

12. CONCEPT DEVELOPMENT

The five objectives of good design (TAN12) are a set of principle considerations for this development, ensuring the development effectively responds to and assimilates with the local context. In addition, the DCFW Placemaking Charter identifies six placemaking principles, which are also key guiding factors.

Hammond Architectural Ltd are fully conversant with TAN 12 and are signatories of the Placemaking Charter. In accordance with the above, a set of site-specific principles and objectives have been developed for the site that support and promote placemaking.

PLACEMAKING PRINCIPLES



People & Community

- Create an attractive, welcoming place that is accessible to all and fosters a sense of belonging leading to community stewardship.
- Provide a range of homes, attractive streets, and spaces to support community interaction and offer experiences that will help foster a sense of belonging and community.
- Shape proposals in response to the engagement process to ensure the final scheme meets the needs of the future community.

- Maximise active travel connections to existing movement network, helping to reduce car dependency and ensuring sustainable lifestyle are supported.
- Create an attractive and safe residential environment that is safe, easy to navigate and accessible to all, encouraging walking and reducing car dominance and vehicle speeds.



Location

- Efficiently use the land available whilst respecting the strong green assets of the site.
- Maximise opportunities to connect to the Community of Dol Y Dintir and Cardigan.
- Connect with existing and proposed infrastructure, supporting existing services and reducing the need to travel.



Public Realm & Landscape

- Connect to and enhance the Green Infrastructure network and provide space for people to come together and socially interact.
- Build resilience through green-blue infrastructure.
- Sustainably manage surface water, promote biodiversity and allow people to come closer to nature, supporting people's well-being.
- Design streets and spaces as social places, adding a sense of playfulness and supporting people's well-being and happiness.



Mix of Uses

- Efficiently use land, providing a mix of housing types and tenures that suit local requirements and achieve an appropriate density.
- Create spaces where people of all ages can gather around to establish a sense of community.



Identity

- Deliver a distinctive characterful development, which creates a sense of place.
- Develop a strategy that celebrates the sites existing green assets and create opportunities to enjoy the wider landscape setting.
- Drawn on the local building styles and material palette, ensuring a sense of neighbourhood and belonging.
- Positively define, front and animate and streets and spaces and terminate key vistas with buildings or landscape.



Movement

- Maximising the opportunities for convenient, safe, and active travel from home to Cardigan's local community destinations, services and transport network.

Concept Framework Plan



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13. SKETCH PROPOSALS

In December 2022 a Concept Sketch Layout was issued to the LPA (see drawing page 21). The proposal demonstrates how the site could accommodate circa 55 affordable homes, it is considered that the scale of residential units and the development is appropriate to the site and is in keeping with the scale of residential development. The key features of the proposed development include:

Development & Use

- 1 Residential development will comprise 1 bed flats and 2, 3 and 4 bed social rented houses. The overall scale of the dwellings would on the current proposal would be two storey, with the potential to introduce one storey bungalows.
- 2 A richness in townscape will be achieved; helping create a sense of place and aiding legibility and wayfinding.
- 3 The proposed architectural style will incorporate a range of house types that have their own character but also complement and enhance the setting, helping to unify the development.
- 4 An extensive, retained wildlife corridor will wrap around the edge of the site, connecting the wider green infrastructure network.
- 5 A generous area of open space will welcome people into the site from the west. This multifunctional space will retain existing vegetation, and could incorporate an attenuation basin, helping to sustainably manage surface water and create a diversity of new habitats.
- 6 A centrally located amenity space will provide residents a place to spend time, enjoying long distance views and natural play.
- 7 A mix of rain gardens, swales, and water attenuation areas will be integrated across the site, interspersed with green street and tree planting.
- 8 The proposed development will incorporate and adhere to any easements and no-build zones.

Access & Movement Strategy

- 1 Vehicular access to the site will be achieved along the site's southern boundary from New Mill Road. Cyclists access to the site will be provided on carriageway.
- 2 The internal access road has been designed to a 5.5m width and can accommodate the range of vehicles that are likely to service the site, including refuse vehicles. The connecting routes will be attractive and comfortable, consistent with the encouragement of mobility for all.
- 3 Pedestrian access to the site will be provided in the form of a new 2m footway along New Mill Road which will follow the vehicular accesses into the site.
- 4 The feasibility of a point of pedestrian and cycle access into the site from the west of the site, was considered. This route connection is no longer considered viable or necessary (improved connections provided along New Mill road).
- 5 A pedestrian footpath could be provided within the site improving access to properties located to the north of the site along New Mill Road.
- 6 A future point of pedestrian and cycle access could also be provided along the eastern boundary should the land to the east be developed in the future.
- 7 A legible, connected street layout is proposed that will create an attractive walkable neighbourhood. Manual for Streets principles are applied, aiming to reduce the impact of vehicles, and giving a higher priority to the needs of pedestrians and cyclists, with direct, attractive, safe, well connected, permeable street networks.
- 8 The character and the identity of the streets and private drives will vary across the site, with a change in street width, surface materials and landscape planting strategy proposed.
- 9 Parking is typically proposed on plot and provided in accordance with SPG.
- 8 Level access will be provided with Lifetime homes standards achieved.

