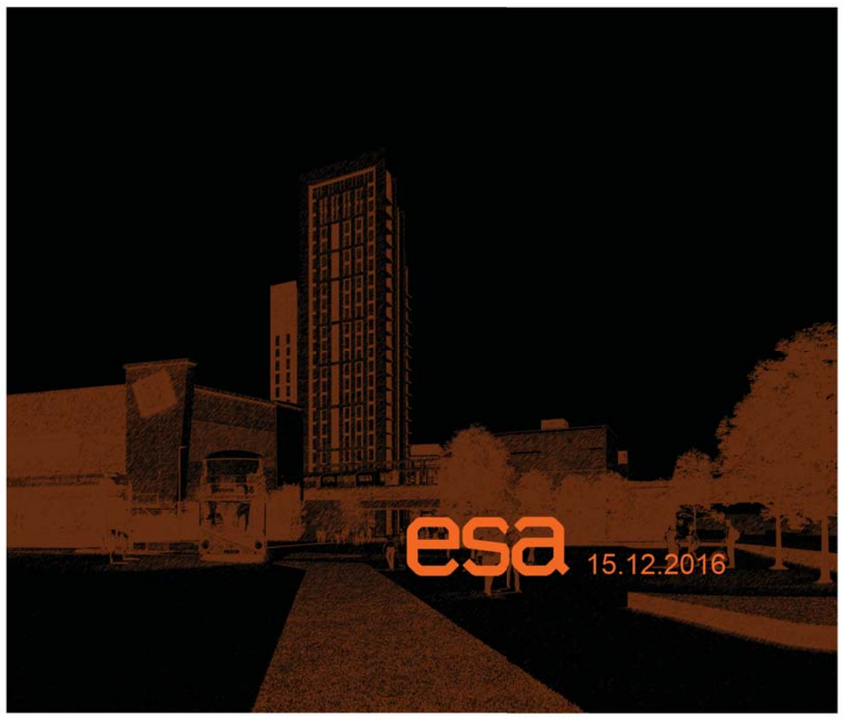

DESIGN AND ACCESS STATEMENT
ASCOT ROAD DEVELOPMENT • WATFORD

EXECUTIVE SUMMARY

ESA Architecture have been asked by Orion Land and Leisure to produce this design and access statement along with planning proposals for the Ascot Road Site, Watford for a residential led mixed use scheme.

This document sets out our design progress and constraints culminating in what we beleive to be a successful and inclusive scheme. This Design and Access Statement should be considered in conjunction with all other material comprising the application, with particular regard to the submission drawings, and illustrative material.

The drawings and designs included in this Design and Access statement chart the design development process as presented at PPA meeting and developed up to the time of lodging the application.

This has been developed alongside Watford Borough Council by way of a Planning Performance Agreement that will meet the requirements of the client and the aspirations of the Local Authority, Members and local community.

Following full analysis of the site and its context, both locally and within the wider townscape context, together with an assessment of other statutory and environmental requirements, and consultation with WBC, the design proposals have been developed into a planning application of which this document forms part.

This Design and Access Statement describes the rationale behind the design, it's design development, the access arrangements, highways proposals, linkages to the existing surrounding communities and why the proposals are considered appropriate for the site and location.

We have assessed the following;

Physical Context – an assessment and evaluation of the site, surrounding buildings, uses, access and transport links.

Planning Policy Context – an assessment of policies relevant to the development of the site, including an evaluation of the local plan policies and their impact on the proposals. Policy context forms part of a separate Planning Statement accompanying this application.

In summary, within the 15 700 m2 development site the scheme seeks to gain approval for:

485 No. Residential (C3) units
with a tenure of 65% Private and 35% Affordable

979 m2 GEA of Commercial (Class A) space

214 m2 GEA of Community (Class D) Space

5 000 m2 of new publicly accessible green space.

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STATEMENT ON DEVELOPMENT BRIEF

KEY DESIGN TEAM

DEVELOPER

Orion is a privately-owned London based property development and investment company, operating either independently or in partnership. This year Orion and the William Pears Group formed a partnership (Orion Cassiobridge Ltd) to transform 5 acres of underutilised land next to the new Cassiobridge station, which is due to be operational by 2020, into a key Gateway site for West Watford.

