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### Revision History

| Rev. | Description | By  | Date     |
|------|-------------|-----|----------|
| 00   | CBC meeting | ANE | 05.05.20 |

This document has been designed to be a record of key objectives, decisions and outcomes from each stage of the RIBA Plan of Work, building to provide you with a complete narrative of the life of your project.

**RIBA STAGE 2**  
Concept Design

**KELVEDON. RD.**  
CONCEPT DESIGN

MARDEN HOMES LTD.

15.10.20 1432

**200.0**

www.daparchitecture.co.uk



Fig 2.01 - Existing Site Sketch

## 2.1 PROGRAMME

### CLIENT'S BRIEF

Marden Homes have instructed DAP Architecture to create a high quality residential development of circa 150 units, with appropriate landscaping at the proposed 5.15 hectare site along Kelvedon Road, Tiptree.

### DESIGN AIMS

The development aims to be low to mid density, with approx 30 dwellings per hectare.

Similarly, the design aims to inject character back into the north western end of Kelvedon Road. Currently there is a poor mix of architectural styles, along both Kelvedon Road and Oak Road.

The layout of the site needs to have the potential to link to the Neighbourhood plan's master plan for the surrounding area. This vehicular transport link will extend from the entrance on the north western boundary, through to the south west edge.

However, pedestrian scale is also an essential requirement of the Neighbourhood plan for Tiptree. So pedestrian links will precedence in the design of the site, as this is a more sustainable mode of movement; encouraging people to walk, cycle or use public transport to access the local facilities.

In order for the site to have ease of use, there will need be provided by a road hierarchy, continuity of frontage and visual focal points.

The scheme must promote high quality and inclusive design to make a better place for residents and visitors.

Creating a locally distinctive, people friendly area which has taken precedent from the local heritage assets will assist in achieving this level of quality.

Selection of award-winning precedents, thorough knowledge and application of the Essex Design will further add to the quality of the design giving it natural surveillance, built character, injected with a fresh visual interest.

### SUMMARY OF KEY REQUIREMENTS:

- circa 150 homes
- low density
- roundabout at access point
- potential to link to local masterplan
- refined character areas
- clear street hierarchy
- landscape driven design
- green corridors for foot and cycle paths
- retention of green spaces
- retention of TPOs



## 2.1 PROGRAMME

### TIPTREE NEIGHBOURHOOD PLAN

- Sufficient off-road parking
- Front gardens
- Varied housing densities and styles
- New developments should integrate green 'corridors' for foot and cycle paths, and wildlife.
- Provide a mix of dwelling sizes in accordance with **Policy TIPO5**
- 0.27Ha is provided as green space for community use
- Pedestrian and cycle access into surrounding housing estates, towards the village centre and towards Perrywood Garden Centre is provided.

### ESSEX DESIGN GUIDE

Advised requirements for schemes of a density higher than 20 dwellings per hectare.

### CONTINUITY OF FRONTAGE

- Continuity of **built frontage** is desirable as it **encloses spaces** and creates continuous pedestrian routes.
- Joining a high proportion of dwellings to each other in terraces can create a powerful continuous frontage. This need not mean suppression of the individuality of each dwelling
- Terraces offer improved insulation and are therefore energy efficient.

### PEDESTRIAN SCALE

- To **encourage walking** and to create spaces in which people feel comfortable, any publicly accessible spaces must be visually satisfactory to the pedestrian.
- Sufficient visual interest to engage the eye.
  - i) Changes of frontage-widths and building lines.
  - ii) The surface textures of facing materials.

