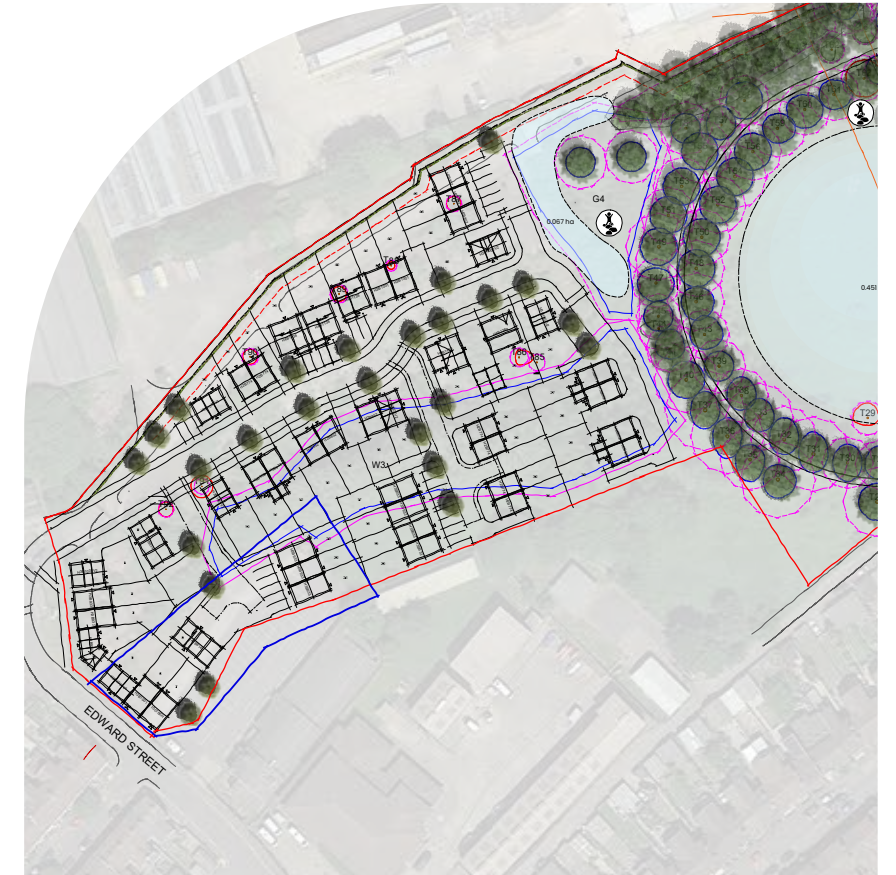


Pre-Application Discussions

The initial pre-application document was submitted to the LPA in August 2023. It set out the site constraints, context and included a framework plan and draft layout for 158 new dwellings, comprising of a mixture of 1 and 2 bedroom apartments, maisonettes and 2 to 4 bedroom dwellings. It included detailed information in relation to surface water discharge on the site and to nearby sewers as well as modelling for rain fall run off and the likely flood storage that would be required on site. The sustainable surface water drainage strategy was also set out. House type examples were provided and a landscape strategy included to show a mixture of landscape features such as wetland corridor, central basin and woodland trail.

A series of meetings with the LPA (some of which included officers from the County Highways and LLFA) took place between August 2023 and January 2024. The principle of development was accepted and detailed comments made within these meetings in relation to trees, drainage strategy/attenuation pond, open space, parking provision, residential amenity for potential future occupiers and existing, street hierarchy, bin collection points, housing mix, house and apartment design/appearance, loss of playing fields, landscaping, and use of materials. Amendments were made to the development proposals after each pre-application meeting, to address each of the comments raised throughout this process. Taking into account the surrounding

character, including the local design requirements and comments raised at the in person public consultation event.



