

Access to the Development

Access to the site will be provided in a number of ways, as follows. Pedestrian and vehicle access to the western parcel, will be provided from an extension of Willans Place and access to the eastern parcel provided from an extension of Princes Street.

Additional pedestrian/cycle access points will be provided onto Essex Street and the existing bridleway to the south of the site which connects between York Street and Hill Street.

A shared footway/cycleway will connect between the eastern and western development parcels, allowing a continuous pedestrian/cycle route through the site.

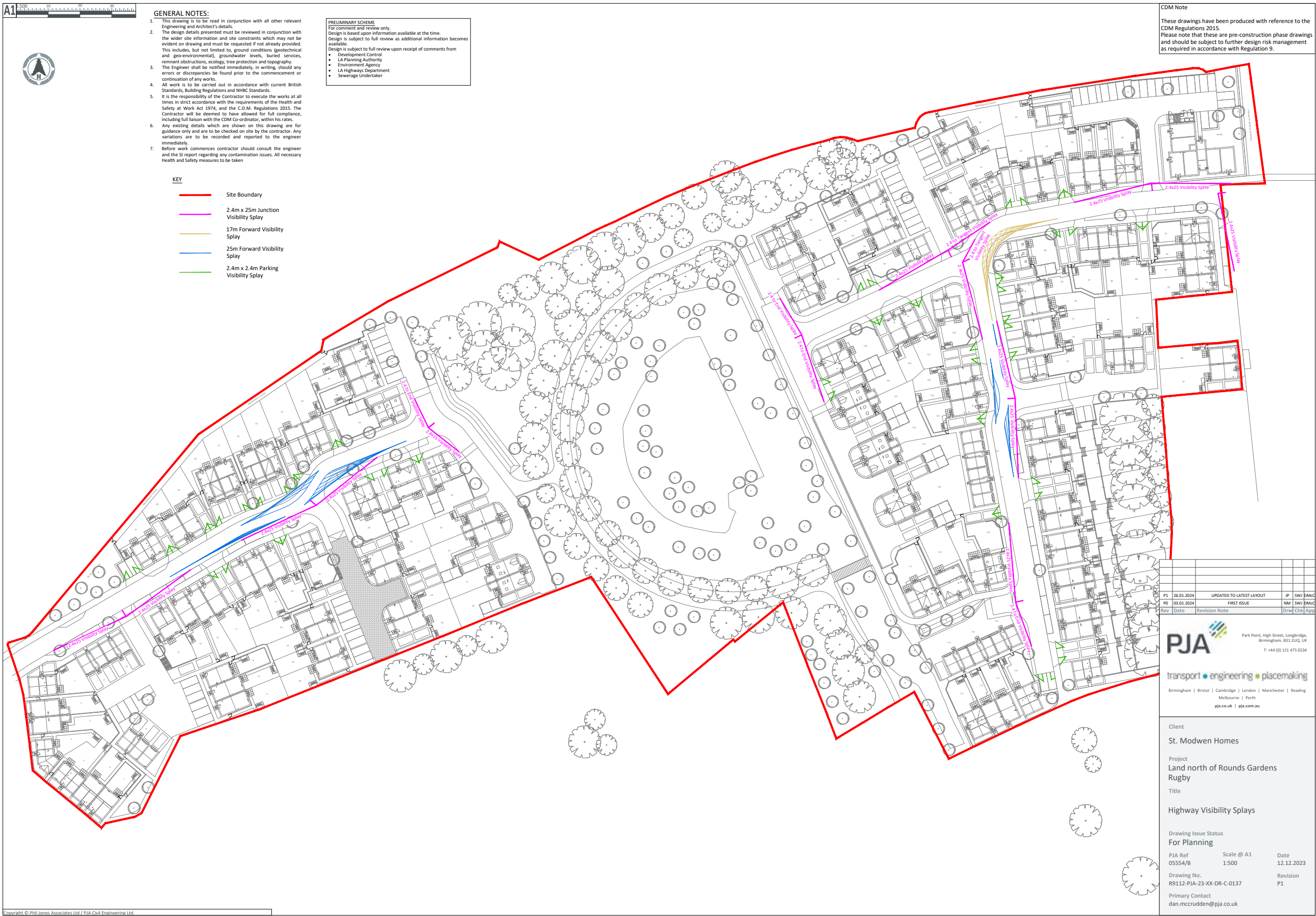
The access and internal layout will be designed in accordance with the appropriate standards, and will comprise:

