LAND SOUTH OF LAWFORD ROAD RUGBY

Design and Access Statement
The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.
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INTRODUCTION
01 | Introduction

Purpose of the Statement

1.1 This Statement has been prepared by Pegasus Urban Design on behalf of Greenvolt Development Ltd to accompany the outline planning application for residential development at Land south of Lawford Road, Rugby.

1.2 It has been written in accordance with Article 9 of the Town and Country Planning [Development Management Procedure] (England) Order 2015, which requires certain applications to be accompanied by a Design and Access Statement.

1.3 The GDMPO 2015 also states the following requirements:

“9. (2) An application for planning permission to which this article applies shall be accompanied by a statement ("a design and access statement") about:
(a) the design principles and concepts that have been applied to the development; and
(b) how issues relating to access to the development have been dealt with.

(3) A design and access statement shall:
(a) explain the design principles and concepts that have been applied to the development;
(b) demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;
(c) explain the policy adopted as to access, and how policies relating to access in relevant local development documents have been taken into account;
(d) state what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and
(e) explain how any specific issues which might affect access to the development have been addressed.

1.4 Reference has also been made to Government policy in the form of the National Planning Policy Framework, National Design Guide and Planning Practice Guidance.

The document achieves these objectives within the following sections:

Section 1: Introduction
Outlines the purpose of the document;

Section 2: Assessment
Considers the site and its surroundings in terms of the physical, social and planning context as part of Article 9(3)(b) and 9(3)(c) GDMPO 2015 requirements;

Section 3: Opportunities & Constraints
Summarises the significant findings of the assessment section above in the form of a plan;

Section 4: Design Principles
Presentation of the design principles that have been derived from a combination of Government Policy, site assessment, public consultation and design evolution as referred to within Article 9(3)(e) GDMPO 2015;

Section 5: Involvement and Evolution
Outlines the stakeholder participation and consultation undertaken as well as its key findings as part of the Article 9(3)(d) GDMPO 2015 requirements;

Section 6: Design Proposals
Presentation of the design proposals including uses and amount proposed, access arrangements, layout of the development, scale of buildings, landscaping treatments and appearance, as required within Article 9(3)(a) & (4)(c) GDMPO 2015.

Section 7: Summary
This statement should be read in conjunction with the Outline Planning Application and its accompanying documents.
02 | ASSESSMENT

Physical and Historical Context
Site’s Immediate Context
Landscape & Ecological Context
Connections and Public Transport
Drainage
Noise/Air Quality
Utilities
Facilities and Services
Surrounding Character Analysis
Design-Relevant Planning Policy & Guidance
“Development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, local man-made and natural heritage and culture, while not preventing or discouraging appropriate innovation.

The successful integration of all forms of new development with their surrounding context is an important design objective, irrespective of whether a site lies on the urban fringe or at the heart of a town centre.”

(NPPF Planning Practice Guidance on Design; Para. 007)

2.1 In order to assist in the successful integration of the proposal with its context, this section provides a summary of the assessment of the site and its surroundings.

### Physical and Historical Context

2.2 The site lies 2km west of Rugby Town Centre. It is bounded to the west by Bilton Lane and to the north by Lawford Road. South east of the site is the A4071/Parkfield Road. The closest settlement is Long Lawford Village which lies to the north of the site on the opposite site of Lawford Road.

2.3 Reference to historic maps below indicates that the site has always been used for farming. It is absent of buildings, with the exception of the farmstead which is known as ‘Fields Farm’ within the southern portion of the site. There are no known heritage assets within site boundaries or immediately beyond.
**Site’s Immediate Context**

2.4 The site is an irregular shaped area of agricultural land covering 29.44 ha.

2.5 In terms of land use, to its north is the village of Long Lawford, whilst to the north east is the Cemex Rugby Cement Plant. To the east of the site lies a large employment area, whilst to the south lies the suburb of Bilton.

2.6 Beyond Bilton and to the west lies open countryside with occasional farms set within agricultural land.

2.7 The site itself is undeveloped and used as agricultural land. It is criss-crossed by a network of hedgerows and in the southern portion is bisected by the track which allows access to Fields Farm.
“When thinking about new development the site’s land form should be taken into account. Natural features and local heritage resources can help give shape to a development and integrate it into the wider area, reinforce and sustain local distinctiveness, reduce its impact on nature and contribute to a sense of place. Views into and out of larger sites should also be carefully considered from the start of the design process.”

— (NPPF Planning Practice Guidance; Para. 007)

**Landscape & Ecological Context**

2.8 The site is primarily visible from Bilton Lane on its western boundary and Rugby Road to the north. It is also visible when walking the public rights of way that cross the site, but due to the level nature of the land surrounding it, there are only limited long-range views of the site.

2.9 The site is sub-divided into a series of fields which are enclosed by hedgerows and the occasional mature tree specimen, especially towards the eastern edges of the site. There are also tree groups enclosing the farm buildings at Fields Farm.

2.10 In terms of topography, there is a very shallow ridge line running from the south west to the north east across the site, but this is fairly imperceptible from beyond the site’s boundaries.

2.11 An Ecological Study was undertaken to inform this development proposal. This contained the following recommendations:

- Any vegetation clearance is undertaken outside of the breeding season, which is March to July;
- Further investigations recommended into the presence of a badger sett in the western portion of the site;
- Additional bird nesting boxes should be provided as part of the forthcoming development;
- Bat boxes should be placed on or around site boundaries or on new building if possible;
- Any proposed tree species should be native, such as Oak, and these should be beneficial to pollinators.

[Example of bird nesting and bat boxes]
2.12 The accompanying Flood Risk Assessment confirms that the site is located in Flood Zone 1 and is therefore at low risk of flooding. The nearest water course is Sow Brook, which lies a short distance east of the site boundary. Even allowing for climate change, the accompanying FRA concludes there is still no risk of flooding within site boundaries.

2.13 The FRA recommends that finished floor levels are set no lower than 86.16m AOD and that the site can be satisfactorily drained by a combination of swales and rain gardens. Attenuation basins are also likely to feature as part of the site’s sustainable urban drainage strategy.

Noise/Air Quality

2.14 Both the A428 to the north and the A4071 to the south are relatively busy roads which generate a degree of noise and may impact upon air quality. Any impact upon proposed development is yet to be confirmed.
Connections and Public Transport

2.15 Aside from existing gated farm accesses to individual fields, there is no vehicular access to the site as a whole.

2.16 There is a potential for access to the site from Bilton Lane to the west, and from Rugby Road and Lawford Road to the north. It is understood that optimal access points from a highways safety point of view have been agreed with the LPA.

2.17 The A428 (Lawford Road) to the north is likely to provide the primary means of accessing the site, since this connects with central Rugby to the east and Coventry to the west. The A428 also connects with the A4071 which itself connects to the M6 motorway.

