

bluepencil
DESIGNS

Specialists in residential design and masterplanning

CLIENT: Chater Homes and Home Group
LOCATION: Chelmer Mead, Little Dunmow, Essex



DESCRIPTION: An Outline Planning Application for 750 Residential Units with Public Open Space, Village Centre and School on an unallocated site.

This site is between the historic hamlet of Little Dunmow and the recently built development called Flitch Green. Chater Homes and Home Group invited five architectural practices including Bluepencil Designs, Metropolitan Architects, PRP, Farrels and Clague to prepare design proposals and present them to the client panel. Bluepencil Designs was unanimously chosen by the panel because their proposal which was for the design of the masterplan to appear as though the hamlet of Little Dunmow had 'grown naturally over time'.

This Outline Planning Application was completed within just nine months, thanks to the excellent working relationships between the clients and all members of the consultant team, which included:

Andrew Martin Planning

Essex Ecology Services

The Landscape Partnership

KM Heritage

Colchester Archaeological Trust

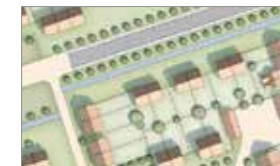
Odyssey Markides

Sound Acoustics

WSP

Stephen M Daw Ltd

Bluepencil Designs Ltd



Bluepencil Designs carried out extensive research into the natural growth patterns of local villages and embedded some of the townscape, landscape and architectural characteristics found locally into the proposed masterplan. This was very well received by committee members one of whom stated:

'All developers and designers should take a leaf out of your book- this is exactly how it should be done'.

The site naturally divided into four distinct areas which helped to create four different character areas, more traditional in urban form and architecture closest to Little Dunmow, and more contemporary closer to Flitch Green. These areas were referred to in the Design and Access Statement as: The Village Heart, The Rural Village, The Garden Suburb and The Garden Village. The village centre was situated in The Village Heart adjacent to Little Dunmow with the school and its playing fields providing a visual buffer and transition zone between the hamlet and the new development. The rationale for this was to 'bring the heart back' into the hamlet with much needed facilities, from which the local community could benefit.

In addition to the Design and Access Statement, the Planning Application drawings and material for the Environmental Statement, Bluepencil Designs created a 3D model of the entire site which was data linked to provide the joint client team with up to date data as the design progressed and evolved, so that appraisals could be checked at every stage.

Bluepencil Designs presented the proposal to the Planning Committee at Uttlesford District Council.

CLIENT:

Crest Nicholson Plc

LOCATION:

Kilnwood Vale, Bewbush, West Sussex



DESCRIPTION:

A Testing Layout and Detailed Masterplan for 2500 Residential Units and Mixed-Use Centre, School, Retail and Sport Facilities.

Following the presentation of our work on Henley to Crest Nicholson, Bluepencil Designs were invited to produce a data-linked masterplan to test an existing planning consented masterplan and design code.

Their concerns were that the existing design code could force the residential areas to be very similar across the site and that it would be difficult to create different character areas. In addition, the financial returns from the project were very tight and Crest needed to see what impact a change in numbers, mix and density would do to their financial model.

Bluepencil Designs created 3D models of the Crest Nicholson houstypes and attached data to these models which included number of bedrooms, bathrooms, parking spaces, sq. feet and sq. metre. The houstypes were then arranged on the masterplan in accordance with the requirements of the Design Code.

Following this, Crest required numerous iterations and amendments to the plan in order to analyse the best balance between the ideal financial solution and masterplan.

Once this work was completed, Bluepencil Designs were invited to create a detailed layout for phases two and three of this project and then to combine the work of two other architects (Broadway Malyan and PRP) and Landscape Architects, David Jarvis Associates, into one combined, fully coloured, 3D masterplan with synchronised detailed shedules.for each individual development parcel. Bluepencil Designs also produced an affordable housing location plan and a number of character area studies for discussion with Horsham District Council.

This project is on-going.



Net Parcel Area		
Name	Area (hectare)	Area (acres)
P2a-H01a	0.21	0.52
P2a-H01b	0.35	0.87
P2a-H03a 1	0.53	1.32
P2a-H03a 2	0.47	1.16
P2a-H04a	0.73	1.81
P2a-H04b	0.35	0.89
P2a-H05	1.05	2.60
P2a-M01	1.00	2.48
P2a-M03	1.68	2.67
P2a-H02	0.51	1.25
P2b-H03b	0.79	1.96
P2b-H08	0.94	2.31
P2b-M02	1.00	1.00
P2b-M04	1.29	3.18
P2c-M05	0.56	1.39
P2c-M06	0.65	1.60
P2c-M07	0.72	1.78
P2c-M08	0.99	2.46
P2c-M09	0.45	1.12
P2c-M10	0.95	2.34
P2c-M11	0.77	1.91
P3a-M01	0.77	1.90
P3a-M02	0.77	1.91
P3a-M03	0.85	2.11
P3a-M04	0.45	1.11
P3a-M05	0.43	1.05
P3a-M06	0.44	1.08
P3a-M07	0.68	1.69
P3b-H07	0.67	1.65
P3b-H08	1.09	2.70
P3b-H09	1.53	3.77
P3b-H10	0.42	1.03
P3b-H11	0.27	0.67
P3b-H12a	0.10	0.24
P3b-H12b	0.21	0.52
P3b-H13	0.85	2.11
P3b-L01	0.23	0.58
P3b-L02	1.59	3.94
Grand total	26.18	64.70

