

## Chapter 4

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# Masterplan Design

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# 4.1 Design Development: Section 1



HAM LANDS HARE

# 4.1.1 Introduction to Design Development 1

## Initial Design

Within this sub-chapter Design Development: Section 1, initial design work is presented. This is primarily initial work contributing to the successful tender design and our first design pre-application meeting with LBRuT.

Following initial site analysis of the local context and existing site, the proceeding pages focus on the preliminary masterplan design. This section illustrates the first iteration of the evolving design of the masterplan covering key points of:

- > Masterplan Design Principles
- > Design Concept
- > Masterplan Narrative
- > Proposed Landscaped Masterplan
- > Amenities
- > Access and Circulation
- > Massing and Heights
- > Preliminary visualisations for initial design concepts

As outlined in the previous section of this document the development principles setting the quantum of homes, heights, masterplan design strategies and parking solutions were established prior to the tender submission.



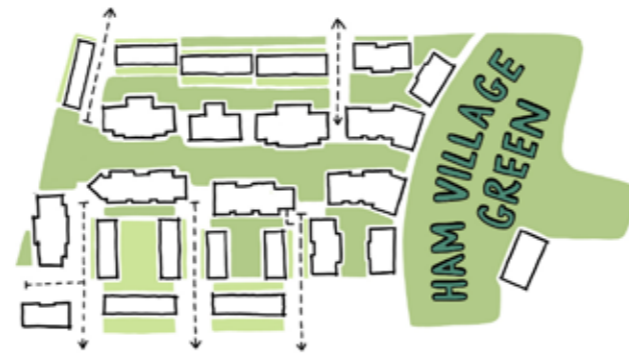
# 4.1.2 Masterplan Design Principles

## Key Design Characteristics

The community consultation process in 2016 that BPTW carried out with RHP and LBRuT defined the 'Key Masterplanning Design Principles' that were important to the local residents and Stakeholders. The diagrams on this page demonstrate how the scheme adhere's to the design principles.

These principles were developed from 5 key over arching aims for the regeneration of Ham Close:

- > Develop an approach that responds to the unique and distinctive character of the Ham Close neighbourhood: variegated in building form with richness in detail and materiality.
- > Create a masterplan based around a legible street network and attractive landscaped amenity spaces, with clear delineation of public and private space.
- > Retain and enhance existing green spaces and trees wherever possible, developing strong and attractive connections that strengthen local connections.
- > Incorporating servicing and car parking within the masterplan, without compromising the townscape qualities.
- > Produce housing typologies that optimise the quality of living spaces, comfort and outlook for existing and new residents of Ham Close.