The project will provide 485 residential homes, 35% of which will be passed to Watford Borough Council for affordable housing, a town square allowing easy access to neighbourhood shops and cafes for local people and will be set in well landscaped grounds of trees, wild flowers, a woodland walk and safe places for children to play.

ARCHITECT

ESA, as part of Capita Property and Infrastructure, are placed at number 7 in the 'AJ100' top architectural practices for 2016 and comprise of over 170 staff working in offices in London and across the country. We focus on providing an excellent design and delivery architectural service to our clients and a creative interactive working environment for all staff and collaborators. Our reputation reflects continued success across many market sectors for a diverse range of clients including blue chip owner-occupiers, local authorities, property developers, major contractors and private individuals.

ESA projects span masterplanning, offices, residential, retail, heritage, hospitality, interiors, urban design and mixed-use sectors and range in value up to around £130 million.

PLANNING CONSULTANT

JLL Consulting is a leading planning consultancy with experience working with developers, occupiers, land and property owners on all types of developments.

JLLsubmit and successfully negotiate planning permissions for 1000s of projects each year.
From outline and hybrid masterplans to detailed permissions, application expertise ranges from windfarms to tall buildings.

2

CONTEXT

SITE LOCATION

AERIAL VIEWS

INTERVENTION SITE HIGHLIGHTED WITH A RED LINE

The site sits within Watford Business Park and is immediately adjacent, at its north west corner, to the proposed Cassiobridge station on the Croxley Rail Link/ Metropolitan line extension.

The site is occupied in the large by a series of industrial/warehouse buildings currently being used for removals and storage whilst the remainder of the site has been recently cleared.

The surrounding area is varied in character - to the north is the currently disused Croxley Branch Line railway on an embankment, which forms part of the aforementioned proposed Croxley Rail Link.

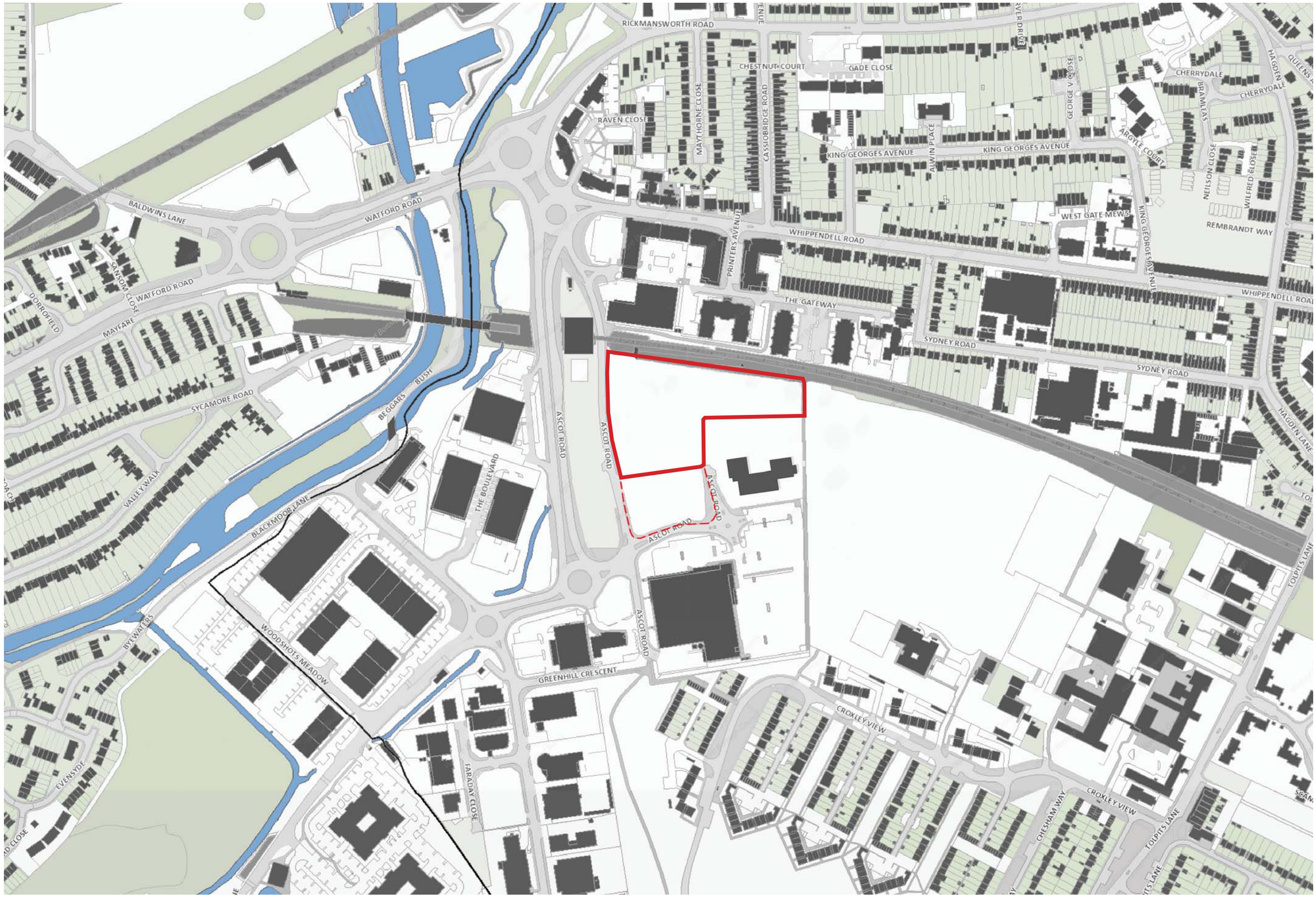
To the north of the railway line is the mixed-use development on the former Sun Printers site, fronting Whippendell Road - this is largely residential in nature and of relatively large scale but there is also a substantial care home, a hotel and small scale retail present. Beyond this is smaller scale more traditional residential areas.