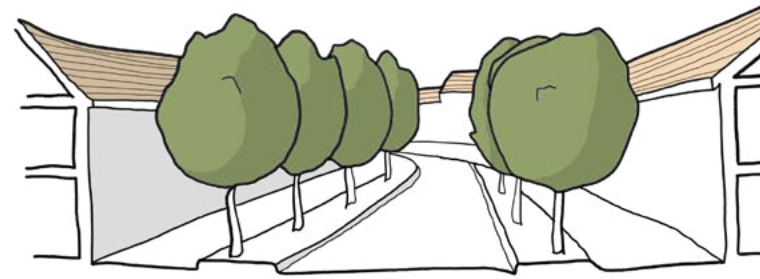


Fig 2.11 - EDG street example



Fig 2.12 - EDG retaining street scale



Fig 2.13 - Mix of storey heights

- iii) Window and door types.
- iiii) Features such as gables, projecting wings, bays etc.
- iv) A varied skyline incorporating chimneys and dormers.

- Limiting visual length by taller terminal building
- Limiting visual length by curve in street

### USE OF LANDSCAPING IN URBAN SPACES

- Trees and hedges can be used as part of the built frontages
- Used as a centre point to punctuate and reinforce the character of a space

### MODELLING

- The three dimensional modelling of buildings by set-backs, projecting bays or gables should be manipulated in order to play a deliberate role in the street scene
- Insertion of three-storey element adds variety - apartments block inserted among house dwellings
- Balance in design through proportioned elevations

### RESIDENTIAL USER REQUIREMENTS

- Layout to meet **national** and local **planning policies** and design guidance
- To meet or exceed NDSS housing standards
- To provide sustainable, well-ventilated and efficient new homes to provide a healthy living environment
- To provide an inclusive development that gives access to all users no matter their capability
- To provide well designed private and shared amenity for residents and visitors to enjoy safely and securely



Fig 2.14 - Fenestration flexibility



Fig 2.15 - Tree as part of frontage



Fig 2.16 - EDG garden frontage

## 2.2 DESIGN EVOLUTION

### MASTERPLAN PROCESS

In order to set out the masterplan it is essential to establish the following:

- A vision/aspiration for the site
- Key access points
- Sustainable high-quality design and layout principles
- Infrastructure
- Relationship between the site and other adjacent land uses
- Landscape and heritage assets
- Other relevant matters

### GREEN INFRASTRUCTURE/DRAINAGE

A key aspect for this proposal is to have a landscaped development that responds to the existing landforms. Resulting in the creation of high quality green infrastructure.

The existing trees are to be retained due to TPO status, but this will help to create connectivity throughout the site, and help to soften impact of development along the boundaries, while acting as an ecological corridor through the centre of the site.

Furthermore it will mean retention of the existing ecosystems. Potential for SuDS features along the south eastern boundary, where the land naturally slopes in that direction.

### ACCESSIBILITY / CONNECTIVITY

The site will be served by one access point from Kelvedon Road.

A boulevard style road is proposed through the centre of the site, giving potential for links to potential new links beyond the site boundary. Then branching off of the main road will be 5.5 access roads and shared surface areas.

Meanwhile pedestrian and cycle routes will link up the roads in between development, while also linking to the PRow.

### BUILT FRONTAGES / OUTLOOK

Good street frontages provide high levels of surveillance and security to the principle access route and public open-spaces. Making the development feel safer and more pedestrian friendly.

Furthermore, retaining the street frontage of Kelvedon Road, while providing key focal buildings throughout the site will help to give a clearer pedestrian scale.