Concept Sketch Layout

House Type Schedule						
Type	HT Code	HT Name	Number of Bedrooms	HT Area (m ²)	Number of Units	Total Area of Each Unit (m ²)
Affordable	1B-SP	1 Bedroom	1	577	8	3182
	1B-SP-DF	1 Bed Flat	1	545	5	2725
	1B-SP-FF	1 Bed Flat	1	581	3	2905
	2B-4P	2 Bed House	2	891	15	13365
	3B-5P	3 Bed House	3	1012	18	18216
4B-6P	4 Bed House	4	1700	6	10200	
Total Number of Units and Coverage (m ²)					55	47651



Scale 1:500
0 10 20 30

REV	DESCRIPTION	DATE
1	Capacity Layout	Dec '22

CLIENT: Wales & West
 PROJECT: Dol Y Dindir
 DRAWING TITLE: Capacity Layout
 SCALE: 1:500@A2
 JOB No: 2316

DRAWN BY: HAL
 CHECKED BY: [Blank]
 REVISION: 1

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Figured dimensions must be taken in preference to scaled dimensions and any discrepancies are to be referred to Hammond Architectural Ltd. Contractors, subcontractors and suppliers must verify all dimensions on site before commencing any work or making any workshop drawings.

Environmental Sustainability

At the project outset several high levels principles were developed, focused on Environmental Sustainability:

- Protect and enhances the natural environment and pro-actively manages surface water drainage.
- Provide a supply of housing that meets the needs of the present and future generations, is well served by local facilities, and supports health and well-being.
- Efficiently use land in a way that sensitivity responds to the site context.
- Create employment opportunities during the construction period.

Green and Blue Infrastructure Framework

Green Infrastructure forms the backbone of a wider landscape concept for and will permeate the entire development and connect with the existing development to the south.

A multifunctional network of green infrastructure is proposed that will be accessible to the existing community and future residents.

The network will be well-designed, providing:

- Green Streets incorporating rain gardens/swales and tree planting will softening the streetscene, providing

amenity for residents and managing surface water.

- The neighbourhood is connected by a network of green streets and spaces, which include street trees and green verges and suds.
- A management and maintenance strategy will be developed ensuring the attractiveness of the site is maintained.
- Varied boundary treatments will be introduced to front and side gardens, using hard and soft landscaping, such as hedgerows and walls to add visual interest; provide continuity, and the enclosure of streets and spaces.
- Sustainable urban drainage solutions will be incorporated, effectively managing water and maximising benefits for biodiversity.
- The areas of open space will be designed to convey and attenuate surface water. Rain gardens will be provided within the street network to attenuate flows at source and provide a treatment function.
- Ecological mitigation and biodiversity enhancement measures will be incorporated into the emerging design proposals for further consideration at detailed design stage.



14. ENGAGEMENT

In January 2022 early feedback was sought from Ceredigion County Council on the emerging concept proposals. A brief summary of the feedback and considerations for design development is provided below:

Principal of Development

- Merit seen in the site coming forward for development and general agreement there is potential for it to be included as a site allocation in the LDP2.
- 44% of Ceredigion is affected by phosphates (so development is on stop) and could be potentially good justification for this scheme.

Capacity, Mix and Tenure

- Welcomes discussion (via the formal pre-application process) on the proposed number of units, mix and tenure.
- Concerns raised about this scheme being wholly affordable. Whilst this could make it easier to argue the acceptability of the development in this out of settlement location, potential concerns about the size of the development and the need for phasing.
- Suggested a split of 25 Open Market and 30 affordable may be more palatable.
- Identified a need for 20 no. bungalows in Cardigan (Band A) that are wheelchair accessible, but appreciate these take up land.
- There is a risk of call-in on the basis Ceredigion Council is being monitored by Welsh Government for special measures – This is largely due to performance and committee going against officer recommendations.

S106 Matters

- Ceredigion are not requesting commuted sums towards education currently because there is generally surplus capacity in schools. However, there is a shortage of nursery places. This could be a benefit to use and viewed favourably by Planning Committee if an offer were to be made to fund nursery places (pro-rata this amount against the OM units) .
- Leisure/open space calculations are outlined in the SPG. Ceredigion often count SuDS in the open space calculation but only if these features are useable (i.e. not too wet).

Technical Reports

- LVIA will be needed.
- Agricultural Land Classification Survey will be needed
- Undertake initial investigation for SuDS since there is a known surface water flooding issue in the area.
- Linguistic Assessment may not be required since the housing delivery rate in the area has reduced in recent years and this site may include a large proportion of affordable for people in the local area. However, the need for this assessment cannot be ruled-out.