- 2m footways provided on both sides of the road at each of the vehicle access points (Willans Place and Princes Street);
- A 2m footway connection onto Essex Street to the north;
- A 2m footway connection onto the bridleway that bounds the southern edge of the site; and

- A 3m shared footway/cycleway will be provided through the centre of the site, providing a pedestrian/cycle connection between the two development parcels; and
- Given the number of dwellings served from each access point, the access roads are lightly trafficked, suitable for on-road cycling.







Movement and access: Vehicular

The site will be split into two development parcels either side of the central open space with the western element served from the existing entrance off Willans Place and the eastern side of the development served from Princes Street.

The western access (Willans Place) meets the A426 and A428 via Oliver Street. From the eastern access (Princes Street) the A426 can be reached from Hill Street.

The strategic road network lies within 8km of the site. The A426 meets the M6 to the north and M45 to the south, whilst the A428 meets the M1 to the east.

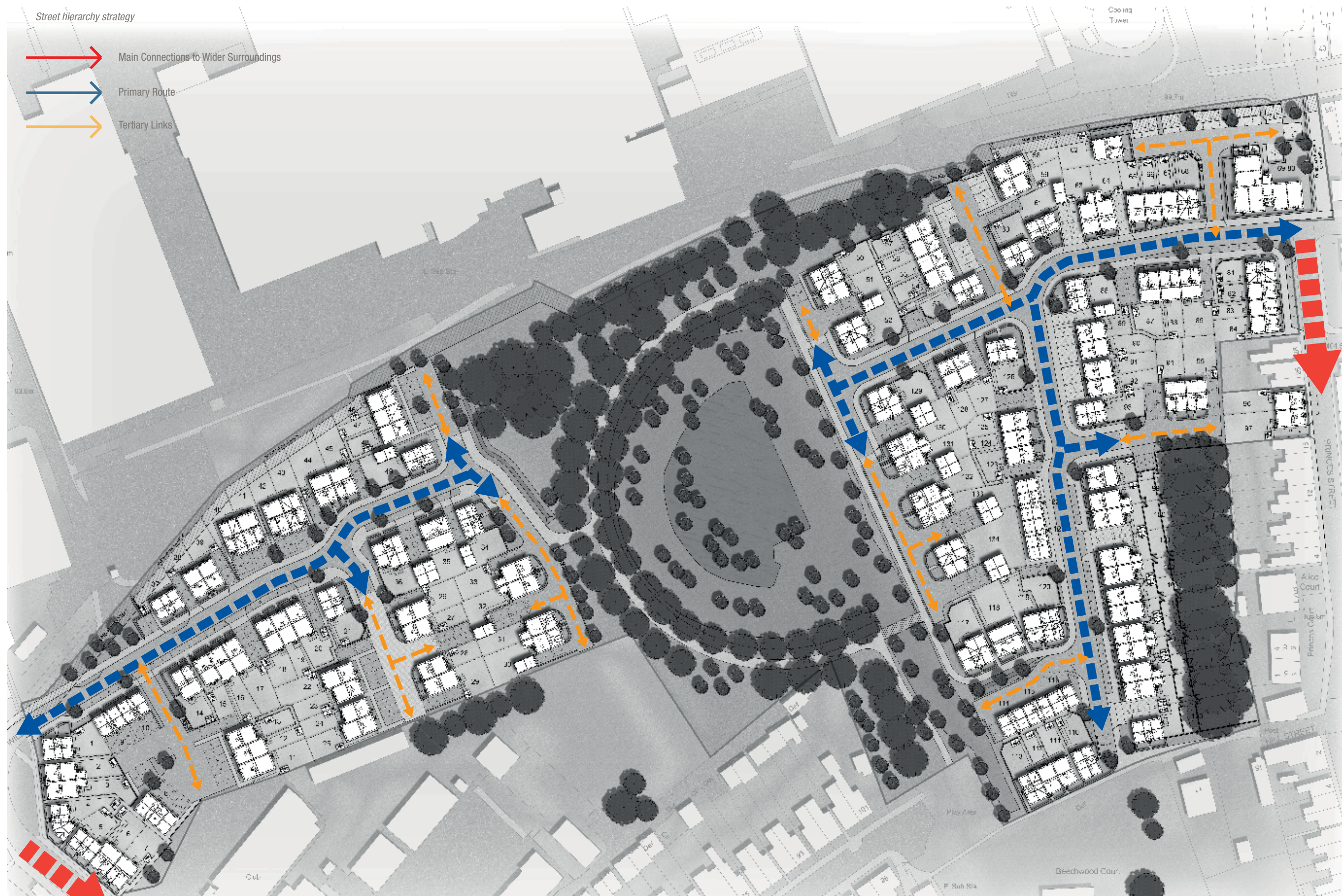
Within the development, each parcel will be accessed from a central road with a small number of cul-de-sacs/private drives. The internal high network has been designed to maintain slow vehicle speeds and accommodate pedestrians and cyclists safely.

