

BUILT FORM

BUILT FORM

Introduction

This section covers aspects of built form at varying scales and in varying levels of detail.

The information is presented and is expected to be used in accordance with the diagram opposite and the points below:

- Each sub-section ‘zooms in’ to greater detail and requires a more specific response.
- Requirements within each sub-section aim to provide an additional layer of information and location-specific guidance, where appropriate superseding information in the previous sub-section. For example, the Edge types permit in some instances dwelling typologies that differ from those generally permitted in the host area or a localised increase or decrease in permitted building heights.

Scenario 02 for safeguarded land is addressed as highlighted in the diagram opposite.





# BUILT FORM

## General principles

### Permeability

**BF.01** Blocks must be of a scale that facilitates a connected street network, as outlined in MO.32.

### Topography

**BF.02** Blocks **should** be orientated to minimise earthworks (with primary built form arranged along, rather than against, contour lines).

**BF.03** Topographical characteristics such as level changes **should** become an inherent part of scheme character.

**BF.04** Strategic views **should** be identified and built form demonstrated to respond to these.

### Existing buildings + heritage context

**BF.05** Impacts from the allocation upon the heritage significance of affected heritage assets **must** be carefully considered through the detailed design process with adverse impacts avoided or mitigated via measures including retaining key components of the historic landscape and any significant views to and from heritage assets.

**BF.06** Existing buildings on site **should** be retained if possible and where they are considered to contribute to the character of a development.

### Existing landscape

**BF.07** Blocks **should** be arranged to respond to and where possible sit within existing land parcels defined by landscape feature such as hedgerows, forming a fundamental part of the character of development.

### Defintion of character, distictiveness and variety

**BF.08** Legibility, character and distinctiveness **must** be demonstrated through site layouts, including proposed block structure, ahead proposed materials and applied features.

**BF.09** A strategy for development blocks **must** be implemented that addresses their scale, level of formality, relationship with movement + landscape considerations and resultant character.

**BF.10** It is important for the allocation to offer a range of living situations along with a varied and interesting experience of place. This **must** be achieved through a holistic, coherent approach to built form, movement, nature and public space elements. It is not considered acceptable for this to be addressed through a ‘pepper-potted’ approach to variety or materials differences alone.



# BUILT FORM

## General principles

### Groupings

**BF.11** Buildings **must** be arranged in coherent groupings that contribute to the character aims for the area or street, a particular frontage or open space.

### Orientation + frontages

**BF.12** Where possible blocks **should** be orientated so the majority of dwellings have a north-south aspect.

**BF.13** Buildings **must** face and align with key routes and spaces, including open spaces, providing continuity and enclosure that aligns with the overall approach for the area or street.

**BF.14** Routes and spaces **must** be overlooked by windows to habitable rooms or features such as balconies, blank elevations **must** be avoided.

**BF.15** All primary building entrances **must** be visible and accessible from the street.

### Street ends

**BF.16** Views to the ends of streets **must** be terminated with built form (excluding garages and service buildings such as substations), landscape features or the clear continuation of a movement route.

### Corners

**BF.17** Buildings to corners must meaningfully activate both sides, through means including windows to habitable rooms, balconies or terraces and front doors.

### Buildings that join

**BF.18** Long building frontages **must** be visually broken down, so as not to appear as one large mass. This can be achieved with stepped building footprints, changes in height and façade or fenestration detail. These elements can contribute towards a sense of rhythm and indicate individual buildings.

### Larger buildings

**BF.19** Buildings that are taller than other in the immediate vicinity **must** be integrated thoughtfully into the street and their relationship with surroundings demonstrated.

**BF.20** Taller buildings **should** be utilised in important locations to act as landmarks, aid wayfinding or create variation in sense of enclosure, such as at key corners, at gateways into and within the site, at key movement junctions and to define public spaces.



Framing of open spaces with coherent built form groupings at Beechwood Village, Basildon and Monksmoor, Daventry.



Overlooking of movement route and open space with consistent frontage.



Termination of streets + framing of spaces at Wilkinsons Brook, Dublin and Monksmoor, Daventry.



Active corners formed by front doors, windows to habitable rooms and balconies at Goldsmith Street, Norwich and Micklewell Farm, Daventry.



Taller buildings forming landmarks and relating carefully to smaller buildings around them and Eddington, Cambridge.



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Residential density

These densities are minimum averages and are intended to describe where higher or lower density development is expected to be focused. The approach includes:

- higher density around the district centre and associated key transport routes
- mid density at the transition between the edge of Rugby and the district centre
- lower density adjoining Cawston Spinney
- lower density at site edges adjoining existing green landscapes such as Cawston Greenway
- lower density adjoining the edge of Dunchurch and the green landscape to the south.

- BF.21 Proposals **must** demonstrate their approach to density.
- BF.22 Density **should** be calculated from the outline of each residential parcel, including the internal roads but excluding large areas of open space or play.
- BF.23 Proposals **should** align with the minimum density averages shown on the diagram opposite.

Also refer to:

Movement

Nature

Public spaces

RBC Local Plan Policy HS1, SDC 1

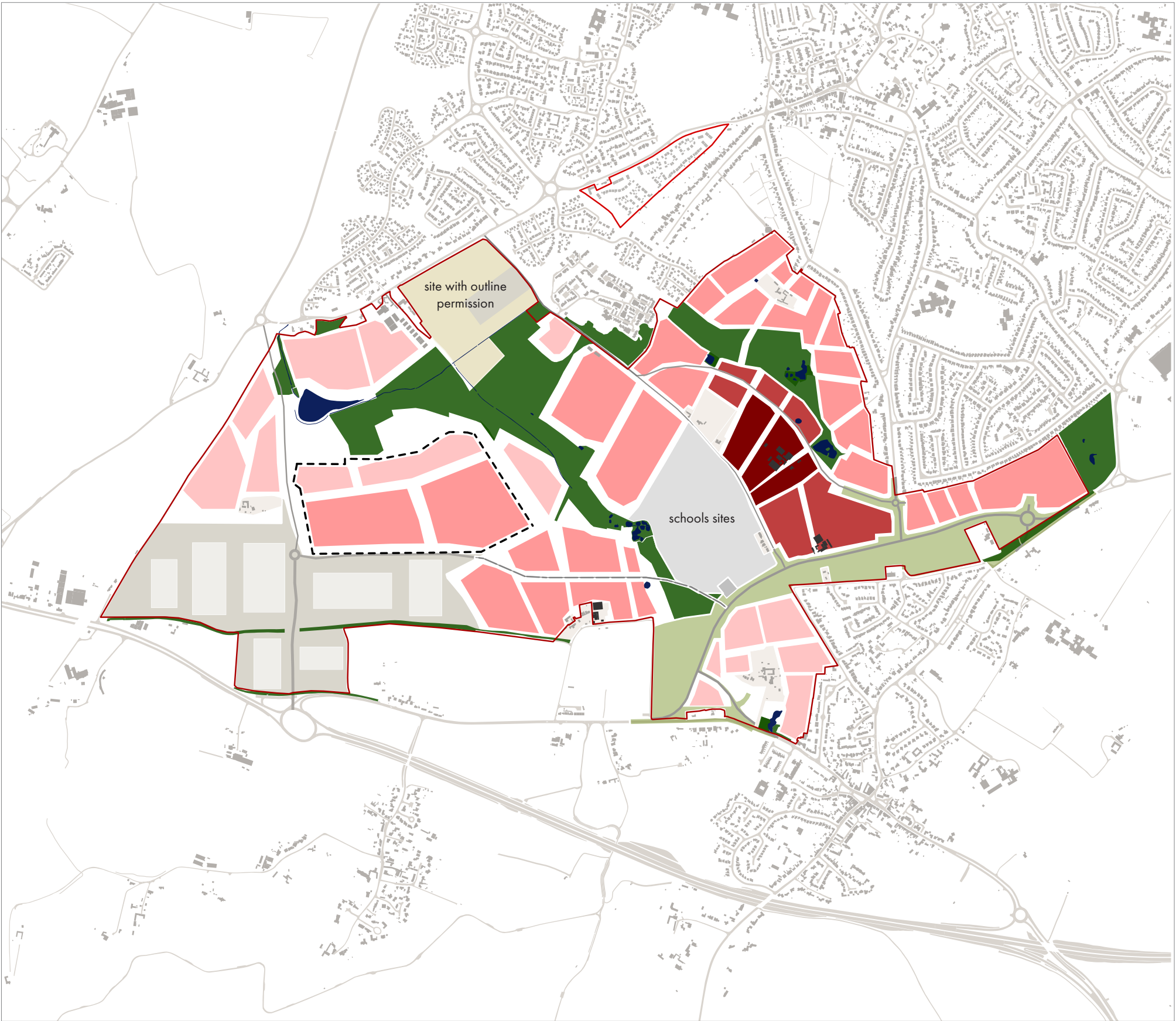


Figure 32: Residential density.

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Residential building heights

The building heights shown here are maximums and it is not expected for all buildings within an area to be at the maximum height shown. The heights proposals are described as ‘up to’, which would allow for lower development forms such as bungalows where appropriate.

It is expected for the upper ends of building heights to be utilised for placemaking benefit, for example to be concentrated on key corners, viewpoints, around key transport routes, entrance points to the site and to frame public/open spaces where appropriate.

**BF.24** Proposals **must** demonstrate their approach to building heights.

**BF.25** Proposals **should** align with the building height categories shown on the diagrams opposite and below.

Also refer to:

Movement

Nature

Public spaces

Homes + buildings

Key

Generally up to 4 storey, with 5 storeys limited to key buildings

Up to 4 storeys

Up to 3 storeys

Up to 2.5 storeys generally. 3 storeys may be permitted in limited circumstances including to key buildings, gateways and to apartments/maisonettes within interiors of sites.

Safeguarded land

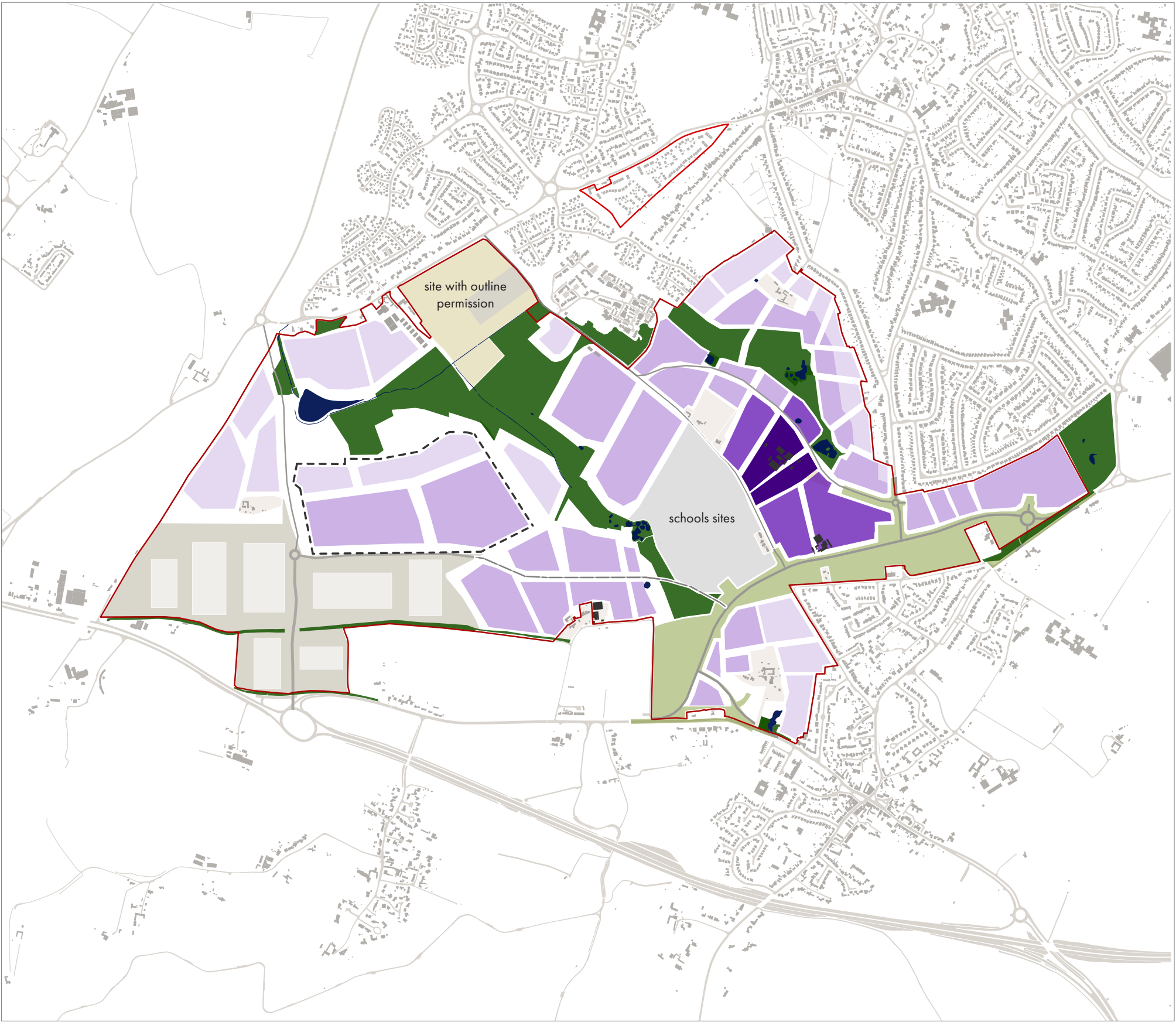


Figure 33: Residential building heights.



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Residential area types

The principles on the following pages provide broad characterisations and general expectations for development in certain areas, based on their location within the site and relationships with context, movement routes, key elements of the development (such as the district centre). They have relationships with density, building heights and other built form characteristics within the subsection. They should offer variation in living experience.

These areas will have a fundamental relationship with street design and associated landscaping. It is therefore expected for proposals to demonstrate how these elements have been brought together to provide a coherent and positive whole.

The principles in this section are expected to apply most rigourously to key frontages within each area type. The applicant is expected to demonstrate where they consider these frontages to be, although they would typically be expected on main movement routes through area types, in locations visible from key public or open spaces and at edges between different land ownerships/applicant teams.

The interfaces between different area types is also expected to be given particular consideration. It is likely most appropriate for direct transitions to be gradual.