2.18 Bilton Lane to the west provides localised access to Bilton to the south and to Long Lawford to the north. It is understood that two points of access are necessary to serve this site.

2.19 In terms of public transport, regular bus services run along the A428 on the northern boundary of the site, which will connect the site to Coventry or Rugby; whilst another bus route exists to the north east of the site, connecting Rugby with Long Lawford.

2.20 Plans illustrating local and borough-wide connectivity are shown alongside.
Introduction | Assessment | Constraints & Opportunities | Design Principles | Involvement & Evolution | Design Proposal | Summary

Cycle Facilities (Source: TA by Cundall)

Pedestrian and bus links serving the site
2.21 There is an existing footway on the south side of the Rugby Road at the site’s north western corner, which would allow future residents to access the bus services connecting Coventry and Rugby, assuming it is possible to cross the site boundary onto this footway.

2.22 In terms of cycle access, Bilton Lane could provide access to Bilton to the south and Long Lawford to the north, without the need to use busier roads. National cycle network routes 41 and 53 feed into the centre Rugby from the south and north. There is also a short section of national cycle route along the course of the former railway, which runs parallel and to the south of the A4071 south west of the site.

2.23 In terms of national rail links, Rugby Railway Station is on the main line between London Euston and the north west, and this would be accessible by bus from the site.

2.24 A diagram illustrating the regional connectivity of the site is included alongside.
Utilities

2.25 The site is significantly constrained by gas, water and national grid infrastructure.

2.26 There is a gas main which runs east/west across the northern portion of the site and a connecting one which runs across the eastern boundary of the site. There are HSE Inner and Outer consultation zones associated with these pipes and we are advised that no development should take place within the HSE Outer Zone.

2.27 There are water pipes which bisect the site running from north to south, with an associated 6m water pipe stand off and the constraint that this establishes to the site is shown on the accompanying plan.

2.28 In addition there are electricity cables running along the southern eastern boundary of the site, which are not considered to present a significant constraint on development. There is also a 132 kV line, with an associated 15m buffer, running north/south within the north eastern portion of the site.

2.29 All of these constraints are shown on the accompanying plan.
Facilities and Services

2.30 The site is located adjacent to a network of pedestrian facilities which offer convenient access to Long Lawford and Rugby with their associated amenities and education and employment opportunities. A number of cycle facilities are provided in the vicinity of the site and throughout Rugby, providing opportunity for residents to travel to and from the site by bicycle. The whole of the site is also within a convenient 5 minute (400m) walk of the closest bus stops which are located on Rugby Road and Lawford Road, with these providing access to frequent services linking the site with the centre of Rugby, Coventry and Brandon. Rugby railway station can also be accessed by bicycle or by bus from the site, with rail services enabling residents to access employment opportunities located further afield, including in the centres of London and Birmingham.
Surrounding Character Analysis

“Local identity is made up of typical characteristics such as the pattern of housing, and special features that are distinct from their surroundings. These special features can be distinguished by their uses and activity, their social and cultural importance, and/or their physical form and design. Most places have some positive elements of character, particularly for their users. These can help to inform the character of a new development.”

(Para. 51, National Design Guide; MHLGC 2019)

2.31 The ‘National Design Guide’ (NDG); MHLGC 2019 (para. 52) states that well-designed new development is influenced by:

- An appreciation and understanding of vernacular, local or regional character, including existing built form, landscape and local architectural precedents;
- The characteristics of the existing built form;
- The elements of a place or local places that make it distinctive; and
- Other features of the context that are particular to the area.

2.32 In order to inform the design quality of this scheme, the characteristics identified by the NDG within Section 1 have been used as a basis for our character analysis which is set out on the following pages.

Village Centre Long Lawford

<table>
<thead>
<tr>
<th>ELEMENT OF LOCAL CHARACTER</th>
<th>FINDINGS</th>
</tr>
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</table>
| Height, Scale, Massing & Relationships between Buildings | • 2-2.5 storey.  
• Modest scale.  
• Usually tarmacked. |
| Views, Vistas & Landmarks | • Long vista through area studied.  
• Deflected views.  
• No distinct landmarks. |
| Roofscapes | • ‘Up and over’.  
• Occasional dormers and chimneys.  
• Slate or clay tile. |
| Façade Design (symmetry, variety, pattern and proportion of windows/doors) | • Red brick or render.  
• Stone cills/brick heads or stone surrounds.  
• Mostly sash windows. |
| Scale & Proportion of Streets & Spaces | • Narrow with buildings tightly enclosing street. |
| Hard Landscape & Street Furniture | • Simple tarmac/asphalt with no street furniture. |
| Soft Landscape, Setting and Backdrop | • Occasional small front gardens with small trees & shrubs present.  
• Very occasional large mature trees. |
### Suburban Long Lawford

<table>
<thead>
<tr>
<th>ELEMENT OF LOCAL CHARACTER</th>
<th>FINDINGS</th>
</tr>
</thead>
</table>
| Height, Scale, Massing & Relationships between Buildings | • 2 storey.  
• Mid-sized dwellings.  
• Semi or semi-detached. |
| Views, Vistas & Landmarks | • Tree-lined view along street. |
| Roofscape | • Low angled pitch.  
• Hipped gables.  
• Garden project eaves. |
| Façade Design (symmetry, variety, pattern and proportion of windows/doors) | • Repetitive design.  
• Red brick with rendered bay windows.  
• Horizontal emphasis to casement windows.  
• Pitched roofs near ground floor projections. |
| Scale & Proportion of Streets & Spaces | • Wide streets.  
• Buildings set back in generous plots. |
| Hard Landscape & Street Furniture | • Tarmac/asphalt with no street furniture. |
| Soft Landscape, Setting and Backdrop | • Soft landscape prominent with rural backdrop.  
• Hedgerows enclosing ornamental planted gardens. |

![Suburban Figure Ground](image1)

![Suburban Streetscene](image2)
Introduction | Assessment | Constraints & Opportunities | Design Principles | Involvement & Evolution | Design Proposal | Summary

Suburban Streetscene

Suburban Photos
National Planning Policy & Guidance

2.33 Government policy in the form of the National Planning Policy Framework (NPPF) states that there is a presumption in favour of sustainable development and a core principle in support of this is:

“good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities”

(para 124, NPPF 2019)

2.34 The NPPF (Section 12: Achieving well-designed places) sets out the Government’s commitment to good design:

“the creation of high quality buildings and places is fundamental to what the planning and development process should achieve”

(para. 124 NPPF 2019)

2.35 Section 12 also seeks to promote more sustainable development by requiring developers to address the following:

• Add to the overall quality of the area;
• Establish a strong sense of place;
• Optimise the use of land;
• Respond to the local character and history;
• Create safe and accessible environments; and
• Are visually attractive with good architecture and appropriate landscaping.

