

DESIGN & ACCESS STATEMENT

**Proposed Retirement Living Development
at 3-5 Craven Road Reading RG1 5LE**



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6	SUMMARY

This Design and Access Statement has been prepared by Inspire Design Limited on behalf of McCarthy & Stone in support of a full planning application for the site known as 3-5 Craven Road, Reading, RG1 5LE.

The development is intended to provide a total of 25 residential, age restricted dwellings with associated facilities, including:

- 22 two bedroom apartments
- 3 one bedroom apartments
- Entrance Lobby , Reception and Office
- Residents Lounge
- Guest Suite
- Recycling and Refuse Store
- Mobility Scooter and Bicycle Store
- 28 car parking spaces

The structure of this Design and Access Statement has been prepared in accordance with the CABE document 'Design and Access Statements: How to write, read and use them':

Job Ref: 162978
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 Checked by: JPO

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This Design and Access Statement should be read in conjunction with the drawings outlined below, along with all other reports submitted in support of this application.

Project Number	Drawing Number	Description
2372	SE-2372-03-AC-001	Site Location Plan (Red Line Boundary)
2372	SE-2372-03-AC-002	Existing Site Layout Plan
2372	SE-2372-03-AC-025	Proposed Site Layout Plan
2372	SE-2372-03-AC-026	Proposed Site Layout Plan (Roof Plan)
2372	SE-2372-03-AC-028	Proposed Ground Floor Plan
2372	SE-2372-03-AC-029	Proposed First Floor Plan
2372	SE-2372-03-AC-030	Proposed Second Floor Plan
2372	SE-2372-03-AC-034	Proposed Roof Plan
2372	SE-2372-03-AC-035	Proposed Elevations 01 (B&W)
2372	SE-2372-03-AC-036	Proposed Elevations 02 (B&W)
2372	SE-2372-03-AC-037	Proposed Elevations 01 (Colour)
2372	SE-2372-03-AC-038	Proposed Elevations 02 (Colour)

1 INTRODUCTION



THE CLIENT

McCarthy & Stone are Britain's leading retirement accommodation provider with over 40 years experience. They develop different types of specialised housing for the elderly, linked by corridors from a secure entrance. Communal facilities include recycling / refuse store, a mobility scooter / bicycle store and residents lounge, all accessible without residents leaving the building. The current average age of residents in McCarthy & Stone developments is 79, this is based on sales data from 2006. Most schemes have an age limit over 60 for a single or eldest partner and 55 for a partner living in the same apartment.

More than 50,000 buyers have chosen the McCarthy & Stone way of life. In addition to being Britain's leading private retirement provider, McCarthy & Stone has gained a reputation as one of the premier house builders in the UK. One of the most prestigious awards schemes of all is the Daily Express, British House Builders Awards, primarily because it's the only industry scheme that is voted for exclusively by customers. McCarthy & Stone have been the outright winner or runner up for the last 5 years for the supreme accolade 'Britain's Best Builder'.

McCarthy & Stone have also been recognised as the premier builder in recent satisfaction surveys. Polls of homebuyers undertaken by the House Builders Federation and the National House Building Council have revealed high levels of customer satisfaction amongst residents, placing McCarthy & Stone top of Britain's larger housebuilders. McCarthy & Stone have also won the following awards:

- The HBF 5 Star Home Builders Customer Satisfaction Award 2017 . McCarthy and Stone has received this award for the 12 consecutive years
- Fifteen NHBC 'Pride in the Job' 2017 Awards to recognise site managers for high standards in housebuilding.
- National Housing for Older People Awards 2017 - Rockhaven Court in Horwich won the Bronze Award for the 'Best UK Retirement Housing Scheme'
- Winner of the Housebuilder Awards 2016 - 'Best retirement scheme', awarded to the Ramsay Grange / Lyle Court development in Edinburgh.
- UK Over 50s Housing Awards 'Most Innovative Housing Design' and 'Most Innovative Housing Developer' in 2012.



"Our approach means we are the only housebuilder to have gained the top rating in the Home Builders Federation's Customer Satisfaction Survey every year since it was introduced in 2005"



THE PURPOSE OF THIS DOCUMENT

This Design and Access Statement supports the full planning application submitted on behalf of McCarthy and Stone Retirement Lifestyles Limited.

THE BRIEF

Inspire Design have been appointed by McCarthy & Stone to undertake the architectural services relating to the proposed scheme including but not limited to master planning of the site, design of the building and car park.

The initial brief for the site was established by McCarthy & Stone and has developed through discussions with the Local Planning Authority, Landscape Architects and other consultants. Various layout options have been developed around the requirement to provide 25 retirement living apartments (Use Class C3) and associated facilities.

