2 Local highway network
- DWP3 Site layout
- DWP4 Proposed signalised junction
- DWP5 Walk & cycle catchment plan

DOCUMENTS

The aim of this document is to explain the design in as few words as possible. The design however is founded on a considerable body of more technical work which is listed here and cross referenced as necessary in the rationale.

Planning Context and Case

Planning Statement, Indigo Planning Ltd, Oct 2006

Transport

Transport Statement, Denis Wilson Partnership, Oct 2006

Landscape

Landscape Design Statement, Hyland Edgar Driver, Sept 2006

Noise

Environmental Noise Assessment, Sharps Redmore, May 2006

Sustainability

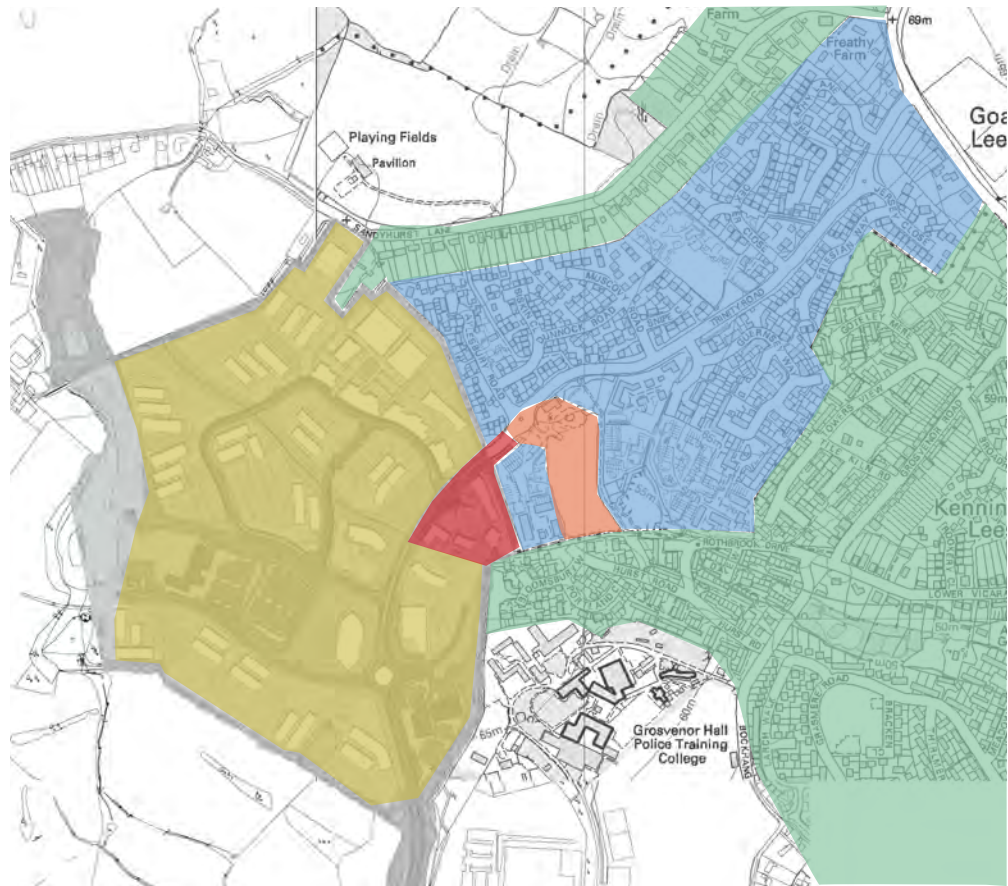
Sustainability Statement in the form of Ealing Council Sustainability Checklist, Ealing SPG1, adapted by Mountford Pigott Partnership, Sept 2006

(NB: as with the question of access noted in the introduction above, sustainability is woven into every level of design decision. However unlike access the issues are less obvious within the rationale and are therefore examined in the Sustainability Statement)

