

Welcome To Our Exhibition

Welcome to this public exhibition for our proposed development of new homes and green spaces on Land to the North of Station Road. This exhibition is an opportunity for you to review the plans, ask questions and provide your feedback.

The site is allocated under the adopted New Forest District Plan Local Plan 2016-2036 and is known as SS16 'Land North of Station Road, Ashford'. The site forms one of three strategic allocated sites, which includes Sites SS17 – Land at Whitsbury Road, Fordingbridge and SS18 – Land at Burgate, Fordingbridge.

About Cala Homes

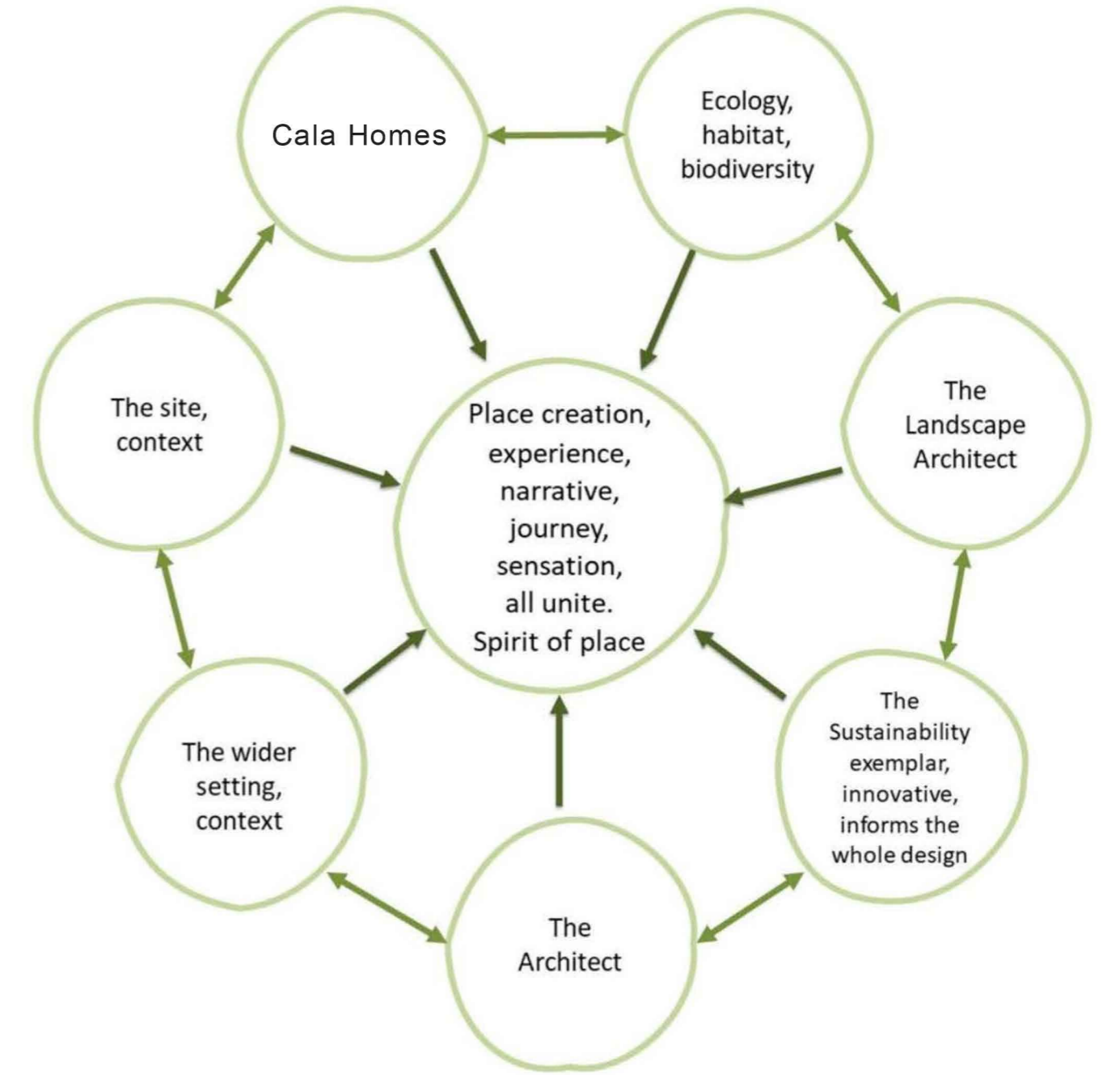
CALA Homes is a leading provider of high-quality homes and sustainable communities in the most desirable areas of England and Scotland. CALA Homes was founded in 1875 as the City of Aberdeen Land Association and had a long history of successful land management before becoming established as a housebuilder in 1974. Since then, CALA Homes has grown to become the largest privately owned housebuilder in the country.

Reflecting on embedded strength in design excellence with the sector-leading build quality, our brand is highly regarded and aspirational for many home buyers. CALA has a rich and extensive history of delivering homes which we are proud to build, and communities in which our customers love to live in.

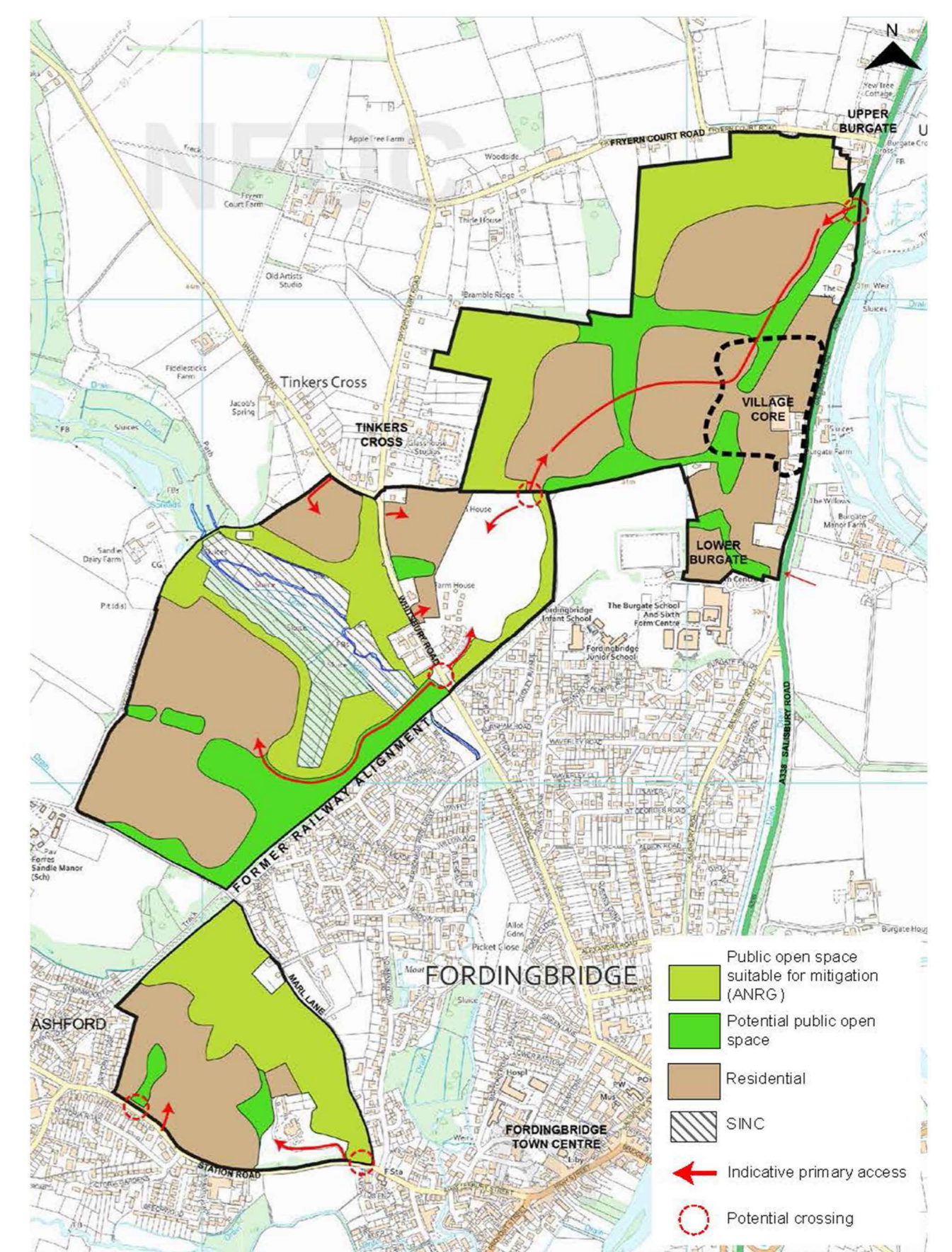
More information on Cala's excellent track record in delivering high-quality homes can be found on our website www.cala.co.uk

Cala is committed to making a positive and lasting contribution to local communities, seeking to build long-term partnerships during the life of our developments.