The key issues included:

- prominent location at the corner of Craven and Erleigh Road
- potential impact on the settings of listed buildings and the Alexandra Road Conservation Area in the vicinity of the site.
- the impact of demolishing the locally listed building, 3 Craven Road to enable this development
- the massing and visibility of the development in its surrounding context
- provision of high quality retirement living accommodation, landscaping and associated parking facilities
- communal facilities in the form of residents lounge, guest suite, recycling and refuse store located at the heart of the scheme and accessible without residents having to leave the building



Parade Court, Bourne End



Mulberry Court, Blaby



Arden Grange, Knowle



Sanderstead Court, Hagley

Recent examples of how McCarthy & Stone have prepared designs which have successfully responded to the relevant contextual considerations of differing locations

THE PRODUCT

McCarthy & Stone are proposing the provision of 25 retirement living apartments on this site.



Internal photographs

RETIREMENT LIVING

Retirement Living accommodation provides independent, purpose built one and two apartments for older people aged 60 and over (with spouses aged 55 and over). The home owners can utilise a number of shared communal facilities which includes residents lounge, house manager's office, mobility scooter / bicycle store and recycling/ refuse store. The owners also benefit from a site based House Manager who looks after the day-to-day running of the development. All apartments are 'lifetime home' compliant with level access and careline facilities whilst all floors can be accessed by lift.

MSMS (a company owned by McCarthy & Stone) act as a management company for McCarthy & Stone developments to maintain the building and gardens for the home owners. The communal areas are secured with coded entry systems and apartments have individual lockable front doors and lockable windows to provide a secure environment. Independence is maintained and a complete independent lifestyle enjoyed with the added attraction of a communal meeting area in the home owners lounge.



Typical Apartment Layout.

2 ASSESSMENT

2.1 - SITE LOCATION

2.2 - PHYSICAL CONTEXT

2.3 - HISTORICAL CONTEXT

2.4 - SOCIAL & ECONOMIC CONTEXT

2.5 - POLICY CONTEXT



2.1 - SITE LOCATION

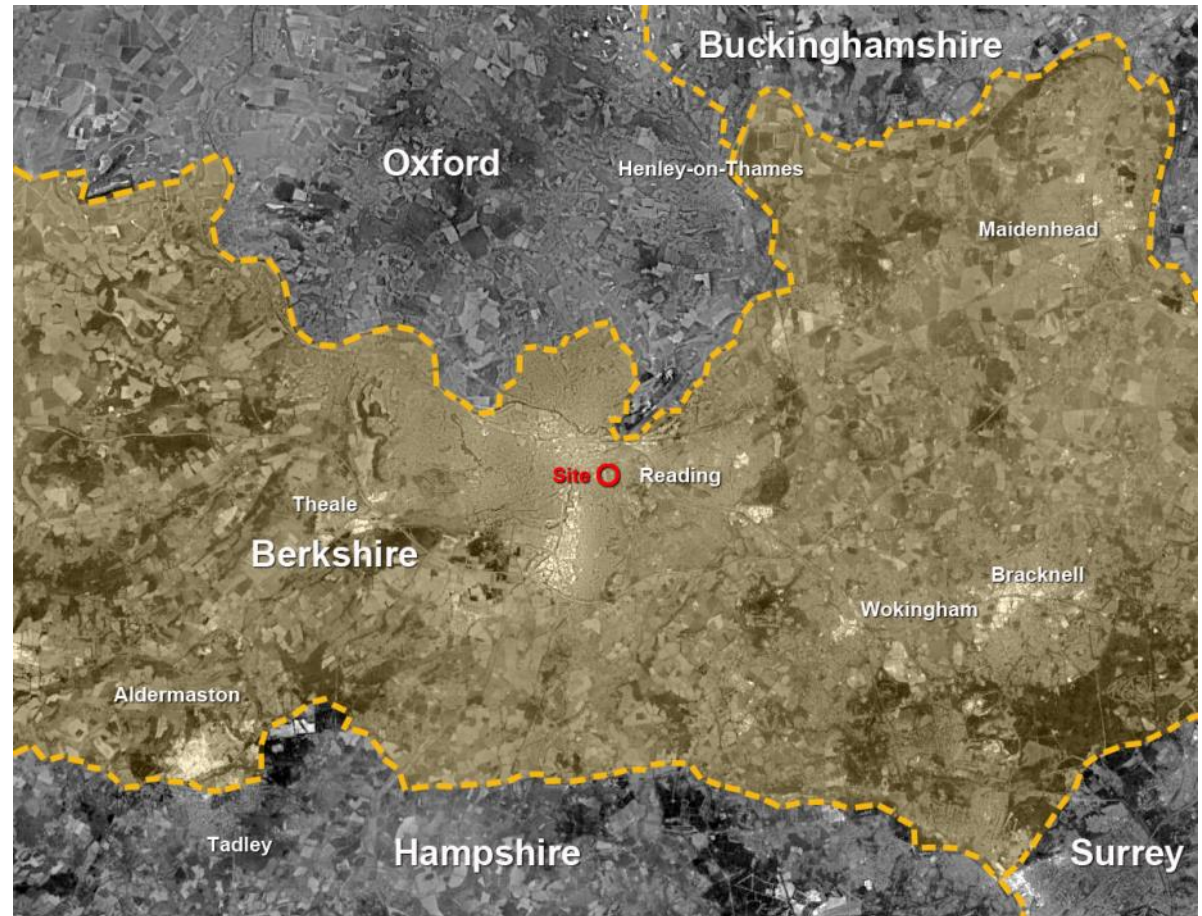
The proposed Craven Road site is located in Reading, the county town of Berkshire, in South East region of England. The postcode is within the Redlands ward/electoral division, which is in the constituency of Reading East

