

A New Home for The Original Cottage Company in Reepham



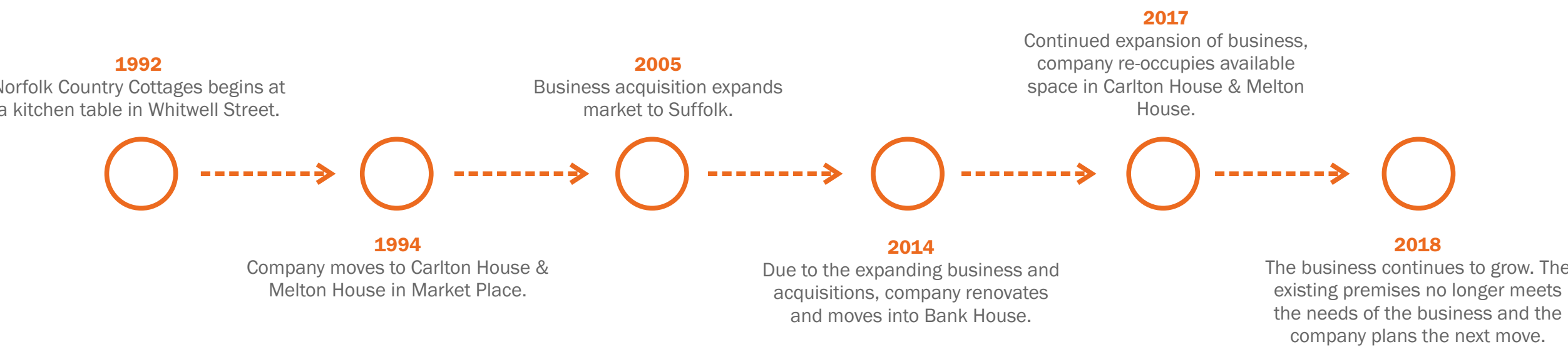
The Vision for The Original Cottage Company: “We love Reepham and we would really like to stay”

We are hoping to build a new home for our business. We are here to share our vision with you and answer any questions you have. Your feedback is invaluable to us, as part of the process to achieve a successful scheme and outcome for all.

The Original Cottage Company’s (TOCC) success over the last 20 to 30 years has resulted in us outgrowing our existing buildings beyond our own expectations and we have run out of space. This lack of space, along with our current teams being spread across three separate buildings, limits our ability to operate successfully and to expand the business further. Our plan is to stay in Reepham, we see Reepham as our home.

As a result, we came to the decision to explore where we might find a new home, fit for our business continuing to thrive in Reepham. Taking a long term vision and investment we need to be sure that anything we pursue will be designed to accommodate our needs now and for the future. After having discussions with County, District and Town Councils, we have reviewed a number of site options and have pinpointed our ideal site. Opportunities for development of this type in Reepham are limited and so we have considered a four acre site located on land west of Reepham Doctors Surgery.