Landscape led Masterplan



Strong Linear Park



Open Grain



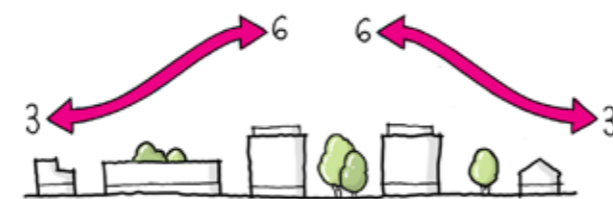
Three Phases



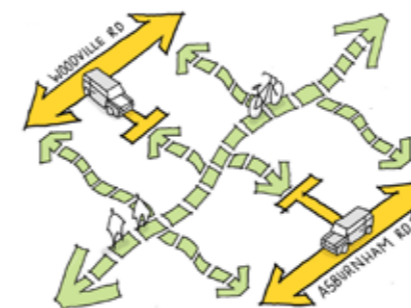
Maintaining Trees



Parking



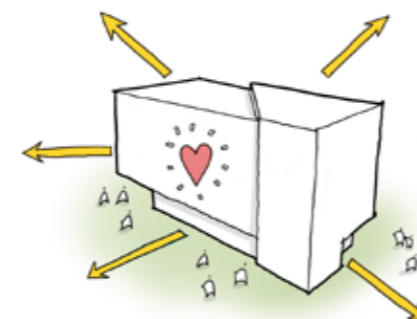
Height Variety



Eliminating Vehicular Shortcuts



Urban Grain



New Community Facilities



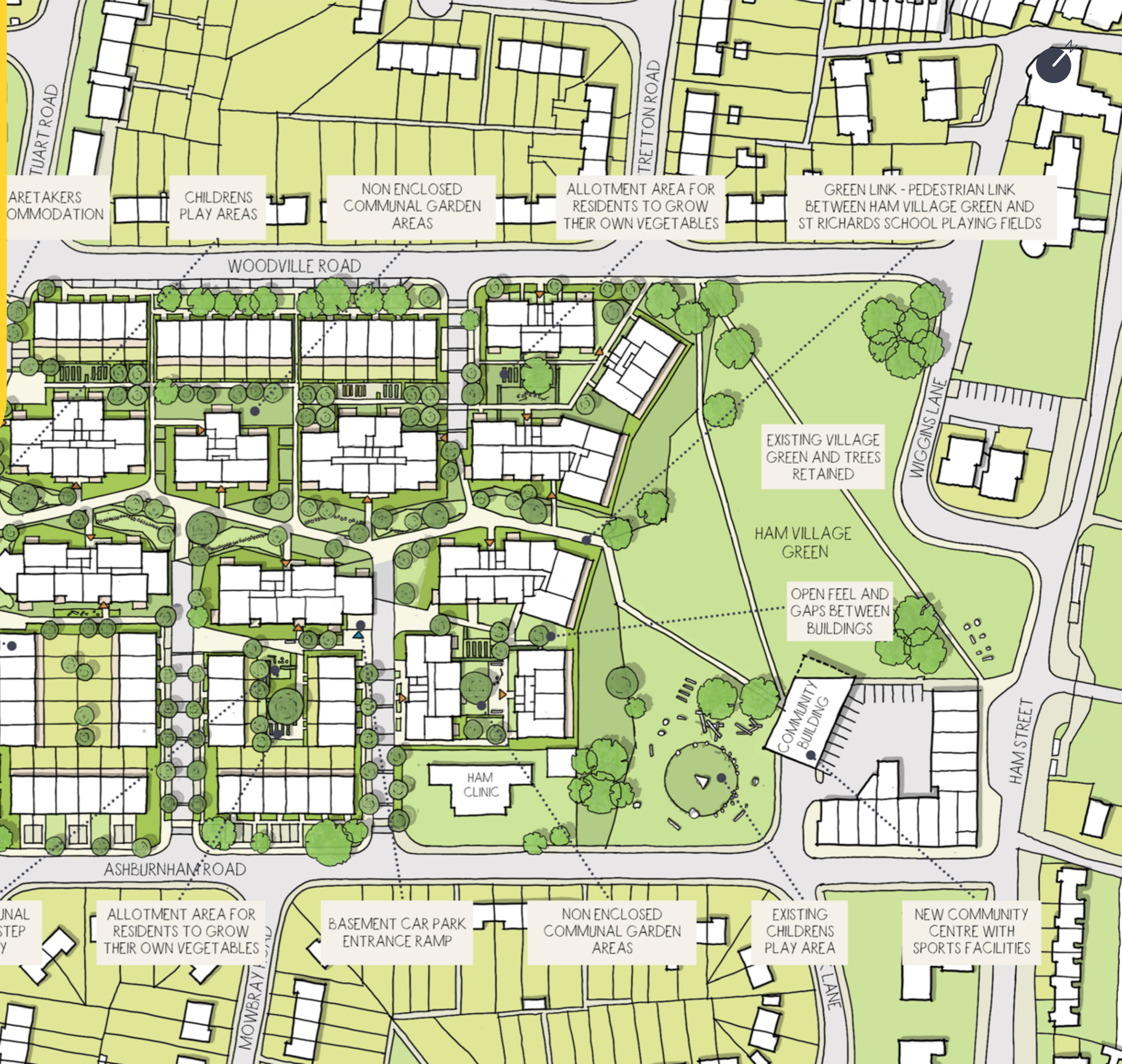
Rehousing Residents



Welcoming Aesthetic

## 4.1.3 Design Concept

With landscaping at the heart of the masterplan, integrated public amenity spaces are provided throughout the proposal and a linear park is lined by new homes creating a key east/west route. Clearly defined private amenity is created within private landscaped courtyards and generous balconies. Homes have been developed using a mix of building types and variety of heights, with variations in roof form, materials and textures utilised to create a varied street scene built around defined character areas.



# 4.1.4 Masterplan Narrative

## Key Diagrams



### Public Realm

We have introduced distinct landscape character areas to bring variety into the scheme:

The Linear Park is a public landscaped space which provides a visual and pedestrian connection from Ham Village Green to the small park which celebrates the retained mature trees. Lanes lead to the garden link by use of soft landscaping and pedestrian paths. Individual courtyards provide private communal amenity spaces for residents. Allotments within these courtyards allows for the community to grow their fruits and vegetables. Ham Village Green is fully retained. The trees on the green will be retained. Trees at the western end of the linear park are retained and wherever possible along edges of Ashburnham and Woodville Roads and through the Linear Park.