Traffic Management & Road Safety

- The scheme would need a Traffic Regulation Order for a 20mph to cover the development and go beyond the proposed junction, since visibility to the left for those exiting the development is restricted by the bend. New Mill Road is currently subject to national limits.
- The junction at the southern end of New Mill Road with Aberystwyth Road is busy (the access to B&M is nearby, and there is a large lay-by that gets used quite frequently), and visibility to the left (towards the traffic lights) gets obscured by queuing traffic at the lights. The LHA is proposing that the existing 30mph limit on Aberystwyth Road be dropped to 20mph come September 2023 (as part of the Welsh Government proposals); it is acknowledged that speeds there are quite low anyway because of the lights. Queuing traffic also seems to queue back across the New Mill Road at times, so maybe a Keep Clear marking at the junction might mitigate this.

Estate Road Access

- The Left-hand egress visibility onto New Mill Road from the proposed estate is of road safety concern – the LHA will need a visibility splay across the bend.
- Ceredigion LHA requires standard 5.5m carriageway/2m footpath on both sides – for the proposed estate road layout.
- The chicane on the approach to the north-west turning head appears incongruous – albeit – there is no objection if it is beautification/street scene, but curious to its purpose/risks?
- Some linkage between the internal cul-de-sacs would be good to avoid the 'tree root' build. Private road to private road, for example.
- A Non Motorised User (NMU) access onto New Mill Road to the north would be good so that pedestrians going up/down that way can leave the main road, and cut through the site, to avoid the bend.

Annotated sketch by Highways Authority



- A continuous, unobstructed footpath link down to Aberystwyth Road would be much welcomed.
- Potential lack of sufficient bays; subject to more detailed plan indicating allocated spaces.

Active Travel

- There appears adequate width for the developer to create new footway provision between the proposed development site and the junction of New Mill Road, to link with existing footway provision and fulfil active travel obligations. There are a few lit street signs / speed limit terminal along this section which would need to be repositioned.
- There also seems opportunity to create a footway link to the new site via the spur off the middle of Heol y Wern.

15. DESIGN DEVELOPMENT

Following a review of feedback from Ceredigion County Council on the emerging concept proposals further design development has progressed. Further capacity layouts were produced to inform further detailed engineering assessment and design. The key features of the revised layout changes are summarised below.



- Enhancement of the streetscape design and arrangement of built forms to seamlessly integrate with the engineered site elevations.
- Elimination of the rear parking court for a more cohesive layout.
- Introduction of front-of-plot parking spaces to ensure secure and convenient property access, while also supporting effective management and maintenance based on tenant/MHA input.
- Modification of the SABS strategy involving the replacement of green verges alongside the road with on-plot rain gardens.
- Adjustment to the variety and composition of the built forms to add diversity and visual interest.

- Further refinement of the design was undertaken to improve the arrangement of built form at the site entrance by incorporating a corner turner building that effectively engages both New Mill Road and the planned internal street.
- Enhancement of the street network design was also undertaken to both ensure homes front onto New Mill Road and property accessibility via an adoptable street layout, while avoiding the need for private drive arrangements.



16. THE PROPOSAL

The Proposed Site Layout and Accommodation Schedule can be found on page 31 (also referred to as drawing ref. PL-01). The layout has been carefully developed to harmonise with the site's constraints and capitalise on its potential, thereby allowing the site's character and sense of place to naturally unfold. This section summarises the key design parameters and placemaking principles, including the five objectives of good design outlined in TAN 12 (Character, Access, Movement, Environmental Sustainability and Community Safety). Further detail on the character of the place is provided in Section 15.

LAYOUT

The proposed layout has been developed with the following key considerations in mind:

- Creating a new sustainable, and diverse residential community that actively promotes social well-being and encourages healthy lifestyle choices
- Delivering a coherent layout that fosters connectivity, making the most of opportunities to seamlessly integrate with the surrounding movement network. This approach in turn champions active and sustainable modes of travel.
- Establishing a green infrastructure network that seamlessly connects with the existing hedgerow network and semi-natural habitat, facilitating the movement of species throughout the landscape.
- Employing sustainable practices to effectively manage surface water flow across the site, channelling it toward the north-western corner.
- Orienting homes strategically to accommodate the installation of solar panels, thereby empowering the development to generate renewable electricity.
- Integrating and adhering to established easements at the front of the site and ecological offsets.
- Ensuring appropriate separation distances between houses, with special emphasis on maintaining appropriate distances between habitable rooms.
- Employing sustainable practices to effectively manage surface water flow across the site, channelling it toward the south western corner.
- Creating an inviting character-rich development that complements and enhances the distinctiveness of the village of Cardigan.

The key features of the layout and proposed design are summarised on the following pages.

USE & AMOUNT

- Provision of 51 affordable new homes.
- A range of house types and tenures that will support the creation of a mixed community.
- A network of supporting infrastructure, incorporating green streets, open space for natural play and Sustainable Urban Drainage (SUDS) measures.

SCALE & DENSITY

- Homes will be a mix of two storey houses and one storey bungalows in keeping with the surrounding homes within the area.
- Based on the provision of 51 homes the proposed density is circa 35 dwellings per hectare based on an assessment of overall net developable area.