2.36 The NPPF is accompanied by the online resource ‘Planning Practice Guidance’ http://planningguidance.planningportal.gov.uk. This features more in depth advice on ‘Design’ and at paragraph 015 addresses the question ‘What is a well-designed place?’. Well-designed places will:

• be functional;
• support mixed uses and tenures;
• include successful public spaces;
• be adaptable and resilient;
• have a distinctive character;
• be attractive; and
• encourage ease of movement.

2.37 The Government has also produced the National Design Guide (NDG) which introduces the ten characteristics of well-designed places:

• Context – enhances the surroundings;
• Identity – attractive and distinctive;
• Built form – a coherent pattern of development;
• Movement – accessible and easy to move around;
• Nature – enhanced and optimised;
• Public Spaces – safe, social and inclusive;
• Uses – mixed and integrated;
• Homes and buildings – functional, healthy and sustainable;
• Resources – efficient and resilient;
• Lifespan – made to last.

2.38 A response to these ten characteristics is set out within the conclusion of this Statement in Section 7 below.
Policy SDC1: Sustainable Design

All development will demonstrate high quality, inclusive and sustainable design and new development will only be supported where the proposals are of a scale, density and design that responds to the character of the areas in which they are situated. All developments should aim to add to the overall quality of the areas in which they are situated.

Factors including the massing, height, landscape, layout, materials and access should also be a key consideration in the determination of planning applications.

The Council will consider appropriate housing density on a site by site basis with decisions informed by local context of the area in terms of design considerations, historic or environmental integration, local character, identified local need and, where relevant, a Neighbourhood Development Plan.

Proposals for new development will ensure that the living conditions of existing and future neighbouring occupiers are safeguarded.

Proposals for housing and other potentially sensitive uses will not be permitted near to or adjacent sites where there is potential for conflict between the uses, for example, an existing waste management site. Such proposals must be accompanied by supporting information demonstrating that the existing and proposed uses would be compatible and that the proposal has addressed any potential effects of the existing use on the amenity of the occupiers of the proposed development.

Developers should provide adequate off-street storage space for wheeled bins, including storing recycling, to serve all new residential properties, including conversions. This requirement is particularly important in designated Conservation Areas where the visual importance of the street scene has been acknowledged and there is a duty for the area’s character and appearance to be preserved or enhanced. Provision can be in the form of storage space integral to the design of the property, dedicated space externally, in a communal storage area, or in underground waste storage systems.

Proposals relating to the enhanced energy efficiency of existing buildings will be supported in accordance with the most up to date national regulations.
3.1 Evaluation of the findings set out above has established a number of opportunities and constraints with the potential to influence the design of this scheme. These are outlined below and illustrated, where appropriate, on the Constraints and Opportunities plan shown opposite.

### Constraints
- Gas, water and electricity infrastructure establishing areas where development should not be permitted;
- Existing farm buildings to be retained;
- Network of well managed hedges and some mature trees to be retained where possible;
- Need to allow for drainage attenuation within new development;
- Potential noise generation arising from local roads;
- Need to maintain open land towards the southern boundary of the site and its associated sense of openness when approaching Rugby from the south west.

### Opportunities
- Opportunity to make a very significant contribution towards the delivery of housing within the Borough;
- Provision of significant quantity of affordable housing;
- Opportunity to take a design cue from the more attractive elements of the local vernacular;
- Opportunity to extend pedestrian and cycle networks across the site from the existing network of public rights of way;
- Opportunity to enhance and extend wildlife habitats in the form of rain gardens, swales, new tree planting and accommodation for birds and bats;
- New leisure opportunities in the form of various categories of open space.
04 | DESIGN PRINCIPLES

- Function
- Attractiveness
- Response to Context
- Sense of Place
- Optimise Site Potential
- Safe and Accessible Environments
04 | Design Principles

4.1 Based on criteria contained within paragraph 127 of the NPPF, a set of design principles have been devised in order to promote the quality of the proposed development. The NPPF criteria and our design principles in response are set out below:

**Function**

"will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development”  
(paragraph 127 (a), NPPF 2019)

- New development at Lawford Road will be fit for purpose, designed to deliver the proposed residential use and will represent value for money in terms of lifetime costs;
- It will be intuitive, comfortable, safe and equally easy for all to use; and
- It will continue to function irrespective of the environmental conditions identified within Section 2 above

**Attractiveness**

"are visually attractive as a result of good architecture, layout and appropriate and effective landscaping”  
(paragraph 127 (b), NPPF 2019)

- New development at Lawford Road will contain attractive architecture based on local character analysis;
- It will be well-connected and easy to navigate; and
- It will contain and be set within a considered and attractive landscape setting.
Response to Context

“are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)”

(paragraph 127 (c), NPPF 2019)

- Seek to reflect the pattern of streets and blocks found locally in the scheme’s layout;
- Seek to reflect the form of built development found within Long Lawford and surrounding area locally, particularly in relation to scale, height and massing; and
- Consider the use of elements of the distinctive local vernacular into the architecture of the proposed development.

Sense of Place

“establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit”

(paragraph 127 (d), NPPF 2019)

- Allow the key characteristics identified within the ‘Surrounding Character Analysis’ undertaken in Section 2 above to influence the character of this development;
- Position key spaces & focal points where movement corridors converge to encourage life and vitality;
- Consider how the best examples of local buildings relate to the space they enclose and consider how this might be reinterpreted within the proposal;
- Consider how the type and positioning of enclosures and soft landscape will clearly define the ownership of the space between buildings;
- Consider how open spaces will best meet the recreational needs of the local community, thereby encouraging social interaction; and
- Incorporate existing and proposed landscape features so as to enhance the richness and attractiveness of the streetscape, and furthermore provide relief from sunlight in summer and shelter from the wind in winter.
Optimise Site Potential

“optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks”

(paragraph 127 (e), NPPF 2019)

- Identify how convenient, safe and direct access for all residents to the existing and proposed local services and facilities in Long Lawford and Rugby including schools, retail, community uses and employment opportunities will be provided;
- Consider the potential for a variety of uses to be included within the development to promote its economic and social success, and to reduce the need to travel;
- Ensure a mix of tenures to further promote the economic and social success of the scheme;
- Integration of the development at Lawford Road into the existing network of footpaths, cycleways, bus routes and vehicular routes;
- Respond to the existing site topography including the consideration of views in and out of the site; and
- Reflect the distinctive elements of the Warwickshire landscape in the scheme’s design.
Safe and Accessible Environments

“create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience”

(paragraph 127 (f), NPPF 2019)

- Creation of a clearly defined public realm through the provision of continuous building frontage lines and variations in enclosure of private spaces; and
- Provision of a clear hierarchy of connected spaces and places, including streets, accessible by a variety of users which consider the design of the space as well as its function as a movement corridor;
- Control of access to private areas, particularly rear gardens and parking courts;
- A development which allows ease of movement for all types of users and provides employment, social, community, leisure and retail activity opportunities for all; and
- Consideration of the proposals in relation to the location of the buildings on the site, gradients, and the relationship between various uses and transport infrastructure, particularly for those with disabilities.
The Consultation Process
Design Evolution

05 | INVOLVEMENT & EVOLUTION
The Consultation Process

5.1 It is understood that the Applicant met with the Local Planning Authority, at which was discussed the submission of an outline planning application. It is understood that the following conclusions were reached:

- The southern portion of the site should remain undeveloped to preserve the sense of openness on the south western approach to Rugby;
- Access points were broadly agreed from Bilton Lane and the A428.