Secondary streets will have turning heads which will be suitable for a refuse or emergency vehicle to safely undertake a three point turn within the site.

Rugby town centre is within easy walking distance from the site with existing bus services located near by linking the proposed development to the wider area.

Car parking has been designed to be integrate with the street scene using a mixture of on-plot parking, on-street designated parking bays and parking courts to the rear of properties. Entrances to the buildings will comply with current building regulations. All homes will have a path providing a safe and level route from the public highway to the principal access.





Movement and access: Pedestrian

The masterplan for the development prioritises pedestrian and cycle modes of transport. This network of routes provides excellent permeability through the development for both the residents and the wider public.

The layout provides links both east to west and to surrounding residential areas to the south. The development therefore sits comfortably within its context and is well-connected to its surroundings.

The internal site layout has been designed to provide a safe and attractive environment for pedestrians. Footways, 2m in width, are provided on both sides of the main carriageways with dropped kerbs and crossing points as appropriate. Additional footpaths are provided throughout the site.





Building Frontages

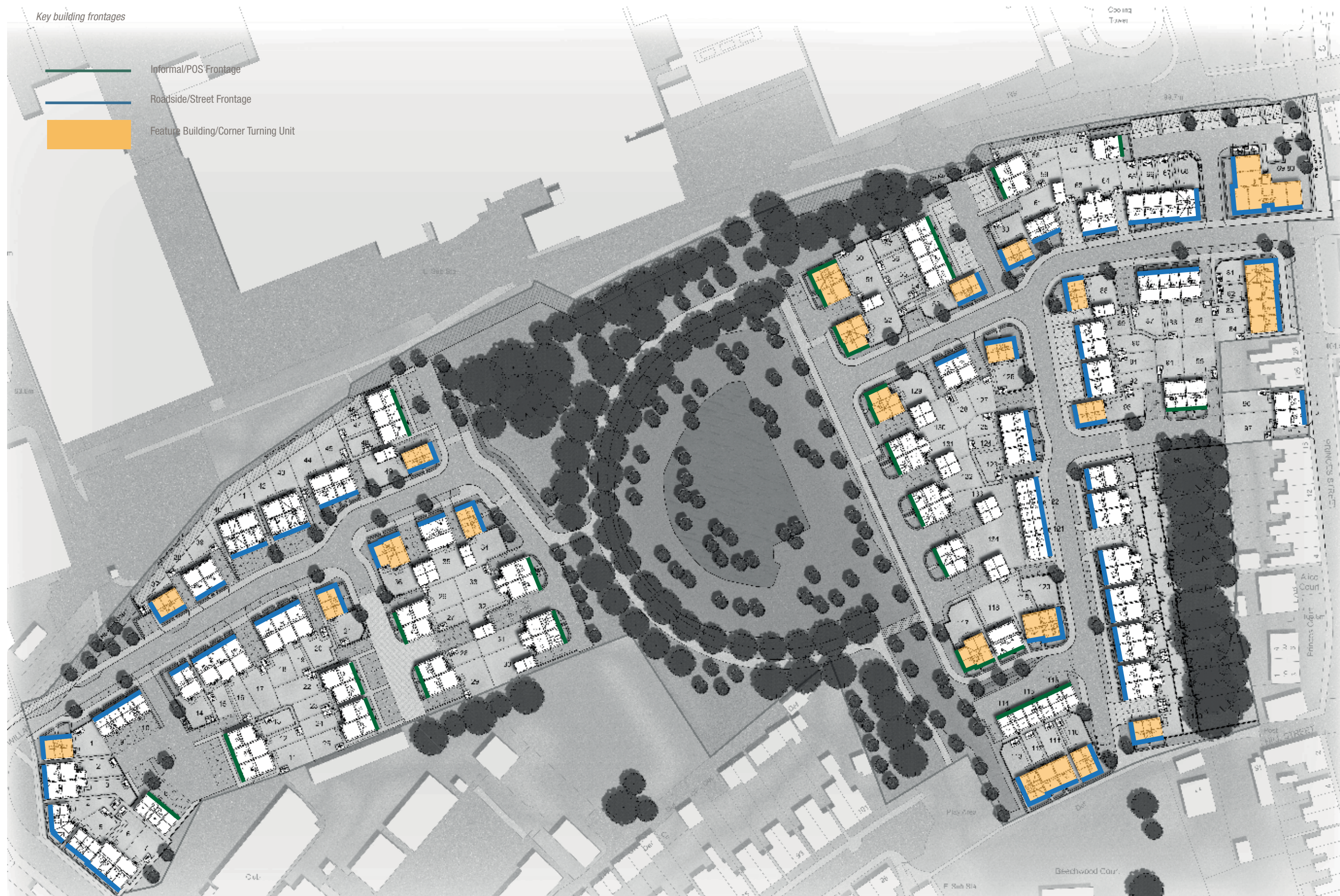
The vehicular and pedestrian movement strategies, together with the strategic landscaping, have set up the main framework skeleton for the proposed development. It is important that the built form responds to this framework. This is demonstrated on the key frontage plan.