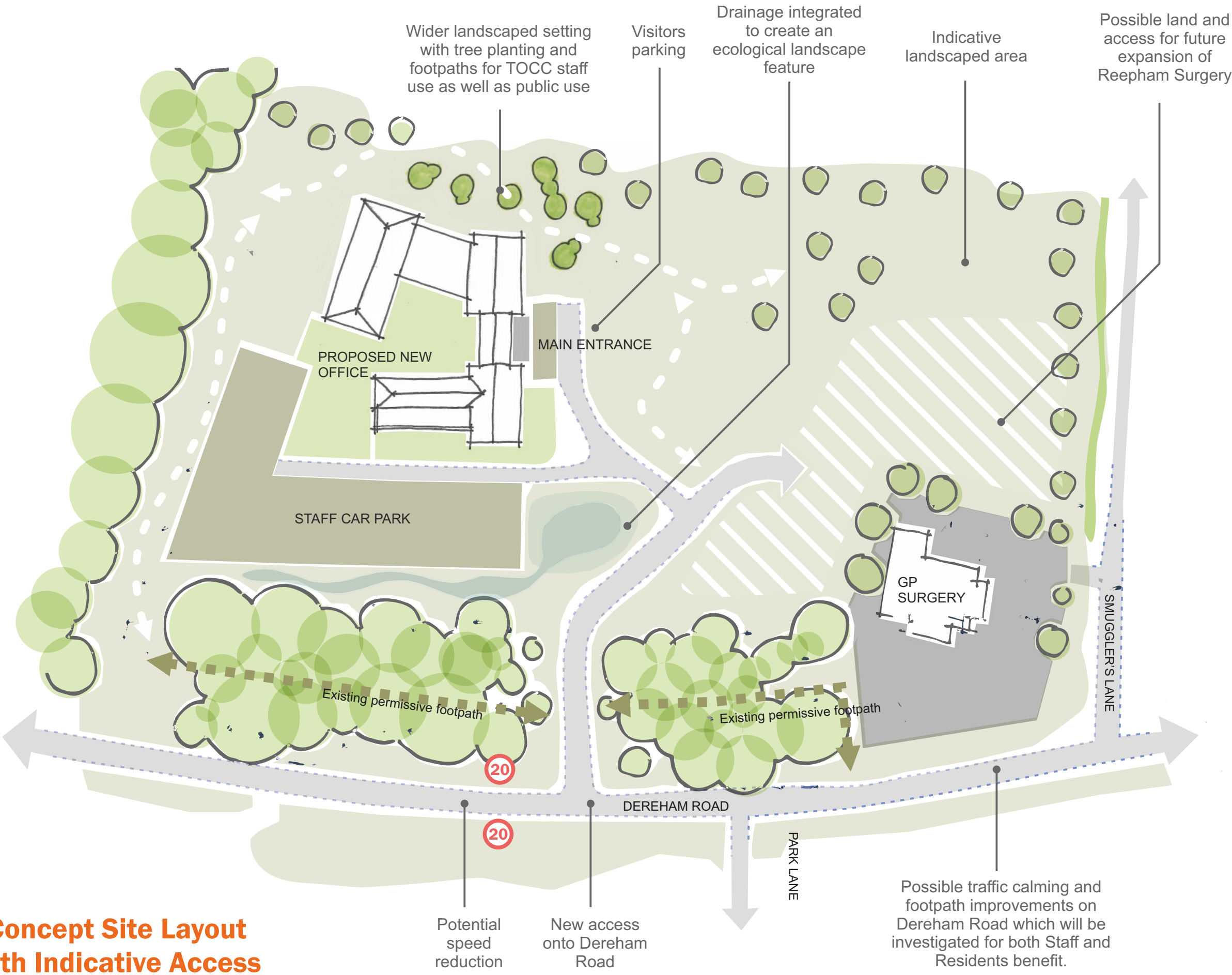
To investigate our options, we have engaged consultants to assess our existing business scale and structure and provide a feasibility study, including design advice, for this site. This public consultation presents a summary of the work carried out to date, and allows us to discuss our Vision with you, the community, to achieve the best proposal for TOCC and Reepham collectively.



Concept Design



Potential Illustrative view of access and proposal from Dereham Road



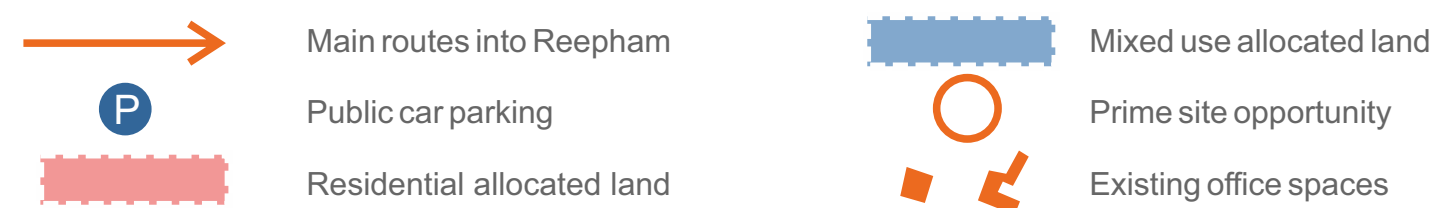
Concept Site Layout with Indicative Access

The suggested access will be subject to detailed traffic analysis and further discussions with County Highways, along with specific detailed design and discussions around safe vehicular and pedestrian access to and from the site and Reepham.



Town Analysis

One of our main criteria was to ensure employees retained the ability to walk into the town centre within their lunch break, to continue to support the Towns business network. This also maintains employee's quality of life, and continued connection with the wider community of Reepham.



