



ASHBY ROAD, MARKFIELD

DESIGN STATEMENT



nineteen47
CHARTERED TOWN PLANNERS
& URBAN DESIGNERS



1 INTRODUCTION

This Design Statement has been prepared by nineteen47 Ltd on behalf of Allison Homes in support of a Reserved Matters Planning Application for 93 dwellings on land adjacent to Ashby Road, Markfield. The site achieved Outline Planning approval in May 2023 with all matters reserved except access.

This statement focuses on the design process undertaken in developing the residential proposals for 93 new dwellings. The document explains how this process has informed the design, outlining the context of the site, the evolution of the design proposals and explains the principles behind the submitted scheme.

CONTENTS

1 Introduction	3
2 Understanding the site	4
3 Design Parameters	6
4 Design Proposals	8
5 Summary	22

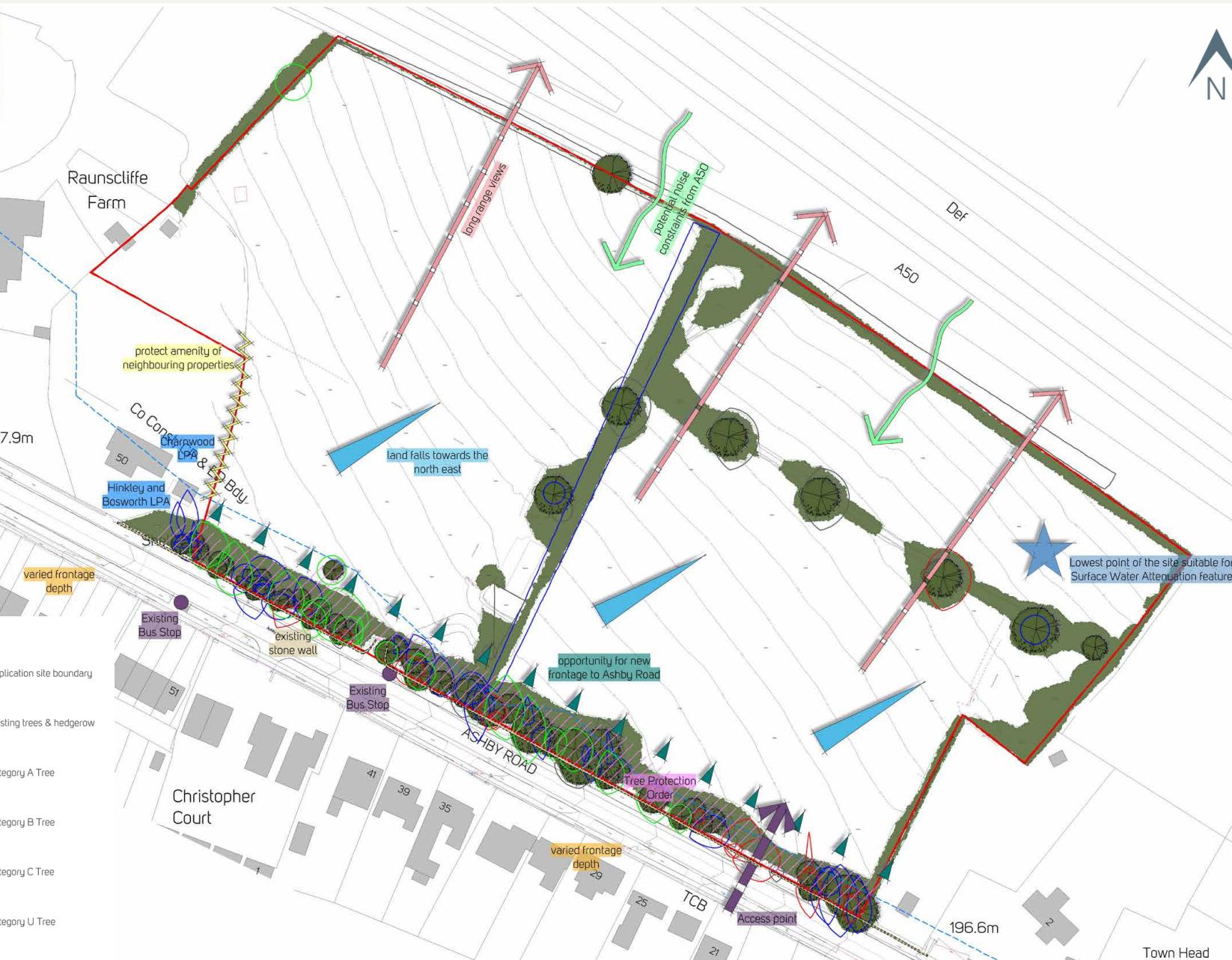
2 UNDERSTANDING THE SITE

Site Description

The site extends to approximately 3.66 hectares (9.04 acres) and is currently in use as pasture land. Situated to the north-west of Markfield and immediately north of Ashby Road, the land comprises three paddocks separated by a mix of mature hedgerow, trees, and areas of degraded hedgerow. The site is enclosed by post-and-rail fencing, established hedgerows, and associated tree belts.

The northern boundary is defined by mature trees and hedgerows, with the A50 running parallel beyond. To the south, the site is enclosed by a dry-stone wall with mature trees situated further south, and Ashby Road lined with existing residential properties. The eastern boundary consists of post-and-rail fencing supported by hedgerows and trees, with neighbouring dwellings and additional agricultural land located beyond. The north-western boundary is formed by mature hedgerows and trees, with Raunscliffe Farm adjacent and the Altar Stones Nature Reserve further beyond.

The application is accompanied by a suite of detailed technical reports and surveys that assess the potential impacts of the proposed development on the site and its wider context. Full details of these documents are available within the individual reports.



3 DESIGN PARAMETERS

The Outline Approval

An outline planning application was submitted for residential development of up to 93 dwellings at Land at Ashby Road, Markfield. A Design and Access Statement, Parameter Plan and Illustrative Layout accompany this submission. The Illustrative Layout within the Design and Access Statement was not intended to represent a fixed or final scheme, but instead demonstrates one potential way in which the development could be delivered in accordance with the guiding principles set out in the Parameter Plan.



