



ICON, LYTTON WAY

SUPPORTING DOCUMENT FOR
SCREENING PURPOSES

November 2016



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1.0 PROJECT TEAM

HILL RESIDENTIAL

Founded in 1999 by Andy Hill, the company is now a top 20 UK housebuilder operating from the five strategically located offices, one of which is our award winning head office in Waltham Abbey.

Our growth has been rapid, delivering record financial results year on year. We pride ourselves on the simple and swift decision making structures we have been able to put in place as a privately owned business.

With 3,000 homes in our landbank, we have a strong future development pipeline worth over £1bn of Gross Development Value. Our portfolio is diverse, from mixed-use regeneration and large-scale urban extensions, to bespoke housing in rural communities.

Developments in London and Cambridge form a large part of our portfolio and we also have projects throughout the south east of England, for example, in Surrey, Oxford and North Norfolk.

Approximately half of our development portfolio is in joint venture with partners, emphasising our commitment to partnerships and long-standing relationships. Our track record in joint venture delivery is strong, combining creative deal structures, award winning design capabilities and construction expertise to help maximise value for all parties.

We build in the region of 2,000 homes a year, including more than 1,000 homes for clients and partners in the affordable housing sector. Our in-depth construction expertise and commitment to quality is highly valued, with repeat business a key feature of our contracting pipeline.

With plans to treble the size of the business over the next five years, we continue to invest in the future. This includes seeking new partners and investment opportunities, developing alternative business models and deal structures and investing in our industry-leading management trainee programme.



Ealing Road, Alperton



CB1, Cambridge



The Scene, Walthamstow



Gunpowder Mill, Waltham Abbey



Ealing Road, Alpertown

BPTW

Established in 1988, bptw partnership is an award-winning design-led multidisciplinary practice predominantly working across London and the South East. We provide three key services: architecture, planning and visualisation. Our philosophy is centred on creating great places for people to live, work and play, and we work with industry leading developers, housing associations, local authorities and private clients in order to achieve this.

The practice has a strong track record in residential and mixed use development projects. Our culture of openness and shared working enables our architectural teams to design high quality projects, create aspirational buildings and deliver award-winning schemes for our clients. Our experience ranges from estate regeneration with community consultation, to extra care; and from private sale and mixed tenure housing to affordable; with projects ranging from individual houses to large scale mixed use developments up to 1000 + new homes.



Western Avenue, Ealing

ALLEN PYKE ASSOCIATES

Allen Pyke Associates is an award winning, independent landscape architecture, urban design and environmental assessment practice with extensive professional experience across the development industry. The practice is involved in projects from initial site assessment, feasibility, vision and concept design stages through to master planning, clearing conditions, detailed hard & soft landscape design, impact appraisal, contract administration and landscape management. We are also experienced in facilitating and attending public consultation events.

The company has offices in Kingston-upon-Thames and Cambridge and undertakes projects throughout the country for a wide range of public and private sector clients working with multi-disciplinary teams on commercial, residential, leisure, infrastructure, retail, education and health-care projects.

We are a registered practice of the Landscape Institute, a Member of the Urban Design Group, a Member of the Institute of Environmental Management and Assessment, have Quality Assurance accreditation to ISO 9001 and are SSIP registered.



Lea Bridge Road, East London

SAVILLS

Savills planning consultancy team forms an integral part of the property service expertise of the company and with 20 planning teams across the country, continues to provide professional advice across all property sectors.

Our regional teams of Planning experts provide tailored advice for planning solutions, based on a firm understanding of local planning policies and other relevant considerations.

Armed with up to date knowledge of local and national planning policies, technical and environmental constraints, community considerations and overall sustainability, we take the time to understand clients' objectives and assist in delivering high quality viable developments.

The practice has experience of delivering high quality, award winning development schemes and works with project teams across the country to bring forward new residential opportunities in both urban and rural locations.

2.0 INTRODUCTION

Hill has been actively developing in Stevenage for a number of years and has a good working relationship with Stevenage Borough Council. We have recently completed nearly 200 new homes across two sites in the town at Hertford Road and Edmonds Drive. We delivered these schemes in partnership with the Homes and Communities Agency with many of these new homes being built for, and sold to, Stevenage Borough Council. These sites also included a number of aspirational homes demonstrating Hill's commitment to delivering quality homes in Stevenage.

We have a strong record of working in Stevenage and attracting investment into the area particularly through Logic Homes. Recent projects include, but are not limited to;

Ridgemonk Park, Stevenage
122 dwellings (81 private dwellings and 41 affordable dwellings)

Sutcliffe Close, Stevenage (New Build Phase)
20 dwellings (20 affordable dwellings)

Sutcliffe Close, Stevenage (Conversion Phase)
46 dwellings (27 private conversions and 19 private refurbished dwellings)

Haycroft Road, Herts
8 dwellings (8 affordable dwellings)

Oakfield Close, Long Meadow Green
21 dwellings (21 affordable dwellings)

Almonds Lane, Stevenage
21 dwellings (24 affordable dwellings)

Weston Road, Stevenage
18 dwellings (18 affordable dwellings)

Hertford Road, Stevenage
100 dwellings (46 private dwellings and 54 affordable dwellings)

Edmonds Drive, Stevenage
88 dwellings (68 private dwellings and 20 affordable dwellings)

Hill have invested in The Icon, Stevenage, in order to bring forward an under used, well connected, previously developed site for much needed housing, adjacent to the Town Centre. This document sets out the analysis of the site and explains our proposal for a high quality, landmark development in this prominent location.