1. STRATEGIC LOCATION

key

- proposed local centre
retail/ leisure/
education/ health
- proposed school
and existing shop
- Eureka Business
Park - office use
- Goat Lees
residential use
- other residential
areas with
connection to the
proposed centre



range of uses to complement existing and emerging neighbourhood structures

- *strategically situated between a residential part of town and a business park and as such can.....*
 - (a) *provide both local centre facilities for the residential area and also provide services for the business park*
 - (b) *provide a focal and social heart to business park*
 - (c) *become a major component of a mixed use (retail, leisure, health, education) arc embracing the existing small shop and proposed junior school - helping to tie together two separate and predominantly mono-use areas*

The proposed range of uses for this part of Eureka Park is a departure from the Outline Consent (ref 04/00044/AS) and the planning case for this is set out in Indigo Planning Ltd's Planning Statement, Oct 2006.

However the scenario in which parts of the business park can develop other uses is fully consistent with the Development Brief, which requires any masterplan to incorporate robustness of plot configuration and building form to allow uses to evolve with time. [Table 3.4, Development Brief, July 2005] The Brief saw this in terms of business use changing into retail and residential in locations where movement intensifies over time, but the other uses proposed here, educational/leisure and health, clearly all contribute a richer mix of uses which are in line with the sustainable thrust of all current planning policy.

The scheme proposes a quantum of development that is limited by the site area required to accommodate the level of car parking needed to serve the uses in a sustainable way [Transport Statement, DWP, Sept 2006]

2. MOVEMENT AND CONNECTION

key

primary road

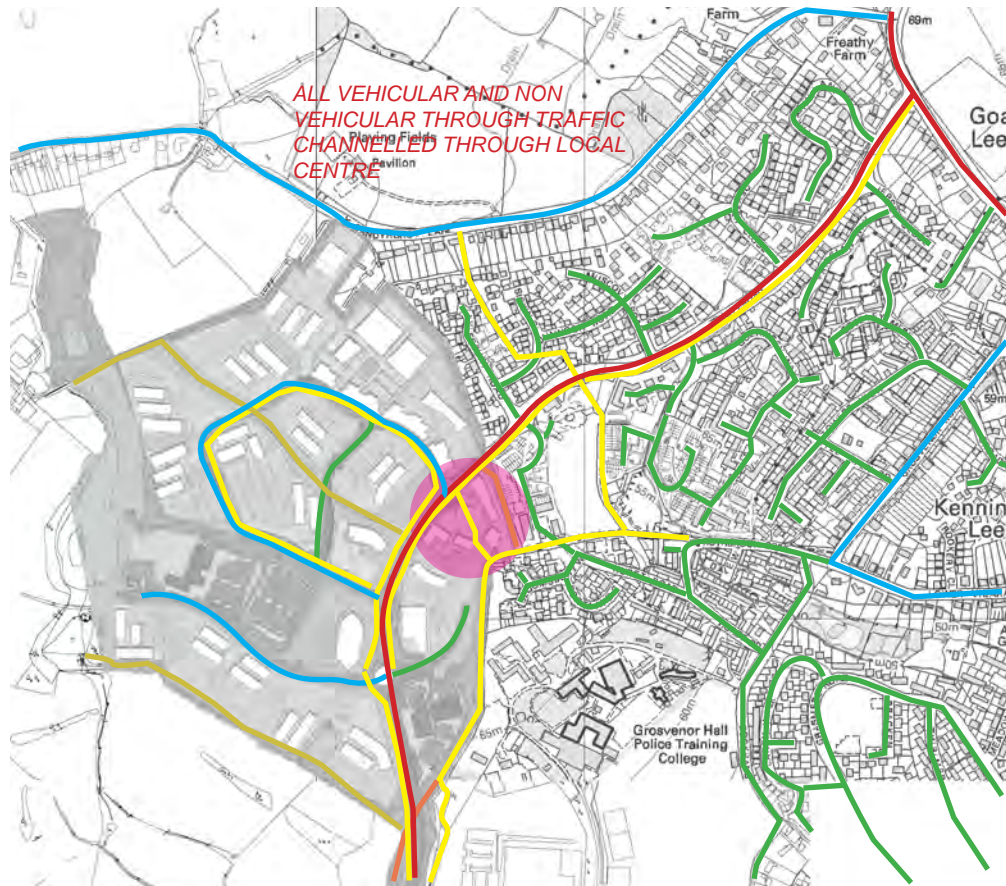
secondary road

tertiary road

footpath/ cycleway

footpath - public right of way

footpath



situated at the point of most intensity of new and existing vehicular and non vehicular movement

