

### 3. Initial Design

#### 3.2 Design Considerations

The proposed scheme will accord with specific operational requirements and aspirations. Key elements of a care home consist of the following:

- A safe and secure environment
- Specialist design to assist with both the living experience and care of the residents, as well as assisting carers provide the required level of care
- Individual bedrooms with accessible en-suites
- A variety of day-spaces, cafe, cinema, hairdressers, which are light and bright spaces for residents and visitors
- Direct access to Landscaped safe external spaces

In addition to incorporating the above elements, the design of the home also includes design to assist in creating dementia friendly environments.

This includes:

- Obvious entrance with clear way finding throughout the home and site
- Discrete staff servicing area
- Staggered bedroom doors where possible
- Multiple day-spaces to provide residents with choice, as many as possible being linked with external space
- Destinations provided at the ends of corridors
- Low level cills to allow views out from a seated or lying position
- An assisted bathroom to each care group

The design intent is to create a relaxing and easily recognisable environment through the avoidance of strong symmetry and repetition and restraining building proportions to maintain a domestic scale.

The design introduces new simple contrasting forms to create the impression of contemporary extensions providing well day-lit communal spaces.

The terraced areas are regarded as important spaces providing access to fresh air, garden spaces and views of the gardens, reinforcing the sense of place for residents.



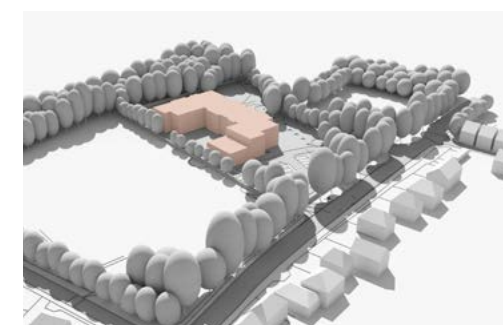
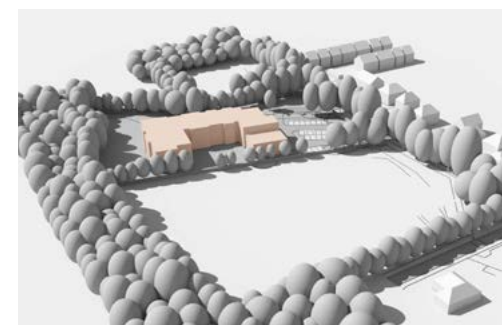
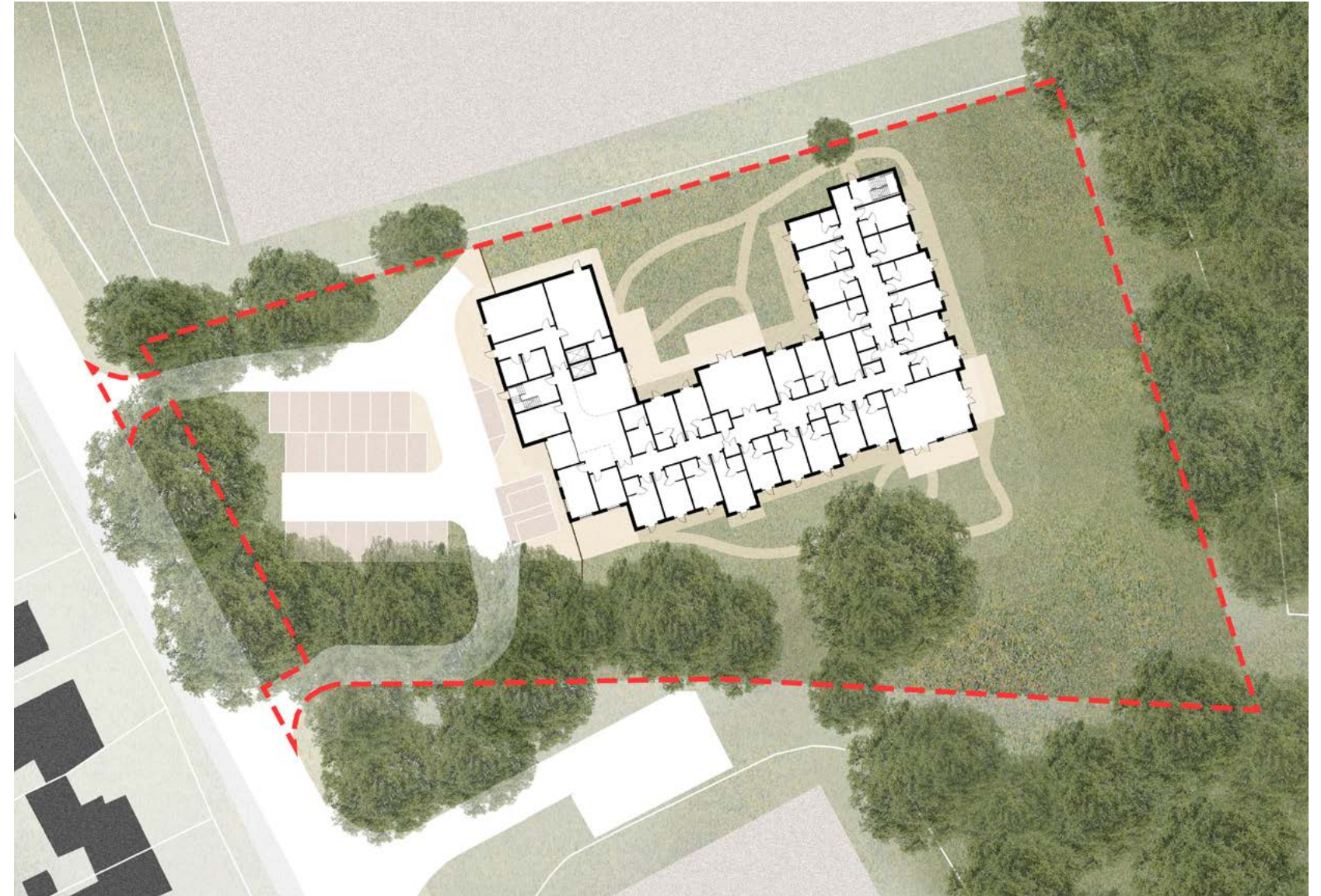
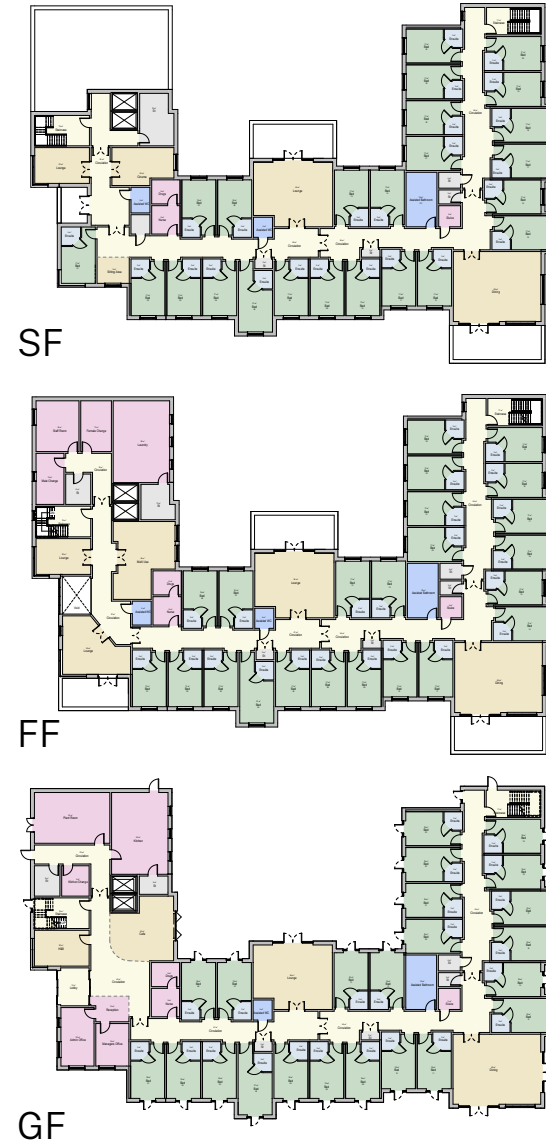
# 3. Initial Design