Design Evolution

5.2 The drawings included opposite show early versions of the indicative layout, which are more conceptual and were prepared before the input of landscape architects.

5.3 There were then a series of sketches prepared to explore those parts of the site most appropriate for development, taking into account the various constraints. The final plan, opposite, is an earlier version of the current proposal, which was prepared before fixing the location of the access points where currently proposed.
06 | DESIGN PROPOSALS

Use & Amount of Development
Public Open Space and Green Infrastructure
Educational Facilities
Layout & Access
Proposed Movement and Access
Footpaths and Cycleways
Parking
Scale
Appearance and Character
Landscape Strategy
Sustainable Design
Crime Prevention
Use & Amount of Development

“Sustainable places include a mix of uses that support everyday activities, including to live, work and play. Well-designed neighbourhoods need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities.”

(NDG; para. 108-109)

Residential – up to 351 dwellings (Class C3)

6.1 The development achieves an average net density of 42 dwellings per hectare (dph). This density will allow for variation to the north across the development including higher density towards the existing urban areas and lower density towards the rural edge to the south. Overall the density represents efficient use of the site whilst at the same being appropriate to the local area. This will help assimilate the development into the surrounding areas.

6.2 The density will also allow for a range of dwelling sizes and tenures to cater for varying household sizes. This range will also allow for variety within the proposed streetscape.

6.3 An indicative breakdown of the open market accommodation proposed is as follows:
- 18no 1 bed apartments (7% overall)
- 73no 2 bed houses (3% overall)
- 107no 3 bed houses (43% overall)
- 25no 4 bed houses (20% overall).

6.4 An element of affordable housing will be provided within the development in a series of clusters. These may include affordable rented, shared ownership and low cost/reduced cost market housing. Details of the precise tenure arrangements will be submitted at Reserved Matters Stage through consultation with the Planning Authority and will be informed by the affordable housing provisions contained within the Section 106 Agreement.

6.5 An indicative breakdown of the affordable accommodation proposed is as follows:
- 36no 1 bed apartments (34% overall)
- 36no 2 bed houses (34% overall)
- 24no 3 bed houses (23% overall)
- 9no 4 bed houses (9% overall).
Public Open Space and Green Infrastructure

6.6 The quantum of housing proposed and the predicted number of residents has been used to calculate the open space requirements arising from the open space standards contained within Rugby Borough Council’s SPD Document, ‘Planning Obligations’ (March 2012). By our calculations, the quantity of housing proposed would require an area of open space covering in the region of 8ha of land.

6.7 A consequence of the site’s constraints and the contribution towards local education needs, means that the development would deliver far in excess of the 8 ha sought by the SPD Open Space Standards. Within this area of undeveloped land, the categories of open space it is envisaged that could be delivered are as follows:

- Parks and gardens;
- Natural/semi-natural green space;
- Outdoor sports facilities;
- Amenity green space;
- Play facilities for children and young people;
- Allotments; and
- Green Corridors.

6.8 An additional category sought by the Open Space SPD would be cemeteries and churchyards, but it is considered that the provision of such uses would need to be carefully considered in terms of their location.

6.9 Within this arrangement of open space categories, a ‘fitness loop’ could be provided which links these various categories of open space together forming a cohesive recreational facility for the benefit of new and existing residents.

Educational Facilities

6.10 In addition to the housing and open space proposed above, the Applicant is willing to make a sizeable contribution of land towards local educational needs in the form of a 3.59 ha land parcel.

6.11 The location of this land parcel has been carefully considered in as much as it would be accessible to both new and existing residents, and also by way of public transport.

6.12 It would be strategically positioned so as to allow for its effective extension into third party land to the east, and the larger educational parcel could also include elements of the application site that are not constrained by utility infrastructure.
Layout & Access

Layout

“There may be an existing prevailing layout that development should respond to and potentially improve. Designs should ensure that new and existing buildings relate well to each other, that streets are connected, and spaces complement one another. This could involve following existing building lines, creating new links between existing streets or providing new public spaces.”

(PPG 16: Planning Practice Guidance on Design; para. 024)

6.13 The proposed layout comprises an arrangement of perimeter blocks that present a strong frontage to the public realm; whilst simultaneously ‘sealing-off’ rear gardens, thereby protecting the amenity of new and existing residents (depending upon block location). This continuity of frontage helps to define the public realm, encourages vitality and encloses streets that feel safe and are richer in visual interest.

6.14 Some of the layout’s perimeter blocks are irregular in shape for various reasons. This may occur where block-form is moulded to the site’s topography or where distorting the block shape has allowed the creation of squares in strategic locations where catchments dictate the need for a play area. It may also occur where substantial landscape is present or where a node or focal point is desirable.

6.15 In laying out the arrangement of perimeter blocks, determining the widths of streets and establishing the building lines that enclose them, we have sought to reflect the local characteristics of built form (as identified in Section 2 above), especially where Long Lawford is concerned. In doing so the development will engender a sense of place and local distinctiveness.

6.16 As this is an edge of the settlement location, some streets could incorporate a more open aspect with facades set further back, revealing front gardens of greater depth. In locations where gable ends of houses adjoin the street, additional windows may be incorporated into these elevations to add interest and increase natural surveillance of the public realm.

6.17 Development plots may be defined by a range of boundary treatments including walls, bollards, railings and hedging (depending upon their location), in order to further define public and private spaces and to enhance the sense of local distinctiveness.

6.18 Key frontages such as those following the main route through the development and around the central green, will be particularly prominent and critical to the appearance of the development. A particular focus has been the massing and architectural style of these buildings, so that they contribute positively to the quality and character of the new development.

6.19 The use of landmark buildings, vistas, edges and nodes will enhance the legibility of this development. Landmark buildings may incorporate variations in materials, colour, frontage treatment and architectural styles and their status does not necessarily dictate the need for increased height.

6.20 The proposed layout is partly the function of the site’s significant constraints, and partly a function of the desire to create a highly legible residential environment where in very simple terms a large central green space will form the central focus for the development potentially overlooked by a new educational facility with good access to the A428. From this central green space, dramatic vistas will radiate outwards and these will terminate at the public footpath network that encircles the development.