Within the more central areas and fronting the public open space of the site, the built form consists primarily of semi-detached and detached properties.

Towards the periphery of the site terraced and semi-detached properties are used. These help to create a transition in character areas within the scheme and between urban form and open space. They also create a natural surveillance of the open space and footpath network.

Where streets meet creating corners, specific corner turning units have been used. These present active facades and frontages to the public realm thus avoiding blank gables and providing additional surveillance of the streets.





Housing Design

The dwellings have been designed to meet the requirements of a diverse range of residents' needs. Proposed are a range of 1, 2, 3 and 4 bedroom house types of various square footage to provide for a suitable mix for this phase.

The proposed buildings will take elements that reflect the surrounding environment but introduce a more modern and contemporary take on their styling.

The materials have been chosen to create a development that sits comfortably with the buildings in the area whilst recognising the continuing need to create places to live that contribute to a unique aesthetic and sense of place.

The selected palette used on the elevations is drawn from the local houses, includes:

- The use of bricks that match the surrounding area as closely as possible with both style and colouring.
- The use of plain grey concrete roof tiles that match the surrounding area as closely as possible with both style and colouring.
- External walls are to be a local red multi brick or similar to continue the cohesiveness of the development creating harmonious facades that will compliment the surrounding.
- Block pavements to private driveways and parking areas.

