



Ashfield

PARTNERSHIP

Hoe Lane
North Baddesley

Design & Planning Statement

December 2020

C G Fry & Son



Parcel 1 / Sector A





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Hoe Lane North Baddesley

Parcel 1 / Sector A: C G Fry & Son

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Hoe Lane is an example of a new approach to placemaking with a design that draws inspiration from its region and which is honed through a collaborative partnership between the landowner, Ashfield Estate, and house builders CG Fry, Morrish Homes, and Wyatt Homes.

The design, which forms the subject of this reserved matters application, has evolved through careful analysis of the natural attributes of the site, ensuring that they are woven into the scheme to become both a useful and a beautiful part of the overall concept. These attributes lay the foundations too for particular character areas which are further embellished through a careful hierarchy of streets and pedestrian and cycle links, and through individual building designs where each is finely tuned to its context.

In aggregate this reserved matters submission demonstrates how this legacy approach can deliver a distinctive and coherent urban design that is rooted in its site and region, and which provides an attractive, enduring, and permeable layout to help enable its residents, and neighbours, to enjoy a significantly better quality of life and sense of community than might be the case with standard practice.

**Hugh Petter : Adam Architecture
Co-ordinating Architect for Hoe Lane
December 2020**