Total Unit Schedule								
Type	Count	No. Bedroom	Unit Area (sqm)	Unit Area (sqft)	Total Area (sqm)	Total Area (sqft)	Storeys	Parking
Apartments								
F2-Type 1	9	2	73.6	791.9	662.1	7127	0	2
F2-Type 2	9	2	64.9	699.0	584.5	6291	0	2
F2-Type 3	6	2	67.7	728.6	406.1	4372	0	2
F3-Type 1	116	2	65.5	704.8	7595.7	81759	0	2
F3-Type 2	129	2	64.5	695.7	8337.3	89742	0	2
F4-Type 1	35	1	45.0	484.4	1575.0	16953	0	1
F4-Type 2	32	1	50.0	538.2	1600.0	17222	0	1
F4-Type 3	46	2	63.0	678.1	2898.0	31194	0	2
	382				23658.7	254660		
Houses								
KV_3.02	67	3	93.0	1001.0	6231.0	67070	2	2
KV_A2	29	2	75.3	810.0	2182.3	23490	2	2
KV_A3	192	3	93.3	1003.8	17905.9	192738	2	2
KV_A4	172	4	106.9	1150.4	18383.4	197877	2	2
KV_C_FOG	22	2	65.8	708.3	1447.6	15582	2	2
KV_D	60	2	76.0	817.8	4558.8	49071	2	2
KV_E	10	4	140.6	1513.4	1406.0	15134	2	2
KV_H	163	3	102.4	1102.1	16609.6	179645	2	2
KV_H1	7	3	102.4	1102.1	716.7	7715	2	2
KV_J	15	3	110.0	1184.0	1650.0	17760	2	2
KV_L	41	4	107.7	1159.4	4416.1	47535	2.5	4
KV_L1	16	4	120.5	1297.1	1928.0	20753	3	2
KV_M	67	4	123.0	1323.6	8239.0	88684	2	3
	861				85754.3	923052		
Grand total	1243				109413.0	1177712		



CLIENT: Oak Hill College
LOCATION: Barnet, North London



DESCRIPTION: An Outline Planning Application for 75 Residential Units of Mixed Tenure and 50 College Residential Units

Following our work on Reigate Barn, Bluepencil Designs were invited by Trust Project Management to prepare a feasibility study for Oak Hill Theological College, to develop land they owned, in order to finance the repairs and maintenance of the College's listed Building.

The feasibility study was well recieved by the College Board and Bluepencil designs were then commissioned to prepare an Outline Planning Application for the college.

The Application was in two phases. The first phase was for fifty new residential homes for College Students and their families as well as the demolition and replacement of five existing houses. The students and their families would typically spend two years at the College, so the issue of garden maintenance needed to be considered and factored into the layout.

The proposed solution was to have the front doors of houses facing the public realm, as one would expect, and a communal rear garden, accessible by all the student's families. This created a safe environment for the student's children which was another key concern for the College. The intention is for the communal gardens to be managed and maintained by the College gardeners.

The second phase was more conventional in layout and provided the College with both affordable and private housing. The College would rent out the affordable homes to generate an income for on-going College maintenance, and sell the private housing for immediate repairs to the college buildings.

Using our data linked units we were able to quickly produce layouts and schedules of different arrangements for the College to test financial viability. The final solution was then submitted for planning approval.



CLIENT: Mr and Mrs A Cooper
LOCATION: Gong Lane, Burnham Overy Staithe, Norfolk



DESCRIPTION: A Full Plans Application for a Private House and Guest Annex in a Conservation Area.

Bluepencil Designs were commissioned by Mr and Mrs A Cooper to design their family house on a site within an Area of Outstanding Natural Beauty, which offered spectacular long distance views of the north Norfolk coast and the Holkham Estate.

Burnham Overy Staithe is a small, quiet, village of highly desirable properties, mostly traditional in design. This property is the last one along a private lane at the very edge of the village envelope and so required a particularly sensitive design solution.

The clients wanted to ensure that the build quality of their house was exceptional and their preferred construction method was to use a Swedish based company who could factory manufacture certain elements and then handle the full construction process on site.

The split level floor plan was designed to meet the specific requirements of the client, who have frequent visits from extended family and friends. The house needed to be capable of being opened up and closed down depending on the number of visitors. The solution was to have formal and informal areas and guest bedrooms which could be closed off when not in use. In addition there is a guest annex with a basement music room for Mr Cooper (professional musician and manager of 'Katrina and the Waves').