### Key

- Site Boundary
- Linear Park
- Ham Village Green
- Communal Courtyards
- Private Gardens
- Pedestrian Friendly Streets



### Movement and Open Grain

The Linear Park will be a vehicle free landscaped space with exception of emergency and refuse vehicles. A series of pedestrian friendly lanes accessed off Woodville Road and Ashburnham Road lead towards the central east west linear park. Limited car parking is located on the lanes. A basement conceals parking from the public realm and allows landscape to be optimised.

Pedestrian movement across the scheme is prioritised and celebrated by generously landscaped streets and open spaces. An open grain is proposed with landscaped pedestrian routes through the gaps between apartment blocks into communal courtyards and connecting out to the wider area and Ham Village Green.

### Key

- Site Boundary
- Linear Park
- - - Primary Routes
- ..... Secondary Routes
- ⊕ Bus Stop

# 4.1.5 Preliminary Masterplan

Initial Design





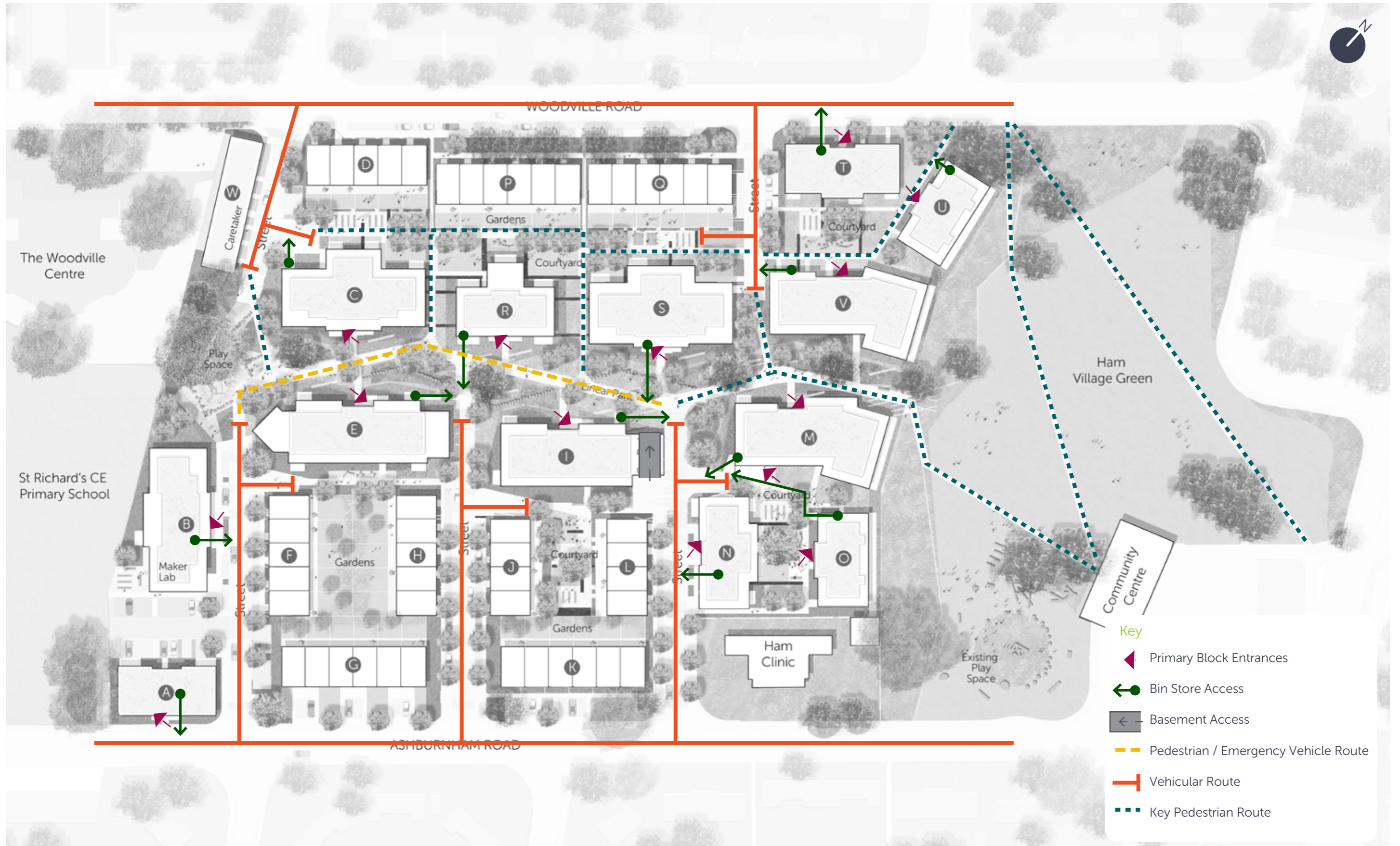
# 4.1.6 Amenity Diagram

Initial Design



# 4.1.7 Access and Circulation

## Initial Design



# 4.1.8 Preliminary Heights and Massing

## Initial Design



### Heights

The heights have been sensitively considered to be respectful to the surrounding streets; Ashburnham and Woodville Roads. The building heights cascade down from 6 storeys facing the linear park to 2/3 storeys on the neighbouring streets. Stepped-back top floors reduce the massing and provide articulation.

### Key

- 2 Storey
- 3 Storey
- 4 Storey
- 5 Storey
- 6 Storey



### Massing

The massing has been sensitively considered to have lower storey blocks and houses to the perimeter of the site. Higher storeys blocks are located towards the centre lining the linear park. Blocks which sit at 6 storeys are set back top floors, softening the appearance from ground level. The blocks fronting the Village Green provide a strong crescent highlighting the importance of the space. Houses have different roof lines to provide variation across the scheme.

# 4.1.9 Masterplan Diagrams

## Quality of Spaces



### Ground Floor Activity

The parking strategy of a central basement allows for an open grain at ground floor that maximises active frontage and natural surveillance of the streets and public open spaces.