Pre- Application Comments

As part of the design development process, a pre-application enquiry was submitted to the local planning authority in order to obtain early guidance on emerging proposals. The feedback received has played an important role in shaping the design approach, ensuring that the scheme responds positively to relevant planning policy, local character, and site-specific considerations. This section summarises the key comments provided by the authority.

Urban Design

- Concern raised in regards to active frontages addressing Ashby Road
- Frontage parking overly dominant; landscaping strips too narrow, need more space for tree planting
- Some building-to-building relationships require refinement
- Long-view corridor from Ashby Road encroached upon; must be reinstated

Housing Mix

- Focus on smaller bed size dwellings

Landscape

- Concern raised about quantum of open space with reference

These comments were based on the initial detail proposals, and have been taken into account. The following pages explain how the layout has evolved.



4 DESIGN PROPOSALS



Use and Amount

Housing Mix

The site has outline planning permission for up to 93 dwellings, the proposed scheme shows 93 dwellings with 40% affordable housing.

The proposed market housing mix includes smaller 2 and 3 bedroom houses, responding to the pre-application comments. The affordable housing mix provides more variety in accordance to the Adopted Supplementary Planning Document (HSPD) and the Council's Housing and Economic Needs Assessment (HENa). The mix therefore includes 1, 2, 3 and 4 bedroom dwellings.

A mixture of terraced, semi-detached and detached dwellings are proposed through the site.

Open Space

The layout meets the Open Space requirements set out in the Section 106. These include:

- 0.07ha multi-functional green space area
- 0.45ha of natural and semi-natural open space
- 1 equipped LEAP
- 0.10ha multi-functional green space area
- A young people's equipment/facilities



Access and Movement

Street Hierarchy

At the heart of the layout is the primary street, which serves as a main route through the site to the western boundary. Along this route 'The Green' creates an arrival feature with a feature tree welcoming you to the site and creating an attractive arrival space. Parking is arranged predominantly to the side of dwellings, helping to preserve open views and promote a visually uncluttered, 'car-free' appearance along the street frontage. Sparse, front parking is proposed to provide variance and to enhance the proposals of landscaping to the front of side parked plots.