We have been undertaking pre application discussion with NFDC.



Aerial view of the site with NFDC Site Allocation Plan superimposed

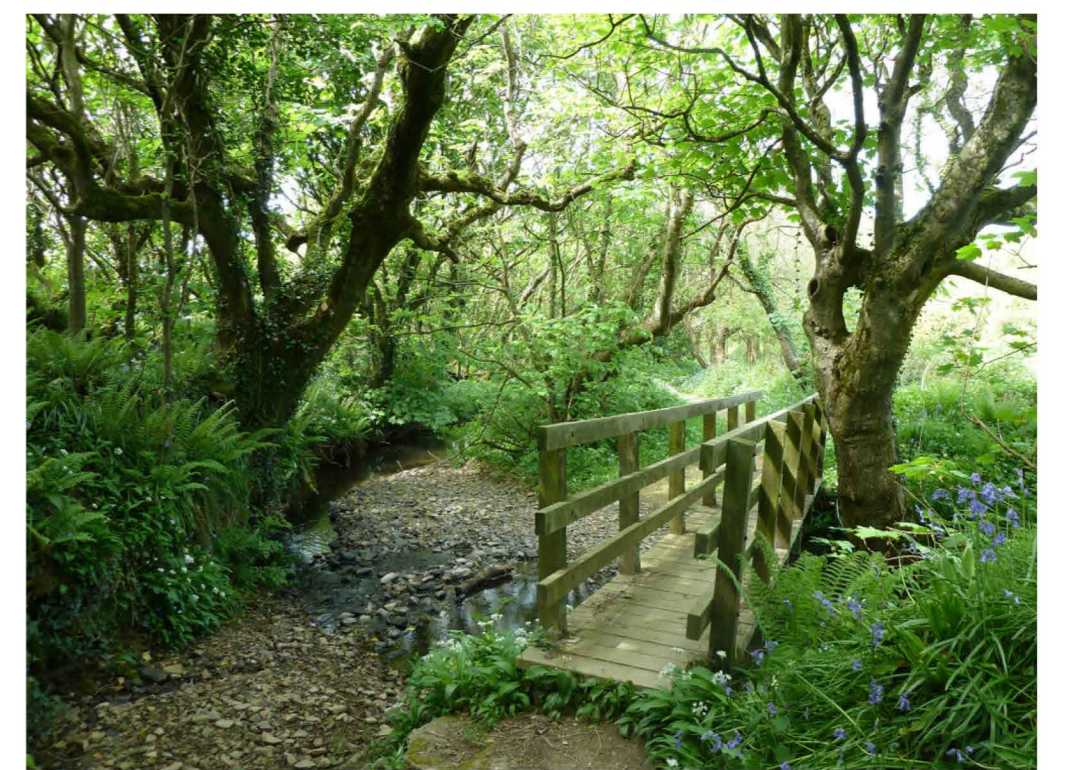
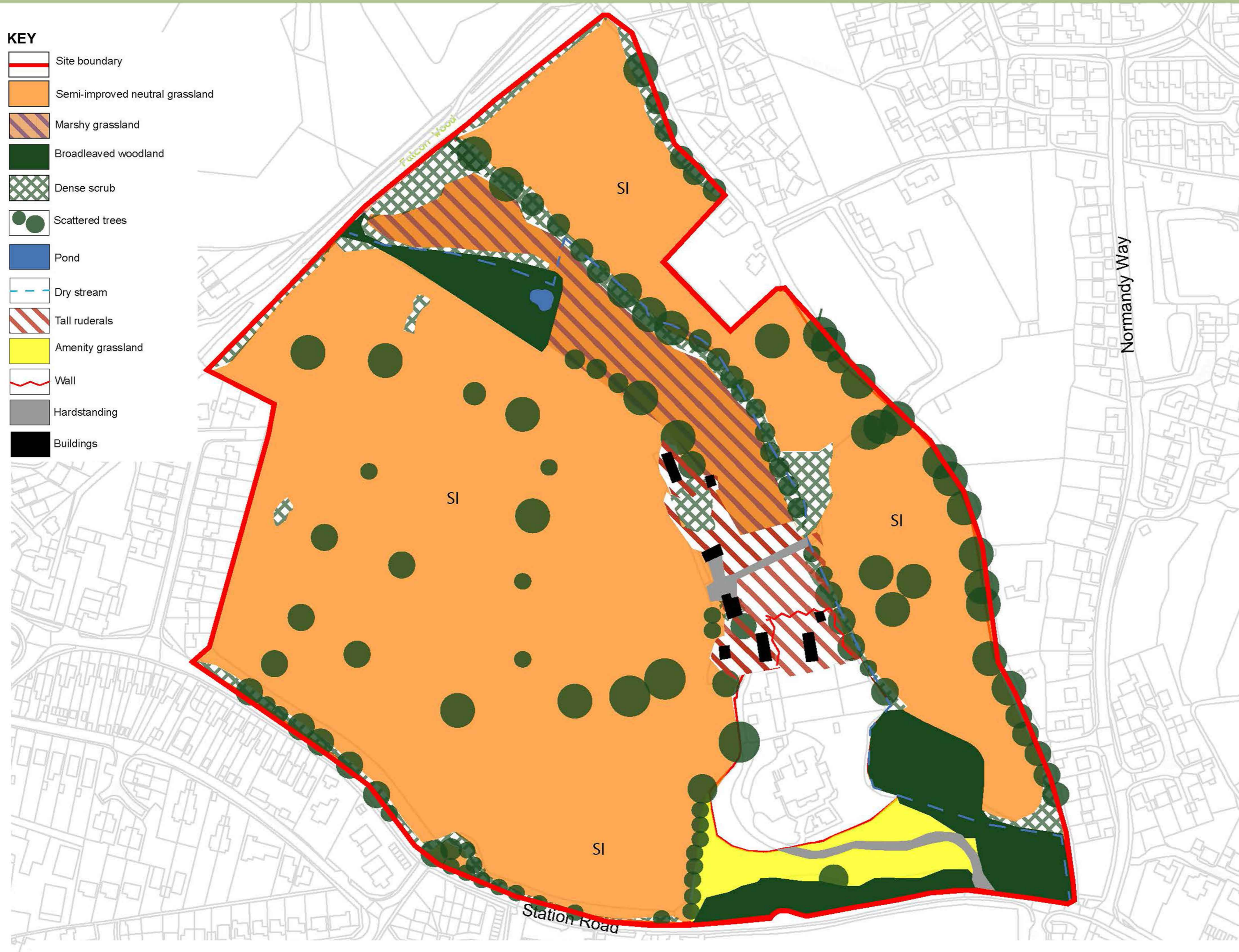


NFDC – Extract from Local Plan

The site is allocated under the adopted New Forest District Plan Local Plan 2016-2036 and is known as SS16 'Land North of Station Road, Ashford'. The site forms one of three strategic allocated sites, which includes Sites SS17 – Land at Whitsbury Road, Fordingbridge and SS18 – Land at Burgate, Fordingbridge."

The Team:





Ecology

Ecological Overview - HDA







The proposals have been informed by an ecological desk study, a phase 1 habitat survey and specialist surveys for protected and notable species including bats, badgers, water voles, otters, dormice, birds, great crested newts and reptiles, undertaken by HDA.

HDA have confirmed that the proposed development area is generally of limited nature conservation interest, being dominated by semi-improved grassland and disturbed land associated with the site's recent use as grazing land and small holdings. Where habitats of higher interest occur, such as woodland, tree lines, wetlands and watercourses, these are generally limited to areas located around the boundaries or outside of the development area. Protected species recorded at the site include small low-status bat roosts supporting low numbers of non-breeding bats, populations of common and widespread reptiles, badgers, and breeding birds typical of woodland edge and garden habitats. No great crested newts or dormice have been recorded at the site.

The emerging proposals show that it will be possible to retain key habitats within the scheme including the stream corridor, woodlands, ponds, marshy grassland and some areas of existing semi-improved grassland habitat. In addition it will be possible to create and enhance opportunities for wildlife through new tree planting and creation of scrub, establishment of more diverse meadow grassland and provision of new and enhanced wetland habitats as part of the landscape and surface water drainage scheme. This will maintain opportunities for the wildlife at the site following development.

The development will seek to achieve biodiversity net gain with a 10% improvement over the existing condition (this may require an off-site element).