## 3.3 First Pre App

Within the first pre app submission the 70 bed room care home, was proposed in a 'U' shape providing a north facing courtyard. This provided a set back from the northern most reservoir due to the unsightly ground level views of the retaining wall.

Bedrooms were distributed through the home over the 3 floors of accommodation and the necessary services stacked to the north western corner of the home.

A front courtyard of parking was suggested with 24 parking bays of which 2 were accessible. A service bay was proposed adjacent to the service entrance.



### 3. Initial Design

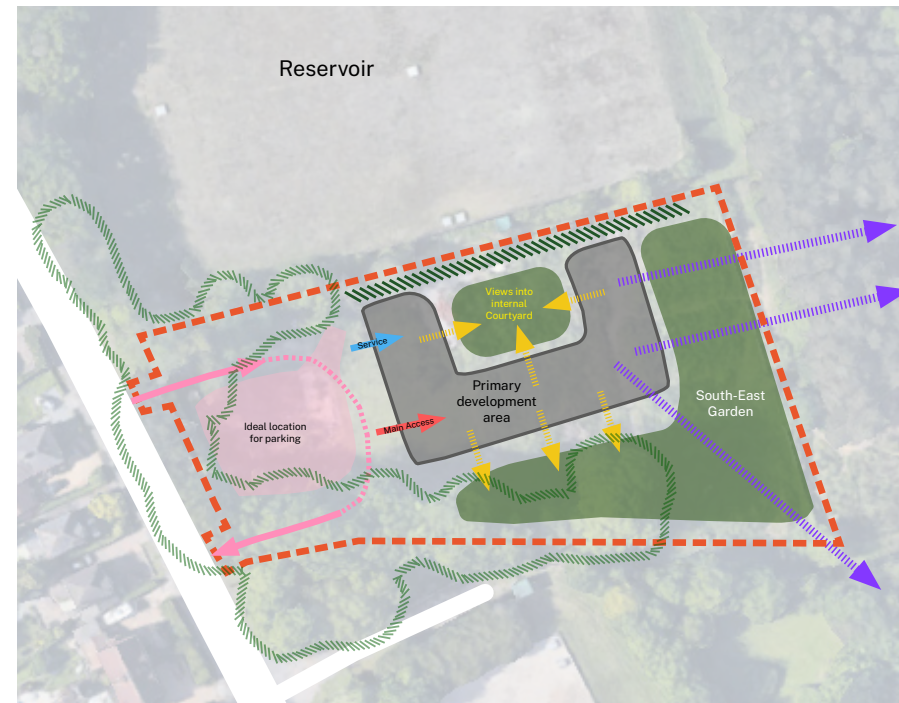
#### 3.4 Early design and Design Review Panel comments

The scheme was presented to the Design Review on the 14th December 2021 via a Teams meeting. The general comments during the meeting were received with a positive tone. A number of design suggestions were also made to the scheme which assisted how the scheme could move forwards.

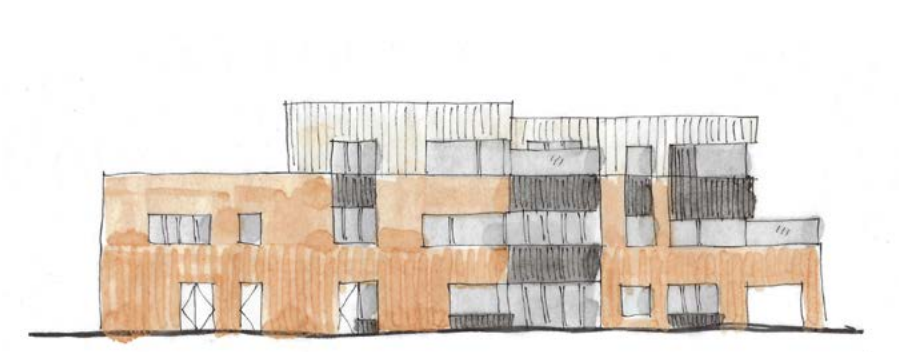
Comments received were as followed:

- Why it had been chosen to face the central courtyard to the north? Whilst the concerns of not wishing to have resident's rooms facing the retaining wall/bank of the neighbouring reservoir to the north were understood, the potential benefits of facing the courtyard to the south or east towards the woodland would allow for a much more attractive outlook, better connection with the landscaped gardens and views to the south-east, as well as providing more sunlight to both the courtyard and internal communal spaces.
- It was questioned whether each E-W facing wing needed to be the same length. There may be scope for the eastern wing to be longer, which would respond to the shape of the site and take more advantage of E-W views
- In terms of sustainability, the site's orientation and flat roof form allows for roof mounted PV's and plant, however, care needs to be taken to ensure that features such as parapets are included so as to prevent such equipment detracting from the appearance of the building.
- The general form of the building was considered appropriate, given there is no overriding character to respond to. The strong horizontal forms and hierarchy were welcomed, and it was advised that the design should be kept simple, so as to ensure these strong features are not diluted by trying to introduce too much variety. However, the design did appear to be perhaps too urban for a site that has more of an edge of woodland character. Perhaps a little element of asymmetry in the plan form and perhaps 'woody or naturalistic' materials might help to better 'root' the proposal to the site.