Secondary streets extend off the primary route, creating clear and defined termination points to the main street typology. From this, shared drives are proposed at the edges of the site to reduce the dominance of the carriageway. The street hierarchy follows the principles set out in the Design and Access Statement submitted as part of the outline application.

Non-Vehicular Connections

A network of pedestrian routes is proposed throughout the site, creating a walkways that links key spaces. This includes direct access to the play area located in the north-west corner, as well as a path running parallel to the southern boundary adjacent to Ashby Road. From this route, a connection is provided to the pedestrian link along the western edge of the site, offering convenient access to the bus stop on Ashby Road.

These principles follow those within the Movement Plan of the Design and Access Statement, submitted at outline.



Layout and Scale



The Visual Journey



1. Active Frontage to Ashby Road

An active frontage along Ashby Road strengthens the site's connection to its surroundings and creates a positive relationship with neighbouring infrastructure.



2. 'The Green'

'The Green' provides a landscape arrival space from Ashby Road, defined by a feature tree that welcomes residents and visitors into the development.



4. Terminating Views

Within the centre of the layout, heads of streets are terminated by dwelling frontages to provide clear visual definition and strong urban form.



3. Retained Landscaping

The trees along the western boundary are protected and will therefore be retained, providing natural screening and helping to soften the development edge while maintaining visual amenity.

5. View Corridor

The long-view corridor from Ashby Road provides a clear view to the surrounding landscape and offers a strong visual connection to the wider setting.





6. Soft Green Edge

Homes are arranged to face green spaces and public routes, improving natural surveillance, enhancing safety and reinforcing the landscaped character of the development.



Designing out Crime

The perimeter block formation ensures that front doors address the street and rear gardens are secure and private. It also allows homes to be arranged to overlook areas of open space and the footpath network, providing natural surveillance, and making people feel safe. The integration of existing dwellings at the edges of the site into the perimeter block formation also secures previously exposed rear garden fences within blocks and so improves their security. Allocated car parking is provided on-plot, with spaces located close to the front door and such that people can see their car from their home.

The Corby house type is also used as a semi-detached and detached unit capable of turning corners at 45 or 90 degrees, enabling it to follow natural changes in street alignment while maintaining strong built form and surveillance.

Turning Corners Well

The layout incorporates a series of dual-aspect dwellings to ensure that key corners and street edges are positively addressed. The Hartley and Oatley house types are used as semi-detached and detached units positioned to front onto perpendicular streets, providing active frontages through well-placed doors and windows. Where a more prominent side elevation is visible, additional side windows are introduced to reinforce overlooking and animation.

Building Heights

As anticipated in the outline submission, the proposed development will consist of two-storey dwellings, ensuring a consistent and contextually appropriate scale is maintained across the site. This approach reflects the character of the surrounding area and supports the creation of a cohesive residential environment.

Appearance

The proposed materials are consistent with those described in the Design and Access Statement. Red brick forms the primary facing material across the development, with visual interest created through the use of varying red tones, including Ibstock Mercia brick and Stockton Blue brick. Render is incorporated at key corner and focal plots to provide further articulation. Roofscape variation is achieved through a combination of grey and red roof tiles.



Landscape

Landscape proposals have been produced as part of the application. The below is a brief summary of the proposals:

The landscaping proposed within the Open Space is to follow the character of the existing landscape character of the site. The green corridors proposed within the scheme have been positioned to maintain good quality existing trees and hedgerows, which will be further enhanced with additional woodland planting to further establish the setting of the scheme.

The on-plot landscaping has been designed to further aid the street hierarchy of the scheme with the Primary Street, Secondary Street and Shared Drives having different types of trees, hedges and shrubs proposed.



