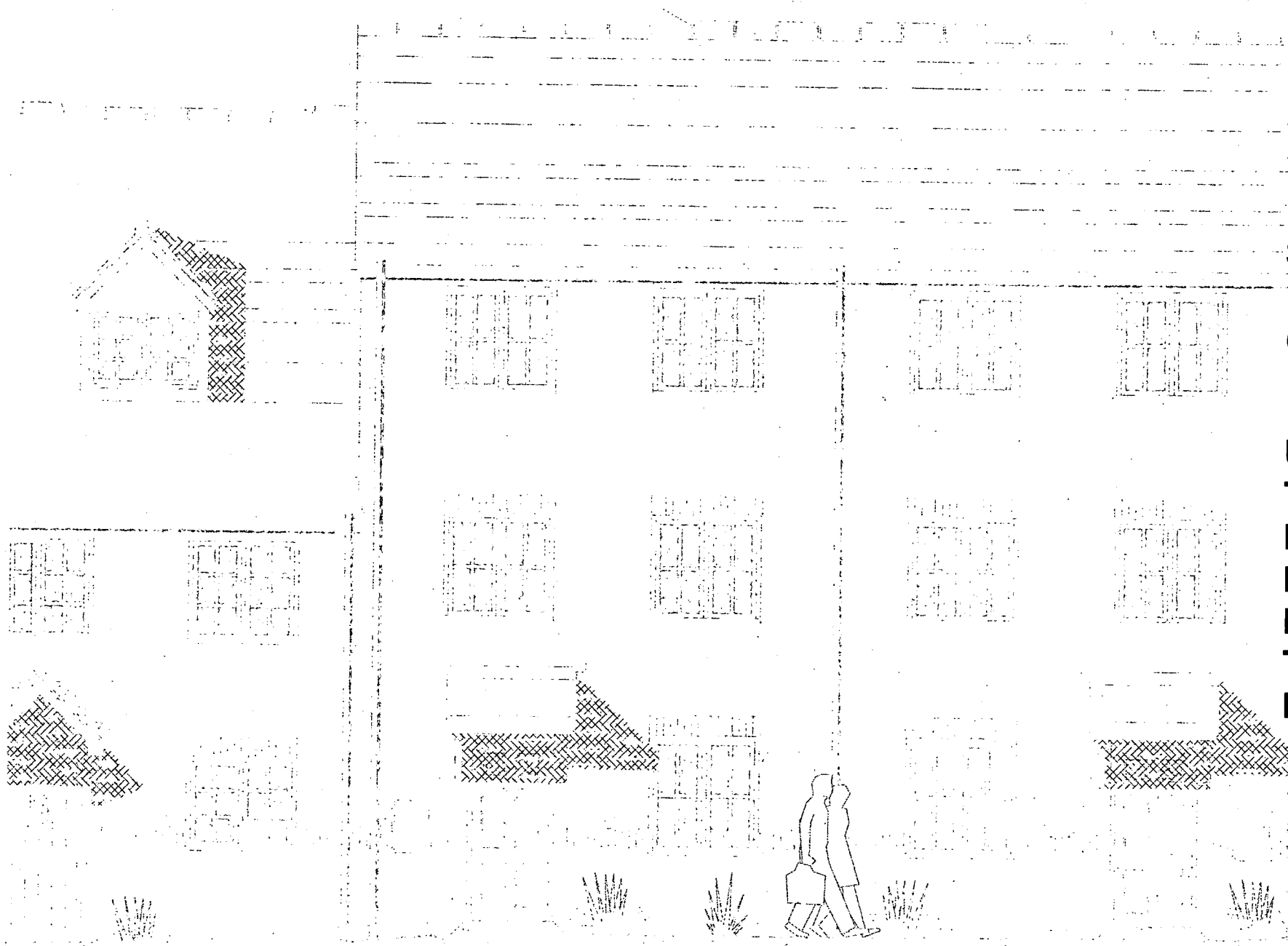


Development proposals for

Land Off Branting Hill, Groby.

