





IDENTITY

Rugby

The developments at South West Rugby are expected to share some visual identity with the rest of Rugby and potentially the surrounding areas (especially those immediately surrounding the site). This will involve research into what is particular and characteristic about these places.

Some themes have been highlighted on these pages but it is expected for applicant teams to develop their own comprehensive approach to identity.

Not all aspects on these pages are unique to Rugby but should be utilised to reinforce the prevailing sense of place and identity.

To the right a non-exhaustive selection of images conveying the character of Rugby:

- 1. Street and dwellings in Rugby
- 2. Contemporary buildings in Rugby pick up on the prevailing palette, utilising different interpretations with contrast brickwork, textured brickwork in a simple form and use of the palette in alternative materials.
- 3. Brickwork details in historical and contemporary examples.

ID.01 Proposals **must** demonstrate how they relate to the context of Rugby and the surrounding area, through research and understanding.

- ID.02 Proposals **should** avoid being pastiche representations of traditional dwellings - new buildings can reference traditional or vernacular architecture without being pastiche themselves. This can be achieved by:
- Avoiding application of pastiche building components, such as incongruous porches, falsely 'leaded' windows etc.
  - Application of traditional features or materials in a contemporary way.

It is also important for this large new development to be distinctive - there is an opportunity to both form a unique sense of place and to contribute to the future identity of Rugby. These aims are complementary to those above.

ID.03 Proposals **must** demonstrate how they will form a distinctive contribution to the built identity of Rugby and a sense of place for the allocation.

Also refer to (all Identity pages):

Movement

Nature

Public space

Built form

Homes and Buildings

RBC local plan policy: SDC1





IDENTITY

Materials palettes

Material finishes make an important contribution to visual interest and are expected to form a fundamental part of design strategy. Character and interest are expected to be primarily addressed through fundamental aspects of site layout and built form, with material choices having a close relationship to these, working to reinforce and emphasise them.

It is also important for visual identity to be cohesive and coherent. It is therefore not just the number of different materials which creates interest, but how they are used, how they relate to each other and how they relate to other parts of the scheme.

Differences in materials also make most sense when they relate to a specific part of a building, for example signifying structure, highlighting entrances or openings.

- ID.04

Proposals **must** demonstrate how the proposed visual identity relates to the layout and overall built form strategy. Proposals to use multiple materials in multiple combinations with no overriding strategy will not be acceptable.
- ID.05

Proposals **must** demonstrate how the application of materials relates to the form or structure of buildings themselves.
- ID.06

Proposals **must** demonstrate a thoughtful palette that is also robust, with maintenance and longevity in mind.
- ID.07

Proposals **should** develop a locally inspired materials palette. This **should** be inspired by the non-exhaustive materials palette opposite, which is intended as a starting point for further development.
- ID.08

Composite weatherboarding is not considered relevant or appropriate in the geographical context and therefore **should** not be proposed.
- ID.09

Real timber cladding **could** be considered as an alternative to composite weatherboarding in certain scenarios if there is a specific contextual basis for its use (likely an agricultural reference).
- ID.10

The use of render **must** be carefully considered and justified regarding maintenance and lifespan, taking into account the orientation of rendered walls, location near soft landscape features and robust detailing.
- ID.11

Metal cladding can be contextually appropriate especially in agricultural settings. It can further be used in multiple ways, be applied to both wall and roof planes and have a variety of finishes. It **should** be considered for use especially for one-off buildings, buildings in the district centre and buildings located in an agricultural context.



ID.07 Bricks based on the palette found across Rugby. There are many shades within each of the red, buff and dark brick palettes that could be utilised. Generally reds should be soft in texture and hue, whether light or dark. Buff-type bricks should be on the light and grey side, rather than yellow. Both should feature some variegation. Blue/black bricks should feature. Mortar choice also makes a significant impact on the way a brick appears and mortar proposals should be provided as part of material proposals.

ID.07 Clay plain tiles are the most appropriate starting point for roof finishes.

ID.11 Metal can be a suitable and versatile response in agricultural settings.



Variation in brick colours and bonds is used to highlight different building elements. The entrance canopy ties in with a header course, creating a thoughtful elevation.



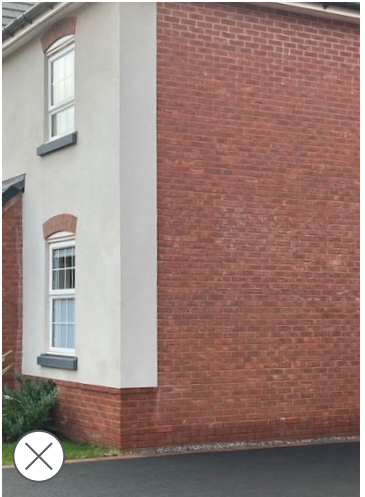
Clear use of a simple material palette that aligns with building organisation.



A limited palette is used carefully to highlight different built form elements both within the street and to individual buildings. Material changes highlight key street corners, upper floors on larger dwellings and substantial dormers.



These developments or similar developments in Rugby were presented in the early engagement sessions with members of the public and the comments made about them were almost entirely negative, mostly citing lack of distinctiveness.



Application of materials that does not relate to any fundamental aspect of the built form.



# IDENTITY

## Elevational treatment + features

### Elevational treatment + features

ID.12 Detailing **should** be unfussy and as minimal as possible.