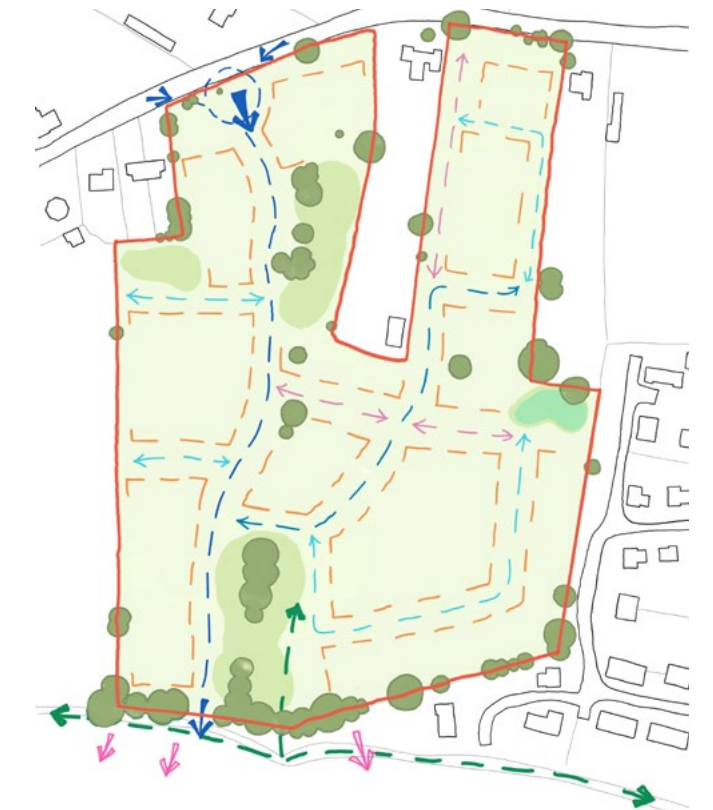
GREEN INFRASTRUCTURE / DRAINAGE



ACCESSIBILITY / CONNECTIVITY



BUILT FRONTAGES / OUTLOOK



## 2.3 DESIGN TYPOLOGY

Key features of the masterplan and the proposed development will include the following; a boulevard style road, open-spaces and a well refined design for the relationship between the proposed development and the existing new development at Grange Road.

### BOULEVARD

A boulevard road is traditionally the wide main road running through a site with allocated space for both pedestrian and vehicular use, which employs a combination of landscape and buildings.

- Creating and enclosing spaces by trees and hedges
- Locating garages to the rear of residences
- Abundant tree-planting.
- Green spaces become natural buffer

### GREEN/OPEN SPACES

Open spaces are a key aspect of any site, creating outdoor community spaces. It will be landscaped to provide an attractive site feature plus usable children's play space to be shared by all residents and the local community.

- Pedestrian orientated
- Spaces for all ages
- Safe and welcoming
- Inclusive access

### RELATIONSHIP WITH NEIGHBOURING DEVELOPMENT

It is key that the boundary line, does not feel like a literal boundary between the sites upon completion.

- Soft pedestrian links between developments
- Dwellings front pedestrian link which runs parallel to road in neighbouring site
- Character area match - house types reflect similar style to neighbouring development



Fig 2.31 - Site masterplan evolution.

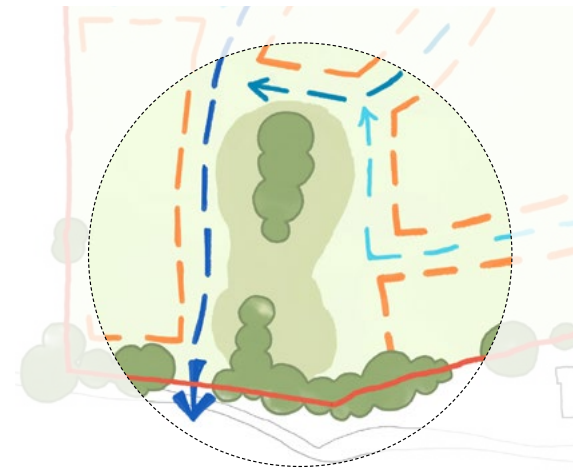


Fig 2.32 - Green space.



Fig 2.33 - Relationship between sites.