Submitted by

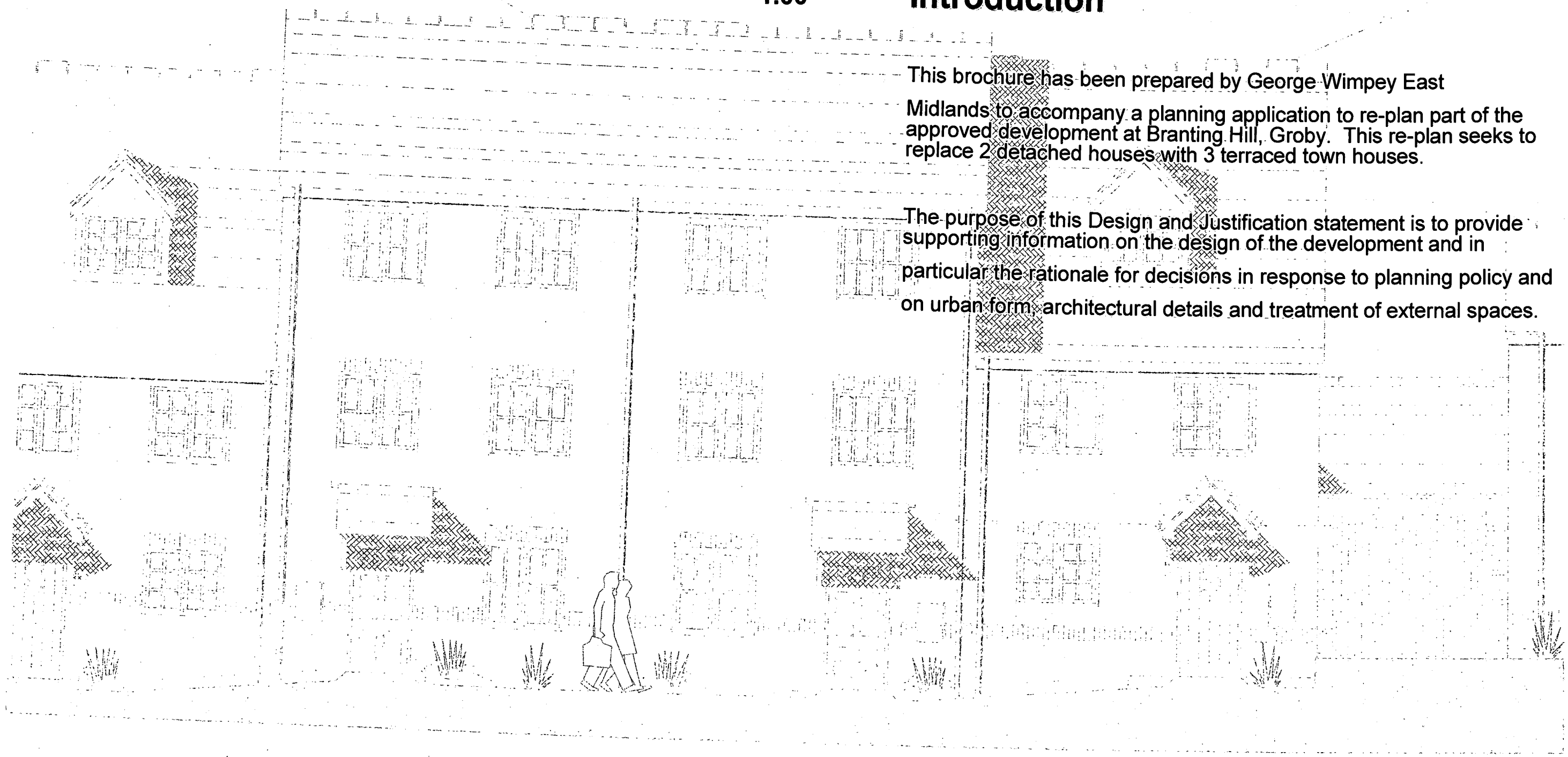
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DEVELOPMENT SERVICES
14 SEP 2007
RECEIVED

Sept 2007.

George Wimpey



1.00 Introduction

This brochure has been prepared by George Wimpey East Midlands to accompany a planning application to re-plan part of the approved development at Branting Hill, Groby. This re-plan seeks to replace 2 detached houses with 3 terraced town houses.

The purpose of this Design and Justification statement is to provide supporting information on the design of the development and in particular the rationale for decisions in response to planning policy and on urban form, architectural details and treatment of external spaces.

2.00 George Wimpey East Midlands

2.01 Background

The modern George Wimpey has an enviable reputation as one of the longest standing and most successful housebuilding companies in the UK. Today we have 23 operating regions in all areas of the country making us extremely experienced in all aspects of current residential design.

2.02 The Team

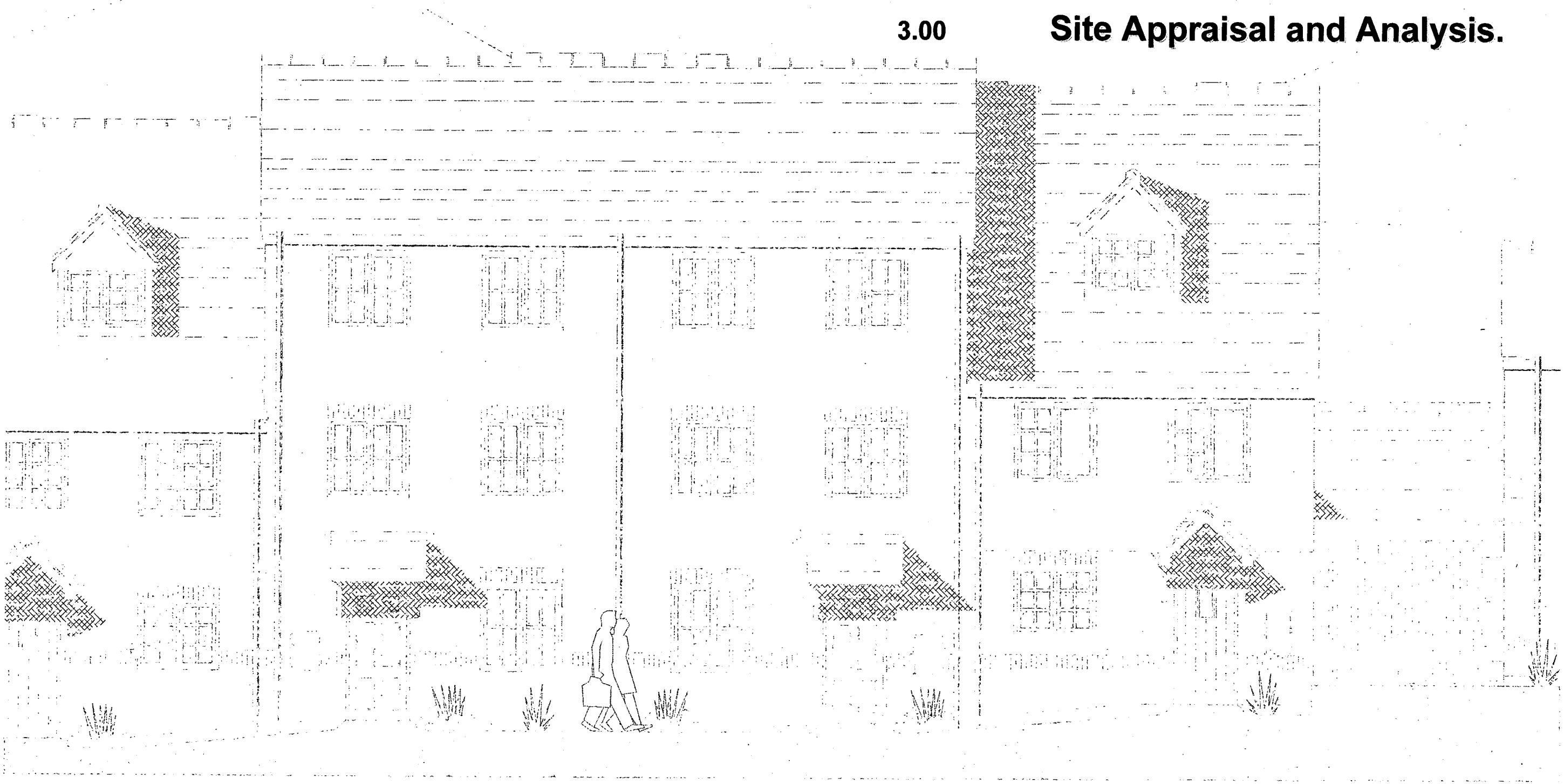
We are an experienced group of housing professionals with a proven track record of innovative and successful housing design, with previous housing development experience in the Hinckley and Bosworth area.