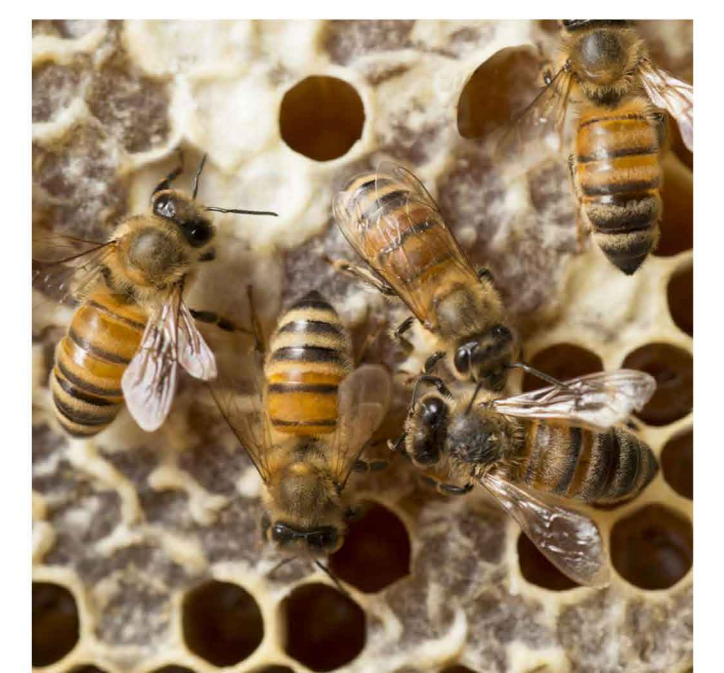
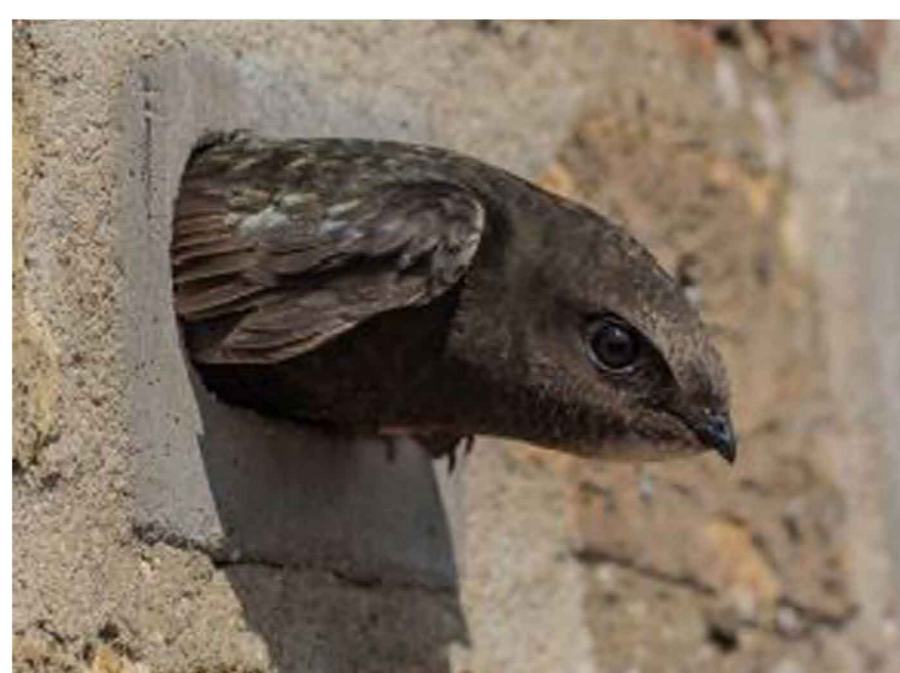
Cala Urban Wildlife Strategy

-  An average of one swift nesting feature per house and apartment building;
-  If any swift nesting features are clustered for colony establishment purposes, all houses will continue to have at least one bird nesting feature;
-  Each house and apartment block to have at least one bat roosting feature;
-  Each house and apartment block which have boundary walls to have at least one invertebrate brick;
-  Where the rear garden of the property adjoins other gardens or any other form of green space to include hedgehog friendly fencing;
-  Where a rear garden has a depth of at least 10 metres to include one native tree sapling as standard.

Information and maintenance tips on how to look after each of the implemented urban wildlife features included on dwellings will be provided to new homeowners in their welcome packs. This will provide valuable education on the vital role that maintaining and enhancing biodiversity and habitats plays in the delivery of new housing.



CALA Homes is exploring opportunities to work alongside local charity The Bee Mission to install beehives within the open space as part of their commitment to biodiversity enhancement.



Arboriculture

Barrell Tree Care have been commissioned to prepare a full Arboricultural survey & appraisal.

A plan has been produced by them to identify all important trees including veteran and category A & B trees, that will be retained. Retaining these trees was the starting point on developing the master plan.

To aid assessment, an overlay plan below has been produced:

All important trees to be retained are identified, highlighted & shown in context of the layout.



Overlay of site plan on tree survey plan
(Barrell Tree Consultancy drawing no. 22105-1B)



Site photographs

SUDS

Surface Water Drainage

Infiltration testing has been undertaken at the site which has confirmed that the plateau area at the top of the site is compatible with infiltration drainage which has therefore been utilised as much as possible.

The rest of the site where infiltration drainage is not feasible will drain at greenfield run-off rates to the Allen Brook watercourse running through the site.

The four pillars of sustainable drainage (SuDS) have been incorporated into the design with the proposals providing benefits to Water Quantity, Water Quality, Amenity and Biodiversity. These SuDS features aim to discharge the water close to source, thus avoiding a 'pipe to pond approach'. The SuDS design is as follows:

The site is broken up into 4 catchments (refer to Mayer Brown drawing No. MBSK220825-1 P2, opposite page). Catchments 1 and 2 are at the plateau area at the top of the site, catchment 3 covers the area sloping down at the north eastern side of the site, and catchment 4 covers the area sloping down at the eastern side of the site.

Individual plot soakaways will be positioned in the gardens of all houses on the plateau area at the top of the site (catchments 1 & 2) where infiltration drainage is feasible to discharge the water close to source.

Permeable paved parking bays and driveways will be utilised in all areas on the plateau area at the top of the site (catchments 1 & 2) where infiltration drainage is feasible to discharge the water close to source.

The roads and footways from the plateau area (catchments 1 & 2) at the top of the site will drain into infiltration basins.

Rainwater planters will collect water from the apartment blocks in catchments 1 & 2 which will drain into the piped network, and into the infiltration basins.

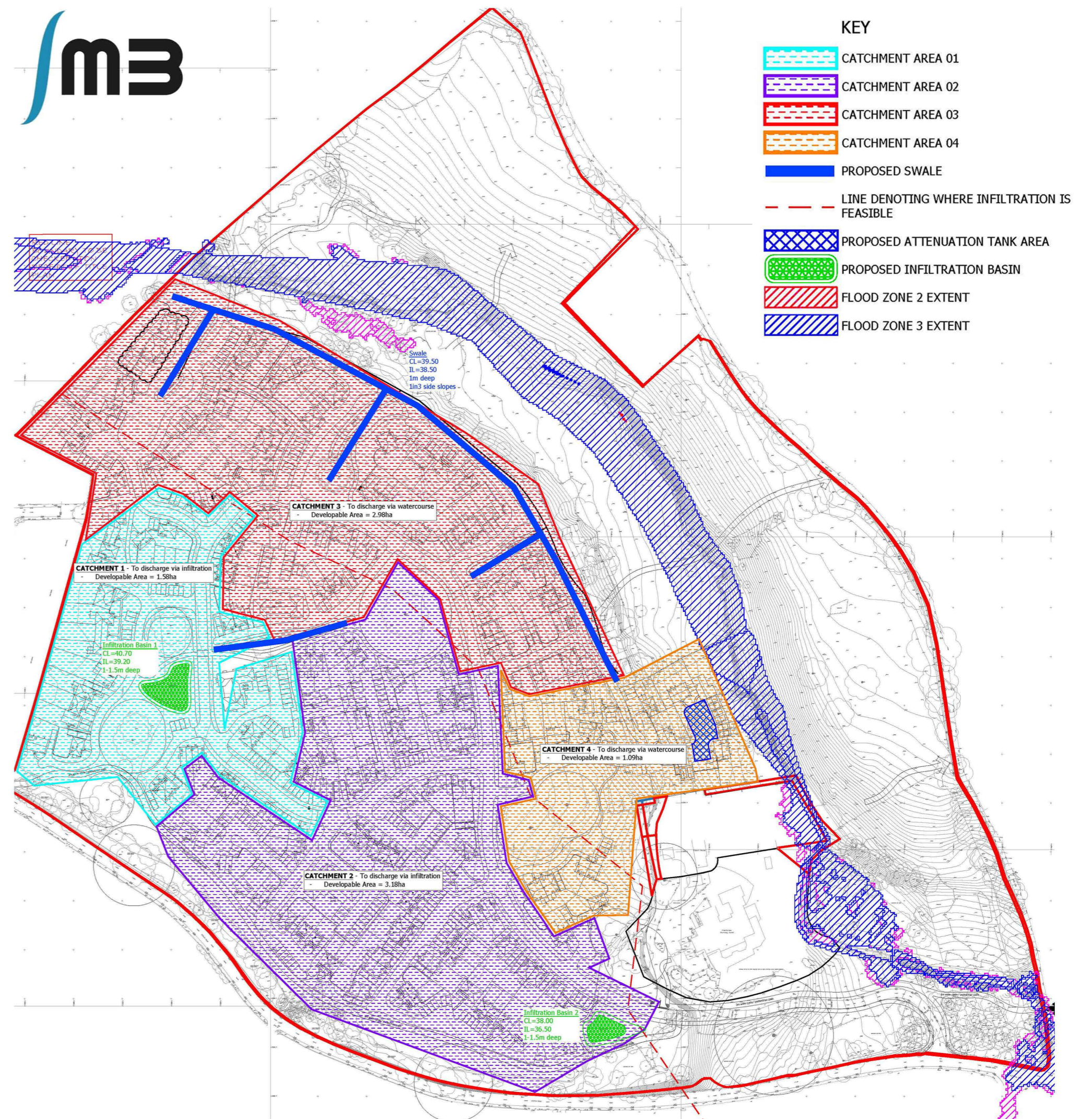
A swale will be positioned along the north-eastern boundary of the developable area that will attenuate surface water from catchment 3 before discharging at greenfield rates into the watercourse. This swale will be laid flat to encourage a wetland habitat to improve on water quality, biodiversity and amenity.