01 Gunpowder Mill, Waltham Abbey



02 The Avenue



03 The Mill



04 Edmonds Drive, Stevenage

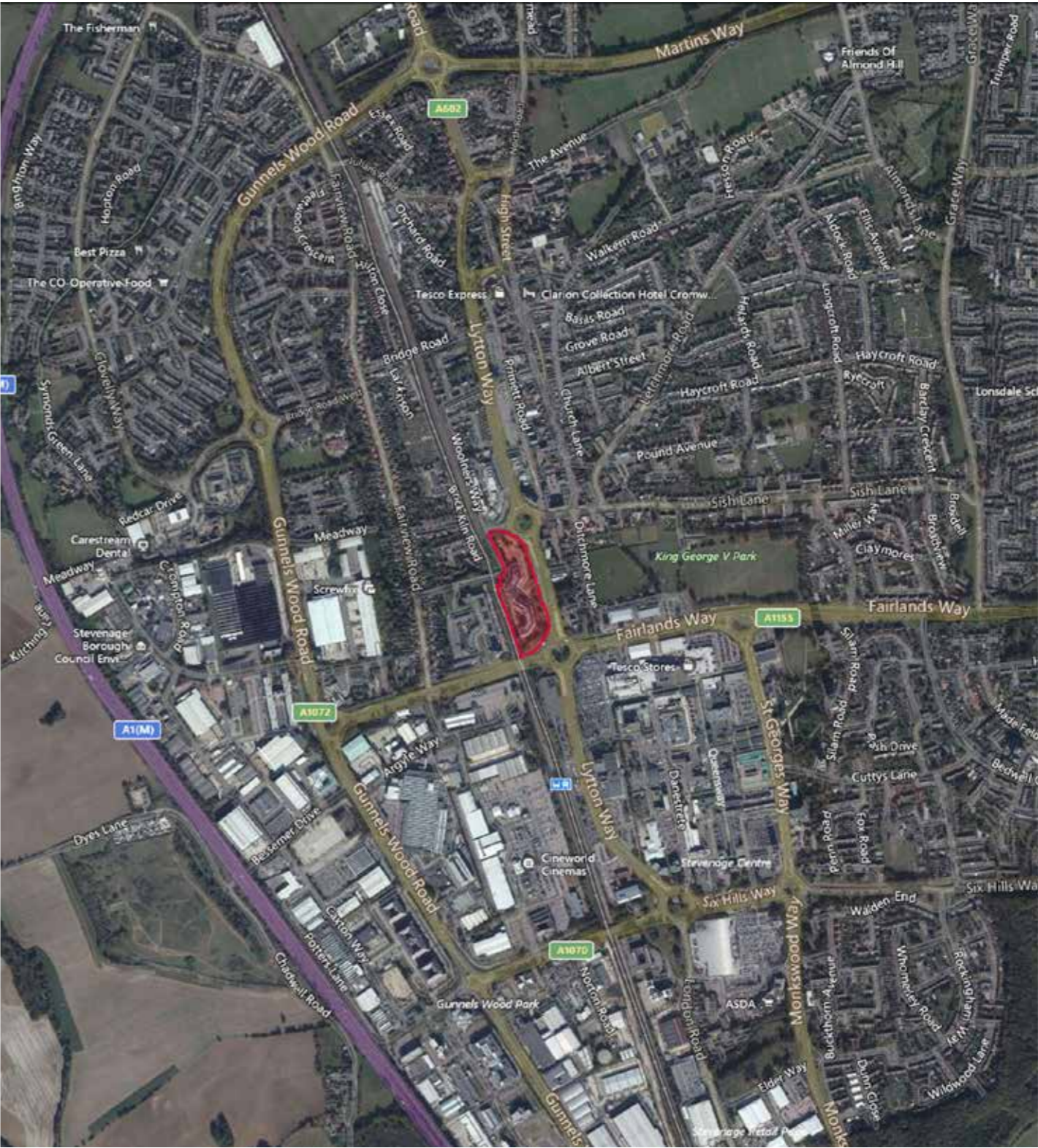
3.0 SITE ANALYSIS

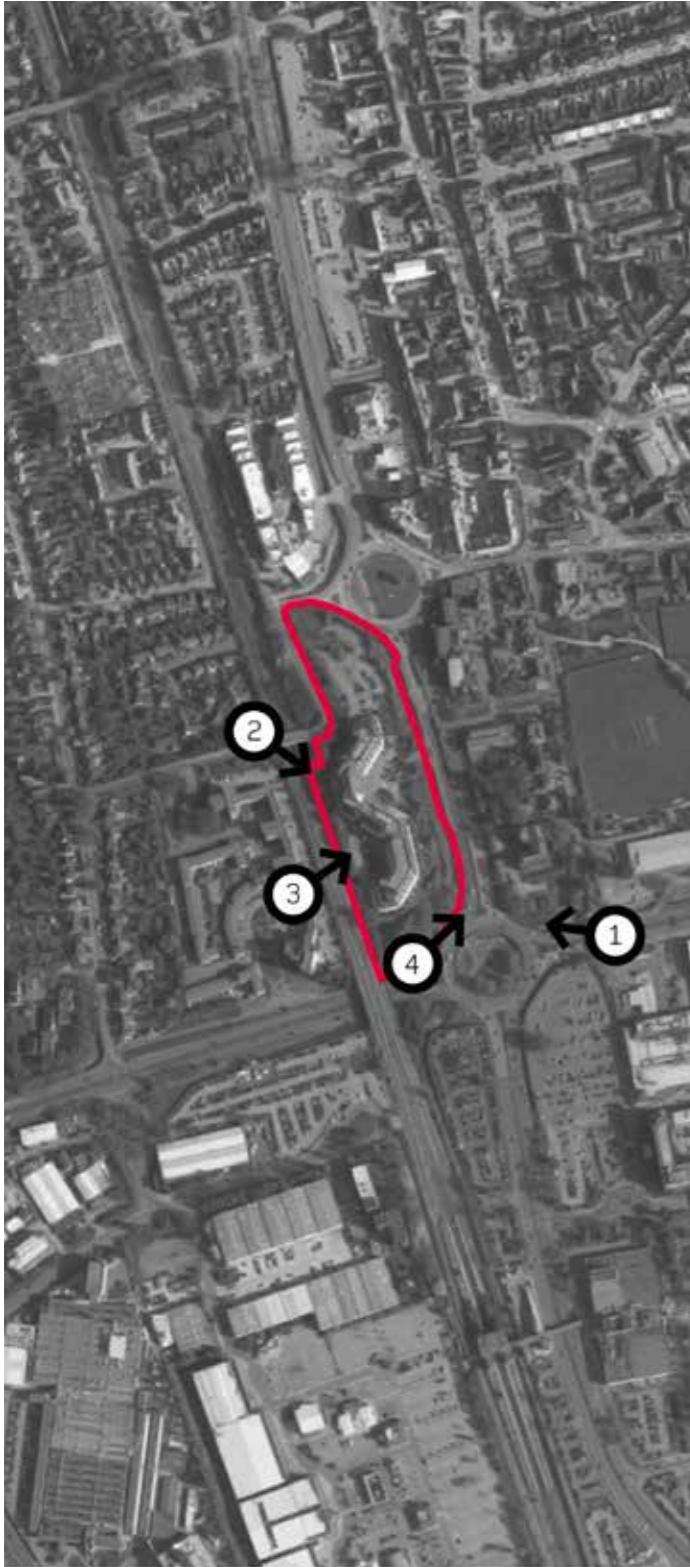
SITE LOCATION- STEVENAGE

Stevenage is a town and borough located in the county of Hertfordshire in the East of England. It is situated between Letchworth Garden City to the north and Welwyn Garden City to the south. Luton is 15 miles to the west and St Albans is located 17 miles to the south-west. Stevenage sits to the east of junctions 7 and 8 of the A1 and is approximately 30 miles (50 km) north of central London.

The site benefits from excellent transport links with several key access roads adjoining the site. The location offers close proximity to the Old Town, New Town and Stevenage railway station, all of which are within a 5 minute walk.

Stevenage was designated as the UK's first New Town in 1946. The Town Square and its surroundings was designated as a Conservation Area due to it being the UK's first wholly pedestrianized town centre. The Conservation Area contains the two listed structures, The Clock Tower and the Joyride statue, which are both Grade II Listed and located within the Town Square. The New Town heritage has shaped a distinctive town centre and continues to influence the character and sense of place in Stevenage today.





View location plan



01. View of existing from pedestrian footbridge over A1155



02. View of site over railway line from Chequers Bridge Road



03. View of existing from rear of Kilby Road development



04. View of underpass and access routes

SITE PHOTOS

View 1 illustrates the prominence of the site within the wider context of the New Town. The existing building can be seen from many locations across the local area including the pedestrian footbridge over the A1155 and access roads surrounding the site and is easily recognisable.

View 2 highlights the proximity of the site to the railway line as well as issues regarding noise and outlook. The site is approximately at the same level as the track.

View 3 shows the impact of the existing building on the opposite side of the railway line. The building is a dominant feature and can be easily seen from Kilby Road.

View 4 shows the pedestrian and cycle route that links the site to the surrounding area. The access routes shown are at a lower level to the site and utilise underpasses and ramps. The underpass feels relatively safe and is well maintained.

HISTORIC DEVELOPMENT

Stevenage lies near the line of a Roman road running from Verulamium to Baldock. Some Romano-British remains were discovered during the building of the New Town

In 1857 the Great Northern Railway was constructed. Stevenage grew only slowly throughout the 19th century. This slow growth continued until after the Second World War when the Abercrombie Plan called for the establishment of a ring of new towns around London. Stevenage New Town was originally designed to serve a population of 60,000 to be achieved by 1980. In 1955 the target for the town was increased to 80,000 within the original timescale but with no increase in the size of the proposed town centre.

The resident population of Stevenage at the last census was some 84,000 with a built up area population of 90,000. Population Forecasts predict a baseline increase in the total population over a 25 year period reaching 92,860 by 2035.

The pedestrianized town centre was the first purpose-built traffic-free shopping zone in Britain and was officially opened in 1959 by the Queen



1841-1852



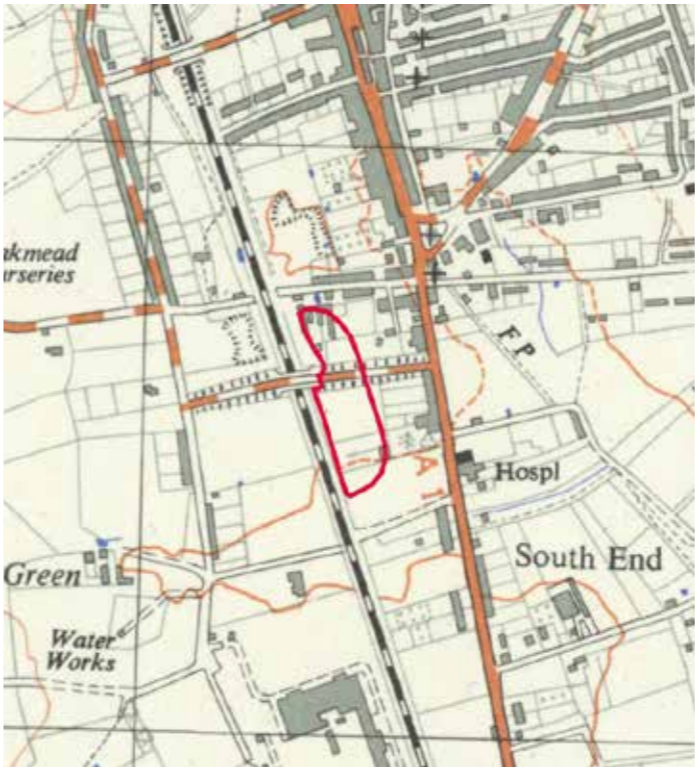
1899



1945-1947



1952-1961



1956



ZONING DIAGRAM

The new town remains predominantly retail and business populated as per the original Abercrombie plan. Larger commercial areas are located to the South which include industries such as GlaxoSmithKline and Airbus. Residential zones are predominantly to the North West and consist mainly of low-medium rise housing.

