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McCloud's HAB submits plans for 'biggest project to date'

 12 June, 2015 | By [Richard Waite](#)


Kevin McCloud's HAB Housing has submitted a plans for a 50 house-scheme designed by John Pardey Architects in rural Hampshire

Drawn up with BD Landscape Architects, the £25million [project](#) on the edge of Kings Worthy next to the South Downs National Park includes 40 per cent affordable housing.

According to the innovative housing developer, the 5,760m² scheme will be HAB's largest so far 'in terms of area and project value' with homes ranging from one-bedroom flats to five bedroom family houses.

The Lovedon Lane development also includes house types 'specifically designed to suit older residents' - one-and-a-half storeys units with the upper floor designed to be converted to a self-contained carer's flat with its own roof terrace.

At the heart of the proposals is a large park which includes an ecological grassland meadow; allotments; tracks for pedestrians and cyclists and opportunities for natural play.

This parkland will be gifted to Kings Worthy Parish Council. Work is expected to start on site before the end of the year with the scheme completing in 2017.

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HAB's design director Isabel Allen on the landscaping

'At HAB we are interested in the edge condition, in sites that occupy the threshold between countryside and town. So many towns and villages have wonderful historic centres but become increasingly anonymous and anodyne towards the settlement edge. Located between Kingsworthy and the South Downs National Park, the project offers an opportunity to turn this conundrum on its head.

'The challenge for [BD Landscape Architects](#) was to design a landscape that mediates between these two different conditions; to reconcile the untamed informality of the open countryside with the intimate domestic spaces which anchor private houses within the public realm.

'The result is both dense and free; richly-detailed and fine-tuned but also effortless and relaxed; a project that defines the town as being 'of' its glorious rural setting, rather than detached from its surroundings by faceless suburban sprawl.'



Project data

Architects: John Pardey Architects
Landscape architects: BD Landscape Architects
Location: Kings Worthy, Hampshire
Type Of Project: Residential. 50 homes including 40 per cent affordable plus the provision of new civic parkland and amenities
Structural Engineers: Clarke Bond
Project Architect: Carl Gulland
Design Team: John Pardey; Carl Gulland; Tobias Weaver; Hugh Richardson
Client: HAB Housing
Funding: Private Equity and Debt
Tender date: Not applicable - HAB to act as Main Contractor
Start on site date: December 2015
Contract duration: 18 months
Gross internal floor area: 5,760m²
Form of contract and/or procurement: HAB to act as Lead Contractor working with key subcontractors
Total cost: Total Project Value £20 - £25 million.
M&E consultant: Fabric Building Physics
Lighting consultant: tbc
Main contractor: HAB
Selected subcontractors and suppliers: to be appointed