



McCarthy & Stone

ASSISTED LIVING

Welcome

Community consultation is extremely important to McCarthy & Stone, and as such, we urge you to complete one of our feedback forms once you have reviewed the draft plans on display today. Your views will be considered prior to a formal planning application being made to the council later in the year.

Thank you for your time.

About McCarthy & Stone

Most people would like to live in their own homes throughout their lives. Unfortunately, it can become an uphill struggle to maintain a much loved family home and garden so choices need to be made to find a smaller home that continues to provide independence.

McCarthy & Stone is a specialist development company designing and building private properties which cater for the needs of its older residents. Along with traditional retirement housing McCarthy & Stone also specialises in Extra Care accommodation.

What is Extra Care accommodation?

The aim of McCarthy & Stone's Extra Care developments is to promote independence and facilitate older people continuing to lead healthy and active lives. It offers residents a home for the remainder of their lives regardless of changes in their care needs. Over time the frailty and dependence of all residents will increase. The careful design of the Extra Care accommodation and facilities, and the availability of an on-site care team, will mean virtually all personal care needs can be met without the resident needing to change accommodation.

Extra Care is a form of accommodation where individuals or couples have a self contained home, but where facilities are shared and where care services and housing support are easily accessible. The majority of residents entering an Extra Care scheme currently live in the existing town and its surrounding environs.

A resident of a McCarthy & Stone Extra Care scheme would receive:

- 24 hour staffing
- Restaurant offering on-site catering 365 days per year
- A separate dining room and a large residents' lounge
- Care and support
- Facilitation of access to personal care support

It allows older people to have some 'peace of mind' regarding personal security and emergency support, however, privacy is respected on all McCarthy & Stone developments – residents have their own front doors and are free to join in community activities or to pursue their own interests as they please, knowing that they need not be alone when they want company.





Background

Background to site:

- The site lies on Old Park Road, adjacent to the western side of Hitchin Town Centre directly opposite the accesses to the Waitrose supermarket car park.
- This former commercial site was previously occupied by the Marshall Motor Group, and used as a car dealership and petrol filling station. However, the site is now vacant and disused.
- The existing buildings are generally out of keeping with the architectural character of the local residential area.
- The location is highly sustainable and in close proximity to amenities, shops and services in the town centre of Hitchin.
- The area surrounding the site is principally residential in character.
- Planning consent has previously been obtained on this site to facilitate an Elderly Care Home, providing nine independent living flats and 61 close care units; however, this scheme will not be progressed. The proposals on show today form a completely new scheme.





The proposal

McCarthy & Stone is planning to redevelop the site with a sensitively designed, single building providing approximately 53 one and two bedroom units of Assisted Living accommodation together with 20 car parking spaces. The units of accommodation would be specifically designed to meet the needs of older people. Overall, the proposal would offer the following local benefits:

- Redevelop the site providing a more sympathetic and neighbourly use for this former commercial site.
- Increase the range of housing choice for local residents.
- Introduce an attractive design in keeping with the local architectural styles in Hitchin that enhances the surrounding area.
- To positively contribute to the local street scene and the wider area with the removal of the unsightly commercial garage, replacing it with a sensitively designed development.
- To create areas of high quality landscaping within the site and attractive boundary treatments.
- Increased footfall to local shops and businesses.
- The proposed design is Victorian classical to complement the character of Old Park Road, featuring vertically proportioned windows, red brickwork and slate format tiles all sympathetic to local examples.
- Retention of mature trees to the site boundaries and appropriate boundary treatment.
- Low traffic generation and low car ownership, resulting in a significant reduction in traffic and vehicle movements when compared to the site's previous commercial use or other uses that might seek to reoccupy or redevelop the site.



Previously approved site layout



Proposed site layout



Approved south elevation

The original proposals shown above were for an Elderly Care Home comprising a mix of 2 and 3 storey blocks to provide 9 independent living flats and 61 close care units. The scheme was granted permission, subject to satisfying the Section 106 agreement in August 2010. The proposals on show today form a completely new scheme.

The new scheme proposes a reduced number of self-contained units of extra care accommodation. The addition of gables and bays provides an intimate domestic scale with french doors and balconette balustrading to first floor flats. Materials and window proportions are in keeping with that proposed on the previous scheme, with all ground floor flats looking out on to small patios and garden areas, generously landscaped with trees, shrubs and lawn, and providing a strong landscape framework.