The house is orientated on site to maximise the views from as many rooms as possible and to create a sheltered sun terrace. Although the house is contemporary in design and partly pre-fabricated, it was important to use local materials such as plain tiles, black weatherboard, render and small areas of flint.

Bluepencil Designs used 3D modelling (internal and external) to explain the design evolution to their client and show what the views would be like from within the house as well as from the lane. Long distance photomontages were created to show the minimal impact of the proposal on the existing townscape and landscape.

Bluepencil Designs were invited to feature this house on the successful TV programme "Grand Designs".



CLIENT: John Boyd Associates
LOCATION: Letchmore Road, Stevenage, Hertfordshire



DESCRIPTION: A Feasibility Study to Assess the Capacity and Financial Viability of a Site, adjacent to a Listed Building.

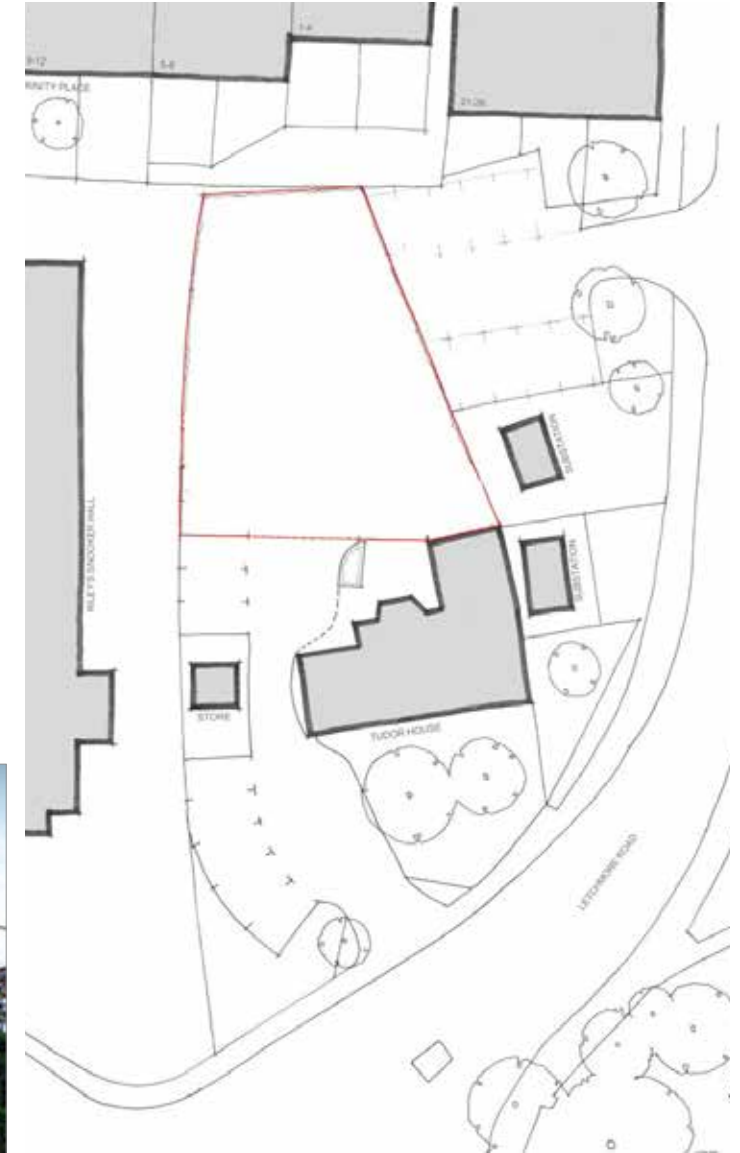
John Boyd Associates approached Bluepencil Designs to prepare a feasibility study on their behalf for a site adjacent to a listed building, called Tudor House in Stevenage. Bluepencil Designs was selected over three other architectural practices because of their track record in sensitive design solutions and their history of successful planning applications.

The client, whose law practice own and work in Tudor House, wanted to see what income could be generated from developing the car park site to the rear of their offices.

Bluepencil Designs prepared two options, one showing five 2 bedroomed apartments and one showing three 2 bedroomed houses. The site was very tight and providing adequate car parking space was difficult but achievable.

The local authority welcomed both proposals but unfortunately at that time, the project would not yield sufficient income for the client to proceed with either option.

The work was produced in Sketch Up with some post production work in Photoshop.



CLIENT: Crest Nicholson
LOCATION: Highlands Farm, Henley



DESCRIPTION: A Masterplan for a New Residential Development with Existing Farm Buildings to be retained and re-used.

Bluepencil Designs were invited, along with two other architectural practices, to prepare a masterplan proposal for presentation to the Strategic Land team at Crest Nicholson.

Bluepencil Designs invited Studio Y and David Jarvis Associates to join them to prepare this proposal with a view to sharing the project should it be successful.