2.03 The Region

Last year we completed nearly 600 dwellings which included a wide range of apartments, village town houses and small and large detached units. These were built on a diverse range of sites including small village infill, brownfield urban extensions, urban villages and apartment schemes.

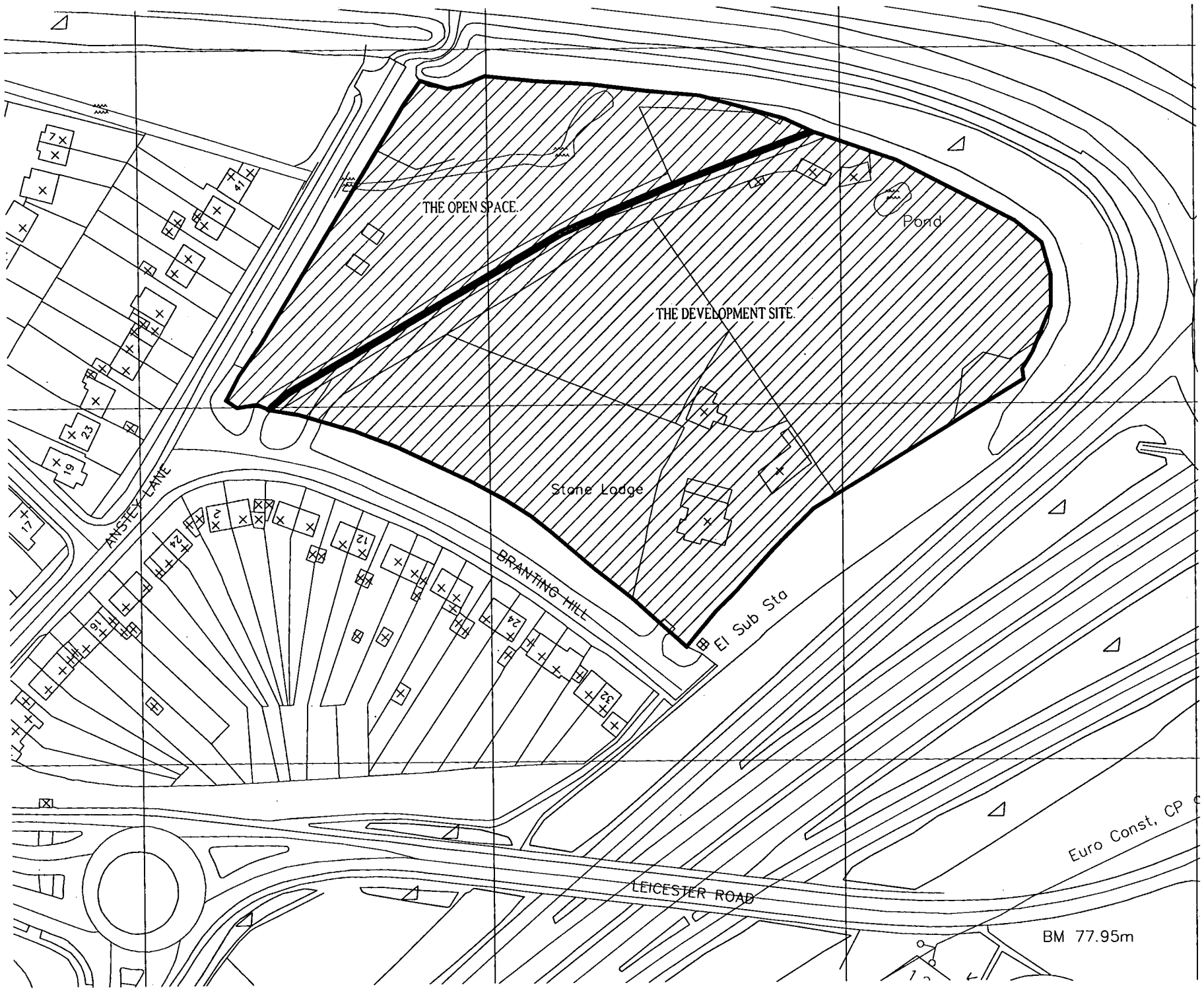
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3.00 Site Appraisal and Analysis.