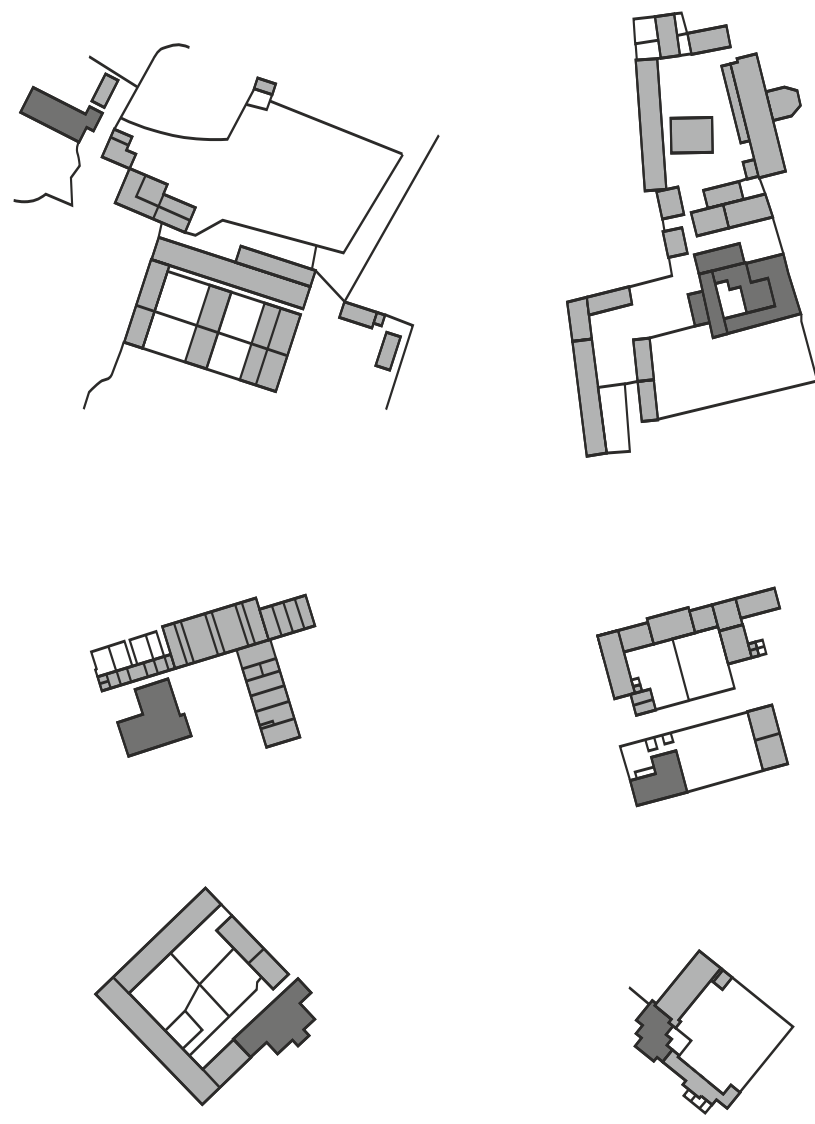
Site Review

BROWN & CO
PROPERTY AND BUSINESS CONSULTANTS

Concept Development

Step 1 : The Farmstead - Local Context

Extract from Historic England East England Character Assessment P39



The farmstead is a rural development, traditionally known for its range of functional buildings, with primary and/or secondary residences for the Landowner or Farming tenant. These provided livestock shelter, staff accommodation and storage for a variety of uses. These ranges of barns have expanded over time and adapted to the farmer's needs. In recent times they have increasingly become redundant to modern farming, however, they remain a strong rural character feature and represent pockets of development within wide, often open, countryside.

Farmstead examples around Reepham



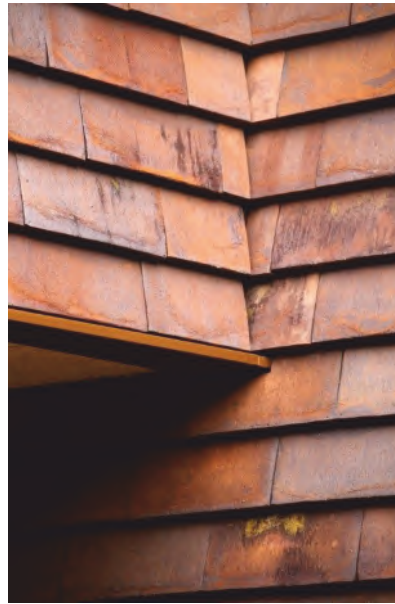
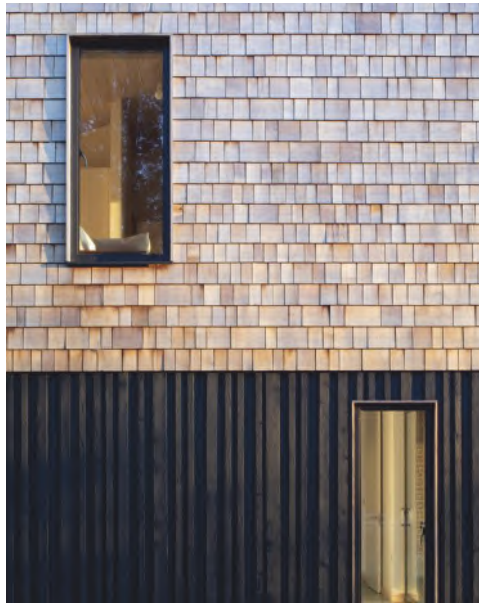
The development of barn complexes has tended to occur around the farmhouse, due to the needs of the occupier to be in proximity to livestock and for security. They also tend to vary in form, size and volume depending on need and the date at which they were added. Through this process, visual interest and varied massing has been created and these developments can be read as visually interesting clusters in the landscape.