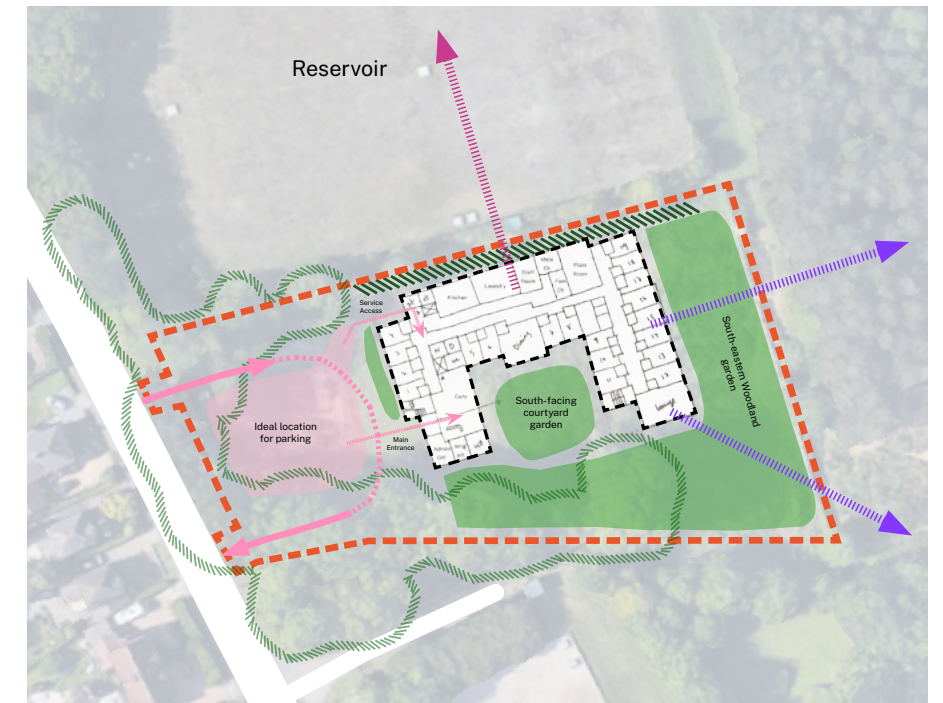
Overall, the Panel had no objection to the general scale of the building or its more contemporary appearance. However, it was suggested that further thought on the position of the central courtyard be undertaken, even if it is just a simple case of handing the existing building although placing ancillary facilities and services along the northern edge at ground floor level may be a better solution which provides more scope for bedrooms to make the most of available views.



Early design layout - North-facing courtyard



Early front elevation sketch -  
Back of house to the front (Solid wall, no windows) and urban/industrial material combination



Proposed design layout after comments from RDP - South-facing courtyard and Services and ancillary facilities located parallel to northern boundary.



Front elevation sketch after comments from RDP -  
Bedrooms to the front (residents' windows) and earthy-toned material palette for a calm and natural feeling

### 3. Initial Design

#### 3.5 Design Layout

The previously identified constraints and opportunities provide a framework for identifying potential development across the site. These are usefully identified in order:

1. After reviewing trees position and existing site accesses, best option is to utilise a one-way system in and out that provides safe access and egress to Moorhill Road without compromising or impacting upon important trees. As such, it is logical to set aside space to the South West of the site to provide parking, vehicular circulation and service loading bay.
2. There are very good opportunities for gardens and day spaces to the South and East of the site, these locations will enjoy good views across the woods and sunlight.
3. To avoid main views into the reservoir to the North of the site an U-shape footprint is proposed, with south-facing bedrooms, day spaces and end-of-wings terraces. In ground floor, back of house is located along the northern boundary.

These ideas are expressed diagrammatically to the right of this page and are the basis for the best location of the proposed building.

##### KEY

- Site boundary line
- ||||| Long views to the North from upper floors of the building
- ||||| Long views from the buildings across the woods
- ||||| Proposed landscape screening along northern boundary
- > Proposed vehicular circulation



Design Layout

Not to scale. Imagery from Google Maps



### 3. Initial Design

#### 3.6.1 Amended Pre App

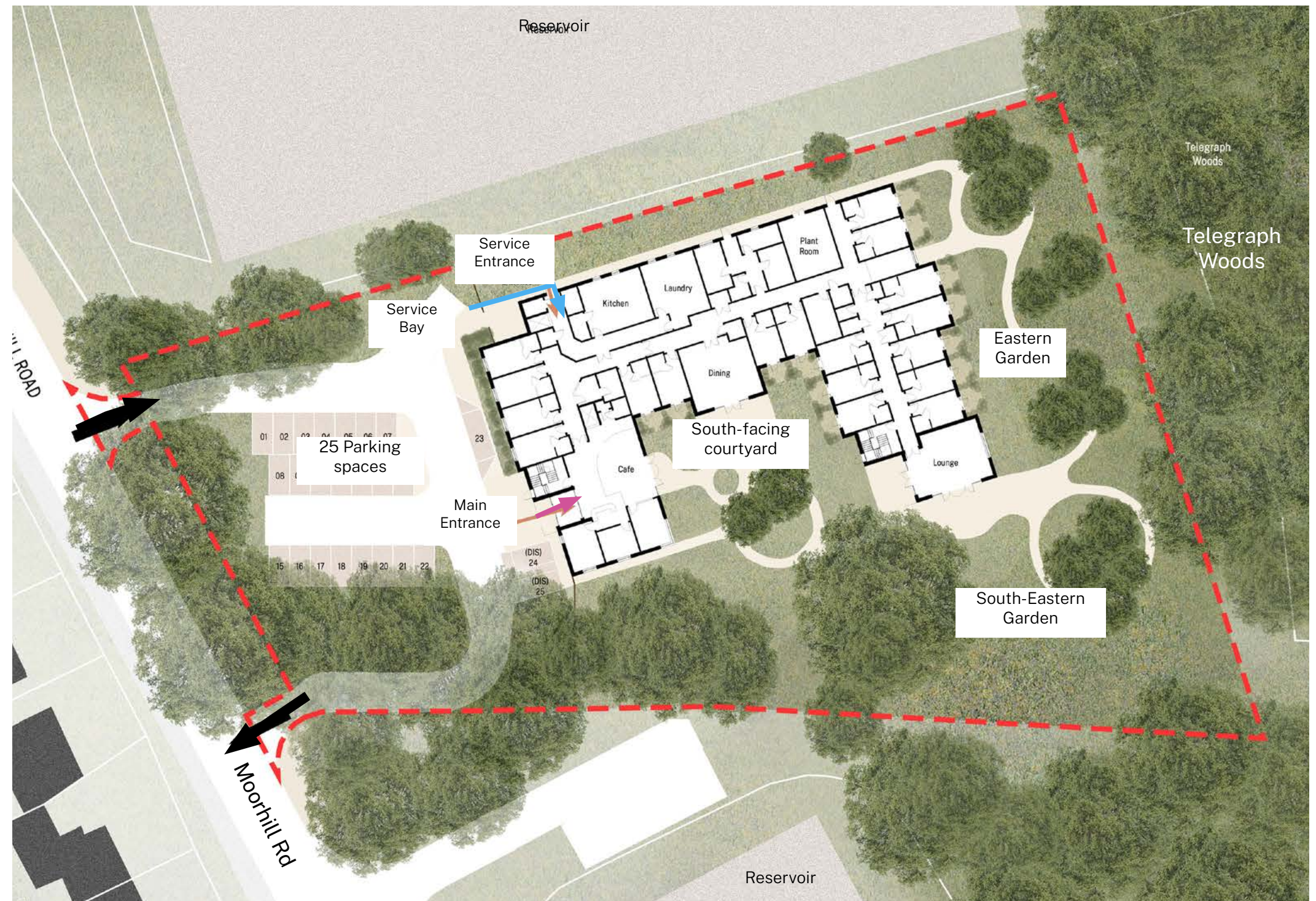
The updated proposal was re issued to the local planning authority for further comment and was also accompanied with further information on the ecological assessment of the site as well as a statement with regards to the Landscape visual impact assessment.