6.21 The vista which radiates in a south easterly direction will terminate at the main site access point, so that residents in this part of the site will always know how to navigate towards it. The south western vista will terminate at the large mature tree specimen which will further enhance the legibility for residents living in the south western portion of the site.

6.22 The central green space may feature equipped play for older children and also potentially a sizeable water feature which will provide wildlife opportunities, enhance amenity for residents and also help to attenuate flood flows from the site.

6.23 The proposed scheme proposes the positioning of larger apartment buildings as gateway features either side of the main site access, whilst additional apartment buildings can be positioned at the strategically important north western corner of the site.

6.24 The existing hedgerows and the desire to retain these wherever possible provides opportunities, along with the gas mains crossing the site, for generous green corridors connecting the existing public rights of way network and providing an attractive means of crossing the site for new residents. These green corridors may also provide an attractive setting for the suggested ‘fitness loop’.
Proposed Movement and Access

"Successful development depends upon a movement network that makes connections to destinations, places and communities, both within the site and beyond its boundaries."

(NDG; para. 74)

6.25 The Indicative layout shows the disposition of land uses and the proposed structure for movement within the development. A well-connected movement network, accessible by all users, is proposed which helps ensure that all areas of the development are easy to navigate, safe and secure. The movement hierarchy clearly defines the main routes and helps achieve a permeable layout. The hierarchy recognises the need to combine the function of the street as a movement corridor alongside its place function. The importance of each of the street types in terms of its movement and place function varies within the hierarchy. Streets are defined by the building layout, so that buildings rather than roads dominate.

6.26 The development proposals have been influenced by “Manual for Streets 1 & 2” which encourages designers to move away from standardised prescriptive measures and adopt a more innovative approach in order to create high quality places for all users.

6.27 The primary access is proposed at a point on the A428/Lawford Road which has good visibility in both directions, and which also provides an opportunity for new residents to cross Lawford Road and enter Long Lawford village by way of Briars Close.

6.28 A secondary access is proposed from Bilton Lane which will help to ease the pressure on the primary access and also provide an alternative means of access where the primary access route is blocked.

6.29 The high order streets that carry the majority of traffic towards this primary access point would be wider than their lower order counterparts, and be potentially lined with avenue planting, partly to allow the above mentioned vistas through the scheme and partly to denote their importance in the movement hierarchy.

6.30 All streets have the opportunity to incorporate horizontal deflection to calm traffic and increase the perception of safety for pedestrians and cyclists.

6.31 Changes in surface treatment and special hard landscape surfaces are suggested in key spaces such as the central green space and where this contributes towards the character area objectives set out below.
Footpaths and Cycleways

6.32 The location of the site close to the established community, within reach of Rugby town centre and adjacent to bus services are positive attributes that have been exploited through the provision of new pedestrian/cycle connections where site boundaries and the alignment of existing public rights of way allow.

6.33 The following measures to provide good accessibility by foot and cycle are proposed:
- Non pedestrian routes framework designed to connect with existing public rights of way;
- The provision of pedestrian/cycle-friendly links through the new development;
- Internal road layout design to ensure low traffic speeds;
- Particular attention to be paid to surface treatment to enhance the pedestrian experience; and
- Opportunity to provide appropriate signage and crossing points of roads through the development, to include dropped kerbs, tactile paving and guardrails as appropriate.

6.34 Cycle use is encouraged through the high degree of permeability within the layout and the use of traffic calming that will help to make cycling safe and attractive. The modest numbers of dwellings proposed and the associated low-levels of traffic generation will furthermore assist with the perceived safety of the cycling environment.

6.35 Rugby is located within a convenient 7 minutes cycle of the site. Rugby Railway Station is located within a 15 minutes cycle of the site and its location, coupled with the provision of secure and covered cycle parking, will provide good opportunities for residents to access local and national rail services by bicycle. The site’s location, coupled with the provision of a network of cycle facilities throughout Rugby, will therefore provide good opportunities for future residents to access Rugby’s employment and educational opportunities by bicycle.
Parking

6.36 Parking can be provided in accordance with Manual for Streets as follows:

- Allocated parking on-plot, generally located to the side of dwellings within parking bays or garages set just back from the building line to allow ease of access to rear gardens and reduce the prominence of cars within the streetscape;
- Unallocated visitor parking, some of which is discretely provided on-street and in small groups not exceeding 5 spaces;
- Frontage parking on-street/on plot but close to building entrances and with a sufficient margin to allow ease of access to the vehicle.

6.37 Where courtyard parking is proposed, it will serve a limited number of units and will benefit from natural surveillance, thus creating a private well-defined area that feels safe and is secure. It will be convenient for the user in order to promote its use and has a single access point to further enhance security.

6.38 In terms of quantity of provision, this is based upon the adopted local parking standards contained within the Rugby Local Plan which is as follows:

6.39 A table of parking typologies is provided overleaf.
## Parking Typology Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Allocated</th>
<th>Description</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARKING SQUARE</td>
<td>On/off-plot</td>
<td>Optional</td>
<td>Group(s) of parking bays located adjoining the main carriageway providing convenient access to dwellings.</td>
<td>Convenient access to the parking. Good surveillance from neighbouring properties.</td>
</tr>
<tr>
<td>LANDSCAPED PARKING COURT</td>
<td>On/off-plot</td>
<td>Optional</td>
<td>Group(s) of parking bays and/or garages located within a shared courtyard.</td>
<td>Generally limited to up to 8 dwellings.</td>
</tr>
<tr>
<td>PARALLEL</td>
<td>On street</td>
<td>Optional</td>
<td>Parking located parallel along the roadside. Accessed directly off the road.</td>
<td>Can be marked or unmarked. Easily accessible.</td>
</tr>
<tr>
<td>LANDSCAPED PARKING COURT</td>
<td>On/off-plot</td>
<td>Optional</td>
<td>Parking located perpendicular along the roadside. Accessed directly off the road.</td>
<td>Can be marked or unmarked. Easily accessible. Parking to be separated by landscaping and/or footways into maximum rows of 4N° bays.</td>
</tr>
<tr>
<td>MEWS COURTHOUSE/Covered parking</td>
<td>On/off-plot</td>
<td>Yes</td>
<td>Terraced garages with residential uses above. Serving dwellings in the vicinity.</td>
<td>Allows enhanced natural surveillance over parking and offers efficient use of land.</td>
</tr>
<tr>
<td>ATTACHED/INTEGRAL GARAGE</td>
<td>On-plot</td>
<td>Yes</td>
<td>Private garage adjoining the dwelling, often allowing access into the house.</td>
<td>Can be located against the road or set back to allow parking in front. Convenient access to dwelling. Can be joined to neighbouring garage and allows for room above.</td>
</tr>
<tr>
<td>DRIVE THROUGH</td>
<td>On-plot</td>
<td>Yes</td>
<td>Parking bay and/or garage accessed through an archway on the street.</td>
<td>Helps avoid a car-dominated streetscene whilst providing secure on-plot parking.</td>
</tr>
<tr>
<td>HARD STANDING</td>
<td>On-plot</td>
<td>Yes</td>
<td>Parking bay located next to the dwelling.</td>
<td>Can be located against the road or set back to allow additional parking in front. Can be joined to neighbouring parking bay.</td>
</tr>
<tr>
<td>DETACHED GARAGE</td>
<td>On-plot</td>
<td>Yes</td>
<td>Private garage often located next to the dwelling. Garages to be set back from prominent frontages. Careful design required to mitigate impact of parked cars on the streetscape.</td>
<td>Can be located against the road or set back to allow parking in front. Can be joined to neighbouring garage and allows room above.</td>
</tr>
</tbody>
</table>
**Scale**