Reepham has a number of these farmstead developments around it, which are;

- Booton Hall
- Manor House Farm
- Mill Farm
- Pettywell Farm
- Reepham Moor Farm
- Town Farm

Step 2 : Contemporary Barns and Farmsteads



The idea for the creation of a modern farmstead comes from trying to answer the question: **How do you make a new building / group of buildings in a field make sense and look right?**

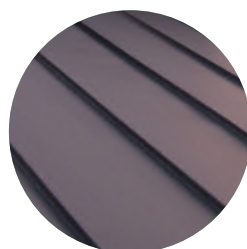
Norfolk and Reepham have a history of groups of buildings being developed in the centre of large areas of land, as part of Farmstead developments. Our proposals seek to reflect this type of building style and form and, at the same time, meet the demands and requirements of a modern, sustainable and progressive business space. We want the appearance, form and scale of the buildings to reflect the local buildings and materials, but, we don't want to simply copy them as we risk creating a pastiche. We want the buildings to be recognisable as barns and to use materials local to this area of Norfolk and at the same time to be 'of today'. The images above are some examples of where we think this approach has been successful and are the type of buildings we would like to be referencing for these proposals.



Red brick



Timber Cladding
Natural and Black

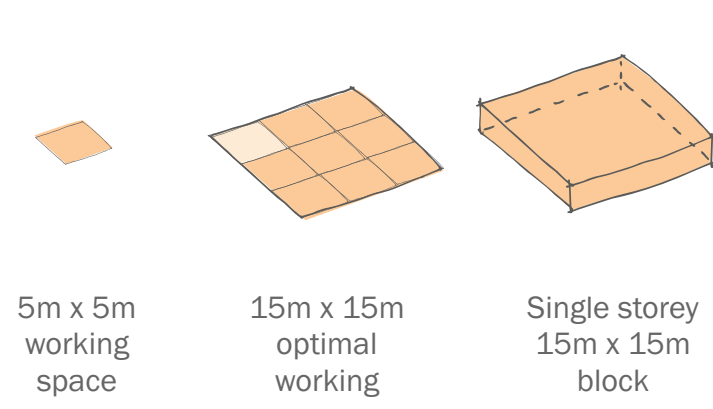


Agricultural Cladding
Materials



Red and Black
Tiled Roofs

Step 3 : Development of business use and building massing

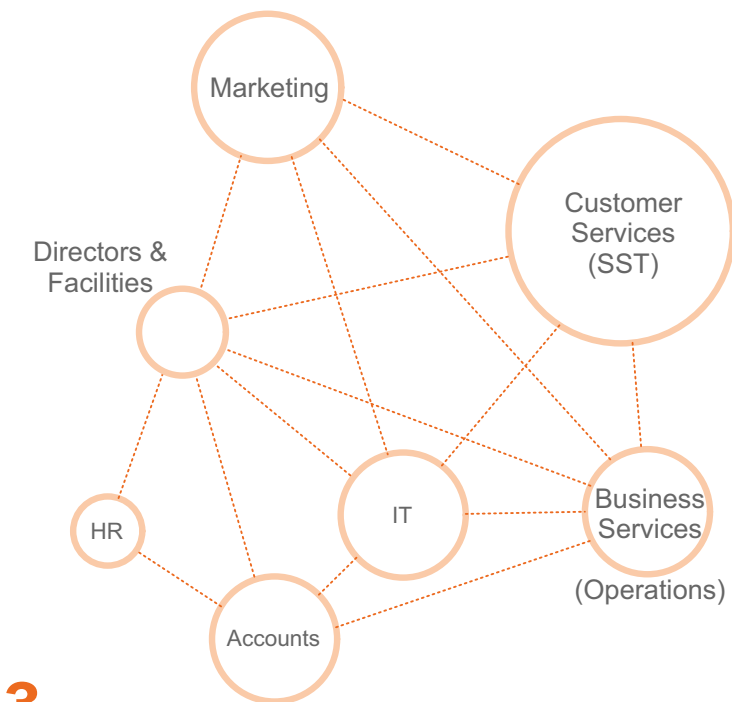


1.

15m x 15m is a maximum floor size for offices. This includes all associated facilities and circulation space. This creates the starting point for a design which we know will allow a business to have the agility to change their internal configuration without changing its footprint.