SITE PLANNING LAYOUT

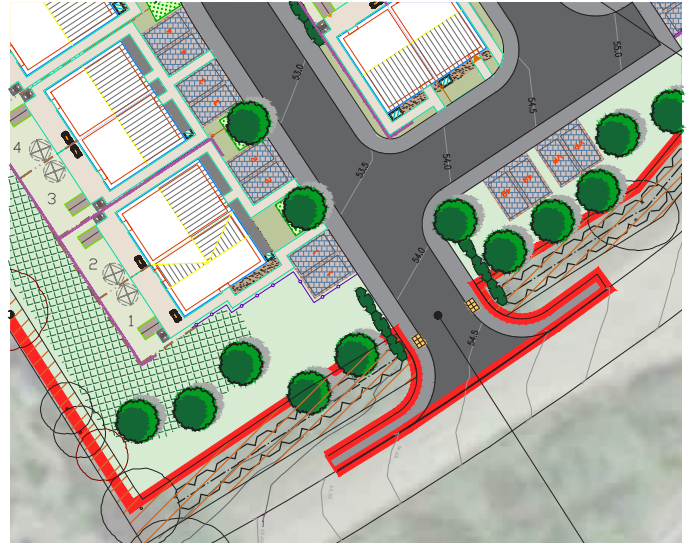
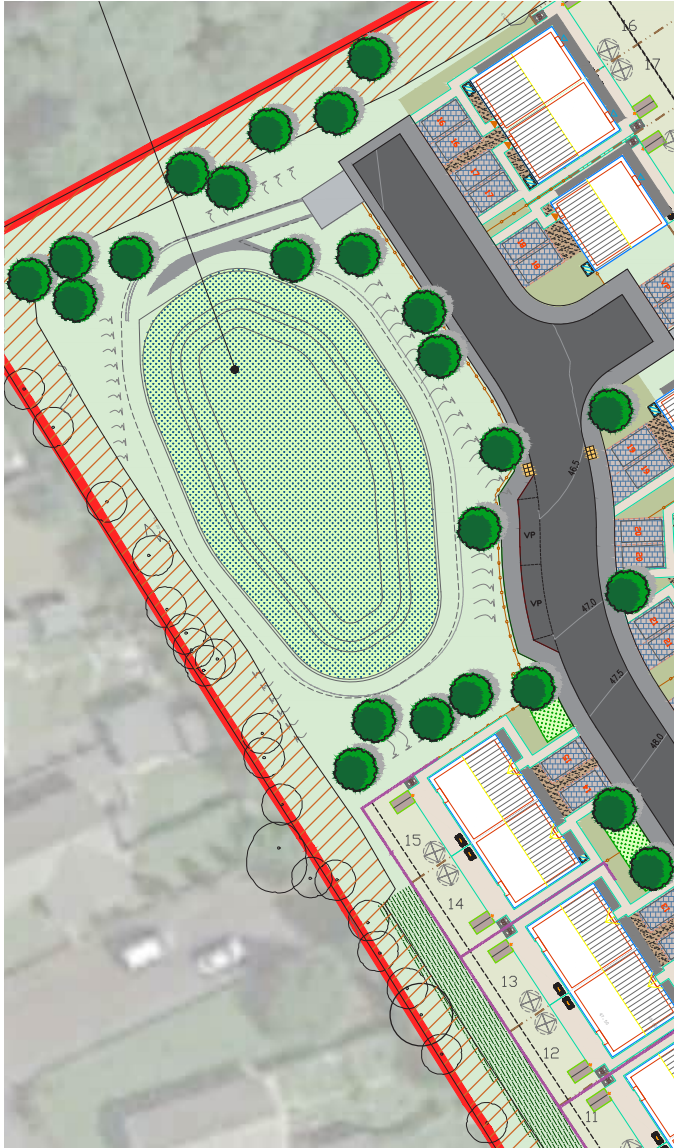


- KEY**
- Boundary Treatments**
- Site Boundary
 - 1.6m High timber rail & minor fence
 - 1.6m High close board timber fence
 - 1.2m High close board timber fence
 - 1.1m High ball top metal railings
 - 1.1m High hoop top metal railings
 - 0.45m High timber knee rail
- Access Points**
- Primary door to dwelling (Part 4)
 - Secondary door(s) to dwelling
 - 1.8m High close board personal gate
 - 1.1m High metal railing gate
 - Parking Space
- Hard Surfacing**
- Highway - Tarmac/Asph Finish
 - Highway Footpath - Tarmac/Asph Finish
 - Private Driveway - Porous Tarmac/Asph Finish
 - Private Driveway - Tarmac/Asph Finish
 - Private Driveway - Porous Tarmac/Asph Finish
 - Private Driveway - Tarmac/Asph Finish
 - Local Area of Play
 - Private Footpath - Granite PCC Slab
 - Refuse collection point - PCC Slab
- Soft Surfacing**
- Front Garden
 - Rear Garden
 - Amenity Space / Green Infrastructure / POS
 - Adoptable Bio-retention System Feature
 - Private Bio-retention System Feature
 - 1:3 Earth Bank
- Site Features**
- Proposed Tree Location
 - Existing Tree Location
 - Existing Tree To Be Removed
 - Shed Storage
 - Air Source Heat Pump Location
 - Bin Slab Location - Locations to be agreed
 - Rotary Line
 - Additional Window Location
 - Existing Water Easement