“The size of individual buildings and their elements should be carefully considered, as their design will affect the: overshadowing and overlooking of others; local character; skylines; and vistas and views. The scale of building elements should be both attractive and functional when viewed and used from neighbouring streets, gardens and parks.”

(NPPF Planning Practice Guidance on Design; para. 023)

6.40 In general the dwellings proposed are arranged over two storeys with garages being generally one storey. There may however be occasional 2.5-3 storey dwellings in key locations to provide emphasis to the corners of blocks, where extra height would add presence to a key building, or where a taller element would help to balance a broader elevational composition. 3 storey apartment blocks are suggested for the Lawford Road frontage. 2.5 storey dwellings are suggested to enclose the central green and denote its importance as a key space within the new development.

6.41 There will be some variation in the overall heights of the proposed buildings by virtue of their varying plan depths and related ridge heights, which in itself will add variety and interest. There may also be some locations where it is desirable from a townscape and legibility perspective to raise the height of a frontage where it encloses a key street or square in recognition of the importance of that space within the wider development and to achieve an appropriate 'height-width ratio'. An indicative storey heights plan is included alongside.
Appearance and Character

"Design decisions at all levels and scales shape the character of a new place or building. Character starts to be determined by the siting of development in the wider landscape, then by the layout – the pattern of streets, landscape and spaces, the movement network and the arrangement of development blocks. It continues to be created by the form, scale, design, materials and details of buildings and landscape. In this way, it creates a coherent identity that everyone can identify with, including all residents and local communities."

(NDG; para. 57)
6.42 The character analysis undertaken in Section 2 above identified what is distinctive about Long Lawford in terms of the elements of local character as defined by the NDG. The design of this proposal aims to reflect those findings in order to lend the development a distinctive sense of place and to identify it with its broader context.

6.43 Character areas have been defined within the development that will create add to the diversity of the scheme and further assist it to integrate with its context. The proposed character areas for the development are as follows:
## CA1: LAWFORD

<table>
<thead>
<tr>
<th>ELEMENT CHARACTER AREA</th>
<th>PROPOSAL</th>
</tr>
</thead>
</table>
| Height, Scale, Massing & Relationships between Buildings | • 2-3 storey houses and apartment blocks  
• Terraced houses giving good enclosure to Lawford Road |
| Views, Vistas & Landmarks | • Apartment blocks forming gateway to site and framing vista through new development |
| Roofscapes | • Flat-roofed apartments to give contemporary and distinctive feel |
| Façade Design (symmetry, variety, pattern and proportion of windows/doors) | • Facing materials a combination or render (potentially of different colours) and red brick  
• Roofs slate equivalent or red shingle tile  
• Window frames grey/black  
• Recessed brick courses to reflect local horizontal rhythms  
• Rendered window surrounds in white [against brick] or dark grey against render  
• Balconies in black metalwork to contrast with render and establish horizontal rhythms |
| Scale & Proportion of Streets & Spaces | • Additional height of buildings a response to the importance of Lawford Road as arterial route serving Rugby |
| Hard Landscape & Street Furniture | • Low key shared surfaced private drives to reduce extent/presence of hard surfaces given proximity of Lawford Road |
| Soft Landscape, Setting and Backdrop | • Hedgerow retained and trees planted where possible to provide extra enclosure to street and break up parking |

### Precedent Images

![Precedent Images](image1.jpg)  
![Precedent Images](image2.jpg)  
![Precedent Images](image3.jpg)
Additional height to form gateway building + to acknowledge importance of Lawyers Road

Materials and Detailing

1. White Render
2. Red Brick
3. Clay Tile
4. Slate Tile
5. Extensive Glazing
6. Render Surround
7. Charcoal Frames

Lawford Illustrative Streetscene
## CA2: THE GREEN

<table>
<thead>
<tr>
<th>ELEMENT CHARACTER AREA</th>
<th>PROPOSAL</th>
</tr>
</thead>
</table>
| Height, Scale, Massing & Relationships between Buildings   | • 2-2.5 storey houses providing additional enclosure to this key space within development  
• Regular spacing or dwellings to establish rhythm to buildings surrounding space                                                                                                                                                                                                                                                                 |
| Views, Vistas & Landmarks                                 | • Taller buildings help to frame vistas through scheme                                                                                                                                                                                                                                                                                   |
| Roofscape                                                  | • Steeper roof pitches and greater eaves height with additional outlook/surveillance across The Green afforded by dormer windows                                                                                                                                                                                                                                                             |
| Façade Design (symmetry, variety, pattern and proportion of windows/doors) | • Facing materials a combination or render (potentially of different colours) and red brick  
• Roofs slate equivalent or red shingle tile  
• Window frames grey/black  
• Recessed brick courses to reflect local horizontal rhythms  
• Rendered window surrounds in white (against brick) or dark grey against render  
• Balconies in black metalwork to contrast with render and establish horizontal rhythms                                                                                                                                                                                                                                                  |
| Scale & Proportion of Streets & Spaces                   | • Lower buildings and discontinuous frontages providing softer edge to development                                                                                                                                                                                                                                                                                                                                 |
| Hard Landscape & Street Furniture                          | • Low key shared surfaced private drives to reduce of hard surfaces given proximity of rural context                                                                                                                                                                                                                                                                                                               |
| Soft Landscape, Setting and Backdrop                      | • Hedgerows retained where present and indigenous tree and shrub species appropriate to rural context                                                                                                                                                                                                                                                                                                      |
Introduction | Assessment | Constraints & Opportunities | Design Principles | Involvement & Evolution | Design Proposal | Summary