The principles of design and landscape were summarised by the Council's Landscape Officer below,

"As the design work evolved I suggest the Landscape and Visual Appraisal could usefully further address the proposed development in terms of it's potential effects upon the Landscape and Townscape Character in this location. The development is on the edge of the settlement and the townscape context is broadly that of a village edge, providing an appropriate interface with the settlement gap. An important aspect of the landscape/townscape character is the style and scale of existing development, and the balance between the natural and built form, which gives this location it's definitive village edge character.

The contemporary style of the proposed building in combination with it's scale, as well as the extent of frontage parking has potential to have an urbanising effect. However, recognising this provides the opportunity to evolve mitigation into the design as work progresses.

The proposed building is set well back into the site allowing the maintenance and enhancement of the existing wooded setting. The proposal for an improved boundary treatment is welcomed. An ideal solution would be to use a parkland style low wall and railings as shown in the example images on the following page, as this would have stronger spatial presence than railings alone. However there may be root protection area constraints that prohibit the construction of a wall and this is noted.



### 3. Initial Design

#### 3.6.2 Amended Pre App Cont.

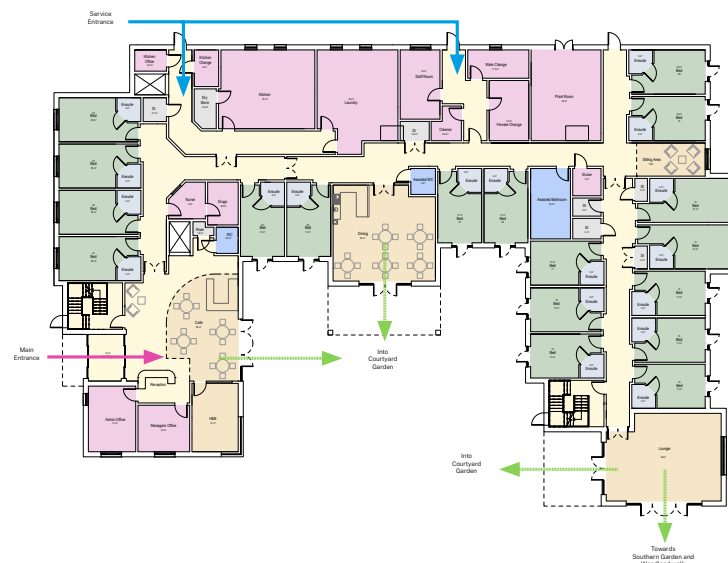
The boundary and setting to Moorhill Road will be important in reflecting the edge of village character present in this location. The views of the building from this location need to be managed in order for the proposals to fit within the existing character. This can be achieved by ensuring that a good balance between the natural setting and built form is achieved. The existing retained trees should be enhanced with additional native planting including the creation of a understorey. It is likely that summer views will achieve a good degree of filtering.

Winter views would benefit from the introduction of some evergreens into the boundary, either as specimen trees or as part of an understorey. Holly and yew could be useful; and given the setting of Telegraph Wood there is an opportunity to use conifers as occasional or specimen trees as they would not look out of place in this context. The sparing use of evergreens will help to give depth and texture during winter, helping to filter views and anchor the proposed building visually; as well as providing a greater degree of visual privacy and seasonal planting interest for residents.

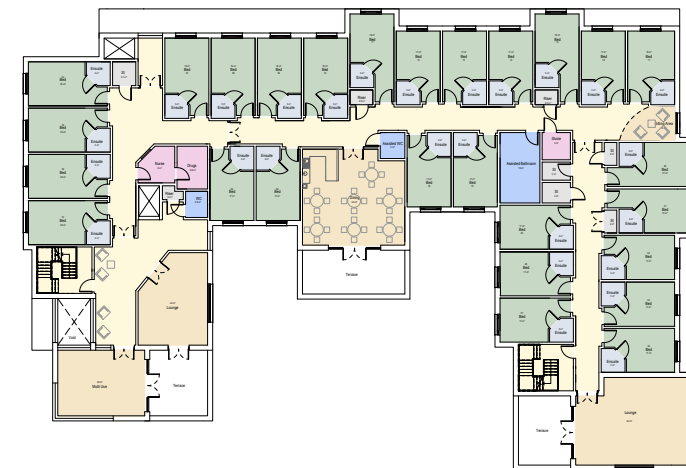
Specification for the surfacing for the car park should be considered to ensure it visually recedes and a softer palette is likely to be more successful.

The set-back from Telegraph Woods on the western edge with proposed woodland walk provides good amenity space for residents and the opportunity to mitigate visual impacts on Telegraph Wood. The ideal boundary treatment here would be to continue the use of railings, as this will allow borrowed views into the wood beyond and the views in both directions would not be blunted by the alien feature of a close board fence. Privacy for residents will be important and landscape design and planting should be used to control view in a considered way rather than installing a blank visual barrier. The result could be an improved interface which has a visual seamlessness whilst protecting the residents privacy and security."

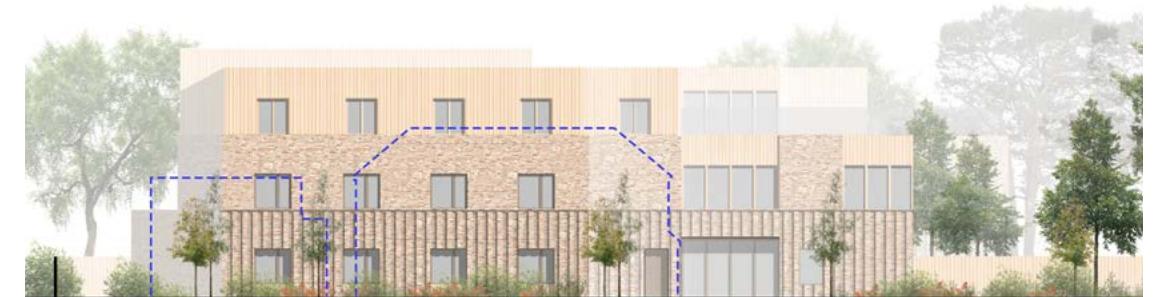
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# 3. Initial Design

## 3.7 Public Consultation

A Public Exhibition was held by Highwood Homes Ltd on the 22nd June 2022 along with an online web page to allow the local community the opportunity to review and comment on the scheme,

There was a total of 19 attendees on the day of which provided written comment to the team. In addition to this there have been 94 views of the website for the duration of the hosting.