High rise blocks are scattered on the periphery of the new town amidst a high rise office blocks which more recently are being converted to residential dwellings.



Residential



Green space



Retail with a mix of other uses
including residential & commercial



Commercial



Leisure



ROUTES AND TRANSPORT LINKS

The site is extremely well connected with a wide range of transport links. Stevenage Train station is located approximately 5 minutes walk from the site providing key connections to surrounding towns and cities. London King's Cross Station can be accessed in approximately 20 minutes with services leaving approximately every 10 minutes during morning peak period. Other key rail destinations include Moorgate, Letchworth, Cambridge, Peterborough and Newcastle.

Rail accessibility to London and other locations continues to improve. Future investment in Thameslink and Crossrail and in the East Coast rail line is programmed, with significant investment planned for the rail infrastructure in Stevenage to provide a new platform and improve line capacity.

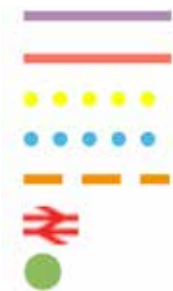
Due to the proximity to the A1 (M), Stevenage has excellent road connections at a regional level including Northampton (60mins), Peterborough (55mins) and Cambridge (45mins). The North of Stevenage is accessed via the A1 (M) junction 8 and the South of the town via junction 7. The site is bound and primarily accessed by the A602 to the East which provides fast access to the A1.

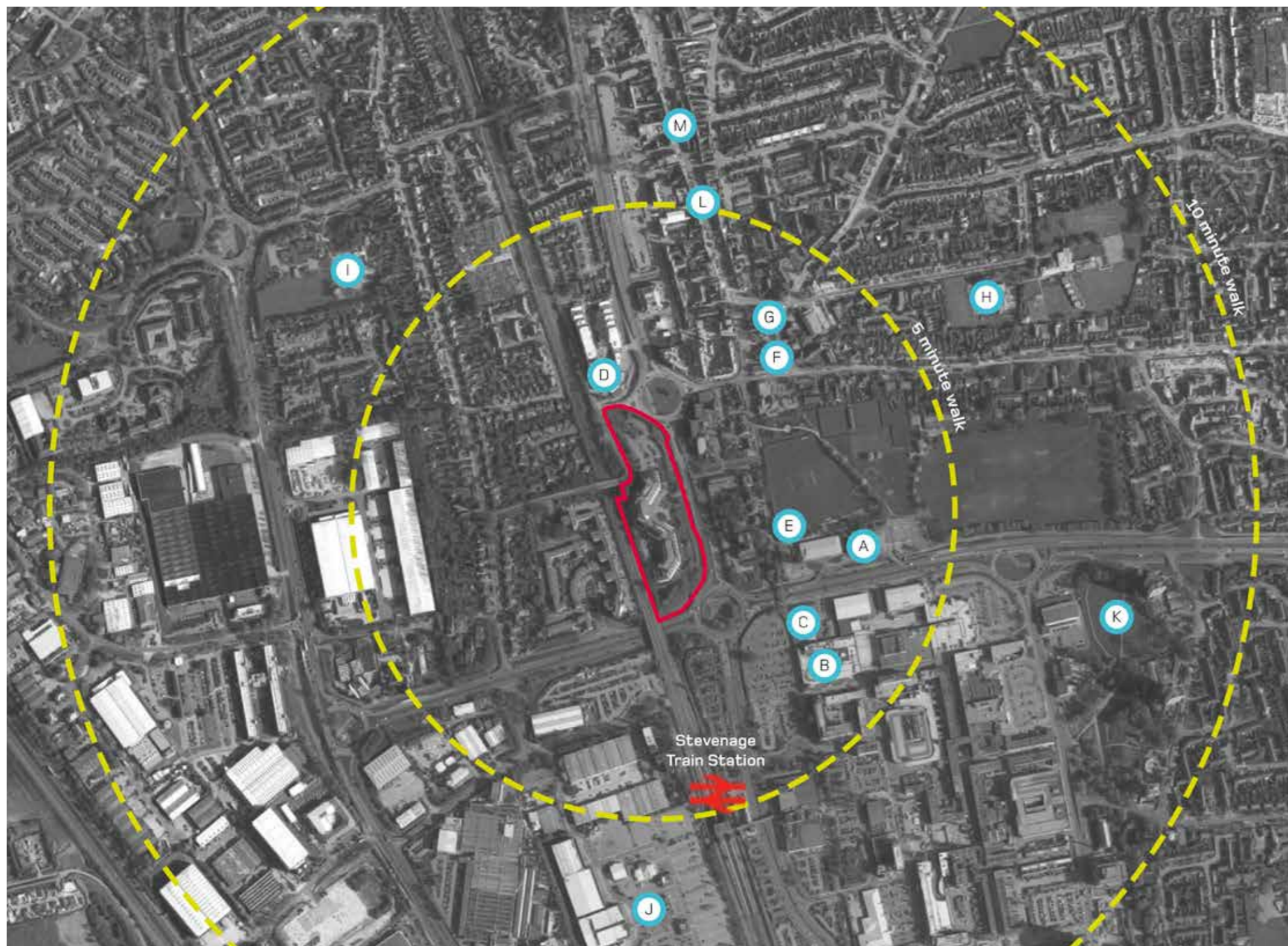
The site is also connected to both the old and new towns via well maintained pedestrian and cycle routes and lies within close proximity to a number of Bus routes.



KEY

- Motorway
- Main road
- Secondary road
- Cycle Routes
- Railway line
- Stevenage train station
- Bus stop





LOCAL AMENITIES

The surrounding areas of the site provide a good range of high quality amenities that would be considered desirable to potential future residents. There are several major supermarkets within a 5 minute walk of the site providing variety and choice for a range of budgets. The 24 hour Tesco superstore to the south east provides a wide range of services including a pharmacy and currency exchange. The site has easy access to several retail districts and has close proximity to two petrol stations.



- A. Aldi Supermarket
- B. Tesco Supermarket
- C. Petrol Station
- D. Petrol Station
- E. Sports Club and Playing Fields
- F. Public House
- G. Church
- H. Primary School
- I. Primary School and Nursery
- J. Leisure Park (cinema, restaurants, gym)
- K. Town Centre Garden
- L. Old Town High Street (shops, bars, restaurants)
- M. Waitrose

BUILDING HEIGHT STUDY

Stevenage and its surrounding environment is generally a low to mid rise area with intermittent tall buildings. The plan opposite outlines two zones where these taller elements are located; along the railway line and the outer periphery of the new town centre.

The site is located next to the train line and has both visual and physical connections to the old and new town. This offers potential for taller buildings to be located as way finders, and continue the rhythm of tall buildings along these key paths.