Parking

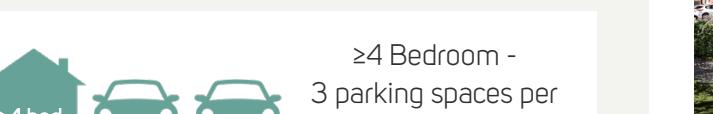
The layout has been designed with regard to the council's parking standards as illustrated below. Overall the scheme has a balance of different parking typologies, with parking to the side of the dwelling and also to the front. The front parking is softened by green spaces in between the dwellings.

Leicestershire Highways Design Guide Standards



If more than 2 parking spaces are proposed in a tandem arrangement, only the first 2 will be counted

Site proposal parking Standards



No more than 2 bays are in tandem. For dwellings requiring 3 bays, they are front parked to avoid tandem parking.



2 spaces to be provided to the side of the dwelling



Spaces interspersed with landscaping to soften the street

Technical Considerations

The adjacent Site Sections have been produced as part of the application pack, and they demonstrate how the scheme has been designed to work with the existing levels of the site.



5 SUMMARY

Building for a Healthy Life

Building for a Healthy Life (BHL) updates England's most widely known and most widely used design tool for creating places that are better for people and nature. The BHL questions are an accepted measure of good quality design and have been used to summarise the design principles of the development.

1. Natural connections

Create places that are well integrated into the site and their wider natural and built surroundings. Avoid creating isolated and disconnected places that are not easy places to move through and around.

Dwellings have been designed to front onto Ashby Road, mirroring the relationship that the existing dwellings have with the road. This creates a positive and consistent interaction between new and existing. Pedestrian and cycle routes are proposed throughout the site within areas of open space, supporting movement and permeability. These provide connections into highway footpaths, including a direct link to Ashby Road.

2. Walking, cycling and public transport

Short trips of up to three miles can be easily made on foot or bicycle if the right infrastructure is in place, helping to improve public health and air quality whilst also reducing local congestion and carbon emissions.

Cycle and walk routes are proposed throughout the layout to encourage a more limited use of car. The proposed link along the southern boundary encourages pedestrian access to Ashby Road and to the bus stop which will provide direct links to the surrounding context. Routes are proposed through public open space which are attractive routes for people to use and enjoy. There are no existing public rights of way around the site, so the new routes proposed would be valuable to residents within the neighboring developments.

3. Facilities and Services

Places that offer social, leisure and recreational opportunities a short walk or cycle from their homes

A LEAP is proposed within the POS, it has been located along the north-western boundary, with informal footpath routes providing connections to it for residents. Dwellings have been orientated with frontages to provide naturally surveillance over the play space. Various facilities are located nearby including schools, nature reserves, community facilities and recreational services.

4. Homes for everyone

A range of homes that meet local community needs.

A mix of 1-4 bedroom dwellings are proposed, facilitating a range of housing needs. Affordable and market housing is integrated, with similar architectural styles to create consistent street scenes. The housing mix offers a range of sizes and types of housing including detached, semi-detached and terraced properties, which will assist creating a diverse and mixed community.

5. Making the most of what's there

Understand and respond.

Existing trees along the site perimeter are retained, supporting biodiversity. The existing trees along the southern boundary have tree preservation orders and act as a natural landscaping buffer to Ashby Road. Dwellings face onto these trees to take advantage of the landscaped view and replicate the orientation of the existing dwellings to the other side of Ashby Road. Within the northern part of the site, an attractive area of open space includes formal play facilities, landscaping, and pedestrian and cycle connections. SUDs is proposed the lowest point of the site, in the northern section, and is designed as an accessible and attractive landscape feature.

6. A memorable character

Create places that are memorable

The proposed development creates a strong and distinctive identity through a landscape-led approach with a long-view corridor from Ashby Road. The north-east to south-west corridor offers clear views throughout the site to the surrounding landscape, providing views to the wider context. The dwellings proposed are a contemporary response to traditional housing with some architectural features that include contemporary banding detail, simple entrance canopies and simple material palette with different tones of red brick, render and rendered grey tiles. This approach matches the existing nearby housing, whilst offering material variety to key dwellings. These features give the place recognisable character and way-finding cues.