LOCATION OF READING

Reading is approximately 36 miles west of Central London, 24 miles south-east of Oxford and 70 miles east of Bristol. Reading lies between the River Thames and River Kennet, with the M4 to the south. Other main roads in Reading are the A4, A33, A327 and A4074 which provide links to Central London, Basingstoke, Farnborough and Oxford respectively.

Located in the Thames Valley, Reading is the county town of Berkshire and a key location in the national transport system. Reading train station provides links to London Waterloo and London Paddington stations, which can take approximately 30 minutes, whilst *Reading buses* satisfies local transport requirements.

In the 2011 census the population of Reading was estimated to be 155,700, made up of approximately 50% females and 50% males. In 2011, local demographics showed Reading to have a population of 8700 over the age of 75, making up 5.6% of the population of Reading.



Site location diagram



Aerial photograph of the Site

LOCATION OF THE APPLICATION SITE

The application site is situated in the town of Reading in the County of Berkshire, in south-east England.

- Address of the application site: 3 to 5 Craven Road, Reading, RG1 5LE
- Longitude and Latitude: 51.450° - 0.957E
- Grid Reference (6 figure): SU725729
- The site occupies an area of: 3,306 m² (0.33ha / 0.82 acres).

2.2 - PHYSICAL CONTEXT

The application site has its main frontage on Craven Road, which leads to the A4. The site is situated on the corner between Erleigh Road to the north-east and Craven Road to the west. It is situated opposite the Royal Berkshire Hospital on the western side and Reading School to the south-east. A family planning clinic lies along the south boundary. The Gatehouse at the entrance to the Reading School sits along the eastern boundary.

The site is located 1.5 miles away from both the Reading Railway Station, and the Broad Street Mall and 1.1 miles away from The Oracle Shopping Centre. The Oracle has 2 department stores, numerous shops, cafes, restaurants and bars, hair and beauty salons. A wide range of local amenities including a library, post office and police station are also located in the centre of Reading. Public transport services are available along Craven Road, serving both the town centre and the surrounding area. The local shopping area and amenities along with easily accessible religious and leisure facilities, make the location of the proposed development suitable.



Application site boundary





Aerial photograph showing transport links, public parks and local facilities

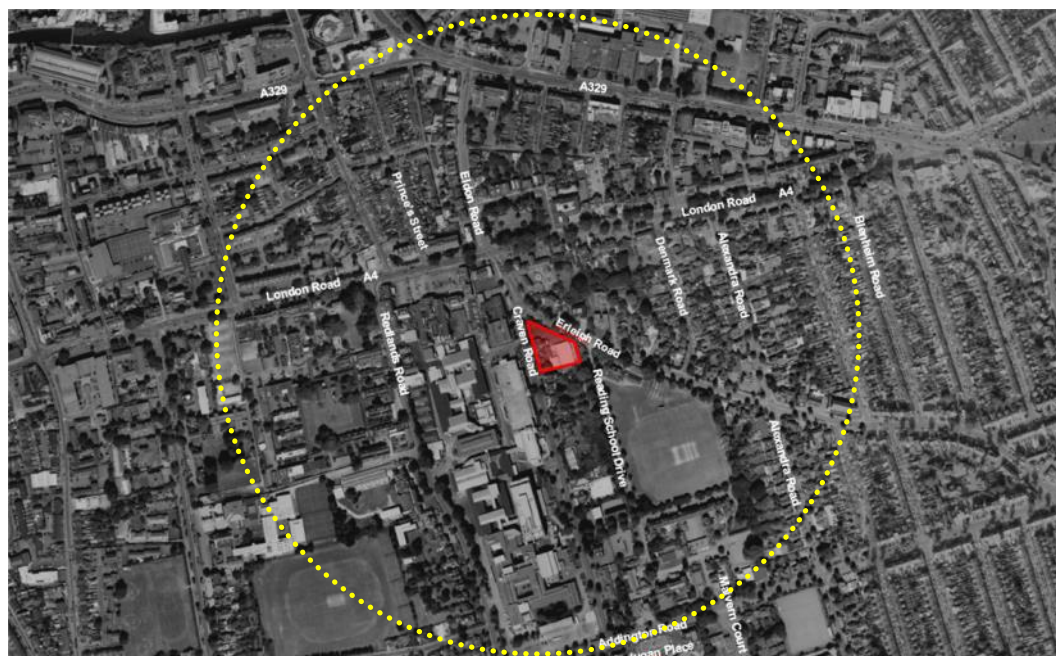


Aerial photograph showing transport links and Conservation Area

A physical assessment of the site and its setting has been carried out to analyse its character and quality. This assessment covers both the immediate area affecting the visual perception of the site, and the wider area which sets the site into the greater context.