ID.13 Opportunities to add depth to facades **should** be taken.

ID.14 Depth and character **must** be incorporated into the overall elevational and 3D composition of the built form. This includes the way features such as those below are expected to be incorporated as part of the whole.

ID.15 Materials and finishes (including colours) to elements such as windows, doors, porches, canopies, balconies, rainwater goods **must** be a cohesive part of the overall palette.

### Entrances

ID.16 Entrances can perform several functions (shelter, encouraging resident interaction, building services, storage of bins/bikes) and functions **should** be carefully integrated as part of the whole entrance sequence, both in terms of quality of living and built form composition.

ID.17 Recessed entrances can add depth, eliminate the need for a porch product and **should** be included.

### Windows + doors

ID.18 Features that aim to replicate historical features, such as falsely leaded windows and mock sash windows **must** not be used.

ID.19 Window configurations **should** be as simple as possible while remaining functional (minimal number of mullions/transoms possible for functioning).

ID.20 Window hierarchies or other arrangement strategies **could** be included.

### Balconies

ID.21 Where proposed, both recessed and projecting balconies can add depth and interest to building elevations and 3D form, this **must** be demonstrated.

### Other building features

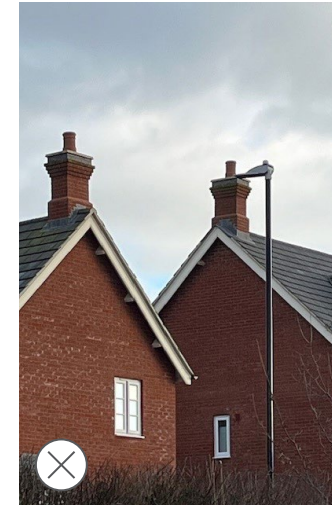
ID.22 Other building features, such as chimneys, **must** form an integral part of the built form and **should** only be included where also functional (such as for ventilation).



Simple entrances that provide shelter and depth through inset porches



Pastiche and overly fussy porch



Chimneys as an added feature with not relation to the overall built form or building structure.



Chimney as an integrated part of the built form.



Simple window arrangements maximise light ingress and are appropriate for contemporary development



Projecting window provides visual interest and depth



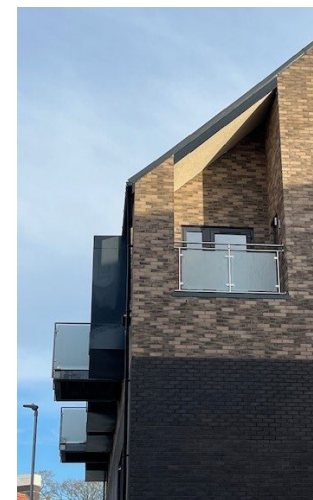
Pastiche window design

### Balconies

ID.21 Where proposed, both recessed and projecting balconies can add depth and interest to building elevations and 3D form, this **must** be demonstrated.

### Other building features

ID.22 Other building features, such as chimneys, **must** form an integral part of the built form and **should** only be included where also functional (such as for ventilation).



Projecting and recessed balconies can add depth and interest to building envelope and be integrated with the overall built form and identity approaches.

Upper floor terraces integrated into built form.



Figure list

Page number	Figure	Title
4	1	Drawing locating the allocation within the borough and wider geographical context.
6	2	Example design code page.
9	3	Aerial photograph and drawing of the site and immediate context.
10	4	Drawing demonstrating site progress and planning history at the point of writing.
10	5	Drawing demonstrating land promotion at the point of writing.
11	7	Local Plan (2011-2031) policies map.
12	8	Landscape environment overview.
15	9	Built environment overview.
18	10	Movement + connections overview.
22	11	Framework masterplan.
31	12	Conceptual diagram of a network based on the street categories within the Warwickshire Design Guide..
32	13	Conceptual diagram of suite of speed reduction measures outlined in MO.34.
33	14	Conceptual diagram of a tertiary street network and illustrate the points in MO.35
34	15	Principal street network.
35	16	Active travel network.
36	17	Bus network.
36	18	HGV network.
41	19	Ownership parcels + landscape character zones.
42	20	Green + blue infrastructure connectivity.
44	21	Existing landscape features.
45	22	Indicative buffers.

Page number	Figure	Title
54	23	Potsford Dam Link section.
56	24	Secondary street in an urban residential/mixed use context.
57	25	Secondary street in a suburban residential context
59	26	Tertiary street type 1.
60	27	Tertiary street type 1.
61	28	Tertiary street type 2.
63	29	Landscaping principles to secondary streets
63	30	Landscaping principles to tertiary streets
64	31	Streets to employment development.
71	32	Residential density.
72	33	Residential building heights.
73	34	Residential area types.
78	35	Key frontages + gateways
79	36	Commnity Spine Road frontages + gateways.
80	37	Cawston Lane frontages + gateways.
81	38	Sustainable Transport Corridor frontages + gateways.
82	39	Potsford Dam Link frontages + gateways.
83	40	Key edges where built form will need to interact carefully.
83	40	Safeguarded land scenario 2: employment uses.
84	42	Homestead Link Road edge.
85	43	Parkland edge.

Figure list

Page number	Figure	Title
86	44	Residential facing (Cawston Lane) edge.
87	45	Landscape edge.
88	46	Illustration of built form principles BF.62 - BF.68.
89	47	Illustration of built form principles BF.69 - BF.79.