Key

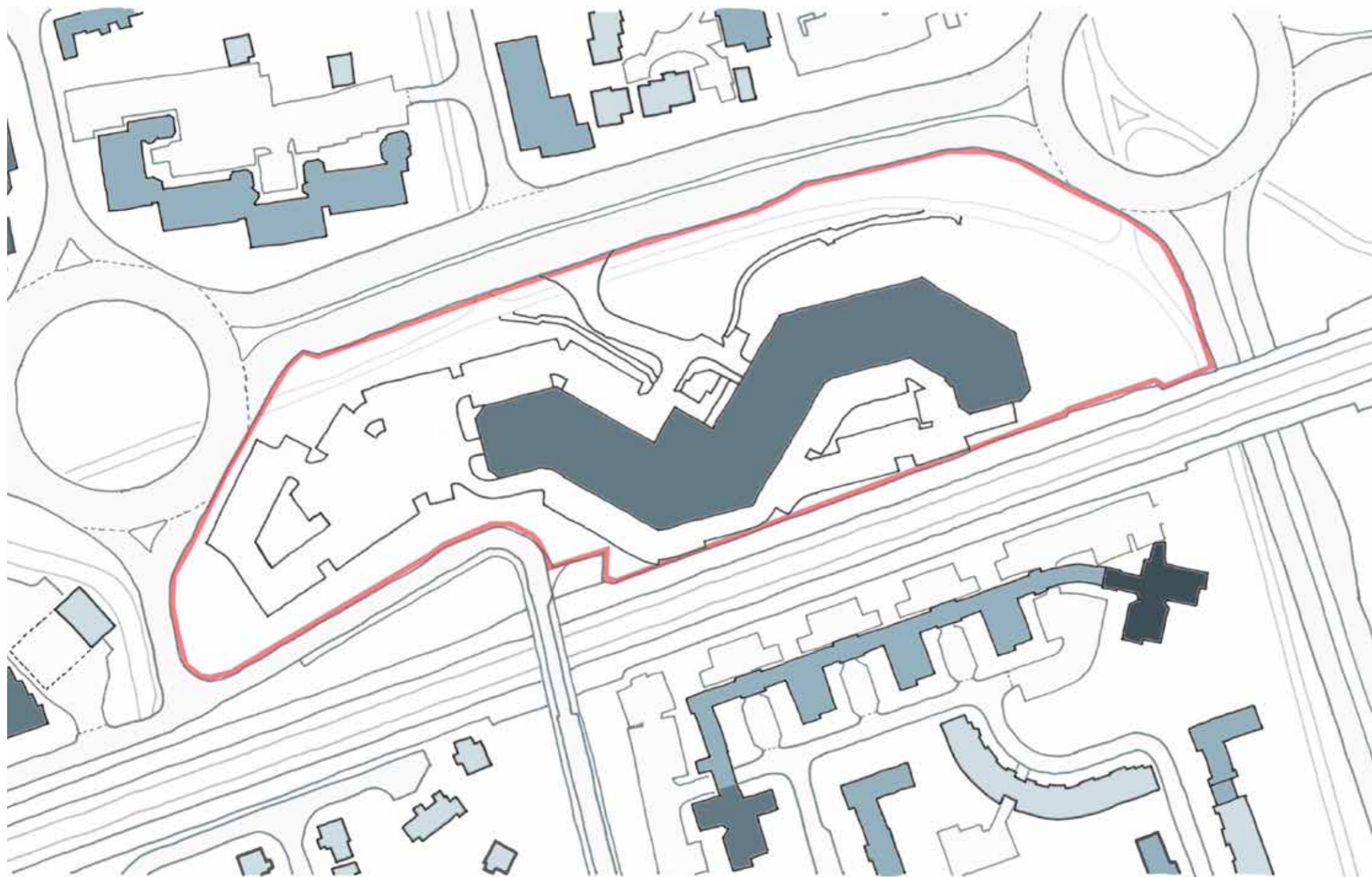
- less than 7 Storey
- 7 Storey
- 8 Storey
- 10 Storey
- 13 Storey
- 16 Storey
- 18 Storey

* THE ICON, 7-8 Storey block

- A. Woolners Way, 7 Storey block
- B. Kilby Road, 10 Storey block
- C. The Gordon Craig Theatre
- D. Kings Road, 8 Storey block
- E. Silam Road, 18 Storey block
- F. Silam Road, 18 Storey block
- G. Cuttys Lane, 13 Storey block
- H. Holiday Inn, 7 Storey block
- I. Southgate House, 16 Storey block
- J. Towers Road, 13 Storey block
- K. Danestrete, 7 Storey block
- L. Stevenage Borough Council, 7 Storey block
- M. Ibis Hotel, 8 Storey block



Tall building's location plan



1-2 storey
 3-4 storey
 6-7 storey
 10 storey



HEIGHT DIAGRAM

The 10 storey tower located adjacent to the site across the railway line offers a potential opportunity for height to the South of our site; creating a gateway along the railway.

This would also create a distinct nodal point along Lytton Way at the roundabout, visible from the station and the new town. Similarly to the North, height would offer a way finder presenting itself on the roundabout towards the old town.

As the site is relatively detached from the surrounding context there is opportunity to develop a varied height scheme that responds to the road, railway and topography.

EXISTING TOPOGRAPHY

Existing site levels provide an exciting opportunity to create a scheme that is elevated from the lower pedestrian routes and that addresses the city from a prominent, central location.

Our development proposals seek to exploit site topography whilst ensuring that safe and accessible routes are provided into, out of and around the proposed development.





Residential development to West of site



Residential development to North of site



Residential development to East of site

NEARBY DEVELOPMENT

There are several modern residential developments within close proximity to the site. These developments are all of varying character but share several design principles.

- Utilisation of regular stacking units and consequently of regular stacked windows, this creates a strong and repetitive vertical rhythm and a clear sense of order.
- Breaking up the elevation through changing materials.
- A wide range of building types and styles - this enables a freedom to create a strong new design character for the Icon site.



Residential conversion



Residential development shown fronting Lytton Way



Residential development on Lytton Way roundabout

CONSTRAINTS

The site presents a number of existing constraints to consider

1. Mainline railway to Western boundary creates noise and building restriction zones
2. Lytton Way runs along the east of the site with intermittent traffic noise
3. Existing steep banking potentially limiting access points
4. Development boundary restrict layout options
5. Existing building is a horizontal mass between the railway and Lytton Way

KEY

2m Network Rail Constraint

Noise

Pedestrian Route

Shared Pedestrian & Cycle Path

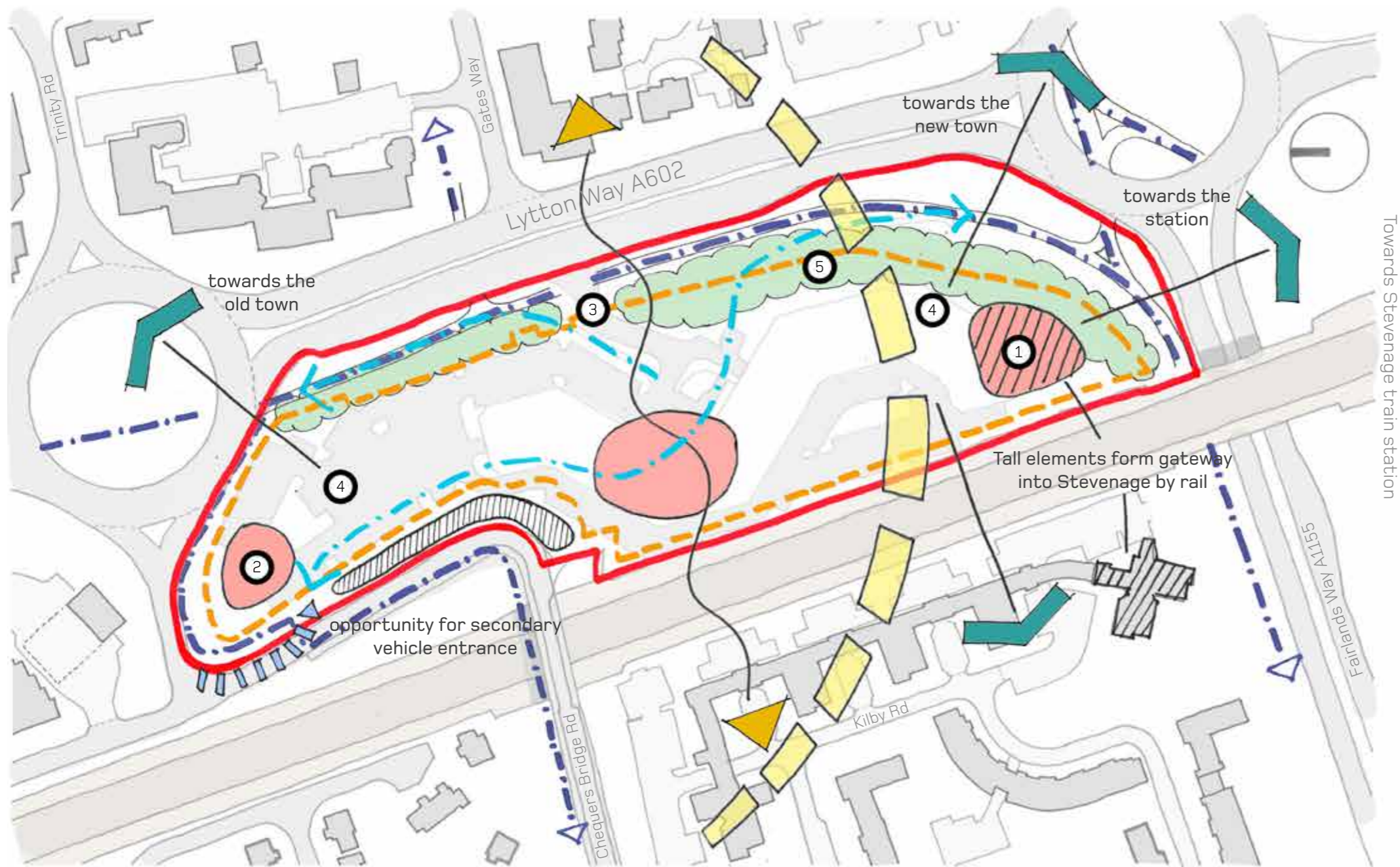
Railway Line

Prominent Vehicular Routes

Development Boundary

Sloped Banking





OPPORTUNITIES

The site offers a fantastic location with numerous opportunities for redevelopment