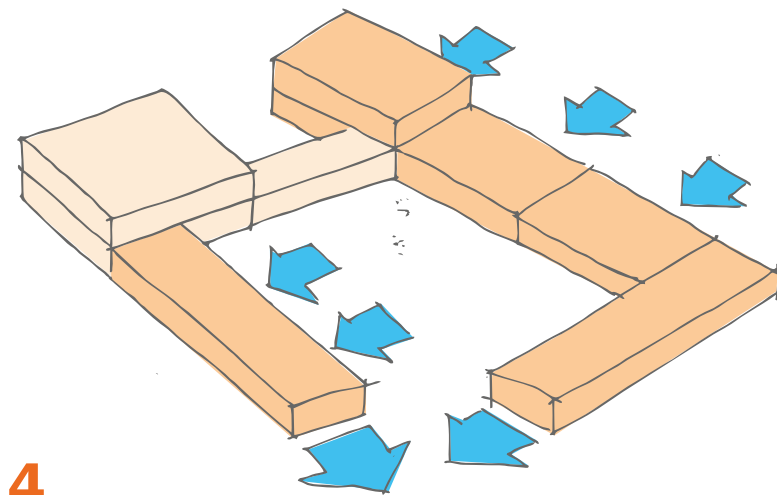
2.

The internal business review of TOCC provided the basis on which we have structured the general form of the designs, with six blocks providing the optimal working space required.



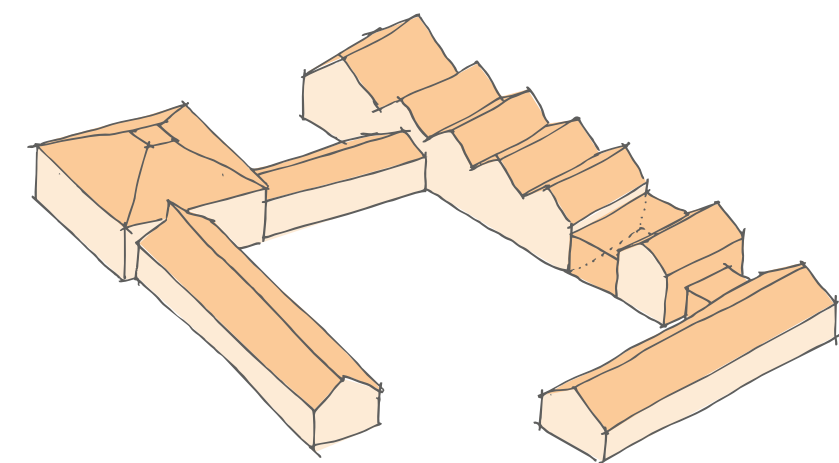
3.

This diagram represents the business operations and connectivity within TOCC, showing both team scale and linkage. This highlights the complexity of the business and the need for separate but connected spaces for its constituent parts.



4.

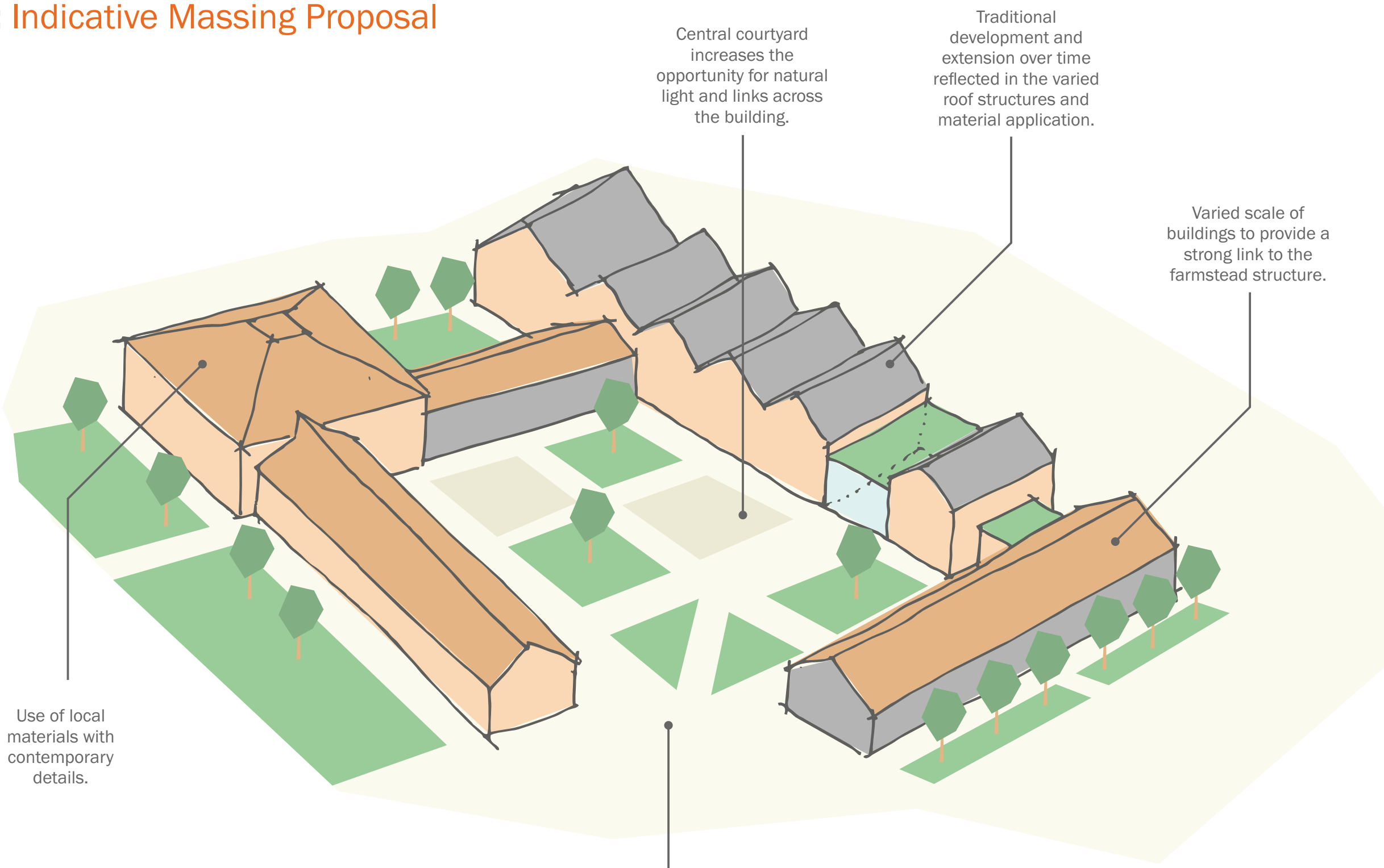
The block form has been adapted to align with the business needs and the Farmstead layouts. This provides a contextual form that benefits the needs of the business and the individual teams. This structure also allows what might be a big building to be broken down into smaller sections.