- exploit natural position at the intersection of movement networks *

(a) located at the new junction on Trinity Road created to open up the development land to the west *

(b) all pedestrian and cycle networks moving south from the residential areas in the north area pass through *

As noted in the previous section, the Development Brief requires any development adjacent to points of intensity in the movement network to be capable of accepting mixed use because the uses that provide service to people need to be at the most accessible points. *

The movement network map above shows how the proposed local centre site would occupy a unique position in the whole neighbourhood that straddles all though traffic (pedestrian, cycle and motor). *

It should also be noted that virtually all people using the Eureka Park as a recreational facility pass through this point. *

Denis Wilson Partnership's Transport Assessment, Sept 2006, provides more analysis of these questions. *

3.

PLACEMAKING

key



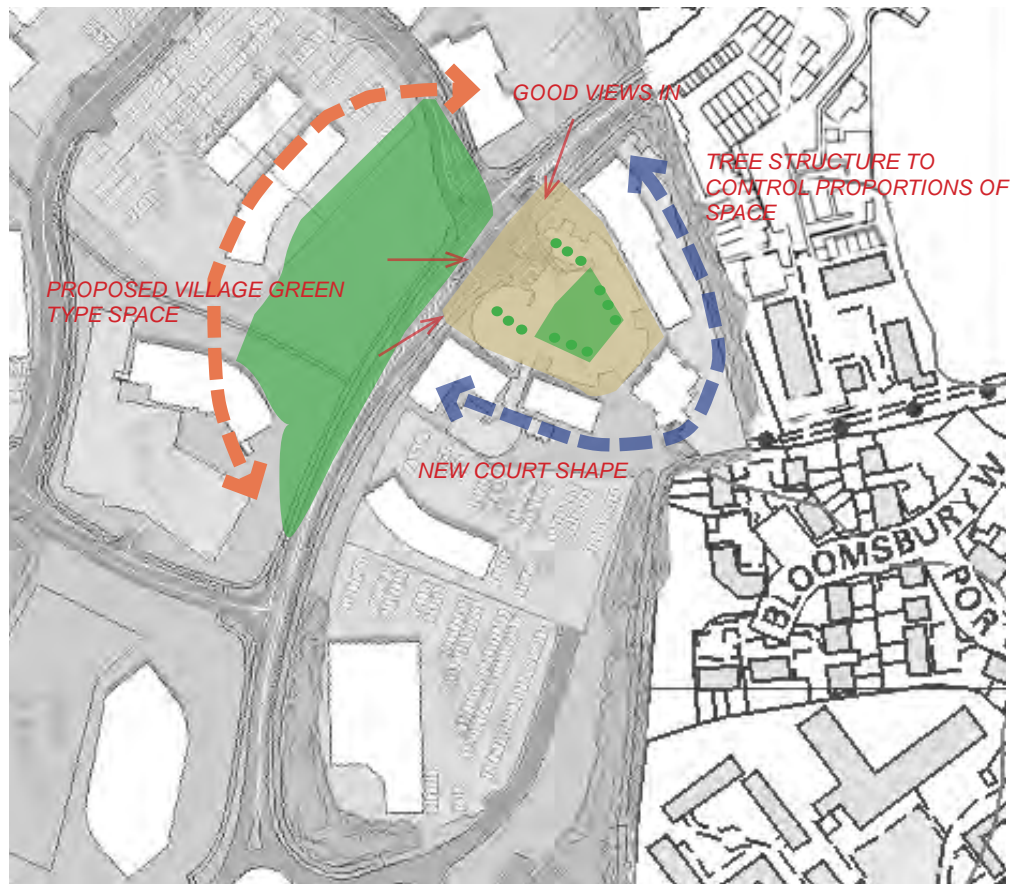
predominantly soft public open space



predominantly hard public open space



building frontage



distinctive court shape and scale responding to emerging structure of Eureka Park

- buildings grouped in the form of a courtyard enclosed on three sides to.....