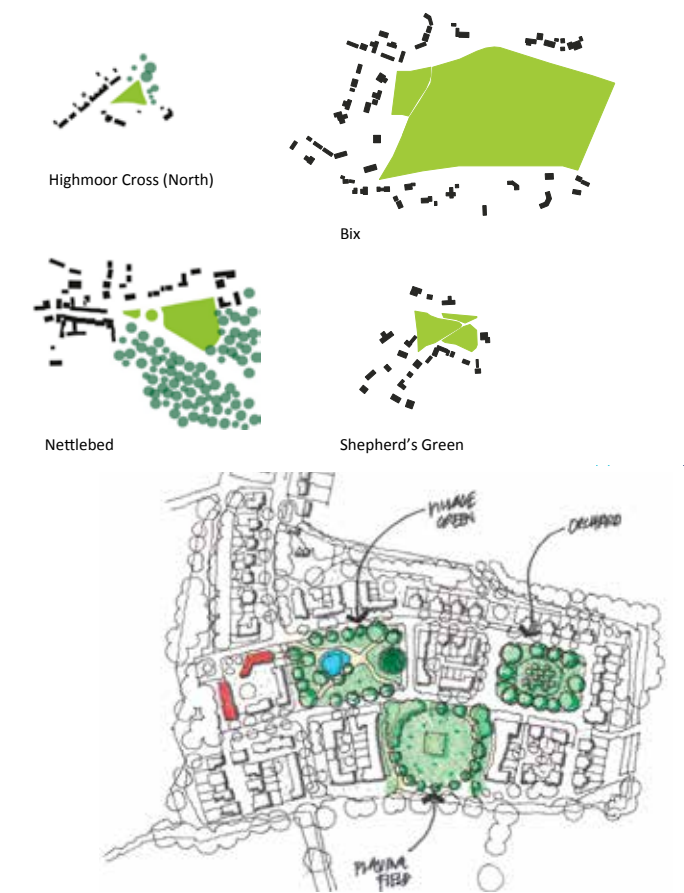
The design rationale was to create urban blocks where every home has a view of a green space or a tree lined road. The layout was designed to create a series of linked landscape and townscape features as one moved through the site. These features were based on local village greens and squares that were studied as part of the team's research and analysis work.

The Constraints and Opportunities plan helped to shape the masterplan and the two most significant mature trees were retained and used as focal points within the layout.

The work included detailed landscape and planting proposals using mostly native species, and wherever possible, existing trees were retained to add value to the streetscape. SUDs systems were investigated and included in the design.

The intended market for this site was for higher than average value homes. Our proposal include options for either traditional or contemporary house designs.

Following this project, Bluepencil Designs were comissioned to work on several other projects for Crest Nicholson.



CLIENT: Innasol
LOCATION: Reigate Barn, Wickham Bishops, Essex



DESCRIPTION: A Planning Application for the repair and conversion of dilapidated stable block and construction of replacement barn for office use.

Bluepencil Designs first visited Reigate Barn in 2013 with a view to renting office space within the existing main barn which was then owned by Trust Project Management.

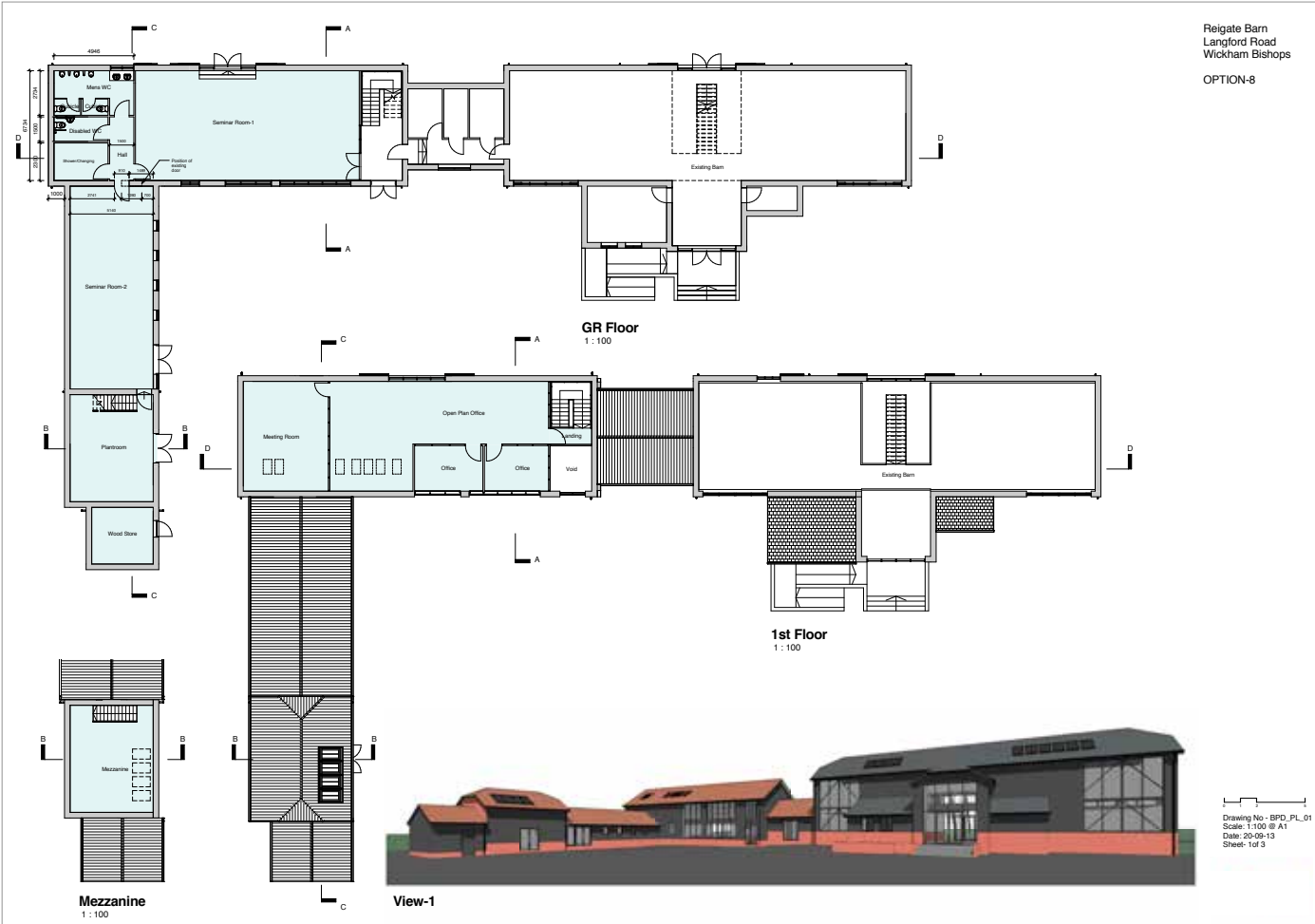
The barn and associated buildings are located on Langford Road, two miles from Wickham Bishops on high ground overlooking the Blackwater valley with long views towards Hatfield Peverel.