- BF.26
- Proposals **must** present as coherent wholes, where street design, landscape and built form have been integrated to form a positive living environment.
- BF.27
- Proposals **must** demonstrate how interfaces between areas types or within area types but between developer teams will be addressed.
- BF.28
- Proposals **should** align with the area types opposite and the built form principles on the following pages.

Also refer to:

Movement

Nature

Key

District centre

Urban residential

Bilton parkland

Suburban residential

Homestead south

Green fringe

Safeguarded land

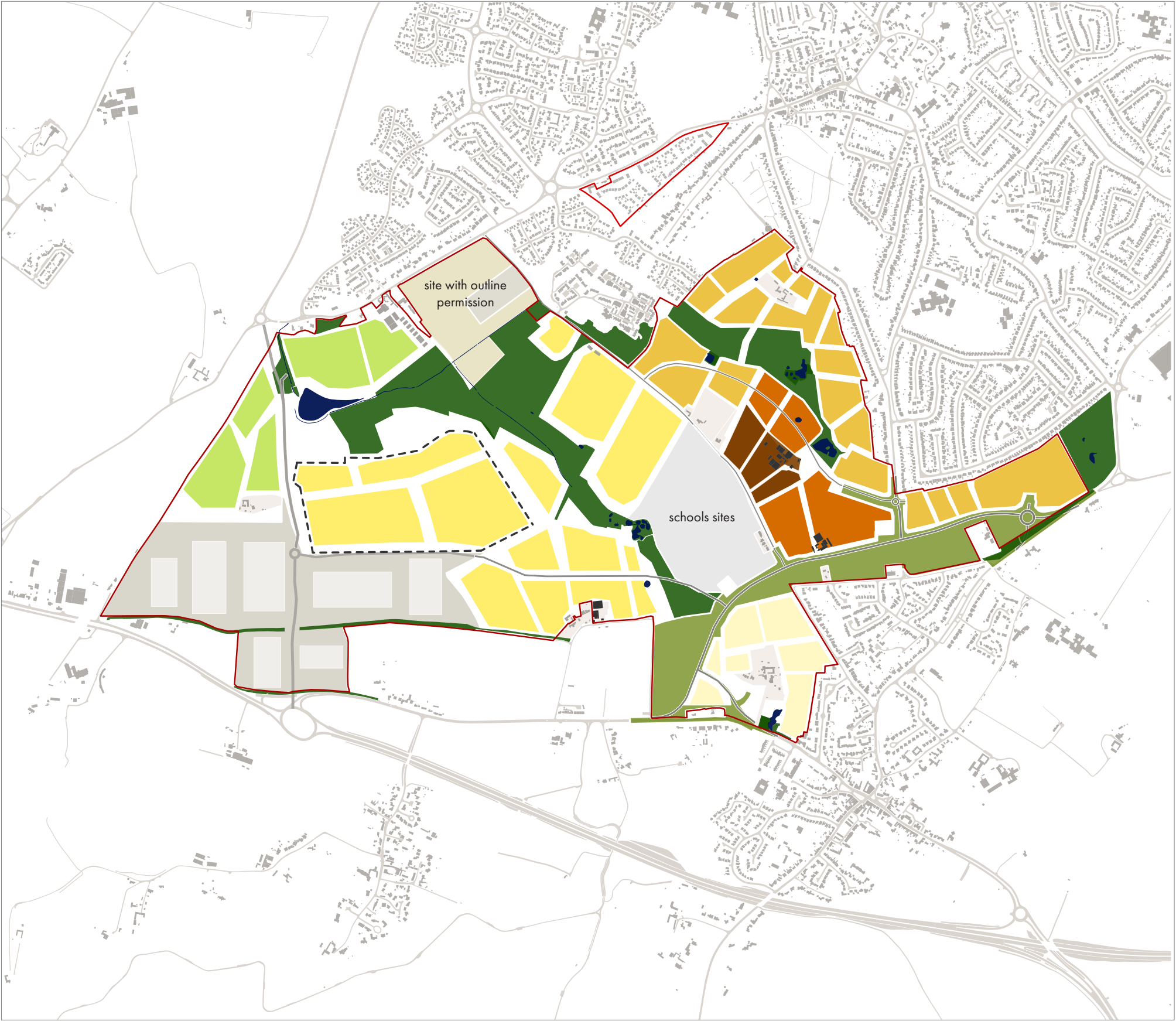


Figure 34: Residential area types.

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District centre

The district centre is the part of the site which contains the highest density of dwellings (including specialist housing) alongside other facilities and services essential for a well-rounded place. These include commercial and retail services, offices uses, healthcare and community services.

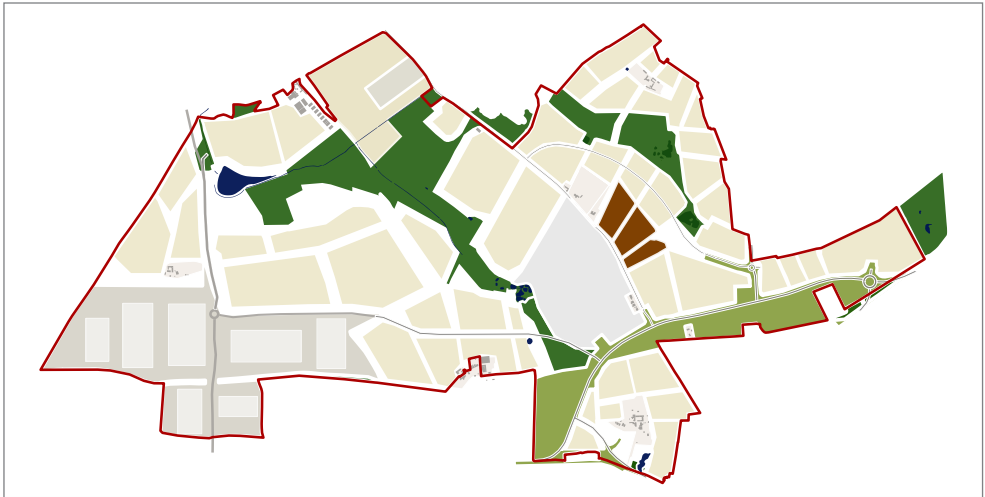
The district centre is also characterised by the nearby primary and secondary schools and its proximity to key public transport links on the site.

It is expected for this part of the site to achieve the most formal and dense built character, with close relationships between built form and street.

The quality of the public realm here is essential to achieving a successful place. It is considered appropriate for its character to be linked to landscape features, which should be integrated into the overall design.

See also: Cawston Lane frontage (BF.40-41) and Community Spine Road frontage (BF.38-39).

**BF.29** Development in the District Centre area type **should** utilise the design principles in the table opposite.



Key drawing

BF.29 District centre	
Dwelling typologies	<div>Predominantly apartments or maisonettes within mixed use buildings (commercial or community uses at ground floor).</div> <div>Terraced houses and apartments to parts without different uses at ground floor.</div>
Building height	<div>As per building heights plan.</div> <div>Extra height (in the form of a 5th storey, prominent roof forms or overall taller built form) to be limited to locations where it will contribute to placemaking aims, for example form key gateways, mark important corners or signify key public spaces.</div>
Building line	<div>Formal and consistent, orientated directly with the street.</div> <div>High density of building line - gaps only for movement routes and access.</div> <div>Minimal to no set back at ground floor level. It is appropriate for there to be a variety of public realm areas within the district centre, driven by use types, location and the orientation of spaces. Therefore this setback is from the edge of the public realm at ground floor where it denotes a transition between public and private residential space.</div>
Front boundary treatments	<div>Usually no boundary treatment, especially on main routes through local centre. Where there are non-residential uses at ground floor, omitting physical boundary treatment can provide opportunities for non-residential uses to extend into the public realm.</div> <div>If present, boundary treatments are to be used consistently or in clear groupings, with careful consideration given to interaction of boundary with the street.</div>
Roof form	<div>Consistent and repeated generally, especially to primary elevations. Variation may be permitted where it will contribute to placemaking aims, for example form key gateways, mark important corners or signify key open spaces.</div>





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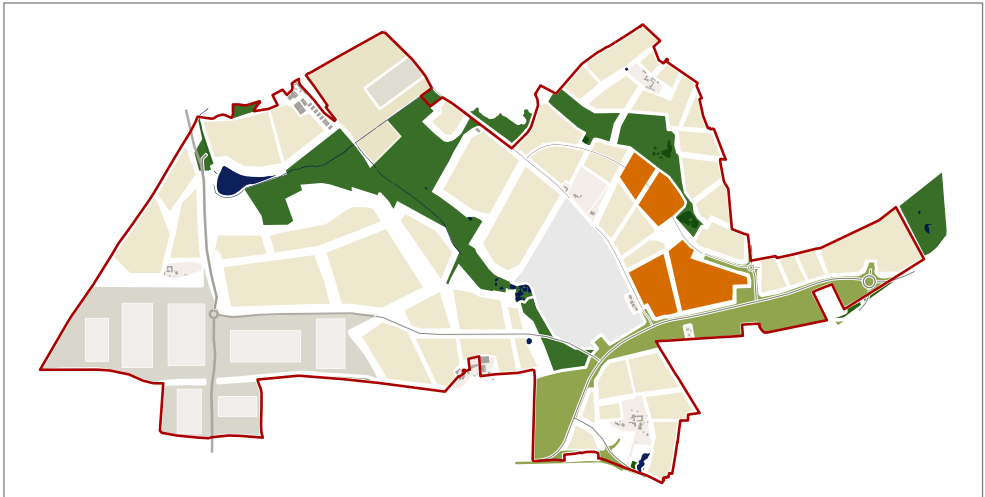
Urban residential

This is the area immediately surrounding the district centre, meaning it is closely linked with the mixed use facilities, public transport links and access to schools facilities.

Whilst mostly residential in nature it is expected to maintain a higher density than the other parts of the site. Along with this it is expected to retain much of the formal, continuous built character of the district centre.

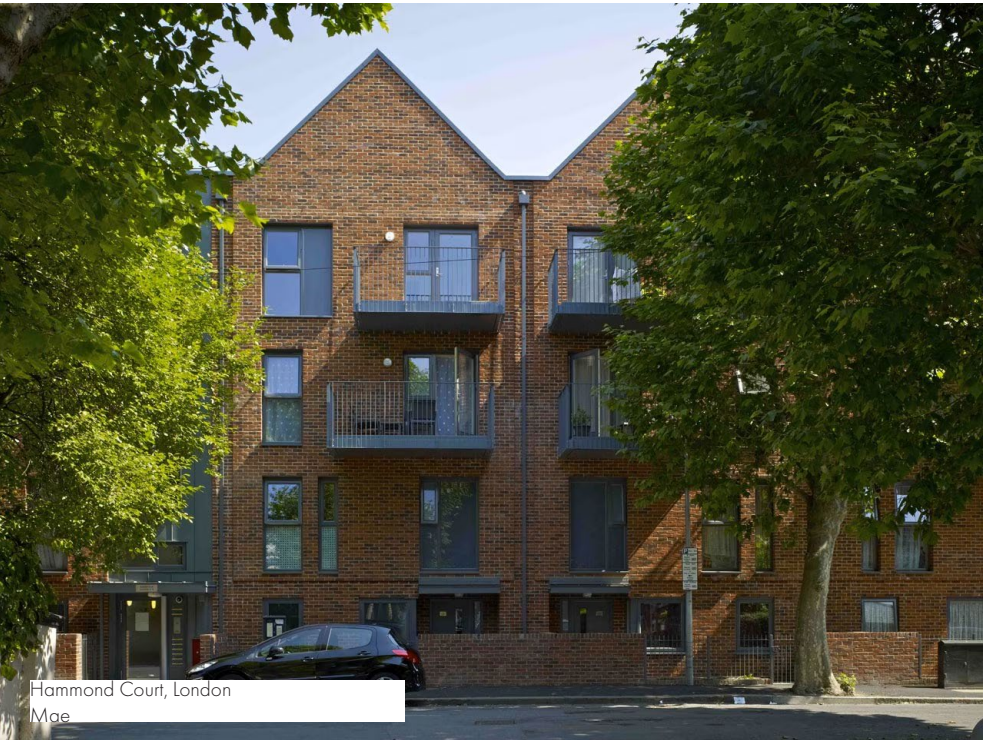
See also: Cawston Lane frontage, Community Spine Road frontage, Homestead Link Road edge and Parkland edge.

**BF.30** Development in the Urban Residential area type **should** utilise the design principles in the table opposite.



Key drawing

BF.30 Urban residential	
Dwelling typologies	<p>Predominantly apartments or maisonettes, and terraced dwellings.</p> <p>Secondary dwelling typologies: terraces to mews areas.</p>
Building height	<p>As per building heights plan.</p> <p>4-storey buildings to be concentrated toward the district centre, the strategic street network and to highlight key corners or entrances.</p>
Building line	<p>Formal and consistent, orientated directly with the street.</p> <p>High density of building line - minimal gaps, mostly where required for movement routes.</p> <p>Limited set backs. Where set backs are implemented they are expected to be minimal while achieving the following as appropriate; threshold between public and private; responses to existing landscape features and related street alignment requirements where present; or features such as cycle or refuse storage to terraced dwellings.</p> <p>Changes in set back should be well considered and relate to other aspects of the built form, such as dwelling typology, whole building footprints, parking arrangements.</p>
Front boundary treatments	<p>No boundary treatments, low walls or railings. May be used in combination with soft landscaping.</p> <p>To be used consistently or in clear groupings, careful consideration given to interaction of boundary with the street.</p>
Roof form	<p>Mostly consistent in overall approach, with some variation focused between recognisable groupings or to highlight particular placemaking opportunities.</p>





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Bilton Parkland + Suburban residential

These two parts cover the largest area in the site and therefore will be a key part in the overall experience of the development. They will both be residential in nature, although both are in close proximity to the local centre, schools and public transport links. It is important for these areas to offer a variety of living situations, however for the built form, streets and landscape to have a recognisable and coherent identity.

**Bilton parkland**  
This area adjoins the southern side of the Rugby urban edge, meeting Bilton. It is therefore proposed to be of a higher density and more formal built character than the suburban residential area further to the south west. It has key relationships with the large proposed open space, the Homestead Link Road with associated landscaping and Cock Robin Wood.