The wetland swale will be fed by a series of swales / ponds / wetlands that collect the water from catchment 3 with the water then further attenuated in the swale. These also contribute to the water quantity, quality, amenity and biodiversity benefits and therefore support the 4 pillars of SuDS design.

Permeable paved driveways and parking bays will collect surface water before discharging into the drainage network in catchment 4, and the areas where infiltration is not feasible.

The suds features demonstrate a considered and collaborative approach between the drainage and landscaping designs.

Infiltration drainage = Soakaways in garden/landscaping
Run off rates = How surface water flows on a surface of ground

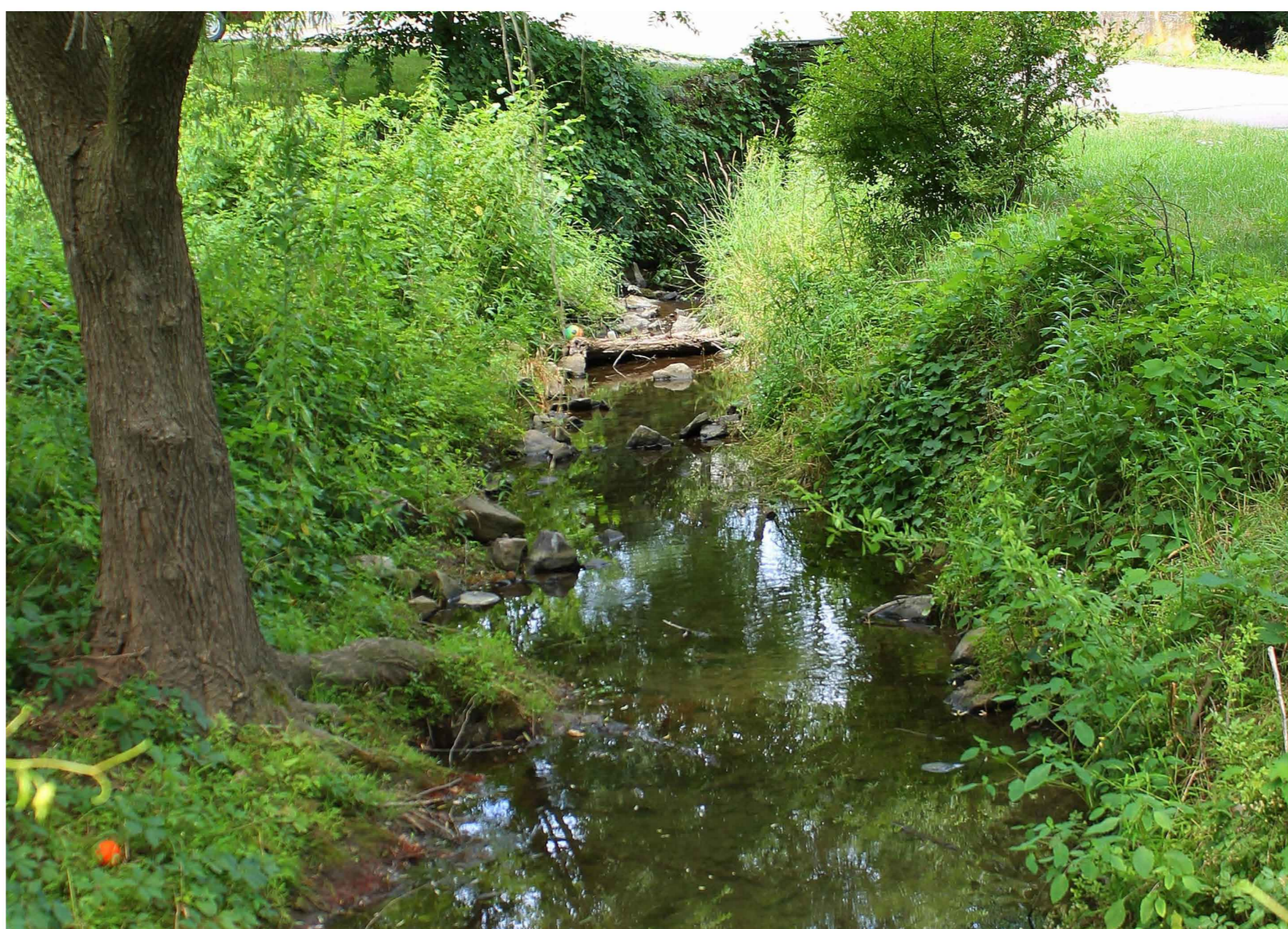


Flood risk & drainage feasibility drawing, Mayer Brown drawing No. MBSK220825-1 P2

Foul Drainage

Foul effluent from the development will discharge to the surrounding existing Wessex Water foul sewer network.

Mayer Brown have been in contact with Wessex Water as there is currently insufficient capacity in their network to accept the foul flows from the development, however they are planning upgrades to their network and the works to Fordingbridge WWTW have been confirmed for 2023/24.



Landscape

Design Principles

- The site is characterised by two distinct regions, to the west an open grassland plateau with a number of field trees, whilst the east is smaller in scale & formed of a valley landscape, supporting a mosaic of wetlands, meadow, scrub and tree belts.
- Enclosing the site are further belts of mature woodland that provide enclosure and wooded backdrop.
- A number of principles have been developed to ensure the Proposed Scheme successfully integrates with its landscape setting, these include:
- Safeguarding the Allen Brook valley corridor and maintaining the gap between Ashford and Fordingbridge;
- Locating development to the west of the site with a strong relationship to the edge of Ashford;
- Layout of development ensures boundary vegetation, mature and veteran trees can be successfully retained;
- Drawing the landscape into the development through open space and planting; and
- Improved connectivity across the site with new pedestrian and cycle routes
- United landscape design with ecology and SUDS to form a holistic and integrated approach

Key:

Site Boundary	Access to Site	Indicative Natural Play Trail
Existing Vegetation	Indicative Access to Site	Indicative Boardwalk
Existing Stream	Indicative Key Pedestrian and Cyclist Network	Indicative Area of Informal Recreation
Retained Lower Valley	Indicative Key Pedestrian Links	Indicative Area of Natural Play
Green Infrastructure Links	Existing Public Rights of Way	Indicative Attenuation Pond Location
Indicative Area for Flooding, Drainage and Wetland Planting	Indicative SuDs	Veteran Tree Protection Area
		Indicative Open Space Tree Planting



Design Concept

The guiding principles for the Proposed Scheme are maintaining the separation of Ashford and Fordingbridge through the setting of development to the west.

The development is based on the principle of retaining and enhancing the valley corridor, and locating built development to the more level plateau closer to Ashford, simultaneously maintaining the separation between Ashford and Fordingbridge.

Enhanced access to the Allen Brook Valley is provided through a series of landscape fingers that break up the outer edge of development and provide open space / pedestrian links. The retained individual mature trees typically sit within these green fingers or are incorporated into other areas of the open space.

The development will be served by a central spine road which in itself will contain irregular tree verges, allowing for larger tree groups to be planted. The route will guide visitors through the site and, where the route is intersected by the green fingers, will allow for views across the valley.

The vast majority of boundary vegetation is retained in order to ensure that the wooded backdrop to the site is maintained. This will ensure that new houses are well integrated into the surrounding landscape and visually well contained, while protecting the more rural character of Marl Lane.