**Additional Height to Better Emulate 'The Almshouse'**

**Materials and Detailing**

1. White Render
2. Red Brick
3. Clay Tile
4. Slate Tile
5. Extensive Glazing
6. Render Surround
7. Charcoal Frames

**The Green Illustrative Streetscene**
### CA3: RURAL EDGE

#### ELEMENT CHARACTER AREA

<table>
<thead>
<tr>
<th>PROPOSAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Height, Scale, Massing &amp; Relationships between Buildings</strong></td>
</tr>
<tr>
<td>• 2-3 storey houses and apartment blocks</td>
</tr>
<tr>
<td>• Terraced houses giving good enclosure to Lawford Road</td>
</tr>
<tr>
<td><strong>Views, Vistas &amp; Landmarks</strong></td>
</tr>
<tr>
<td>• Apartment blocks forming gateway to site and framing vista through new development</td>
</tr>
<tr>
<td><strong>Roofscapes</strong></td>
</tr>
<tr>
<td>• Inclusion of gables to add interest and reflect suburban context</td>
</tr>
<tr>
<td><strong>Facade Design (symmetry, variety, pattern and proportion of windows/doors)</strong></td>
</tr>
<tr>
<td>• Facing materials a combination or render (potentially of different colours), red brick and timber elements to reflect rural context</td>
</tr>
<tr>
<td>• Roofs slate equivalent or red shingle tile</td>
</tr>
<tr>
<td>• Window frames grey/black</td>
</tr>
<tr>
<td>• Recessed brick courses to reflect local horizontal rhythms</td>
</tr>
<tr>
<td>• Rendered window surrounds in white (against brick) or dark grey against render</td>
</tr>
<tr>
<td>• Balconies in black metalwork to capitalise on views across landscape context</td>
</tr>
<tr>
<td><strong>Scale &amp; Proportion of Streets &amp; Spaces</strong></td>
</tr>
<tr>
<td>• Lower buildings and discontinuous frontages providing softer edge to development</td>
</tr>
<tr>
<td><strong>Hard Landscape &amp; Street Furniture</strong></td>
</tr>
<tr>
<td>• Low key shared surfaced private drives to reduce extent of hard surfaces given proximity of rural context</td>
</tr>
<tr>
<td><strong>Soft Landscape, Setting and Backdrop</strong></td>
</tr>
<tr>
<td>• Hedgerows retained where present and indigenous tree and shrub species appropriate to rural context</td>
</tr>
</tbody>
</table>

![Rural Edge Character Area](image)

**Precedent Images**
Introduction | Assessment | Constraints & Opportunities | Design Principles | Involvement & Evolution | Design Proposal | Summary

**Design and Access Statement | November 2019**

**discontinuous frontage → rural edge to rural context**

**Rural Edge Illustrative Streetscene**

**Materials and Detailing**

1. **Red Brick**
2. **Clay Tile**
3. **Timber Cladding**
4. **Extensive Glazing**
5. **Render Surround**
6. **Charcoal Frames**

**Rural Edge Illustrative Streetscene**
### CA4: Core

#### Design and Access Statement

**LAND SOUTH OF LAWFORD ROAD, RUGBY**

**November 2019**

### Element Character Area

<table>
<thead>
<tr>
<th>Element Character Area</th>
<th>Proposal</th>
</tr>
</thead>
</table>
| Height, Scale, Massing & Relationships between Buildings | Modest-scaled 2-storey houses  
Terraced houses giving good enclosure to streets |
| Views, Vistas & Landmarks | Terraces and street trees channel views towards higher-order streets/avenues |
| Roofscape | Simpler ‘up-and-over’ roof form reflecting terraces found locally |
| Facade Design (symmetry, variety, pattern and proportion of windows/doors) | Facing materials primarily red brick or occasionally render (potentially of different colours)  
Roofs slate equivalent or red shingle tile  
Window frames grey/black  
Recessed brick courses to reflect local horizontal rhythms  
Rendered window surrounds in white (against brick) or dark grey against render |
| Scale & Proportion of Streets & Spaces | Smaller scale buildings and shared surfaces creating more intimate spaces |
| Hard Landscape & Street Furniture | Low key shared surfaced streets with on-street/frontage parking activating character area |
| Soft Landscape, Setting and Backdrop | Street trees planted where possible to provide extra enclosure and break up parking |

---

**Precedent Images**

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**Core Character Area**
**CONTINUOUS FRONTAGE**

**RENDERED PANEL - LOCAL FEATURE + EMPHASIS TO OPENING**

**Materials and Detailing**

1. RED BRICK
2. SLATE TILE
3. RENDER SURROUND
4. CHARCOAL FRAMES

**Core Illustrative Streetscene**
Landscape Strategy

“Development should promote public spaces and routes that are attractive, accessible, safe, uncluttered and work effectively for all users – including families, disabled people and elderly people. A system of open and green spaces that respect natural features and are easily accessible can be a valuable local resource and helps create successful places. A high-quality landscape, including trees and semi-natural habitats where appropriate, makes an important contribution to the quality of an area.”

(NPPF Planning Practice Guidance on Design; para. 009)

6.44 Landscape design is a key component for creating a successful development at Lawford Road. The green spaces are an integral part of the place and create a strong landscape structure across the site. The new green infrastructure has been a driving factor in the creation of new routes and spaces within the layout and the landscape helps to further define the public and private space whilst adding colour, water and seasonal interest to the residential environment.

6.45 Successful green spaces help create more attractive places and provide safer routes. From an ecological perspective they can also increase flood protection and sustainable drainage as well as providing better microclimates and enhancing biodiversity.

6.46 In terms of landscape strategy, the existing network of trees and hedgerows will be used to form a landscape framework which in turn provides wildlife corridors and a means of traversing the site within an attractive landscape setting. A substantial landscape belt will be retained around the southern portion of the site to maintain the sense of openness whilst approaching Rugby from the south west and the existing woodland tree groups will be consolidated through new woodland planting. A large and centrally located green space will be provided at the core of the scheme to accommodate play and drainage attenuation, whilst a substantial green corridor will cross the site from east to west allowing connections between existing public rights of way and additional sustainable urban drainage infrastructure.

6.47 The plan opposite proposes an arrangement of open space categories based on the local standards in the form of:

• Natural or semi natural green space forming the southern and south eastern portions of the site maintaining a rural setting to Rugby;
• Allotments with easy access to the main residential areas occupying the western portion of the site;
• Amenity space to provide a landscape setting and green corridors within the main body of the site; and
• Parks and gardens providing the central green space within the core of the site.

6.48 The development has also been assessed against Design for Play: a guide to creating successful play spaces by Play England which provides ideas and practical resources for building new play spaces in a fresh and inspiring manner. The guide advocates a fresh design-led approach to commissioning, based on 10 principles and encapsulated in one golden rule: a successful play space is a place in its own right, specially designed for its location, in such a way as to provide as much play value as possible. The play and green spaces at Long Lawford are conceived to achieve the following objectives:

• Designed to enhance its setting;
• Located in the best possible place;
• Close to nature;
• Designed so that children can play in different ways;
• Geared towards encouraging disabled and able-bodied children to play together;
• Loved by the community;
• Where children of all ages play together;
• Designed to enable children to stretch and challenge themselves in every way;
• Maintained for play value and environmental sustainability;
• Flexible and able to evolve as the children grow.
Sustainable Design

“The structure, layout and design of places can help reduce their resource requirements in terms of energy demands, water and land take, and help to sustain natural ecosystems. Having a mix of uses and facilities within a neighbourhood can reduce travel demand and energy demands.”