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3.01



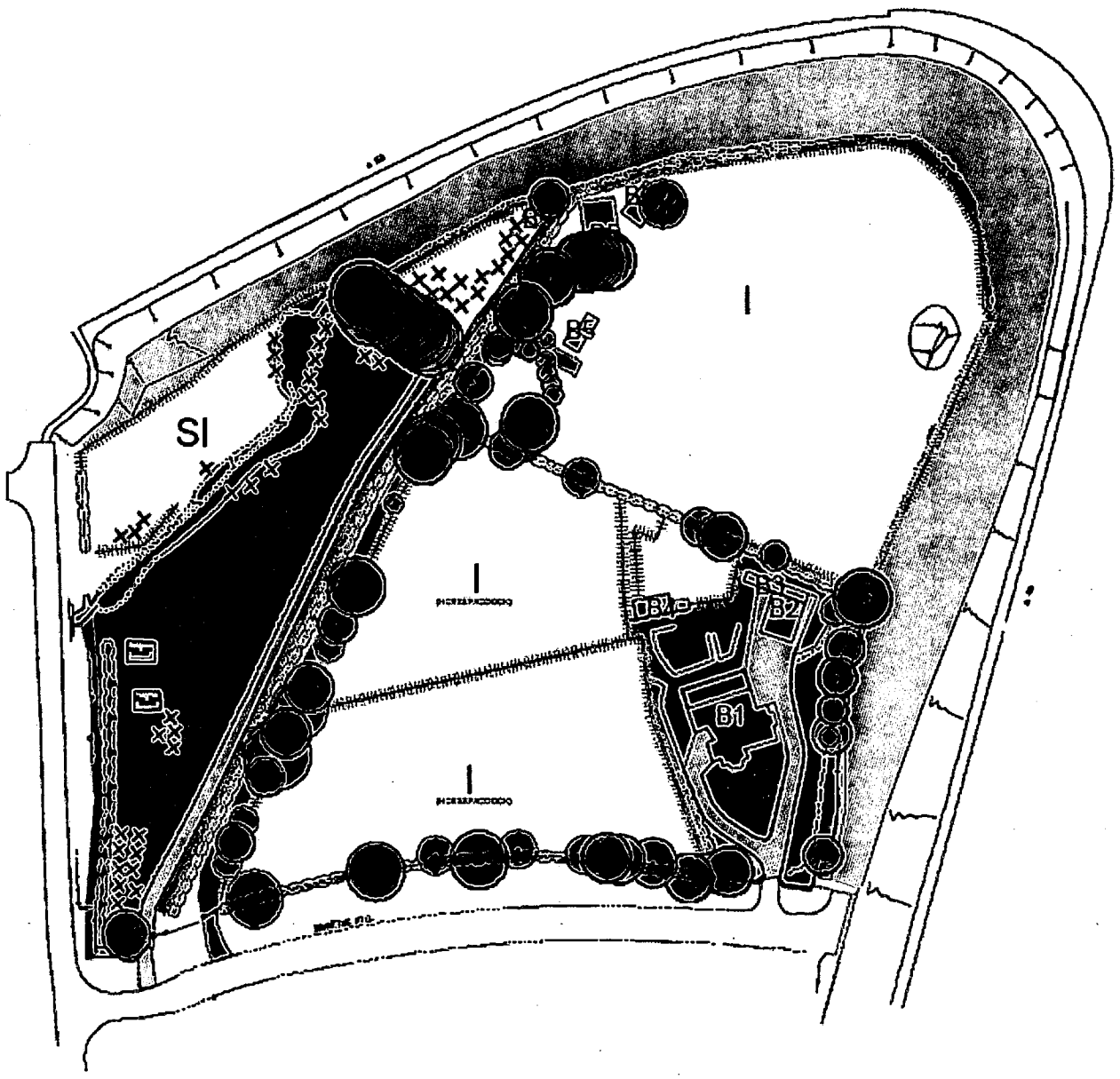
Location

- Located within the defined settlement boundary of Groby.
- The site is bounded to the north by the A50 dual carriageway.
- To the East is the A46 .
- To the South lies Branting Hill and the existing houses fronting it.
- To the West lies Anstey Lane with it's associated residential properties.

Between the main site area and Anstey Lane lies an area of open land which is currently inaccessible. Here it is proposed to create a Public Open Space that is accessible and useable that will add quality to the scheme.

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3.02

- I Improvedgrassland
- SI Semi-improvedgrassland
- Roughgrassland
- Garden:Amenitygrassland andornamentalplanting
- Newplanting
- Buildings
- Hardstanding
- Stream
- Inundationgrassland
- Wetditch
- Dryditch
- Dirttrack
- Hedgerow
- Fence
- Scrub
- Tree
- Boundary

GeorgeWimpeyEastMidlandsLtd
BrantingHill,Groby,Leicestershire

PHASE1HABITATMAP
Figure2
Not to scale December2006

Constraints

The site is bounded by the A50 & A46 main trunk routes giving giving rise to noise and air quality constraints.