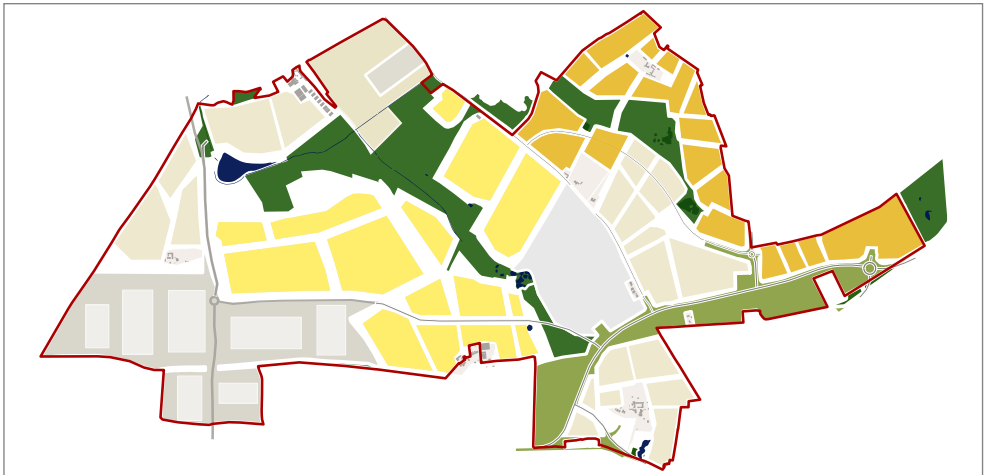
**BF.31** Development in the Bilton Parkland area type **should** utilise the design principles in the table opposite.

See also: Community Spine Road frontage, Homestead Link Road edge and Parkland edge.

**Suburban residential**  
This area covers a large proportion of the residential area on the site, with both parts maintaining good access to public transport via Cawston Lane and the Sustainable Transport Corridor. It sits either side of Cawston Spinney, which should form a defining part of its character. Development here is expected to become less formal and offer more variety in built form.

**BF.32** Development in the Suburban Residential area type **should** utilise the design principles in the table opposite.

See also: Sustainable Transport Corridor frontage , Potsford Dam Link frontage, Landscape edge, Parkland edge) and Employment edge.



Key drawing

BF.31 Bilton parkland	
Dwelling typologies	Predominantly short terraces, semi-detached houses, link-detached houses and small apartment blocks. Used repeatedly in groupings to achieve consistency.  Secondary dwelling typologies: terraces to mews areas
Building height	As per building heights plan. 3-storey buildings to be focused on key corners, key frontages or in specific groupings.
Building line	Mostly formal and consistent, with variation between recognisable groupings.  Medium-high density of building line, with consistency and coherence in size and frequency of gaps.  Small-medium set backs, with variation focused between recognisable groupings or frontages, relating to other aspects of built form or layout.
Front boundary treatments	Low walls, railings or soft landscaping. Must be used consistently or in clear groupings.
Roof form	Mostly consistent, some variation between recognisable groupings or to highlight particular placemaking opportunities.



BF.32 Suburban residential	
Dwelling typologies	Variety in typologies - short terraces, semi-detached houses, link detached houses, detached houses and small apartment blocks. Used repeatedly in groupings to achieve consistency.  Secondary dwelling typologies: terraces to mews areas
Building height	As per building heights plan. 3-storey buildings to be focused on key corners, key frontages or in specific groupings.
Building line	Some variation, but a level of consistency within groupings or frontages.  Medium density of building line, with consistency and coherence in gaps.  Medium set backs, with some variation between recognisable groupings or frontages, relating to other aspects of built form or layout.
Front boundary treatments	Low walls, soft landscaping. Variation overall but with recognisable relationships with streets, open spaces etc.
Roof form	Some variation, but recognisable groupings.





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Homestead south + Green fringe

Both of these areas are distinct from the major, central part of the site, separated by the Homestead Link Road + associated buffer and Potsford Dam Link + Cawston Spinney respectively. They are the lowest density areas of the site, which are both expected to have a ‘gentle’ human scale feel.

Homestead South

This part of the site is characterised by its close relationship with the HLR parkland and the north-west corner of Dunchurch, particularly the facing dwellings at the southern end of Cawston Lane.

Its built form is expected to respond to the grain of adjoining areas while respecting the existing dwelling on site.

**BF.33** Development in the Homestead South area type **should** utilise the design principles in the table opposite.

See also: Homestead Link Road edge and Residential Fronts edge.

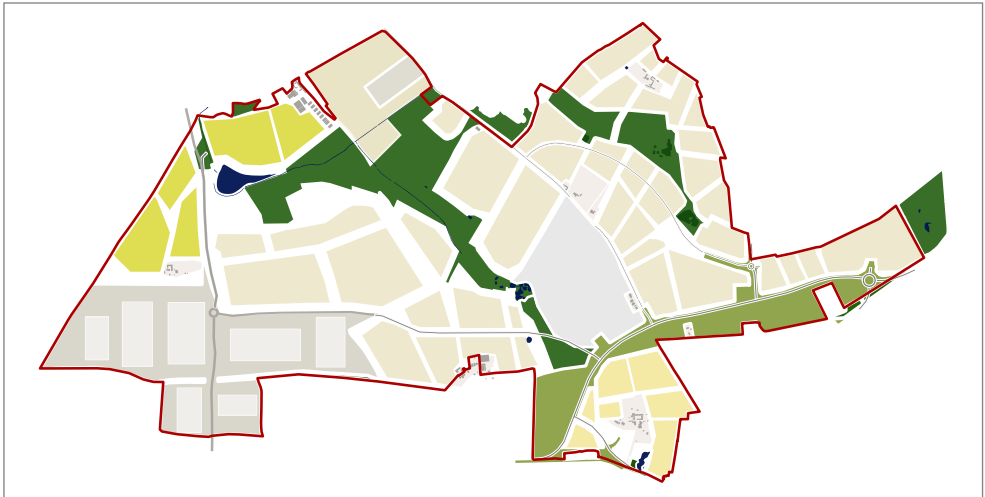
Green fringe

This part of the site is also split into two parts by the Potsford Dam Link road. The southern of the two parcels has a key interface with the existing employment development.

Its character should be the most informal on the site and each part should be characterised by their respective edges with Cawston Spinney (and associated water body) and Cawston Greenway.

See also: Potsford Dam Link frontage, Employment edge and Landscape edge.

**BF.34** Development in the Green Fringe area type **should** utilise the design principles in the table opposite.



Key drawing

BF.33 Homestead south	
Dwelling typologies	<p>Predominantly houses - semi-detached, link detached and detached.</p> <p>Short terraces or small apartment blocks to interior of sites (including to smaller scale spaces such as mews areas), along main routes or to gateways.</p> <p>Typologies arranged in groupings for consistency and to achieve a cohesive relationship with the built edge of Dunchurch.</p>
Building height	As per building heights plan.
Building line	<p>Some variation, but a level of consistency within groupings or frontages. A higher level of consistency and formality to main route(s).</p> <p>Lower density of building line, variation in gaps across parcels but consistency within groupings.</p> <p>Larger set backs to reduce the level of enclosure to the street, with some variation to reduce formality.</p>
Front boundary treatments	Low walls, soft landscaped vertical boundary or soft landscaped front gardens with no vertical boundary feature. May be used in combination.
Roof form	Varied with recognisable groupings or patterns.



The Avenue, Saffron Walden  
Pollard Thomas Edwards

BF.34 Green fringe	
Dwelling typologies	<p>Predominantly houses - semi-detached, link detached and detached.</p> <p>Some short terraces or small apartment blocks to interior of sites (including to smaller scale spaces such as mews areas) or along main routes to introduce a more consistent built form.</p>
Building height	As per building heights plan.
Building line	<p>Some variation, but a level of consistency within groupings or frontages. A higher level of consistency and formality to main route(s).</p> <p>Lower density of building line, variation in gaps across parcels but consistency within groupings.</p> <p>Larger set backs to reduce the level of enclosure, to the street with some variation to reduce formality.</p>
Front boundary treatments	Predominantly soft landscaped vertical boundary or soft landscaped front gardens with no vertical boundary feature. Low walls, which may be in combination with soft landscaping, where necessary.
Roof form	Varied with recognisable groupings.



Derwenthorpe, York  
Studio Partington



BUILT FORM

Frontages to key routes + site gateways

This page identifies key areas where the built form is considered to require particularly careful consideration, beyond the information in the area types, and provides a framework for this, including:

- Gateways into the site, between different parts of the site and at meeting points between movement routes. These are expected to utilise distinctive built form to aid legibility.
- Frontages to key movement routes. These are expected to utilise built form to communicate their status and aid wayfinding.

- BF.35** Proposals **must** demonstrate their approach to the key frontages on the diagram opposite and any others identified. Approaches may include, but are not limited to:
- Increased density of built form and dynamic arrangements of windows and doors to encourage activation and overlooking
  - Building heights consistently at the upper end of that permitted
  - Specific use of landscape features, for example tree planting to certain street types (refer to Public Spaces).
- BF.36** Proposals **must** demonstrate their approach to the gateways on the diagram opposite and any others identified. Approaches may include, but are not limited to:
- Introduction of 'special' built form (inc roof forms)
  - Distinctive elevational treatment including arrangement of windows and doors to encourage activation and overlooking
  - Use of distinctive material treatments
  - The creation of recognisable groupings through the measures above, across different area types or on both sides of a street
  - Areas of enhanced public realm or landscaping
- BF.37** Proposals **must** demonstrate the approach to topography, particularly along frontages (not addressed in elevation diagrams).

Also refer to:

Movement

Nature

Public spaces

- Key
- |  |   |
|--|---|
| <div></div> Community Spine road frontage  | <div></div> Cawston Lane frontage                   |
| <div></div> Potsford Dam link frontage   | <div></div> Cawston Lane frontage - schools site    |
| <div></div> Key gateways   | <div></div> Sustainable transport corridor frontage |
| <div></div> Potential locations for school built form to contribute to key gateway or frontage |   |

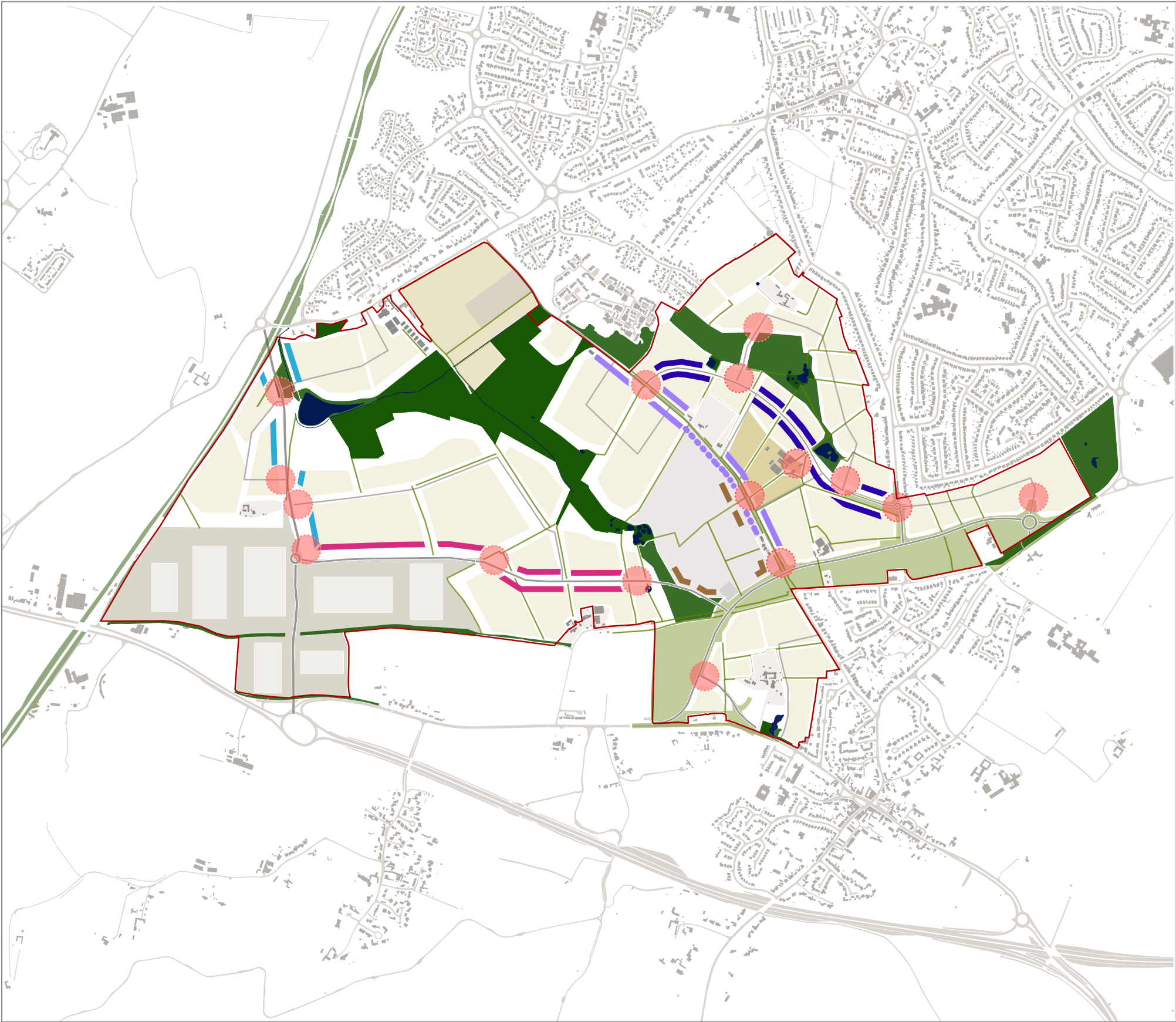


Figure 35: Key frontages + gateways.

## BUILT FORM

### Community spine road

The Community Spine Road is due to form the main route through the north-east part of the site. The built form here should reflect the street's status and contribute to its use as the more prominent route.

It passes through the Urban Residential and Bilton Parkland area types and covers a large distance, so is expected to reflect the area types along its length and offer variation in experience.