5.

Building upon the previous floor plan diagram, this diagram shows how roof and building forms could be used to further strengthen the Farmstead form.

Step 4 : Indicative Massing Proposal



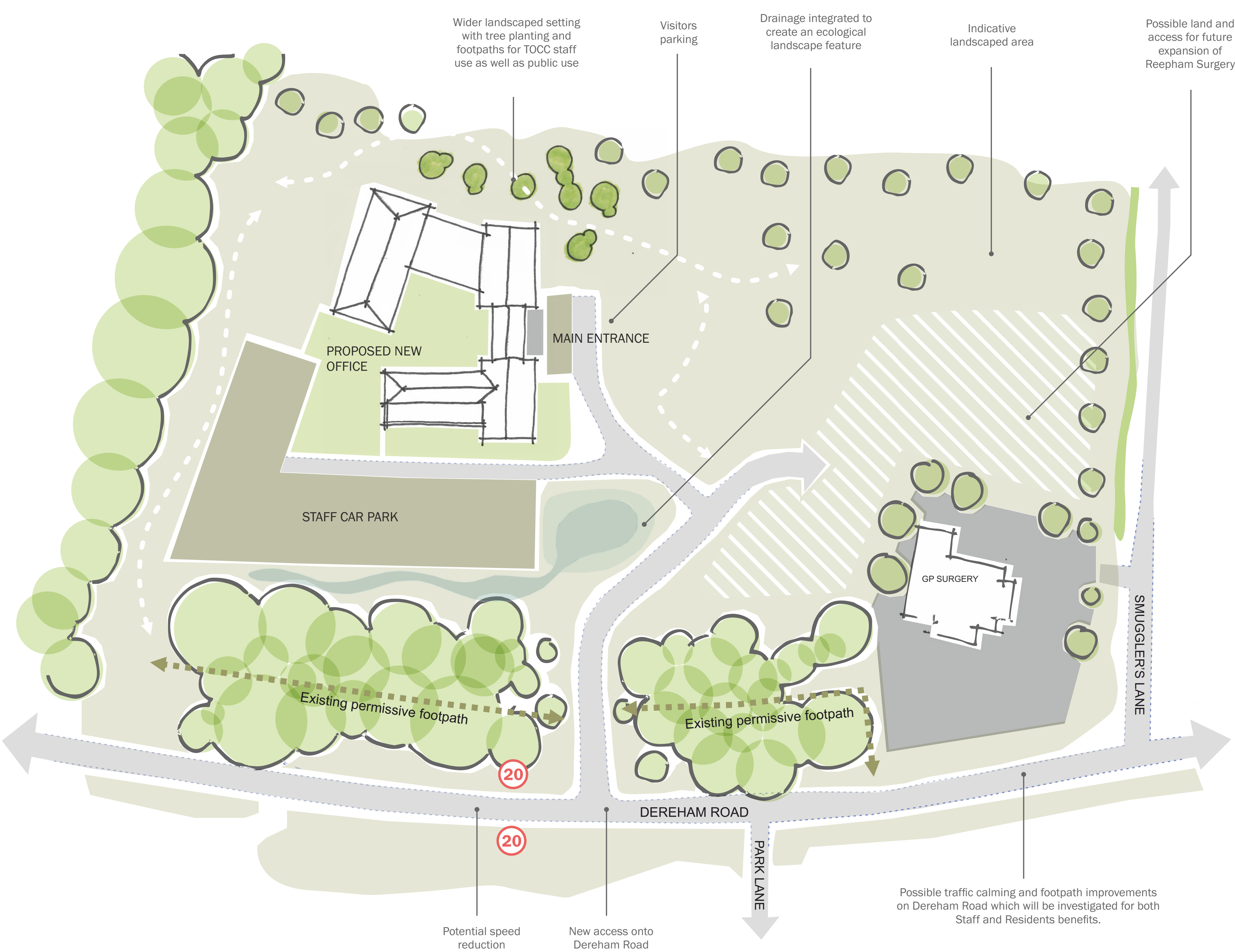
Next Steps

This site provides a real opportunity for The Original Cottage Company to deliver a new home in Reepham, having outgrown its existing premises within the Town. Without any other viable options the business and its workforce want to maintain their ability to walk into Reepham and support the Town.

The Original Cottage Company has high expectations regarding it sustainability aims for the proposal, and are exploring methods to provide their employees with the best health and well-being while at work, whilst delivering a high quality landscape-led scheme.