(a) create a significant public open space as one of a variety of distinctive places that the Development Brief sets out for Eureka Park

(b) spatially link the courtyard into the “village green” type space planned at the heart of the business park

(c) produce a type of space particularly suited to the function of a local centre with connotations of “community”

(d) allow good views into the centre for people moving along Trinity Road *

- courtyard sized to....

(a) accommodate as many cars as possible but with sufficient hard and soft landscaped open space to ensure the overall effect is one of “plaza” rather than car park

(b) adequately respond to the comparatively large scale of the “village green”

- within courtyard, scale is manipulated by tree structure to create spaces within spaces, none of which exceed a height to width ratio of 1:6

The Development Brief envisages a large public open space at the heart of the business park (the Central Green) from which the park will receive its defining identity. [Part 4, pps 56 et seq]

The current masterplan [Scott Brownrigg Turner, Sept 2006] follows the solution suggested in the Development Brief of shaping the area to the side of Trinity Road as a “village green” type of space [Table 4.2] and the local centre is designed in shape and scale to be an extension of this.

Furthermore the Brief saw the opportunity “to exploit smaller areas of different character within the Central Green to promote legibility and add further layers of character” [Table 4.2]. The Local Centre design delivers a significant new place at the upper end of the Central Green thus fulfilling this criterion.