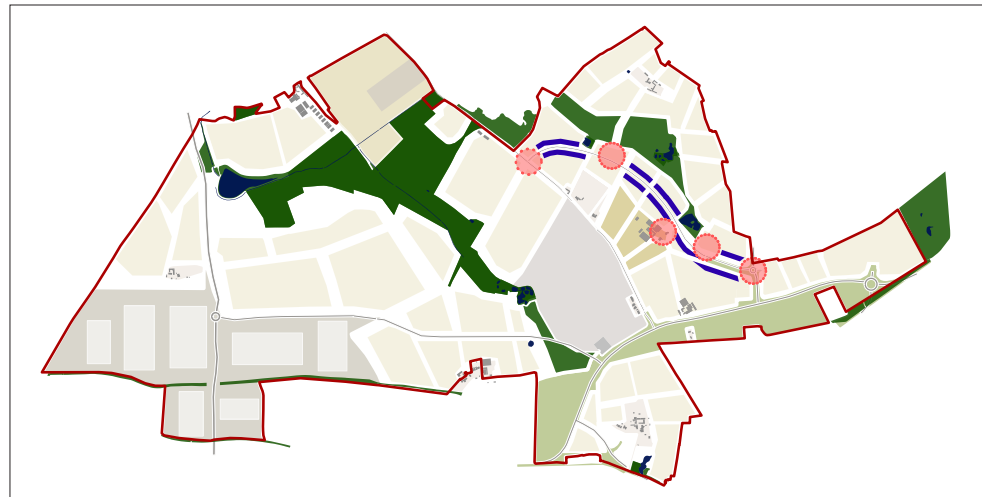
The south side of the route which includes the district centre will have a much more built character, while the other has some substantial punctuations by open space.

**BF.38** Proposals **should** present a coherent approach along the north side of the Community Spine Road which aligns with the diagrammatic approach drawn opposite.

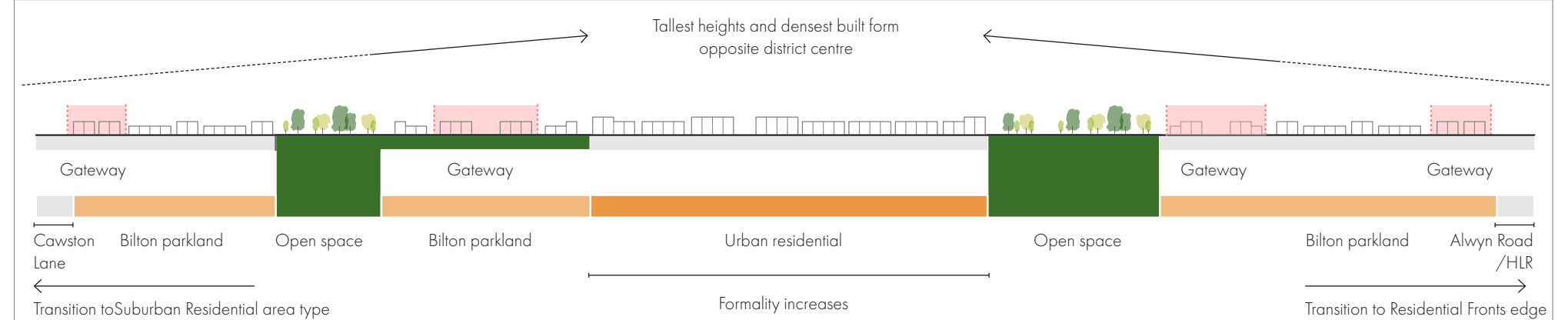
**BF.39** Proposals **should** present a coherent approach along the south side of the Community Spine Road which aligns with the diagrammatic approach drawn opposite.

See also: District Centre area type, Urban Residential area type, Bilton Parkland area type, Suburban Residential area type, Community Spine Road frontage, Homestead Link Road edge, Residential Fronts edge.

#### Key drawing

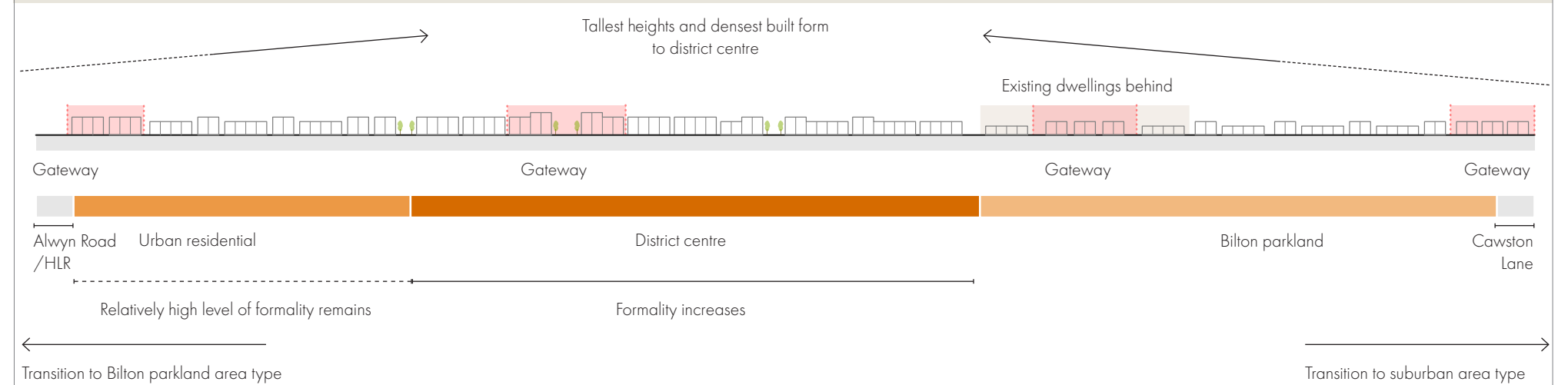


#### BF.38 North side of Community Spine Road



- An overall formal and consistent character, where the densest and tallest built form is concentrated opposite the district centre. It will be appropriate for there to be a higher concentration of buildings at the upper end of permitted heights along the frontage. Breaks will be created by areas of open space.
- Appropriate transition between the Urban Residential and Bilton Parkland area types, likely most appropriate to be gradual transition in height and formality.
- Considered transition between the development and the Residential Fronts edge at the southern end of Alwyn Road, for example implementing some shared built form characteristics or using a corner building(s) as a transition in scale and arrangement as necessary.
- Treatment of gateways which relate to the characteristics of each area or context, for example where a gateway relates to a public open space it may utilise landscape or public realm features to further enhance the gateway status. Where gateways are part of more than one area type, for example at the northern end of this frontage it is appropriate for buildings to share built form characteristics to form a recognisable grouping.

#### BF.39 South side of Community Spine Road



- One of the most formal and dense frontage characters generally, with most of this character concentrated toward and within the section that passes through the District Centre area type.
- Appropriate transition between area types. This is likely most appropriate to be gradual transition in height and formality.
- Treatment of gateways which relate to the characteristics of each area or context. It is likely appropriate for gateways along this frontage to utilise the upper end of permitted building heights to contribute to a more urban character and to relate to areas of public realm. Where gateways are part of more than one area type, for example at the northern end of this frontage it is appropriate for buildings to share built form characteristics to form a grouping.

Figure 36: Community Spine Road frontages + gateways.

# Cawston Lane

The southern half of Cawston Lane is due to form a subservient route when compared with the Community Spine Road.

It passes through the District Centre, Urban Residential, Bilton Parkland and Suburban area types and should reflect these along its length, offering variation in experience while transitioning carefully between them.

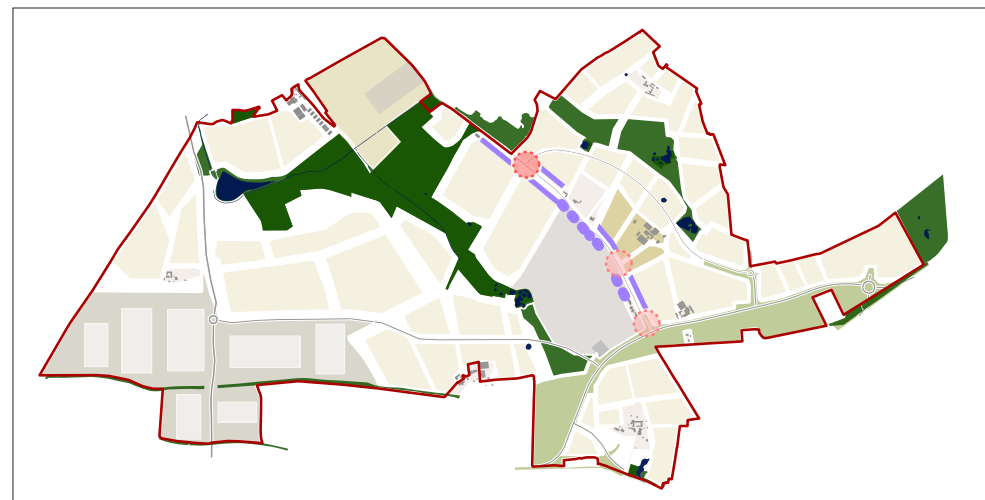
The eastern side of this route features a key frontage to the district centre and an opportunity for a relatively continuous built form character. The western side will have a very different frontage, with the potential for a large portion of it to be without built form and characterised by school playing fields instead, depending on the exact arrangement of the school site(s).

On both sides of this route there are existing dwellings, careful mediation between proposed built form and these will be required.

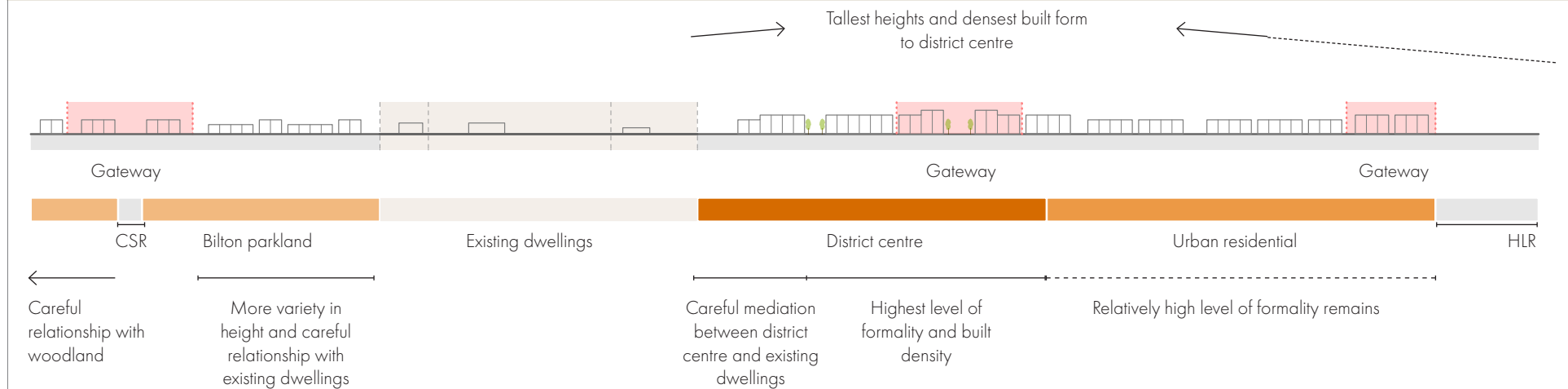
- BF.40** Proposals **should** present a coherent approach along the east side of Cawston Lane which aligns with the diagrammatic approach drawn opposite.
- BF.41** Proposals **should** present a coherent approach along the west side of Cawston Lane which aligns with the diagrammatic approach drawn opposite.

See also: District Centre area type, Urban Residential area type, Bilton Parkland area type, Suburban Residential area type, Community Spine Road frontage, Homestead Link Road edge.

### Key drawing

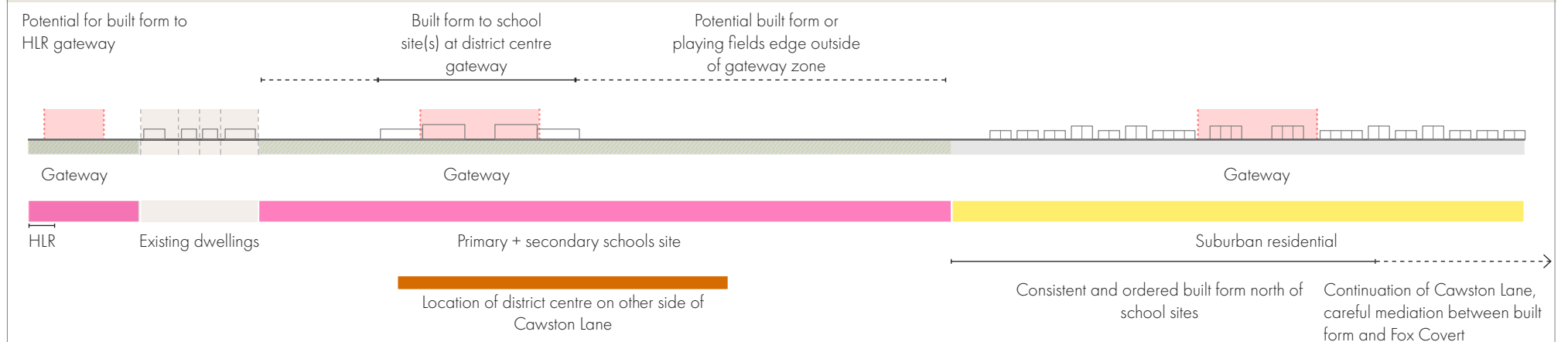


## BF.40 East side of Cawston Lane



- A generally formal and dense built character relative to the design principles of each area type, with tallest heights and densest built form to the district centre.
- Appropriate transition between District Centre and Urban Residential area types. This is likely most appropriate to be gradual transition in height and formality.
- Appropriate transition between the development (Bilton Parkland and District Centre area types) and the existing dwellings along Cawston Lane. Suitable measures may include the creation of landscaped space between new and existing (appropriately accessible and overlooked), stepping down in scale and responses to built form characteristics. For example the building line of new development may step back to align with existing dwellings.
- Treatment of gateways which relate to the characteristics of each area, for example a gateway into the district centre may be focused on an area of public realm.