To the east is open space and playing fields associated with Westfield Community College and St Anthony's Primary School. Also to the East is Ascot Road community free school which has recently completed.

To the South is the newly completed Morrisons food store and beyond this is the Croxley View housing estate. To the west and south-west is the Watford Business Park comprising a wide range of commercial and industrial buildings.

The site has no nationally listed buildings within the vicinity of the site and wider Watford Business Park as identified by English Heritage. There is, however, the locally listed former Sun Printer's Clock Tower, which is located to the south of the junction between Ascot Road and Whippendell Road, located outside of development site.

The red line adjacent shows the extent of the masterplan we have considered in the first instance for this exercise however we have also considered initially how a larger site including the southern end could be successfully delivered and also how the site could potentially interact with the 'lozenge' site to the immediate west of the main site, currently earmarked as a car park for the proposed cassiobridge station.



INTERVENTION SITE HIGHLIGHTED WITH A RED LINE - FUTURE DEVELOPMENT SITE DOTTED

OS SITE & CONTEXT MAP

SITE CONTEXT

STRATEGICALLY IMPORTANT CONTEXT DIAGRAM

2.2

LOOKING WEST

LOOKING NORTH

LOOKING EAST

LOOKING SOUTH

AERIAL VIEWS

EXISTING SITE

The site is currently held by Cassiobridge Ltd. A company owned by Orion Land and Leisure Ltd. The site contains warehouses and some office space for a self storage and a pharmacutical company.

Cassiobridge Ltd. having purchased the land on a lease from Watford Borough Council with the aim of developing the site in line with the Croxley View/ Ascot Road Masterplan. The Masterplan outlines the site [S1] as 10 800m2 with the potential for 400 plus new homes.

The proposed Cassiobridge station (planned to be operational by 2020) will provide excellent connectivity to the site and those around it.

The primary proposed use is for residential (C3) floorspace.

POLICY CONTEXT

For the planning policy context, please refer to the accompanying planning statement prepared by JLL.

SOCIO - ECONOMIC CONTEXT

For the full socio-economic breakdown please refer to the accompanying report prepared by JLL.