Subsequently the site was sold to Innasol, importers of bio-fuel boilers, who now use the barn for office and training purposes. Inasol then appointed Trust Project Management and Bluepencil Designs to design a new barn, (to replace a threshing barn that had been destroyed by fire several years ago) so that they could extend their training facilities. We were also asked to re-design the dilapidated stable block to create further office accommodation.

Prior to the involvement of Bluepencil Designs, Innasol had been using local architects Plater Claiborne who had worked on the restoration and conversion of the original barn. However, the client felt that the 3D capabilities of Bluepencil Designs would be invaluable for the planning application.

The existing barn and its environs are all listed.

Our proposals gained listed building consent and the new barn and stable block are complete and fully operational.



CLIENT: George Lambton
LOCATION: Mesnil Warren, Newmarket, Suffolk



DESCRIPTION: A Planning Application for the Conversion to Apartments of a former Racing Lodge with a Lutyens Wing in a Conservation Area.

Bluepencil Designs were invited to advise the Lambton family on the viability of converting their family house into apartments and also to prepare drawings for a new apartment block and/or mews houses in the grounds, with a view to maximising the potential of the site.

Mesnil Warren is situated on the eastern side of Bury Road backing onto the Heath and Warren Hill Gallops. It is a substantial house dating from the latter part of the nineteenth Century and was once a racing lodge with a stable yard to one side.

The house has been in the same family since 1908 when the Honourable George Lambton (Grandfather of the current owner) moved here to train racehorses for Lord Derby.

In 1925 Sir Edwin Lutyens was commissioned to design a large extension to the house to provide extra bedrooms and staff accommodation. No expense was spared on this classical style extension, rich with Arts and Crafts features.

The challenge for Bluepencil Designs is to ensure that the conversion to apartments meets all the regulations and fire safety requirements but with minimal intervention to the existing building and architectural features. In addition, the new build must complement and enhance the existing house and its beautiful setting..

This project is on-going.



CLIENT: John Hall Voluntary Trust
LOCATION: The Parsonage, Marden, Kent



DESCRIPTION: An Outline Planning Application for 183 Residential Units with Public Open Space, Orchard and Allotments.

The proposed development at The Parsonage in Marden needed to be part of the natural growth pattern of the village. The masterplan takes urban design references from Marden and surrounding towns and villages.

In order for our proposed development to reflect the characteristics of its location, we studied the urban design, townscape, architecture and materials of the conservation areas in the Borough. The figure ground studies shown in the Design and Access Statement, illustrate different types of settlement pattern found in the Borough, near Marden: linear, market town, dispersed and village green. Each settlement pattern creates a unique character.

Our masterplan, is divided into three distinct areas: The Street, The Green and The Orchard. Each area has a townscape characteristic drawn from the settlement patterns studied.

The site was not allocated for housing and this was one of four sites being promoted. It was important that we produced a design that fitted well into the existing settlement in every way.

There was no developer partner working with us on this application so it was essential that the design would be attractive to residential housebuilders at a later date.