1. Potential tall building as a gateway to Stevenage and nodal point towards the New Town, station and road
2. Prominent frontage towards the railway, road and old town with height opportunity
3. Existing pedestrian and cycle routes may be further integrated across the site providing more links towards the amenities and wider transport network.
4. Prominent view across Stevenage and beyond are available from relatively low levels
5. Existing mature landscape provides an attractive base for the development

KEY	
Opportunity for east/west aspect	
Vehicular access	
Natural banking shelters site	
Pedestrian routes	
Pedestrian/cycle routes	
Prominent views	
Opportunities for height	

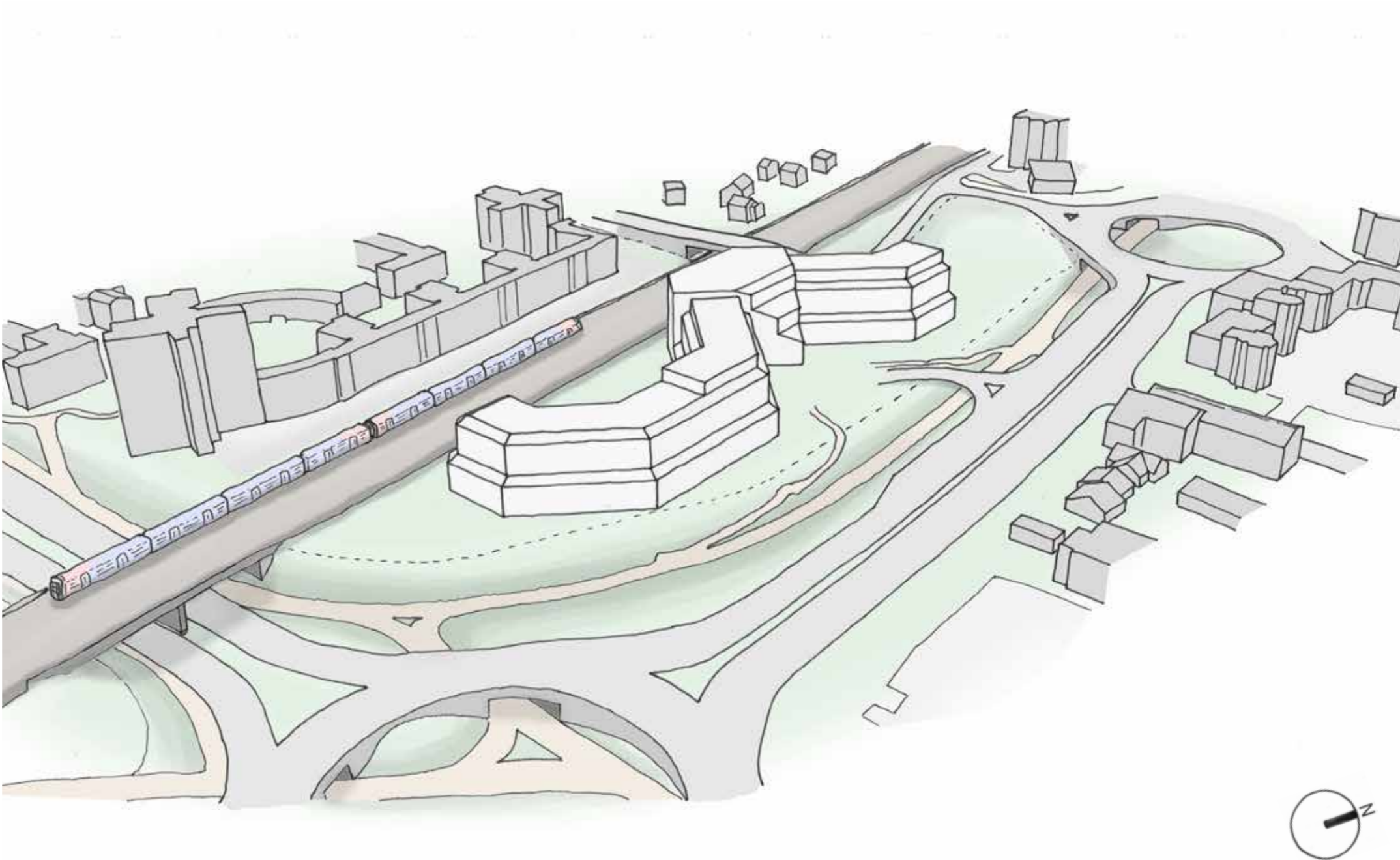
EXISTING BUILDING AND USAGE

The existing building, known as Icon one and two, is a large office building constructed in 1989. It has become a recognisable feature in Stevenage due to its clear visibility from many parts of the town as well as its unique design characteristics. The building footprint is multi-angled and it is believed by many to resemble an Eagle.

The building has large glazed elevations which step in as the building rises. The building features a large ground floor reception and full height atrium area. The current scheme incorporates an undercroft car parking as well as additional open parking areas and small, well maintained green spaces.

From a functional perspective we are aware that the construction of the floorspace in terms of floorplates and cores and service areas are not appropriate for 21st century office uses - in circumstances where new B1 floorspace was to be designed to meet current requirements, it would not be on the basis of the design and layout of the Icon buildings. It would be fair to say, in our view, that it is a building of its time, and in architectural terms does not warrant retention having regard to the potential this site has for new modern residential development in a highly sustainable location.

The redevelopment of the Icon site should be seen as part of the wider potential for a new modern approach to securing new development and investment in and around the town centre. This site provides a catalyst to assist the redevelopment of other areas identified by the Council and should be considered as a welcome approach to future development opportunities in Stevenage.