On the street edges the houses and flat blocks provide active frontages with front entrance doors and windows from living spaces. Within the Linear Park ground floor flats and main entrances to the apartment blocks animate the ground floor. Private patios to flats provide spaces for residents to enjoy views over the Linear Park. Communal gardens to the rear of the apartment blocks and houses will be fronted by apartments with patios leading onto the communal gardens and rear accesses from the apartment cores. Apartments facing onto the Village Green provide essential activation and overlooking over the public green space.

The 'Community Centre' will provide a presence on the public open spaces throughout the whole day.

### Key

- Houses - Active frontage
- Apartments - Active frontage
- ← Houses - Views onto open spaces
- ← Apartments - Views onto open spaces
- Community Facilities - Active frontage
- ← Community Facilities - Views onto open spaces
- ▲ Main Entrances
- ▲ Secondary Entrances



### Aspect

Apartment blocks have been carefully designed to maximise the number of dual and triple aspect flats. Where only single aspect flats can be achieved these are predominantly south facing or overlooking green spaces.

Every home will have immediate access to a private amenity space by means of a private balcony, patio or garden with a green outlook.

### Key

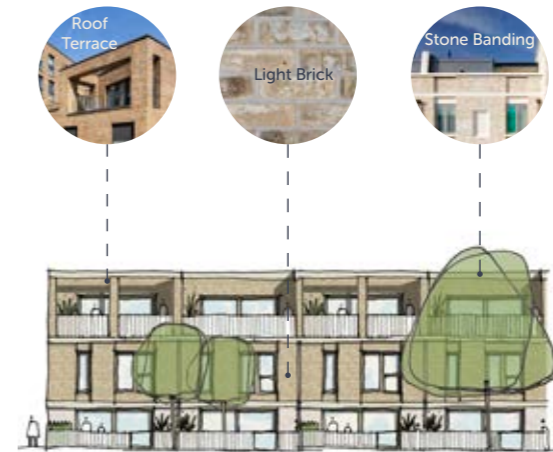
- Single Aspect
- Double Aspect
- Triple Aspect



View from living room of an apartment

# 4.1.10 Residential Character Area

## Preliminary Visual of Concept Design



Woodville Road - Wates Estate  
Three Storey Houses



Shelley Court, Parkkeys - Eric Lyons  
Horizontal and Vertical white banding



Fellbrook/Kingfisher Dr.  
Landscaped Courtyards



Broughton Avenue - Terrace Houses  
Two storey houses with side gable roof line



Wiggins Lane/Ham Street  
Window Proportions



Ham Street  
Stepping roof line

# 4.1.10 Residential Character Area

## Preliminary Visual of Concept Design



Parkleys Span Housing - Eric Lyons  
Red and buff tones



Langham House Close - James Stirling  
Vertical circulation and horizontal banding



Ham House  
Grand path windows, stepped facade



Ham Common  
Domestic windows



Ham Common - Detached House  
Grand path windows, detached houses