Maidstone Borough Council wanted to ensure that what we designed was actually delivered so in addition to the usual parameter plans, they requested another - a 'Building Frontage and Key Buildings Plan'

Maidstone Borough Council described the Design and Access Statement as 'exemplary' with 'a very thorough and detailed analysis which clearly shaped the design'.

Planning consent was given in the Autumn of 2013.

The client has since re-appointed Bluepencil Designs on another project.

We used Revit software for its BIM capabilities in the masterplan to create a data-linked layout which could easily be adapted to suit a different mix of housetypes as necessary.

The consultant team included:

Phase 2 Planning and Development Ltd

Cannon Consulting Engineers

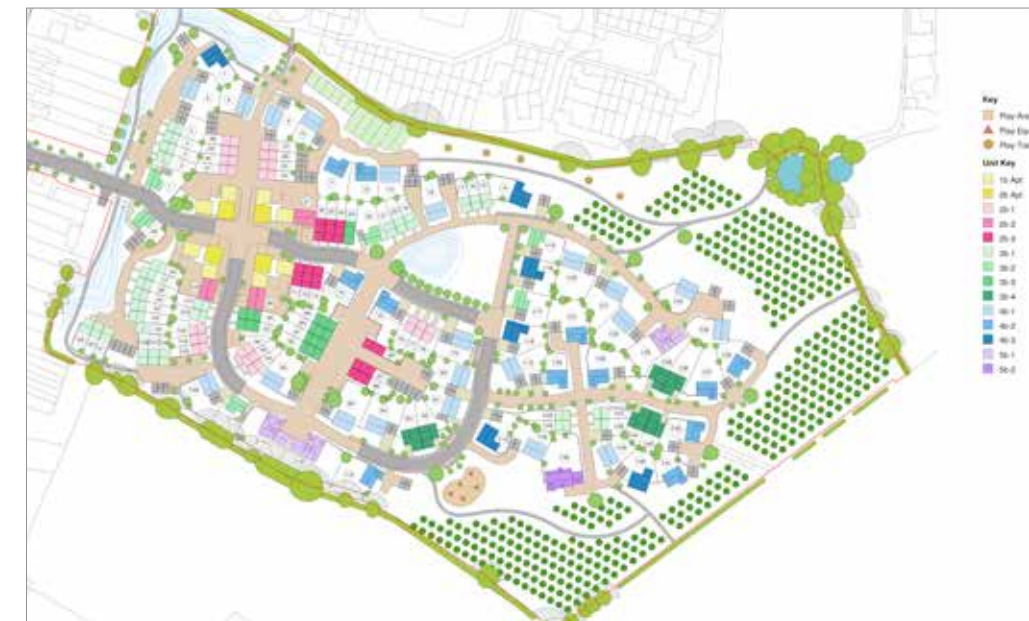
Lloydbore Landscape and Ecology

LR Consulting Ltd

Daedalus Environmental Ltd

Lambert and Foster LLP

Bluepencil Designs Ltd



CLIENT: A.C. Goatham and Son
LOCATION: Street Farm, Hoo St Werburgh, Kent



DESCRIPTION: An Outline Planning Application for 50 Residential Units on a former apple packing house and stores, outside the village envelope.

The site at Street Farm is on the edge of the village of Hoo in Kent, on Stoke Road. Street Farm, owned by A & C Goatham and Son, has been associated with the storage and packing of apples for many years. Recently this operation has expanded and re-located to Flanders Farm, a couple of miles north of this site.

The villages on the Hoo peninsular have grown up around churches, farms, routes and cross roads. Development has generally been along routes until the last century when significant development has occurred, particularly in Hoo itself. This development has continued with the Taylor Wimpey site adjacent to this site, being the latest addition to the village.

The design proposals were developed by analysing the constraints of the site and by understanding the opportunities the site offers.

The starting point was the Public Right Of Way (PROW) which provided an opportunity to create a pedestrian friendly development with a green space at its centre, through which users of the PROW could move.

The central green space could be crossed by the vehicular routes with a narrowing of the carriageway at the point of crossing. This would be an effective traffic calming measure and would also underline the importance of the green space and the priority would be given to the PROW.

The number of units required on the site changed a number of times as information became available in relation to the housing needs in the district, during the design phase.



We were able to assist our client's financial modelling by producing various options using our data linked masterplan. Any changes to the mix could be quickly shown on the masterplan and automatically synchronised with the schedules.

Medway Council were happy with the design rationale adopted by Bluepencil Designs - 'growing up around and along a route' and in particular the 3D modelling of the village and masterplan which helped them to fully understand the design.