Three Bed - The Kea



Four Bed - The Garnet





The main material presence will be red and buff bricks which are in keeping with other surroundings of the development and will combine to create a cohesive overall scheme.

Window and door openings reflect the traditional in terms of positioning and proportions with the use of modern finishes.



Housetype 1454



Housetype C2



Housetype 777



Housetype 1362



Housetype 1428



Housetype 933



Housetype 932



Palette of Materials



The plan outlines the mix of proposed building materials. Additionally, road materials are also shown.

Legends

Dwelling Materials

- Roof Type 1:
Russell Grampian Concrete Roof Tiles - Slate Grey
- Brick Type 1:
Red Brick - Brunswick Red Mixture (or similar approved)
- Brick Type 2:
Red Brick - Brunswick Farmhouse Mixture (or similar approved)
- Brick Type 3:
Buff Brick - Brunswick Cream (or similar approved)
- Render Type 1:
Monorex (or similar approved) - Ivory / Off White

Material Features

- Black Render Surround with Feature Brick Panel
- Off White/Ivory Render Surround with Feature Brick Panel
- Render Surround
- Additional Feature Window
- Feature Brick Panel

Road & Path Surfaces / Landscaping

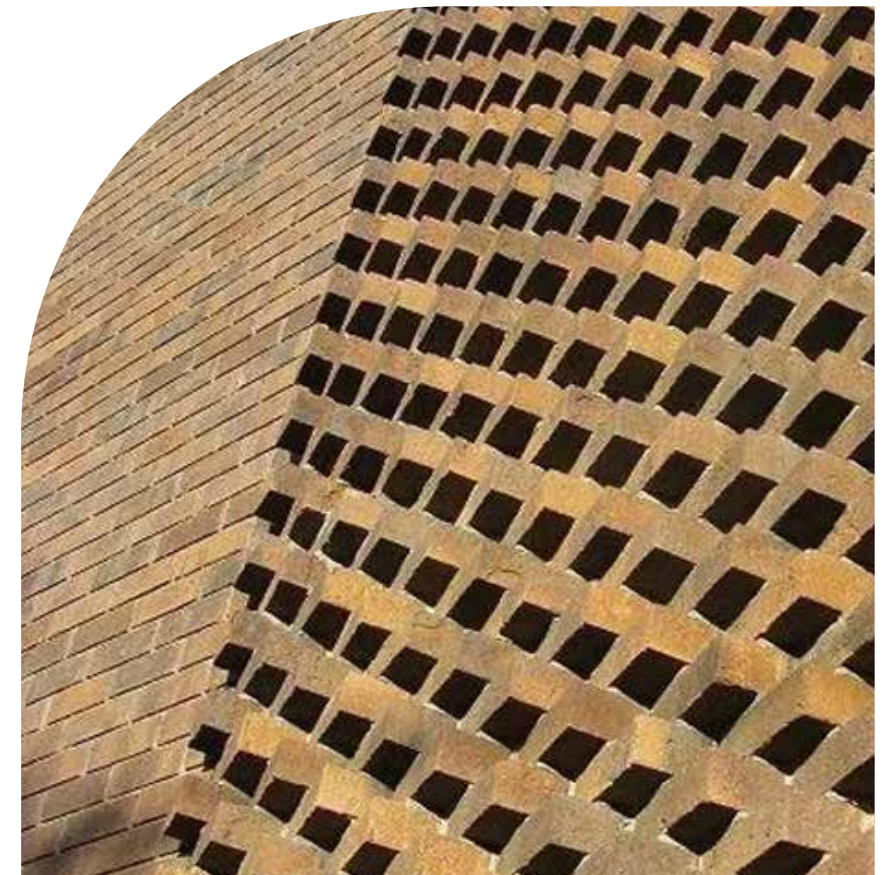
- Marshalls Tegula Concrete Setts (or similar approved) to Highway Standard.
- Marshalls Tegula Concrete Setts (or similar approved) to Private Drives and Parking Courts.
- Appropriate Block Paving Edging.