The Proposed Design

McCarthy & Stone understands the importance of local architecture and the built form of Hitchin. David Parker Architects have been retained to mould McCarthy and Stone's proposals into a sensitive design which provides a neighbourly response to the existing properties around the site.

- Opportunity to create and establish a new attractive street frontage to Old Park Road, strengthening this important part of the townscape, removing an existing gap/weakness.
- The building heights proposed are no higher than those already approved, with the 3 storey element constrained to the Old Park Road frontage.
- The proposed building has been moved further away from the properties in West Hill and 29 Old Park Road; existing boundary walls will be retained and a good landscaping screen to the proposed car park will be provided.
- There is a reduced requirement for car parking in comparison to the previous scheme.
- Part of the site is proposed to be built at lower than existing ground level to counteract the sloping nature of the site. The proposed units of accommodation will be sited between 1-2.5m lower than the neighbouring properties along Westfield Close and Winston Close.
- Boundary walls will be retained and good quality landscaping screens introduced.
- Elevational treatment is traditional, with Victorian style windows set in a locally suitable red brick façade, brick and stone detailing around the windows, and traditional hipped, slate format roofs.
- To bring back into beneficial use this vacant site with specialist Assisted Living accommodation for older people.



Sketch proposals No. 1 - Left hand side elevation



Sketch proposals No. 2 - Right hand side elevation



Sketch proposals No. 3 - Front elevation



View of Old Park Road and site frontage from south east



Sketch proposals No. 4 - Inside left elevation



Sketch proposals No. 5 - Inside right elevation



McCarthy & Stone

ASSISTED LIVING

Inside a McCarthy & Stone Extra Care development

McCarthy & Stone's Extra Care schemes differ from traditional retirement accommodation. It offers tailored care and support for older people in their own home.

- Schemes are designed to 'Lifetime Homes' standards, with step free access throughout the building and accommodation.
- The design of the accommodation and communal facilities, and the availability of an on-site care team, mean that virtually all personal care needs can be met without the resident needing to change accommodation.
- Availability of a cooked meal in a restaurant (or their own accommodation) seven days a week.
- On site catering 365 days per year.
- Availability of home care support workers to meet individual needs for personal care.
- The average age of residents in McCarthy & Stone Extra Care developments is 83.
- High standards of design, construction and finishes.
- Friendly staff and the sense of community that residents build up among themselves.
- A separate dining room, in addition to a larger residents lounge.
- On-site storage and re-charging for mobility scooters.
- Two lifts.
- Attractive communal gardens.
- 24 hour staffing (with a dedicated staff room and overnight facilities).
- Communal laundry
- Guest accommodation.
- Secure entry systems.