The consultant team included:

Phase 2 Planning and Development Ltd

Lloydbore Landscape and Ecology

Cottee Transport Planning

Lambert and Foster LLP

Bluepencil Designs Ltd

A fully rendered 3D model of the layout is available to view through iVisit 3D (free downloadable software for ipad and iphone) contact info@bluepencildesigns.com for details)

CLIENT: Inland Homes Plc
LOCATION: Chapel Road, Tiptree, Essex



DESCRIPTION: A Full Plans Application for 39 Homes and Public Open Space

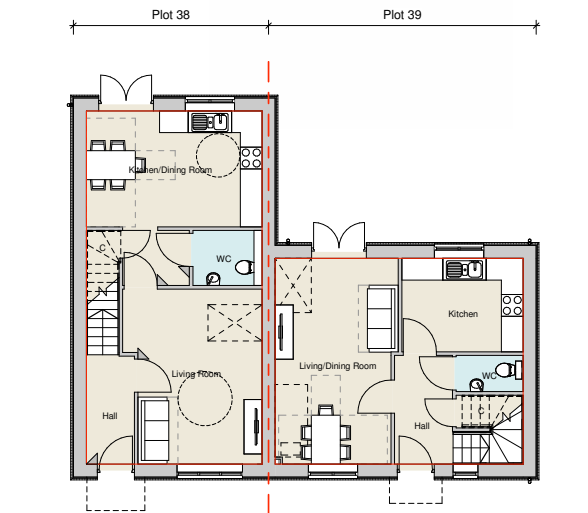


This Full Plans Application for a development of 39 new homes of various sizes, is on the site of the former Tiptree Football Club. The site had been derelict for 6 years prior to its acquisition by Inland Homes.

Consultation was a major part of the preparation of application material and there was a great deal of interest from local residents, over 100 of whom visited the public exhibition.

Three Pre-Application meetings were held with Colchester Borough Council to discuss the design development which had to follow the guidance of "The Essex Design Guide" (extracts pictured above)..

Each individual house was fully modelled in 3D using REVIT and then placed on the layout to create an accurate 3D model of the whole site, from which elevations and perspective sketches were generated.

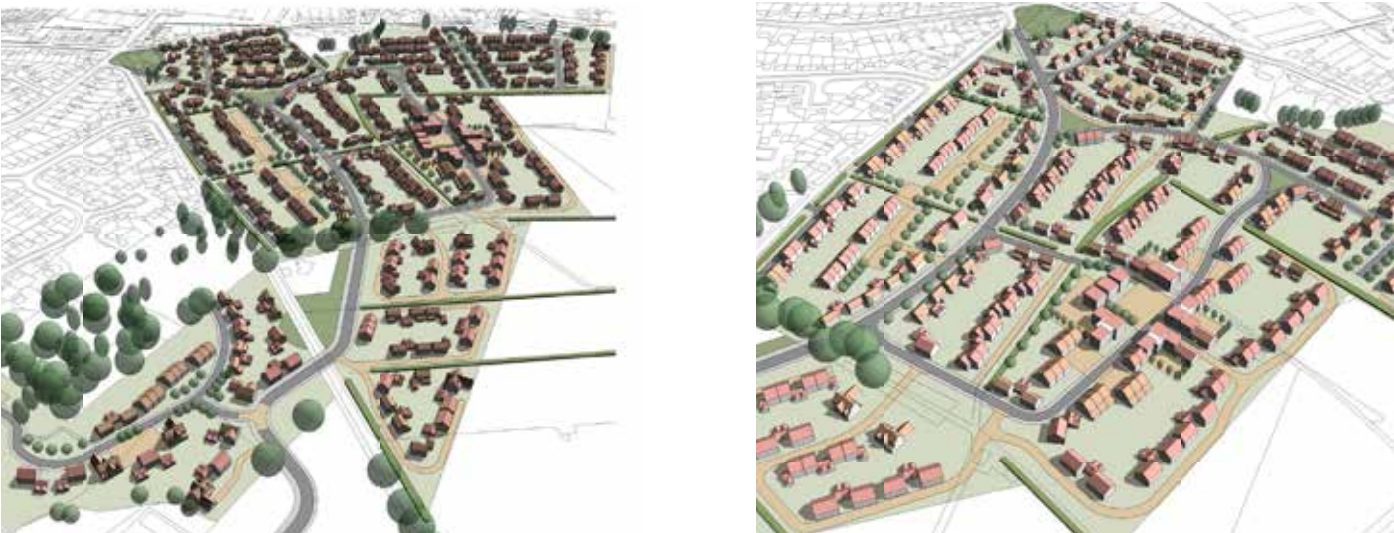
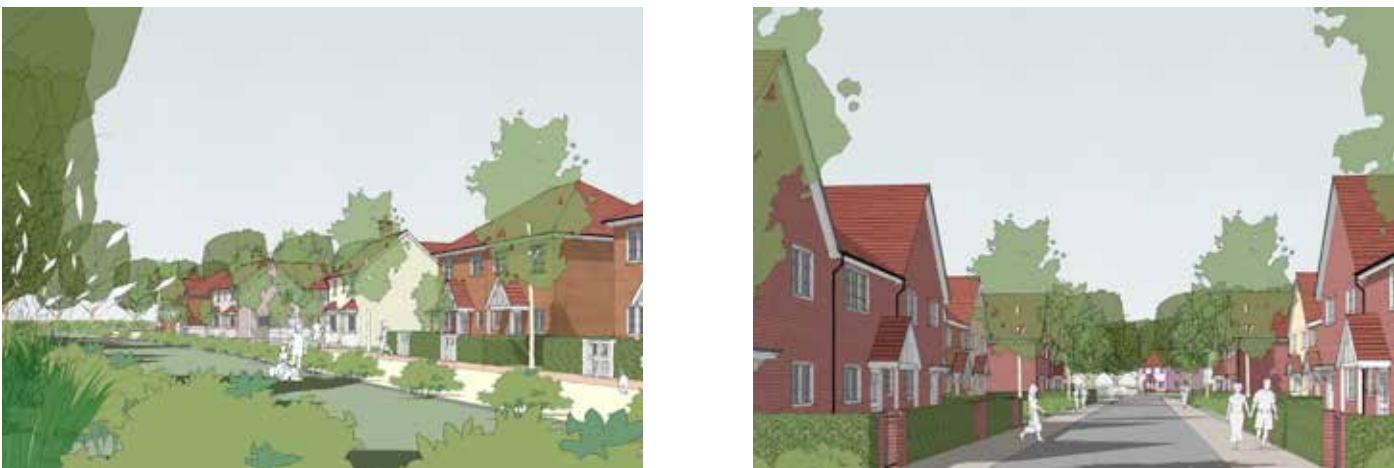