QUANTUM & HOUSING MIX

House Type Schedule						
Type	HT Code	HT Name	Number of Bedrooms	HT Area (m ²)	Number of Units	Total Area of Each Unit (m ²)
Affordable	1B2P	1 Bungalow	1	50	10	500
	1B2P GF	1 Bed Flat	1	51	3	153
	1B2P FF	1 Bed Flat	1	55	3	165
	2B-4P(B)	2 Bungalow	2	96	1	96
	2B-4P	2 Bed House	2	83	20	1660
	3B-5P	3 Bed House	3	95	10	950
	4B-6P	4 Bed House	4	110	4	440
Total Number of Units and Coverage (m²)					51	3964

TREE PLANTING ALONG MAIN ACCESS ROAD AND WITHIN PUBLIC OPEN SPACE (POS)



CHARACTER

- Characterful neighbourhood design, with a strong sense of plan
- Architectural style that complements and enhance the setting, helping to unify the development.
- Permeable layout with direct, attractive, safe, well connected routes linking to New Mill Road.
- Richness in townscape, helping create a sense of place and aiding legibility and wayfinding.
- Attractive landscaped streets adding visual interest.
- Further details and the character, place and appearance is provided in Section 15.

INDICATIVE STREET SCENES



ACCESS & MOVEMENT PLAN (BASED ON EXTERNAL WORKS PLAN EW-01)



MOVEMENT & ACCESS

- Access to the site is via a new site access, connecting to New Mill Road.
- Pedestrian access within the site will be provided in the form of 1.8m footways on both sides of the carriageway from New Mill Road. Footpaths will follow the vehicular accesses into the site.
- A Non Motorised User (NMU) access is proposed to the north-east of the site connecting to New Mill Road.
- Cyclists access to the site will be provided on carriageway.
- The internal access road networks have been designed to a 5.5m width.
- The access and street network has been designed to accommodate the range of vehicles that are likely to service the site, including refuse vehicles.
- Refuse collection will be via the main carriageway.
- Inclusive access is proposed, with access to properties provided in accordance with building regulations.
- Parking is typically provided on plot.
- The wide range of amenities available locally will facilitate sustainable travel mode choices (walking, cycling or the use of public transport) reducing travel by private car.

RDS SOFT LANDSCAPE PROPOSALS PLAN

Proposed Housing Development, Land off New Mill Road, Cardigan, SA43 1NE
Landscape Scheme Design - Masterplan



LANDSCAPE PROPOSALS PLAN EXTRACT



PLANTING PLAN EXTRACT



LANDSCAPING

RDS Landscaping Ltd were appointed by Wales and West Housing to prepare the external landscape and Landscape Management Plan (LMP) for the proposed development at Dol Y Dintir, Cardigan.

The LMP document outlines the general principles and quality standards required for the establishment and long-term maintenance of the common external landscaping and retained natural vegetation, and describes the activities required to allow the planting to flourish to achieve the envisioned landscape strategy

The key components and list of vegetation types are:

- Specimen tree planting along main access road and within public open space (POS)

- Native hedgerow buffer planting along new site boundaries
- Amenity lawn areas to private gardens and road verges
- Wild meadow planting within areas of POS
- SuDs Features including raingardens and attenuation pond
- Existing trees, hedgerows and grassland personalise.
- All planting will be managed appropriately to benefit wildlife.

ENVIRONMENTAL SUSTAINABILITY

In accordance with TAN 12, the development should seek to achieve efficient use and protection of natural resources; enhance biodiversity and design for change.

At the project outset several high levels principles were developed, focused on Environmental Sustainability:

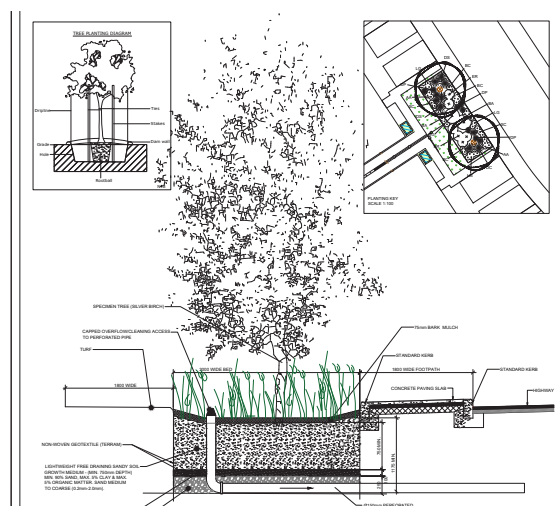
- Protect and enhances the natural environment and pro-actively manages surface water drainage.
- Provide a supply of housing that meets the needs of the present and future generations, is well served by local facilities, and supports health and well-being.
- Efficiently use land in a way that sensitivity responds to the site context.
- Create employment opportunities during the construction period.