Comments returned centred on the following:

- Deliveries and refuse collection to be carried out during working hours and not at unsociable times.
- Security cameras positioned to ensure no over looking of adjacent properties.
- Questions were raised on parking numbers and suitability of the car park size.
- There were also comments on the current road speed limit and whether calming measures would be considered and a reduction in the speed limit.
- Questions were raised with regards to the construction process, relating to working hours, security of the site, and impact of mud on the highway.
- Could a pitched roof be included?
- What would the likely signage be.
- Concerns on connectivity to the community and public transport were raised.
- Retention of the trees to across the site and in particular to the western boundary was seen as a positive to provide natural screening.
- The proposed access was seen as a positive.
- Once the development is complete there would be a reduced risk of vandalism and group gatherings on the site.
- Additional planting to the western boundary and retention of the hedge was requested
- A suggestion was made to soften the architecture of the building with a more residential feel to the elevations.

These comments have been acknowledged and incorporated into the design where possible and applicable.



## HIGHWOOD

BANNER 1

### WELCOME TO OUR CONSULTATION ON DRAFT PROPOSALS FOR THE DEVELOPMENT OF MOORHILL, MOORHILL ROAD, WEST END.

THE PROPOSALS COMPRISE THE DEVELOPMENT OF A NEW STATE-OF-THE ART 70-BED CARE HOME WITHIN HIGH QUALITY LANDSCAPED GROUNDS.

The site is previously developed brownfield land, contiguous with the existing settlement boundary of West End, in a location that is surrounded on three sides by existing development and on the other, by Telegraph Woods.

It represents an ideal location for the provision of high-quality modern specialist care accommodation for older people, being accessible and attractive to future residents, visitors and staff alike whilst causing minimal effects upon local residents and the surrounding area. The proposed care home beds will help meet identified needs and the ever-growing demand for such facilities locally across the Eastleigh borough and Southampton area.

The following 'Boards' explain the background and nature of our draft proposals. They set out the key considerations and benefits of the development and how you can make your views known ahead of a planning application being made to Eastleigh Borough Council.

Members of the Highwood team are available at the exhibition should you have any questions or wish to discuss. We welcome feedback or comments on any aspect of the proposals at the exhibition, online, by email or by post.





## HIGHWOOD

BANNER 10

### THANK YOU

THANK YOU FOR PARTICIPATING IN OUR CONSULTATION. WE WILL GRATEFULLY RECEIVE ANY FEEDBACK OR COMMENTS YOU MAY HAVE ON OUR PROPOSALS.

Please fill out a feedback form at the exhibition, or let us know your views online, by email or post.

Online: [www.highwoodgroup.co.uk/moorhillcarehome](http://www.highwoodgroup.co.uk/moorhillcarehome)  
By email: [planning@highwoodgroup.co.uk](mailto:planning@highwoodgroup.co.uk)  
By post: Highwood Group, The Hay Barn, Upper Ashfield Farm, Hoe Lane, Romsey, Hampshire SO51 9NJ

Please provide any comments or feedback by 22nd July 2022.

#### NEXT STEPS

- 1 Our consultant team will review and consider all feedback and comments.
- 2 Site assessments and surveys (e.g. highways, noise, ecology, flood risk etc) will be completed and a final scheme formulated.
- 3 A planning application will be submitted to EBC later this summer.
- 4 EBC will consider the planning application and there will be further opportunity for public and stakeholder comment as part of the formal planning consultation process.



#### YOUR DATA AND RIGHTS

On 25 May 2018, the General Data Protection Regulations (GDPR) became law. The law requires Highwood to explain to you – consultees, stakeholders and customers – how your personal data will be used and stored. Highwood adheres to the government's consultation principles, including the relevant Planning Acts, NPPF and National Planning Practice Guidance. As required, we may collect personal data to help shape development of proposed schemes. Personal data collected by the project team will be processed and retained by Highwood and its appointed consultants and contractors until the scheme is complete. In some instances consultation responses may also be sent to the Local Planning Authority or Planning Inspectorate. By providing comments or voting, you consent to Highwood using your data for these purposes.

Under the GDPR regulations you have the following rights:

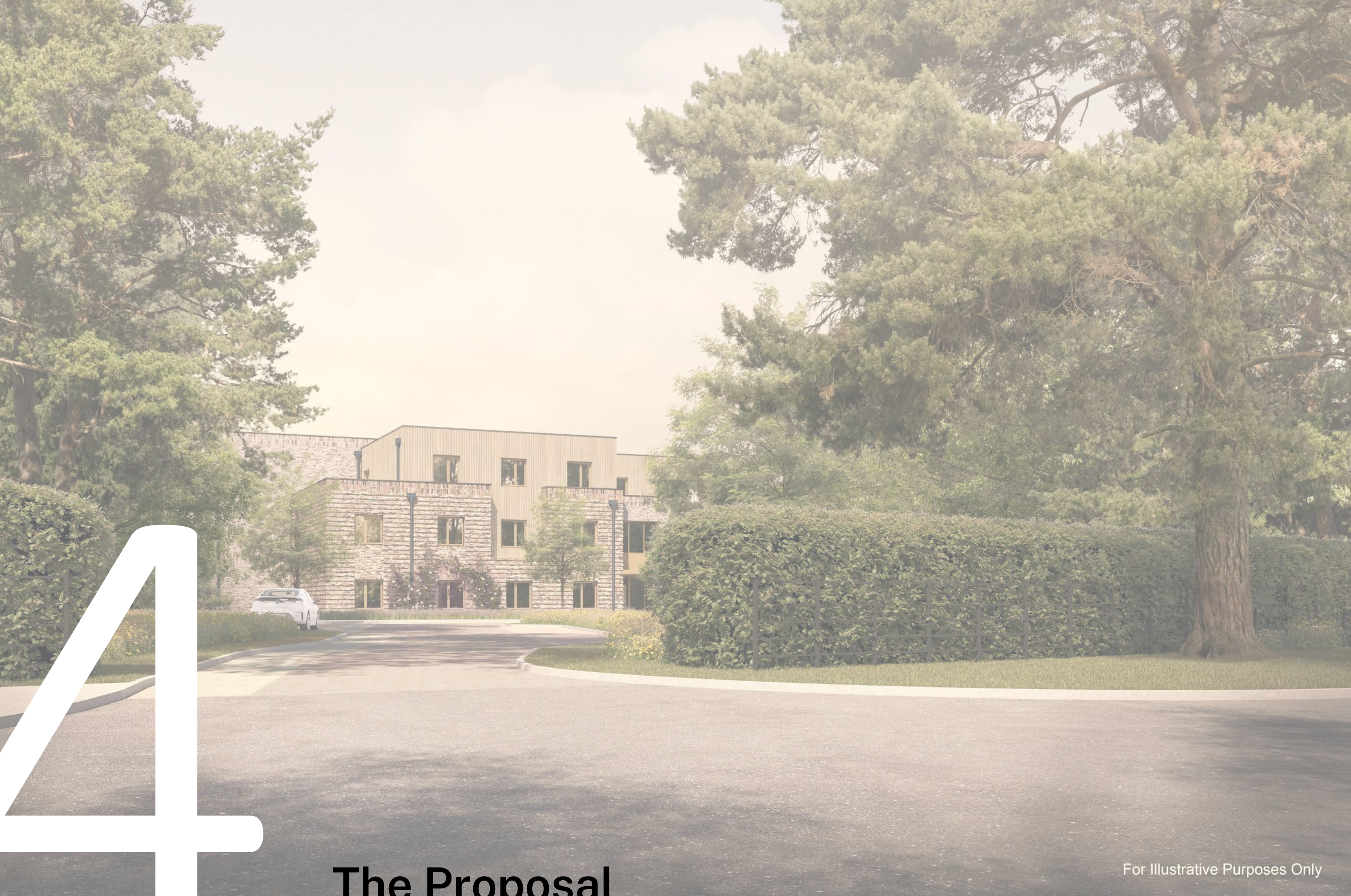
- Right of access to the data (Subject to Access Request)
- Right for the rectification of errors
- Right to erasure of personal data – this is not an absolute right under the legislation
- Right to restrict processing or to object to processing
- Right to data portability