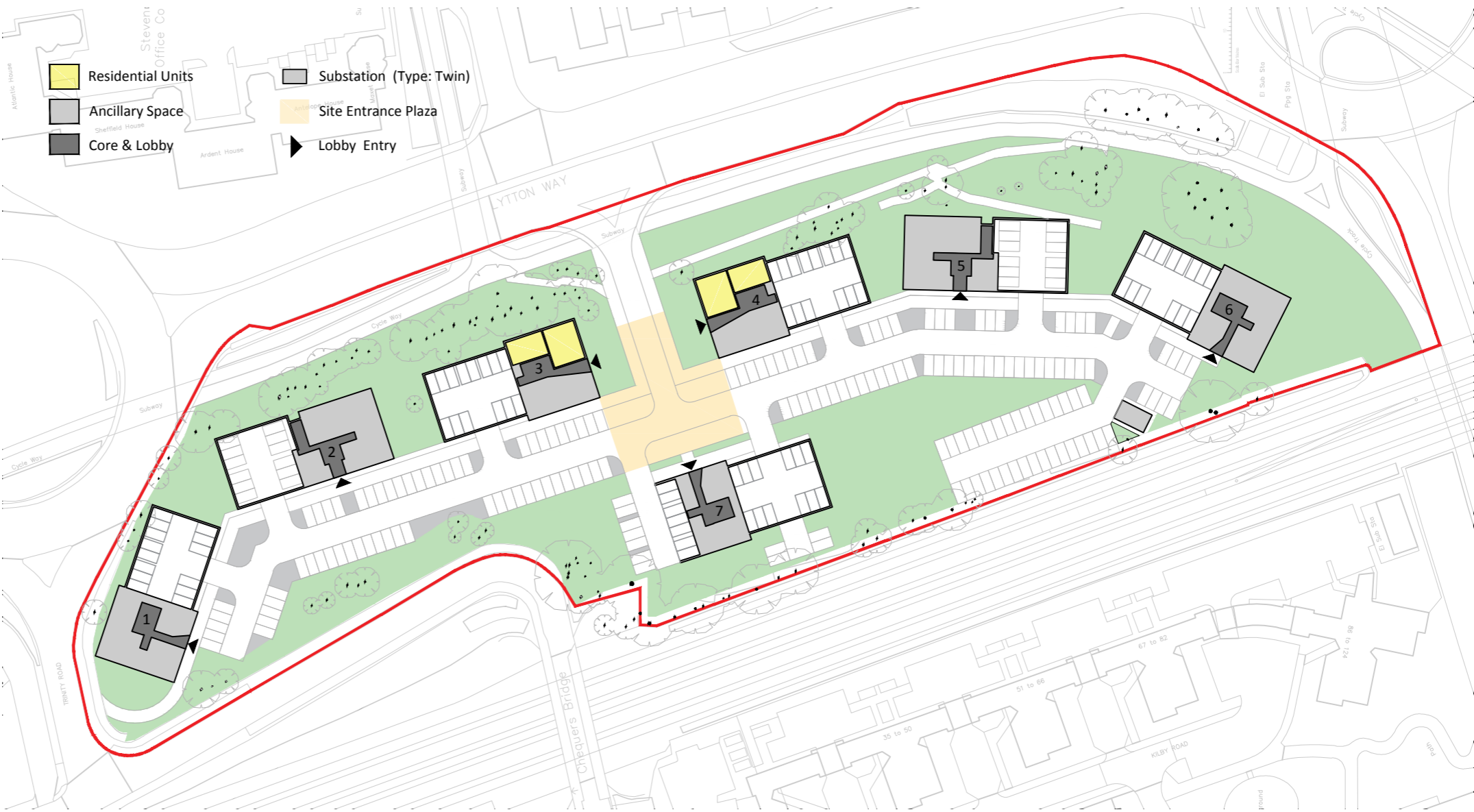


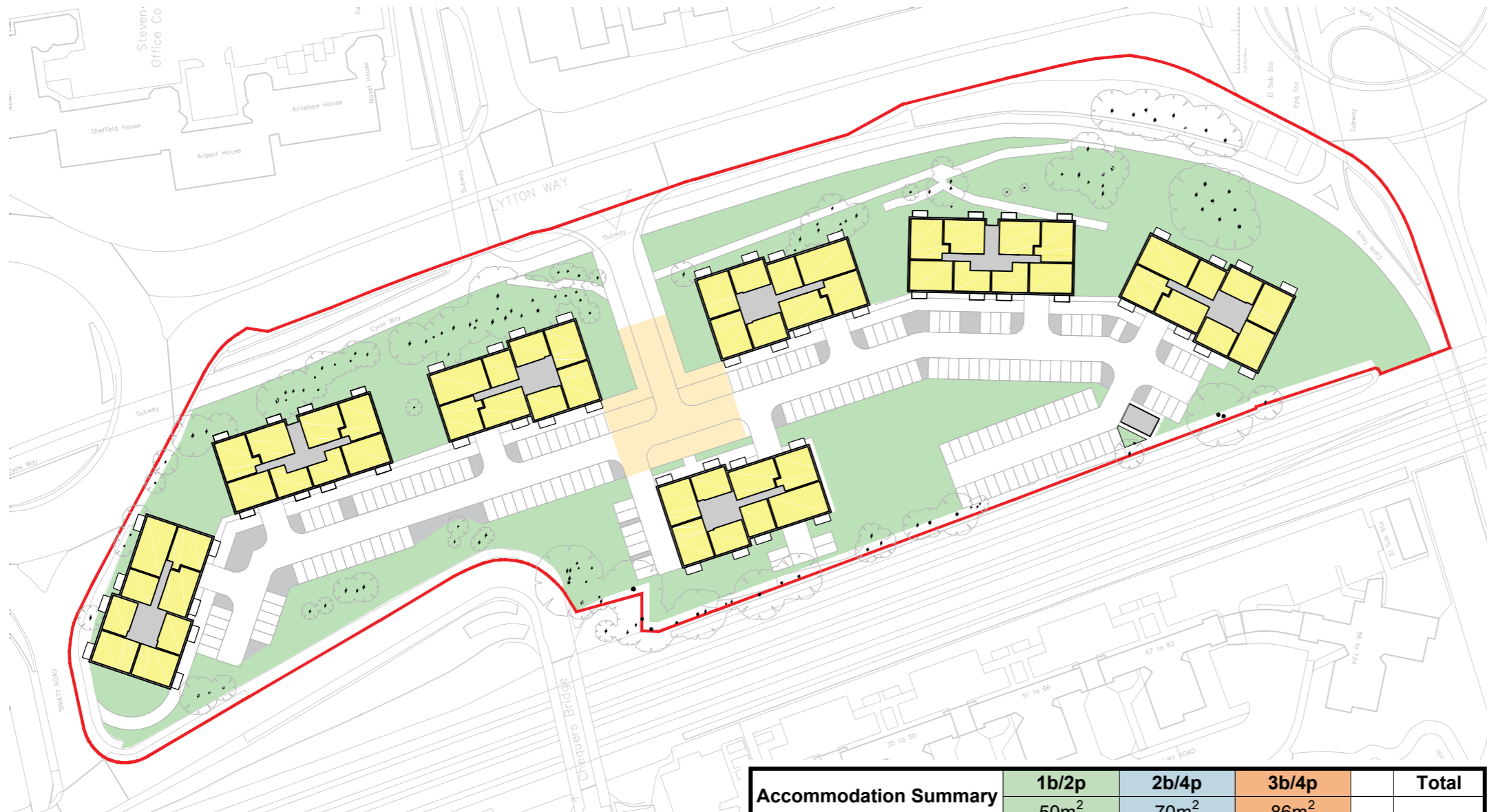
4.0 PROPOSED SITE LAYOUT

Meetings have taken place with the officers of the council in respect of the pre-application process. A series of options were developed as part of the iterative design process and each of these carefully assessed. The preferred option is one which comprises seven apartment blocks providing access using the existing link to Lytton Way and the provision of landscaping around the edges and within the site.

The buildings can be read as two distinct typologies - taller elements pop-up above a more lower set of buildings. The tall elements mark the entrance to site and also offer a form of wayfinder to the North and South

The primary vehicle route is maintained towards the centre of the site off Lytton Way with a mix of undercroft and surface parking. There is an opportunity for an active street frontage to this new space with integrated landscape and a formal entrance plaza upon arrival.





Accommodation Summary	1b/2p 50m ²	2b/4p 70m ²	3b/4p 86m ²	Total
Total Homes	195	302	43	540
Total Hab Rooms	390	906	215	1511
Density (hab rooms/acre)				231
Density (units/acre)				83

5.0 TYPICAL FLOOR LAYOUT

Our typical floor plan is designed around two principle block typologies; type A and type B. Block typology A splits at high level creating a tall slender element that rises above the lower blocks (see supporting information).

Each block consists of 1, 2 and 3 bedroom apartments providing eight units per floor.

Over 50% of the apartments are dual aspect and the majority of larger units are located on corner plots with every plot having a private balcony or terrace space.

The accommodation schedule below reflects the current design proposal.

6.0 LANDSCAPE STRATEGY

The site benefits from existing mature trees and grassed banking particularly along Lytton Way, our intention is to retain these features where possible.

Our emerging strategy is to continue pedestrian and cycle routes along the eastern boundary with an additional north access to allow ease of access and passage into and across the site.

CHARACTER AREAS

STREET

The new street is suggested as pedestrian friendly with a tree lined avenue.

ENTRANCE PLAZA

The main vehicular entrance to the site offers an opportunity for a central plaza with main entrances to the associated flat blocks accessed from here.

BETWEEN BUILDINGS

A mixture of pocket green spaces and paved areas are indicated between the buildings acting as more private communal amenity.



Play space



Residents amenity garden



Tree lined entrance plaza



Mix of hard and soft courtyards



Pedestrian access to North of site





01. Shared amenity space



02. Suggested landscaping fronting Lytton Way



03. Hard paved courtyards



04. Green courtyards



05. Play space 0-10 years age range



06. Shared surface

7.0 LANDSCAPE PRECEDENT

We are currently developing the landscape to consider each aspect of the design:

- Entrance plaza
- Between buildings
- Avenue
- Green links
- Communal Amenity

8.0 HEIGHT AND MASSING

Our proposal for the site has developed from an initial concept of aligned buildings along Lytton Way.