The site is sustainably located within an existing settlement, in proximity to a range of services and facilities and public transport options.

The proposed development protects and enhances aspects of the natural environment and pro-actively manages surface water drainage in a sustainable way.

The proposed dwellings will be built to current Welsh Development Quality Requirements (WDQR), which include new energy efficiency ratings, new regulations for on-site electricity generation and overheating mitigation.

Solar panels will be provided, facilitating the generation of renewable electricity. Refer to proposed layout for specific front and back locations.



Typical rain garden detail

COMMUNITY SAFETY

In accordance with TAN 12, community safety can be achieved through careful site planning and detailed design. The design of the proposed layout will reduce the opportunity for crime and other anti-social behaviour.

Key features include:

- Carefully orientated buildings designed to enable natural surveillance, promote a sense of ownership and responsibility and aid crime prevention, thereby increasing community safety.
- The new site access development will help integrate the site with the adjacent area, increasing the opportunity to access local service and socially interact, which assists in the development of neighbourhood identity.
- All buildings are arranged to create a clear distinction between areas that are public and private.
- Opportunities exist for residents to personalise spaces that they control whilst projecting an image of a well-kept and loved environment.
- Areas to the front of properties are semi-private by being visually and physically accessible to passing public but still projecting a more private situation.
- The design of the proposed layout will reduce the opportunity for crime and other anti-social behaviour by maintaining surveillance of the scheme and incorporating secure gates, fences, and enclosures. Hostile and defensive security measures are avoided.
- Carefully considered landscape planting is proposed to make attractive streets that encourage social activity yet also deter access, where appropriate, to minimise the opportunity for unobserved crimes.
- High quality materials are proposed to help create an enduring environment, requiring less maintenance where people are more inclined to take pride in their surroundings.
- Adequate street lighting will be provided in accordance with the Local Authority Highway standards, creating a more comfortable and attractive environment.

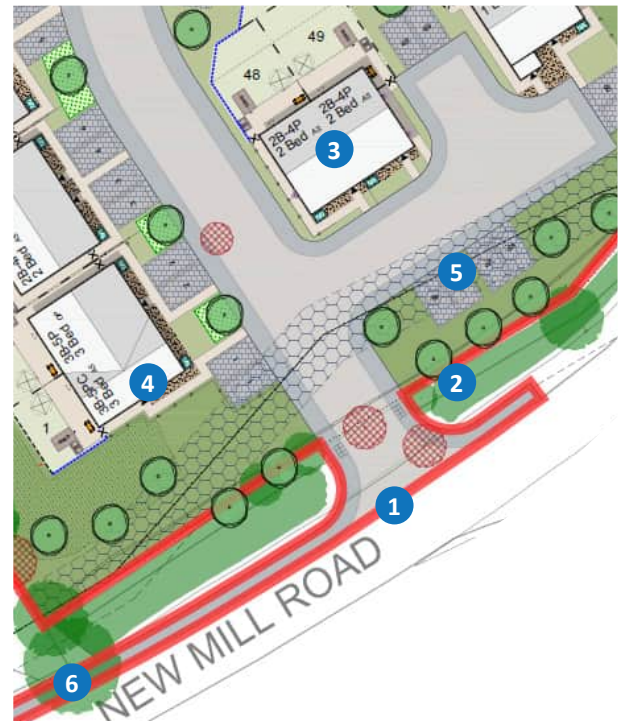
17. CHARACTER & PLACE

Wales & West Housing wish to sensitively respond to the site's green, edge of settlement setting and deliver a new neighbourhood with a strong sense of place. The layout has been developed to work with site constraints and opportunities. This has in turn enable the character, appearance and general feel of the site to evolve.

ARRIVAL GATEWAY

- 1 From the south, a new street will be extended off New Mill Road.
- 2 A wide landscape zone will positively welcome people into the neighbourhood.
- 3 New Mill Road will be attractively fronted by 2 storey houses, varying in form but unified through material and detailing.
- 4 The corner turner arrangement of Plots 1 and 2 will attractively front both streets, helping to guide people into the site and aid legibility and wayfinding.
- 5 The small areas of parking that cannot be accommodated on plot due to the changes in levels will be positively enclosed by landscape.
- 6 A new footpath will be provided along New Mill Road, to enhance accessibility, making it convenient for residents to walk to nearby shops, services, and public transport stops.

Arrival Gateway



This illustrative view offers a glimpse of the homes that face the site. The blend of different forms and the interplay of topography, complemented by a shared material palette, create an inviting entrance to the site.



This illustrative view presents a perspective of the homes that will occupy the site, situated in an appealing green environment.