If, at any point, Highwood plans to process the personal data we hold for a purpose other than that for which it was originally collected, we will tell you what that other purpose is. We will do this prior to any further processing taking place and we will include any relevant additional information, including your right to object to that further processing.

You have the right to lodge a complaint with the supervisory authority, the Information Commissioners Office.

[WWW.HIGHWOODGROUP.CO.UK](http://WWW.HIGHWOODGROUP.CO.UK)

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# The Proposal

For Illustrative Purposes Only

# 4. The Proposal

## 4.1 Amount

Prior to this submission it has become necessary to amend the access arrangement to the site due to a change in the red line. As such, access and egress will be via the existing northern access point rather than separate access and egress.

The scheme has continued to evolve in response to both the Pre application comments and the comments received from the Public Exhibition.

The site previously accommodated a detached house which already been demolished leaving the site currently vacant.

The overall site area is 1.89 acres (0.768Ha) and the proposal is for a 70 bedroom care home spread over 3 floors of accommodation and comprising of a total footprint of 1461m<sup>2</sup>. A total of 23 parking spaces are proposed of which 2 will be accessible. Bin and bike stores are proposed to the northern boundary to serve the proposed care home.

A stand alone sub-station is proposed to sit adjacent to the care home.

### Area Schedule

Site Area

1.89 Acres

Gross Internal Area

|              | Beds | Area                 |
|--------------|------|----------------------|
| Ground Floor | 20   | 1,362 m <sup>2</sup> |
| First Floor  | 28   | 1,293 m <sup>2</sup> |
| Second Floor | 22   | 1,032 m <sup>2</sup> |
| Total        | 70   | 3,686 m <sup>2</sup> |



Site Plan

No scale

# 4. The Proposal

## 4.2 Layout

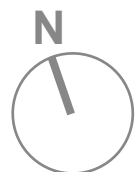
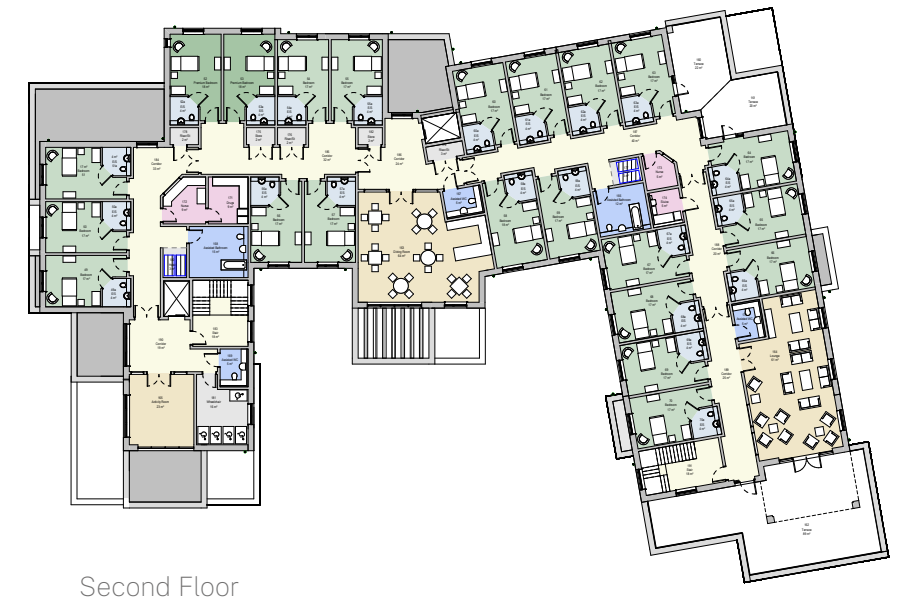
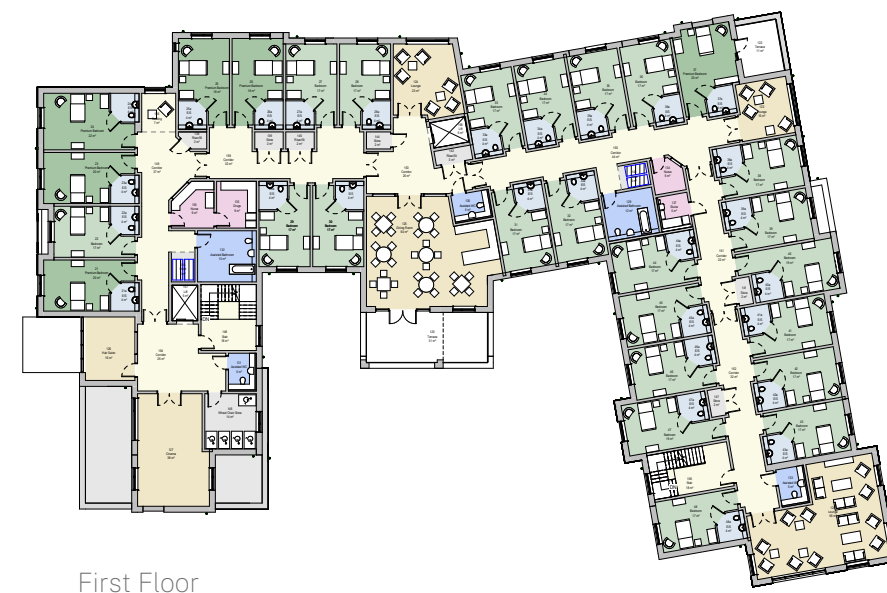
The current layout responds to the comments returned through the pre application process and follows established principles to allow privacy and creates a comfortable living environment for residents.