Public Consultation Event

An online public consultation exercise was held between 18th December 2023 and 19th January 2024. In addition to this a well-attended in person event was held on 11th January 2024 at the Hill Street Youth and Community Centre between 3pm and 8pm. The numbers and types of responses is set out in full within the separate Statement of Community Engagement submitted with the planning application



04 Final Design



Overview of Proposal

The Proving Layout demonstrates a detailed development on the overall site concept. The adjacent layout demonstrates how the total dwelling numbers and housetype mix is a viable proposal, whilst being mindful of the site constraints and the housing needs suggested by the councils guidance.

Key Frontages

Dwellings will generally face the highway and public realm in order to provide a continuous frontage to the street scene.

Key Routes

New adoptable roads will connect the site to the public highway and the surrounding area.

Key Buildings

A number of key buildings will be proposed across the site and should be designed so that they are distinct from the surrounding buildings by either their scale, architectural style, detailing or materials. These will generally located at the end of the views and vistas.

Security

Buildings will face the public realm with front doors and/or windows to habitable rooms to give natural surveillance to streets.



Site Layout

The development layout is the result of a number of contextual factors and responses to the issues and opportunities of the site and its environment.

Primarily the intention has been to create a high quality development which sits well within the overall Rounds Garden area of Rugby and which respects existing and any future developments.

The urban form of the development is designed to integrate effectively with the adjacent existing developments and to create high quality spaces within the site.

The network of streets and spaces together with the design of the built form and inclusion of varying street types, textures and materials provides a clear hierarchy between the primary route through the site and the move onto the secondary roads and private drives within. Nodal points are emphasised by specific surface treatments, thus giving priority to pedestrians and helping to create a sense of place.

The layout aims to maximise the benefit of the site's close proximity to the local facilities with links and pedestrian access to the wider parks and facilities within the area without adversely affecting neighbouring views or privacy.

Buildings are oriented to front onto the spine street and onto the roads within the development itself to maximise overlooking. Dual fronted 'corner turning' units have been shown at street intersections where both elevations will address the street in order to create visual interest, enliven the street and provide natural surveillance.

The layout provides a legible and interesting street scene, forming a strong, formal frontage to Edward Street on the West and Princes Street to the East. Within the development itself, the development blocks are orientated in a uniform and efficient manner to provide a formal arrangement.

The development focuses around nodal the central POS which will encourage gathering, community engagement and provide attractive places for children to play within the urban setting of the development. There will be a strong frontage onto the central section of the site and here, private driveways and semi-detached and detached units will be used to create character in the space.