The built up area will have a variety of character areas, providing variation in built form and public realm. This will include more formal, regular development parcels within the core of the site and closer to the built-up area of Ashford. Along the valley edge, a looser and more informal development parcels will give a sense of transition between Ashford and the surrounding landscape.

CALA homes wanted a connected and coordinated design led approach and where each discipline contributed holistically. This symbiotic design approach required that Landscape design, highways, architecture, urban design, ecology and SUDS engineering all united into one collective force for place creation.

Detailed landscaping plans will be submitted as part of the full application, including boundary treatment plans.



Plan Showing Key Landscape Design Character Areas

Our Proposal

It is important that we avoid a standardised housing estate design. The opportunity exists to create a meaningful and enduring place that can ally with Ashford, and bring forward parkland and opportunities for exploration and amenity.

The new owners, CALA, and a new bespoke design team enabled a complete and fresh approach to be considered and evolved.

It was important to CALA that a landscape led approach was adopted and a landscape design strategy was put forward by CALA. This strategy is explained in the following diagrams. A fundamental first consideration would be a united approach toward ecology, SUDs, Arboriculture, and landscape design.

This evolved into a structure that would be much greener, and with landscape designs merging with SUDs and ecological enhancement, with open swales and ponds/basins, forming green "lungs", arranged with existing feature retained trees.

This landscape led holistic design approach, would then combine with all factors of architecture, place making and landscape diversity. It was only after all such studies and teamwork had evolved that we as architects and urban designers might create a narrative and journey through a place that really would be village like and characterful, and form an organic fringe to the valley edge.



Green lungs and connections to valley form a key feature



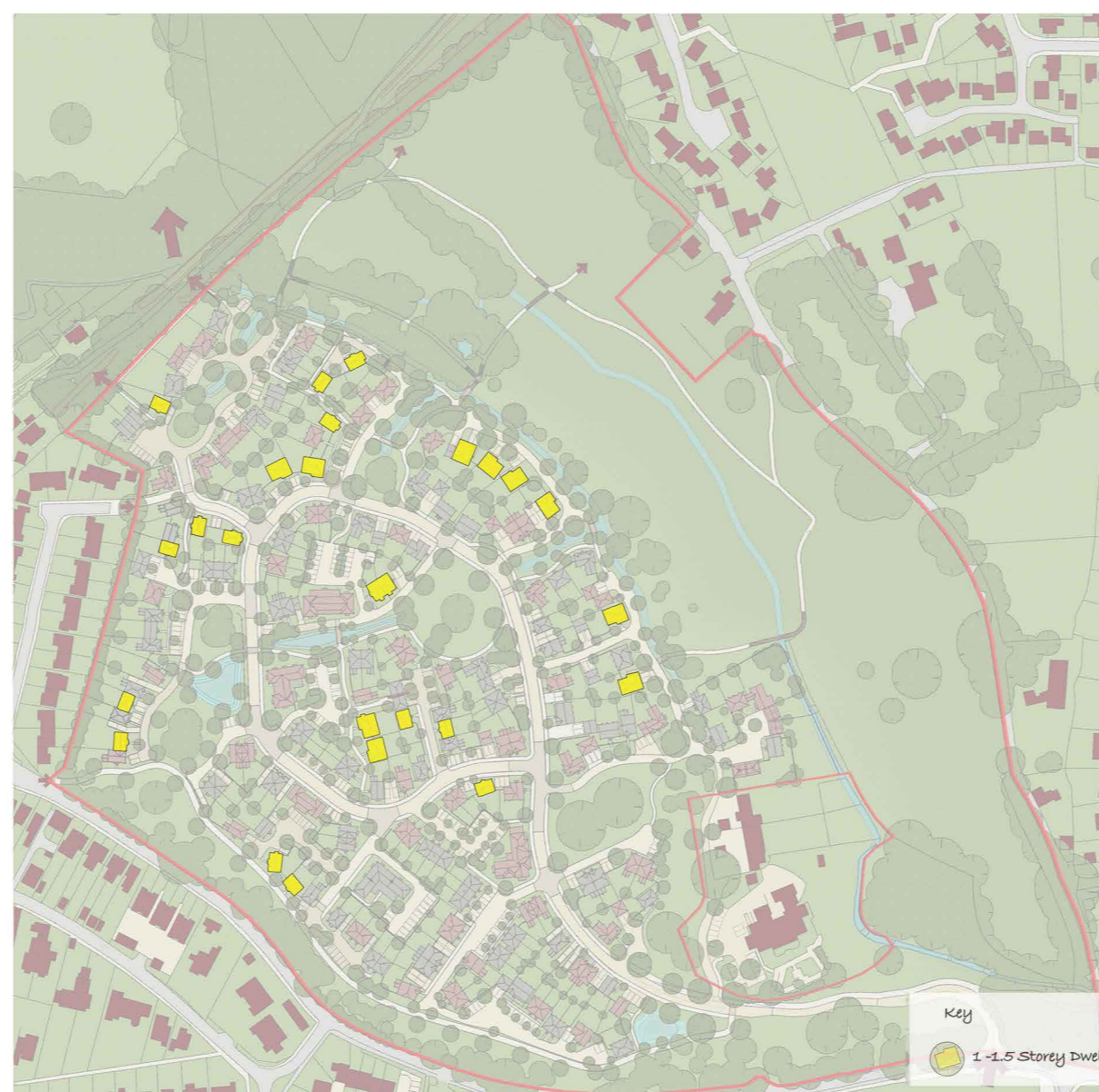
The landscape lungs filter toward the valley edge which should have a lower density and variety of scale



A road hierarchy with a principal road feeding into drives, lanes, and courtyards, all interlinked with a variety of paths and landscaped routes. A place that has variety and narrative.



All interlinked with the concept of heartlands. Not a place that all feels the same but a place that has interest, views, vistas, parkland open space and a myriad of experiences that might all connect to the valley and a place for amenity and ecological preserve.



At the rural fringe of the development, dwellings are punctuated with large gaps and structure trees. Roofscape with barn-like bungalows and occasional single storey provides views through to treescape beyond.



The proposed grain and matrix of built form and spaces, shown within the master plan; consistent with the existing settlement.



Concept View – Houses looking onto a parkland.

Our Proposal



Concept Master Plan (Nov. 2022)

The site has been allocated for new homes in the adopted New Forest District Council Local Plan.

Cala Homes has bought the site and is bringing forward proposals for 210 high-quality homes.

25-30% of homes will be affordable, subject to viability assessment – including first homes, shared ownership, and affordable rent.

The scheme will include a range of property types and sizes to meet the housing needs of local people and create a balanced community.

Development is set to the west, adjacent to Ashford.

A holistic approach to design has been taken, which maintains separation between Ashford and Fordingbridge.

The architecture and arrangement of the homes is reflective of the local area.

Earlier proposals were for 220 dwellings by previous applicants. Cala Homes proposal is for 210 homes in a 1, 2, 3 & 4 bedroom mix, including bungalows.



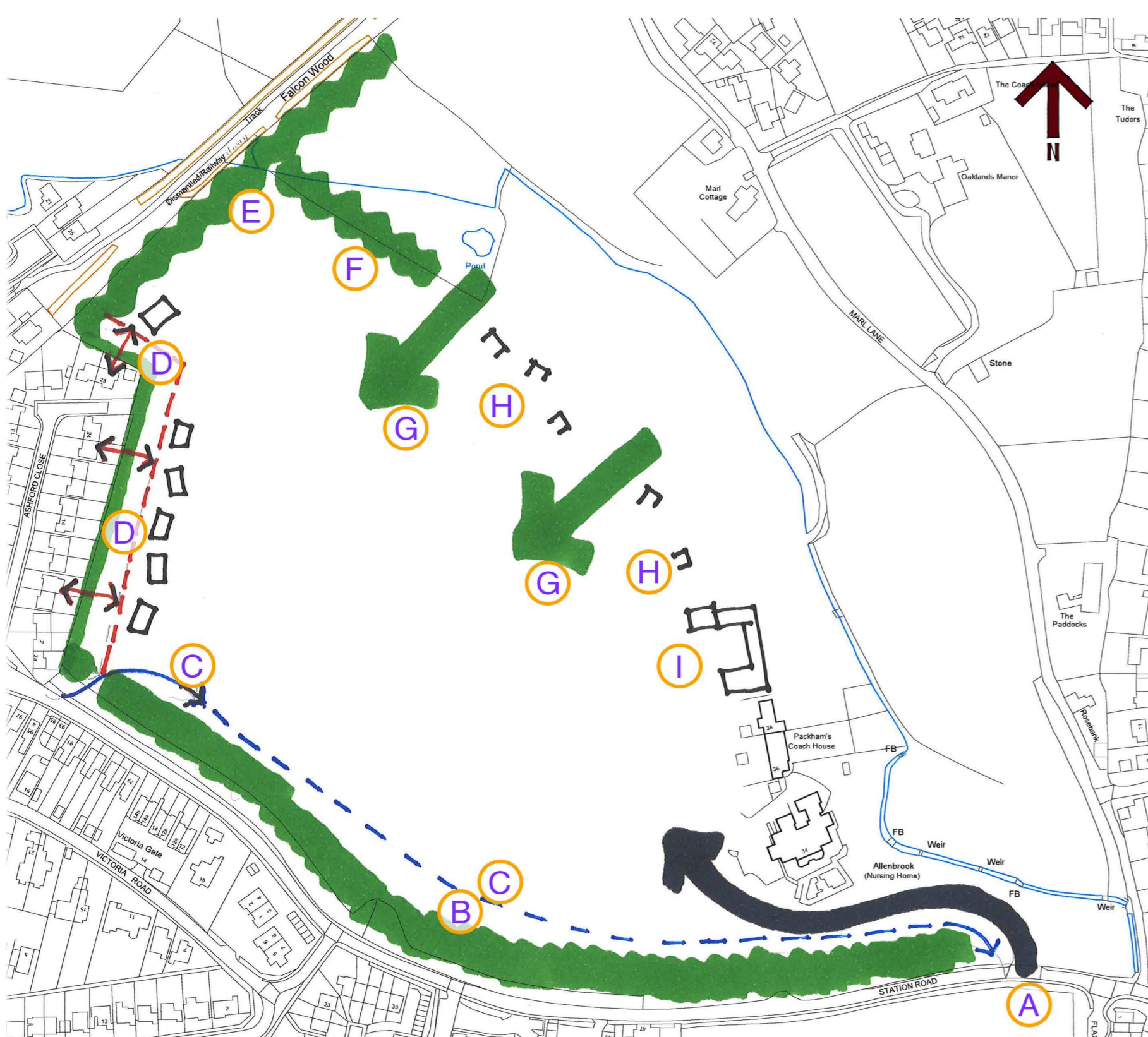
Concept View – Courtyard near to existing cottages