The building is arranged into an U-shaped plan with two wings, the eastern of the two slightly cranked to provide a more generous central courtyard garden. The western wing working as an entrance on the ground floor and communal hub to the first and second floors. The central and eastern parts of the building accommodate the majority of bedrooms, which have been arranged to avoid doors being directly opposite each other. Most ground floor bedrooms will have direct access to outside space, (i.e. where safe to do so) and a number of safe external terraces will be provided for first and second floor bedrooms.

The home will offer a variety of lounge, dining and communal spaces, encouraging activities and providing choice of destinations to residents. An external terrace is also proposed to each of the upper floors connected to the residents day space to ensure access to the outside is possible for all residents as they require. These offer panoramic views into the wider woodland and landscaped gardens. Corridors are broken up by natural light and varying widths leading to communal destinations. Each floor is provided with two assisted bathrooms, a nursing station and utilities with an appropriately sized day space allowance.

Assisted WC's are positioned in close proximity to day spaces and communal spaces, and are clearly identifiable allowing for the dignity of resident to be maintained.

Services and back of house rooms have been proposed along the northern boundary to the ground floor to prevent residents from restricted north-facing views in this level.



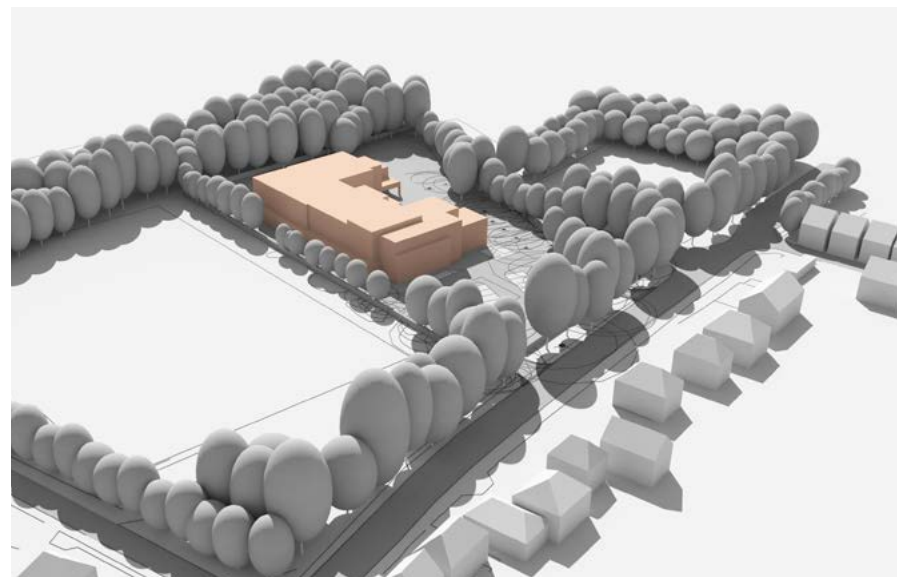
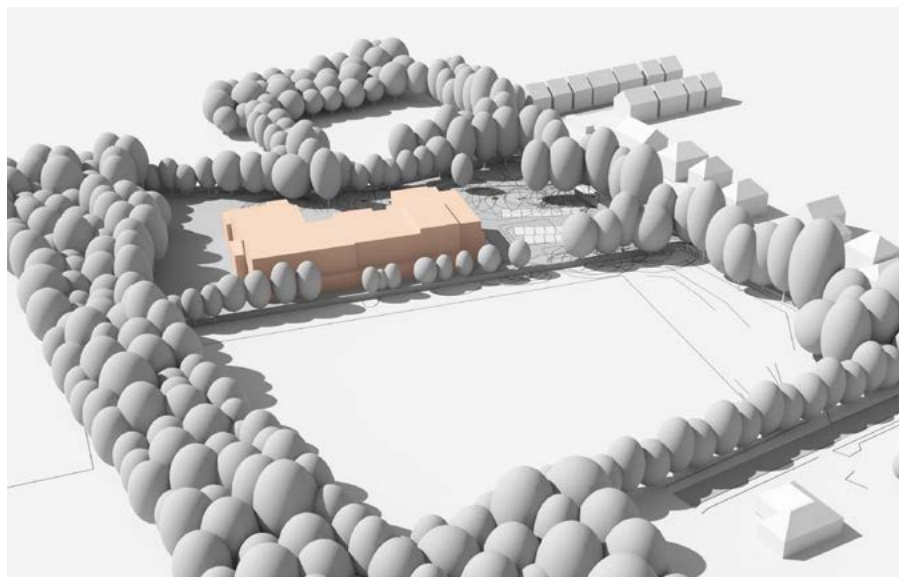
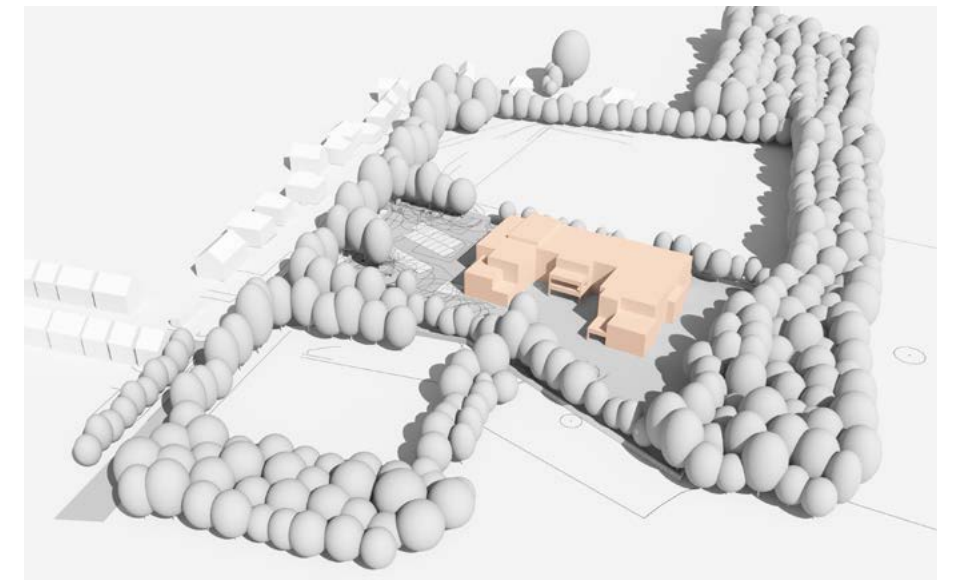
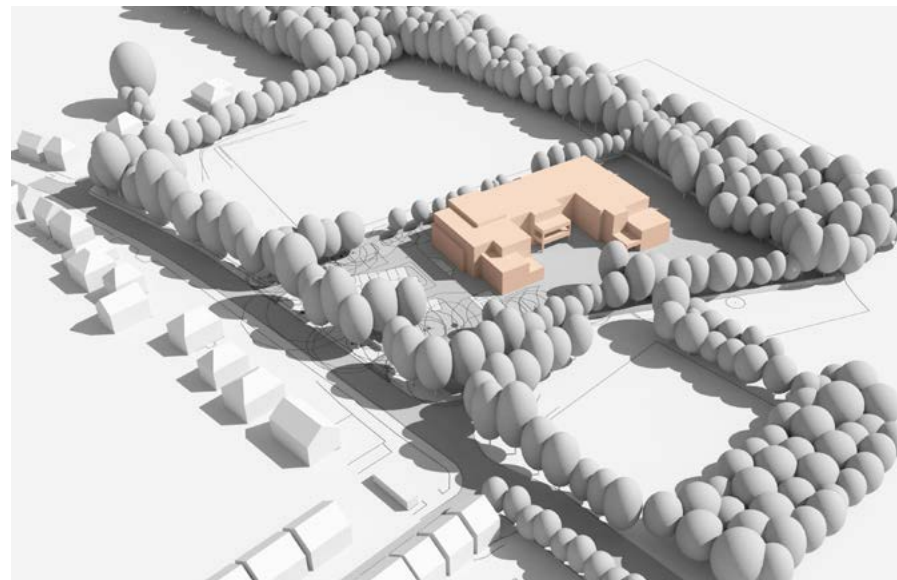
|             |             |
|-------------|-------------|
| Day spaces  | Staff Areas |
| Bedrooms    | Sanitary    |
| Circulation | Stores      |