**BF.41 West side of Cawston Lane**



- Appropriate built response within schools site(s) to district centre opposite, if a school building(s) is placed along this frontage it will likely be appropriate for some built form to face the district centre.
- An appropriate proposal for the HLR gateway, where it may be suitable for a grouping to be formed with built form on the east side of Cawston Lane.
- Appropriate transition between the development and the existing dwellings along Cawston Lane. Suitable measures may include the creation of landscaped space between new and existing (appropriately accessible and overlooked), transitions in scale and responses to built form characteristics. For example the building line of new development may step back to align with existing dwellings.
- A more consistent and ordered built form character to the northern end of Cawston Lane, which also relates to the northern end of the Community Spine Road.
- Treatment of gateways which relate to the characteristics of each area, for example a gateway which relates to the district centre opposite may also feature a corresponding area of public realm and share built form features.

Figure 37: Cawston Lane frontages + gateways.



## BUILT FORM

### Sustainable Transport Corridor

The Sustainable Transport Corridor between the Homestead Link Road and Potsford Dam Link is due to form the main connection between the east and west parts of the site.

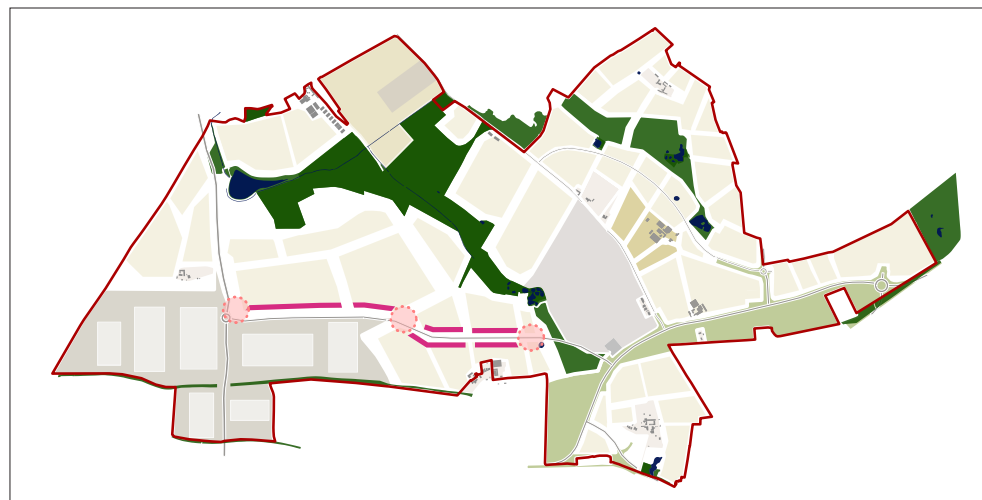
It passes through the suburban residential area type, where it is expected to provide a fairly formal, consistent built character. Its western end also passes alongside the existing employment development on one side, where it will have a significantly different character.

**BF.42** Proposals **should** present a coherent approach along the north side of the Sustainable Transport Corridor which aligns with the diagrammatic approach drawn opposite.

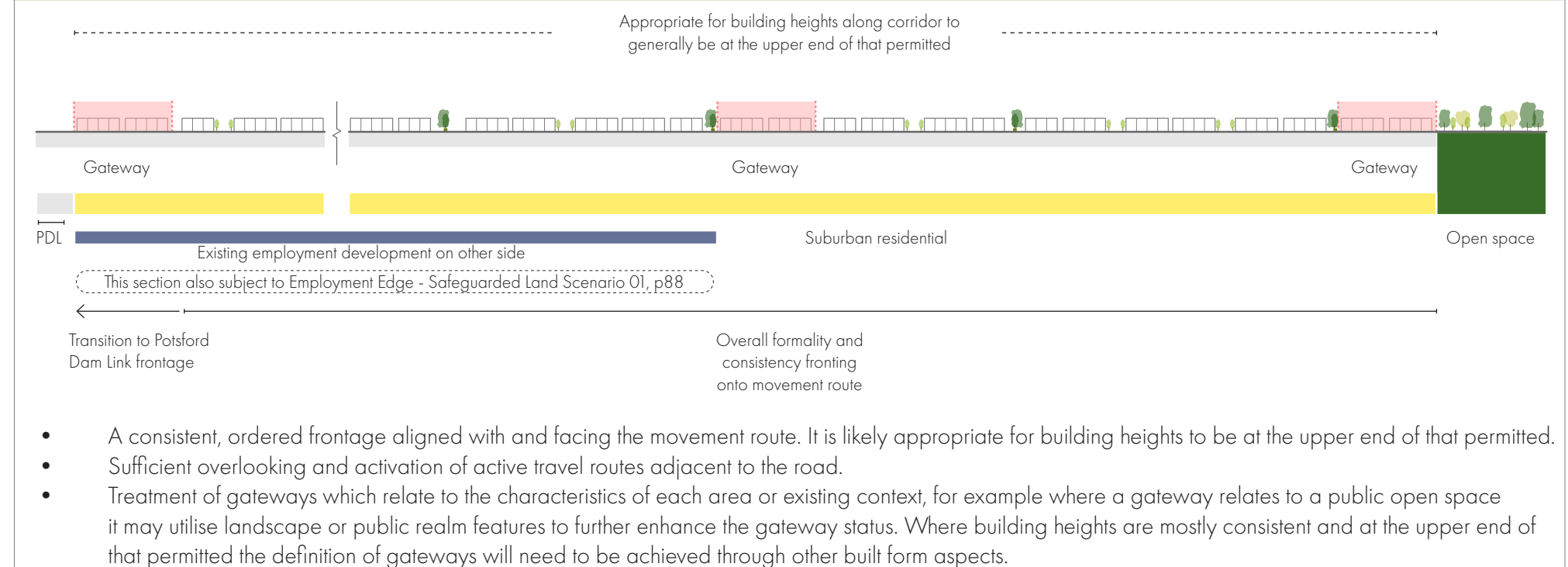
**BF.43** Proposals **should** present a coherent approach along the south side of the Sustainable Transport Corridor which aligns with the diagrammatic approach drawn opposite.

See also: Suburban Residential area type, Parkland edge and Employment edge.

#### Key drawing



#### BF.42 North side of Sustainable Transport Corridor



#### BF.43 South side of Sustainable Transport Corridor

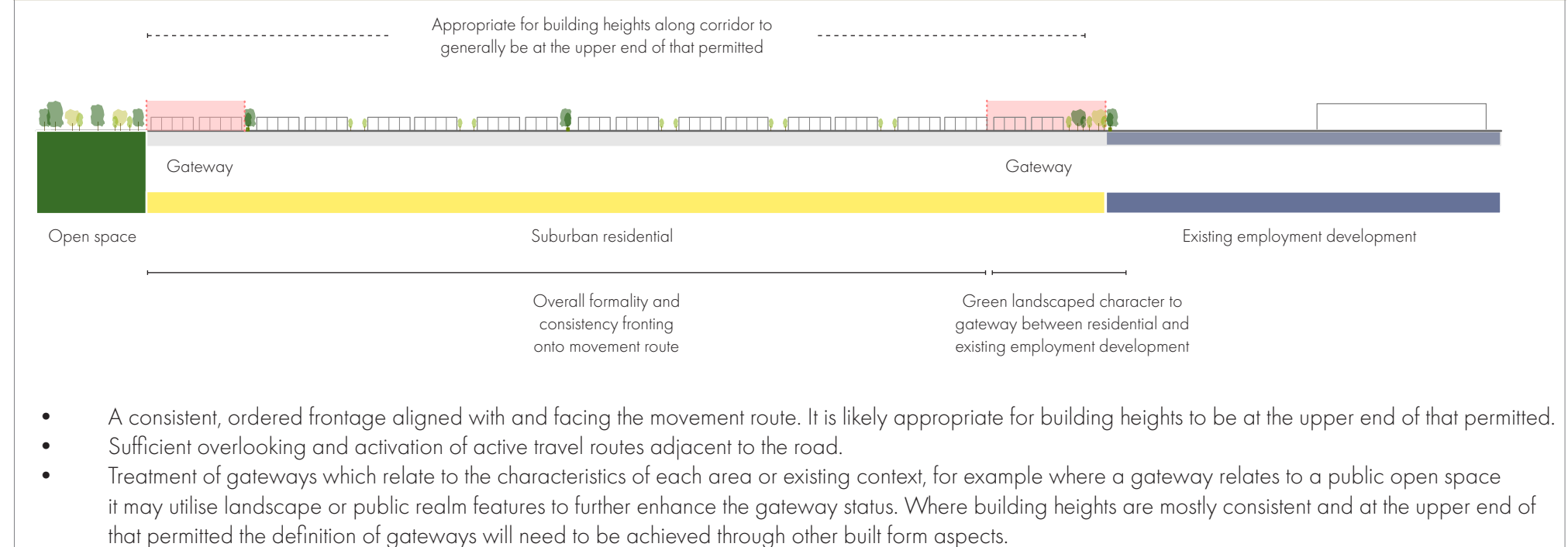


Figure 38: Sustainable Transport Corridor frontages + gateways.

## Potsford Dam Link

It passes between the suburban residential and green fringe area types. Due to the nature of its movement requirements, it is expected for built form to be significantly set back, although it is still expected to present an ordered and thoughtful built frontage that will be visible from non-vehicular routes running adjacent to the road.

**BF.44** Proposals **should** present a coherent approach along the west side of the Potsford Dam Link which aligns with the diagrammatic approach drawn opposite.

See also: Suburban Residential area type, Green Fringe area type, Landscape edge, Employment edge.

[illegible]

- A consistent, ordered frontage aligned with and facing the movement route. It is likely appropriate for building heights to be at the upper end of that permitted.
- Larger distance between carriageway and dwellings, reflecting its likely use by larger vehicles including HGVs and utilising landscape verges and tree planting as PS.01-PS.04.
- Sufficient overlooking and activation of active travel routes adjacent to the road (dwellings facing the movement route), especially where there is a significant distance between the route carriageway and residential development.
- Appropriate treatment of gateways which relate to the characteristics of each area or existing context, for example gateway areas in the Green Fringe area type may be focused on enhanced landscape features.

Building heights along link road to generally at the upper end of that permitted

Gateway

Green fringe

Cawston Spinney + associated water body

Cawston Spinney behind

Suburban residential

Sustainable transport corridor

Existing employment development

Green landscaped character to gateway to the northern end, aligning with proposed avenue character of route

Careful relationship to Spinney and transition to Landscape edge type

Overall formality and consistency fronting onto movement route

- A relatively consistent, ordered frontage aligned with and facing the movement route. It is generally appropriate for building heights to be at the upper end of that permitted. Built form arrangement may become more sparsely arranged or smaller in height adjacent to Cawston Spinney and associated water body.
- Larger distance between carriageway and dwellings, reflecting its likely use by larger vehicles including HGVs and utilising landscape verges and tree planting as PS.01-PS.04.
- Sufficient overlooking and activation of active travel routes adjacent to the road (dwellings facing the movement route), especially where there is a significant distance between the route carriageway and residential development.
- Appropriate treatment of gateways which relate to the area or existing context, for example gateway areas in the Green Fringe area type may be focused on on green landscaped areas as well as built form, while those in the Suburban Residential area type may be focused more on built form features.

South West Rugby Design Code      Introduction      Analysis      Vision      Code      *Movement* | *Nature* | *Public spaces* | *Built form* | *Homes + buildings* | *Identity*

BUILT FORM

Edges

This page picks up on the key interactions of development with specific contexts, with the desired character for each explained on the following pages. Each edge passes through more than one area type and is extensive in length, requiring variation in approach.

**BF.46** Proposals **must** demonstrate their approach to the edges shown on the diagram opposite and design principles on the following pages, including how the desired character will be achieved along their lengths and in different area types.

The following pages feature general design principles for achieving the desired character. These are accompanied by an example, with a drawing and table explaining how the character can be achieved within a particular area type. The information in the associated table communicates how the drawn example has been achieved.

**BF.47** Proposals **should** utilise drawn and tabulated information as a basis for proposals or demonstrate how the desired character will otherwise be achieved.



Figure 41: Safeguarded land scenario 2: employment uses (BF.XX-BF.XX, pXX)

Dark green Landscape edge (employment interface) Light green Employment uses edge (future employment) Grey Employment uses edge (existing employment)

Also refer to:

Movement

Nature

Public spaces

- Key
- Light green

Landscape edge (residential interface)

Dark green

Parkland edge

Blue

Homestead Link Road edge

Light green

Employment uses edge (existing employment)

Orange

Residential facing edge

Yellow

Residential rears edge



Figure 40: Key edges where built form will need to interact carefully. This drawing shows safeguarded land scenario 1: residential uses.



BUILT FORM

Edge - Homestead Link Road edge

This edge is positioned as one of the major frontages of the site from the surroundings. It is intended to convey an ordered and formal presence in a landscape-focused setting. It passes through the Homestead South, Urban Residential and Bilton Parkland area types.

**BF.48** Development along this edge **should** utilise the following design principles:

- Predominantly joined building types, such as short terraces, semi-detached houses and apartment blocks
- Clear and consistent groupings of dwelling typologies
- Building heights as per the area type and building height plans, it may be appropriate for there to be more frequent use of building heights at the upper end of the acceptable range. In the Homestead South area type a localised increase in building heights is permitted.
- A high level of activation and overlooking to the landscaped buffer and associated active travel routes. Primary building frontages and direct access to building entrances also aligned with these.
- A high level of consistency and repetition in the building line, including in set backs of buildings from the front of plots and gaps between buildings. Set backs should be of a size to contribute to the landscape character of the frontage and also contribute to a relatively urban character.
- Consistency and clear groupings in boundary treatments.
- No parking to frontage.
- Overall consistency in roof form, with variation used to highlight important corners, movement routes or key gateways.

**BF.49** Development **must** demonstrate a careful transition from the Homestead Link Road edge to the Landscape edge facing Cock Robin Wood, likely appropriate for the Homestead Link Road edge to be dominant.

While a consistent character is desired along this edge, the following distinctions are expected where it passes through specific area types:

Homestead South area type

**BF.50** Development across this edge **should** be 2-3 storey with 3-storey buildings focused on key corners and viewpoints.

**BF.51** There **should** be larger gaps between buildings to reflect a more dispersed built pattern, although gaps **should** retain consistency in size and frequency.