Site Considerations

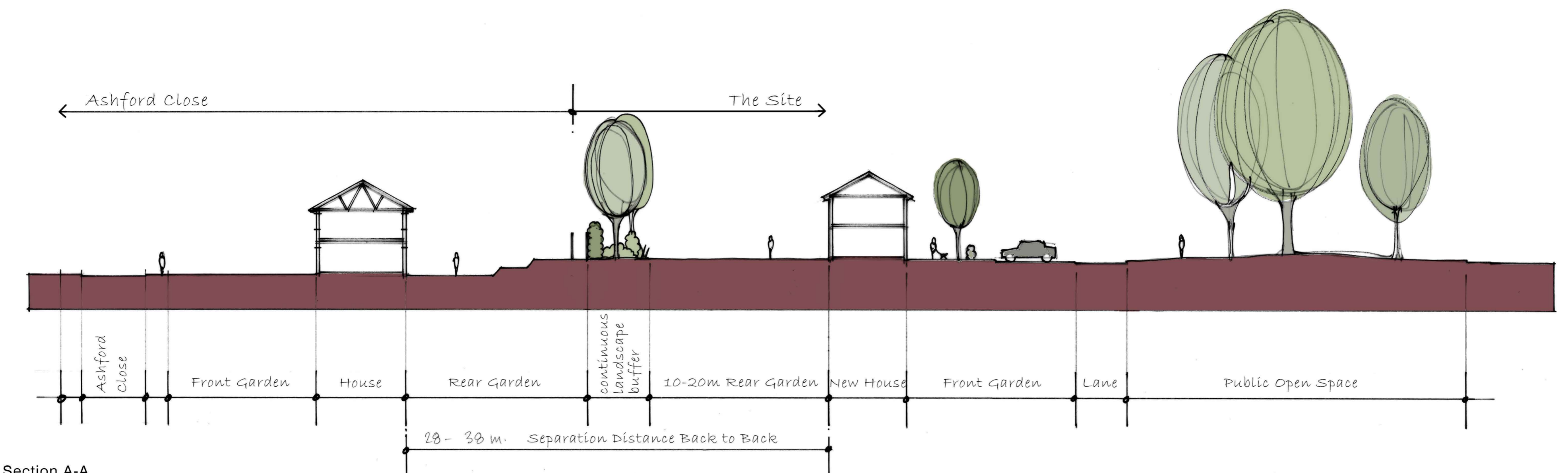
Key Features Considered

- Landscape design
- Feature existing trees
- SUDS designs
- Ecology
- Preserving the context of the care home and adjacent Cottages
- Creating a rural fringe
- Negating coalescence
- Creating a single access and preserving the tree lined character of Station Road
- Providing a new pedestrian and cyclist route off Station Road
- Developing within the area allocated for housing in the Local Plan, ensuring a meaningful green gap is maintained separating Ashford from Fordingbridge

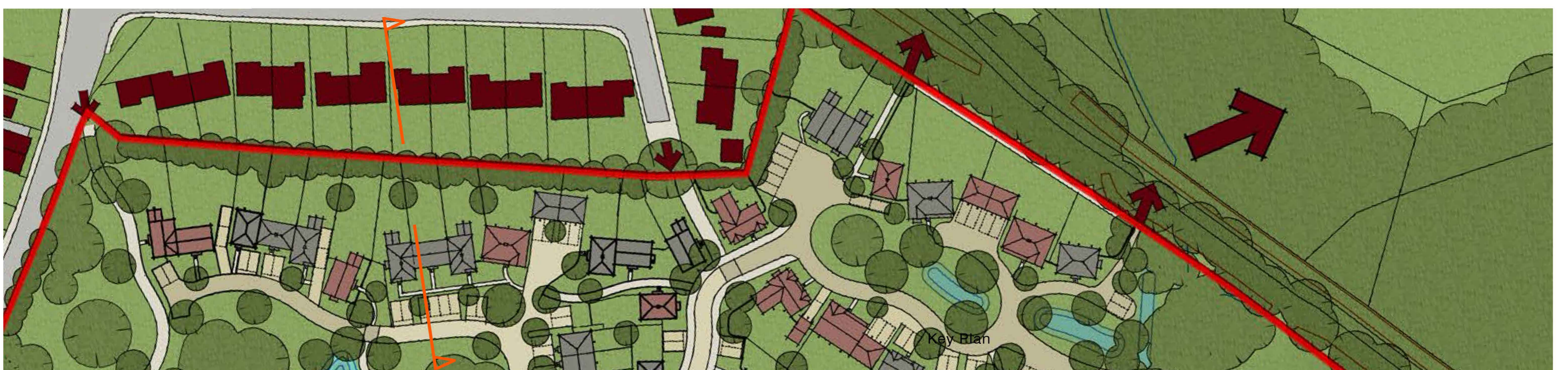
The concerns of residents are a serious and very important factor in any design. This diagram has been produced to table a small selection of the key elements.



- (A) Single access point preserves all trees along Station Road
- (B) Trees along station road maintained as a screen and mature sylvan setting
- (C) New pedestrian and cycle route within a linear park
- (D) It will naturally be a concern for any that live in Ashford Close that new housing will be created on the fields. It is important that new housing does not crowd into their amenity and the living experience of their homes. As such, any housing will back onto the rear boundary. This will seal the boundary and not leave it open. An integrated landscape buffer will be created, with shrubs and tree planting as a screen and landscape feature. Any new homes will be reciprocal 2 storey, in the same character: no flats or larger scale. Separation distances will exceed best practice and density should match and be the same as in the Close.
- (E) Improved pedestrian connections onto the old railway line and landscape character maintained.
- (F) Woodlands preserved.
- (G) Landscape lungs present a rich character and pedestrian connect to the valley.
- (H) Lower density to valley edge with small groups of circa 5 dwellings between large landscape features.
- (I) Farmyard courtyard sits alongside cottages to close grain and sit alongside the cottages in harmony.