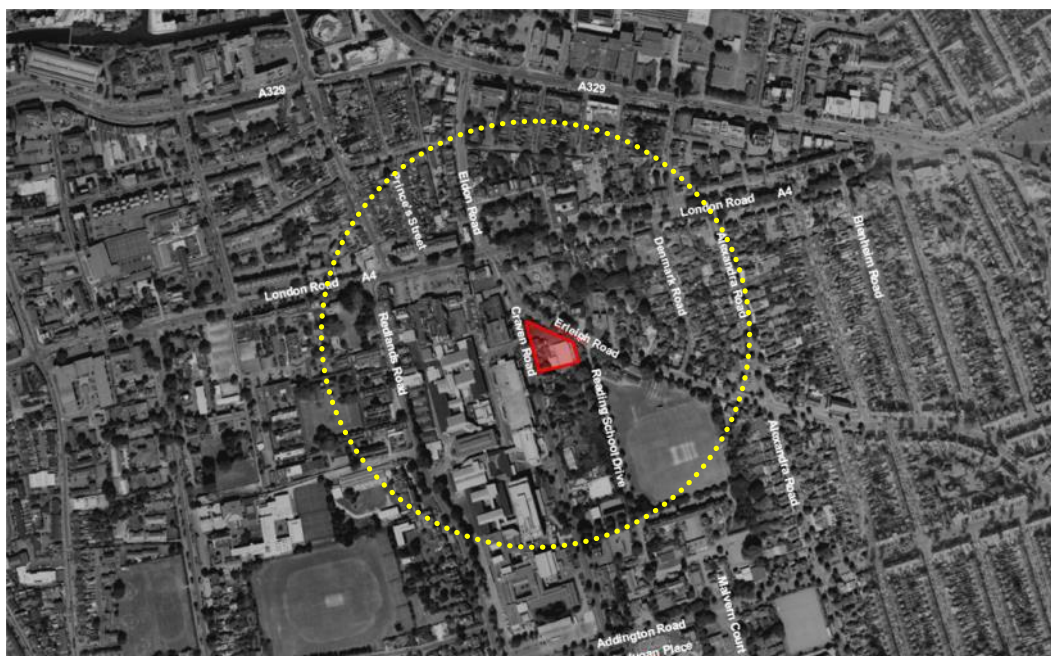
WIDER AREA

This area is effectively the sphere of influence that forms the basis for judging the character of the area within which the site is set, shown below.



IMMEDIATE SITE AREA

This is the area immediately surrounding the site in all directions, shown below. This area will heavily influence the layout, form and outlook of the design. Together with the site itself, this area will also present most of the constraints and opportunities to be addressed by the proposal.



LAND USE & CHARACTER IN THE WIDER CONTEXT

The images on this page illustrate the character of the wider area in terms of its distinctive architectural features, material finishes, quality of spaces, and the scale, mass and height of buildings.

Located 1.5 miles north-west of the site is Broad Street. This area is an eclectic mix of development that reflects the growth of Reading and mixes residential with commercial use, making it the primary pedestrian shopping street in Reading. There is a wide variety of structures in the area dating from the 18th century to the late 20th century.

Initially built as a mix of residential and commercial properties, a large portion of the early buildings has been converted into live-work units. Buildings in this area are predominantly a mixture of two to four storey properties.

There are picturesque sections in the street scene, with varying rooflines featuring gables and flat forms. Many of the pitched roofs have a traditional appearance, featuring clay tiles with bonnet hips. Dormers also appear in the roofscape.

The remodelling of the street resulted in the use of red brick facades extending the length of Broad Street, punctuated by white, rendered buildings. Classically inspired ornamentation feature heavily along with decorative gables. This sharply contrasts the facades of the newer developments which largely consist of glass, adding character to the street.



Broad Street | Red Brick & Zinc



Broad Street | Red Brick & Stone Work



Broad Street | Red Brick & White Render



Broad Street | Decorative Gable & Dormers



Broad Street | Decorative Gable



Broad Street | Classical Ornament

LAND USE & CHARACTER IN THE WIDER CONTEXT

Located 1.5 miles north-west of the site is Station Road, which provides easy access to the mainline GWR trains to London and provides residents with the opportunity to visit nearby shopping malls.

This area is made up by a mixture of commercial and retail properties, displaying a mixture of styles and periods that largely reflect the Reading local vernacular.