4. ORIENTATION AND LEGIBILITY

key

hierarchy of landmark and focus points



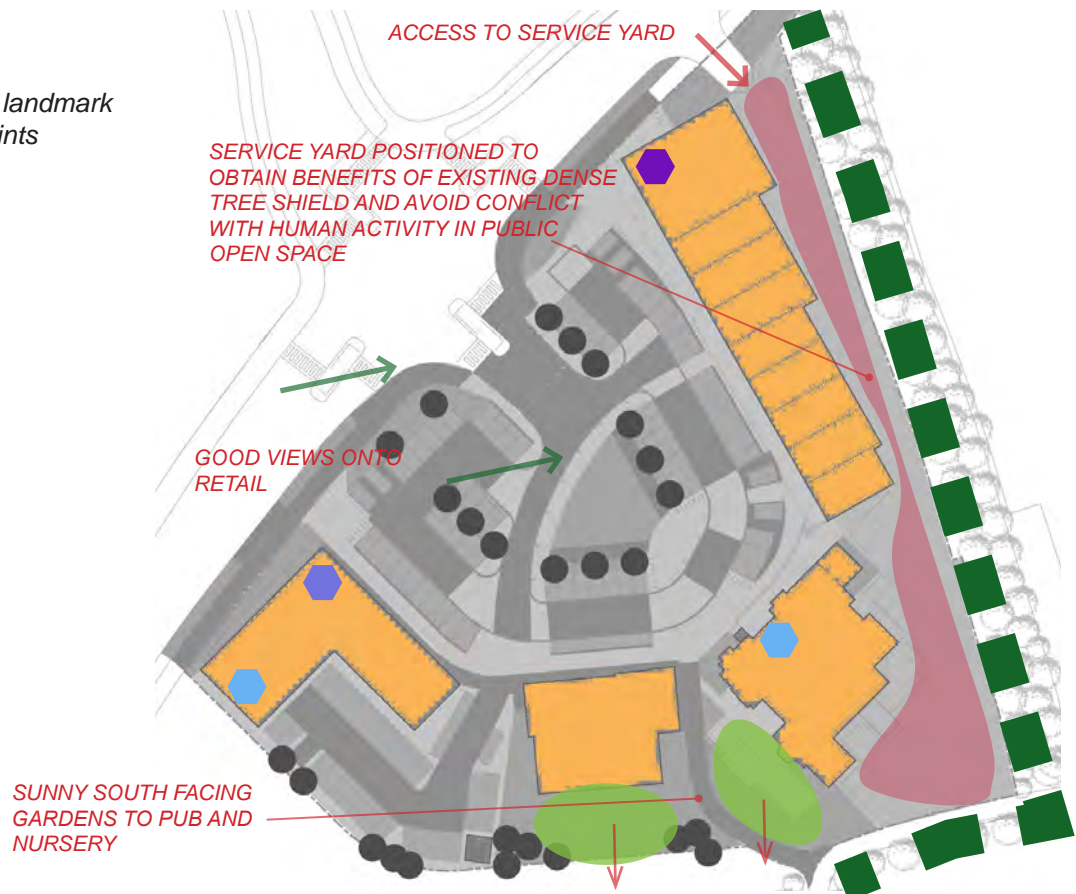
primary



secondary

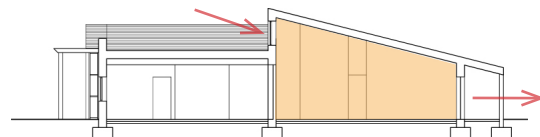


tertiary



layout exploits solar access, provides key visual markers and avoids undue intrusion of service vehicles

- retail units positioned for maximum visibility from Trinity Road and minimum impact of service yard visually, environmentally and in terms of conflict with pedestrians *
- presence of existing tree belt exploited to mitigate the least environmentally friendly component of the scheme (the retail and pub service yards)
- end retail unit provides landmark commensurate with its position at the north "gateway" to the park giving legibility to the route along Trinity Road and signifying arrival at a place (Eureka Park) *
- opposite corner (health centre) echoes impact of landmark to create appropriate visual markers bounding the local centre place *
- end elevation of health centre provides minor focal point commensurate with its prominence to people moving north along Trinity Road *
- pub used as a focus point within the setting of the courtyard *
- pub and nursery positioned to allow south facing gardens and high north light for the nursery classrooms



SITE LAYOUT PERMITS CLASSROOMS WITH CLERESTOREY NORTH LIGHT AND VIEWS THROUGH SHADED WINDOWS ONTO SUNNY SOUTH FACING GARDEN

5. ACTIVITY AND PEDESTRIAN PRIORITY

key

for details of materials
refer to Hyland Edgar
Driver drawings



key design principles to support a pedestrian environment with plenty of vitality

- *as much as possible of the perimeter of the courtyard bounded by entrances/ exits and windows; and buildings present their most active frontage onto the courtyard**
 - *most servicing separated from pedestrian areas**
 - *shared surface philosophy, where design features (see right) encourage motorists to behave as guests in a pedestrian area**
 - *short stay parking maximised in public realm because movement to and from the car contributes to the vitality of the place and for the convenience of users of the centre**
 - *long stay (staff) parking, which does not contribute to activity designed "on plot"**
 - *impact of cars minimised by avoiding extensive rows and aisles all in alignment*
 - *opportunities for "all points" movement*
- *within the court maximised by making rows of car parking permeable and avoiding predetermined pedestrian and cycle routes**
 - *seating in the public realm maximised because research shows the amount of usage of plazas etc is directly related to the amount of seating*

SHARED SURFACE DESIGN FEATURES *

Shared surface achieved in general terms by blurring the conventional associations of footway and carriageway by the choice of materials and in the way they are detailed and in particular by...

- forming the carriage way from a colour other than black
- narrowing the carriageway wherever possible and having a one way system through most of the court
- not having kerbs between carriageway and footway
- reducing the apparent area taken by parking bays by encroaching on the space with the edging material
- making radii as tight as possible to slow down vehicle speed

6.

BUILDING DESIGN



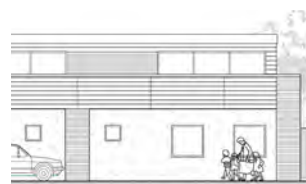
PUB ELEVATIONS (BELOW) DESIGNED TO HAVE A KENT CHARACTER WITH WEATHERBOARDING, RED BRICK, TILED ROOF, GLAZING BAR PATTERN AS SHOWN IN THE EXAMPLES ABOVE



1.



2.



3.



3.