Section A-A



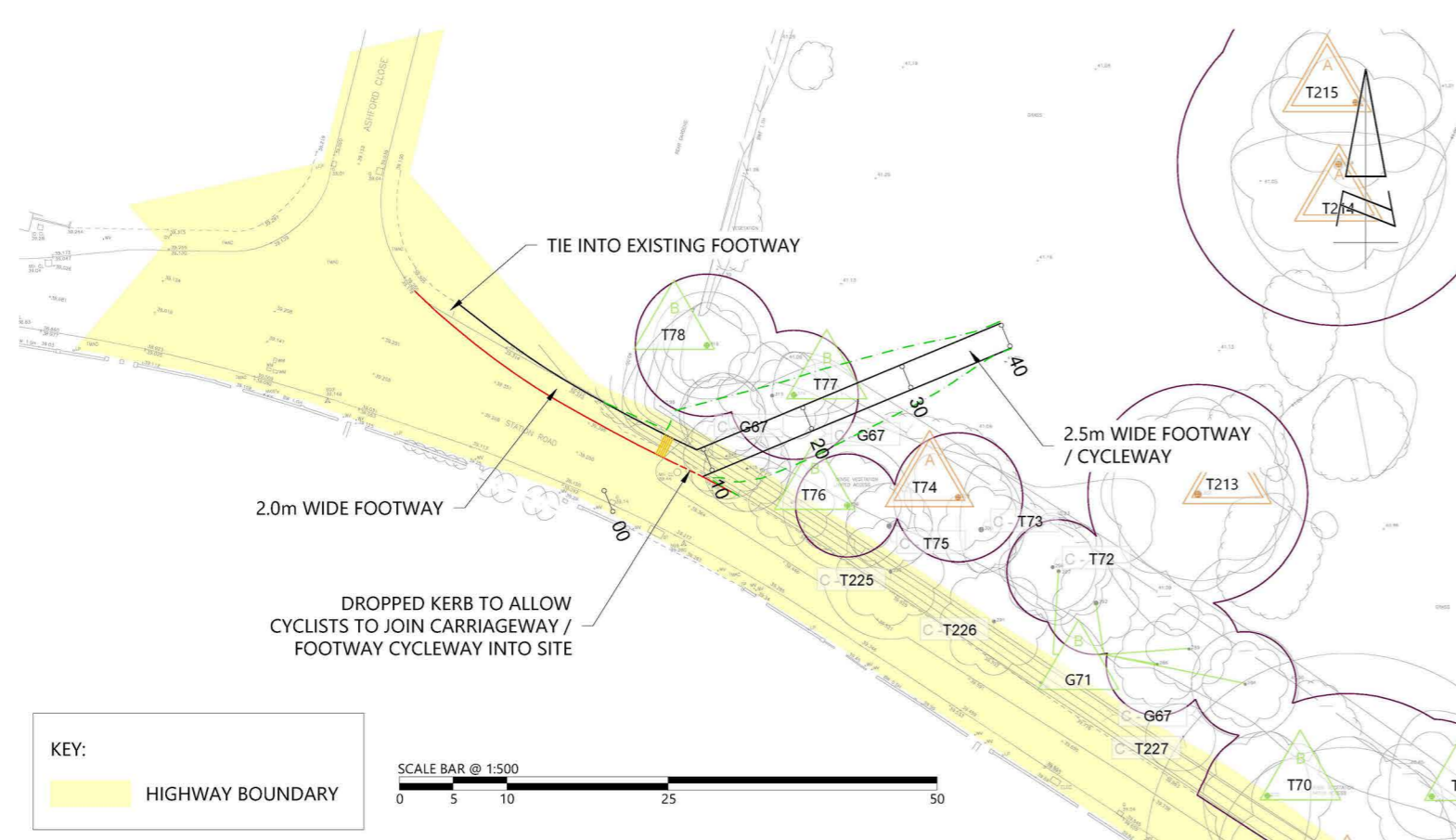
Movement and Access

Access Strategy

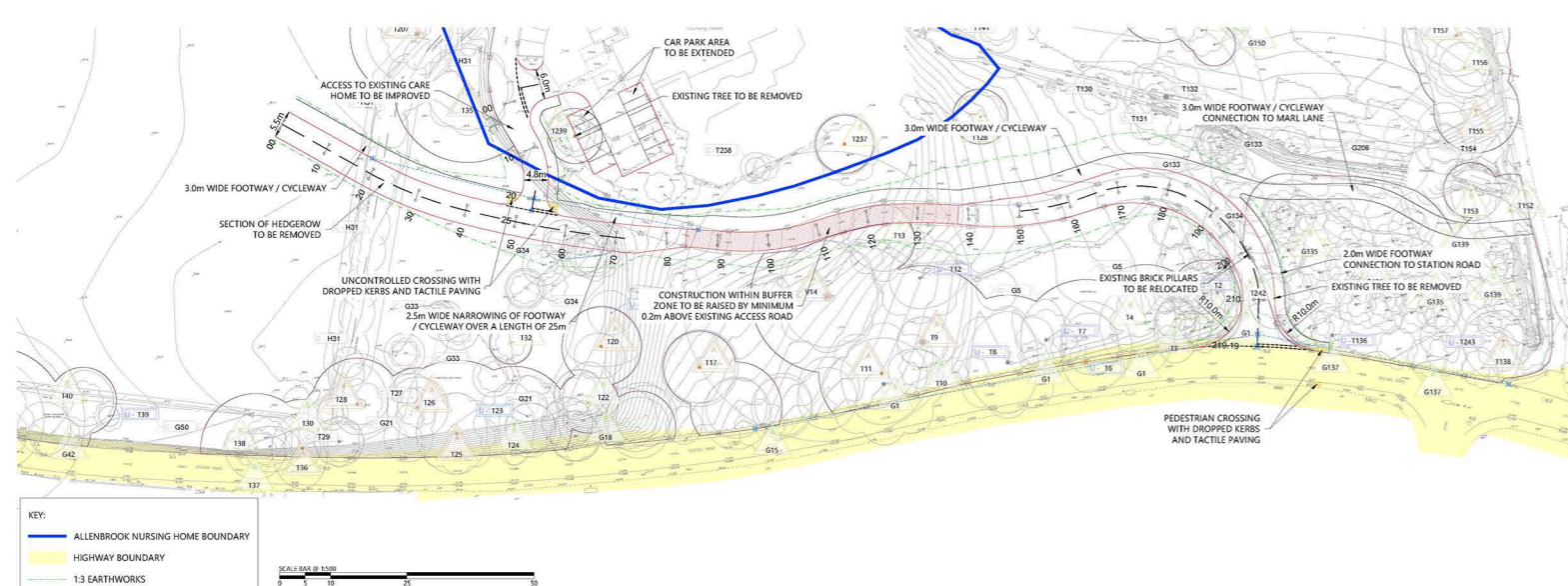
The LP allocation (SS16) identifies two points of access, to Station Road on the southern frontage and utilising the existing Allenbrooke Care Home access. However, initial review of constraints, reveals that delivering an acceptable access to Station Road on the southern boundary would likely have significant impacts on the character of the road and the adjacent trees / ecology. Therefore, vehicular access to the site is proposed to use the Allenbrooke Car Home access, which will be sensitivity improved to provide a safe and suitable access, but to respect the key site constraints including trees, ecology, and landscaping. The access to the Care Home will also be improved. Assessment demonstrates that a single vehicular access to the site is sufficient. It is critical that the scheme integrates well into the local area and creates a well-designed movement network that makes travel easy, safe and comfortable by active travel modes.

Latest Access Arrangement

This responds to the access routing through the Veteran Tree buffer by retaining any vehicular traffic to the existing track area through creation of a priority working arrangement, with associated footway / cycleway formed of a no-dig construction.



Pedestrian / Cycle access to Station Road (west of Site)



Latest Access Arrangement

Layout Principles

The site will need to be delivered in line with key design guidance, primarily: National Design Guide