Unit Key	
	2Bed Type-C
	3Bed Type-B
	3Bed Type-G
	3Bed Type-J
	4Bed Type-A

CLIENT: Mersea Homes and Hills (Residential)
LOCATION: Fiveways Fruit Farm, Stanway, Colchester, Essex



DESCRIPTION: Vision Statement, Masterplan and proving layout for 450 new homes and associated public open space.



Mersea Homes and Hills (Residential) commissioned Bluepencil Designs to produce a Vision Statement and masterplan with a detailed proving layout for their site at Stanway, south west of Colchester. Stanway is most famously associated with Stanway Hall, the home of Colchester Zoo.

This work was used to clarify the initial proposals and to form the basis of early discussions with Colchester Borough Council and Essex County Council.

The design of the layout is based on the concept that every home will overlook a green space. The small open spaces dotted around the layout are based on the shapes and sizes of the numerous small historic village greens in the surrounding area.

The site was allocated for 'up to 500 new homes' in 2010 and the proving layout was important for the developers and landowners to make decisions on density and unit numbers.

Bluepencil were able to produce a data-linked layout, providing the client with unit numbers, areas and density which changed automatically as the layout changed.

There were also complex phasing issues in relation to the proposed spine road which had to be clearly set out in the Vision Statement.



CLIENT: Mr C Hockley

LOCATION: Barnards Fields ,Thaxted, Essex



DESCRIPTION: An Outline Planning Application for 98 Residential Units with Public Open Space on an unallocated site.

For over 1000 years people have lived in and visited the Historic town of Thaxted, one of this country's finest towns. With its famous Guildhall, magnificent Church and restored Windmill set against a backdrop of Medieval houses it is considered the jewel in the crown of Essex.

Thaxted remains today what it has been for the last ten centuries - a thriving town which moves with the times, but also treats its heritage from the past with great respect.

It was a privilege for Bluepencil Designs to be selected to design a new residential area in this town.

The trapezoid shape of the site meant that we were able to plan a layout that ensured that every property had either road frontage or overlooked green space.

There are two village greens within the development. One is at the entrance to the site, creating a gateway and 'sense of arrival'. The other is in the heart of the development creating a space for the community. These green spaces have been shaped by analysis of the local village greens and spaces in and around the town.

With the two greens and the internal road junction we were able to create three character areas within this site, reflecting the urban characteristics of the historic town.

The masterplan is data-linked, as illustrated in the colour-coded plan and 3D model with its accompanying schedule.



CLIENT: Countryside Properties Plc
LOCATION: North Heybridge, Maldon, Essex



DESCRIPTION: An Outline Planning Application for 1100 Residential Units with Public Open Space, Village Centre, School and Sports Provision.

Maldon District Council's policy was for a new Garden Suburb on this site. Our work included the design of the masterplan for Countryside Properties and the production of the 'Masterplan Framework' document on behalf of Countryside Properties, for Maldon District Council.

Bluepencil Designs is based in Maldon and the District Council welcomed the 'local knowledge' that Bluepencil Designs could bring to the project.

The masterplan was based on analysis of surrounding villages and the study of the principles of Garden Suburbs. This included the production of a document called 'Heybridge, North - a new Garden Suburb' which formed the basis of the Council's 'Masterplan Framework' document. The result is a masterplan with the loose urban forms of local villages at the edges and a more rigid Garden Suburb urban form in the centre.

Bluepencil Designs were involved in a number of consultation events, workshops and exhibitions, and gave presentations to the Local Authority on behalf of Countryside Properties in addition to masterplanning and detailed 3D studies of key areas of the site.

Bluepencil Designs created all the documents and the plans and illustrations within them over a two year period.

The Local Authority also requested Bluepencil Designs to produce their 'Spatial Vision and Strategy Plan'.