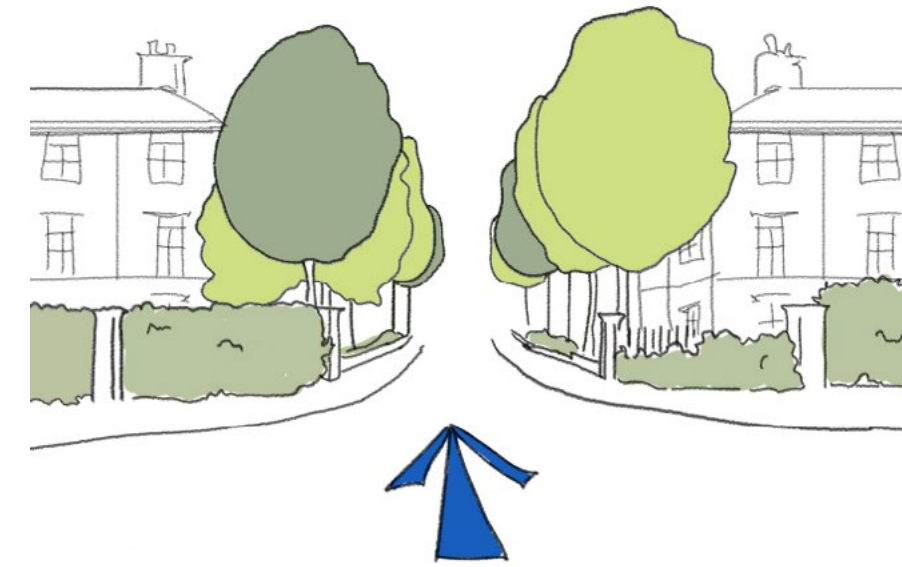


Fig 2.31 - Boulevard entrance

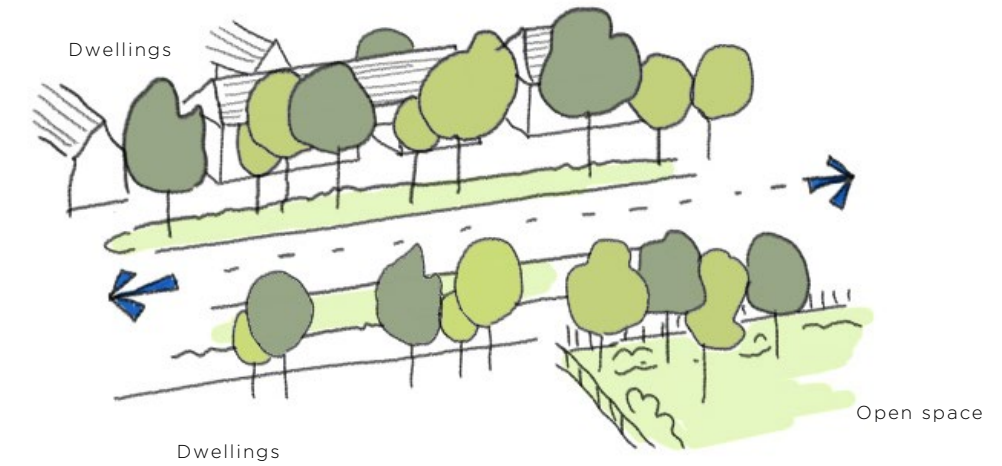


Fig 2.32 - Boulevard street, alongside open space.



Fig 2.33 - Relationship between site.

## 2.4

# CONCEPT MASTERPLAN

### DESIGN DEVELOPMENT

#### AMOUNT

Aim is to create a sustainable development, close to local amenities and public transport links within landscaped setting. In order to not over saturate the site density will be below 25 dph. A range of unique housing typologies will meet local need and vary for creation of some character areas within the site.

#### LAYOUT

Layout should be clearly established and permeable to enhance the character of the site and improve the surrounding context and neighbouring development. Creation of three or four main character areas, so the site is divided up and easier to navigate.

Orientation of dwellings ensures adequate levels of daylight + privacy.

#### ACCESS + PARKING

Improved network of cycle and footpath links in and around the site, linking to existing routes. Making use of the direct link to the Public Right of Way which passes the south east boundary of the site.

Site movement will be orientated in such a manner that encourages pedestrian movement by foot or bicycle.

Proposal of one main, previously approved vehicular access point; proposal of a roundabout upon entrance.

On-plot parking behind or beside principal building frontages to minimise impact on public realm. Apartments served by small parking courts, overlooked with high levels of natural surveillance.