STREETSCAPE

The development will seek to find a balance between movement, access and character of place:

- 1 The primary access point into the site will give rise to two parallel north-south cul-de-sac streets. These streets, thoughtfully designed to accommodate the site's various levels, will undergo an aesthetic transformation through a careful blend of homes, integration of linear Sustainable Urban Drainage features, and the incorporation of inviting landscaped front gardens.
- 2 The streets will be typically fronted by a mix of one of one-story bungalows and two-story homes. On-plot parking solutions will be interwoven with landscaping.
- 3 The two parallel streets will be seamlessly linked by a public footpath that traverses the site and links the two areas of Public Open Space (POS) area, fostering community connectivity.
- 4 A footpath connection to the north will ensure improved accessibility, enabling residents to easily access the Public Right of Way (PROW) to the north of the site.
- 5 Private gardens, amenity areas, and landscaped spaces will collectively shape an appealing environment for residents to enjoy, while also offering ideal settings for doorstep play.
- 6 Buildings have been thoughtfully oriented to face streets and public spaces. This approach not only serves to punctuate key views but increase vibrancy and maximise natural surveillance, enhancing the overall liveliness and security of the neighbourhood.

Illustrative view of bioretention feature



PUBLIC OPEN SPACE, BIODIVERSITY & AMENITY

A new area of multifunctional public open space will be created in the south-eastern corner of the site, providing a place for the community to come together.

- 1 In the north western corner of the site, a new multifunctional public open space will be established, providing a place for residents to enjoy. An essential component of this space, a dedicated area for surface water attenuation, will play a central role in drainage management.
- 2 Preserved hedgerows and trees will protect the northern and western boundaries of the space, creating a natural and secluded atmosphere. The vitality of the space will be enriched by homes that directly engage with it.

- 3 Landscaped spaces and gardens featuring rain gardens will enhance the well-being of residents but also make positive contributions to the environment and local wildlife.
- 4 At the upper eastern edge of the site, an open area will be thoughtfully designed to seamlessly integrate with the existing landscape. This space will offer residents views across the valley and serve as a local play area.
- 5 The site's soft landscape aesthetics will be heightened by the integration of retained hedgerows and native structural planting.

Amenity space incorporating space for play

Multifunctional open space located to north



This illustrative view of northern amenity space, attractively overlooked by homes



ARCHITECTURAL DETAILING

Local vernacular is varied, with a variety of house types, material palette within the surrounding area.

The proposed architectural style for this scheme has been developed to have its own character while seamlessly complementing and enhancing its surroundings.

A selection of high-quality detached, semi-detached homes is proposed. The key features concerning the development's form and architectural style can be summarised as follows:

- The design of the development's scale, height, and massing has been carefully considered to integrate harmoniously with the terrain of the site and local context.
- Homes will be typically one and two storeys. It is considered that the scale of residential units and the development as a whole is appropriate to the site and is in keeping with the scale of residential development in the vicinity.
- The length, width, and height of buildings vary across the development (see submitted house type drawings).
- Nine distinct yet complementary housing types have been designed for the site, contributing to a distinct sense of place and aiding in legibility and wayfinding.
- Architectural treatment changes have been proposed to help create an appealing and diversified streetscape.
- Properties are united through a shared material palette and architectural features, contributing richness and identity to the development.
- Well-proportioned windows and doors seamlessly integrate with the building facade.
- Pitched canopies have been consistently incorporated across various house types to provide a unifying element.

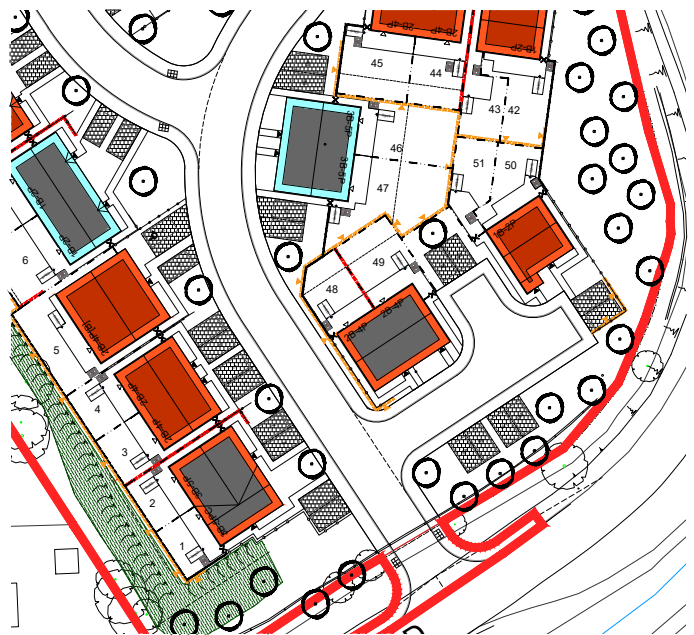
It is concluded that the scale and massing of both the proposed residential units and the development as a whole are suitable for the site, aligning with the scale typical of residential development in the area.

BUILDING MATERIALS

A uniform architectural finish in terms of material and color has been consistently applied across the site. Homes are typically finished in a red multi-brick paired with painted sand and/or cement surfaces, with anthracite grey roof and canopy details throughout.


Additional information regarding the proposed architectural style is presented in the House Finishes plan (HF-01), House Type Drawings, and Street Scenes. Extracts and illustrative photographs of a Wales & West Housing scheme in Dinas Cross, Newport Pems, are available on the subsequent pages.