## 4. The Proposal

### 4.3 Scale and Mass

The visualisations here show the proposed building mass in context with surrounding roads, housing and trees. These were used through the design process to analyse the impact of the proposal on neighbouring properties, and understand key relationships with the main road. These images demonstrate that the building is set at a considerable distance from neighbouring buildings (circa 63m) and will have very little impact on them.

It can be seen that the 3 storey building sits parallel to north and east boundary lines, maximising garden spaces to the south whilst minimising the impact on the street elevation. A flat roof has been proposed to minimise heights to the building with a number of step backs to the plan to provide visual interest and variation to the elevations, whilst also helping to reduce the visibility and overall scale of the building from the road and from the woods.



## 4. The Proposal

Proposed Care Home  
Moorhill Road, West End

### 4.4 Design and Appearance

The overall design of the care home has been designed to sit within the edge of urban area / woodland transition context providing a more contemporary offering to the local vernacular.

The 3 storeys building has been carefully sculpted to rise from 2 storeys on the two fingers up to the maximum 3 storey height of the façades. Materials have also been used to break up the various elevations to not only break up the scale of the scheme but to provide visual interest and intrigue.

A flat roof has been proposed to ensure the overall height of the building is kept below the surrounding tree scape and allowing the timber-style cladding of the second floor to offer a more natural finish to the building reflecting the immediate context of Telegraph Woods.

The scale of windows, doors and other details have been chosen to reflect the building's nature, as well as interpreting local styles and characteristics in a contemporary manner. Thought has been given to window cills, to allow residents who are sitting or lying in bed views out and permits sufficient natural light to enter rooms thus reducing artificial lighting.

Visualisation.

Front elevation view from North-western approach from Moorhill road.



For Illustrative Purposes Only

## 4. The Proposal

Proposed Care Home  
Moorhill Road, West End

### 4.4 Design and Appearance



Visualisation.

View of Courtyard Garden showing Cafe glazing and terraces to Day spaces. Telegraph Woods in the background.

For Illustrative Purposes only

## 4. The Proposal

### 4.5 Materiality

The proposed design uses a light-red multi stock brick and contrasting dark red multi brick as main materials, with timber cladding for the second floor volume that cascades to the first floor in isolated areas along with feature windows details. This selection of materials has been kept simple, utilising earthy-tones and in rough finishes to provide a more natural, and less urban feeling to the elevations, enhancing the edge-of-woodland character of the Site.

Window proportions between ground and first floors keep to a classical proportions and hierarchy, ensuring the ground floor is read as dominant under the smaller floors above.

Strong horizontal forms are proposed to the building however like nature this is randomly interrupted by vertical elements of either brick or timber. A projecting horizontal linear detail is proposed to the darker of the multi bricks emphasising the horizontal lines. The second floor is perceived as a top box cladded in timber-style, a contrasting material to the brick, in order to control the apparent scale of the elevations and express a feeling of lightness.

A flat roof design has been adopted in order to minimise heights and lower the visual impact of the building.

To the right the material palette is presented showing the intended tones and colours of the buildings finish.



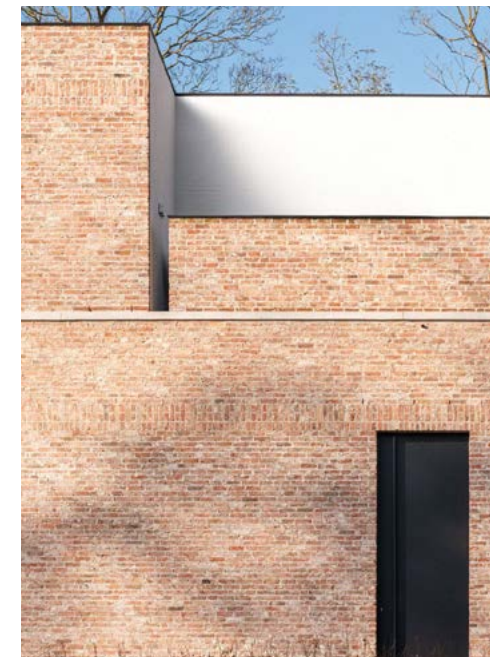
Front Elevation



Timber cladding detail



Brick detail, decorative projecting brickwork



Light and dark red multi brick tones



## 4. The Proposal

### 4.5

The suggested materials choices have been refined and the below images reflect the chosen materials



Light Red Multi Brick-Crest, Radbrook Multi or similar



Dark Red Multi Brick-Crest, Chertsey Red or similar



Timber Imitation -Hardie Plank Cedral, Sail Cloth or similar



Windows and Doors uPVC RAL 1001 or similar