#### AMENITY

To create a landscape-led development, retaining the registered TPOs appropriate existing vegetation and potential existing ecological habitats. Green corridors through the site and pedestrian links to encourage walking and cycling.

Informal children's play space for social interaction, and open green spaces for public use, passively overlooked.

Vegetation to also form natural buffers from sound or overlooking from neighbouring properties.





## 2.5 CHARACTER AREA 1

This character area is key as it will form the main entrance to the site. It will be a key architectural point for establishing the character of the site as a whole, while also aiming to re-establish an architectural character along Kelvedon Road.

A boulevard style road is proposed, with trees running parallel on both sides of the road; creating clear site lines, sheltering the dwellings facing the road, and protecting pedestrians, by forming a buffer between the road and the shared pedestrian links.

Proposal to retain the registered TPOs, only removal of poor quality trees where necessary but reintroduction of better quality new trees will mitigate the site impact.

### PRECEDENT: St. Luke's Park

Located in Runwell, Essex. This Countryside development consists 575 new dwellings and received a Housing Excellence Awards "Highly Commended" in 2019. The new homes make effective use of the site's heritage and landscape has enabled modern housing to be incorporated into a site where the landscape has established the framework for development.



Fig 2.51 - House type precedent - St Luke's Park



Fig 2.52 - Main entrance road St Luke's Park



Fig 2.53 - Indicative illustrative sketch for character area 1



Fig 2.54 - Indicative material palette.

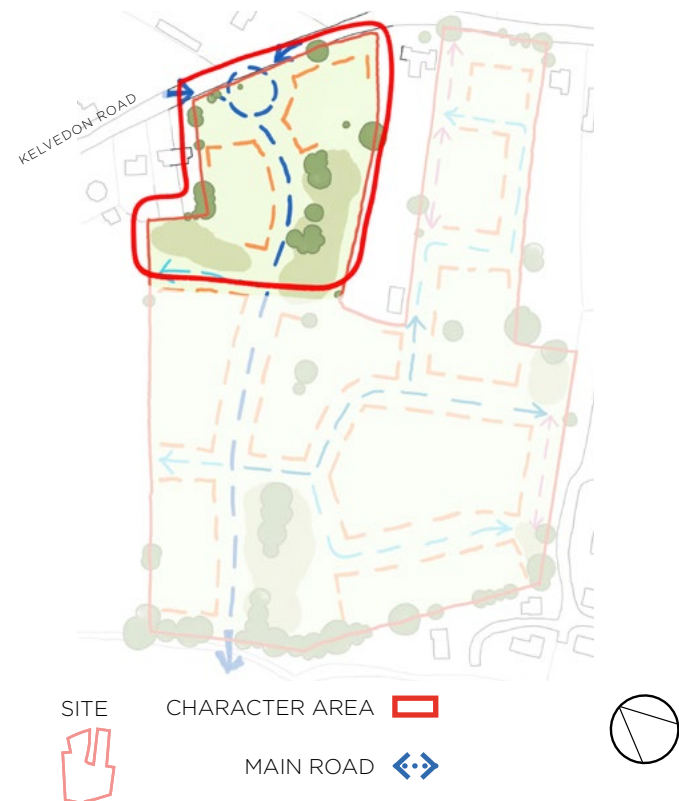


Fig 2.55 - Images of St Luke's Park

## 2.6 CHARACTER AREA 2

This area will also front Kelvedon Road. It will be another key area for aiming to re-establish architectural character. Three main dwellings will front Kelvedon Road. With pedestrian access running through from the site and the rear of these houses to Kelvedon Road.

The area will be low density, with larger bed dwellings and a more green orientated area. Scheme ideas revolve around a arcadia style area. A combination of shared surface roads, and pedestrian links will soften the relationship between built and landscaping.

The relationship with The Gables is imperative within this character area. In this character area the design aim is to prevent overlooking, retain the privacy of The Gables, and soften the relationship between the two sites.