Ecology – there are a number of existing trees and hedgerows on the site as shown on the constraints plan here. The majority of these are to be retained as part of the development proposals.

Access from Branting Hill via Anstey Lane.

The need to address the existing houses on Branting Hill and the open space area from the development to give adequate supervision.

The first planning application made was refused, the principle reasons being Urban Design and integration of the open space into the development. These reasons for refusal are therefore treated as constraints which need to be addressed in any new design.

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Photographs: the immediate vicinity of the site -



View East looking up Branting Hill



View into the site from Branting Hill.



4.00 The Existing Settlement

The immediate vicinity of the site is characterised by 1950's and 1960's housing, in mostly semi and detached form. The materials used are predominantly red brick with tiled roofs. This type of housing is found on both Branting Hill and Anstey Lane.

Moving further afield there is a recent housing development off Anstey Lane, Poppeyfields, characterised by detached houses in predominantly facing brickwork.

Groby village centre is defined by a conservation area and contains older buildings and the use of natural stone as a facing material.

The existing bungalow on site – Stone Lodge.

4.01 Photographs: the surrounding area.



Houses fronting Anstey Lane



The recent David Wilson Homes development.



The recent Poppeyfields development off Anstey Lane.



View South along Anstey Lane

View towards the site from Anstey Lane.

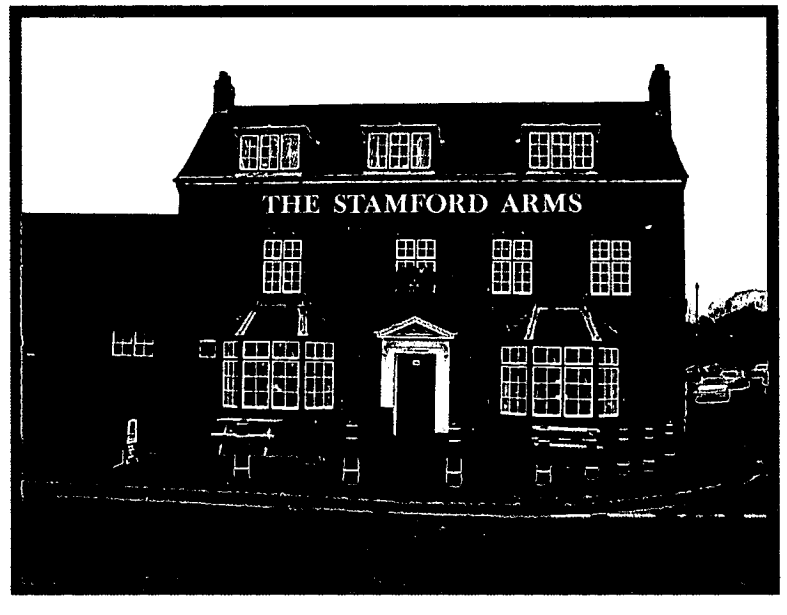


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4.02 Photographs - the village centre.



The Old Hall.



The village pub.



Cottage in the Conservation area.



Village centre building.

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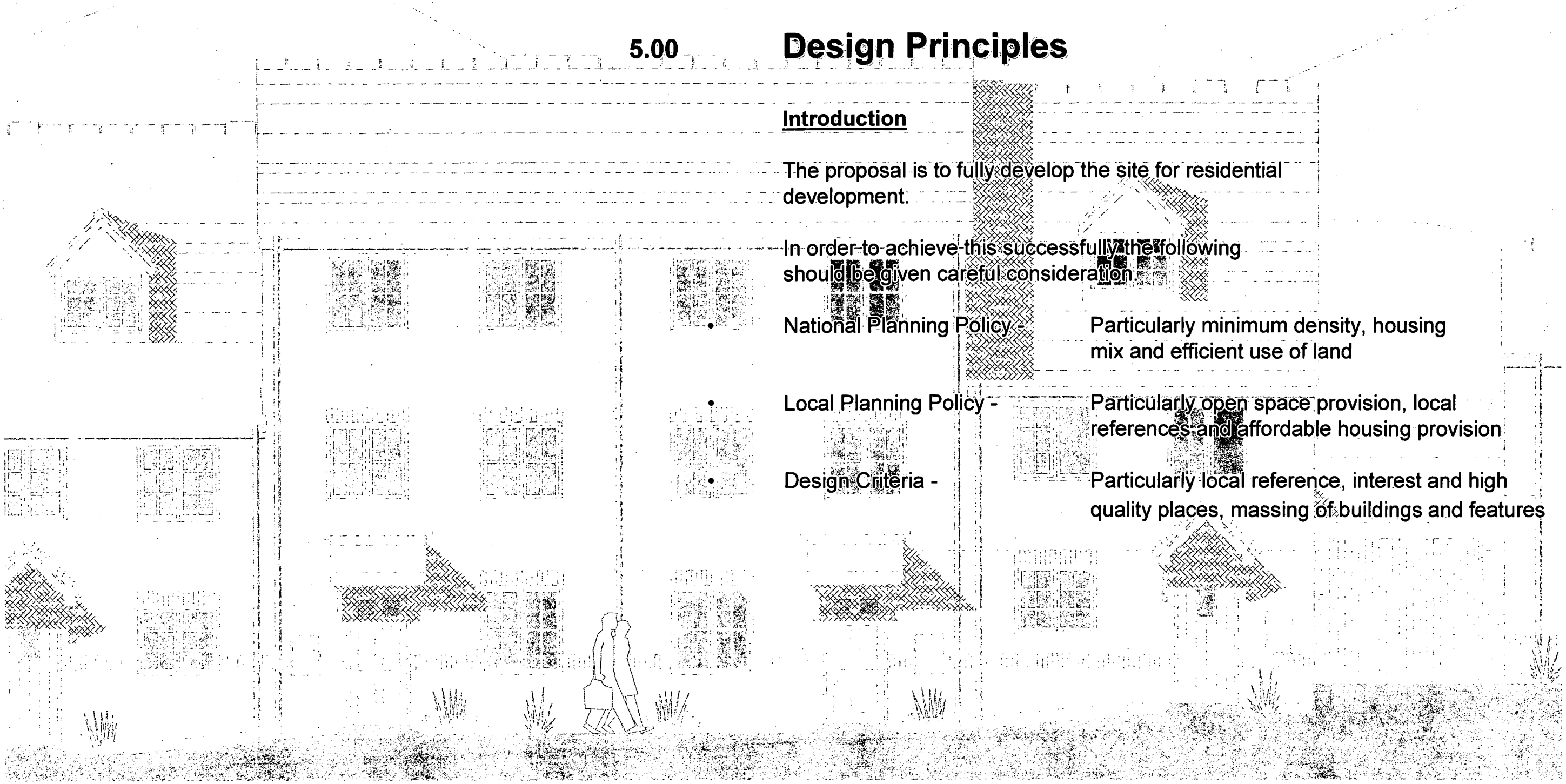
5.00 Design Principles