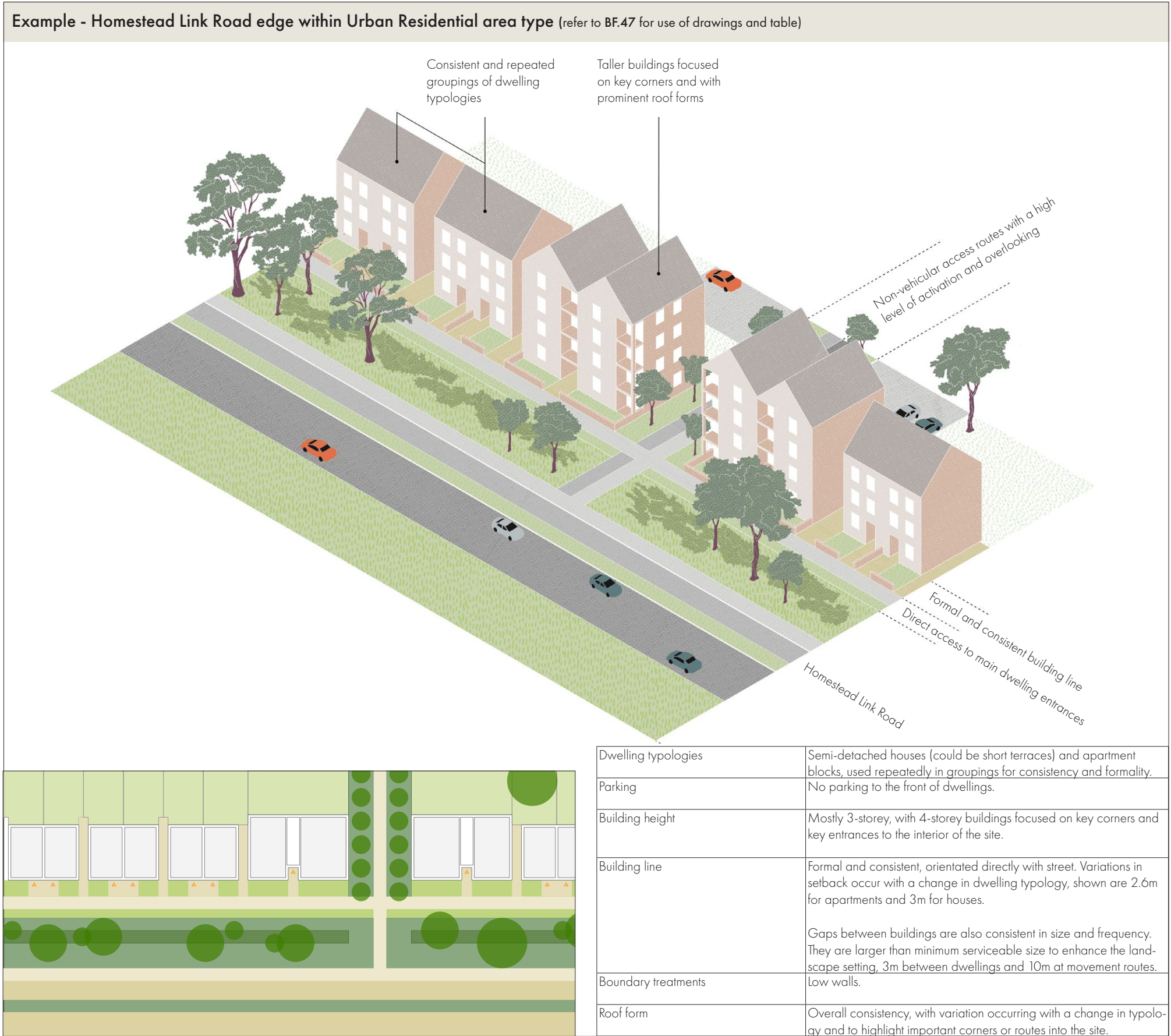


Figure 42: Homestead Link Road edge.



BUILT FORM

Edge - Parkland edge

This edge borders the proposed new open spaces to the north east of the site and adjacent to the schools site. Due to its proximity to the district centre, related facilities and public transport links it is appropriate for this edge to convey density and formality. It passes through the Bilton Parkland, Urban Residential and Suburban Residential area types.

**BF.52** Development along this edge **should** utilise the following design principles:

- Predominantly joined building types, such as short terraces, semi-detached houses and apartment blocks
- Clear and consistent groupings of dwelling typologies
- Building heights as per the area type and building height plans. It may be appropriate for there to be more frequent use of building heights at the upper end of the acceptable range, except in the locations detailed below, or for their specific use at key corners or movement routes.
- A high level of activation and overlooking to new open spaces. Primary building frontages and building entrances also aligned with these.
- A high level of consistency and repetition in the building line, including in set backs of buildings from the front of plots and gaps between buildings. Both set backs and gaps between buildings are expected to be relatively small in size in order to contribute to a relatively urban character.
- Consistency and clear groupings in boundary treatments.
- No on-plot parking to frontage.
- Overall consistency in roof form, with variation used to highlight important corners, movement routes or key gateways.

While a consistent character is desired along this edge, the following distinctions are expected where it passes through specific area types or adjoins other edge types:

Suburban Residential area type

**BF.53** Development **should** be more consistently at the lower height of 2 storeys toward both Cawston Spinney at the north (joining with the ‘Landscape Edge’ condition).

**BF.54** There **should** be larger gaps between buildings toward Cawston Spinney at the north (joining with the ‘Landscape edge’ condition), although gaps **should** retain consistency in size and frequency.

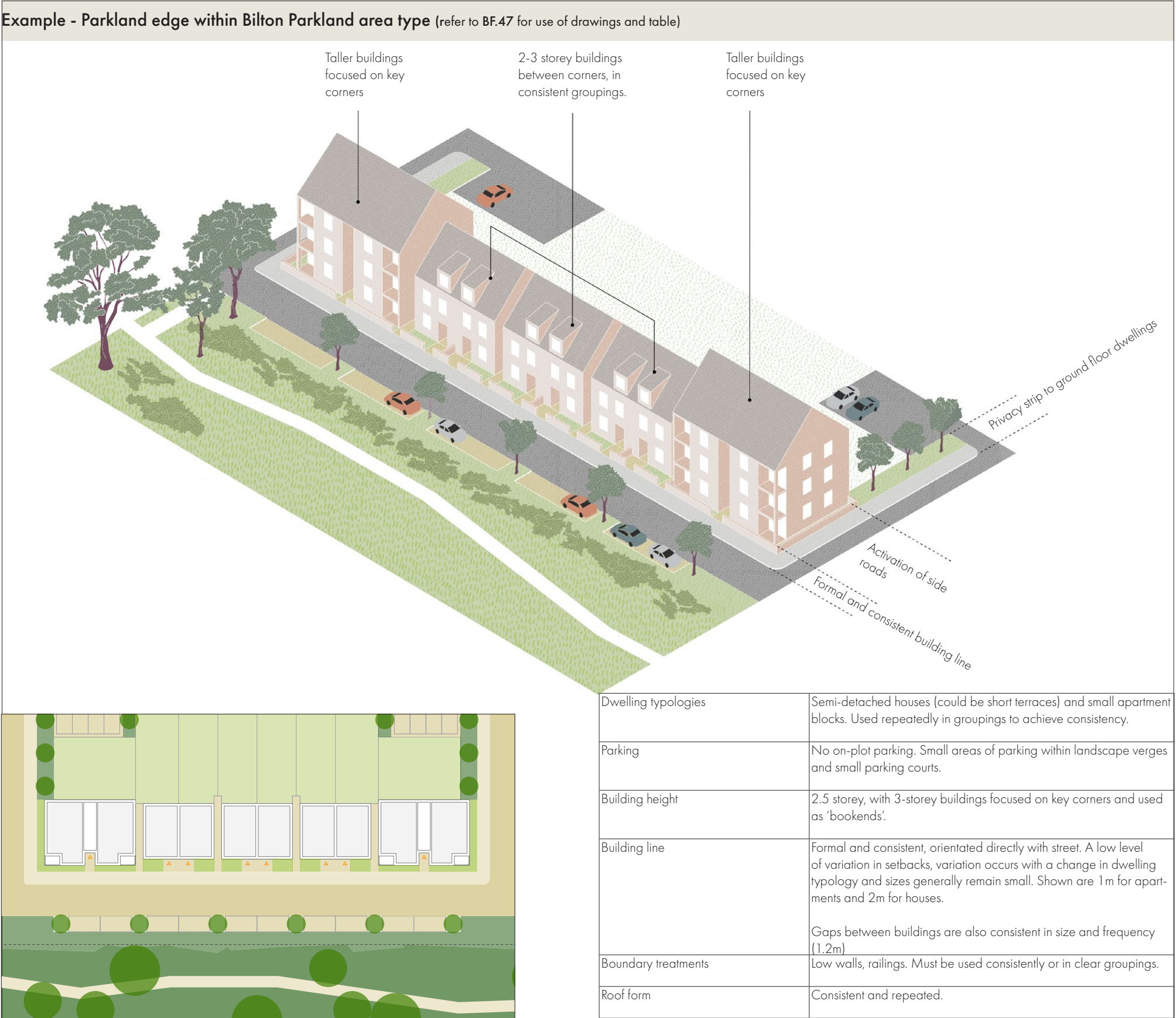


Figure 43: Parkland edge.

BUILT FORM

Edge - Residential facing + rears

Residential facing  
This edge faces the fronts of existing dwellings, where it is expected to take influence from the character of its context and be a 'good neighbour' to surrounding dwellings.

There are several locations where proposed development is due to face existing dwellings and these sit within different area types:

- Cawston Lane (Homestead South area type)
- Alwyn Road (Bilton Parkland area type)
- Coventry Road (Suburban Residential area type)

**BF.55** Development along this edge **must**:

- Draw on the existing context (including neighbours (opposite and to the side) and demonstrate positive responses to grain, footprint, scale, built form and landscape character
- Demonstrate transitions between contextual responses at the edge and proposals within area types where these have different requirements.

Example - Residential facing edge to Cawston Lane

The example shown on this page is the portion of Cawston Lane to the south of the Homestead Link Road and associated landscape buffer, at which point it is separated from the rest of Cawston Lane to the north for vehicular access but retains an active travel connection.

This part of the edge is expected to convey a 'lane' character. This is likely to include replication of certain features of the existing built pattern while allowing for appropriate access and protection of existing features where necessary.

Due to the difference in existing built patterns and form it is appropriate for there to be varying responses in the other contexts.

Residential rears

This edge meets the rear gardens of existing dwellings.

**BF.56** Development **should** either meet rear gardens with rear gardens or where appropriate/necessary facilitate a green infrastructure corridor as per NA.22-21.

**BF.57** Where there is a green infrastructure corridor to this edge it **must** be large enough and sufficiently overlooked/activated to be a safe space.

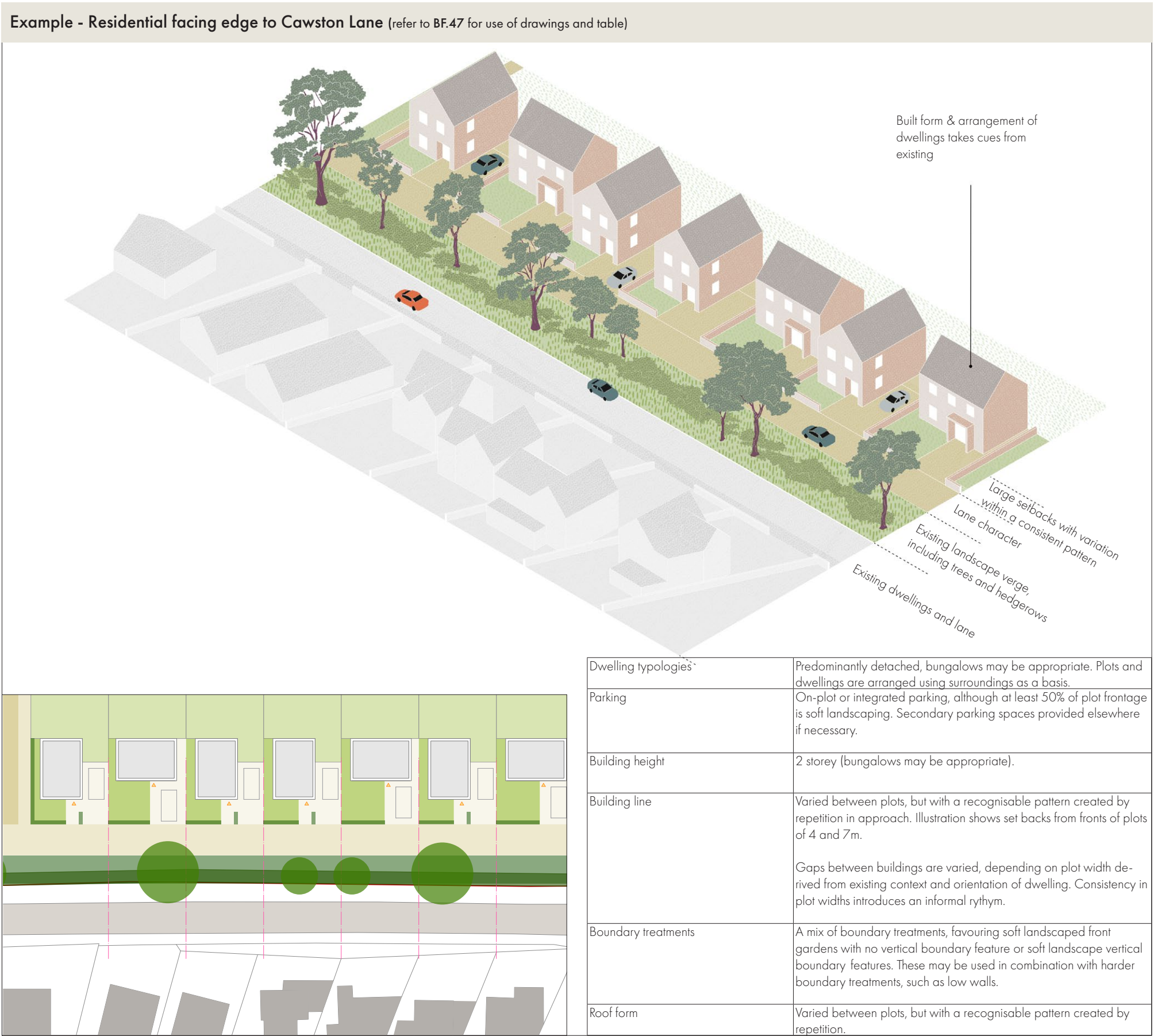


Figure 44: Residential facing (Cawston Lane) edge.