PRECEDENT: Swale Mews

Located in Thundersley, Essex, a previous development by DAP Architecture, bespoke uniquely designed dwelling houses.



Fig 2.61 - House type precedent - Swale Mews



Fig 2.62 - House type precedent - Swale Mews



Fig 2.63 - Indicative illustrative sketch for character area 2



Fig 2.64 - Indicative material palette.

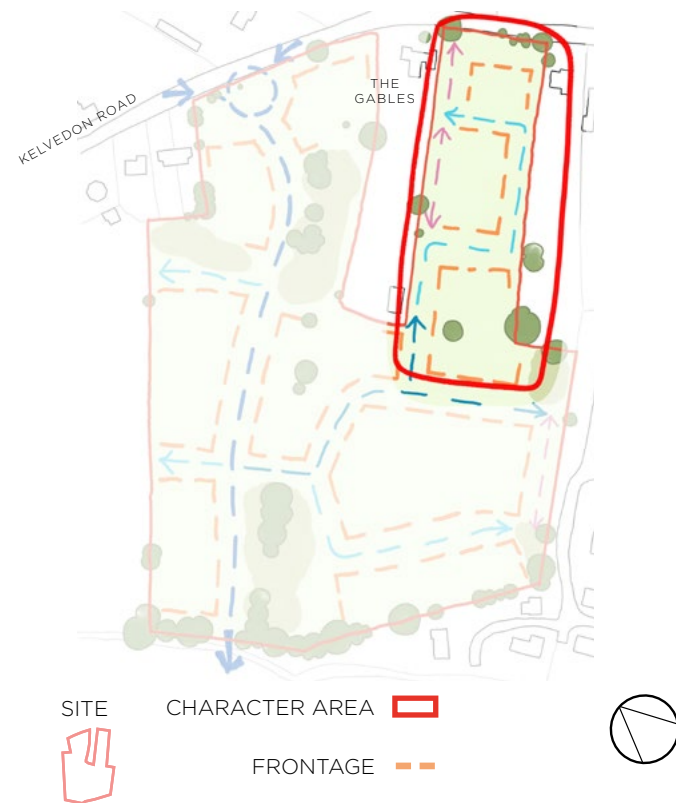


Fig 2.65 - Images of Swale Mews

## 2.7 CHARACTER AREA 3

This area located to rear of the site, and will be predominantly in a courtyard form, taking precedent from bespoke schemes such as the Avenue, with a more traditional than contemporary approach.

PRECEDENT: The Avenue

The Avenue, located in Saffron Walden, this scheme won the East RIBA Regional Awards in 2016. Its described as being the best of new housing developments at the time due to: a committed client, a skilled architect, and a site with a mature landscape. Setting out to retain as many of the trees as possible, the team created a striking lime avenue at the heart of the scheme that forms a well used public route through the development.