Notes:

Tarmacadam - All roads and pavements where Brick Paving or Surface Dressed Tarmac is not shown.

Notes:

- All double glazed UPVC Windows - White
- All Soffits / Facias - White
- All Guttering / Downpipes - Black
- All Garage Doors - Garador or similar Steel Horizontal Pattern Composite GRP - Dark Grey

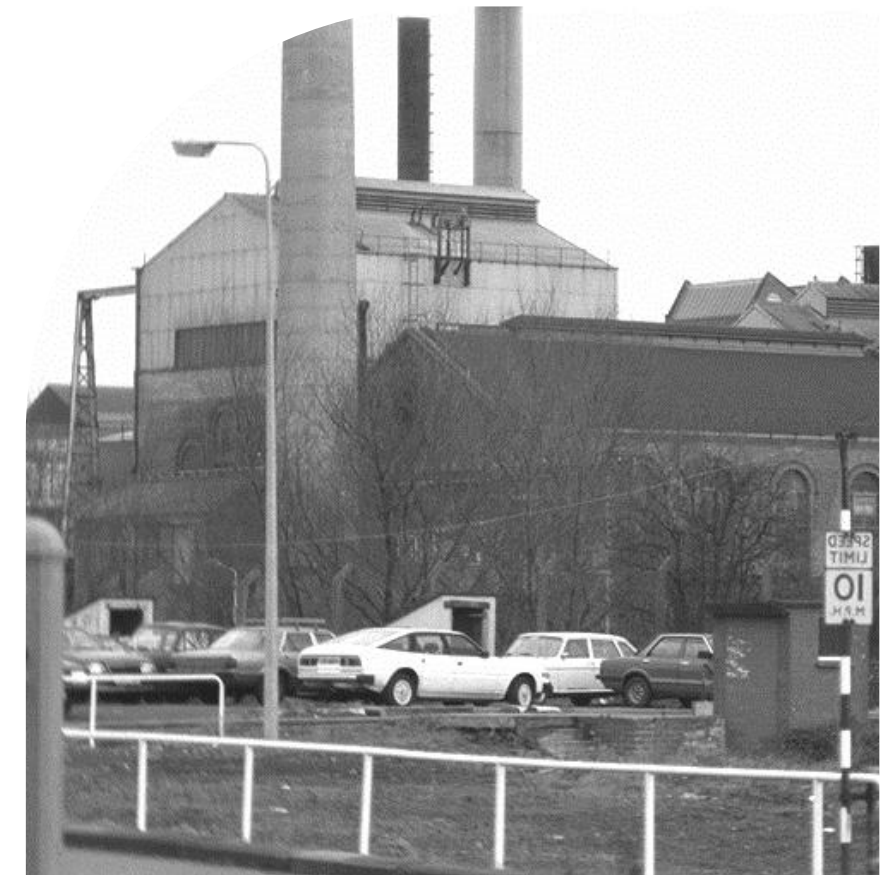


Apartment Design

The industrial heritage of Rugby and the surrounding area has been captured within the design of the proposed apartment building. The images of the British Thomson-Houston Works that covered the area between Mill Road, Leicester Road, Boughton Road and the London to Birmingham main railway line and the Building 9 Power House with their undulating rooflines and window arrangements have been reflected within the roofscape of the apartments.

Traditionally this roofscape was designed often to provide an even north light to the factory floor below. These buildings also have a window rhythm relative to the roof lines providing a structured and proportionate elevation.

The building typology has influenced the approach to the apartment building. An undulating parapet and an ordered rhythm of large window openings has been introduced echoing the aforementioned British Thomson-Houston Works and the GEC factory that is situated north of the proposed site. The roof pitch rises and falls reinforcing a more industrial profile. The windows are arranged on the flank elevations to be less ordered and smaller in size.





FRONT ELEVATION



SIDE ELEVATION



REAR ELEVATION



SIDE ELEVATION