RAIL NETWORK - UNDERGROUND & OVERGROUND LINES

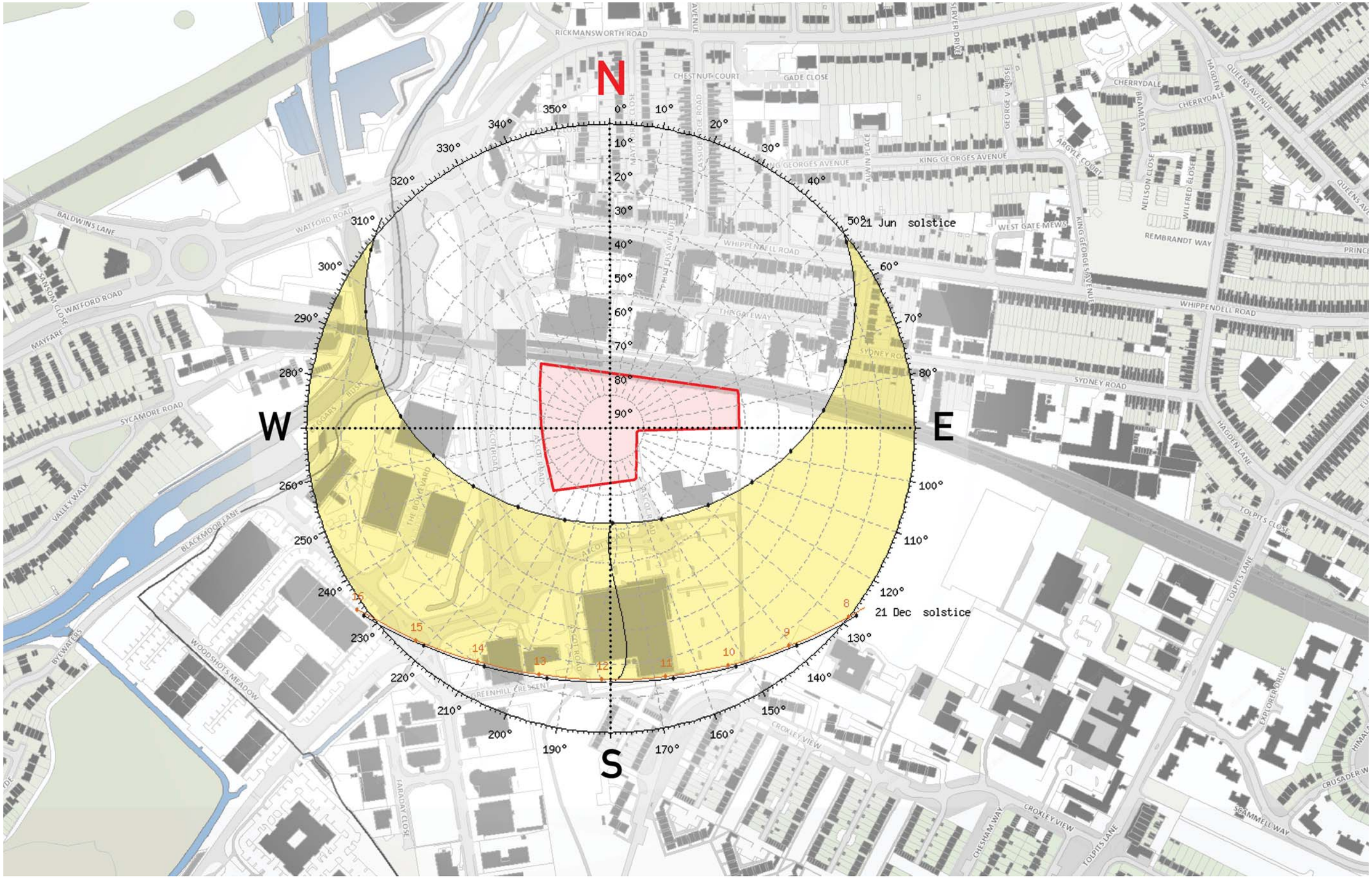
SITE LOCATION

SITE ANALYSIS - RAIL NETWORK CONNECTIONS 2.3

SITE ANALYSIS - WALKING DISTANCES

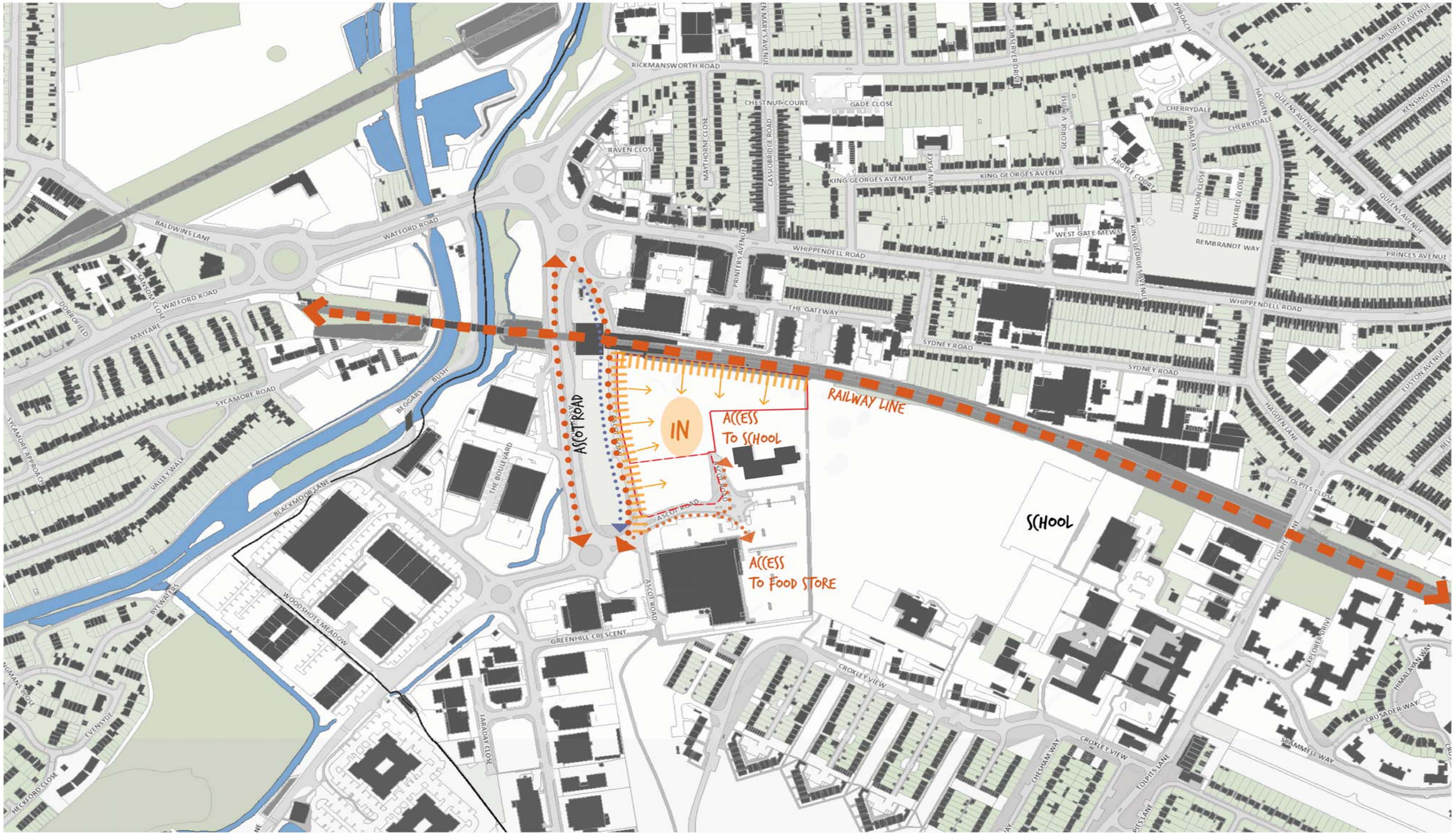
SITE LOCATION

SITE ANALYSIS - WALKING DISTANCES



SUNPATH DIAGRAM

SITE LOCATION

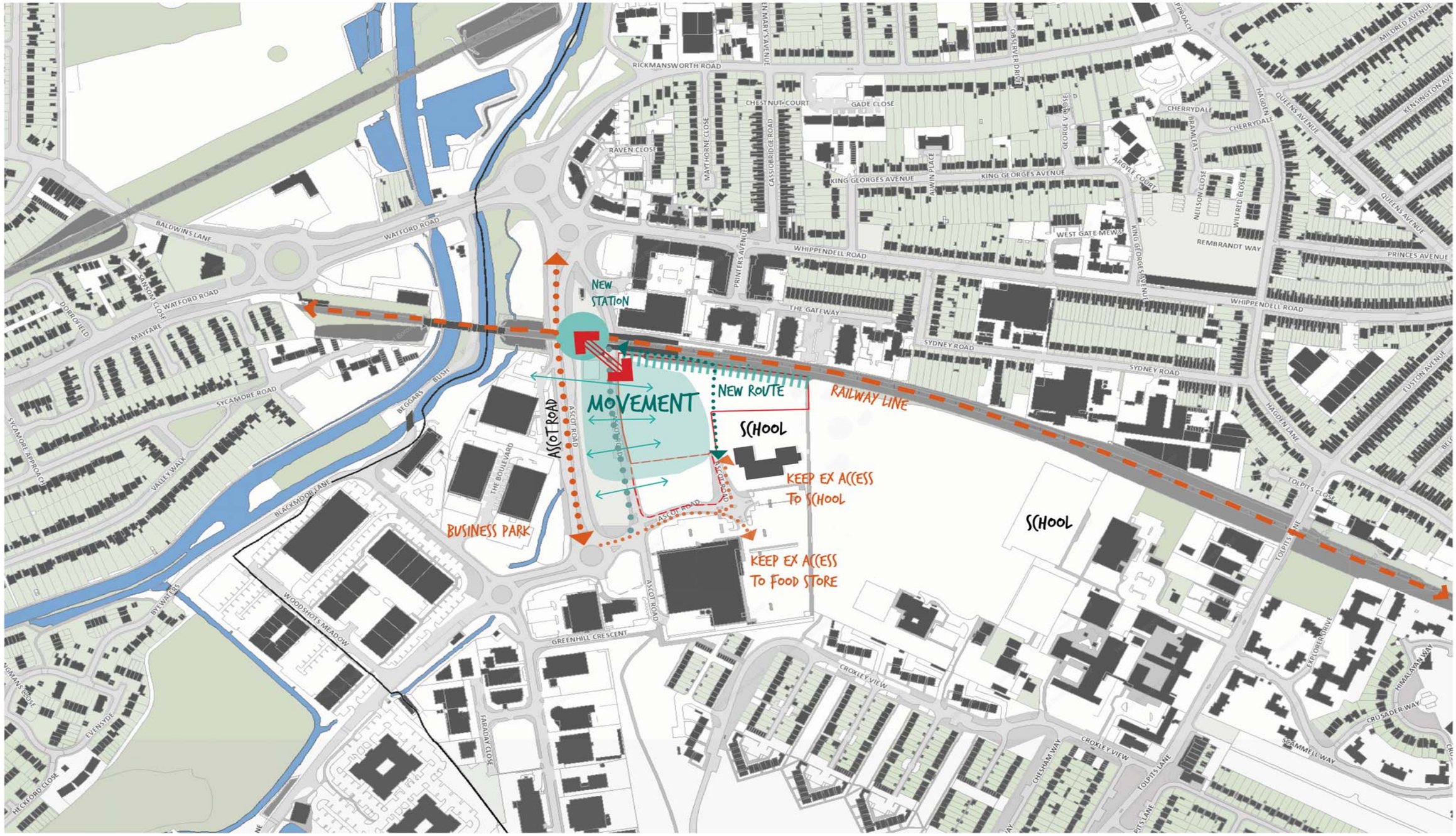


SITE ANALYSIS - EXISTING ACCESS AND VEHICULAR CONSTRAINTS

RAILWAY LINE
VEHICULAR ROUTE
CYCLING ROUTE
STRONG EDGE

Current constraints turn the site inwards, ISOLATED and giving its back to Ascot Road
NO PERMEABILITY or connection points with the surroundings

DIAGRAMS - SITE CONSTRAINTS - CONTEXT ACCESS



SITE ANALYSIS - PROPOSED ACCESS AND VEHICULAR+PEDESTRIAN ROUTES

- RAILWAY LINE
- VEHICULAR MAIN ROUTE
- PROPOSED SHARED SURFACE
- NEW VECHICULAR ROUTE THROUGH SITE, IN ORDER TO IMPROVE THE ACCESS, FLOW AND PERMEABILITY
- NEW CONNECTIONS WITH SURROUNDINGS PROPOSED TO CREATE PERMEABILITY
- NEW STATION CASSIOBRIDGE AS CENTRAL STRATEGIC CONNECTING POINT TO NORTH
- NEW MAIN AXIS AND ACCESSES

Permeability / new connections with surroundings as key driver for the proposal.
A better and improved access creates a connection and sense of belonging with the context - it is not isolated and dovetails with the adjacent buildings/areas.

DIAGRAMS - SITE CONSTRAINTS - CONTEXT ROUTES

2.3