We explored a series of early elevation diagrams to assist with the development of height and massing (see below). Previously we discussed diagram A; offering a variety or height along the elevation with gaps between buildings.

Our current design has progressed to pair the buildings and retain the idea of spaces between buildings. A lower, secondary building typology forms a connection between the taller book-end elements.

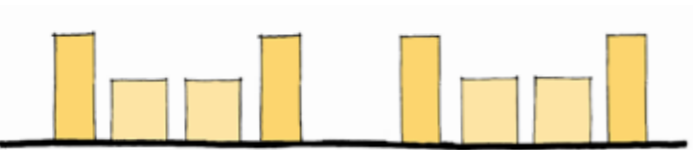
PREVIOUS DESIGN DEVELOPMENT



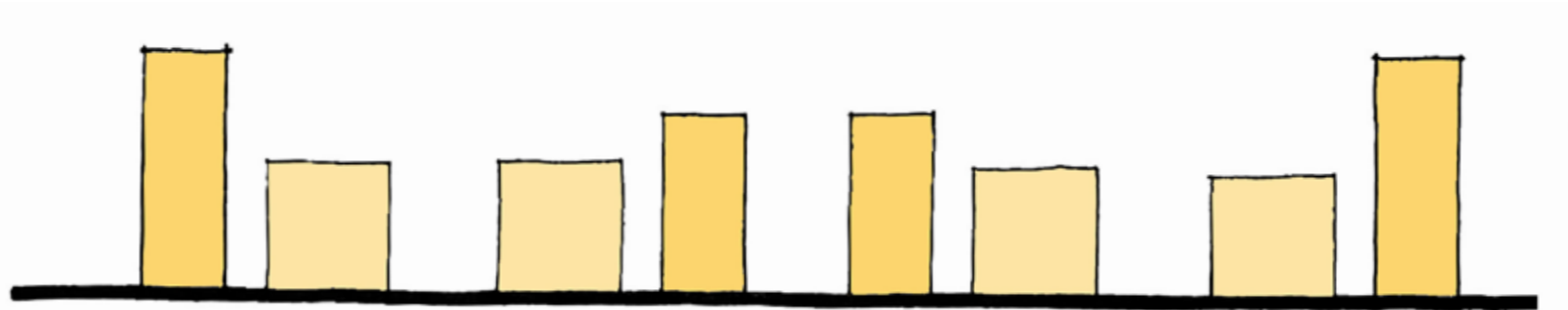
01. Equal proportions with varied height



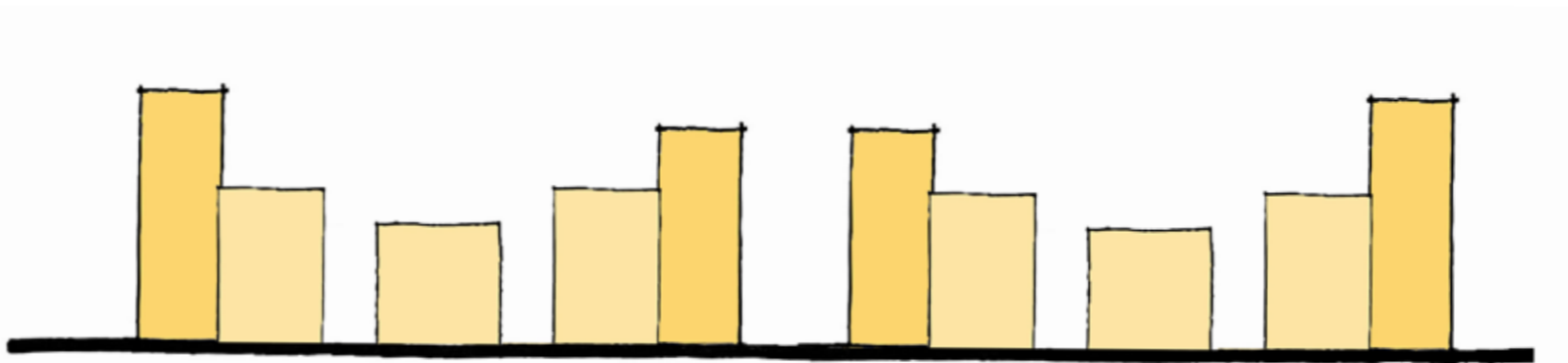
02. Varied proportions and heights with book-end elements



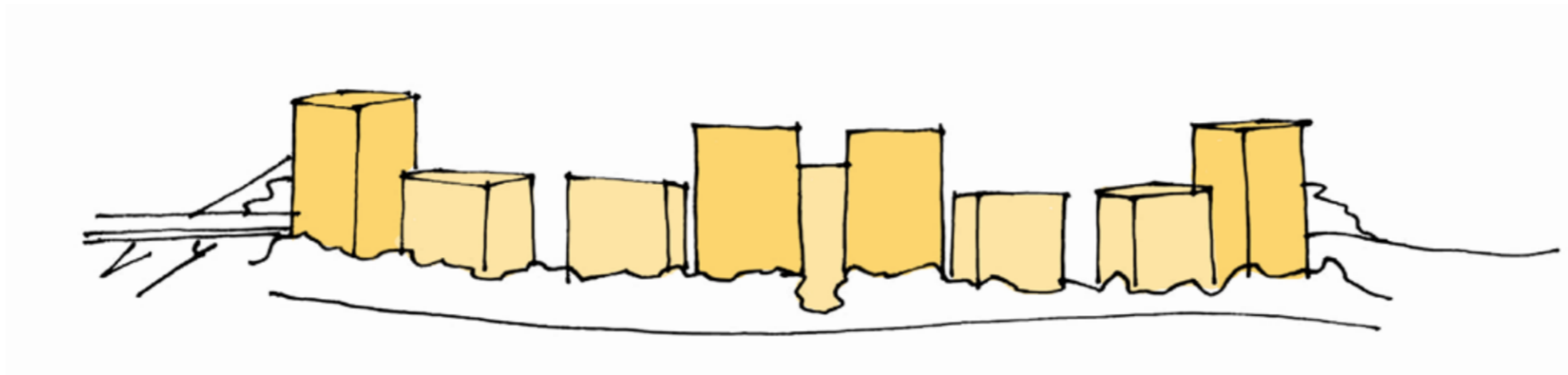
03. Varied proportions and entrance gateway



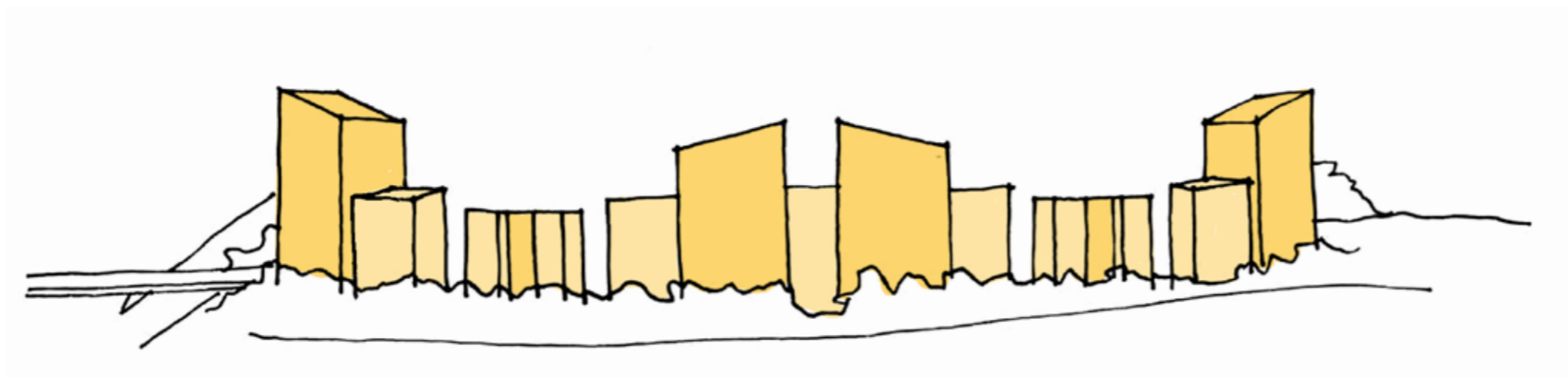
A - Previous Proposal - Taller and smaller elements pair off towards north, south and entrances



B- Current Proposal - Paired elements merge together and a smaller building typology acts as a visual link



A - Previous Proposal - 8 formal blocks fronting Lytton Way



B - Current Proposal - Building typologies become paired. Angled parapets emphasise key characteristics. Materials common throughout typologies.