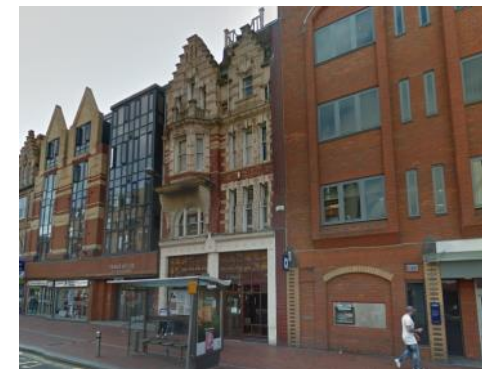
Similar to Broad Street, there are picturesque sections in the street scene with varying rooflines featuring gables and flat forms. Many of the facades have highly decorative gables creating a lively, expressive thoroughfare.

The properties exhibit a variety of façade finishes and features including brickwork, gables and dormers. The roofs predominately use plain or interlocking tiles finishes.

The properties in these areas are largely three to four storey.



Station Road | Render & Stone



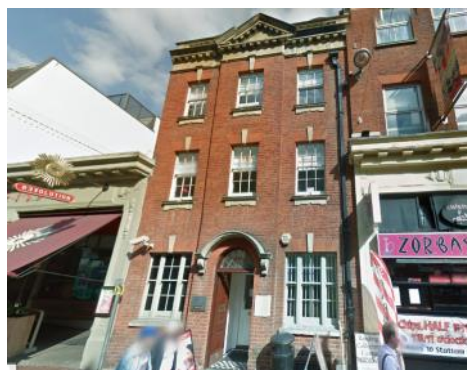
Station Road | Brick & Gables



Station Road | Brick, Stone work & Dormers



Station Road | Brick & Stone work



Station Road | Brick



Station Road | Brick & Stone work

LAND USE & CHARACTER IN THE WIDER CONTEXT

Alexandra Road, north-east of the site, is made up of a series of 19th century dwellings. This is primarily a residential area, with a few notable exceptions, such as an orthodontic surgery, a mosque and a day nursery.

Most of the properties are detached or semi-detached and are two to three storeys. Generally, they are set-back from the pavement and form a consistent building line along the length of the road.

Many period features are evident in these dwellings and reflect some of the characteristics of the local vernacular. Each property exhibits a pitched roof featuring the use of gable ends. Some exhibit period features, such as scrolled brackets and bay windows. The roofs predominately display plain or interlocking tile finishes.

Each property displays similar façade finishes including hanging tiles and polychromatic brickwork. Some of the more modern housing developments on the road, however, do not conform to the area's style.



Shallow Pitched Roof & Brick



Brick, Hanging Tiles & Render



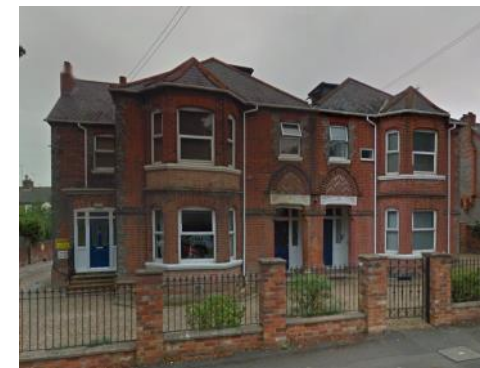
Brick & Hanging Tiles



Polychromatic Brick & Plain Tiles



Polychromatic Brick, Scrolled Brackets & Plain Tiles



Polychromatic Brick & Plain Tiles

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

The Craven Road images on this page illustrate the character of the immediate area in terms of its distinctive architectural features, material finishes, quality of spaces, and the scale, mass and height of buildings. The site is located in a predominately residential area, with educational and health facilities scattered around. The houses located along Craven Road and Erleigh Road are generally two and a half storeys and exhibit a similar style that largely reflect characteristics of the local vernacular.

The Eastern side of Craven Road has a number of distinct detached and semi-detached Victorian villas. These properties are built of local red, blue / grey bricks and yellow stock bricks to create vibrant polychromatic brickwork patterns. Contrasting brick colours are used to define the quoins, dentillated string courses, and brickwork. Dressed bath stone is also used to window heads, cills and to bay windows.

Decorative terracotta coloured tile hanging are also used on walls and gables at high level. Most of the properties have pitched roof featuring varied use of gable ends, hips and dormers. The roofs predominately display plain or interlocking tile or slate finishes.

The western side of Craven Road has been developed by the Royal Berkshire Hospital in a haphazard manner over a number of years. The buildings include a TEC block and Multi-storey carpark opposite the proposed McCarthy & Stone development with an A & E and Maternity Block further to the South. The styles and scale of these buildings contrast with the Victorian villas along the eastern side of Craven Road.



Craven Road | Stone, Gables



Craven Road | Brick, Gables



Craven Road | Brick & Timber Detailing



Craven Road | Brick & Dormer



Craven Road | Brick, Pebbledash & Hanging Tiles



Craven Road | Brick

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

The area south of the site is a residential area developed in the latter stages of the 20th century.

Two and three storey brick dwellings dominate in a more relaxed formation, maximising green space around the area. The use of brick acknowledges the architectural character of the town whilst design features do not conform too closely to the local vernacular.