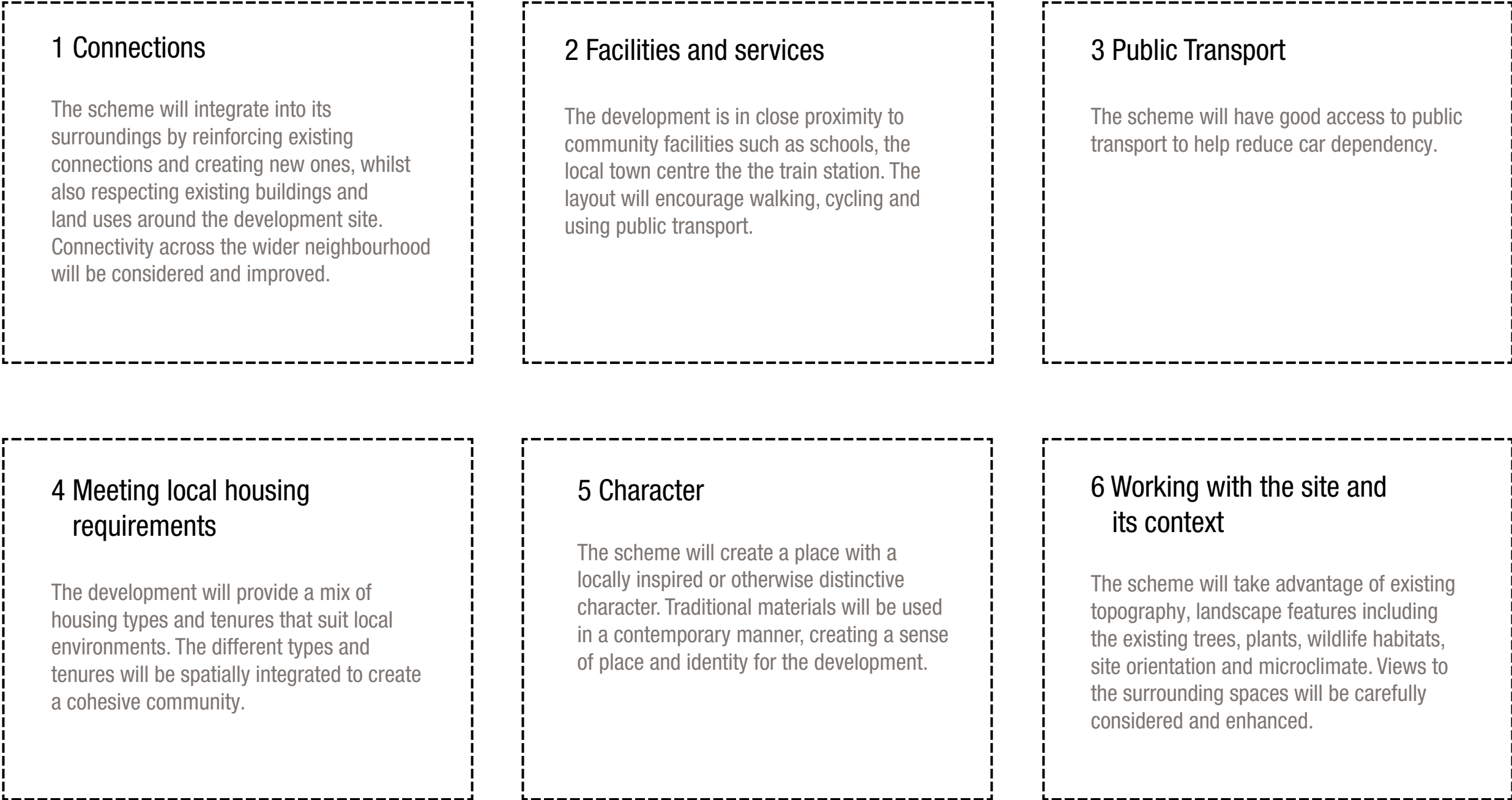
The site layout also provides a clear hierarchy and distinction between public and private areas with positive boundary treatments, encouraging a sense of ownership and contributing to a high quality environment.

Tree planting within the site will soften the street scape and add to the sense of place. This will also lessen the impact cars have on the street and will break up parking zones. It will make a modest but important addition to the overall feel of the area.

Mix of House Types	
Market:	
1-Bed Apartment	05
2-Bed Apartment	15
2-Bed House	35
3-Bed House	57
4-Bed House	22
Sub Total:	134 (100%)
Total units: 134 (100%)	

Design Considerations

The development proposal is based on the following considerations:



7 Creating well-defined streets and spaces

Buildings will be designed and positioned with landscaping to define and enhance streets and spaces. Corner turner properties will be included to provide active frontage and natural surveillance to the public realm.

8 Easy to find your way around

The development will be designed to make it easy to find your way around. There will be a clear hierarchy of routes, reinforced by the use of landscaping, surface treatments and building materials.

9 Streets for all

All streets will be designed in a way that encourages low vehicle speeds and allows them to function as social spaces. The streets will be pedestrian-friendly, and shared surfaces and raised tables will encourage cars to drive slower and more carefully.

10 Car Parking

Resident and visitor parking will be sufficient and well-integrated within the scheme so that it does not dominate the street. Parking will be positioned as close to people’s homes as possible, and large parking courtyards will be avoided. A combination of on-plot and on-street parking will create visual interest and appropriate capacity.

11 Public and private spaces

Public and private spaces will be clearly defined and designed to have appropriate access and will be able to be well-managed and safe in use. The Local Areas of Play will be well-integrated within the development along key pedestrian routes.

12 External storage and amenity space

There will be adequate external storage space for bins and recycling, as well as vehicles and cycles. All rear gardens will have a convenient and secure secondary access so that informal bin storage on the street is less likely.