Introduction

The proposal is to fully develop the site for residential development.

In order to achieve this successfully the following should be given careful consideration -

- National Planning Policy - Particularly minimum density, housing mix and efficient use of land
- Local Planning Policy - Particularly open space provision, local references and affordable housing provision
- Design Criteria - Particularly local reference, interest and high quality places, massing of buildings and features



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6.00 Design Principles, Concepts & Criteria

It is considered that any development on this site will need to consider and fully address the following keys points in order to be successful –

- TO CREATE A MOVEMENT FRAMEWORK WHICH IS SAFE, DIRECT AND ATTRACTIVE TO ALL USERS
- TO PROVIDE A MIX OF HOUSING OPPORTUNITIES
- TO CREATE A SENSE OF NEIGHBOURHOOD AND COMMUNITY
- TO PROVIDE A COHERANT STRUCTURE OF BUILDINGS, SPACES, LANDSCAPE AND ROUTES FOR MOVEMENT
- TO PROVIDE A STREET LAYOUT AND DESIGN WHICH IS APPROPRIATE TO THE EXISTING SETTLEMENT OF GROBY.
- TO CREATE ATTRACTIVE AND CLEARLY DEFINED PUBLIC AND PRIVATE SPACES
- TO CREATE PLEASANT GARDENS AND PRIVATE AMENITY SPACE
- TO PROVIDE CONVENIENT BUT UNOBTRUSIVE CAR PARKING
- TO CREATE A SECURE AND SAFE ENVIRONMENT
- TO PROVIDE WELL PLANNED HOMES WHICH PROVIDE SPACE AND FUNCTIONALITY
- TO CREATE AN ENVIRONMENT THAT CAN BE WELL MAINTAINED OVER THE LONG TERM
- TO PROVIDE WELL CONSIDERED AND APPROPRIATE DETAILING OF BUILDINGS AND SPACES
- TO PROVIDE A STRONG VISUAL PRESENCE ONTO BRANTING HILL REFLECTING THE ADJACENT DEVELOPMENT AND CHARACTER OF THE AREA
- PROVIDE A SENSE OF PLACE WITHIN THE DEVELOPMENT UTILISING DIFFERENT CHARACTER AREAS IN A FORM WHICH RELATES TO GROBY BUT CREATES LOCAL DISTINCTIVENESS