(NPPF Planning Practice Guidance on Design; para. 013)

6.49 The presumption in favour of sustainable development is at the heart of the planning system as government drives change through the National Planning Policy Framework (NPPF) and Development Plans. Resolution 42/187 of the United Nations General Assembly define sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED Report “Our Common Future” (1987)) and is captured within the NPPF. As set out within paragraph 7 of the NPPF, “The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs”.

6.50 Section 12 of the NPPF goes on to set out how good design can further the interests of sustainable development:

“The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.”

(para. 124, NPPF 2019)

6.51 This Statement provides evidence of a clear and logical design process that has involved key stakeholders and referenced local character in influencing the design. The proposals are considered to exhibit good quality and are therefore supporting the fundamental basis of Government Planning Policy, which is to encourage sustainable development.

6.52 The accompanying plan illustrates the proposed drainage strategy subject to suitable ground investigations being undertaken to establish infiltration rates:
Crime Prevention

"Planning should address crime prevention"

(NPPF Planning Practice Guidance; para. 010)

One of the design objectives within Section 8 of the National Planning Policy Framework (NPPF) states that new developments:

"are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of clear and legible pedestrian routes, and high quality public space, which encourage the active and continual use of public areas;"

(para. 93.94, NPPF 2019)

The design proposals Lawford Road are based on an understanding of best practice guidance and reference has been made to the relevant documents including “Safer Places: the Planning System” and “Manual for Streets as well as ACPO ‘New Homes 2016’ guidance.

When designing new developments, these should create areas that are attractive and contain clearly defined public and private areas that relate well with one another and create no ambiguity. In addition, the development should enable residents to take pride in their surroundings without the fear of crime, which in turn will create a sense of shared ownership and responsibility.

Landscape design is essential in achieving an environment that creates a sense of place and community safety. In this context, landscape design encompasses the planning, design and management of external, public spaces. Well-planned public lighting increases the opportunity for surveillance at night and will be integrated into future reserved matters applications.

Natural surveillance may be established through the careful positioning of doors and windows to overlook streets. Pedestrian routes and public open spaces will generate activity throughout the day, thereby enhancing the perception of a safer public realm and discouraging criminal activity by increasing the risk of detection.

Within this proposal:
- Buildings generally orientated back to back to ensure rear gardens are prone to access by unwelcome individuals;
- Open spaces, and in particular children’s play space, are positioned in view of surrounding buildings;
- All routes are necessary and serve a specific function or destination;
- The internal street network forms a loop within the site, whilst lower category roads serve smaller groups of dwellings but with a different character to express a semi-private realm.
- Semi-private clusters of courtyard parking serving a limited number of dwellings to encourage ownership by residents;
- The ownerships and responsibilities for external spaces will be clearly distinguished with ease of access for maintenance and management;
- Architectural details which promote natural surveillance are to be designed into dwellings, not only through window positioning, but also through the use of bay windows in key locations to give a broader outlook.
"Well-designed places and buildings come about when there is a clearly expressed ‘story’ for the design concept and how it has evolved into a design proposal. This explains how the concept influences the layout, form, appearance and details of the proposed development. It may draw its inspiration from the site, its surroundings or a wider context. It may also introduce new approaches to contrast with, or complement, its context. This ‘story’ will inform and address all ten characteristics. It is set out in a Design and Access Statement that accompanies a planning application."

The National Design Guide (NDG) has introduced the ten characteristics of well-designed places. These were referred to in Section 2 above and have been used to guide the design process underpinning this proposal. Here we demonstrate how this development proposal complies with each of the ten characteristics:

1. **CONTEXT ENHANCES THE SURROUNDINGS**

7.2 Consideration of linkages to the surrounding area and consultation with stakeholders at the earliest stage has optimised the likelihood of successful integration with the neighbouring community of Long Lawford. The proposal is soundly based upon the principles of high-quality design and best practice and will be characterised by varied townscape that possesses its own identity yet is sensitive to context.

2. **IDENTITY ATTRACTIVE AND DISTINCTIVE**

7.3 From the pattern of streets and blocks, through to the elevation and detailing of buildings and their landscape setting, the proposal has been informed by function, history and culture of Long Lawford.
3. BUILT FORM
A COHERENT PATTERN OF DEVELOPMENT

7.4 The scheme at Lawford Road has been designed for living/playing and potentially learning and will be legible, safe and comfortable to use.

4. MOVEMENT
ACCESSIBLE AND EASY TO MOVE AROUND

7.5 The scheme has been designed so that it will feel safe and be well connected, readily understood and easily navigated for all users, irrespective of mobility or mode of transport.

5. NATURE
ENHANCED AND OPTIMISED

7.6 Every effort has been made to retain existing wildlife habitats and where ground conditions allow, sustainable urban drainage has been used to manage drainage outputs in a fashion that supports wildlife biodiversity and enhances amenity for the planned users of the development.
6. PUBLIC SPACES
SAFE, SOCIAL AND INCLUSIVE

7.7 The streets and open spaces within the Long Lawford development has been designed to foster activity through careful consideration of positioning, alignment, integration with building openings/entrances and detailing.

7. USES
MIXED AND INTEGRATED

7.8 The scheme will provide a mix of uses and tenures sufficient to make it economically and socially successful in a location that allows ease of access to services and facilities.

8. HOMES AND BUILDINGS
FUNCTIONAL, HEALTHY AND SUSTAINABLE

7.9 The streetscapes, landscapes, buildings and other elements will contribute to the attractiveness of the new development as expressed through colour, texture, shape and pattern and will guide the views that have been carefully aligned to frame key buildings and landscape features.
7.10 The scheme has been designed to encourage walking and cycling and reduce reliance on car use. Consideration of flood risk has also occurred, whilst the housing element has been laid out as efficiently as possible taking into account context, so as to reduce land take whilst in the process of helping to meet the neighbourhood’s housing needs.

10. LIFESPAN MADE TO LAST

7.11 This scheme has been designed with a sense of ownership in mind. Public and private spaces are well-defined through the careful positioning of buildings. The streets and open space will benefit from the sense of safety and security afforded to them by natural surveillance from the enclosing buildings.

7.12 This Design and Access Statement has undertaken a thorough analysis of the various aspects of site and context, given full consideration to design-relevant policy and guidance, and has presented a comprehensive account of the proposal in terms of the criteria identified within those policy and guidance documents.

7.13 The proposal at Lawford Road will deliver a significant quantity of housing, open space and community facilities and will be a “well designed place” as defined by the National Design Guide. It is therefore considered worthy of the support of the Rugby Borough Council.