Fig 2.71 - House type precedent - The Avenue



Fig 2.72 - House type precedent - St Luke's Park

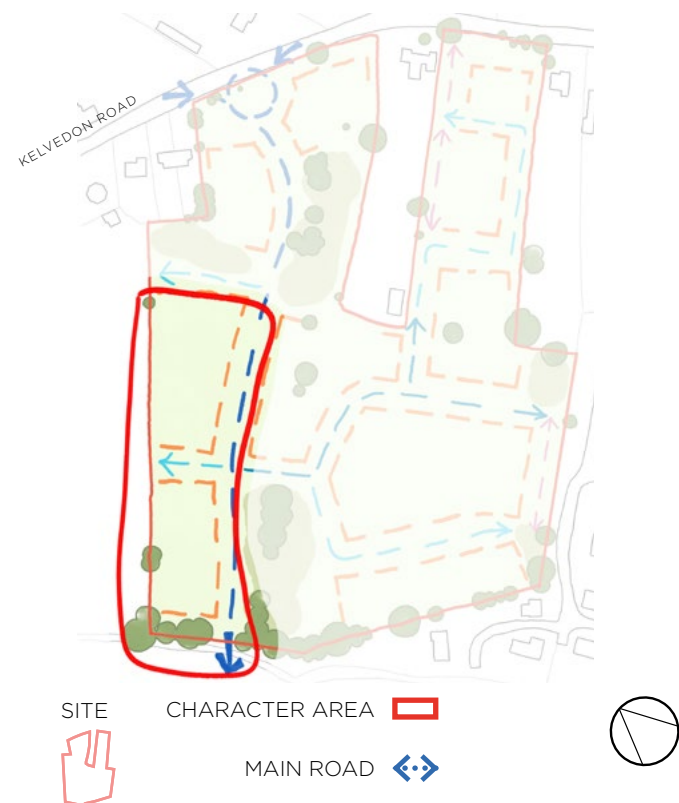


Fig 2.73 - Indicative illustrative sketch for character area 3



Fig 2.74 - Indicative material palette.



Fig 2.75 - Images of St Luke's Park



Fig 2.75 - Images of The Avenue



## 2.8 CHARACTER AREA 4

This character area forms an important connection between the recent development to the south at Grange Road.

This will be the higher density area. The site is characterised by shared surface roads, so there will be lower road speeds, making it a more pedestrian central area.

It borders onto the main open space, where there is the potential to have a leap, combined with the pedestrian friendly area, this will make it a more family orientated area on the site. The open space will also be a key area for the retention of existing trees, and ecosystems. Meanwhile, this will be a great area to add the existing quality of vegetation.

### PRECEDENT: St Luke's Park/Local Context

This character area will acknowledge the immediate character of the area with materiality to reflect that of the Water Tower that stands to the North of the site.

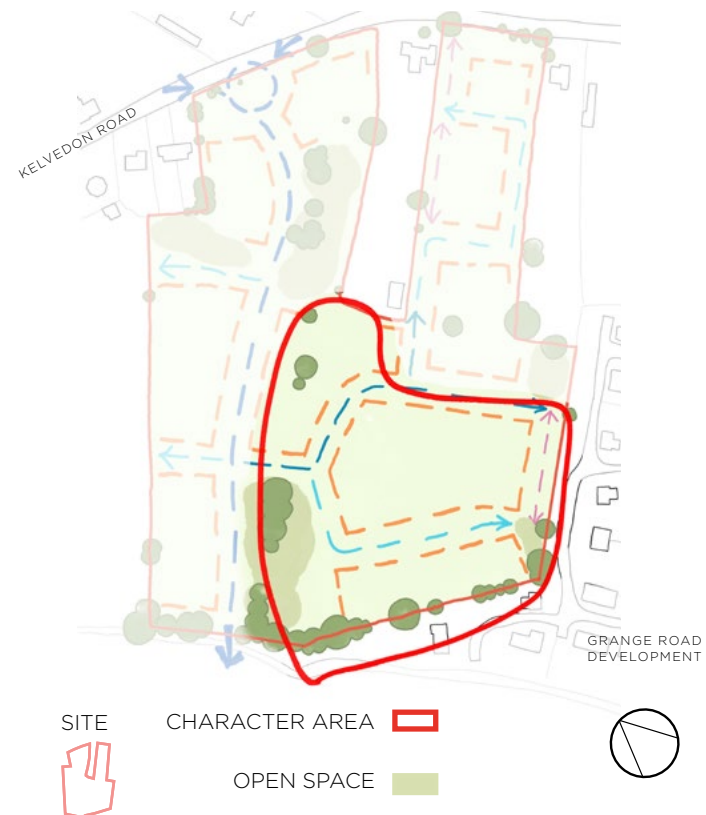


Fig 2.81 - House type precedent - St Luke's Park



Fig 2.82 - House type precedent - Water Tower



Fig 2.83 - Indicative illustrative sketch for character area 4



Fig 2.84 - Indicative material palette.