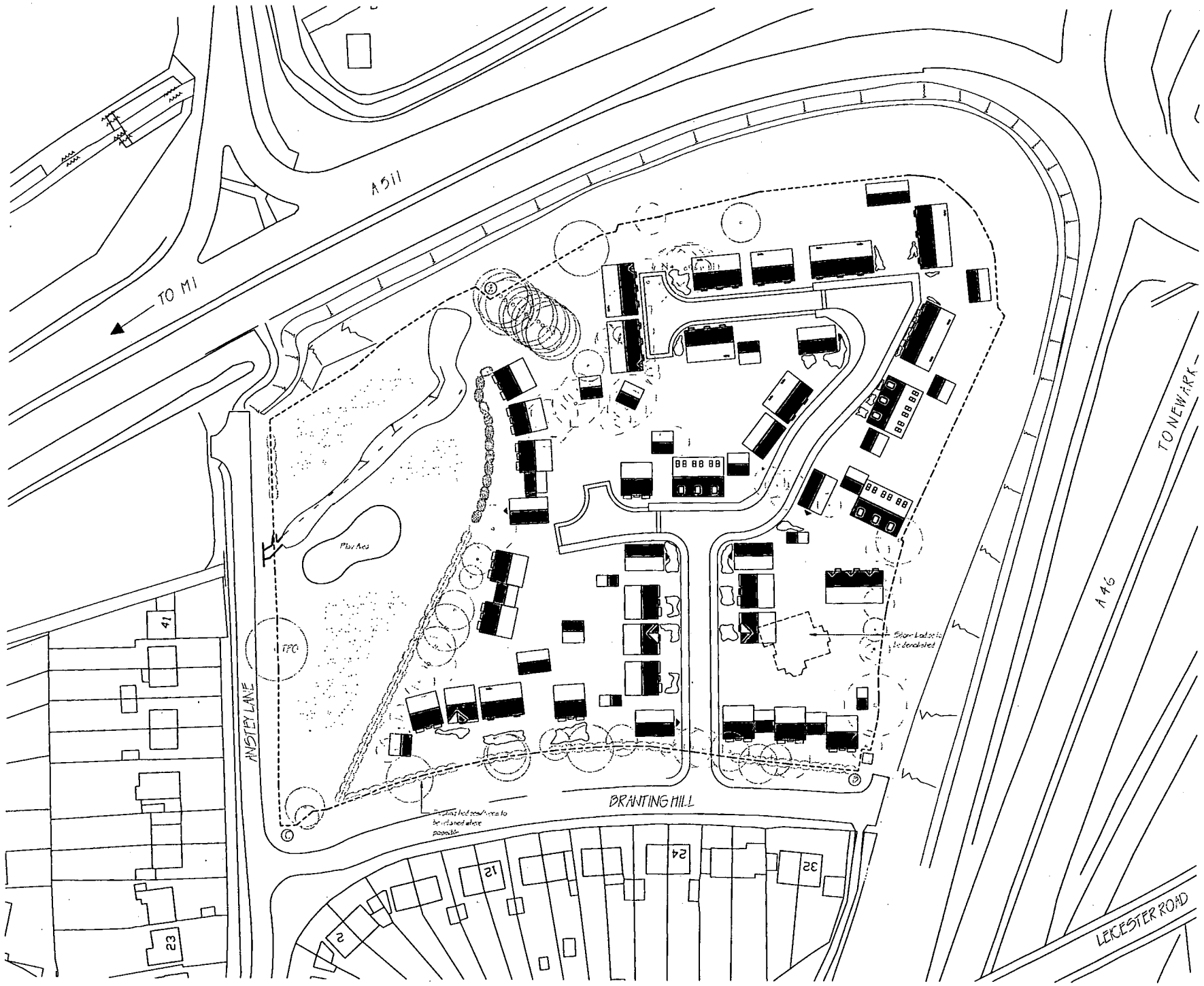
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6.01 Opportunities

- TO PROVIDE A STRONG VISUAL PRESENCE ONTO BRANTING HILL REFLECTING THE ADJACENT DEVELOPMENT AND CHARACTER OF THE AREA
- VEHICLES TAKEN AWAY FROM THE STREET SCENE WHEREVER POSSIBLE, GIVING PEDESTRIANS PRIORITY OVER VEHICLES
- THE NEED TO PROVIDE PEDESTRIAN LINKS INTO THE DEVELOPMENT AND WITHIN IT, PARTICULARLY TO THE NEW OPEN SPACE AREA.
- PROVIDE A SENSE OF PLACE WITHIN THE DEVELOPMENT UTILISING DIFFERENT CHARACTER AREAS IN FORMS WHICH RELATE TO GROBY BUT CREATE LOCAL DISTINCTIVENESS. THIS CAN BE ACHIEVED USING STRUCTURES, FORMS AND MASSING OF BUILDINGS AND STREET SCENES THAT ARE DISTINCTIVE AND RELEVANT TO THE LOCALITY.
- CREATION OF CHARACTER THROUGH HARD AND SOFT LANDSCAPING
- OPPORTUNITY TO CREATE A LARGE, ATTRACTIVE AND USEFUL OPEN SPACE AREA FOR THE BENEFIT OF THE DEVELOPMENT AND IMMEDIATE LOCALITY. THIS OPEN SPACE NEEDS TO BE INTEGRATED INTO THE DEVELOPMENT, WITH GOOD SUPERVISION FROM THE SURROUNDING HOUSES.

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6.02



Development Proposal

Response to the Site

Our key objectives for this scheme are summarised below

- Create a strong entrance and street scene on the Branting Hill frontage retaining most of the existing trees and hedgerows.
- To set the development back from Branting Hill to minimise the impact of the development and to reflect the style of development opposite the scheme.
- To deliver a development at the lower end of PPG3 density requirements to fit in well with surrounding vernacular and the general form of this part of Groby.
- To deliver a layout with stronger Urban Design characteristics, whilst still fitting in with the locality. A stronger, more formal and symmetrical entrance is proposed, with a key building at the end of the road to provide a visual stop.
- To use materials to reinforce these design objectives, for example the selective use of render on important plots and disciplined use of brick and tile emulating building styles from the surrounding environment in order to preserve identity and local relevance – for example the use of two and a half storey house types with dormer roofs and found in the village centre.
- To provide sufficient parking provision for the development.
- Full regard will be given to the principles of 'Secured by Design'. Full consultation with the Police Architectural Liaison officer will occur to achieve a mutually acceptable layout.
- The house designs themselves will be mostly 2 storey, with selective use of $2^1/_2$ storey types positioned for maximum effect on landmark or surveillance plots only. We propose the use of feature head and cill detailing, variation in fenestration styles, chimney styles and a mixture of porch / canopy styles to emulate the existing village vernacular along prominent facades.

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6.03 The Housetypes – typical street scenes.