Tile hanging is a feature of some of the properties, as well as pitched roofs with gable ends. Red brick is predominant and roof tiles vary with pantiles being seen in developments.



Malvern Court | Brick & Flat Roof



Malvern Court | Brick & Pantiles



Cadugan Place | Brick



Cadugan Place | Brick & Dormers



Redlands Road | Brick & Tile Hanging



Addington Road | Brick & Flat Roof

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

Located south east of the site is the favoured Reading University area. Featuring houses from the Victorian period up to the late 20th century, this residential area largely reflects Reading's local vernacular through their mixed use of render, brickwork and tile hanging. The roofs predominately use plain or interlocking tiles finishes.

There is a mixture of detached, semi-detached and terraced housing. There are picturesque sections in the street scene, with varying rooflines featuring gables, hips and dormers. Many of the pitched roofs have a traditional appearance, featuring clay tiles with bonnet hips.

The buildings in these areas are largely two and a half storey properties.



New Road | Render & Brickwork



Redlands Road | Render & Gable Ends



Elmhurst Road | Brickwork & Dormer



Christchurch Road | Brickwork & Hanging Tiles



New Road | Brickwork & Tile Hanging



Park Avenue | Brickwork & Plain Roof Tiles

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

EXISTING APPLICATION SITE

The images on this page exhibit the existing site and its relationship to the immediate highways.

The application site has its main frontage on Craven Road and is situated on the corner between Craven Road to the West and Erleigh Road to the North-east. The site is opposite the Royal Berkshire Hospital on the western side and is adjacent Reading School to the South-east. A family planning clinic lies along the south boundary. The Gatehouse at the entrance to Reading School sits along the eastern boundary.

The application site currently houses healthcare facilities as part of the Royal Berkshire NHS Trust estate. The current facilities can be accessed via a pedestrian entrance and a separate vehicular access off Craven Road.

The site has good transport links including a local train station (1.5 miles away) that provides regular services to London as well as local bus routes along Craven Road.



Site from Craven Road



Site from Erleigh Road



Site from Craven Road/Erleigh Road Junction



South-East view of Erleigh Road from site



South view of Craven Road from Site



North view of Craven Road from Site

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

APPLICATION SITE | EXISTING DWELLINGS TO BE REMOVED

The images on this page illustrate the character of the sites existing buildings in terms of their distinctive architectural features, material finishes, quality of spaces, and the scale, mass and height of buildings. The site currently hosts 3 buildings consisting of a 2 storey Victorian villa (No.3), a 2.5 storey villa (No.5) and a single storey portacabin prefabricated building.

The villas are connected by a single storey red brick building. The buildings are set back from the street. The building materials and details follow the pattern established by other buildings on and in the vicinity of Craven Road. The villas are not unique and show typical examples and character of the period with decorative brickwork and timber detailing. Both villas have pitched roofs and gables with symmetrical windows.

A large single storey portacabin prefabricated building is located behind the former villas on the eastern side of the site. This modular building has yellow walls, small windows and a flat roof and appears to be generally in poor condition.



Part of Demolition Plan



No. 3 | Front Elevation | Craven Road



No. 5 | Front Elevation | Craven Road

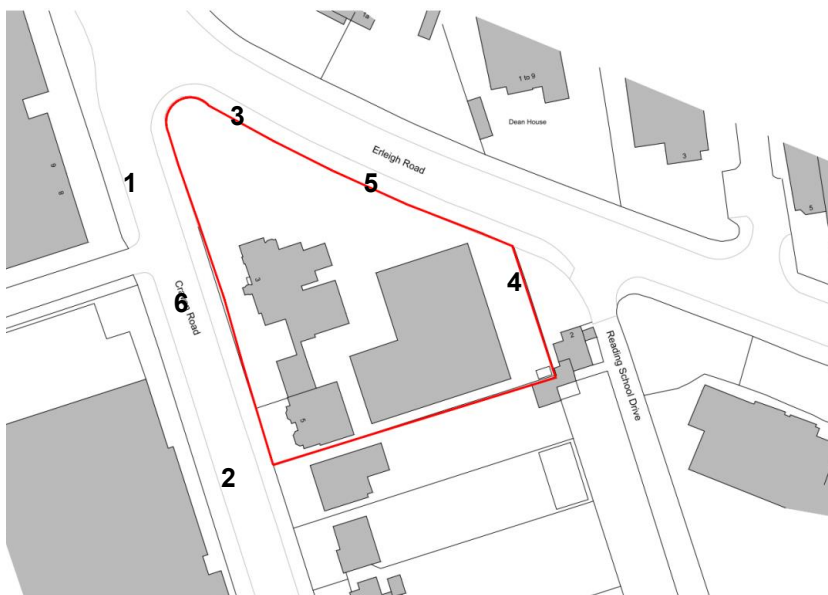


No. 3 | Rear Elevation | Craven Road

LAND USE & CHARACTER IN THE IMMEDIATE CONTEXT

APPLICATION SITE | EXISTING BOUNDARY TREATMENT

The images on this page illustrate the sites existing boundary treatment. The boundary enclosure is generally a mixture of blue painted metal railings and gates, a high brick wall and mature hedges. A number of the existing boundary enclosures will be retained as part of this development.