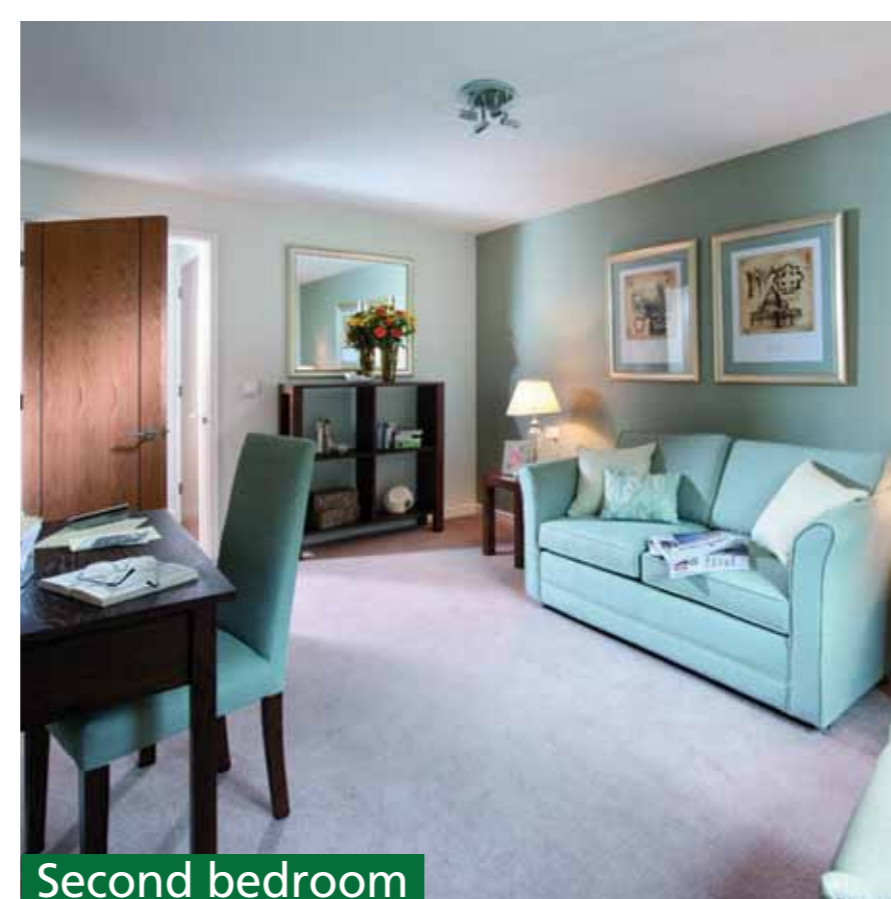
Typical layout of one bed apartment



Typical layout of two bed apartment



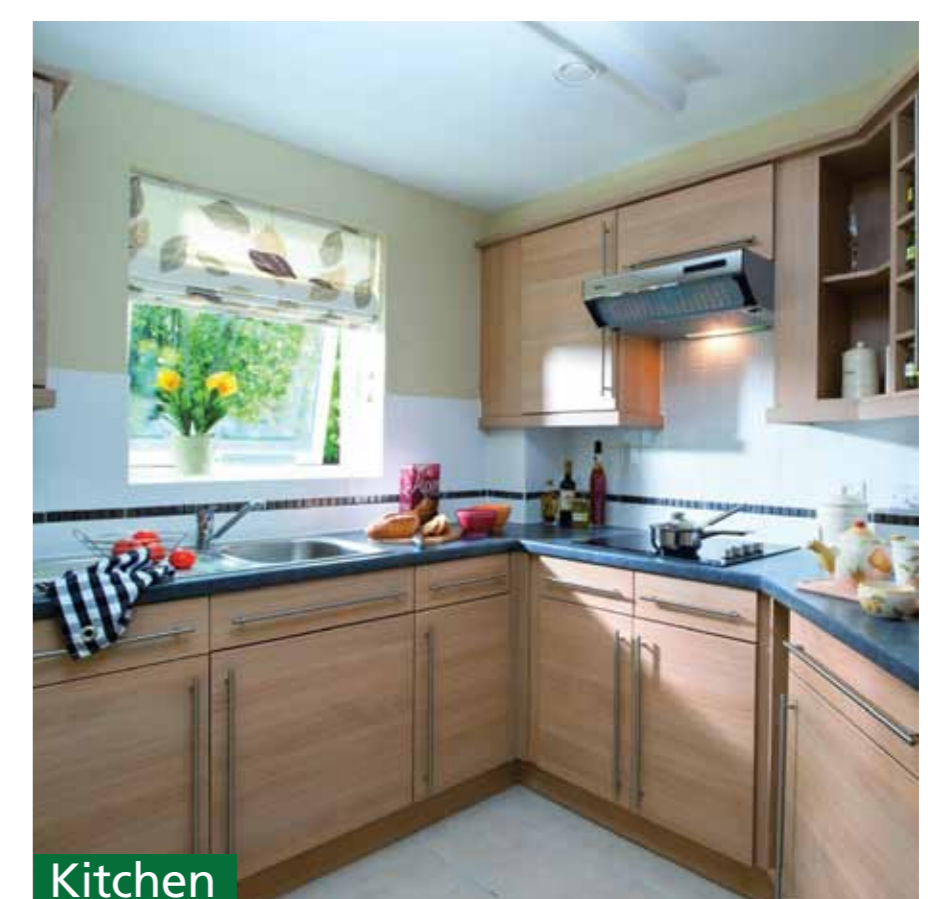
Main bedroom



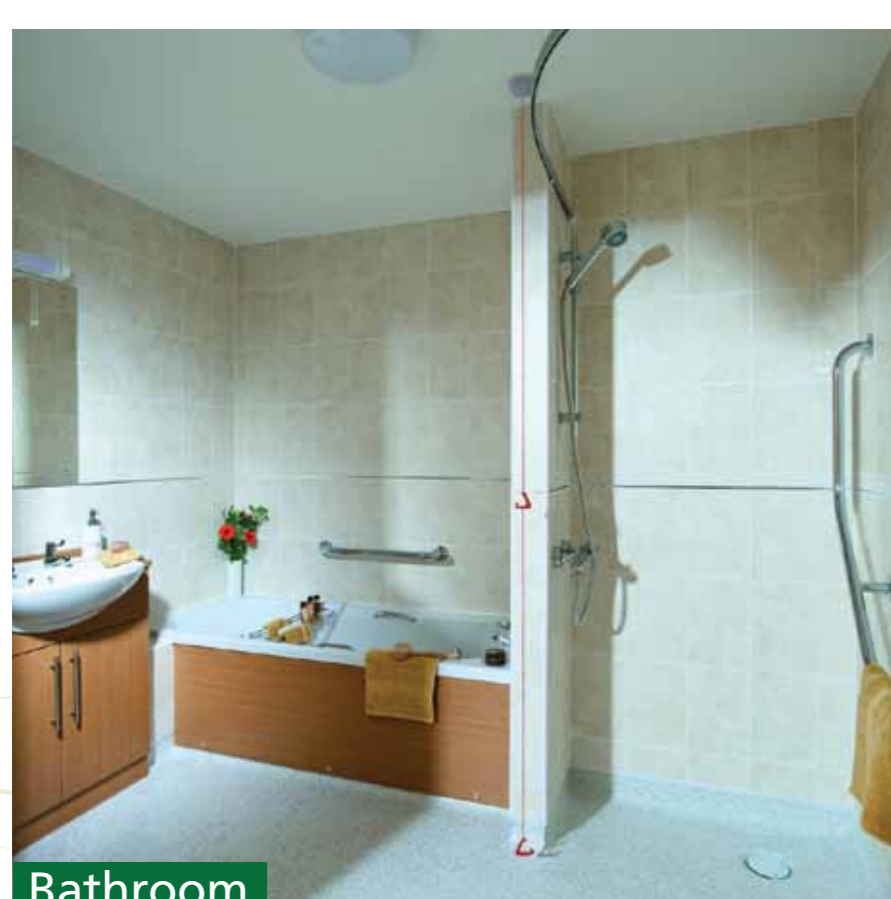
Second bedroom



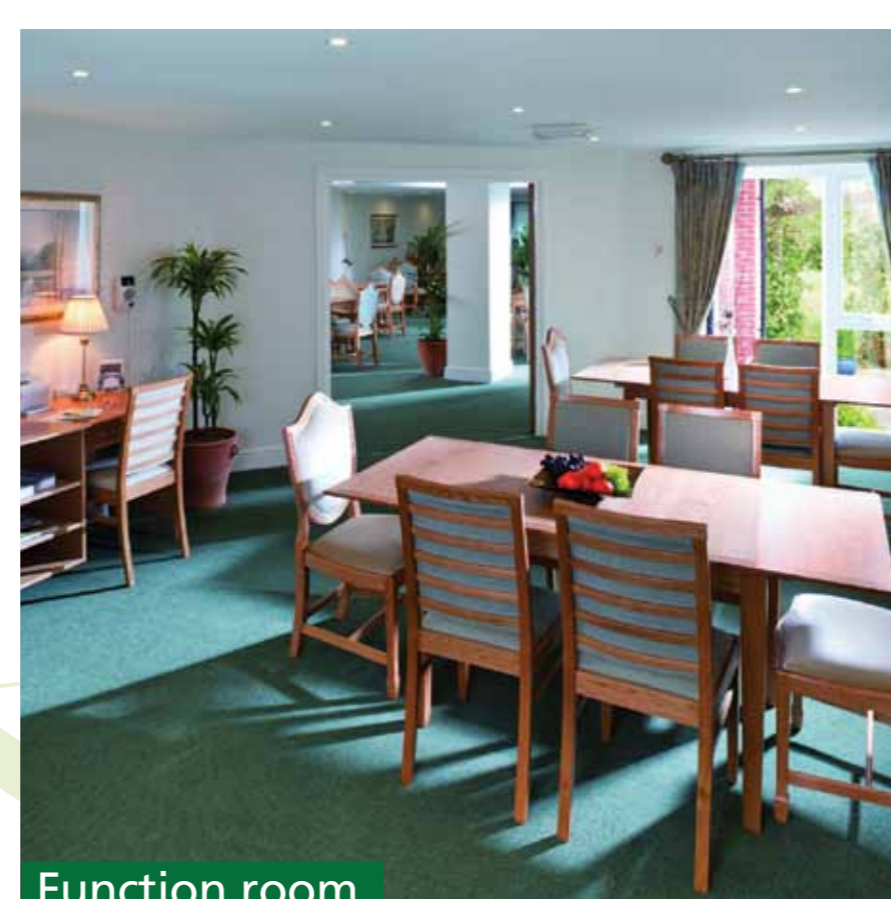
Living room



Kitchen



Bathroom



Function room



Residents lounge



Restaurant



McCarthy & Stone

ASSISTED LIVING

Existing McCarthy & Stone developments



Nanterre Court, Watford



Saxon Court, Hitchin



Pheasant Court, Watford



Olympic Court, Bedfordshire



Horsham



Newbury

Landscaping



McCarthy & Stone

ASSISTED LIVING

McCarthy & Stone ensures all developments have a good proportion of landscaping in every development. This is always to a very high quality, providing attractive communal gardens for residents.

Where possible existing tree and shrub planting will be retained to provide an established landscape framework and to ensure the retention of wildlife features. The area immediately around the building will be planted with ornamental species. The boundaries of the development will be enhanced with a mix of both native and ornamental species to provide ecological and horticultural interest.

As with all McCarthy & Stone developments, a management company will maintain the grounds to ensure they develop and mature to enhance both the building and the local neighbourhood.



Example schemes



Previous developments have won national awards for high standards and quality across the UK.