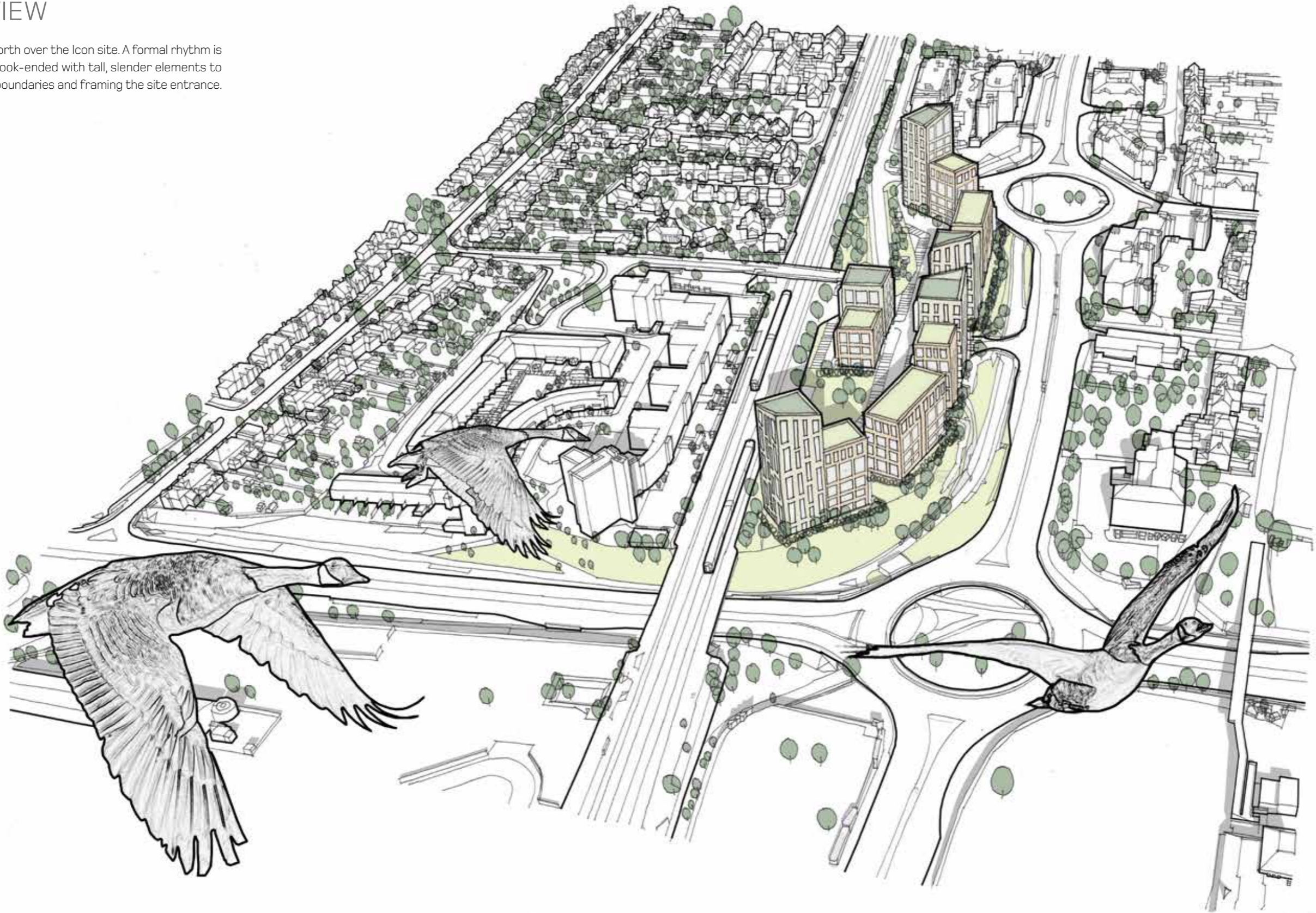
MASSING/MATERIAL EXPLORATION

The initial materiality drew a distinction between the building typologies. We have further developed this to include inset elements on the lower building types to allow for a visual link of materials across the site and tie the taller elements together.

Our current design incorporates angled parapets to further emphasise the 'rising and falling' rhythm formed along the roadside frontage. They also act to denote certain site characteristics such as the site entrance and create strong wayfinding elements.

9.0 AERIAL VIEW

The sketch adjacent looks North over the Icon site. A formal rhythm is created along Lytton Way, book-ended with tall, slender elements to the northern and southern boundaries and framing the site entrance.





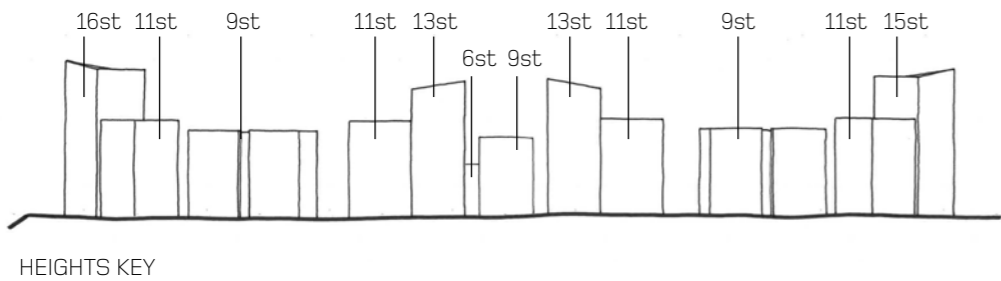
10.0 STATION VIEW

The image adjacent looks north from the platform of Stevenage train station towards the site. The southern most block creates a way finder from the station and town.

11.0 CONTEXT ELEVATION

The sketch below is taken from Lytton Way and looks West towards the site. The distinct rhythm and building typologies can be seen rising and falling across the site.

Storey heights have been indicated on the key below.





12.0 MATERIALS

The proposed scheme will incorporate a mix of clad facades to highlight landmark elements, differing building typologies and designate certain areas of the site.

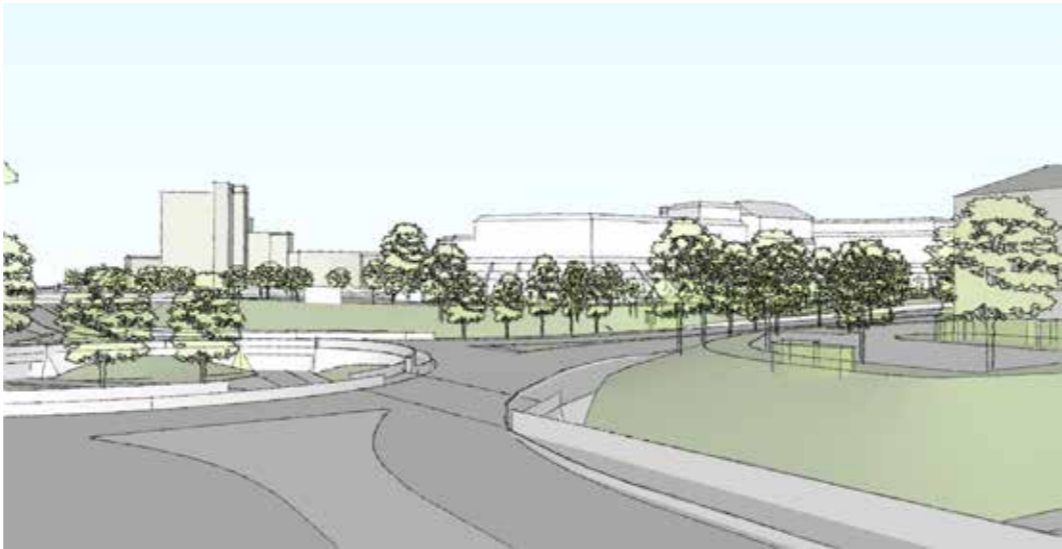
Moving forward, we will be exploring the cladding size and patternation as well as exploring the colour palette.

The precedent images below show how a panelled facade can accentuate the verticality of the building form.



13.0 PROPOSED MASSING VIEWS

We have prepared a series of sketch massing views that compare the existing buildings and our development proposal.



01. Existing View from the footbridge looking West



02. Existing View from the train station looking North



01. Proposed View from the footbridge looking West



02. Proposed View from the train station looking North



03. Existing View from the A1155



03. Proposed View from the A1155