1. Craven Road | Tree of reasonable quality



2. South Boundary | Tree of high quality



3. Erleigh Road | Hedgerow of poor quality



4. Erleigh Road | Hedgerow of high quality



5. Erleigh Road | Existing high brick wall



6. No. 3 Craven Road | Hedgerow of high quality

2.3 - HISTORICAL CONTEXT

There is evidence that a settlement existed at Reading from the 8th century, when it was known as *Reading*. In medieval times, it was an important trading and ecclesiastical centre with royal connections. By 1611, the population was over 5000 and the town had grown rich on its cloth trade. The town was seriously affected by the English Civil War, with a major siege. It also played a pivotal role in the Revolution of 1688, with the second battle of Reading fought on the streets. The 18th century saw the beginning of a major iron works in the town and the growth of the brewing trade. By the 19th century, the town was growing rapidly with the arrival of the Great Western Railway and development of the town's brewing, baking and seed growing businesses. The town continued to expand in the 20th century, annexing Caversham across the River Thames in Oxfordshire in 1911. Today, Reading is a major commercial centre, with involvement in information technology and insurance.

- **1879 OS Map:** (Earliest historical map) No. 3 Craven Road shown as 'Rothes' with the drive access due North. The Gatehouse fronting Erleigh Road is also present.
- **1899 OS Map:** The name 'Rothes' and the northern access drive has by now disappeared.
- **1960's OS Map 1960's:** Redevelopment has commenced on the West of Craven Road with some minor infilling also shown. The application site remains largely unchanged..
- **2016 OS Map:** shows the site as it is today with the modular portacabin building linking to No.3.



1892 Ordnance Survey Map



1900's Ordnance Survey Map



1960's Ordnance Survey Map



2016 Ordnance Survey Map

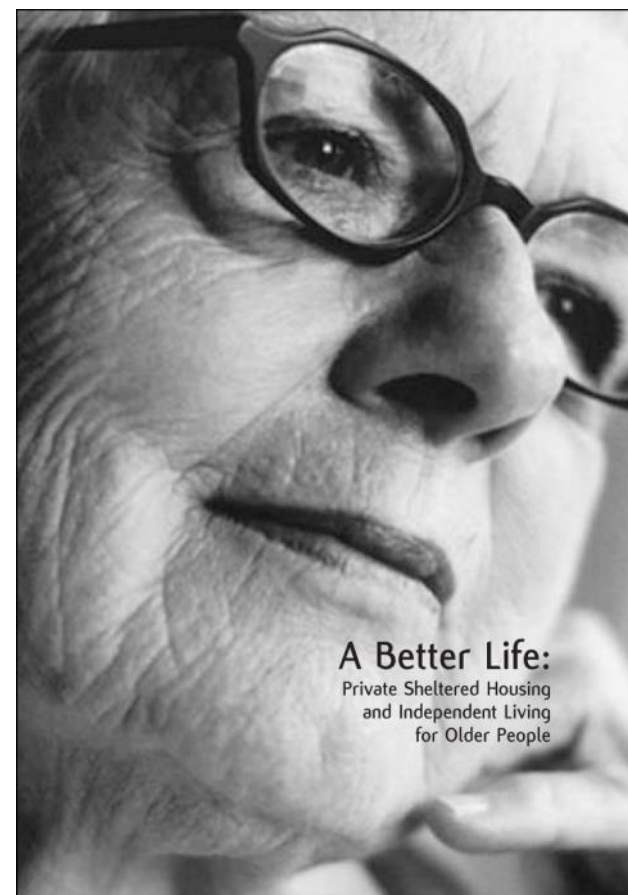
2.4 - SOCIAL & ECONOMIC CONTEXT

The provision of retirement living will provide a number of benefits to local society including:

- Maintaining independence due to closeness to shops and amenities reducing the need to travel by car.
- Less maintenance for residents to worry about. The upkeep of the apartment will be kept to a minimum.
- The future residents will be able to socialise within the development itself enabling them to meet other people without leaving their property.
- By rightsizing and moving into a McCarthy & Stone retirement property, elderly people will free up a substantial amount of housing stock within the surrounding areas, which can then be used by families, young couples and first time buyers seeking to enter the housing market.
- Research shows that the residents of private sheltered housing are healthier, live longer and have less call on the state than those who remain in ordinary housing.

Private retirement housing schemes play a vital part in the life of local communities. The proposed site is located within easy walking distance of shops and facilities.