Fig 2.85 - Images of St Luke's Park



Fig 2.86 - Section sketch of Kelvedon Road

## 2.9

## DESIGN STYLES

The key factor noted in the site analysis docs is the lack of architectural character in the immediate area of Kelvedon Road, therefore the design intent will focus on making it a well designed traditional style scheme.

### APPEARANCE

The proposal at Kelvedon Road will be an attractive traditional style development in-keeping with local vernacular while having individual sense of place and character.

A high-quality material palette will respects local character while being robust, easily maintainable and will age gracefully.

### LOCAL MATERIAL PALETTE

The surrounding character varies greatly in both architectural style and scale and massing with a range of building typologies. Tiptree's heritage assets predominately consists of soft coloured render and red brickwork with red roof tiles.

The investigation into a suitable material palette will play an important part of the design process, whereby samples of different types of brick and cladding finishes will be ordered to ensure the chosen materials will complement the local area

The aim of the scheme is to inject character back into the local area. This will be achieved by;

- Taking precedence from the local heritage assets
- Having a traditional material palette
- Designing house types with features such as porches and chimneys



Fig 2.91 - Hill Farm, Kelvedon Road.



Fig 2.92 - Tiptree Cottage.



Fig 2.93 - Illustrative studies of chimneys.



Fig 2.94 - DAP House Types from previous schemes.



Fig 2.95 - Site wide proposed material palettes.

## 2.10

## DESIGN DEVELOPMENT

### AMOUNT

This proposal was a mix of units ranging from 1 bed apartments to 5 bed houses, with a total of 165 no. dwellings:

- 8 no. 1 bed flats
- 42 no. 2b flats
- 71 no. 3 bed dwellings
- 41 no. 4 bed dwellings
- 3 no. 5 bed dwellings

The site was at a density of 32 dph, due to the high number of flats on the site.

### LAYOUT

It was felt the layout was permeable, with clear character areas, and optimum orientation of dwellings for natural lighting and privacy.

Two areas of flats were proposed, one set at the front, and one to the rear forming key focal points at both the entrance and rear of the site. The style intent was for these blocks to externally appear as two storey terraced dwellings, with parking hidden to the rear.

### AMENITY

All registered TPOs were retained and two open-spaces were proposed, with green corridors through the site and pedestrian links to encourage walking and cycling.

### COLCHESTER BOROUGH COUNCIL - CONSULTATION

Following a scheme consultation the feedback from the council concluded that the site was over saturated and a lower density of housing would be preferable.

Concern was raised over the north east edge of the site and the potentially poor relationship with the remaining dwelling at The Gables, due to the lack of vegetation buffering the boundary.



## 2.10

## DESIGN DEVELOPMENT

### AMOUNT

This proposal was similarly a mix of units ranging from 1 bed apartments to 5 bed houses, with a reduced total of 130 no. dwellings:

- 7 no. 1 bed flats
- 18 no. 2b flats
- 57 no. 3 bed dwellings
- 44 no. 4 bed dwellings
- 4 no. 5 bed dwellings

This site proposal has a much lower density of 25 dph.

### FOLLOWING CONSULTATION

After conversation with Colchester Borough Council, the site density was further reduced, creating a more permeable layout and softer architectural treatment to the entrance of the site.

The north eastern edge of the site was completely redesigned in terms of both layout and architectural style, in order to create a particularly low dense character area, with a more rural feel, due to its proximity to the dwelling at The Gables, this will also add to pedestrian movement and encouragement through that area of the site.

### LAYOUT

Flats are proposed in close proximity to the open-space in order to provide direct access to the public amenity space for the residents here, it will also result in increased natural over-looking of the open space - making it more secure and child-friendly location.

The style intent remains for the flats to reflect two storey terraced dwellings, with parking hidden to the rear.

### AMENITY

All registered TPOs were retained and two open-spaces were proposed, with green corridors through the site and pedestrian links to encourage walking and cycling.



## IMAGE REFERENCES

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Fig. ?? Fig?? PRECEDENTS - Berryfields Tiptree  
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