Plot 58
1289 (a)

Plot 57
1251 (o)

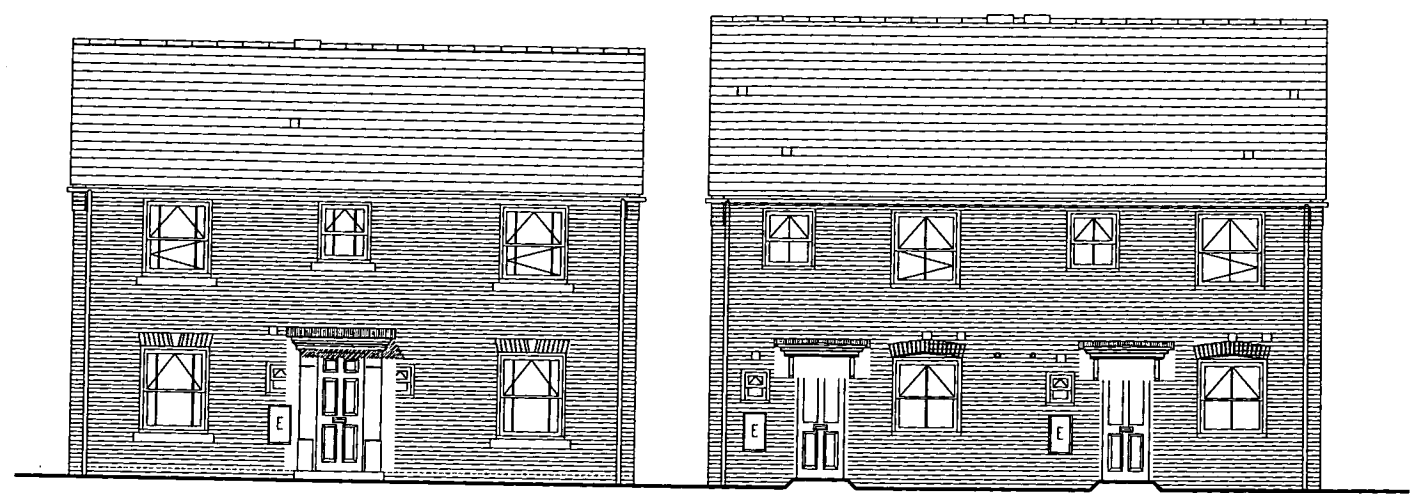
Plot 56
1159 (a)

Plot 55
1251 (o)

Plot 54
1127V (a)

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6.03 The Housetypes – typical street scenes.



Plot 43
1227 (a)

Plot 42
819 (a)

Plot 41
819 (a)



Plot 47
1289 (a)

Plot 46
1089 (a)

Plot 45
1089 (a)

Plot 44
1089 (a)

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6.04 - The Layout.

The site layout solution is informed by the constraints and opportunities identified in this document, and also by the reasons for refusal on the previous scheme. It seeks to provide an attractive, restrained street scene onto Branting Hill, and to give the necessary surveillance of the open space area with strong integration of the open space into the scheme itself. The layout shows a slightly higher density scheme than previously and a more formal entrance giving a stronger statement to the scheme. Criticism received regarding plots backing onto the estate road has also been addressed.

The layout seeks to be traditional in nature to preserve it's relevance to the locality, and the housetypes themselves are sensitively designed so as to be in keeping.

The majority of existing trees and a substantial amount of the existing hedgerows on site are to be retained, with the houses sensitively arranged to facilitate this. In the area of the scheme where houses are arranged to supervise and engage with the open space, new hedge planting will be provided to replace what is lost in order to facilitate this integration. All other constraints identified in various separate reports have also been considered in informing this layout solution.

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6.05 – The Access.

The site has a single, legible point of access for both vehicles and pedestrians, giving easy access to the scheme. A footpath leads from the end of the new estate road to the large open space and play area beyond, offering attractive views framed by the scheme on either side. The interior of the scheme will be broken up with planting and different hard landscaping treatments, so people feel equally comfortable moving around the interior of the scheme with cars, as speeds will be very low due to the nature and layout of the development. The pedestrian approach to each building will be compliant with Part M of the Building Regulations giving access to people with movement difficulties, and public bus transport is available nearby. The interior of the scheme will be lit to aid security and ease of use for all. The pedestrian access points to the buildings are shown on the detailed site plan accompanying the application. Emergency access is clear with good hard access to all areas of the site for emergency vehicles.

CABE – Access.
A safe and easy place for everyone to move around, making the most of the surrounding movement network.

7.00 Summary

This Design Statement has been carefully prepared taking into account all relevant published guidance regarding the form of the development, and George Wimpey's own experience in designing attractive and relevant schemes for challenging and important infill/extension sites.

The sensitivity of this site demands an appropriate response, and we have set out in this Statement to illustrate some of our principle objectives in delivering this response. We are confident that the scheme will integrate fully into the surrounding vernacular of Groby, taking important references from the existing village and the built form found there. Further the feedback we have received on the original scheme has been acted upon and the scheme changed to reflect this.

We have sought to create a scheme with character and individuality, which achieves an appropriate mix of old and new style and detailing, and are confident that this scheme will provide an attractive addition to the village of Groby.

Our proposals are further supported by separate specialist reports on ecology, landscape, flood risk, the noise and air quality environment and traffic impact from the development, and archaeological considerations so that the proposal is fully informed. The final design solution reflects all the concepts identified and we consider that this holistic approach has delivered a robust, competent and well designed scheme that is tailored for this particular site in Groby.