The survey carried out in 'A Better Life: Private Sheltered Housing and Independent Living for Older People' states that over sixty percent of residents prefer to shop locally and just over a third do so on a daily basis. The benefit to local business of the arrival of a private retirement housing scheme is therefore significant. Just under half of all residents buy the bulk of their shopping within one mile of their scheme. Just under two thirds travel no further than two miles to shop.



A study by McCarthy & Stone

2.5 - POLICY CONTEXT

This section sets out a summary of the local planning policy and guidance as it relates to design and access issues. The relevant policies are listed and discussed below.

PLANNING POLICIES AND DESIGN GUIDES

The documents listed below (and shown across) are the main national, local and other relevant policy and guidance documents which have influenced the evolution of the proposed scheme.

- National Planning Policy Framework
- Design and Access Statements (CABE)
- 'By Design' Urban Design in the Planning System
- 'By Design' Better Places to Live
- Building in Context - New Developments in Historic areas (CABE)
- Reading Borough Local Development Framework Core Strategy with Alterations (2015).

'NPPG (Design)' outlines requirements for new developments to reinforce local distinctiveness:

- By considering the site's topography.
- By ensuring its integration into its landscape setting and consequently reducing its impact on nature.
- By ensuring physical relationships to adjacent constructions, addressing streets and spaces and respecting building lines.
- By responding to local building forms, materials and patterns.
- By respecting the scale, massing and height of the existing urban context.
- By considering the views and landmarks.

In accordance with national policy the proposed design takes the opportunities available for improving the character and quality of an area and the way it functions. Particular attention has been paid to ensuring that the development will function well and add to the overall character and quality of the area in which it is located, not just in the short term but for its whole lifetime. The scheme responds to its local context and will help to reinforce local distinctiveness and be visually attractive as a result of its architecture and appropriate landscaping.



3 EVALUATION

3.1 - CONSTRAINTS & OPPORTUNITIES

3.2 - PRINCIPLES TO BE ACHIEVED



3.1 - CONSTRAINTS AND OPPORTUNITIES

The application site is situated at the corner of Craven Road and Erleigh Road, Reading in the County of Berkshire. It is roughly triangular and is currently has 2 former detached villas and a large single storey modular building situated to the South East of the site. All the buildings are currently used by the Royal Berkshire NHS Foundation trust. Most of the remaining external area has a tarmacadam finish and is used for carparking.

There are two villas on the site, one of which, Number 3 Craven Road was recently added to the Council's List of Locally Important Buildings and Structures of Local Heritage Significance. The interior of the former house has been subjected to extensive alterations during its adptions for use as an NHS office. Given its age (third quartile of the nineteenth century), it's lack of any special architectural features or historic interest, there is little to distinguish it from many other villas of the same age and it would be highly unlikely that it would ever be statutory listed.

The site also has a single storey flat roof prefabricated modular building which is in poor condition and has reached the end of its life.



Site location plan



CONSTRAINTS

The main site constraints are as follows:

- Potential impact on the setting of 'curtilage' listed buildings and the Conservation Area.
- Site access points from Craven Road, for vehicles and pedestrians.
- Possible overlooking issues caused by the proximity to the hospital car park to the west.
- Varied scale, mass and height of neighbouring properties.
- Existing mature trees adjacent to site boundaries.
- Noise from traffic on Craven and Erleigh Road.

	Application site
	Existing building line
	Possible overlooking from carpark
	Proximity (views and noise) to road
	Demolition
	1 storey building
	2 storey building
	2.5 storey building
	3 storey building
	5 storey building
	Trees
	Existing access points





OPPORTUNITIES

The main site opportunities are as follows:

- Improving the curtilage listed setting of the Gatehouse by demolishing the portacabin
- new building to obscure the view of the hospital multi-storey car park from Erleigh Road
- redeveloping an under utilised site.
- relocating vehicular access to safer location.
- The existing mature trees along boundaries contribute to the street scene to be retained.
- Existing buildings height to inform design.
- Opportunity to provide a strong architectural statement at the corner of Craven and Erleigh Road

-  Application site
-  Existing building line
-  Views
-  1 storey building
-  2 storey building
-  2.5 storey building
-  3 storey building
-  5 storey building
-  Trees
-  Existing access points
-  Corner architectural statement





3.2 - PRINCIPLES TO BE ACHIEVED

The diagrams on the previous pages illustrate the opportunities and constraints that are relevant to the application site and inform the design principles. The design should respect and respond to the character and appearance of the area and position and massing of adjacent buildings. The design should also satisfy the requirements of retirement accommodation.

Design principles:

- a building that positively responds and reflects the quality of the context
- create scale and proportion relevant to people and the surrounding buildings and spaces
- respond to the proximity and scale of adjacent buildings
- respond to key focal points, views and vistas
- clearly distinguish between private and public space
- use quality materials and detailing
- create high quality attractive hard and soft landscaping
- utilise the existing access points
- retain the existing mature trees /hedges where possible

-  Application site
-  Proposed building footprint
-  Key views of building
-  Frontage on Craven and Erleigh Roads
-  Trees
-  Existing access points to be utilised