Traffic

McCarthy & Stone developments generate low traffic movements compared to general market housing.

Residents tend not to be car owners, hence the move to retirement housing in an accessible location. Those few residents who do own a car tend not to use a car in peak hours, nor need to use a car on a day to day basis due to the locations chosen, which are always within walking distances of local shops and services.



The local economy

The development would also benefit the local area economically:

- Local employment of staff.
- One in three McCarthy & Stone residents walk to the local shops each day.
- 45% of current residents buy the bulk of their shopping within a one mile radius.
- 62% of retirement accommodation residents prefer to shop at local centres rather than large town centres.



Environment / sustainability

McCarthy & Stone is committed to developing sustainable schemes.

All schemes have high standard insulation, energy efficient appliances and are generally situated close to local amenities / public transport links, keeping the carbon footprint of our residents low.

With the Government recently issuing guidelines for the creation of sustainable homes, set against a number of ratings, McCarthy & Stone will be working hard to achieve a scheme that seeks to significantly reduce carbon emissions.



Parking

Future residents are unlikely to use their own car, however an appropriate number of parking spaces would be provided on site.

Residents tend not to use a vehicle due to the central location of the developments, most residents find they are able to walk or use a mobility scooter to access nearby facilities, as well as make use of nearby bus services. As a result even those residents that do own a car tend to relinquish the burden of car ownership once they have opted to move to specialist retirement housing.

The parking area will have spaces for visitors as well. The number of spaces provided reflects parking demand experienced by previous McCarthy & Stone schemes in the surrounding areas.





McCarthy & Stone

ASSISTED LIVING

Next steps

We hope that you found this exhibition helpful and we look forward to receiving your comments.

The next steps for the team will be to review all the feedback from the local community and other interested parties. Following this and further discussions with the council, we will develop the proposals taking into account local comments.

We will ensure that the local community remains informed and updated on the progress of the proposals.

Should you have any further questions or comments over the coming weeks, we would be pleased to hear from you.

Feedback form
Let us know what you think

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

Name:

Address:

Postcode:

Email:

Telephone:

Please keep me informed of changes to this application



Thank you again for your interest.

Freephone information line -

0800 298 7040

feedback@consultation-online.co.uk