RETAIL, NURSERY AND HEALTH CENTRE EACH WITH INDIVIDUAL DESIGN BUT USING COMMON PALETTE OF "ELEMENTS"

1 - SLATTED CANOPY FEATURE ON PILOTI AT ENTRANCES

2. - LARGE BRICK PANEL FRAMING MAIN ENTRANCE

3. - GENERAL ELEVATIONS COMPRISING BRICK PIERS AND PANELS OF HORIZONTAL METAL PLANK OR PAINTED RENDER



HORIZONTAL METAL PLANKS ECHOING THE FEEL OF WEATHER BOARDING

design reconciles the character of the two areas it serves - "traditional" residential and "contemporary" business

- *pub is traditional and situated at end of court alongside residential boundary to give impression of having always been there*
- *traditional design is given character by "Kentish" palette of materials....*
 - *local red brick*
 - *weather boarding*
 - *appearance of clay tiling*
 - *window glazing bar configuration*
- *all other buildings are contemporary but linked to pub by commonalities in material specification.....*
 - *the local red brick used in piers and in the extensive panels containing the entrances*
 - *metal plank cladding sized and detailed to echo the weatherboarding theme and avoid looking like profiled sheet cladding or metal panels*
- *monopitch roofs used on single storey buildings (retail and nursery) to maximise height facing court to help enclosure of court (height to width ratio) and help them stand alongside taller office buildings on nearby plots on Eureka Park*
- *buildings united by common vocabulary of architectural elements but given individual identity by the way in which elements are deployed on each building*

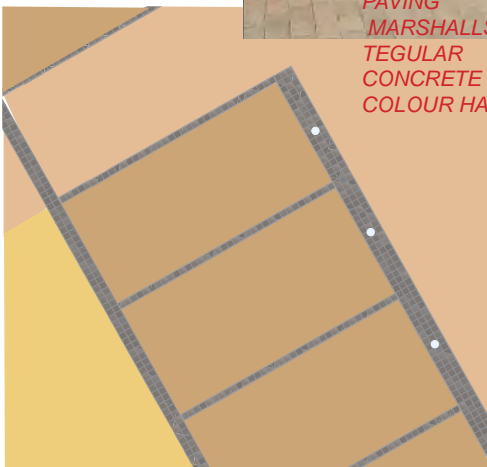
7. PUBLIC REALM DETAILING



PARKING BAYS
MARSHALLS
TEGULAR
CONCRETE PAVING
COLOUR BURNT
OCHRE



PAVING
MARSHALLS
TEGULAR
CONCRETE PAVING
COLOUR HARVEST



BACK EDGE OF PARKING
BAYS 3 ROWS OF
TEGULAR SETTS WITH
BOLLARDS AT 2.4M
CENTRES



CARRIAGEWAYS
DEFINED BY 2 ROWS OF
TEGULAR SETTS

designed to give the local centre distinctive identity whilst being clearly recognisable as part of Eureka Park

- *soft landscaping generally created from the Eureka Park palette.....*
 - flat and mounded, mown and meadow grass
 - informal tree clusters but modified to reflect more urban characteristic of local centre with structured tree planting (see also notes in earlier place making section)
 - *street furniture is restrained contemporary, and urban rather than rural [scale 8, table 4.1, DB July 2005] and again is from the same ranges as the rest of Eureka Park*
 - *paving materials are generally from the Eureka Park palette.....*
 - gravel rolled tarmac
 - Marshalls Tegula concrete block paving but configured to deliver the “pedestrian priority” design objectives (see earlier section)....
- *visual impact of carriageway broken down by...*
 - (a) *using all opportunities to introduce the pedestrian paving surface into carriageway*
 - (b) *ensuring parking bay materials have more visual affinity to the pedestrian surfaces than the carriageway*
 - *legibility of carriageway maintained by edging all carriageway areas with two rows of Marshalls Tegula concrete setts*
 - *legibility of parking bays maintained by giving distinctiveness to the separating lines (distinguishable colour) and the back edge (3 rows of concrete setts containing a line of bollards)*

For more details of all these materials refer to Hyland Edgar Driver drawings.

Lighting will play an important part in the appearance of the centre. This will have both a functional and aesthetic components and will be designed later.