BUILT FORM

Edge - Landscape edge

The majority of this edge borders Cawston Spinney, with smaller sections addressing Cock Robin Wood and Cawston Greenway with the green belt beyond. It is expected for development at this edge to reduce in density and formality, providing a ‘gentle’ relationship with landscape features and any required buffers. This edge passes through the Bilton Parkland, Suburban Residential and Green Fringe area types.

**BF.58** Development along this edge **should** utilise the following design principles:

- Regular widening of landscape buffers to reinforce a level of informality to the built form and to bring areas of green landscape into the residential development.
- A range of dwelling typologies may be utilised, but predominantly detached and semi-detached houses.
- Building heights up to 2.5 storeys across area types.
- A high level of activation and overlooking to buffer areas. Primary building frontages and building entrances also aligned with these.
- An informal and varied, yet considered, building line, with variation in both set backs of buildings from the front of plot and gaps between buildings. Variation should still be
- A mix of boundary treatments, favouring soft landscaped front gardens with no vertical boundary feature or soft landscape vertical boundary features. These may be used in combination with harder boundary treatments.
- A mix of parking arrangements to avoid over-dominance of a particular types.

While a consistent character is desired along this edge, the following distinctions are expected where it passes through specific area types:

Bilton Parkland area type

**BF.59** Less variation in the buffer width and associated building line **could** be acceptable due to the shorter length of the edge condition in this location.

Suburban Residential area type

**BF.60** Development **must** demonstrate a careful transition from the Suburban Residential area type to the Landscape edge. It is likely most appropriate for this to be a gradual transition in lower levels of formality and built form density.

**BF.61** Development **should** retain the overall characteristics on this page.

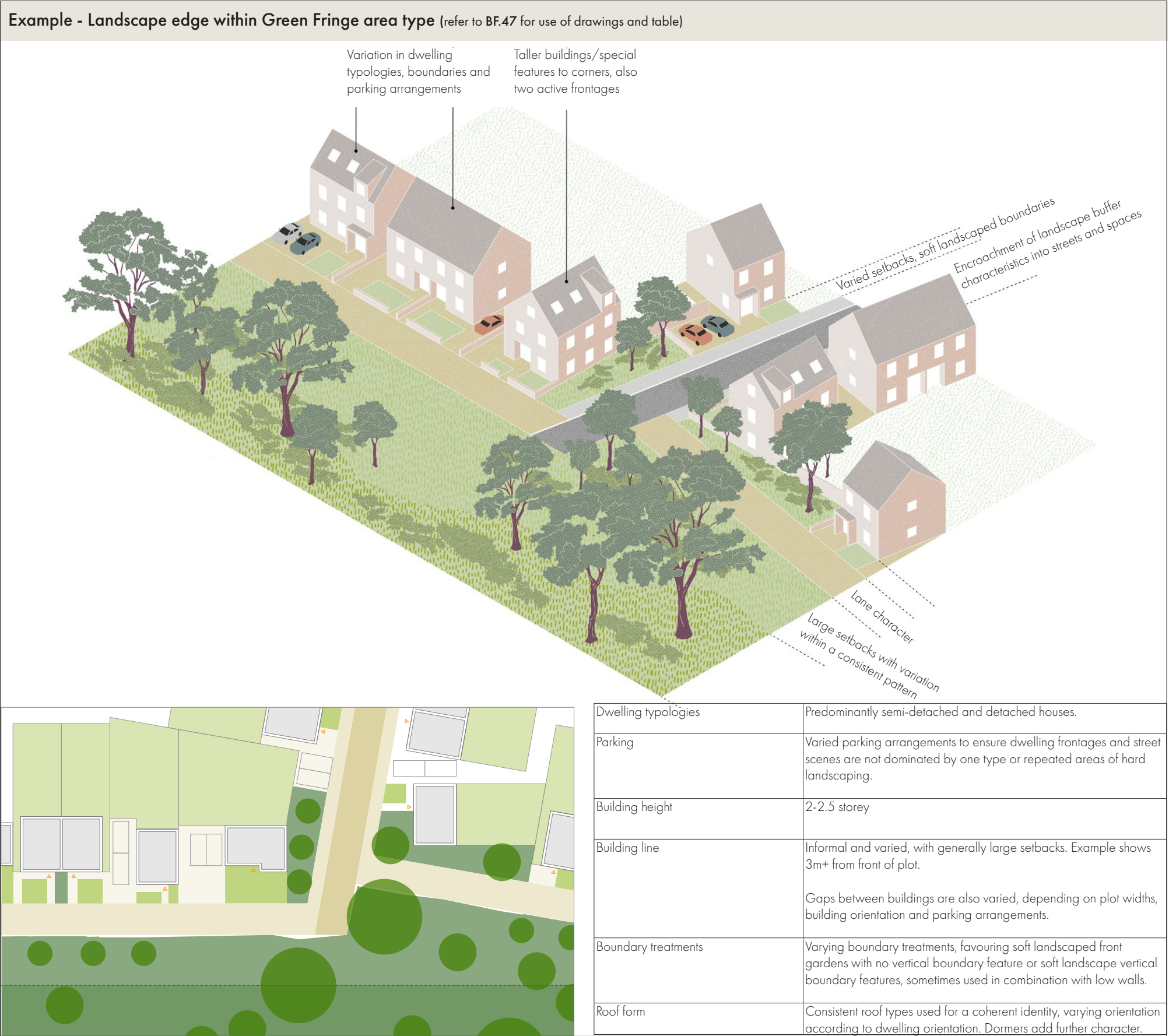


Figure 45: Landscape edge.

## BUILT FORM

### Employment Edges - Safeguarded land scenario 01

In this scenario there will be an interface between the existing employment development and future residential development. The principles on this page are therefore to be accommodated by future residential development.

#### Buffer zone

**BF.62** A buffer zone **should** be part of this edge condition and **should**:

- Be of minimum 80m depth between buildings (exception noted on drawing to allow for a continuous building line).
- Contain some tree planting within 25m proximity of dwellings. This may be accommodated as street tree planting or take the form of a landscape buffer. Depending on the location of the boundary between sites, this may result in a larger overall buffer depth.
- In the case of a landscape buffer be well overlooked and serve leisure or amenity purposes.

#### Orientation of residential streets + buildings

**BF.63** In the case of development along the Sustainable Transport Corridor, it is considered that alignment to and a positive relationship with the movement route is most important, as per BF.42-43. Therefore visual screening **should** be developed in line with street design PS.07.

**BF.64** In other areas the only or main orientation of residential streets and dwellings **should** not be parallel with employment warehouses.

**BF.65** Where a change in street orientation is utilised and a space is created, it **should** also achieve other placemaking objectives, ie relate to the creation of a public space, a green space, locating building entrances.

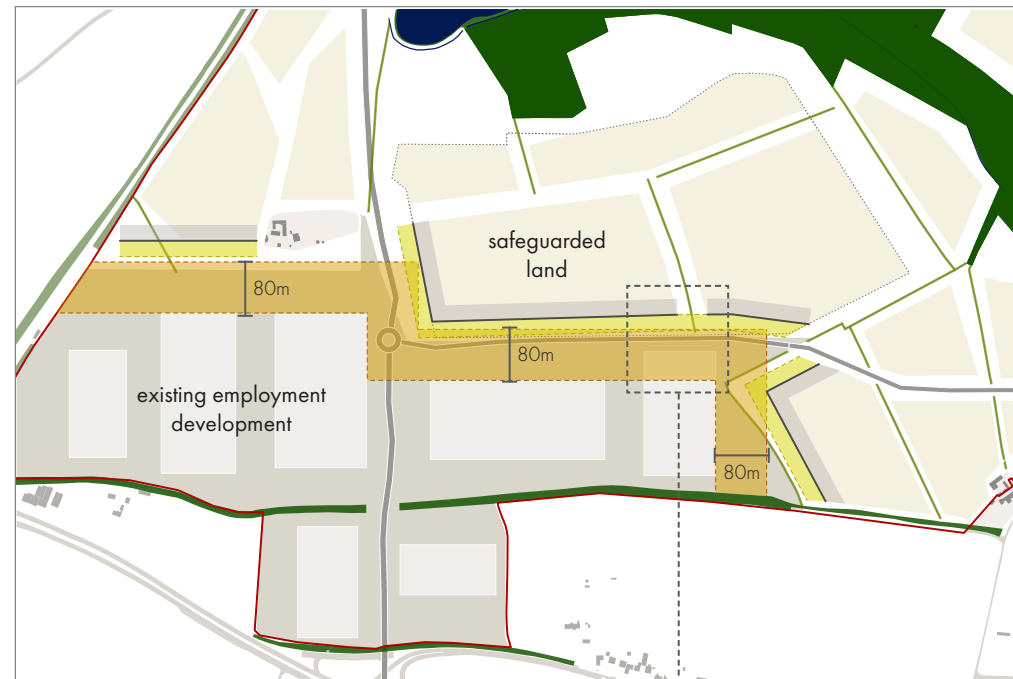
**BF.66** Streets **should** not be designed so that key views are of employment warehouses. This may be addressed through placement of a significant landscape or built feature at the end of the street.

#### Levels

**BF.67** Where present, changes in site level **should** be utilised to reduce visual impact of employment buildings. Understanding of this should form an early part of site context analysis.

#### Residential building heights

**BF.68** The height of residential buildings along this edge **could** be more consistently at the upper end of that permitted in order to aid the transition between the different building uses and scales.



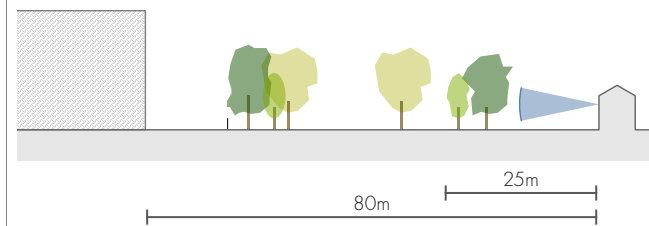
BF.62: Proposed buffer zone

Less than 80m permitted in this location in order to allow for a continuous building line to the Sustainable Transport Corridor

#### Key

- Buffer zone between buildings
- 25m zone subject to tree planting

#### Diagrammatic section



**BF.62** Diagrammatic section demonstrating minimum possible buffer arrangement between employment and residential buildings.

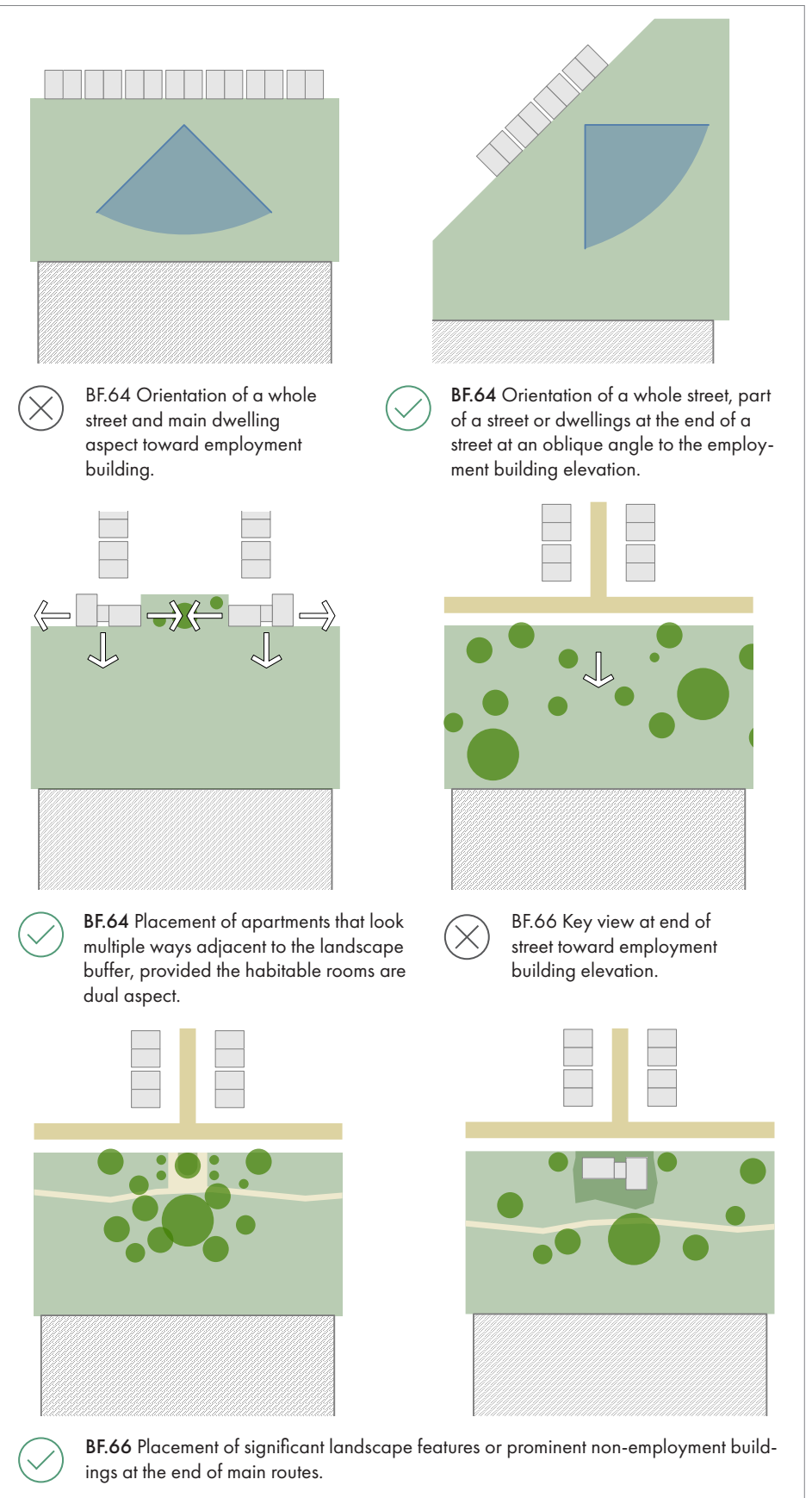


Figure 46: Illustration of built form principles BF.62 - BF.68.