Manual for Streets

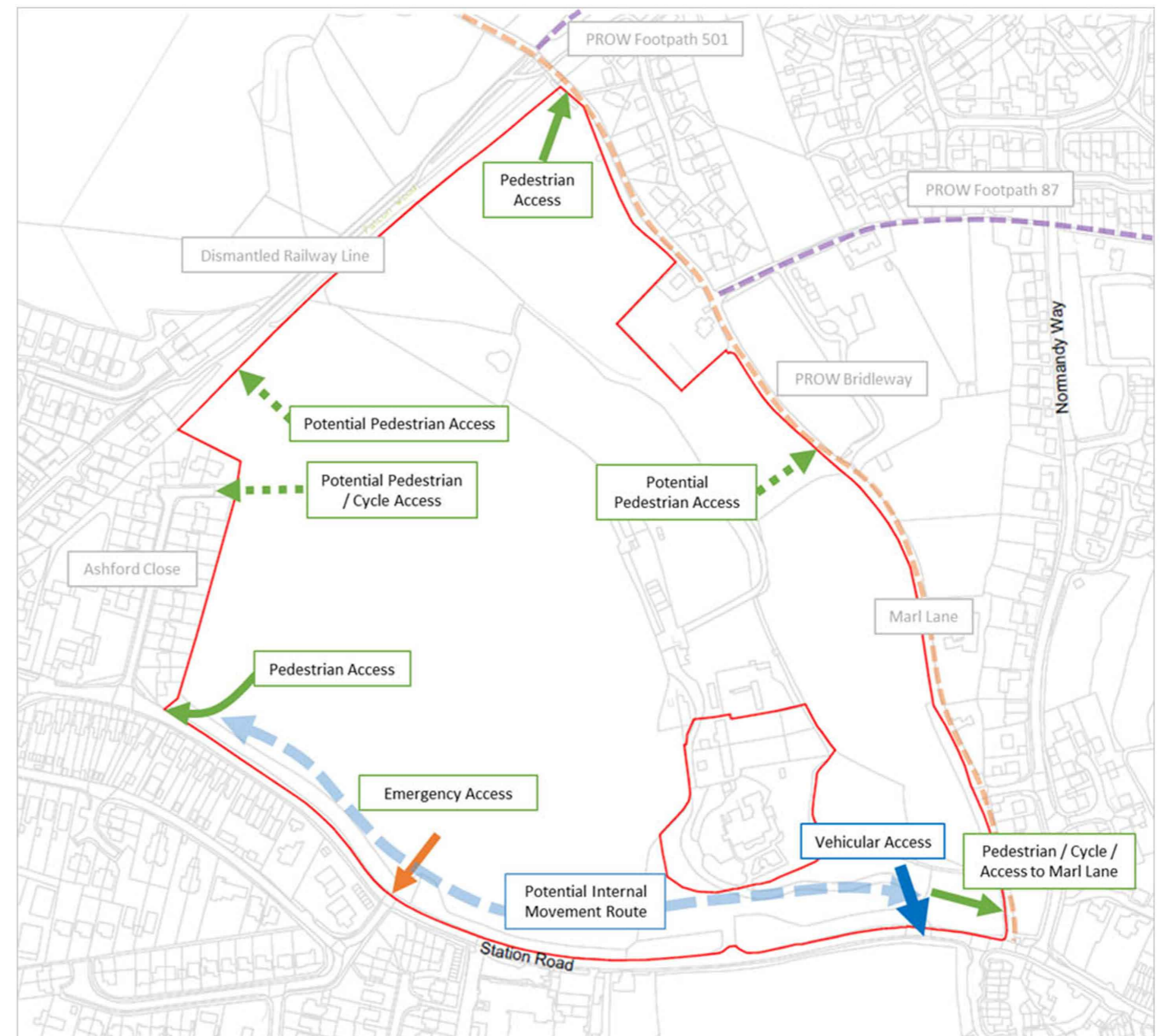
LTN 1/20

Central to the guidance is a need to balance the movement and place functions of new streets and spaces to ensure that these deliver for all users. Pedestrian and cycle movements should be prioritised, and whilst vehicle and servicing requirements must be accommodated, these should not be allowed to dominate the delivery of quality places and result in over-engineered vehicle based solutions.

In the context of the scheme this means:

- Delivering a well-connected, permeable movement network which prioritises movement by active travel modes and provides route choice
- Developing well designed slow speed environments (maximum of 20mph)
- Accommodating (safely) vehicle demands but ensuring that these requirements do not compromise the design quality of the place to be developed

Parking and cycle parking standards required by NFDC / The Highways Authority will be fully met in accordance with their strategy



Potential Access Strategy

Non-Vehicular Access

The scheme seeks to embrace each opportunity to create a sustainable and well-connected scheme, to ensure route choice and permeability.

- Pedestrian and cycle connections are proposed to:
- Station Road, west of the site
- Station Road, at the site access
- Marl Lane, east of the Site at Station Road
- East to Marl Lane
- Potential further access to Ashford Close and the disused rail line

Accessibility and Connections

See section 5 of the TA Scoping Note for relevant text / information. There are a number of local services and facilities in the form of retail, leisure, medical and education within walking and cycling distance of the site. Table 5.1 sets out the key local services and facilities within the local area. A Travel Plan will be provided to identify opportunities to promote sustainable travel and offset the impact of the development.

Table 5.1: Local Services and Facilities

Type of Facility	Destination	Approximate Distance from Site (m)	Walking Time (mins)	Cycling Time (mins)
Retail	The Gourmet Grocer	700	8	3
	The Co-op Food Fordingbridge (ATM)	800	10	3
	Tesco Express	1,000	12	4
	Fordingbridge Post Office	1,100	13	4
Leisure	The Regal Cinema, Fordingbridge	600	7	2
	Avon Community Centre	650	8	2
	Fordingbridge Library	900	11	3
	Fordingbridge Museum	1,000	12	4
	Fordingbridge Park	1,200	14	5
	Fordingbridge Skate Park	1,400	17	5
	Fordingbridge Bowling Club	1,500	18	6
	Fordingbridge Rugby Football Club	1,700	20	6
Education	Sandleheath Village Hall	1,800	21	7
	Sandleheath Tennis Club	1,800	21	7
	Forres Sandle Manor School & FSM Nursery	1,700	20	6
	Fordingbridge Infant and Junior Schools Federation	1,700	20	6
Health	The Burgate School and Sixth Form	2,300	27	9
	Fordingbridge Day Nursery and Pre School	2,400	29	9
	Fordingbridge Surgery	750	9	3
	Fordingbridge Hospital	800	10	3
Mydentist	850	10	3	
Fordingbridge Chemist	950	11	4	

Source: Google Maps (accessed August 2022). Distance recorded from application site entrance at Allenbrook

Key:

- Within a 'Walkable Neighbourhood' (800m)
- Within a distance where most people (circa 80%) will walk (1,600m)
- Within a distance where walking is a realistic alternative to car use and where some people (circa 31%) are still prepared to walk (3,200m)

Building Sustainable Homes

Sustainable Strategy

The impact of the construction sector has become a growing area of concern for our board, our staff and our customers and so, here at CALA, our approach to sustainability has undergone a dramatic transformation.

We are committed to reducing our environmental impact and are working towards our targets of building homes that are operationally net zero carbon from 2030 and reaching net zero greenhouse gas emissions in line with the Scottish Government's 2045 target and ahead of UK Government's 2050 target.

Our roadmap to net zero includes exciting research and testing of various innovations and technology, to ensure we make the right choices for the planet and our customers. We're also working closely with utility providers to inform discussions around the decarbonisation of the energy grid and to ensure the right infrastructure is in place.



Considerate Construction

We appreciate that the construction of new homes can affect those living and working in the immediate area, so we aim to keep disruption to a minimum.

Carefully planned construction and traffic management plans are created with our health & safety teams prior to building work commencing. We communicate with local residents to inform them of the nature and duration of any forthcoming work, which is likely to impact people locally.

We take our responsibility for protecting wildlife and watercourses very seriously. Every site has a tailored approach, and we work with independent ecologists to assess our sites prior to planning, to ensure we do all we can to preserve and enhance the biodiversity on our sites.



Our Approach

CALA operates a fabric first, carbon saving policy. This exceeds current building regulations requirements.

CALA passionately believe that housing delivery and biodiversity enhancements are not mutually exclusive and as an overarching approach, all developments moving forward will achieve net biodiversity gain. This includes looking at the sustainability of a development, including energy efficiency, renewable energy generation, electric vehicle charging, sustainable urban drainage, tree planting and habitat creation including wildflower meadows.





Community Benefits

- Development of an allocated housing site in accordance with the adopted Local Plan.
- A mix of high-quality new homes to meet identified local needs, including affordable and family homes.
- The provision of affordable housing in a range of house types and tenure.
- Creation of new pedestrian and cycle routes, including to the north of Station Road
- Areas of new public open space created along the Allen Brook Valley, which will increase public access and result in ecological enhancements
- Retention of existing trees and hedgerows together with new landscaping and boundary treatments across the site
- Biodiversity Net Gain and the provision of new ecological features, including new tree planting, bird/bat boxes, & hedgehog friendly fencing. Cala are also exploring opportunities to work alongside local charity The Bee Mission to install beehives within the open space as part of our commitment to biodiversity enhancement. Bee Mission is a Community Interest Company on a mission to save the bees by building and installing new beehives across the country. Honeybees are one of the chief pollinators and crucial in the production of fruit and vegetables, as well as the reproduction of plants and numbers are declining due to pesticides, parasites, disease, and habitat loss. Cala is seeking to work with the Bee Mission to investigate opportunities to install bee hives within the site.
- Sustainable design and construction methods, including PV panels and electric vehicle charging points.
- Financial contributions to help fund key local services and infrastructure upgrades.
- Construction jobs and opportunities during the construction phase.



NEW NATURAL PLAY AND
GAMES AREAS



ELECTRIC CAR
CHARGING



UP TO 30% AFFORDABLE
HOUSING



SUPPORTING LOCAL
SHOPS



Next Steps

Thank you for taking the time to attend our public exhibition.

Our aim has been to ensure that the proposals take a holistic approach to design and represent a sensitive, high-quality addition to Ashford.

Members of the project team are on hand to answer your questions.

Please fill in a feedback form today or you can visit our website or email.

Your feedback will help us shape the proposals before a planning application is submitted to New Forest District Council.

We would be grateful if all feedback could be received by 21st November.

Full planning submission is planned for this winter 2022 and with potential start date on site of late 2023



Contact Us:

If you have any questions or comments about our proposal, please feel free to get in contact with our representatives using the details below:

hello@landnorthofstationroad.co.uk

www.landnorthofstationroad.co.uk