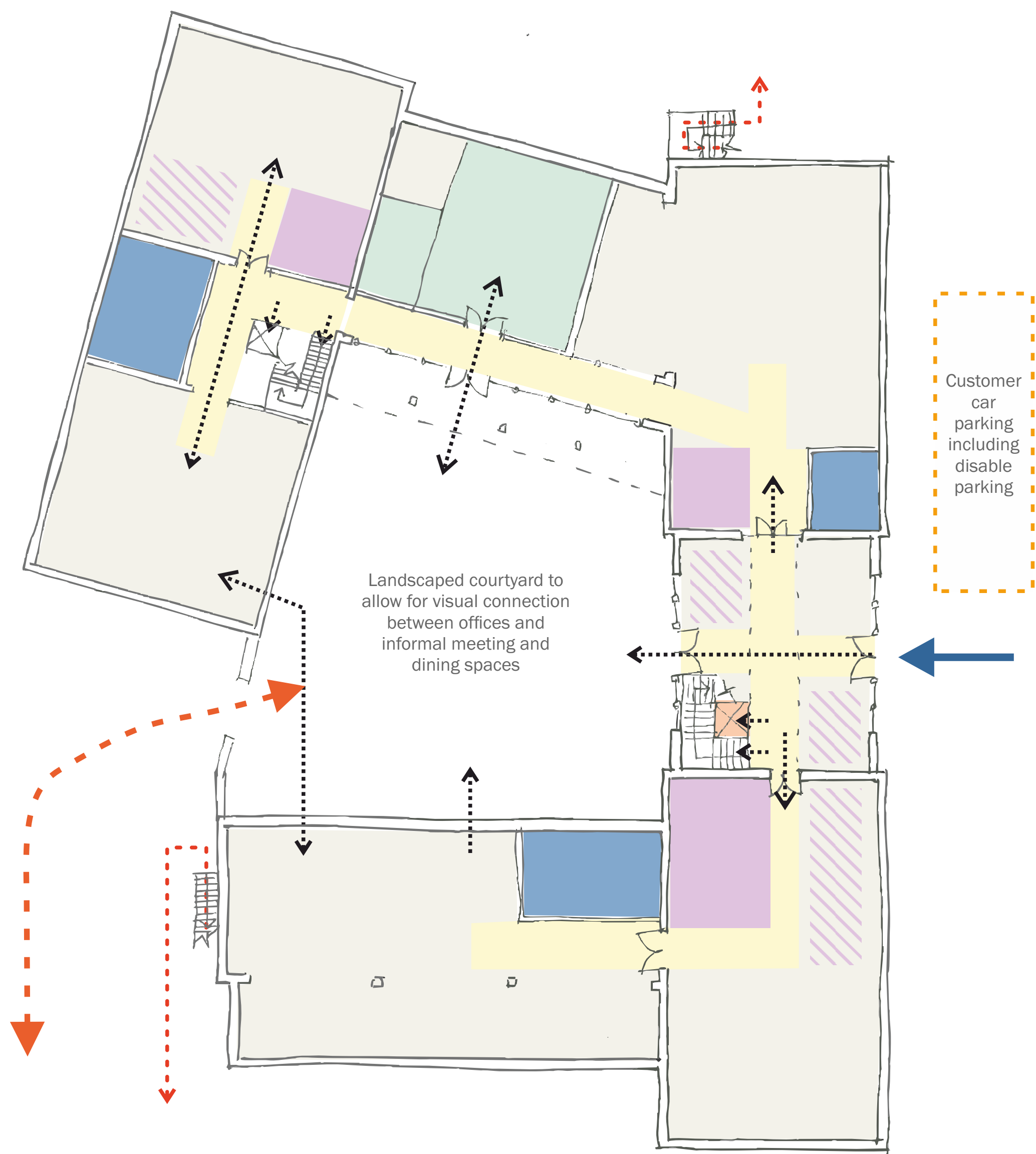


Concept Design

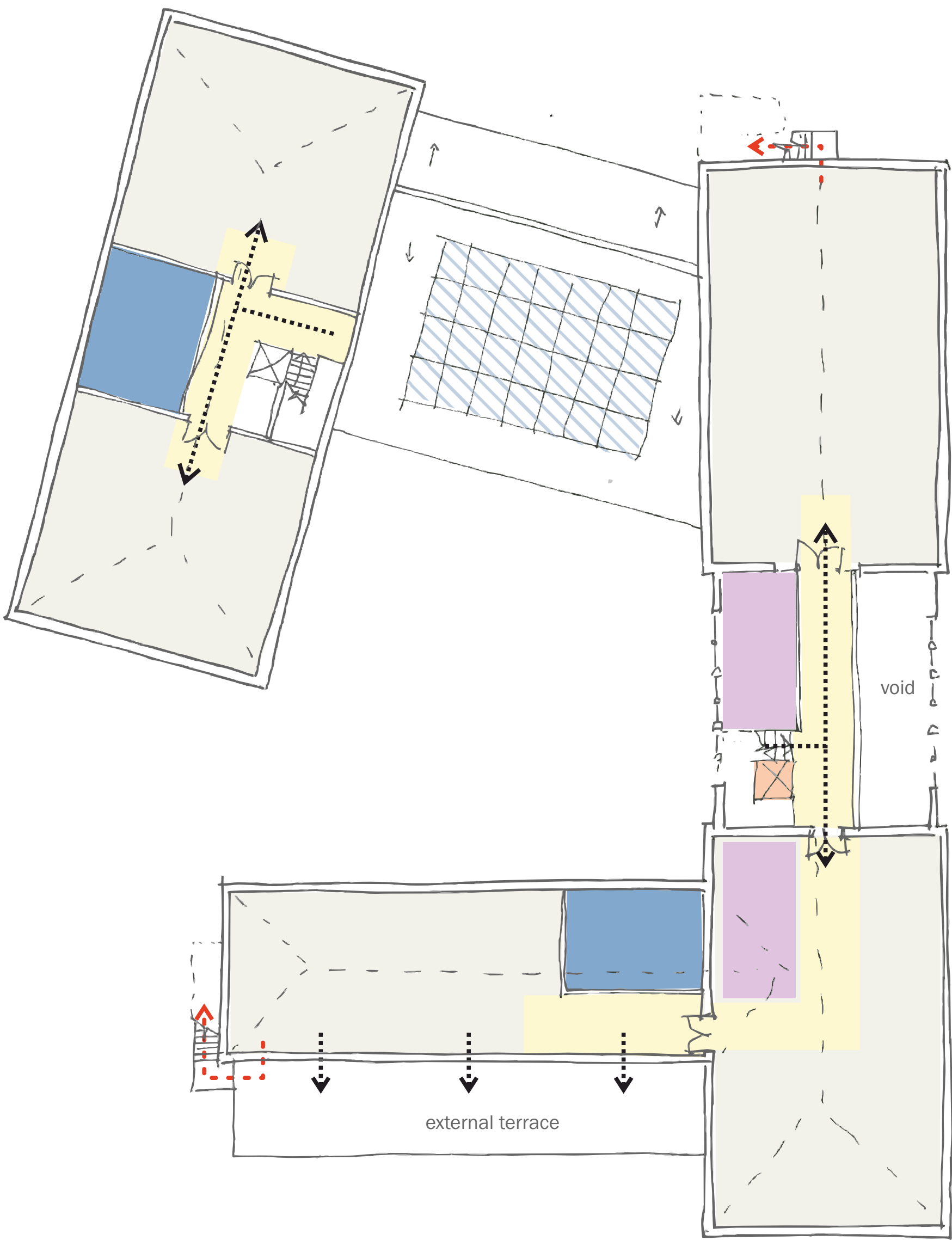


We would like to know your thoughts on the concept for the proposed offices for The Original Cottage Company. Your comments and suggestions are invaluable to us. To leave feedback, please complete the questionnaire available, or visit www.oc-reepham.co.uk






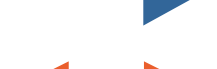






Concept Floor Plans



Indicative Ground Floor Plan



Indicative First Floor Plan

- | | | | |
|---|---------------------------------------|---|---------------------------------|
|  | Office workspace |  | Circulation routes |
|  | Circulation space |  | Public entrance |
|  | Enclosed meeting rooms |  | TOCC employee informal entrance |
|  | Informal meeting space |  | Indicative fire escape routes |
|  | Kitchenette and communal dining space | | |
|  | WC | | |
|  | Lift | | |
|  | Solar panels | | |