## BUILT FORM

### Employment Edges - Safeguarded land scenario 02

In this scenario there will be an interface between future residential development and future and existing employment development. The majority of principles on this page are to be accommodated by future employment development, which is expected to mediate carefully to nearby residential development. There are discreet requirements for residential development.

#### Employment development

##### Buffer zone

**BF.69** A landscape buffer **must** be part of this edge condition at the interface between employment and residential uses and **must**:

- Be of minimum 80m depth from the site boundary or edge.
- Contain a landscape screening buffer that complies with NA.40.

**BF.70** Overlooking **must** be provided onto landscape buffer.

**BF.71** Parking and access roads **could** be part of landscape buffer.

**BF.72** It **must** be demonstrated that this buffer also mitigates other potential environmental impacts on residential development, for example noise.

##### Site levels + building heights

**BF.73** Building heights **should** be within a range of 12-18m and maximum heights AOD accord with the diagram opposite, which have been developed in response to the existing site topography. Heights will also be subject to a Landscape Visual Impact Assessment (LVIA).

**BF.74** Where present, changes in site level **should** be utilised as part of this edge strategy to reduce visual impact of employment buildings. Understanding of this should form an early part of site context analysis.

##### Building orientation

**BF.75** Employment buildings **must** be orientated with short ends (rather than long sides) facing key movement routes, frontages onto residential areas and important landscape features.

##### Building mass

**BF.76** Employment building elevations that face onto residential development and landscape features (as indicated in the diagram adjacent) **must** be subject to manipulation of building height and at least one other measure contained in BF.80 to mitigate their visual impact.

#### Residential development

**BF.77** Residential development labelled opposite must accord with BF.62 in relation to existing employment development.

**BF.78** Contain some tree planting within 25m proximity of dwellings (may include street trees).

**BF.79** Overlooking **must** be provided onto landscape buffer where applicable.



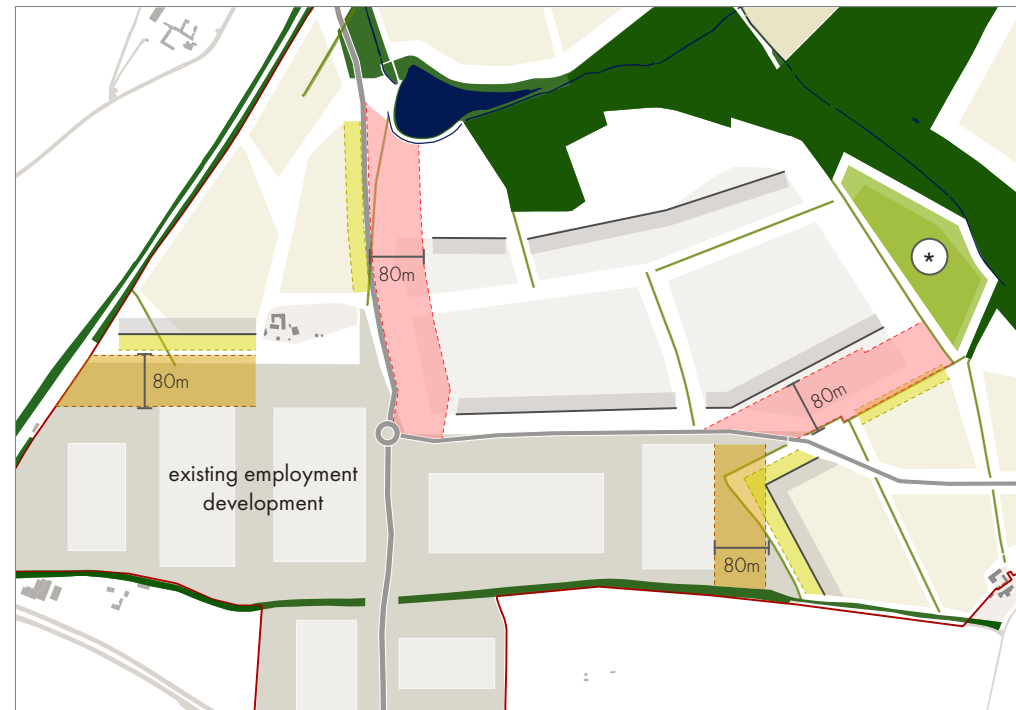
Edges key diagram

— Landscape edge (employment interface) — Residential edge (future development)



**BF.73** Maximum heights of any building, structure, chimney, stack, plant or equipment in metres above AOD.

131m 128m 126m



**BF.69: Proposed buffer zone**

##### Key

— Buffer zone from employment building site boundary or site edge — Indicative building frontages subject to BF.76 requirements  
— Buffer zone between existing employment buildings and proposed residential development (see BF.62) — 25m zone subject to tree planting (BF.78)  
(\*) Potential country park

Figure 47: Illustration of built form principles BF.69 - BF.79.



BUILT FORM

Employment buildings

The scale and design of modern employment buildings can mean they have a relentless and overbearing impact on their surroundings. They often feature large expanses of blank elevation which contribute little to the spaces around them.

It is important for a sufficient design approach to be taken that both mitigates the impact of these buildings on their surroundings and is not dishonest about their use.

- BF.80** Massing **must** be manipulated or broken up by at least two of the following:
- Breaking particularly large buildings into several smaller buildings.
  - Use of recesses where total breaking up of buildings is not possible. Sizes, ratios, positioning and the relationship of these with the base & roof will require careful design.
  - Stepping of roofs or use of roof forms which convey a sense of rythm, order and building structure.
  - Use of a plinth to provide definition between base and upper.
  - Use of features to introduce articulation and depth including circulation cores, fenestration, service/building environment elements such as shading and use of materials.

- BF.81** A human scale **must** be achieved by:
- Positioning of smaller spaces (entrances, offices, amenity spaces) to be visible from most important frontage or most frequented movement route.
  - Making entrances clear, through their positioning, ‘special’ treatment, and emphasis on human scale of spaces.
  - Representation of smaller scale spaces (eg offices, walkways) on the exterior of the building, through organisation of building facade, representation of floor plates, utilisation of differing materials, arrangement of windows.

- BF.82** Employment buildings **must** contribute to activation and overlooking of spaces by:
- Clear (not significantly darkened or obscured) windows to entrances, office spaces, amenity areas.
  - Positioning of well-designed external staff amenity areas to public areas.

- BF.83** Opportunities **should** be taken to provide windows into other parts of the building, to contribute to a sense of activity and provide natural light.

- BF.84** Opportunites for environmental measures to be integrated into building form and facade **should** be utilised.

Also refer to:

RBC local plan policy: SDC4



Industria, London  
Haworth Tompkins

The breaking up of massing according to the use of different parts, material differences and demonstration of human scale.



Here East, London  
Hawkins Brown

Facade broken up by functional elements and introduction of colour.



Large scale windows communicate activity and overlooking.



London 1 Data Centre, Dagenham  
NTT

Human scale + staff amenity - scale further addressed by reminder of human scale



Human scale addressed in entrance/office/amenity spaces through articulation of building facade.





# BUILT FORM

## Employment buildings

### Parking

**BF.85** Parking must be sufficiently broken up with soft landscaping.

### Amenity spaces

**BF.86** Staff amenity spaces **must**:

- Be visible from the public realm and connected to movement routes
- Not be positioned behind parking areas
- Integrate with the overall landscape approach to the site
- Conveniently co-locate well-designed facilities such as cycle parking.

### Materials

**BF.87** Large areas or whole walls of single colour (especially grey), large format cladding **should** be avoided, as this creates overly flat elevations.

**BF.88** Gradient approaches to elevations which attempt to replicate or blend into a landscape background (land or sky) are generally not considered to be appropriate and **should** not be proposed as the primary or only approach, as they do not sufficiently deal with the mass or impact of the building on surrounding areas.

**BF.89** Materials/colours **should** be used in combination and reflect the built form to provide visual interest.

**BF.90** Proposals **could** include the following (non-exhaustive):

- Materials that reflect industrial or agricultural buildings, such as metals and corrugated materials
- Reflective materials that provide some dynamism to the facade
- Colours or materials referencing buildings in the immediate or wider context
- The introduction of different textures



Landscape approach to movement and amenity areas, with cycle parking integrated.



Use of multiple materials/colours to signify different built form parts, provide different textures and break up building mass.



Energy Hub, London  
Morris + Company



Industria, London  
Haworth Tompkins



BUILT FORM

Self-build + custom-build housing

It is anticipated that some serviced plots will be made available for self-build and/or custom build housing development within South West Rugby. A self build home is designed and built by the owners to their bespoke specifications, in order that it can reflect their requirements, lifestyle and budget. A custom build home is facilitated by a developer, but built according to the preferences of the buyer

Notwithstanding the desirability for some personal expression within a self-build or custom build home, its design must also respond to the characteristics of its locality and respect its neighbours. For this reason, any planning application where multiple serviced plots are proposed to be located together should be accompanied by a self-build/custom build design code.

- BF.91** This design code submitted **should** set out essential parameters for individual plots including:
- How the plots relate and respond to the wider masterplan and this design code
  - Plot form
  - Developable footprint
  - Orientation
  - Building type
  - Building lines
  - Building heights
  - Parking and cycle storage
  - External materials
  - Boundary treatment
  - Management of refuse

The Council will support the use of Plot Passports for self and custom build housing where these are supported by a design code.

- BF.92** A Plot Passport **should** provide a purchaser with a simple, concise summary of design parameters for a specific plot showing:
- Plot location
  - Building type
  - Permissible building line
  - Developable footprint
  - Height
  - Separation to adjacent plots
  - Access
  - Parking arrangements



Graven Hill - self-build home not responding to context



Graven Hill - dwellings forming clear groupings and identity, with clear relationship to streets and spaces



BUILT FORM

District centre + larger buildings

The district centre will contain the concentration of the allocation’s non-residential buildings, as well as larger residential buildings and the largest school sites.

Buildings in the district centre

- BF.93 Buildings **should** feature taller ground floor ceiling heights to allow flexibility of use.
- BF.94 Entrances and windows to habitable rooms within dwellings and spaces with activity/inhabitation to non-dwellings **must** face the main movement routes and public spaces through the district centre.
- BF.95 Proposals **must** demonstrate the proportion of frontages to main public routes that will be ‘active’.
- BF.96 Service doors and areas of blank facade **should** not face main movement routes or public spaces in the district centre.

Larger buildings

- BF.97 The form of larger buildings **must** be manipulated to avoid appearing as one large mass, to convey a human scale and to relate to smaller buildings in their vicinity. This can be achieved through:
  - Stepping back of upper floors
  - Stepping down of height toward smaller buildings
  - Stepping of facades
  - Introduction of variation and rythym through roof forms and features such as bay windows.
- BF.98 Apartments and mixed use buildings can provide opportunity of multiple entrances on ground floor - this should be emphasised.

Schools

- BF.99 Schools **should** be designed as part of the area or street in which they sit, integrating into the built form strategy, providing activation + overlooking, reflecting materials choices.

Also refer to:

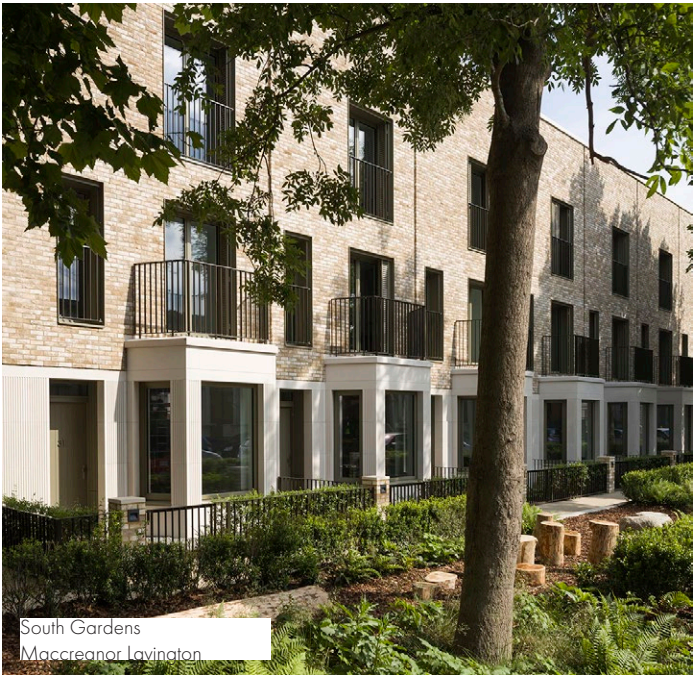
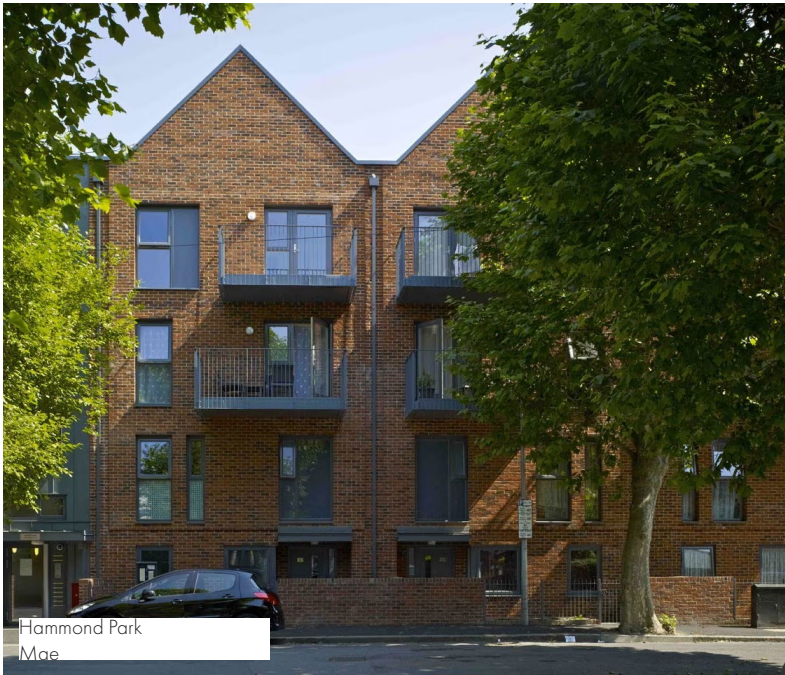
Homes and buildings

Identity

RBC local plan policy: HS1, HS3, SDC1



Stepping of facade and use of roof forms to distinguish individual building parts



Stepping back of upper floors