7. Well defined streets and spaces

Create a network of streets and spaces that are well enclosed by buildings and/or structural landscaping, taking care to ensure that front doors and the principal façades of buildings face streets and public spaces.

Within the layout, streets are structured around a clear and layered hierarchy; primary, secondary, and private drives with different functions and appearances. Buildings are proposed to front onto streets and open spaces, ensuring active frontages, enclosure and natural surveillance to create well-framed streets and public spaces. Roads are proposed to terminate at key vistas, and dual aspect homes are proposed on corners to address perpendicular streets.

8. Easy to find your way around

Use legible features to help people find their way around a place.

The layout implements a simple network with a clear primary route and logical routes branching off help way-finding. 'The Green' and the view corridor along the primary route create legible features. Key corners and edge lanes are marked with active frontages or attractive views into green space. These design features help residents and visitors understand where they are within the development.

9. Healthy streets

Streets are different to roads. Streets are places where the need to accommodate the movement of motor vehicles is balanced alongside the need for people to move along and cross streets with ease. Activity in the street is an essential part of a successful public realm.

The layout shows a framework which supports walking and cycling through safe, attractive streets designed to prioritise active travel, informed by Streets for a Healthy Life. Foot-way and cycle routes are integrated within open spaces and connect to surrounding networks. Green corridors and landscaping along streets improve comfort and well-being.

10. Cycle and car parking

Well-designed developments will make it more attractive for people to choose to walk or cycle for short trips helping to improve levels of physical activity, air quality, local congestion and the quality of the street scene. Well-designed streets will also provide sufficient and well-integrated car parking.

Parking is proposed to be well-integrated and not visually dominant. The layout implements a strategy where on-plot parking is proposed with landscaped parking areas, softened with planting. Car parking numbers meeting the adopted highway standards with plots orientated to overlook parking to provide surveillance to these areas. The scheme is designed to create easy access to green space and to the connections within the wider green space, making walking and cycling a direct and easy option to promote physical activity.

11. Green and Blue Infrastructure

Creative surface water management such as rills, brooks and ponds enrich the public realm and help improve a sense of well-being and offer an interaction with nature. As the richest habitat for a range of flora and fauna, they are also a key play in achieving the net gain in biodiversity sought by the 2020 Environment Bill.

The trees bounding the site have been retained, and those along the southern boundary act as a green buffer to Ashby Road. A SuDS are has been proposed in the open space, designed as accessible and attractive landscape features. Areas of public open space are proposed with pedestrian and cycle features, and the major green space along the northern boundary implements walking and play opportunities. The long-view corridor from Ashby Road offers views throughout the scheme and offers a well connected, well landscaped pedestrian route. The layout shows these areas are overlooked by active dwelling frontages, making them safe and secure places. This approach supports biodiversity, drainage, place-making, and long-term landscape quality.

12. Back of pavement, front of home

Garden cities, towns and suburbs used hedges to define public and private spaces, helping to create characterful and diverse places. The space between the back of the pavement and the face of buildings has a significant impact on the quality of a place. Clear demarcations between public and private spaces can encourage people to personalise the front of their homes whilst also offering opportunities to integrate utility changes, utility boxes and waste storage.

The layout shows front doors and windows facing public streets and paths, giving natural surveillance and active edges. Rear gardens are enclosed within perimeter blocks for privacy and security. This supports a clear, traditional street structure where homes engage directly with the public realm. The design proposes the use of several different materials to form clear vertical demarcation of boundaries, including hedges, knee rails, fence panels and screen walls to key public facing edges/corners. Waste storage can be conveniently moved from storage points in rear gardens to the street for collection, reducing the likelihood that residents will choose to leave bins on their frontages.



ALLISON
HOMES

nineteen47

CHARTERED TOWN PLANNERS
& URBAN DESIGNERS