HOUSE FINISHES EXTRACT (REFER TO KEY ON PAGE 31)



MATERIALS

ROOF FINISH

 Marley Eternit.
Duo Edgemere interlocking tiles.
Anthracite

 Marley Eternit.
Duo Edgemere interlocking tiles.
Old English Dark Red

RENDER FINISHES

Render - Sand/Cement with painted finish.
Paint colours referenced based on Sandtex


 Sandtex Colour - Cotton Belt

BRICK FINISH

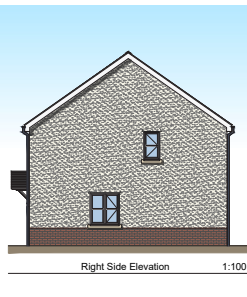
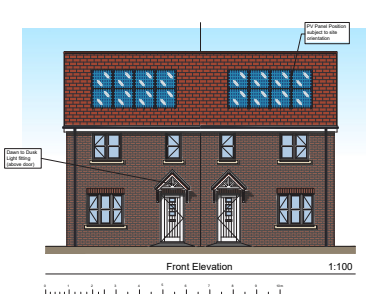
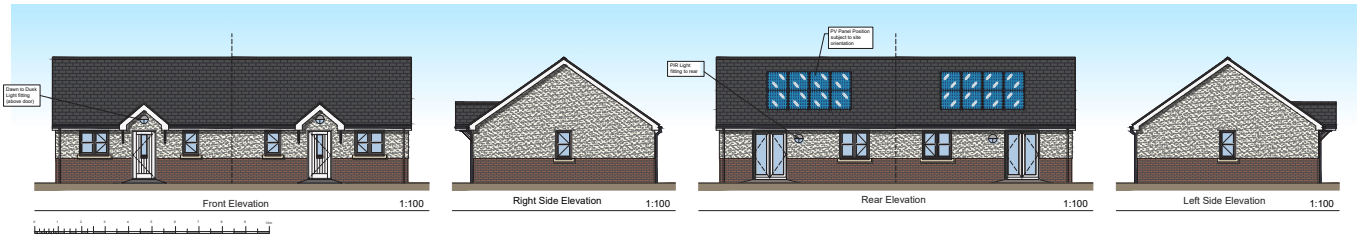
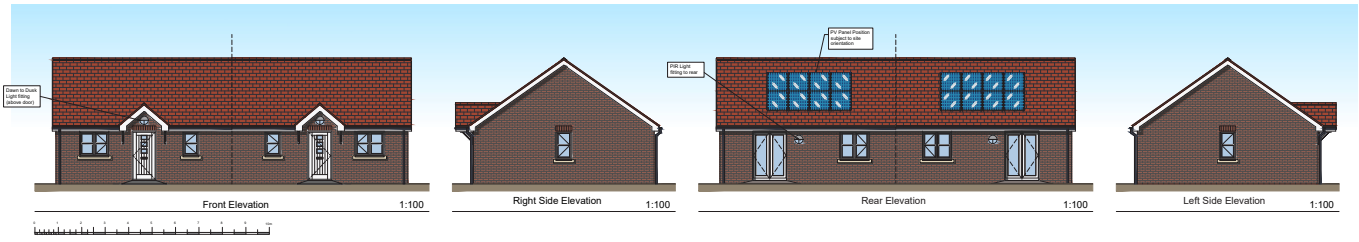
 Taylor Maxwell.
Waterhouse Red Multi.

RETAINING WALLS

 Proposed Retaining wall locations
Brick construction
(Refer to Engineers drawing for further details)

 Proposed Retaining wall locations
Tobermore Secura. The triangle refers
to the external fair face of wall
(Refer to Engineers drawing for further details)

EXAMPLE MATERIAL PALETTE FOR HOUSE TYPES



16. CONCLUSION

This Design & Access Statement outlines the placemaking led approach undertaken for the planned development of Land West of New Mill Road in Cardigan. The intended project involves the construction of an entirely affordable housing scheme, comprising 51 homes, grounded by a framework of sustainable design principles. The envisioned development aims to materialise as a well planned and aesthetically pleasing residential neighbourhood, prioritising the needs of residents, accessibility, wellness, and social engagement. By taking into account the sites challenging terrain and surrounding local, natural, and built environment, the proposed development aligns with the objective of fostering sustainability within the community.

- The scheme has undergone substantial refinement through the incorporation of feedback gathered during internal stakeholder consultations within the Housing Association, as well as consultations with the Local Planning Authority (LPA).
- The proposed development aligns with the guidelines of both National and Local Planning Policy and Guidance.
- This development plan actively contributes to the sustainable revitalisation of the area.
- A diverse array of property types will be made available, catering to a broad spectrum of the local population.
- Homes will be harmoniously set within an appealing green environment, complemented by a newly established public amenity spaces, including a designated Local Area of Play (LAP).
- Sustainable urban drainage features will be seamlessly integrated across the site to effectively manage surface water and contribute to the enhancement of biodiversity.
- The layout prioritises the requirements of pedestrians and cyclists, offering an attractive and connected street network



